

NATHAN TAYLOR PEMBERTON

UX Writing | Brand Editorial | Journalism |
Marketing | Research

I'm a UX writer, editor, journalist and strategist.

Recent clients include Verizon, eBay, Goldman Sachs, Better.com, AB InBev, Ralph Lauren, Nike, Dom Pérignon, Interview Magazine, Bulgari, United Airlines, Facebook, and Saint Laurent. Beyond my commercial work, I'm an experienced researcher in the field of public policy, having consulted for legislative tracking firms and Florida-centric political campaigns on both the state and local level.

UX WRITING | STRATEGY

Goldman Sachs | Verizon | Marcel |
Better.com Calibra (Facebook) | United
Airlines | Amtrak

2021-22

UX writer for **Verizon** design teams, tasked with building out Small Business e-commerce flows for web and mobile. UX writing for **Public Groupe's Marcel** platform, overseeing user feedback.

2020

UX writer for **Goldman Sachs** design team to release public-facing design component site. Contributed UX strategy to internal products and apps such as Marcus.

UX writing for **Five Drinks Co.**, an AB InBev-backed canned cocktail venture that launched in the summer of 2019.

2019

UX and UI strategy for an agency design team building **Facebook's Calibra**, the wallet for their new cryptocurrency, Libra.

2018

UI strategy and wireframing for Interview Magazine and Document Journal websites, esteemed NYC cultural outlets.

UX WRITING | Case Study: Verizon Small Business Flows

2021-22

For **Verizon**, I was the sole UX writer working across three design teams, each tasked with building out e-commerce various screens for the provider's small business customers.

Verizon tasked us with creating a user journey where customers could shop for phone plans (and then buy wholesale phones) or wholesale phones (and subsequent plans). In other words, we news to build two distinct user flows running in parallel across hundreds of screens for web and mobile, from the landing page to the final cart confirmation screen.

We had to do this while ensuring that the UX language was both functional, light, and delivered enough marketing-driven language to showcase the products and plans. All while being approved by the company's legal department, a process that I ran point on.

In addition to the primary screens, hundreds of modals and user fall-out scenarios had to be mapped built and mapped out, due to the large amount of information users were required to share along the e-commerce flow.

verizon✓

< Due today Billed monthly
\$0.00 **\$0.00**

Select your 5G Business Internet plan.

100 Mbps speed

Supports the use of local apps, email, Wi-Fi connected devices and basic guest Wi-Fi.

200 M

Enables he webinar hc and high-v

UX WRITING | Case Study: Goldman Sachs Design System

2019-20

Like most financial institutions, **Goldman Sachs** doesn't have a large web presence, preferring to keep things behind secure screens. As a UX writer, I worked with the company's design team to make things far more public-friendly with design.gs.com, the first public-facing web project in the bank's history.

We built close to one hundred screens mapping out the company's design system, comprised of their proprietary design systems and components that make up the dozens of in-house applications and web-tools for clients and internal use. The project was, in effect, a recruiting tool for Goldman Sachs, which wanted to add world-class design talent to its ranks.

This meant the UX writing, and user experience as a whole, needed to be jargon free, yet calibrated for design thinkers. The end result landing somewhere between marketing tool for the bank, open-source library designers, and an exercise to show the bank's cutting-edge sensibilities.



BRAND EDITORIAL

eBay | Better.com | Saint Laurent |
Bulgari | Thom Browne

Finding brand stories that can be told in spaces outside of traditional advertising channels has been core to my work as an editor. I work with high-end luxury brands to develop, commission, produce and edit magazine-level editorials that align with brand initiatives and launches. For *Document Journal*, I developed an editorial for Bulgari that tracked an all-women's motorcycle club in Rome. Elsewhere, at *Interview*, we collaborated with brands such as Saint Laurent and Thom Browne to [introduce capsule collections](#), and have conversations with brand ambassadors such as [Catherine Deneuve](#) to promote each brand in refreshing, and most importantly, engaging formats.



BRAND EDITORIAL

Birra Del Borga

For this AB InBev-owned Italian brewery, I worked with a creative director to conceive, write, and edit a [114-page magazine](#) that introduced this elevated beer to an American audience. After conducting interviews with Birra Del Borga's founders, I developed a brand voice that was translated into a six-part editorial narrative, starting with the brewery's origins in Italy up through their breakthrough onto the international market.



BRAND BOOK PUBLISHING

Nike | Ralph Lauren

I've worked with two of America's most reputable apparel brands on special edition publishing projects. At Document Books, I was an editor on their exclusive *Victory of Youth* [publication](#), photographed by Pieter Hugo and designed by Riccardo Tisci

In the fall of 2018, I worked with Doubleday & Cartwright as a copywriter on *The Polo Shirt* book, a history of Ralph Lauren's seminal garment. For the 440-page book, which is set to be released by Rizzoli in 2020, I wrote chapter introductions and furniture copy, working with a small team to maintain a consistent voice and accurate representation of Ralph Lipschitz's cultural ubiquity.



BRAND PUBLISHING

Dom Pérignon

As an editor at *Interview* magazine, I worked to develop and publish a special edition book for Dom Pérignon, *34 Interviews by Andy Warhol*. As an editor, I curated over 30 years of interviews conducted by Andy Warhol during his time at *Interview* Magazine. The book launched during the Whitney Museum of American Art's massive Warhol retrospective which opened in the fall of 2018.



BRAND MARKETING

eBay | Better.com | Dom Pérignon | Saint Laurent

As with my brand editorial projects, I've harnessed the creative voice of *Interview Magazine* to deploy engaging social media campaigns for both Dom Pérignon and Saint Laurent to write captivating social media posts. For *Interview*, our Saint Laurent posts were among the top performing social content since the magazine's relaunch with engagement reaching well over 100k impressions.

For Dom Pérignon, I conducted, and produced, on-screen interviews with the artists [Richard Phillips](#) and [Chloe Wise](#) for the series "Dear Andy," a multi-platform campaign by Interview rolled out across our social and digital platforms.



Liked by [the_internet](#) and 28,249 others

interviewmag Anthony Vaccarello, the brains behind Saint Laurent, doesn't like limits. Just in time for Art Basel, Vaccarello commissioned artist Vanessa Beecroft to expand the brand's concept of self-presentation with a series of large-scale portraits. Photo: Vanessa Beecroft

Journalism

The New York Times | *The New Yorker* | *GQ Interview* | *New York* | Bookforum | Ssense | Pitchfork

I write about music, film, style, art, religion, race, extremism, and American politics. Better yet, I look for stories about the cultural goo that forms when these things, and whatever else, collide together. I also write about the people and organizations who move through these spaces.

Selected writing can be view [here](#).

CULTURAL COMMENT

THE YOUNG POLITICAL SPACES OF THE INTERNET

How a new generation has embraced extreme views online.

By Nathan Taylor Pemberton

March 17, 2021



Style Grooming Recommends Culture Wellness GQ Sports

Culture

Sorting Through the Miami-Dade Disaster

Progressive activists reckon with red-baiting, the loss of Latino voters, and what it would take for Florida to go blue again.

BY NATHAN TAYLOR PEMBERTON | NOVEMBER 20, 2020