

# Joal Stein

## Copywriter

joalstein.com  
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Content strategy and communications for non-profits, universities and government

Digital marketing creative copy and editing for brands, startups, and small businesses.

### City of Portland

Through a grant from the Mayor's Innovation Fund, worked with the Bureau of Environmental Services to develop an interactive map and tell the story of the Crystal Springs Watershed.

### Parsons School of Design

For the new School of Design Strategies, was the founding content strategist and lead copywriter for all digital channels.

### Silverlake Ramen

Developed content strategy and wrote all digital copy for the rebranding of a popular Los Angeles franchise.

### Hudson Jeans

Digital marketing copy and analytics for growing fashion brand.

### The Service Startup

Edited and ghostwriting for book intended for small businesses and startups to integrate service design methods. Also wrote marketing copy and developed content training materials.

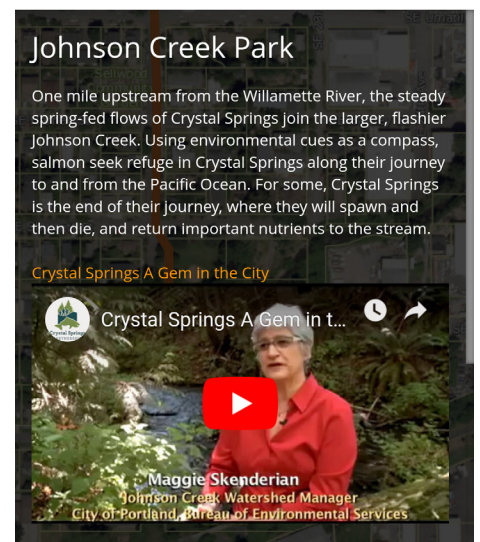
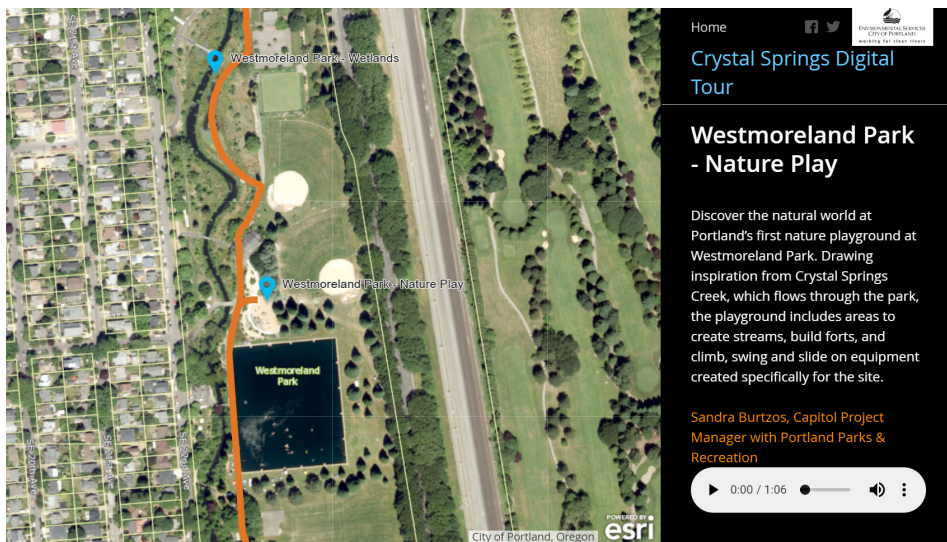
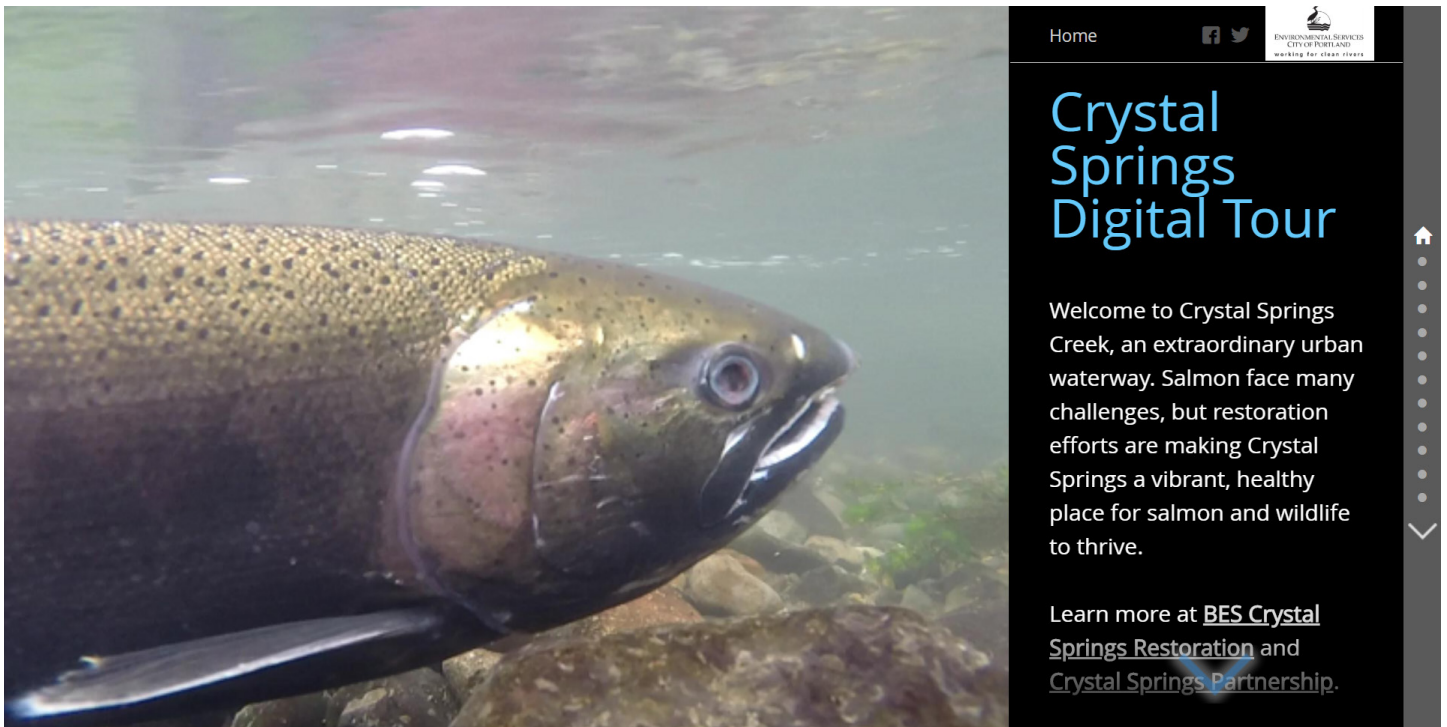
## City of Portland

