

Lucy Inbar

Senior UX Writer | Content Designer & Strategist | Accessibility & UX Systems

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Professional Summary

Native English Senior UX Writer and Content Designer with 15+ years of experience across SaaS, product content, and content strategy. Led UX writing across multiple Wix product verticals reaching 4M+ monthly users, improving engagement by up to 112% through data-driven microcopy and content governance. Collaborated daily with cross-functional product teams to streamline flows leveraging accessibility, SEO, A/B testing, and AI workflows. A positive, naturally motivated strategist who brings great energy and collaboration to building inclusive digital products.

Core Skills

Content Design: UX writing, microcopy, product copy, content strategy, tone of voice, content audits, editing, content advocacy.

Product & Research: user flows, usability testing, A/B testing, customer care insights, SEO, conversion optimization, dashboard engagement.

Systems & Localization: content systems, glossary governance, style guides, localization documentation, accessibility/WCAG, inclusive design.

Tools: Figma, Jira, Monday, Claude Code, internal AI-bots, Google Workspace, Smartling, Storybook, Github.

Experience

Wix, Tel Aviv — Senior UX Writer

October 2019 – Present

Sole UX writer across multiple product verticals | 4M+ monthly users

- Boosted user engagement by 77% for the SEO tool suite by renaming “SEO Patterns” to “SEO Settings” and restructuring the core navigation flow.
- Increased engagement of a previously low-traffic entry point to the Accessibility Wizard by 112% through strategic microcopy optimization and A/B testing.
- Scaled product localization across 20+ languages by architecting centralized content documentation and improving global consistency for millions of active users.

- Created a company-wide content source of truth by building a glossary of 200+ SEO terms, later adopted into the Writer's Guild and expanded to 2,000+ terms.
- Standardized global product UI components, including error states, modals and toggles, by driving UX writing alignment across cross-functional product teams.
- Accelerated team onboarding and skill-building by mentoring 6 UX writers and 2 full-time students, and by training teams on QA processes, accessibility guidelines and localization workflows.
- Delivered product-ready feature concepts and UX content using AI-assisted workflows, Figma and product thinking. Partnered with PMs, designers and developers to move ideas from brief to development-ready handoff.
- Upskilled 10+ non-writer creators on product content best practices while leading an internal editing group to safeguard content quality across product verticals.
- Reduced user friction and support tickets by analyzing customer care data and usability testing insights, then iterating on complex product flows.

888, Herzliya — Senior Content Writer

January 2016 – October 2019

- Spearheaded the Wink Bingo rebrand by defining the new tone of voice to match the pop-art-inspired visuals across digital touchpoints.
- Optimized interactive gameplay experiences by writing intuitive in-game microcopy and UI text for high-traffic digital casino and bingo games.
- Drove multi-channel content strategy by creating original, high-converting copy for a global portfolio of bingo brands.
- Safeguarded brand quality and alignment by leading QA for marketing graphics and coordinating complex creative briefs across internal departments.

Aspire Global, Tel Aviv — Senior Content Writer

February 2012 – January 2016

- Owned 100% of English content creation, producing promotions, landing pages, newsletters, banners, SEO articles and press releases.
- Scaled international content reach by training and auditing translation teams to accurately adapt English copy for 7 localized global markets.
- Boosted community engagement by managing the brand's UK Facebook page and executing targeted weekly promotional competitions.

The Nation Traffic, Tel Aviv — Content Writer

January 2008 – February 2012

- Accelerated project delivery timelines by coordinating cross-functional teams to launch digital content campaigns on time and within budget.
- Boosted organic search visibility by writing and editing targeted SEO/XML content, press releases, blogs and high-volume HTML newsletters.

Education & Training

Certified Accessibility Champion — Wix In-House 12-week intensive program
Covered WCAG guidelines, screen-reader testing, inclusive product design and accessibility QA.

University of Northumbria at Newcastle, UK — BA (Hons), Tourism Administration
Year: 2001/02

Leeds Metropolitan University, UK — HND, Tourism Management
Year: 1998/01

Languages

English — Native
Hebrew — Conversational