

Michael Plutchok

User-focused Content Strategist and UX Writer, with a newsroom-honed talent for turning complexity into clarity. I combine product thinking, content strategy, and crisp microcopy to deliver intuitive web and mobile experiences.

EXPERIENCE

eToro, Tel Aviv — Content Strategist

July 2025 – Present

- Collaborating with management to spearhead initiatives for developing scalable workflows, ensuring the creation of user-centered content across teams.
- Leading efforts to shape the company's voice and style guide to ensure consistency across products.

Wix, Tel Aviv — UX Writer

May 2022 – July 2025

- Craft microcopy and content patterns for Wix's mobile apps, used by millions of SMB owners worldwide.
- Partner with designers, product managers, and developers to ship end-to-end experiences, from early flows through localization hand-off.

i24 News, Tel Aviv — Broadcast TV Journalist

April 2017 – February 2022

- Reported on Middle-East affairs for a global English-speaking audience; wrote and delivered on-air scripts under tight deadlines.
- Mentored junior reporters on clear storytelling, fact-checking, and live delivery.

Channel NewsAsia, Tel Aviv — Broadcast TV Journalist

July 2015 – June 2016

Produced and voiced weekly TV packages from Israel and the West Bank for a leading pan-Asian channel.

Reichman University, Herzliya — Research and Teaching Assistant

September 2014 – May 2015

Assistant to Professor Tal Smuel-Azran, helping conduct and document research in the fields of political communication, new media, and media globalization.

EDUCATION

SKILLS

Product Development

User Research

Competitor Research

Compliance Language

Interpersonal
Communication

Storytelling

Content Strategy

Voice & Tone

UX Design

Figma

Prototyping

LANGUAGES & CITIZENSHIPS

Citizenship: United States
and Israel

English – native

Hebrew – native

HOBBIES

Hiking

Freediving

Rescue Diver – PADI, 2022

CONTACT

mplutchok@gmail.com

mikesfolio.com

linkedin.com/in/mdp53

(+972) 054 632-6221

Reichman University, Herzliya — *B.A. Communications, cum laude*

January 2012 – May 2014

Majoring in Persuasive Communications, I took a variety of courses, ranging from specialized writing for marketing and journalism to introductions to psychology.

Google — *UX Design Professional Certificate*

Issued June 15, 2024

End-to-end UX program that deepened my understanding of the design process and where content fits within it.

Nielsen Norman Group — *Mobile User Experience*

Issued June 13, 2025

Research-based training on mobile navigation, touch ergonomics, and content strategy; scored 100 % on the final exam.