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Jacob Brubaker

UX Writer · Content Designer

Summary

UX Writer and Content Designer with 10+ years of professional writing experience, including 5+ years at Wix shaping product content for complex digital experiences. I have written for Payments, Restaurants, Groups, Online Programs, and Analytics, with strengths in microcopy, end-to-end flow content, and cross-functional collaboration. I bring a background in communication design, a strong product mindset, and practical experience using AI tools to improve content operations and workflow efficiency.

Experience

UX Writer — Wix

September 2024 – Present · Kraków, Poland

- Create product copy for high-visibility Wix experiences across Wix Payments, Restaurants, Groups, Online Programs, and Analytics, supporting a large global user base
- Partner with product managers, designers, and developers throughout the content lifecycle, from early exploration and wireframes to launch
- Use AI tools to streamline production updates and reduce dependency on developers for content-related changes
- Write clear, user-centered UI content that improves navigation, supports task completion, and strengthens overall product usability

Showrunner — Asteroid Diner Shelved

July 2023 – May 2024 · Kraków, Poland

- Created and led an original adult sci-fi animation and mobile game concept, defining its narrative, world-building, and creative direction
- Managed creative production, storytelling, and team direction across a multidisciplinary project

UX Writer — Wix

August 2020 – July 2023 · Kraków, Poland

- Wrote UX copy for Payments by Wix, contributing to product experiences used by millions of users globally
- Collaborated closely with product and design teams to shape content across the full product development cycle
- Supported localization efforts across 20+ languages to help scale product experiences for international markets

Skills

UX Writing

Content Design

Microcopy

Content Strategy

Copywriting

User Flows

Cross-functional Collaboration

AI Tools

Figma

Smartling

Problem-solving

Creative Direction

Education



Texas State University

Bachelor of Communication Design

2005 – 2007

Achievements



Mentored junior UX writers, providing feedback on flows, microcopy, and working methods to raise overall content quality across the team.



Implemented AI-driven UI update processes, reducing reliance on developers for production changes and shortening the release cycle for improvements.

References



Rachel Rowland

Head of Writers at Wix.com

rachelro@wix.com



Volodymyr Tsukur

Co-head of Payments at Wix.com

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