

IN A NUTSHELL

Writer with 6 years experience; loves words and how they shape our worlds. Simplifies technical complexities into inclusive, human-centric copy. A “gymnast with words” who balances voice, tone, and style to catapult engagement. Works hand in hand with cross-functional teams from initial ideation to ensure content and design are one – so users don’t need to stand on their heads. Superb bilingual communicator – in native English, native-level Hebrew, and fluent product-speak.

EDUCATION

REICHMAN UNIVERSITY (IDC HERZLIYA), *Master of Arts in Human-Computer Interaction* October 2021-December 2022

- Final projects: Shape-changing interactive e-textiles; 3-dimensional text in virtual reality experiences
- Notable courses: UX Research Methods, Psychology for UX Research, Ethics and Technology, Digital Fabrication
- Won Adidas-led hackathon; presented to its global management
- Guest lecturer and mentor to B.A. students on writing effective microcopy for mobile apps in both English and Hebrew

THE HEBREW UNIVERSITY OF JERUSALEM, *Bachelor of Arts in Business Administration and Art History* October 2018-October 2021

- Participant in the Joint Program in Arts Management of the Business School and the Institute of the Arts

DESIGNLAB, *UX Foundations Course Certification*

January 2021-April 2021

- Studied UX/UI principles and their application to content design

EXPERIENCE

WIX.COM, *UX Writer*

April 2021-present

- Write UX copy for Wix’s marketing tools (desktop and mobile), which empower users to expand their online presence
- Promoted in August 2022 to write for products which generate millions of dollars in monthly collections
- Coordinate with Google and Meta product teams to optimize paid ads and analytics integrations with Wix
- Engage in entire product development cycle - from ideating initial wireframes to releasing and testing new features
- Collaborate with UX designers, product managers, developers, analysts and other writers to create user-centered products
- Partner with marketing, help center, and localization teams to ensure that text is culturally appropriate for global audiences
- Engage in competitor research, usability testing, user interviews, and data analysis to make informed content decisions
- Implement brand voice, tone, and accessibility guidelines; initiate cross-company standardization efforts to promote clarity
- Participate in international professional conferences to stay up-to-date on trends; presented at Wix UX writing meetup

MUTUAL ART, *Marketing Writer*

August 2020-June 2021

- Wrote and managed targeted marketing campaigns for high-value art at leading art tech startup
- Conducted research and wrote about global art market trends; created content that drove sales

JACK, JOSEPH, AND MORTON MANDEL SCHOOL FOR ADVANCED STUDIES IN THE HUMANITIES, THE HEBREW UNIVERSITY

Content Writer and Office Manager

December 2019-present

- Wrote, translated, and managed UX copy, marketing content, and infographics at this prestigious research institution
- Initiated site redesign and content revamp, promoting usability and accessibility for bilingual audience
- Handled internal communications as well as onboarding and offboarding; planned, marketed, and ran virtual events

VARIOUS CLIENTS, *Freelance writer, editor, and translator*

November 2017-December 2019

- Wrote, edited, and translated content: Marketing copy, video scripts, UX copy, academic papers, social media content

MILITARY AND VOLUNTEERING

OUT FOR CHANGE, *English tutor*

October 2020-October 2021

- Created and taught customized English lessons at non-profit for clients who left Haredi communities

Social Services and Welfare Officer (Ktzinat Tash), Coordinator (Mashakit Tash), IDF

November 2014-November 2017

- Selected for Officers Course; appointed to oversee social services and benefits for unit of 1,000 soldiers
- Managed team of 6 military social workers; delivered investigative reports, managed budget, and ran financial analyses

LANGUAGES & SKILLS

English: Mother tongue

Hebrew: Mother-tongue-level (self-taught)

Spanish: Conversational

Design & Tech: Jira, Figma, Sketch, Git, Monday, Fusion, Abstract

Misc.: Avid artist, acroyogi, and bilingual bookworm