

# Eran Osishkin

Senior UX Writer & Content Designer

## Contact

+972-525623044

eranos12@gmail.com

## Education

2009 - 2013

**B.A. in Film and Television  
(with honors)**

Tel-Aviv University

## Core skills

- UX Writing & Microcopy
- Content Strategy
- LLM Prompt Optimization
- Information Architecture
- Product Voice & Tone Definition
- User Journeys & Wireframing
- Localization Strategy
- Gamification Design
- Creative Storytelling

## Professional Tools

- Figma
- AI tools: Claude Code, LLMs, agents, prompts
- Adobe Premiere, After Effects & Photoshop

## Languages

- English - Native-level
- Hebrew - Native

## About Me

Senior UX Writer & Content Designer with 15+ years of experience blending complex product mechanics with intuitive storytelling. Proven track record leading content design for high-scale domains at Wix and creating interactive experiences for global brands like Disney. Expert at defining product voice, building scalable content systems, and leveraging advanced AI workflows to accelerate design cycles.

## Experience

2021 - 2026 | Wix.com | **Senior UX Writer**

- **Product Content Leadership:** Led end-to-end UX writing and content strategy for high-complexity, high-scale products—including Automations, CRM systems, and Google/Meta marketing integrations—simplifying intricate technical flows for millions of global users.
- **Intelligent Feature Design:** Partnered with product and engineering to design the conversation flows, interface copy, and UX guardrails for next-generation intelligent agents and automated product features.
- **Cross-Functional Strategy:** Collaborated closely with Product Managers, UX Designers, and Developers in an agile environment to map complex user journeys, conduct competitive taxonomy research, and solve critical usability friction points.
- **Guild Leadership & Governance:** Actively contributed to the Wix Writers Guild; led cross-company initiatives establishing global onboarding content standards, terminology databases, and strategic frameworks for integrating AI tools into the content design lifecycle.

2014 - 2020 | La-Mark | **Content Developer & UX Writer**

- **Global Conversational Products:** Led UX writing and content strategy for interactive, multi-language products and educational applications developed in partnership with Disney Worldwide.
- **Experience Design & Interaction Logic:** Crafted high-converting microcopy and structured the dialog/conversational scripting for B2B and B2C gaming and educational software.
- **End-to-End Visual Storytelling:** Directed digital storytelling experiences, seamlessly combining visual design frameworks, animation, and structural scriptwriting to optimize user engagement.

2008 - 2014 | Israeli TV Shows | **Comedy Writer**

- Wrote for leading Israeli TV comedy shows, including: "ארץ נהדרת", "צחוק מעבודה", "נבחרת ישראל בטלוויזיה", "לא לפני הילדים", "מופע הלילה עם ליאור שליין"
- Developed a strong command of conversational tone, audience engagement, and brevity—directly applied to creating high-engagement microcopy and distinct brand personalities.