Sara Kessler

sara.n.kessler@gmail.com | (+972) 51-236-2585 | www.skessleruxw.com

UX Writer with 6 years experience crafting simple, straightforward content for complex products. I'm passionate about creating intuitive user experiences and breaking down complicated concepts, informed by my background in researching the role of context in language use (Ph.D., Stanford).

Professional Experience

Wix.com 2019 - 2026

Senior UX Writer / Content Designer - Wix App Market, Dev Center, Editor, Automations, Contacts

- Wrote text for new product flows for a variety of Wix products, including the flagship Editor, with millions of active users.
- Owned product text end-to-end as part of a cross-functional team, collaborating closely with PMs, UX, dev, localization, knowledge base writers and Customer Care to ship features.
- Authored and refined prompts for genAI features, improving quality of user interactions and streamlining localization.
- Worked on skills for UX Writers and other creators, to improve AI generated product text and workflows.
- Wrote products for a range of audiences, from small business owners to app developers.
- Developed content strategy for products and maintained consistency with the Wix voice and tone within products as well as leading standardization efforts cross-organizationally.
- Mentored student writers, helped train new writers, took an active role in peer-editing and represented Wix Writers externally, such as this talk at a UX writing meetup.

Freelance 2006-2019

Editor, translator, academic consultant

- Worked in many disciplines, including biology, math, physics and linguistics on a book, journal articles, dissertations, grant proposals, presentations and interview preparation.

Hebrew University, Stanford University 2010-2012, 2014-2017

Teaching Assistant

- Created teaching materials, ran weekly tutorials, taught guest lectures, graded assignments and met with students to discuss progress in various introductory level linguistics courses.

Education

PhD, Linguistics, Stanford University 2019

Thesis: World Knowledge, Context and Structure: Use and acquisition of dimensional adjectives

MA, Linguistics, Hebrew University 2012

B.A., Linguistics, Hebrew University 2009

Skills

Figma, Smartling, Claude (and other AI tools), Monday, JIRA, Javascript (basic), html/css (basic).

Languages: English (native), Hebrew (native)