CHRISTOPHER VIGNERON

Senior Content Designer, Lead, Strategist & UX Copywriter

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Senior UX Content Designer with a fintech flagship at Trezor — owned content systems including glossaries, guidelines, tone of voice, and localization across every product touchpoint. Created a content strategy to turn complex products into content people understand and act on. I now prototype and ship full-stack AI tools, from content systems to interactive web apps, that scale team workflows.

EXPERIENCE

Founder & Product Builder 2026–Present | Levragd *AI content department · SaaS*

- **Founded and built Levragd**, an AI content department for solopreneurs, small businesses, and content teams: from a website and brand guidelines it builds a Brand DNA, finds content opportunities, and drafts in 8 formats.
- **Designed a 22-criteria quality check** and shipped the full-stack app (Next.js, Firebase, Stripe) with AI.

Senior UX Content Designer 2022–2026 | Trezor *fintech · hardware · flagship*

- **Owned the content experience across 7+ product touchpoints**: web, firmware, Trezor Suite app (desktop & mobile), knowledge base, e-shop, packaging, release notes, and email. Maintained consistency and brand voice across all surfaces.
- **Scaled Trezor Suite and web content to 18 languages** via Crowdin and led SEO efforts. Ensured one clear, supportive voice across security-critical flows where language clarity directly protects user funds.
- **Revamped 20+ landing pages** across the Trezor website, aimed at improving visitor retention and reducing bounce.
- Wrote and iterated on UX copy for core Trezor Suite flows, onboarding through swapping, **working closely with a 15+ member design team and cross-functional leads.**
- Built Trezor's product glossary, content guidelines, and tone-of-voice framework from the ground up.

Web, Timelines & Tradeshow Content 2022–2026 *concurrent* **| SatoshiLabs** *Trezor's parent company*

- Designed, wrote, and implemented an entirely new website with **6+ content-rich pages** covering company story, hiring info, mission statements, and holding-company mentions, strengthening the visibility and positioning of SatoshiLabs and its portfolio companies.
- **Reworked company timelines and produced materials for 8+ conferences**, translating a pioneering crypto-security story into credible, engaging copy for visitors, partners, and the press.
- **Awarded for Content & Design** CSS Design Awards

AI Model Trainer 2026 | Onyx AI *AI training*

- Improved the consistency and reliability of **AI training data across 100+ video segments** through accurate event annotation, speaker identification, dialogue segmentation, diarization, and frame-aligned timestamping.
- Performed quality reviews to identify labeling inconsistencies, correct annotation errors, and support more dependable model outputs.

UX Copywriter 2020–2022 | Reservio *booking SaaS*

- Made Reservio's product offering more engaging, consistent, and marketable, creating a clearer connection between top-of-funnel messaging and the product experience.
- Wrote and refined website content, UX flows, marketing campaigns, blogs, SEO copy, and social content while maintaining a consistent voice across customer touchpoints.

Content Designer & Copywriter 2010–2020 | Independent *fintech · real estate · IT · medical · arts*

Selected projects

- LucidCircus — content design, copy editing, and ongoing newsletter/blog writing for a creative brand's owned channels.
- GHC Genetics — copywriting and blog content making technical genetics accurate and accessible to a lay audience.
- AFO (Academic Film Festival Olomouc) — content editing and brochure copy for the 54th edition under real print deadlines.

SELECTED PROJECTS BUILT WITH AI

Trezor Design System | *React · Python · Firebase · Notion API* | verbal-identity.web.app

- **Problem:** Trezor's verbal brand lived in scattered docs, Slack threads, and institutional memory.
- **Built** a searchable web app as one source of truth for tone, terminology, and UX-writing rules, with content pulled from Notion. Designed the information model; shipped end to end with Claude Code.
- **Outcome:** One authoritative reference for on-brand language, reducing inconsistency across surfaces.

Trezor Threads — Web App | *React · Python · Firebase · Crowdin API · Figma API · Notion API* | trezor-threads.web.app

- **Problem:** Designers couldn't check Figma text against approved copy and translations, so copy drifted.
- **Built** a copy companion that searches live Figma text, pulls approved Crowdin strings, checks the Notion glossary, and generates on-brand copy. Scoped from a gap I saw as a copywriter; built with Claude Code.
- **Outcome:** Designers can check and generate on-brand copy without waiting on writer review.

Trezor Threads — Figma Plugin | *React · Figma Plugin API · Notion API*

- **Problem:** The web app made designers leave Figma to check copy, so it was used less.
- **Built and published** a Figma Community plugin with every Threads feature plus an Auto mode that applies on-brand copy to each layer in one click. Adapted for the plugin architecture with Claude Code.
- **Outcome:** Publicly available on Figma Community; brings copy QA into designers' existing workflow.

Social Progress Index | *React · Python · Firebase* | social-progress-index.web.app

- **Problem:** The Social Progress Index (well-being beyond GDP) is dense and hard to explore as raw data.
- **Built** an interactive data-visualization app to compare countries, drill into score components, and surface regional and temporal patterns. Designed the content model; built with Claude Code.
- **Outcome:** Turned a policy-researcher-facing dataset into something a general audience can explore.

CONTENT SYSTEMS & TOOLS

Content systems: AI output evaluation agents, tone of voice, glossaries, content guidelines, language consistency, content audits, localization, product scoping

AI tools: Claude Code, ChatGPT, Github Copilot, API connection design, Firebase, JavaScript, npm, Node.js

Design tools: Figma, Storyblok, Confluence, Notion, Miro, Crowdin, GitHub, Jira, Trello, Intercom, Google Analytics, SEMrush

BACKGROUND & PUBLICATIONS

Education: Bachelor of Music, Composition — University of North Texas | Languages: English (native), Czech (conversational)

TEFL-certified English instructor; former course instructor at Palacký University, Olomouc

Sample publication credits (language editing and proofreading):

- *Long-term changes of bird species richness revealed historical manor parks as biodiversity hotspots in cities* — Urban Ecosystems (Springer Nature, 2025), language corrections
- *On sustainability interpretations of the Ecological Footprint* — Ecological Economics (Elsevier, 2020), proofreading the manuscript
- *Reframing Jewish Life: Moravian Jewry in the Modern Period* — Palacký University Olomouc, 2020, language corrections (co-credited)

Also credited: AFO54, AFO55, and AFO56 festival catalogues (proofreading, 2019–2021); Rozcestník III (language editing, 2018).