

How RWS refreshed a global creative platform for a new generation of users

A global creative software provider needed to modernize its localized user experience across markets. Years of incremental updates had left translations inconsistent, outdated and misaligned with how today's creative professionals actually work.

RWS was brought in to lead a large-scale linguistic and usability refresh, designed not just to translate but to resonate.

Contact us

7,600+ issues reported across platforms

16 native-language subject matter experts

92% of identified issues fixed

Key benefits

- More natural, modern language for core user workflows
- Consistent tone and style across markets and platforms
- Improved usability for professional creative users
- Increased relevance for younger and emerging audiences
- Scalable testing framework for future product updates

Rebuilding localization around how users actually work

For years, the product's localized versions had evolved through piecemeal updates. Linguistic reviews focused on new features, while core workflows remained untouched. Over time, this created friction: terminology felt dated, stylistic choices varied by language and translations no longer reflected how creative professionals actually spoke or worked.

As competition intensified, especially from newer, cloud-native tools built from scratch, the gaps became impossible to ignore. In-country marketing teams flagged concerns around native user experience and brand perception, prompting a full linguistic and stylistic refresh across multiple markets.

Why legacy processes couldn't keep up

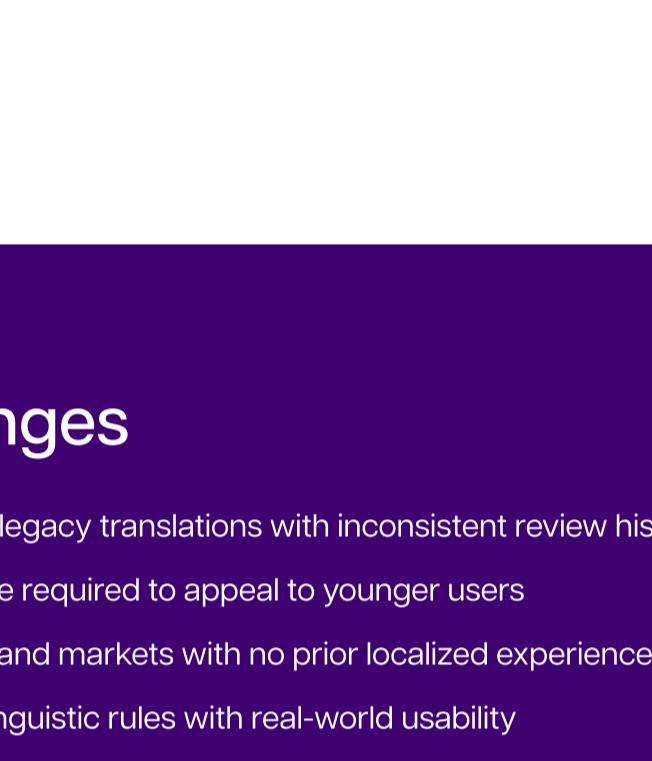
This wasn't a traditional localization exercise. The product had decades of legacy content, fragmented review processes and deeply embedded terminology. Standard linguistic testing alone wouldn't surface real-world issues. The client needed insight from people who used the product every day and could judge language in context, not in isolation.

The approach: expertise meets lived experience

RWS designed a testing program that blended linguistic rigor with real-world usage. Native professional users, creative specialists who relied on the product daily, were recruited and rigorously vetted. Hundreds of candidates were screened to ensure deep domain knowledge, fluency and familiarity with competitive tools.

These SMEs worked directly within the live product environments, identifying linguistic, stylistic and functional issues as they appeared in real workflows. Findings were tracked in the client's existing systems, reviewed collaboratively by RWS linguists and functional testers and resolved through structured feedback loops with product and marketing teams.

Weekly cross-functional reviews ensured alignment, while milestone-based testing allowed improvements to roll out iteratively across platforms and languages.



