This is the bot-friendly version of my CV. Read the human version

MICHAL KESSEL SHITRIT

Content Designer and UX Writer · Conversational AI · Content systems

Harish, Israel · Open to relocation | info@heymichal.com | heymichal.com | linkedin.com/in/michalshitrit | English, Hebrew (native)

SUMMARY

Content designer with 7+ years in product content and 15+ years writing for global, multilingual audiences. I design product content and the systems that keep it consistent: voice guidelines, style guides and, increasingly, prompt frameworks for conversational AI. Looking for content design, conversation design and human-centered AI roles.

EXPERIENCE

Head of English UX Writing Dec 2023 to now

Draft, a UX writing studio · Tel Aviv

- Lead English UX writing and content design for clients in banking, fintech, government, science, education and SaaS.
- Point person for Hebrew copy in bit, Israel's most popular payment app.
- Wrote the UX and page content for the Weizmann Institute of Science's new website, in Hebrew and English.
- Owned Smart Draft, Draft's AI writing product, end to end: wrote the specs, designed the product, did a big part of the prompt engineering and model testing, and ran QA with the developer.
- Wrote system instructions, prompts and guidelines for a conversational AI that supports Bank Hapoalim's bankers, then reviewed model replies and refined the instructions.
- Built a five-principle framework for evaluating AI-generated copy (WebExpo 2026) and a method for building context packages that help AI write on-brand content (UXI 2026).
- Create voice guidelines, style guides and content design systems, audit content, and show clients what to build with Figma mockups or AI-built prototypes. Led bringing AI into the studio's work.

UX Writer, Copywriter and Localization Specialist 2019 to 2023

MKS Content Design and Localization (own business) · Israel

- Led content design and localization for client products in several languages.
- Worked with product design and product marketing teams to fix usability issues and structure complex user flows.
- Wrote help, FAQ, onboarding and support content. Designed brand voice guidelines and trained marketing and technical writing teams to use them.
- Founded Localization Station, a training initiative with courses that help localization and product teams work together and teach UX writing to localizers.

Manager and Localization Specialist 2015 to 2019

Trans.me, a translation and localization agency · Israel

- Ran strategic and operational planning, and managed multilingual content production with teams around the world on many projects at once.

SELECTED CLIENTS

Weizmann Institute of Science, Bank Hapoalim, bit, Israel National Digital Agency, Reichman University, FINQ, Nayax, Cytactic, Factify, GlassesUSA, Speaknow, Astral Hotels, Central Drink Company (Coca-Cola Israel), Air Haifa, Pepper, yes, Shopic, Tenengroup, Vimeo, Juno Journey, London Business School

TEACHING AND SPEAKING

- **Context for AI and how to structure it** · UXI 2026, Tel Aviv
- **Don't trust the bot: A human framework for evaluating AI copy** · WebExpo 2026, Prague
- **Content design masterclass** · WebExpo 2026, Prague, and in-house at Playtika, BigID, Healthee and AudioCodes
- **Measuring Words: How to test and validate UX content** · Future Product Days 2026, Copenhagen
- **A practical method to minimize cognitive load in fintech and beyond** · Future Product Days 2025, Copenhagen

SKILLS

Content design: UX writing, voice and tone, style guides, content design systems, content audits, content hierarchy, user flows, content testing

AI: System instructions and prompt design for conversational AI, context design, evaluating AI-generated copy, AI prototyping (vibe coding), AI adoption and team enablement

Global content: Localization, internationalization, multilingual and right-to-left content

Tools and teaching: Figma, Notion, Google AI Studio, generative AI tools · workshop design and facilitation, team training, public speaking

EDUCATION

MA, Communication and Media Studies, Ben-Gurion University (2014 to 2017) · BA, Communication and Media Studies, Emek Yizrael College (2006 to 2009)