



Yonatan Hart

UX Writer | Content Designer

yonatanhart.com

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Native English speaker with extensive experience in UX, technical, and marketing writing. Skilled at bringing clarity and empathy to the user experience through an intimate understanding of user needs and pain points.

EXPERIENCE

UX Writer | Karma (karmanow.com)

NOV 2021 - NOV 2022

- Transformed user flows into functional B2C microcopy, adding touches of delight where required
- Played a key role in tailoring the brand voice and tone to Gen-Z shoppers, our largest demographic
- Aligned the copy across mobile and desktop platforms, ensuring a consistent user experience
- Researched UX writing best practices and principles, and shared insights with the product team
- Created assets (SEO articles, help center, marketing emails, landing pages) for other teams

Technical Writer | Waze (waze.com)

AUG 2020 - MAR 2021

- Created help center articles (in-app and web) for new features/updates and optimized existing articles
- Composed canned-response emails that enabled support agents to interact more efficiently with users
- Produced workflow articles that were used to train support agents on internal processes
- Led cross-functional projects to build an icon library in the CMS and to migrate external content into the CMS

ACHIEVEMENTS

- Self-service support articles reduced incoming user cases by 90%

Content Writer | Upright (uprightpose.com)

JUL 2019 - APR 2020

- Authored SEO-optimized [blog posts](#); uploaded and published content in WordPress
- Built sales and engagement series emails using marketing automation platform Klaviyo
- Wrote social posts (Instagram, Twitter, Facebook), Google Search ads, landing pages, web/mobile copy, and product copy (packaging, brochures, and other promotional materials)

ACHIEVEMENTS

- Pitched an idea for a holiday-themed email that generated over \$5,500 in revenue

Content Writer | James Allen (jamesallen.com)

JAN 2017 - JUN 2019

- Authored, uploaded, and published SEO-optimized [blog posts](#) in WordPress
- Crafted emails, ad copy, social posts, website copy, landing pages, and microcopy for the mobile site
- Wrote bylined articles on a range of ecommerce-related topics

ACHIEVEMENTS

- Wrote the 3 top-converting blog posts of 2017-2019, with a combined conversion rate of 15%
- Interviewed James Allen's president and co-founder for a [bylined article](#) that featured on Entrepreneur.com

Product Marketing Specialist | Gemalto (thalesgroup.com)

DEC 2014 - DEC 2016

- Created website copy, landing pages, newsletters, [blog posts](#), and thought-leadership articles
- Managed all social activity across LinkedIn, Facebook, and Google+
- Prepared promotional materials and presented them at the annual sales kickoff event in Europe

ACHIEVEMENTS

- Wrote and published the definitive [Wikipedia article](#) on software monetization, which has [19,500+ pageviews](#)
- Increased blog traffic by 622% (YoY) and improved average daily reach on Facebook by 350% (YoY)

CERTIFICATIONS

[Fundamentals of UX Writing](#) | UX Content Collective

CURRENTLY ENROLLED

[Microcopy & UX Writing](#) | Udemy online course

CURRENTLY ENROLLED

Editorial | London School of Publishing, London

MAY 2003 - AUG 2003

EDUCATION

BA Creative Writing | Middlesex University, London

SEP 1998 - JUN 2001

LANGUAGES

English (native)
Hebrew (limited working proficiency)

SKILLS

UX writing
Brand voice
Copywriting
Copy editing
Storytelling
B2C marketing

TOOLS

Figma
Mobbin
Jira/Monday/Asana
Google Workspace
WordPress

PUBLICATIONS

[Medium](#)
[Entrepreneur](#)
[Marketing Dive](#)
[Retail Dive](#)