

## **Gili Noy**

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I use data and research to write user-friendly copy that makes experiences feel friendly and engaging. I've led teams, built strategies, and developed brand voices.

### **Work Experience:**

#### **UX Writer**

Lumen

2023 - present

- Collaborated with designers and product managers throughout the product life cycle: contributed to user flow creation and revision, including mapping, wireframing, prototyping, and content quality assurance
- Developed the product's voice and tone, from a scientific and transactional style to a more conversational and guided approach
- Improved product information architecture and taxonomies to enhance the product development process

#### **UX Writer + UX Writing Team Lead**

Lightricks

2020 - 2023

- Led and managed the UX writing team, ensuring the development of high-quality, user-centered content across all Lightricks products (*Facetune, Videoleap, Photoleap, and more*)
- Collaborated with designers, product managers, and developers to ensure consistent messaging and branding across all touchpoints
- Developed and maintained the brand voice and tone guidelines, ensuring they aligned with the company's overall messaging strategy

- Conducted user research and testing to ensure that content met the needs of users and supported business goals

### **Copywriter**

Vimeo (Magisto)

2019 - 2020

- Created various marketing materials, including emails, landing pages, social media posts, and ads for *Vimeo Create*
- Conducted thorough research on Vimeo's audience and market trends, identifying key messaging and brand positioning
- Worked with designers, performance managers, and other stakeholders to deliver converting marketing materials that met the company's metrics
- Collaborated with product teams to develop and refine in-app flow copy, ensuring consistency with overall brand voice and messaging

### **Content Marketing Manager**

Cool Cousin (Travel app)

2017 - 2019

- Developed and executed the company's content marketing strategy to drive brand awareness, engagement, and acquisition
- Created and curated high-quality content - social media, blog, newsletter, app, and more

### **Music Writer and Editor**

Mako

2015 - 2017

- Wrote and edited music content for Mako, one of Israel's largest media outlets
- developed editorial calendars, and oversaw the production and distribution of content across various channels

### **Education:**

Bachelor's Degree, Cinema Studies  
Sapir College