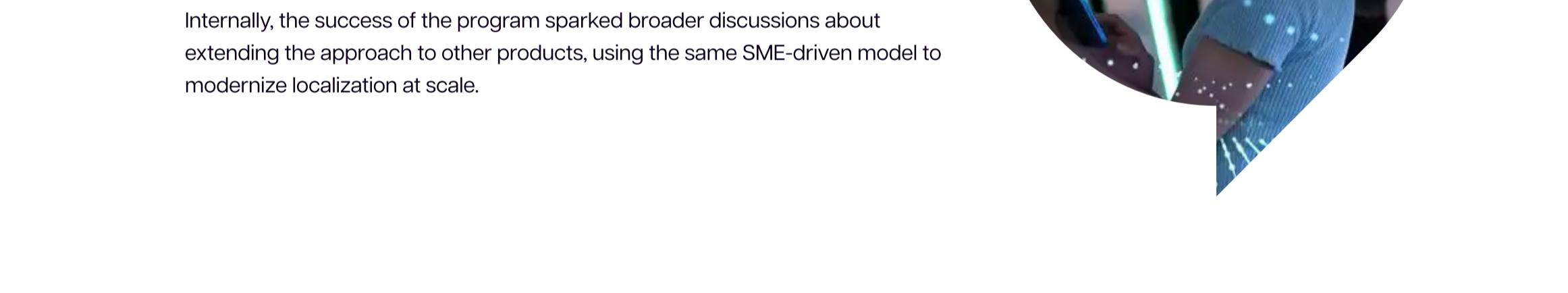
Challenges

- Decades of legacy translations with inconsistent review history
- Shifts in tone required to appeal to younger users
- Languages and markets with no prior localized experience
- Balancing linguistic rules with real-world usability
- Coordinating SMEs, linguists and product teams at scale

Solutions

- SME-led linguistic testing embedded in real user workflows
- Consistent stylistic frameworks applied across languages
- Close collaboration with product, marketing and localization teams
- Platform-specific testing across desktop, mobile and tablet
- A repeatable model for future localization refreshes

