



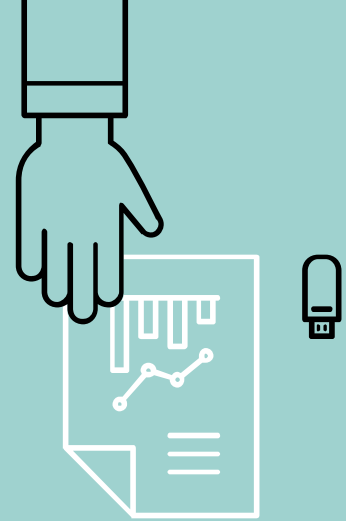
# Alice Orrù

Localization, UX and content  
writing.

Content accessibility expert.



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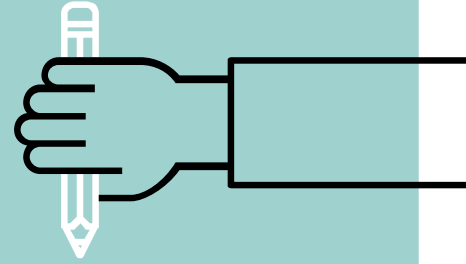
# About me, Alice Orrù

I am a **content designer and translator** specializing in inclusive and accessible languages.

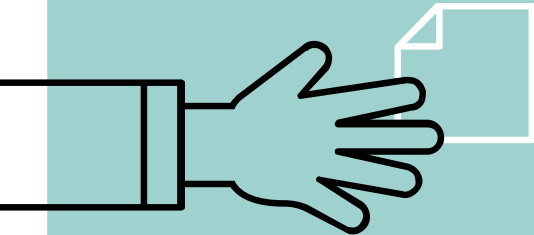
Every year I localize dozens of tech projects and style guides, mostly for the SaaS industry.

I have been living in Barcelona since 2012.  
I work in **Italian, English, and Spanish.**





# My background





## *In Italy*

- ▷ From 2007 to 2012, I worked on **marketing and digital campaigns** for corporations and large companies such as:
  - Nestlé Italia
  - GfK Italia
  - Bricoman Italia





## *In Spain*

- ▶ In 2013 I joined the world of international customer service. I worked as a **translator, interpreter, and content creator** in Eugin, a Spanish Assisted Reproduction clinic.

My working languages were Spanish, French, and Italian.





## *All over the world*

- ▶ In 2015, I joined the distributed team of WP Media, a French start-up developing plugins for **WordPress**.

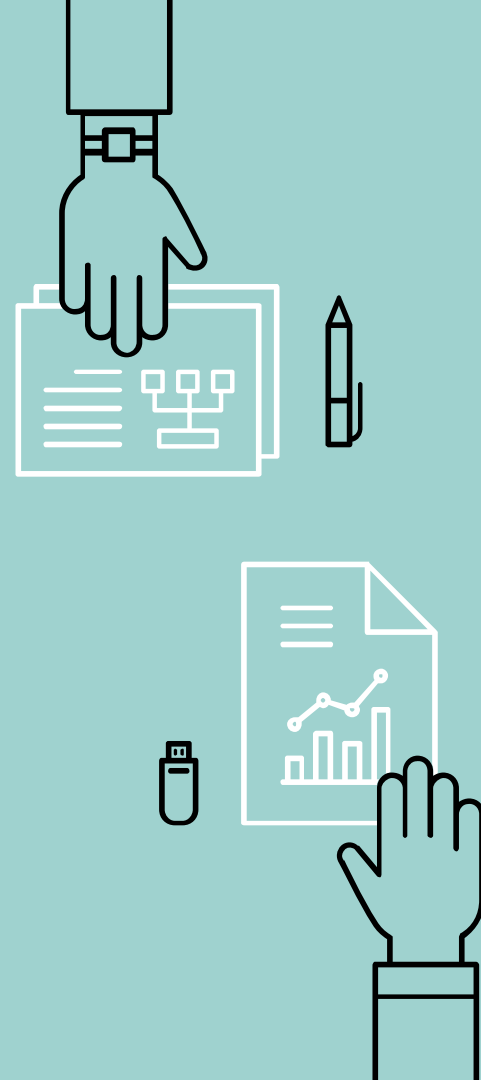
At first, I worked on international customer support, then I switched to **technical writing and localization**.