### Brief

When the City's Bureau of Environmental Services wanted to create a digital version of their popular walking tour of the Crystal Springs Watershed, the challenge was to tell the story of a vital urban watershed through multiple perspectives. It had to be visually compelling, easy to use and navigate, and designed in a way that provided capacity-building both for City representatives and community-based groups. An open-source platform was chosen to allow city officials to refine and update over time.

**Vision:** Hidden gem in the city.

**Scope:** Copy, Multimedia storytelling, Digital Strategy and Development, Creative Production



# Silverlake Ramen

## Brief

Ramen is the ultimate comfort food; it's popularity is made evident by the lines of people you can see lining up outside of Silverlake Ramen's flagship restaurant. With big plans to franchise and bring their ethos of high-quality ramen across LA, they needed to create a sharp brand identity and voice.

**Vision:** Comfort meets cool.

**Scope:** Copy, Creative Strategy



SILVERLAKE RAMEN

Order Now!

## THE CLASSIC 豚骨 TONKOTSU BROTH

with pork belly, chicken, or tofu

We slow cook pork bones for many hours to make this rich creamy broth. Tonkotsu is the first ramen and is widely renowned across the world.

INCLUDES  
SPINACH  
EGG  
GREEN ONION  
SEAWEED

## THE BLAZE 辛豚骨 SPICY TONKOTSU BROTH

with pork belly, chicken, or tofu

Our most popular ramen, take our Tonkotsu and add a dash of chili paste for a dose of extra flavor. Your choice of mild, medium, or hot!

INCLUDES  
BEAN SPROUT  
EGG  
SPINACH  
GREEN ONION  
SEAWEED

## ABOUT

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### Silverlake Ramen

Our founders Jitae and Thomas have combined their passion and experience and embarked on the journey of making the best ramen in the world. A ramen, delicious, well-balanced, and with quality ingredients.

We think it's the best ramen we've ever had. A ramen our neighbors in Silverlake can brag about, telling people that they have the most delicious ramen in their neighborhood.

We serve food made with love, that we are proud of, and make it as affordable as possible. We are obsessed with ramen, and are excited to share that obsession with you, straight from our kitchen to your bowl.

