

YOSSI NACHEMI

UX WRITER/CONTENT STRATEGIST

tl;dr – I write. I code. Then I use my coding skills to analyze my writing, so users have a better experience, teammates can be more efficient, and we achieve our business goals.

HIGHLIGHTS

- ✓ 10+ years writing professionally
- ✓ Last 6+ years at Google
- ✓ Master’s degree in writing
- ✓ Management experience
- ✓ Presented at 8 conferences about UX writing
 - Full list available at: www.yossinachemi.com
- ✓ Love the Oxford comma, hate *lorem ipsum*

CONTACT

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EXPERIENCE

UX WRITER – GOOGLE 2017-PRESENT

- **Writing** – main writer for Waze user flows, including GDPR implementation, audio integrations, and in-car platforms.
- **Metrics** – led a Google working group that developed methodology for UX writers to track and measure their work.
- **Analysis** – created an internal scorecard tool for UX writers to analyze their writing and easily share the results with stakeholders.
- **Education** – created and led workshops for UX designers, researchers, and product managers about how to incorporate UX writing into their daily work.
- **Guidelines** – authored writing guidelines for voice assistant, app permissions, and push notifications to ensure alignment at key touchpoints throughout Waze.
- **Awards** – received 16 awards relating to product excellence, collaboration, and leadership.

UX WRITER TEAM LEAD – WIX 2015-2017

- Managed a team of writers who worked on key business verticals, including hotels, mobile apps, and eCommerce.
- Crafted and educated teammates about content design guidelines and ensured they were applied across Wix’s key product lines.

EDUCATION

BAR-ILAN UNIVERSITY, RAMAT GAN, ISRAEL 2010-2012

Master of Arts in Creative Writing. *Degree awarded with honors.*

INDIANA UNIVERSITY, BLOOMINGTON, INDIANA, USA 1999-2006

Bachelor of Arts awarded in Political Science and Jewish Studies.

SELECTED PUBLIC SPEAKING

UX SALON WORDS March 2022

Topic: “More than meets the eye. Writing for how people read”

- Presented to an audience of 250+ about the ways people see information online, and how writers can use this in their work.

UX WRITING CONFERENCE October 2021

Topic: “Metrics for skeptics...”

- With a 300+ audience, demonstrated how UX writers can interject data analysis into their process so they can showcase their impact.