## *As a freelance*

- 2015: I start working as a **technical translator and copywriter** for tech companies, mainly in the WordPress environment.
- March 2021: I launch Ojalá, the first Italian **newsletter on inclusive and accessible communication** ( +2000 subscribers).
- June 2022: I publish "**Scrivi e lascia vivere**", the first Italian handbook on inclusive and accessible writing.







## *As a consultant*

I do **consulting and training on inclusive and accessible languages** for Italian and international companies.

Among my clients:

Banco BPM, CapGemini, Reply, [Southern Connecticut State University](#), [Scuola Holden](#), and others.



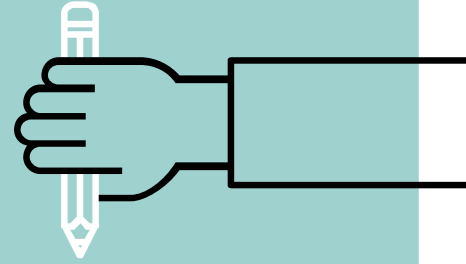


## *Open source lover*

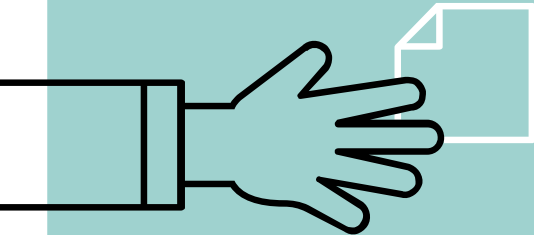
I actively participate in the WordPress open source ecosystem:

- I am one of the **Italian GTE** of the WordPress open source translation project.
- I **speak in public** about [technical writing and female participation in the tech world](#).