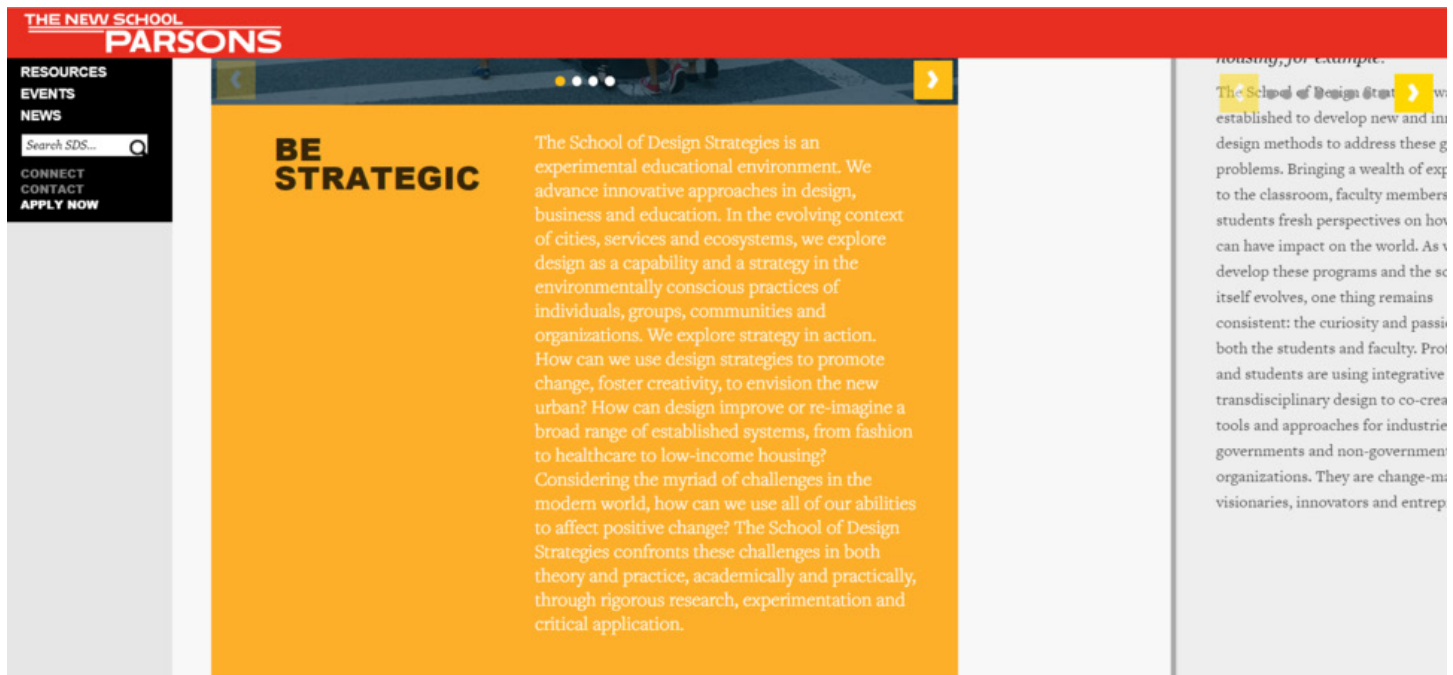
## Parsons School of Design Strategies

### Brief

One of the most forward-thinking and groundbreaking design schools in the county created a new center - The School of Design Strategies - and wanted to think beyond a traditional university website. As it's first Content Manager and Copy Strategist, I had the task of creating an online hub for the community. With so many talented individuals, teachers and projects, the challenge was to channel that dynamic energy through thoughtful and engaging stories.

**Vision:** Be strategic.

**Scope:** Copy, Content Management, Creative Production



*As a school, we apply design strategies to address issues in the urban realm, the environment, business innovation and services and systems. The school was formed in recognition that fundamental changes will profoundly impact all of us from large-scale urbanization, rapid climate change, food inequity and lack of access to affordable housing, for example.*

The School of Design Strategies was established to develop new and innovative design methods to address these global problems. Bringing a wealth of expertise to the classroom, faculty members offer students fresh perspectives on how design can have impact on the world. As we develop these programs and the school itself evolves, one thing remains



### THE SCHOOL OF DESIGN STRATEGIES

## THE NEW SCHOOL PARSONS



### A CREATIVE LABORATORY IN NYC

There is a buzz at the School of Design Strategies, a frenetic mixture of creativity, ambition, passion, activism, innovation and curiosity – much like New York City itself.

At SDS, students have the unparalleled advantage of NYC as their campus, with endless opportunities to live and learn in one of the world's greatest cities.

## Hudson Jeans

### Brief

In a overwhelmingly digital culture, consumer rely on social media channels to find products and fall in love with brands. Hudson Jeans had a chance to rethink their digital marketing efforts and create new relationships with customers, and I worked to sharpen their digital marketing copy.

