

Maayan Ben Tov

I'm a creative UX writer who combines a love for words with data driven thinking. Experienced in microcopy, UX writing, and product content that turns complex experiences into clear, intuitive journeys.

EDUCATION

"Soul Writing" Workshop
with Alma Zohar
2021

"Beit Melachah" Songwriting and composition workshop
with Rona Kenan
2017

Rimon School of Contemporary Music
Composition Department
2015 – 2016

EXPERIENCE

UX Writer
Papaya
2024 – 2025

Led UX writing for core gameplay and monetization flows, improving clarity and user decision making.

Copywriter
Papaya
2022 – 2024

Partnered with product teams to translate features into clear, user focused messaging across surfaces.

Content Manager
Glickman Shamir Samsonov
2018 – 2020

Defined and managed structured content across platforms to ensure clarity, consistency, and usability.

Music Review Writer
Kids Channel (RGE Group)
2017 – 2018

Created audience appropriate editorial content with a strong focus on clarity and engagement.

PROJECTS

RWS
2025

Transcreated lyrics for Rosalía's Lux album, preserving artistic intent, emotion, and cultural nuance.

Microcopy & UX Writer
Hippocampus
2021 – 2022

Crafted precise microcopy for complex flows, reducing friction and supporting intuitive product use.

SKILLS

Copywriting	Content Design	Storytelling
Microcopy	Concept Ideation	Cross-functional Collaboration
UX Writing	Transcreation	Content Hierarchy

LANGUAGES

Hebrew	Native
English	Fluent
Spanish	Good