

UX writer, copywriter, and content designer with ~10 years of experience shaping brand language, product messaging, microcopy, website content, and digital customer journeys. Skilled at turning complex business, product, and user needs into clear, human, and effective content experiences. Experienced in leading content and language work across marketing and product touchpoints for clients across various industries, from strategy and tone of voice to writing, implementation, and ongoing refinement

WORK EXPERIENCE

UX writer, Copywriter and Content Designer

[filin](#) - Voice, Storytelling and UX writing studio | 2019 - Present

- Lead UX writing, microcopy, and product content processes for leading brands, organizations, and technology companies
- Develop brand voice frameworks, terminology, writing principles, and content systems for clients across diverse industries
- Create UX copy, microcopy, marketing copy, website content, landing pages, campaigns, and digital customer journeys across product and marketing touchpoints
- Collaborate with product managers, designers, marketing teams, and stakeholders to turn business goals and user needs into clear, consistent, and effective content experiences
- Support end-to-end content processes - from strategy, messaging, and tone of voice to writing, implementation, refinement, and optimization

Content Manager and Copywriter

TBNBDT - Digital marketing agency | 2017 - 2019

- Managed content operations across social media, websites, landing pages, and sponsored content
- Wrote SEO content, marketing copy, and branded content for a variety of clients
- Measured and optimized content performance as part of broader marketing plans

SKILLS

UX Writing | Copywriting | Content Design | Brand Voice | Editing | Proofreading Messaging Strategy | SEO

TOOLS & PLATFORMS

Figma | Miro | Google analytics 4 (GA4) | Wordpress | Elementor | Jira | Asana | Monday

EDUCATION

2011 - 2014 – Bar Ilan University

B.A - Political science and Middle Eastern studies

2017 - 2018 - ACC (Tirzah Grannot), School for Copywriting, advertisement & marketing

Copywriting

LANGUAGES

Hebrew - Native
English - Fluent