



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



052-677-8435

REFERENCES:

Relly Ofarim: Senior PM - Similarweb

Tamir Pomerantz: Director of Product Design - Similarweb

ANALYTICS AND DESIGN TOOLS

Figma

Mixpanel

Fullstory

VWO (A/B testing)

SGAdmin - Internal copy management tool

USER EXPERIENCE ROLES

Similarweb

UX Writer

04/2022 - Present

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- Won the Quarterly Rockstar Award from the Chief Business Officer through an office hours framework for UXW, serving 16 Product Managers across 7 products.
- Worked with the growth teams and improved the onboarding conversion rate by 23%. Our responsibilities included free tools, registration flow, and the pricing page.
- Improved GA connection completion rate by over 50% and reduced number of errors by 55%. This was crucial for the business as it is a core component of our data collection network.
- Helped product teams become more user-centric by walking them through user stories *before* working on projects and exposing them to real user feedback (interviews/usability recordings).
- Ran usability studies, ad-hoc copy testing, and rigorous A/B testing.
- Wrote microcopy for new features on the product and audited/rewrote copy on old features to improve the user experience and achieve business goals.

Mayple

UX Writer

02/2021 - 03/2022

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- Collaborated with the UX/product and dev teams on defining new features.
- Wrote microcopy for new features on the product.
- Mapped out all the onboarding emails automated/templates - we then revamped the emails and added a few, which saved our customer service team an average of 20 min per day per CS.
- Rewrote the copy on the existing interface to make sure it aligned with the company's voice.
- Conducted surveys, interviews, user research, and user tests to understand users' needs, motivations, and their understanding of new features.

Freelance

UX Writing, Research, 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.
- UX Writing Hub:** Conducted a usability review and helped improve site microcopy.
- Hilma:** Gathered product requirements, researched user pain points, and crafted user journeys.
- TLV Startup-Hub:** Advised startups on improving their user experience.
- 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.
- Successfully co-founded two theater companies. Responsibilities included, but were not limited to: Team building, production management, collaborating with cross-functional teams. We successfully achieved our main goal of bringing Shakespeare's work to diverse audiences.
- Came up with production vision and guided storytelling of the actors and other creatives.