

History of History's Luckiest Charms

A sponsored piece for Zippo lighters that looks at the stranger aspects of good luck charms throughout the ages.



Drawing the News with Digg

I wrote the script for a bi-weekly series called *Drawing the News with Digg* for digg.com. These stories often required I take a complex or seemingly dull topic (e.g. “What happens to your clothes at the dry cleaners?”) and turn it into an entertaining two minute read. Here are a couple of my favorites. Click on the image to go to the original story.

How To Store Your Food in the Fridge and Freezer:

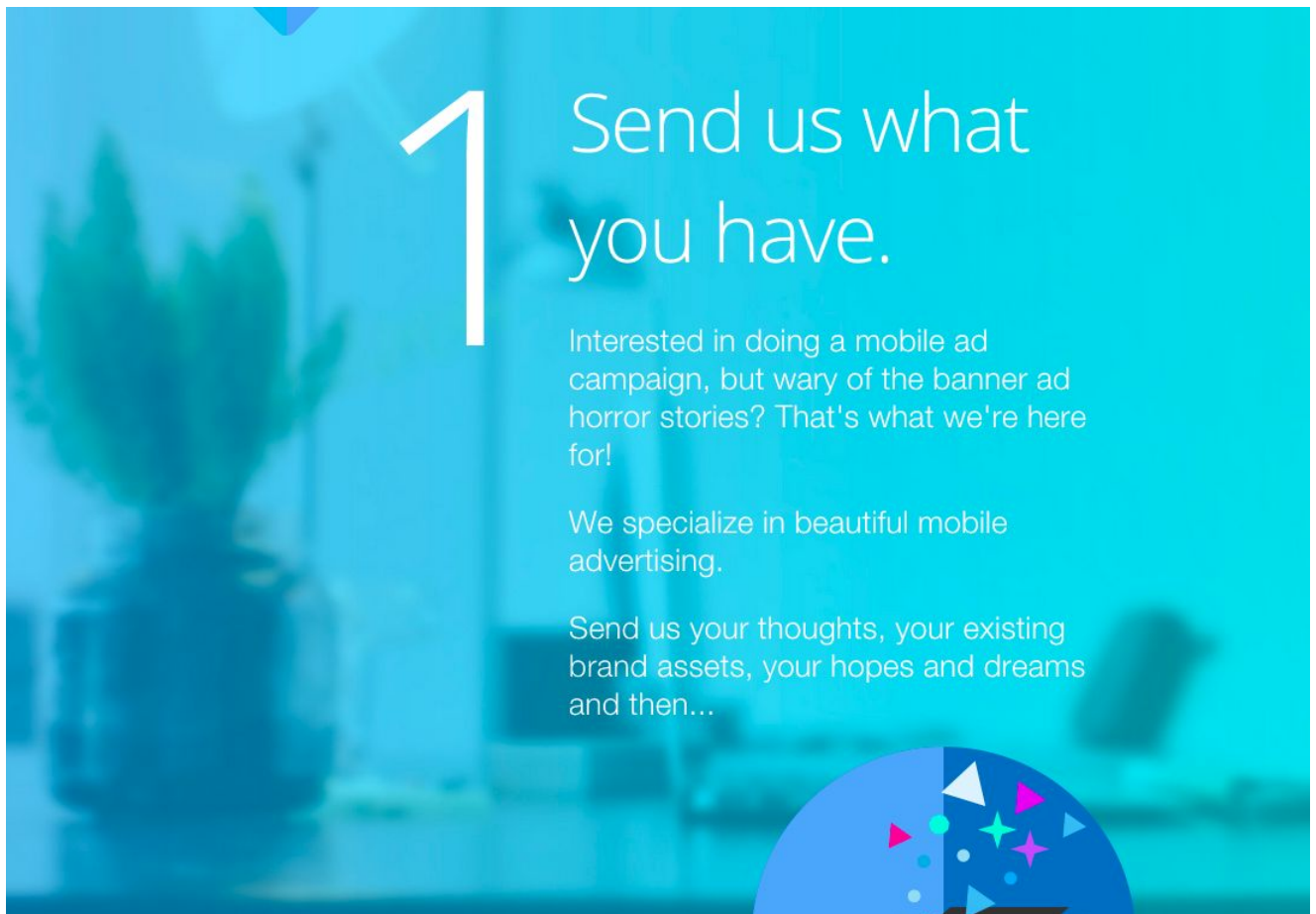


Why Are Cats Jerks?:



Tapestry Labs

When the storytelling app Tapestry became an interactive mobile advertising platform, I wrote the copy for the new website tapestrylabs.com. With this project I needed to switch the brand voice from fun-loving and quirky to passionate and innovative. Here are some screenshots from the “process” page.





2 We work Tapestry magic.

Leave it to our creative team to whip up something amazing with a sprinkle of data, a dash of creative magic, and voilà, your tapestry is served. That tapestry can then be plugged into any mobile ad environment on any device, or even shared on social channels like Facebook, Twitter and Tumblr.



3 You reap the mobile rewards.

Tapestry helps you understand your audience with unprecedented depth and insight. Since each story is divided into taps, a tapestry knows exactly how long someone stays with a story, which moment they decide to leave and when they want more. We're all about granular engagement data.

Tapestry Weekly Digest

I wrote the weekly email for the storytelling app Tapestry. This was always fun since “silly” was the guiding tone of every email.

HERE ARE SOME THINGS

VIEW THE OTHER 11 YUM! GLOWERS!



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Have you laid eyes upon our [kawaii category](#) and squeed in delight yet? *Kawaii* is the Japanese word for 'cute', reserved for all things adorable like flowers and unicorns and you. [Cute it up](#), cutie patooties.

This week's header art by [Fabienne](#)

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by Julia Heffernan

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by Nicholas Sailer

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I'll trade you 1000 words for this picture

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Our Pick of the Pics

Photographs are beautiful. Your words are beautiful. The two should meet sometime. Happily, there is a place for them to do so: [the photography category](#).

This week's header from [lan](#)

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by Terra Chandler

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A Few Tries
by Ryan Behner

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