# Portfolio



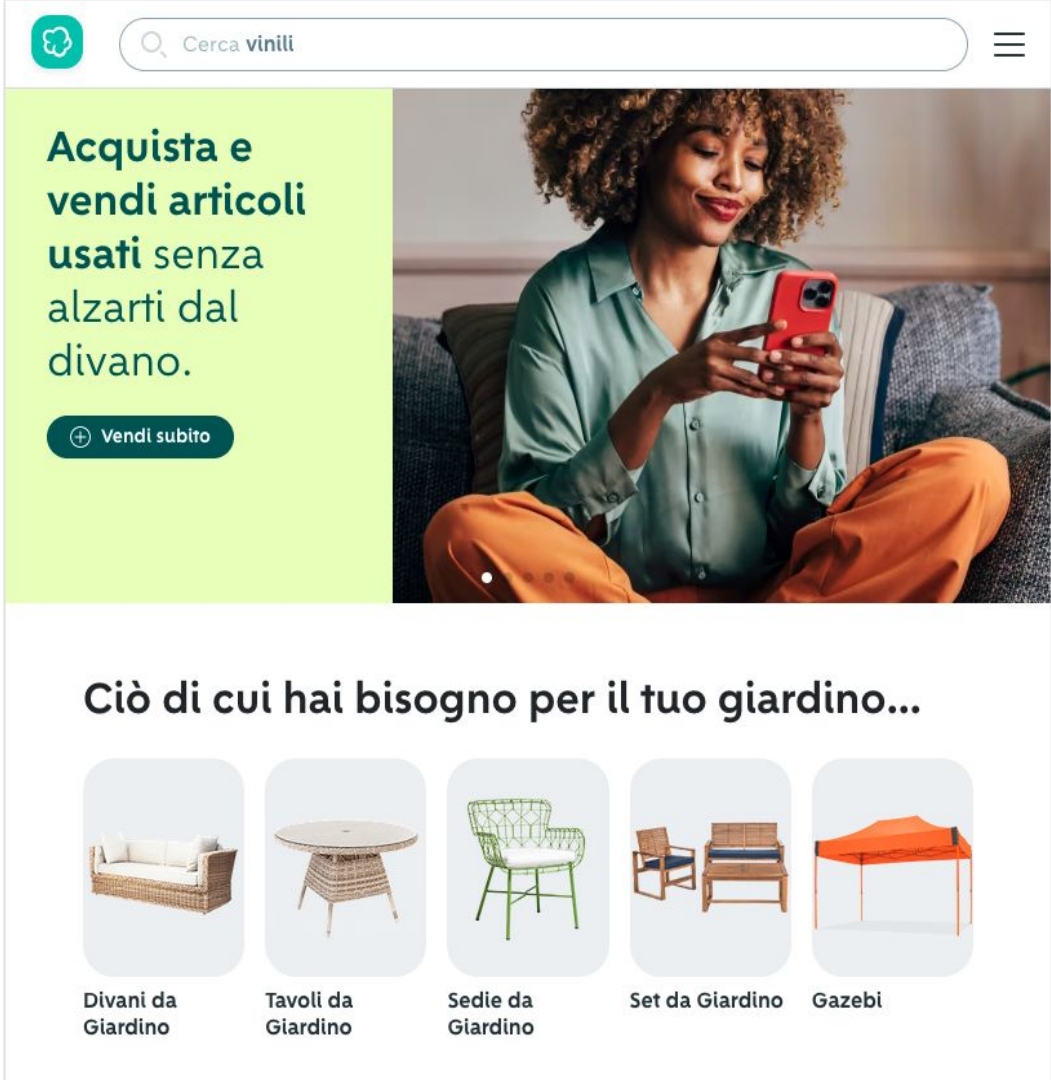


# Wallapop

**Italian localization** of the app and website of Wallapop, Spain's first platform for buying and selling second-hand goods.

**Focus on:** Transcreation, UX and accessible language.

(2023 to date)





# Awesome Motive

**Italian localization** of all plugins developed by Awesome Motive, one of the largest companies in the WordPress sphere.

**Focus on:** UX writing, technical writing, transcreation.

(2023 to date)



## WPBeginner

Largest free WordPress training resource for beginners and non-techy users.

[Learn more](#)



## OptinMonster

Get more email subscribers & sales with the most powerful conversion optimization toolkit for websites.

[Learn more](#)



## MonsterInsights

The most popular WordPress analytics plugin used by over 3 million websites.

[Learn more](#)



## All in One SEO

Leading WordPress SEO plugin and toolkit to help improve your search engine rankings.

[Learn more](#)



## WP Mail SMTP

Improve WordPress email deliverability with the best WordPress SMTP plugin.

[Learn more](#)



## Smash Balloon

#1 social feeds plugin for WordPress. Easily display social media content on your site.

[Learn more](#)



## Easy Digital Downloads

Easily sell digital products in WordPress, from eBooks to PDF files to software, and more.

[Learn more](#)



## AffiliateWP

Launch your affiliate program in WordPress to grow your sales without middle-man fees.

[Learn more](#)



## SendLayer

Leading website email delivery service – powerful SMTP API for better email deliverability.

[Learn more](#)



## WPCode

Easily manage custom code snippets in WordPress with our WordPress code manager.

[Learn more](#)



# GREYD GmbH

**Content design** for the [new website of Greyd](#), the comprehensive platform to scale up WordPress businesses.

**Accessibility focus:** A complex site for a feature-rich platform to be explained in technical but accessible language.

(2023)





# Music Patron

**Content design** for the [new website of Music Patron](#), the platform that gives composers the freedom to create new music and receive support for their art.

