



# Yonatan Hart

Copywriter | UX Writer

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

## EXPERIENCE

### Paternity leave & professional development

NOV 2022 - PRESENT

- Took a career pause to care for children full time as a single parent
- Invested time in self-directed study and skill enhancement (see certifications below)

### UX Writer | Karma ([karmanow.com](http://karmanow.com))

NOV 2021 - NOV 2022

- Streamlined user flows through carefully crafted microcopy that balanced function and delight
- Played a key role in tailoring the brand voice and tone to Gen-Z shoppers, the target 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](http://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](http://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)

## Content Writer | James Allen ([jamesallen.com](http://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 2.90%
- Interviewed James Allen's president and co-founder for a [bylined article](#) that featured on Entrepreneur.com

## Product Marketing Specialist | Gemalto ([thalesgroup.com](http://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 [20,000+ 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

JUN 2023

### 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  
Storytelling  
B2C marketing

### TOOLS

Figma  
Mobbin  
Jira/Monday/Asana  
Google Workspace  
WordPress

### PUBLICATIONS

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