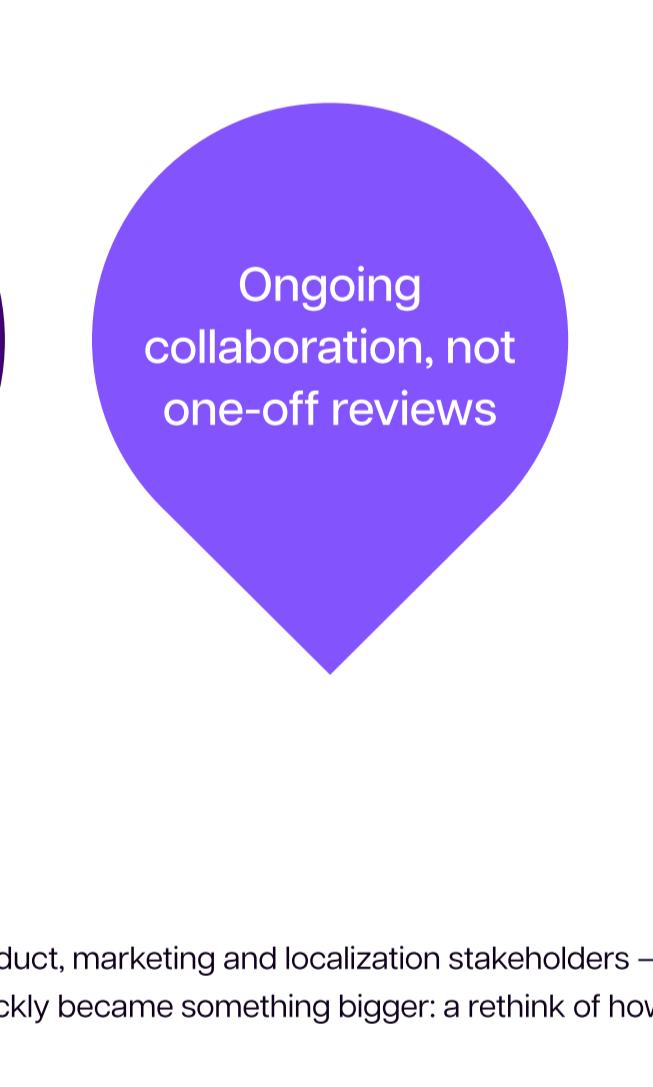
Results



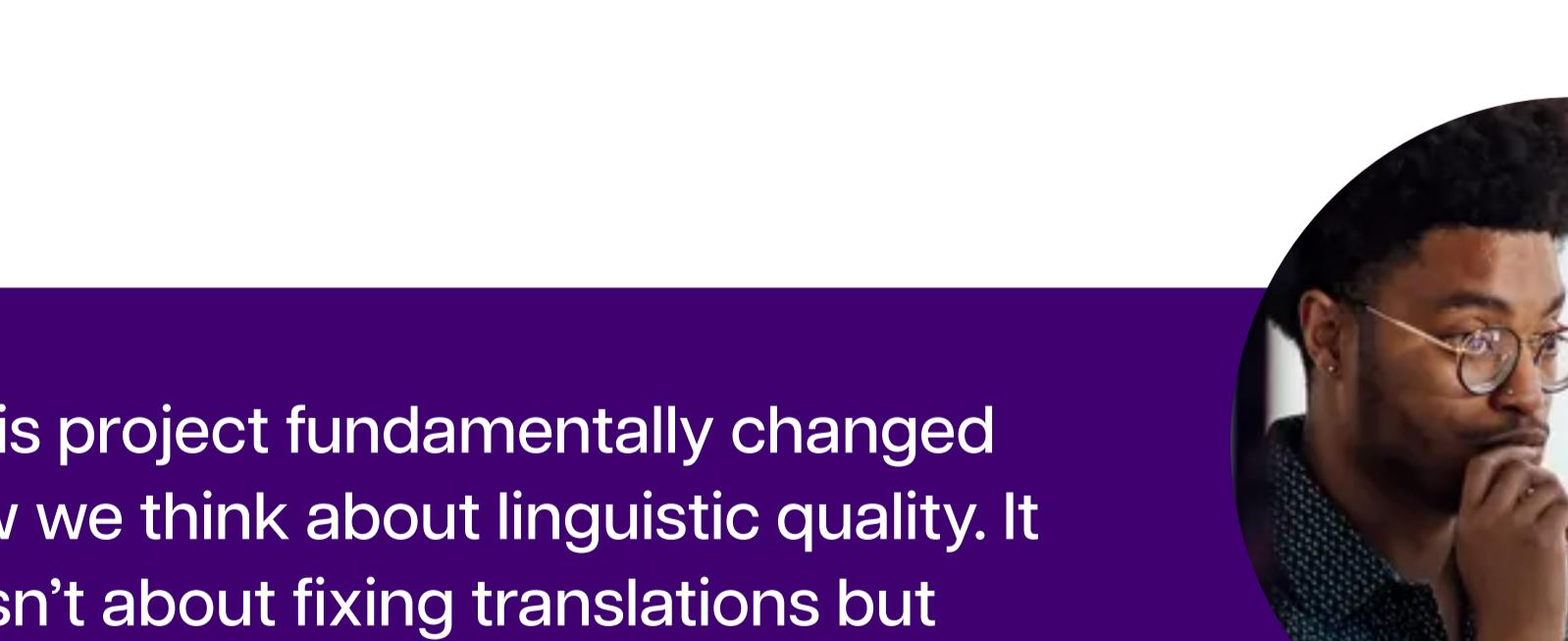
Results: turning linguistic quality into a competitive advantage

The refresh didn't just clean up language; it changed how users experienced the product. In newly supported markets, users responded immediately, with positive feedback surfacing in community forums following release. Established markets saw clearer, more natural terminology aligned with how professionals actually work today.

Internally, the success of the program sparked broader discussions about extending the approach to other products, using the same SME-driven model to modernize localization at scale.



The factors that transformed linguistic quality into real usability.



What changed along the way

Throughout the engagement, RWS teams worked side by side with the client's product, marketing and localization stakeholders – week after week, milestone after milestone. What started as a linguistic refresh quickly became something bigger: a rethink of how language quality is defined, measured and experienced by real users.

Team members who worked on the project reflected on how the approach shifted expectations on both sides.

That shift, from rules-based translation to user-led localization, became the foundation for every decision that followed.

By combining linguistic expertise with real-world product usage, RWS moved localization out of isolated review cycles and into the heart of the user experience. Native creative professionals didn't just validate localization; they shaped it, ensuring terminology, tone and style reflected how people actually work today.

The result was a clearer, more natural and more consistent experience across platforms and markets, one that feels modern, relevant and built for the next generation of users.

This wasn't a quick fix. It was a deliberate, user-led approach designed to evolve alongside the product – and one the client is now looking to extend across additional solutions.

Facing a localization challenge of your own? Discover how fast-moving market localization experts help global brands modernize user experience, improve quality at scale and stay relevant in fast-moving markets.



"This project fundamentally changed how we think about linguistic quality. It wasn't about fixing translations but about creating something that truly works for end users."

Winston Wong

Global Testing Director at RWS

