

Level All

Product Launch Case Study 1

Bilingual Platform Launch: Spanish Editorial & Translation Leadership

Background

As Level All grew, so did its mission: to level the playing field for *all* students.

But when it came to reaching Spanish-speaking users, the platform faced a critical gap — its integration with TransPerfect had been initiated, but the editorial, cultural, and user experience layers were missing.

- Content wasn't translating with nuance, inclusivity, or clarity.
- The technical setup didn't reflect how the content was structured.
- And the human experience — of switching languages and feeling seen — was getting lost.

Challenge

How do you turn a raw translation pipeline into a *real bilingual product* — one that honors voice, context, and the lived experience of the users it's built for?

Level All's bilingual initiative had several critical requirements:

- Transform raw translation into a culturally appropriate user experience
- Maintain consistent brand voice across both languages
- Ensure educational accuracy and accessibility in Spanish content
- Create a seamless language-switching experience for users
- Develop scalable systems for future multilingual expansions
- Support sales teams with inclusive messaging for diverse markets

The goal wasn't just "get it translated."

The goal was: **make it usable, accurate, inclusive, and human.**

Details

Before diving into the how-to, here's what you need to know about this case study:

- **My Role:** Editorial Director, leading the bilingual content strategy and translation workflow
- **Company:** Level All - a national edtech platform expanding to serve Spanish-speaking users
- **Business model:** SaaS educational platform requiring culturally appropriate content in multiple languages
- **Challenge:** Transform a basic translation pipeline into an authentic bilingual experience that:
 - Maintained educational integrity and technical accuracy
 - Delivered culturally appropriate and inclusive content
 - Created a seamless user experience regardless of language preference
- **Scale:** I started with a tech team consisting of an in-house product team and multiple third-party vendors, and then transitioned to lead a specialized team of Spanish language experts, translators, and editors.
- **Content volume:** Full platform content requiring bilingual capability
- **Timeline:** 4 months from audit to launch
- **Key results:**
 - 100% platform coverage with high-quality Spanish content
 - Seamless language-switching capability across all content areas
 - Enhanced sales messaging around accessibility and inclusion
 - Repeatable system for future language expansions

My approach

I stepped in to lead the **editorial and cultural strategy** behind the Spanish content experience.

- Audited the existing translation flow and surfaced critical UX/content gaps
- Built a scalable editorial process for translation that reflected how our English content was actually built, including tone, reading level, and structural nuance
- Assembled and guided a skilled team of Spanish language experts — real humans, not just automation
- Aligned voice, inclusivity, and accessibility principles across both languages
- Worked with product and tech teams to integrate the right tools, workflows, and quality checks

- Translated the technical details into clear and easy-to-understand communications and assets for non-product and non-tech teams to use in internal and external discussions

This was more than localization. It was *equity through editorial systems*.

Results

We went above and beyond.

- Launched a fully bilingual experience; users now toggle seamlessly between English and Spanish across the platform
- Equipped the sales team with a clear and confident message around accessibility and inclusion
- Built a repeatable, human-first system for future multilingual content launches
- Delivered a better, more culturally aware experience to students who've been underserved for too long

Mistakes to avoid when creating multilingual educational content

When developing bilingual educational platforms, here are the critical mistakes I've learned to avoid:

1. **Don't treat translation as a technical afterthought.** Many organizations view translation as simply a mechanical process to be applied after content is finalized. The key is integrating multilingual considerations from the beginning of content development.
2. **Avoid literal translations that miss cultural context.** Educational concepts often rely on cultural references and examples that don't translate directly. Creating culturally appropriate parallels is essential.
3. **Don't underestimate UX implications of language switching.** The experience of moving between languages affects how users navigate and trust your platform. This requires thoughtful design, not just language toggle buttons.
4. **Beware of assuming universal educational approaches.** Different cultures have different educational traditions and expectations. Content should respect these differences while maintaining core educational objectives.

The #1 secret behind my success

If I had to identify the single factor that made the biggest difference in this project, it was the **commitment to human-centered translation that prioritized the lived experience of users over mere linguistic accuracy.**

Most translation projects focus primarily on technical accuracy, getting the words right. I built a system that treated translation as a human connection point. By designing our translation workflow around the actual experience of Spanish-speaking users, I created a platform that:

- Respected cultural nuances and educational expectations
- Made users feel seen and valued in their preferred language
- Delivered educational content with appropriate context and examples
- Maintained consistent brand values across language barriers

This "human-first translation" approach meant our Spanish content wasn't just a copy of our English content, it was an authentic parallel experience that honored the unique perspectives of our Spanish-speaking users.

The question isn't "How do we translate our content?" but "How do we create an authentic educational experience for speakers of different languages?"

Translation is just a starting point. Equity lives in the way you make people feel when they show up.

Want to see how I bring that same thoughtfulness to your team? Let's connect!

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