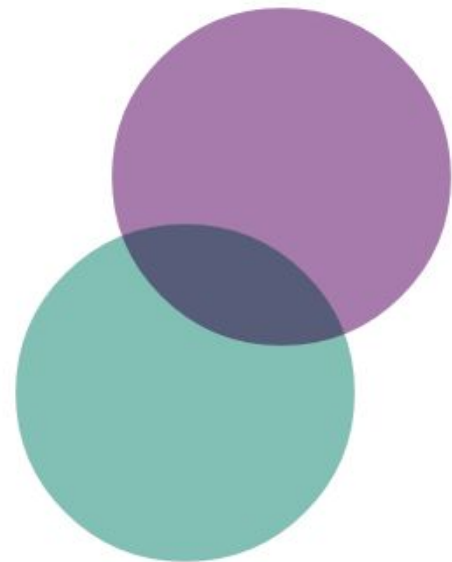
**Accessibility focus:** Accessible rewriting of copy and microcopy to make them understandable to all people who love music but are not familiar with its technicalities.

(2022)

A NEW WAY OF SUPPORTING COMPOSERS

## Secure the future of music

With Music Patron, you can give composers the freedom to create new music, connect with them, and truly support their art.







# Galleria Nazionale dell'Umbria

**Content design** for the [Gallery's new website](#) and digital works section.

**Accessibility focus:** Each digitized work now contains an accessible description in addition to the art-historical notes (i.e. [Madonna and Child with six angels](#)).

(2022)







# Preply

**Content writing** for the [Preply Blog](#), focused on foreign language learning.

**Focus on:** SEO writing, culturalization and accessible language learning.

(2021 to date)

## Gender-inclusive languages: A (linguistic) journey around the world

📅 June 23, 2022 • Updated September 12, 2022



Article by: [Alice Orrù](#)



# UX Content Collective

I am the Italian representative of the [Gender Inclusive Language Project](#) of UX Content Collective.

The project collects videoguides for content design professionals on gender-inclusive language .

(2022)

UX CONTENT  
COLLECTIVE



## The Gender-Inclusive Language Project

**We're an international group of content designers. We want to better represent all people in the apps, products, and experiences we design.**

