



Contact

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Skills

UX Writing Microcopy
Style Guides Localization
Content Design
Design Systems
Content Strategy
Marketing Copy
Landing Pages
Knowledge Management
Editorial Leadership
AI Content Systems
Agentic Workflows

Education

**AI in Content Design:
Evaluation and Structure**
UX Content Collective · 2026

Project Management
Google · 2022

UX in Product Design
Wix · 2019

B.A. English
Thomas Edison State University ·
2016

Languages

English Native
Hebrew Fluent
German Beginner

Portfolio

Visit www.kantor.work for
samples and featured case
studies.



Tzvi Kantor

UX & Marketing Writer · Content Systems

I'm a full-stack wordsmith with 10+ years of experience in UX writing and marketing content across enterprise SaaS, payments, SMBs, and nonprofits. I write across the whole customer journey, and build the infrastructure that keeps voice and tone consistent at every touchpoint.

Experience

East End Neuropsych

2026–Present

Digital Product & Marketing Consultant

- Joined the initial build of the practice's patient platform, then took ownership to complete, launch, and operate it: website, landing pages, and the patient intake journey end to end.
- Built an automated outreach pipeline across 2,500+ targeted providers: audience research and segmentation, four audience-specific message variants, and human-approved sending with delivery tracking.
- Run the practice's content ecosystem: patient resources, clinical education, SEO, and social.

CyberArk, now part of Palo Alto Networks

2025–2026

Principal UX Writer & Editor

- First UX writer inside a 20-person technical writing organization spanning four time zones. Wrote end-to-end UX content for identity security flows with product, design, and engineering, and trained the team in content design through a workshop series grounded in how people read and decide.
- Authored the first microcopy style guide, then integrated it into the tools the team used: an AI assistant helping writers draft faster and more consistently, and a Figma Make and Claude workflow turning a ticket into design-system UI with pre-governed copy, ready for writer review.

Elementor

2021–2025

Senior UX Writer

- First dedicated UX writer on a website builder running on 10M+ active WordPress installs. Owned UX content across the editor, platform, hosting, onboarding, dashboards, and transactional email through dozens of release cycles, and grew the function into a team.
- Made content standards part of the product's Figma design system, so components carried approved copy patterns defining structure, syntax, and cadence, then extended those standards into shared prompts and custom GPTs that produced an on-standard first draft.
- Established one voice with contextual tone across product, marketing, support, onboarding, and the knowledge base. Founded a 12-person cross-trade writers guild and held final editorial approval on junior writers' work.

Wix

2018–2021

Knowledge Base & UX Writer

- Owned UX content for Wix Payments from pre-launch into a major revenue product, across merchant onboarding, payouts, and account states under legal and compliance review, then across Restaurants and Multilingual.
- Built the knowledge-base architecture for Wix Logo, authoring 30+ articles and the category structure behind them, and managing 200+ across Wix's media products. Ran localization across 18+ languages.

WeBetter

2017–2018

Campaign Manager

- Managed paid search, paid social, and landing pages for 12+ accounts bridging local SMBs and international brands, owning English-language quality and launch messaging across delivery services, events, and brand identities.

Shalva National Center

2015–2017

Marketing & Grant Writer

- Drafted grant proposals, donor communications, and campaigns contributing to \$54M+ in secured funding, and contributed to the rebranding: a slogan still in use, website copy, and standardized inclusive language.