



Soraia Cardoso

Expert PT-EN-PT Linguist & Data Annotator



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Lisbon, Portugal

Education

Self-Taught Translator & Localization Specialist | 01/2017 - Present

- Independently studied English/Portuguese (Portugal) translation, focusing on web content, e-commerce, lifestyle, and marketing.
- Trained in localization best practices, SEO adaptation, and cultural tone-matching.
- Completed over 100 freelance translation projects for global brands and platforms.
- Gained practical experience through paid client work, portfolio building, and AI linguistic projects (Appen).
- Regularly use CAT tools (Smartcat, Trados, MateCat), AI tools (ChatGPT, DeepL Pro), and proofreading software (Grammarly).

Graphic Design Course | Escola Superior de Artes e Design, Portugal | 2016

- Studied visual design principles, typography, and digital graphics.
- Gained foundational skills in Adobe Creative Suite (Photoshop, Illustrator, InDesign).
- Completed hands-on projects including branding, digital illustrations, and marketing materials.

Skills

- AI Annotation & Labeling: RLHF, QA, ranking, rationales
- Content Creation: Digital product copywriting, marketing, e-books
- Languages: Portuguese (native), English (B2-C1)
- Tools & Platforms: TELUS/AICrowd platform, web-based QA tools, Appen, Canva, Etsy

Professional Experience

TELUS - Project Sonic | Lisbon, Portugal (Freelance) Conversational AI Trainer | Sept 2025 - Present

- Review AI-generated outputs, rank responses, and select the best answers to improve model performance.
- Provide concise rationales for evaluation in English and Portuguese.
- Gain hands-on experience with RLHF-style ranking and QA processes.

Appen | Freelance AI Annotation & Evaluation Specialist | Jan 2022 - Present

- Label and review AI outputs, write rationales in European Portuguese and English.
- Perform QA/peer review tasks for conversational AI models.
- Contributed to multiple short-term annotation projects focusing on response relevance, clarity, and correctness.

Vault Ink Studio (Etsy Shop) | Lisbon, Portugal Owner / Content Creator | Mar 2023 - Present

- Write and edit product descriptions, marketing copy, and digital products in English for an international audience.
- Created and launched digital products including planners, affirmation decks, and e-books.
- Developed strategies for evergreen content and online sales optimization.

Freelance EN/PT Translation | Remote Translator | 2017 - Present

- Translate documents and content between English and Portuguese for various clients.
- Ensure clarity, tone adaptation, and culturally appropriate phrasing for target audiences.