

Eran Osishkin

Content & UX Writer

Contact

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Education

2009 – 2013

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

Tel-Aviv University

Skills

- UX Writing & Microcopy
- Scriptwriting
- Content Strategy & Development
- AI & Automation Content
- Video Editing & Post-production
- Cross-platform Content Creation

Professional tools

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

Languages

- English – Native-level
- Hebrew – Native

About Me

UX Writer & Content Strategist with 20 years of experience. I bridge the gap between product usability and storytelling, leveraging a unique background as a comedy writer for Israel's top TV shows (Eretz Nehederet). With a proven track record at Wix and Disney, I blend AI-driven workflows with human-centric design to create intuitive, personality-rich user experiences.

Experience

2021 – Present | Wix.com | **UX Writer**

- **Product Impact & Strategy:** Lead UX writing and content strategy for high-scale products, including Automations, AI-driven features, and CRM tools, ensuring a seamless and intuitive user journey for millions of users.
- **AI Innovation:** Spearheading the integration of GenAI into the writing workflow; building custom AI agents and optimizing prompts to streamline content creation and enhance product personalization.
- **Cross-Functional Collaboration:** Partnering closely with Designers, Product Managers, and Developers in an agile environment to define product requirements and solve complex UX challenges through clear, concise microcopy.
- **Guild Leadership:** Active contributor to the Wix Writers Guild, leading initiatives in onboarding standards, terminology research, and global content synchronization.
- **Data-Driven Design:** Conducting competitive research and terminology analysis to align product voice with user expectations and industry benchmarks across diverse verticals.

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

- **Global Collaboration:** Led content development and UX writing for interactive educational products in collaboration with Disney Worldwide, reaching a global audience.
- **Experience Design:** Crafted microcopy and scripted multi-language content for B2B & B2C educational apps and games.
- **Creative Production:** Directed end-to-end production and post-production for digital storytelling experiences, including filming and animation.

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 comedic sketches, scripts, and satire for national broadcasts

2008 – 2020 | Home Front Command Reserves | **Screenwriter**

2005 – 2007 | Israeli Air Force | **Screenwriter, Cinematographer & Video Editor**