

MIRIAM GINZBURG

miriam.ginzburg@gmail.com · [LinkedIn](#)

SUMMARY

Content Designer with a Master's in Human-Computer Interaction and experience across SaaS and big tech. I specialize in ux writing, designing system-level content frameworks, running data-driven experiments, and leveraging AI tools to build workflows. I bring a multicultural perspective from a decade of living, studying, and working internationally.

PROFESSIONAL EXPERIENCE

Content Designer | Meta | 2025 - Present

- Led UX content strategy for Meta's Preloads program (Android), designing global, system-level guidelines to optimize end-to-end interaction flows and ensure seamless cross-product consistency
- Leveraged AI tools for rapid prototyping, asset generation, string audits, and to dramatically accelerate workflows.
- Collaborated with distributed cross-functional teams including designers, PMs, engineers, legal, and data analysts to evaluate product metrics and safeguard privacy and legal standards with OEMs. Leveraging these insights, I shaped content hypotheses and designed product experiments that directly drove OKR success.
- Established and scaled team mission statements, core content guidelines, and design principles to build a unified foundation for scalable UX execution
- Led the team's first-ever accessibility and brand compliance audit

UX Writer | Wix.com | 2020 - 2023

- Led content strategy and operations for the Branded App product, from initial launch through two years of iteration
- Designed end-to-end content for mobile and desktop products with a focus on growth and first-time user experience
- Conducted user and market research, usability testing, and data analysis to inform content decisions
- Created content frameworks, glossaries, voice and tone guidelines, and UX documentation to support product consistency across teams
- Developed and clarified content processes, including design collaboration workflows and expedited localization processes
- Advised and collaborated with UX writers, designers, developers, PMs, marketing, and localization across the company
- Wrote inclusive and accessible content adhering to WCAG guidelines

Content Design Consultant | Cavendish | 2023 Assignment

- Led voice and tone definition for the company's English-language web presence
- Advised on information architecture and content hierarchy to optimize readability and user experience

- Collaborated with leadership to define objectives and develop content designed to attract foreign investment

Instructor, Combat Engineering Corps | Israeli Defense Force | 2014 - 2016

- Worked across multiple rank levels to plan and execute training programs for combat soldiers across classroom, simulation, and field environments
- Translated complex technical material into clear, understandable content for diverse audiences
- Outstanding Soldier Award, 2015 & 2016

EDUCATION & TRAINING

MS, Human-Computer Interaction

University College Dublin, Ireland | 2023 - 2024

First Class Honours

BA, Middle Eastern Studies, Counterterrorism & Homeland Security

Reichman University, Israel | 2018 - 2021

Mobile User Experience Course

Nielsen Norman Group | 2023

SKILLS & PROFICIENCY

- **Content Design:** UX Writing · Content Strategy · Information Architecture · Voice & Tone · Microcopy · Accessibility (WCAG) · Localization · Design Systems
- **Research & Data:** User Research · Usability Testing · A/B Testing · Experiment Design · Content Analytics
- **Design & Product Tools:** Figma · Miro · Jira · Notion · Smartling · Acrolinx
- **AI & Emerging Tech:** GenAI Prompting · AI-Assisted Workflows · Vibe Coding · DevMate
- **Languages:** English (native) · Hebrew (native) · Spanish (elementary)
- **Other:** Extensive experience working and collaborating in multicultural environments (lived and studied in the USA, Israel & Ireland)

OUTSIDE THE OFFICE

When I'm not designing content, you can find me exploring the great outdoors, curling up with a good book, and spending time with my family.

VOLUNTEER WORK

Mentor | Big Brother for Lone Soldiers | 2019 - 2021

Mentored four lone soldiers throughout their military service, providing emotional support and guidance.