

Josh Stein

UX Writer / Content Designer

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Experience

Better.com, UX Copy Manager

08/21 - Present

- Responsible for managing 2 writers across 10 product teams
- Led project and feature work from initial brief and research plan to final design concepts and implementation
- Participated in the creation of product roadmaps, staffing, and allocation plans
- Created, socialized, and maintained the Better Voice & Tone Guide

Better.com, UX Copy Lead

08/19 - 08/21

- Partnered with designers and product managers to create, test, iterate on, and ship feature work for Better's customer-facing loan portal
- Worked with sales leadership and employee training teams to establish and implement language standards for call scripts and customer support chat

Huge, UX Copy Lead

08/18 - 08/19

- Collaborated with visual designers, UX designers, and brand strategists to lead all copy workstreams from initial ideation to final execution
- Mobile apps, voice interfaces, digital landing pages, brand guidelines, product naming, and editorial content strategy
- Google, Android, Discovery Network, OddlyGood, AccuWeather

SapientRazorfish, Associate Copywriter

05/15 - 08/18

- Responsible for managing 2 junior creatives
- Partnered with art directors and creative directors to concept, pitch, and produce work across digital and traditional media
- TV, print, out-of-home, experiential activations, product and app development, long-form content creation, social content creation, and voice interface work
- Ad Council, MGM, Madewell, Citi Bank, David Yurman, Anheuser-Busch

Merkley+Partners, Junior Copywriter

05/14 - 05/15

- Participated in concepting, creative development, and production support
- Print, TV, out-of-home, experiential activations, and social content creation
- Mercedes-Benz, All Detergent, Gain, Uber, Scott's Lawn Care

Programs & skills

Adobe Creative Suite Miro

Figma and FigJam Airtable, JIRA, and Monday

Looker UserTesting.com and FullStory

My work

Visit www.josh-stein.net

To see work from my time at Better, please reach out separately