

## PERSONAL INFORMATION

**Name** Ricard Franch Hernández  
Birth date and place 24-11-1976, Barcelona  
Phone number (+34) 655 36 52 11  
E-mail ricard.trad@gmail.com



## PROFILE

- Freelance professional **translator, subtitler, journalist and localizer**
- **21 years of experience** working for media and language services companies
- Translation pairs: from **English, Portuguese and Italian** to **Spanish and Catalan**
- **Specialization** fields:
  - **Marketing and Communication**
  - **Gaming**, software and **Multimedia**
  - **Medical and Neuroscience**
  - **Audio-Video** industry
  - **Education and Humanities**
  - **Tourism and Travel**

## RELEVANT PROFESSIONAL EXPERIENCE

### 2016 – onwards: EA Sports FIFA

**Translator, Subtitler and Scriptwriter** of in-game content, interactive movie, website, etc.

### 2012 – 2018: Booking.com

**Translator** of travel guides and tourism-related materials for the world's leading hospitality website.

### 2012 – 2017: Play With a Pro Digital Academy

**Subtitler** of educational videos for the top online resource in classical music teaching.  
**Translator, Editor and Localizer** of software platform, advertising copy, social media and web content.

### 2000 – 2011: MicroFusa Language Services

**Project Manager, Translator and Localizer** for software and technical documentation.  
Final clients include Avid, Apple, Sony, Digidesign, M-Audio, TC Electronic, Ableton or Sibelius.

### 1999 – 2015: Letra & Música Producciones, Editorial Bolina

**Translator, Journalist and Editor** for the Spanish versions of world-class music and Pro AV magazines:  
Keyboard (**Chief Editor**), Total Guitar, Gramophone, Rhythm, Guitar Player, Digital Music Maker, etc.

### Ongoing project-based freelance work since 1999

Collaboration in very diverse fields with dozens of well-known international agencies, such as:  
Globalme, Datawords, Loki Games, WeLocalize, TransPerfect, GlobaLexicon, DAT France, EuroTalk...  
Clients include major companies and institutions like Google, Samsung, Nike, F. C. Barcelona, Yamaha, UN / UNHCR / WHO, Interpol, Kiwi.com, Cathay, FOX, Warner, Apple, Rolex, Manchester City or UE Aid.

## EDUCATION

- **1995: BA in Music Arts (Instrument Piano)**  
Conservatori Superior del Liceu, Barcelona
- **1998: BA in Communication**  
Universitat Pompeu Fabra, Barcelona
- **2001: Sound Engineer**  
MicroFusa School, Barcelona (Diploma)
- **2010: Spanish as Foreign Language Teacher**  
International House, Barcelona (Diploma)

## CAT and Subtitling Tools

Trados Studio  
Wordfast  
MemoQ  
XTM  
Passolo  
Aegisub  
Subtitle Edit  
Kijjo Subtitle

## LANGUAGES

- **Spanish** (mother tongue)
- **Catalan** (mother tongue)
- **English**: C2 written and oral
- **Portuguese**: C2 written and oral
- **Italian**: C2 written, C1 oral
- **French**: B2 written, B1 oral

## SKILLS

Versatile; experienced in many diverse areas  
Perfectionist; very high attention to detail  
Reliable, responsible and committed  
Scrupulous deadline-meeting  
Elaborate writing style  
Sensitive to arts-related content  
Highly adaptable to different linguistic contexts  
Accurate terminology and phrasing for manuals and technical texts  
Positive and productive communication with agencies and end customers

Curious about who I have worked with? Please take a look at the attached portfolio!