

# Michael Plutchok

Senior UX Writer • Content Strategy & Architecture

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U.S. Citizen • No sponsorship required

## SUMMARY

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UX writer and content architect in consumer fintech and SaaS. At eToro, I'm the only UX writer in a product organization serving 40M+ users. One person can't ship copy for a platform that size, so my job is also building the style guide and AI tooling that let content scale past one person. At Wix, led the company-wide iOS anti-steering response and contributed to the AI App Builder. Before tech, nearly a decade in live TV news taught me to write fast and clear under pressure.

## EXPERIENCE

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**eToro** — Senior UX Writer, Content Strategist & Architect

Hybrid | July 2025 – Present

Nasdaq-listed fintech (ETOR). Social-investing platform with 40M+ users.

- Started by running eToro's first AI-assisted content audit. Presented findings to the VP of Product to secure buy-in for building a real content function.
- Built the function from scratch in the first few months: ran UX-writing-101 sessions with PMs, stood up a Monday board submission pipeline, and established a cross-functional review workflow now used by every PM.
- Partnered with the Head of R&D to ship an AI vetting layer at the production chokepoint. Every PM copy submission now passes automated hygiene and style checks before it goes live.
- Wrote and shipped eToro's master style guide, the canonical voice and terminology reference for the platform.
- Designed and piloted an AI-powered Figma plugin that writes copy fixes directly into the design with a single click. It also generates entirely new copy for elements the screen is missing, beyond just flagging what's wrong.

**Wix** — UX Writer, Mobile Apps

Hybrid • Tel Aviv | May 2022 – July 2025

Nasdaq-listed SaaS website-builder (WIX), with 200M+ users worldwide.

- Wrote microcopy and content patterns for Wix's mobile apps. Shipped to millions of SMB owners across 20+ localized markets.
- Contributed to Wix's AI App Builder, writing conversational copy for an AI-powered flow that lets non-technical users build their own native mobile app for the App Store and Google Play just by describing it in plain English.
- Led Wix's company-wide response to Apple's iOS anti-steering rules. Worked with Legal to write compliant upgrade-messaging formulas, then rolled them out as company-wide guidelines through the UX writers' guild. Also co-architected a new premium screen with the design team. The work protected roughly \$600K/month in Android upgrade revenue.
- A/B-tested empty-state and onboarding copy. Worked daily side by side with designers, PMs, and engineers.

**i24 News** — Broadcast Journalist

Tel Aviv | April 2017 – February 2022

- Reported live on Middle East affairs for a global English-speaking audience under tight broadcast deadlines. Wrote and delivered on-air scripts and mentored junior reporters on storytelling and fact-checking.

**Channel NewsAsia** — Foreign Correspondent

Tel Aviv | 2015 – 2016

- Covered Israel and West Bank affairs for an international English-speaking audience, filing live on-air reports and analysis from the Tel Aviv bureau.

## SKILLS

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**Content & Craft** UX writing, microcopy, content strategy, voice & tone, content systems & governance, localization, compliance language, content audits

**AI & Tooling** AI-assisted content audits, AI vetting workflows for production copy, Figma plugin design and pilot, prompt design for content QA, vibe-coding with LLMs

**Tools & Domains** Figma, prototyping, user research; fintech, regulated UX, mobile-first SaaS

**Languages** English (native), Hebrew (native)

## EDUCATION & CERTIFICATIONS

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**Reichman University** — B.A. Communications (Persuasive Communications), cum laude

Herzliya, Israel | 2012 – 2014

**Certifications** NN/g — Mobile UX (2025, 100% on final) • Google — UX Design Certificate (2024)