

Alexandra Goldstein Authier

I'm a writer in Austin, TX. I work across a range of disciplines: copywriting, UX writing, UX strategy, content strategy, and branding. I like to figure it out, write it down, and make it happen.

Industry Experience

H-E-B Digital, Content design manager

Oct 2020 - present | Austin, Texas

Content design manager

Principal content designer

AT&T Design Technology, Sr. Lead UX Content Strategist

Sept 2018 - Oct 2020 | Austin, Texas

Lead UX Content Strategist

Sr. UX Content Strategist

Lead writer on a design team inside AT&T. We focus on end-to-end user experiences, big business problems, and intuitive solutions. I help our multi-disciplinary team concept, design, position, and deliver useful, human-friendly products, websites, and experiences. (Website project password: dogsrule)

Publicis.Sapient/razorfish, Sr. Copywriter

Apr 2017 - Aug 2018 | Austin, Texas

Strategized, conceptualized, and executed integrated, consumer-facing advertising and marketing campaigns.

Clients: USAA, Academy Sports + Outdoors

Freelance, Copywriter, Strategist & Creative

July 2014 - present

A little bit of everything for a little bit of everyone.

Clients: Rabbit Foot Studios/McGarrah Jessee, Alamo Drafthouse, Antonelli's Cheese Shop, My Fit Foods, Kerbey Lane Cafe, Silvercar

EnviroMedia, Sr. Copywriter

Jun 2015 - Apr 2017 | Austin, Texas

Concepted, scripted, and produced national advertising campaigns with a focus on clean air, water, waste, and alternative transportation.

Clients: TreeHouse, Washington Regional Alcohol Program, North Texas Municipal Water District, TXDOT, TN Highway Safety Office

Omnicom Health Group, Copy Supervisor

2011 - 2014 | New York, New York

Cut my teeth then launched global campaigns. Managed a team of writers.

Assisted in pitch and RFP efforts.

Clients: Bayer, Takeda Oncology, biogen idec, Novartis, Novo Nordisk, Pfizer

Specialties

- Writing simple, useful & meaningful text
- Empathy-centered design & end-to-end UX
- Message development & creative concepting
- Sense-making & storytelling
- Collaborating across teams & convincing the room

Contact

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Education

Vassar College 2006 - 2010

Bachelor of Arts in English

Honors Thesis in Creative Writing

University College London 2009

Affiliate Student, English Language & Literature

Skills

Storytelling, naming, taglining, designing for humans, information architecture, UX & marketing copy, synthesis, insights, roadmaps, user journeys, case studies, Keynote, Sketch, Figma