**Get the international guide for your team!**

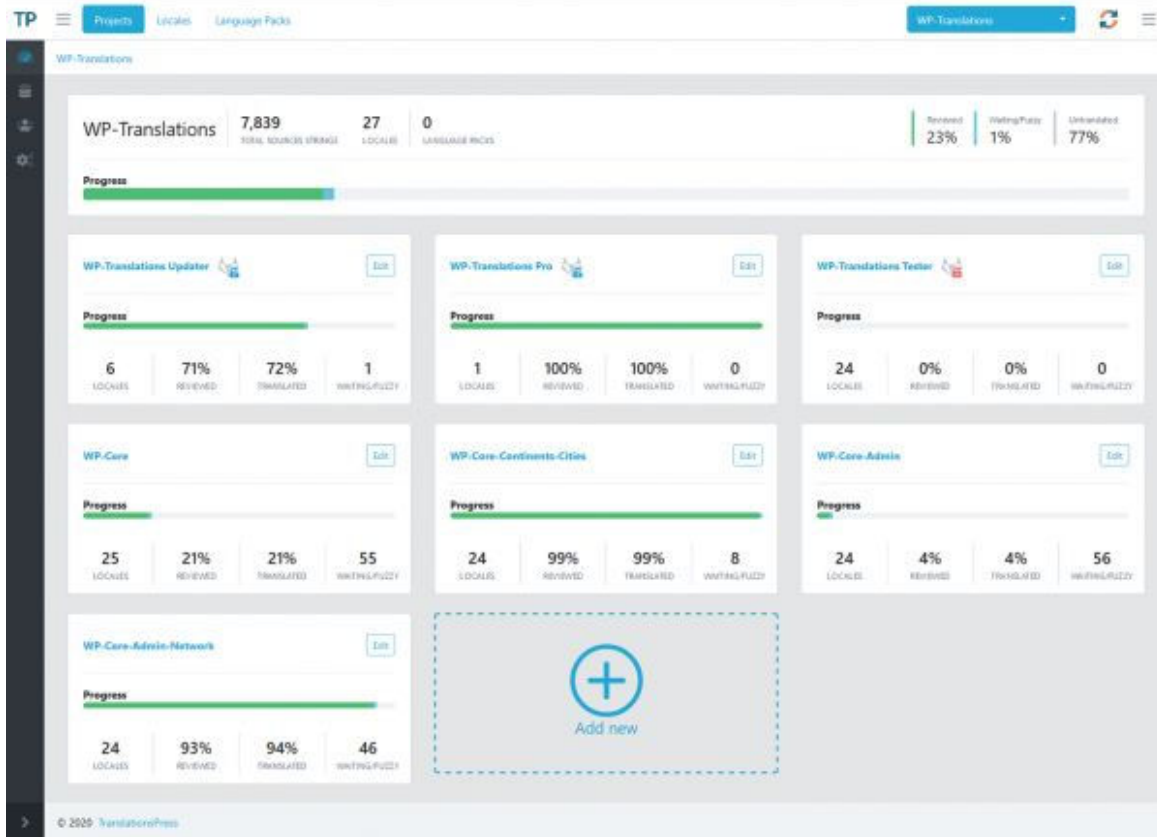


# WP-Translations

**Italian localization** of premium WordPress plugins and themes, such as:

- MailPoet
- Gravity Forms
- Polylang
- Themeisle
- Yoast SEO
- SEOPress

(2019 to date)





# Kinsta

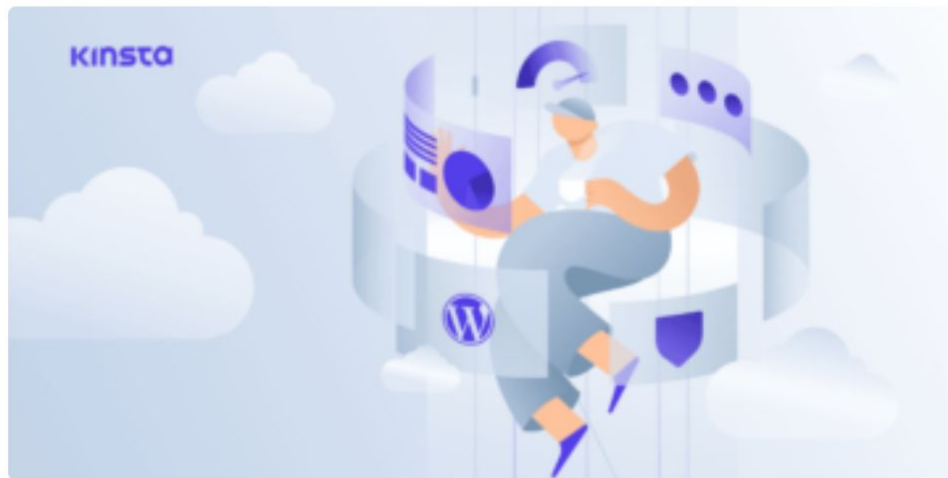
**Italian content writing** and localization for Kinsta's blog, one of the largest providers of website hosting for WordPress.

**Focus on:** SEO writing, technical writing.

(2019 to date)

CENTRO RISORSE

# Il Blog di Kinsta - WordPress, Sviluppo Web e Strumenti Tecnici



[PAGINA IN EVIDENZA](#)

[VIDEO](#)



# WP Media

Website rebranding of the WordPress plugin [WP Rocket](#).

**Focus on:** Content design, UX and SEO writing, Italian localization.

(2020 - 2021)



## Speed Up

Your Website in a Few Clicks

[Get WP Rocket Now](#) →

WP Rocket is the **most powerful caching plugin** in the world. Use it to improve the speed of your WordPress site, SEO rankings and conversions. No coding required.



## Are You Ready to Reach the Stars?

WordPress experts recommend WP Rocket to achieve incredible speed results



# Let's keep in touch:

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