



Toby Trachtman

UX Writer

By advocating for the people using your product, I help you give them a memorable and easy-to-understand experience so they'll keep coming back for more!



Toby@trachtmandesigns.com



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Jerusalem

REFERENCES:

Yael Tolub: VP Product
Mayple
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Dr. Lionel Wolberger:
Founder
TLV Startup-Hub
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USER EXPERIENCE ROLES

Mayple

UX Writing

02/2021 - Present

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- Defined the companies voice
- Collaborated with the UX/product and Dev teams on defining new features
- Wrote microcopy for new features on the product as well as copy for automated emails and internal tools
- Rewrote the copy on the existing interface to make sure it aligned with the companies voice
- Conducted surveys, interviews, user research, and user tests to understand users' needs, motivations, and the understanding of new feature usage

Trachtman Designs

Freelance Consulting: UX Writing and Strategy

12/2019 - 02/2021

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- **Orcam:** Conducted user research, mapped out pain points, and created usability improvements for the Orcam MyEye through the use of eye-level copy.
- **Kikero Research Group:** Defined feature requirements and identified market fit through user research, vigorous user testing, and competitive analysis. Facilitated remote design workshops to help define product vision, align the team, and define new features.
- **UX Writing Hub:** Conducted a usability review, improved the microcopy, and worked on setting up the Community Ambassador Program.
- **Hilma:** Gathered product requirements, researched users, crafted user journeys, wireframed, and prototyped an audiobook app for a joint project between Hilma and the Israel Audiobook Project.
- **TLV Startup-Hub:** Advised startups on improving their user experience.
- My articles on UX have been published by UX Magazine, UX Collective, Design Warp, and Summurai.

Theater work:

Production Management, Artistic Direction, Founder, Wordsmith

01/2003 - 07/2018

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- Responsible for organizing the team leads: scheduling, marketing, sales, interfacing with external service providers, and much more.
- Managed team schedules by assigning tasks, defining milestones, and making sure the team stuck to the roadmap.
- Successfully co-founded two theater companies. Responsibilities included, but were not limited to: team building, production management, collaborating with cross-functional teams. The goal being to bring Shakespeare's work to diverse audiences.
- Came up with production vision and guided storytelling of the actors and other creatives.