**Vision:** Bad and the Beautiful

**Scope:** Copy, Digital Strategy

WOMEN MEN KIDS SALE HUDSON VAULT

**HUDSON**  
LOS ANGELES

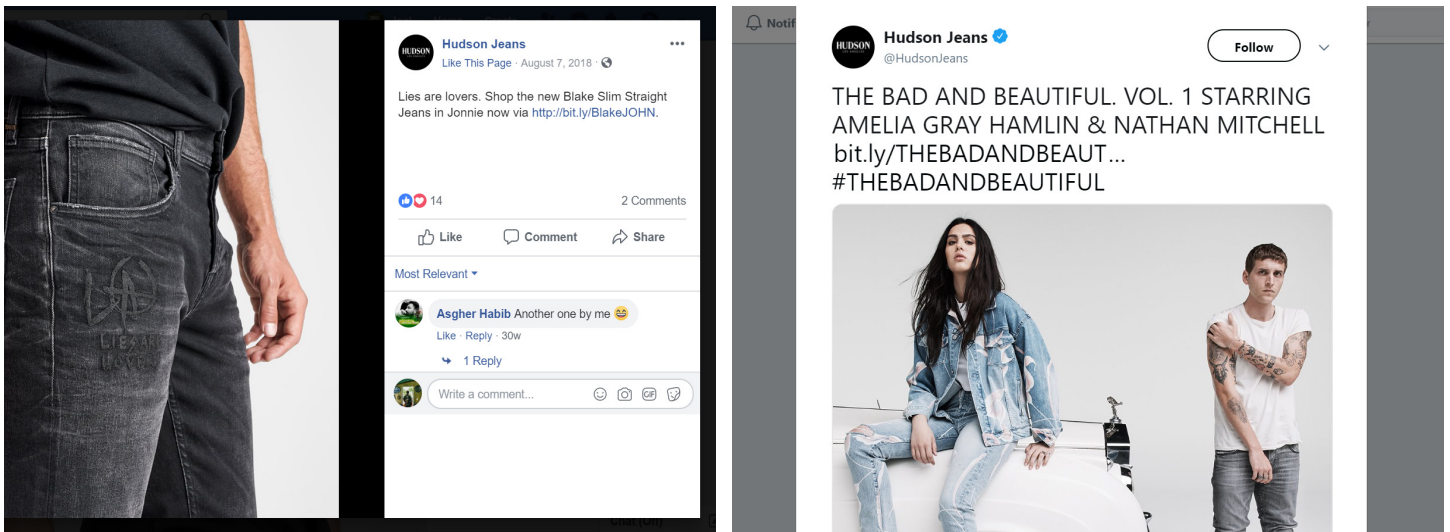
SEARCH SIGN IN (0) BAG

# THE BAD AND BEAUTIFUL.

HUDSON PRESENTS THE SPRING / SUMMER '18 COLLECTION

THE FUSION OF SOFT AND HARD ECHO THROUGHOUT THE SEASON. CONTRASTING FITS, FLORAL MOTIFS AND STUDDED EMBELLISHMENTS ALONGSIDE VINTAGE WASHES. EMBRACING THE BEAUTY IN WHAT'S REAL AND THE TRUTH IN CONTRADICTIONS.

THE SS18 COLLECTION IS BROUGHT TO LIFE IN THE BAD AND BEAUTIFUL VOL.1 ...



## The Service Startup

### Brief

One of the world's leading practitioners in service design and design sprints wanted to write a book to share his methodology to the world. I co-wrote the book with him, and helped develop all marketing and web copy to introduce it's core concepts.

**Vision:** Design Thinking Gets Lean

**Scope:** Copy and Editing.

THE SERVICE STARTUP™  
DESIGN THINKING GETS LEAN

A practical guide to service **Design Sprints**. Learn to combine Service Design, Design Thinking and Lean startup. Get yours!

INNOVATION IS ENTREPRENEURSHIP THROUGH DESIGN.

HOW TO USE

TENNY PINHEIRO

A journey from product to **service**.

This book is a practical guide that explores how startup entrepreneurs and business leaders can integrate Design Thinking and Service Design into their fast-paced development cycles by running service Design Sprints.

**Service Design Sprints** is a lean approach to create sustainable, desirable and profitable new services.

In the first part, Tenny explores the reasons why startups and enterprises need to move away from the "make and sell" industrial logic we've been exploiting over the last century. To take its place he proposes a new

In the second part, he will take you on a journey through the **MVS - Minimum Valuable Service** - model. This model can seamlessly integrate Design Thinking into any Agile development cycle like Lean