

DOW JONES

Brian Feeney

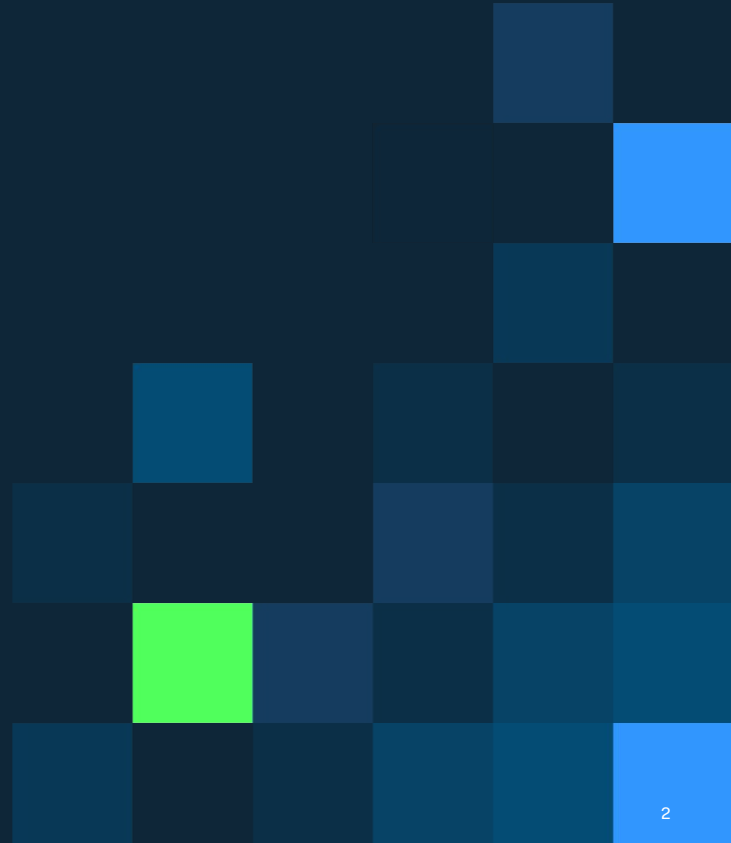
2023 - 2025



Brian Feeney
Product Design
Manager

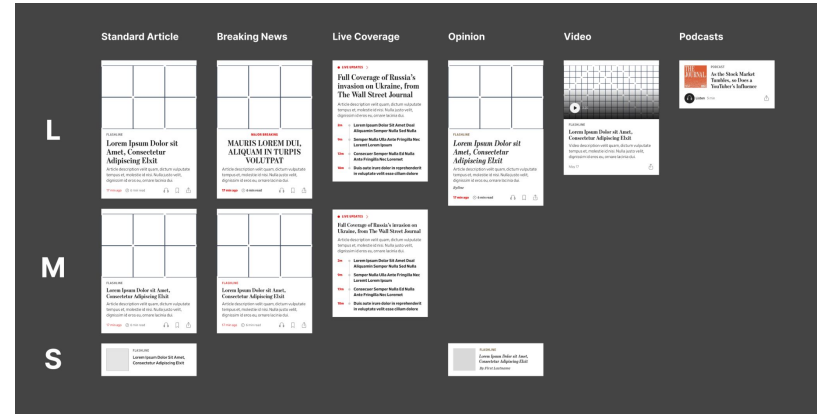
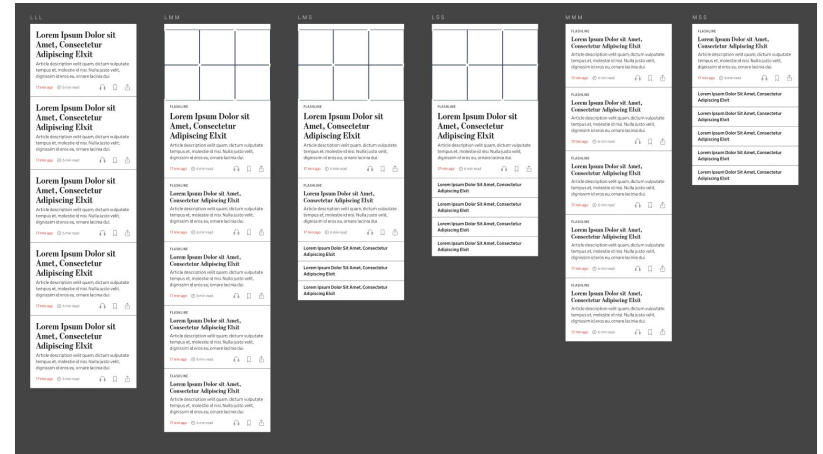


WSJ Mobile Card Curation



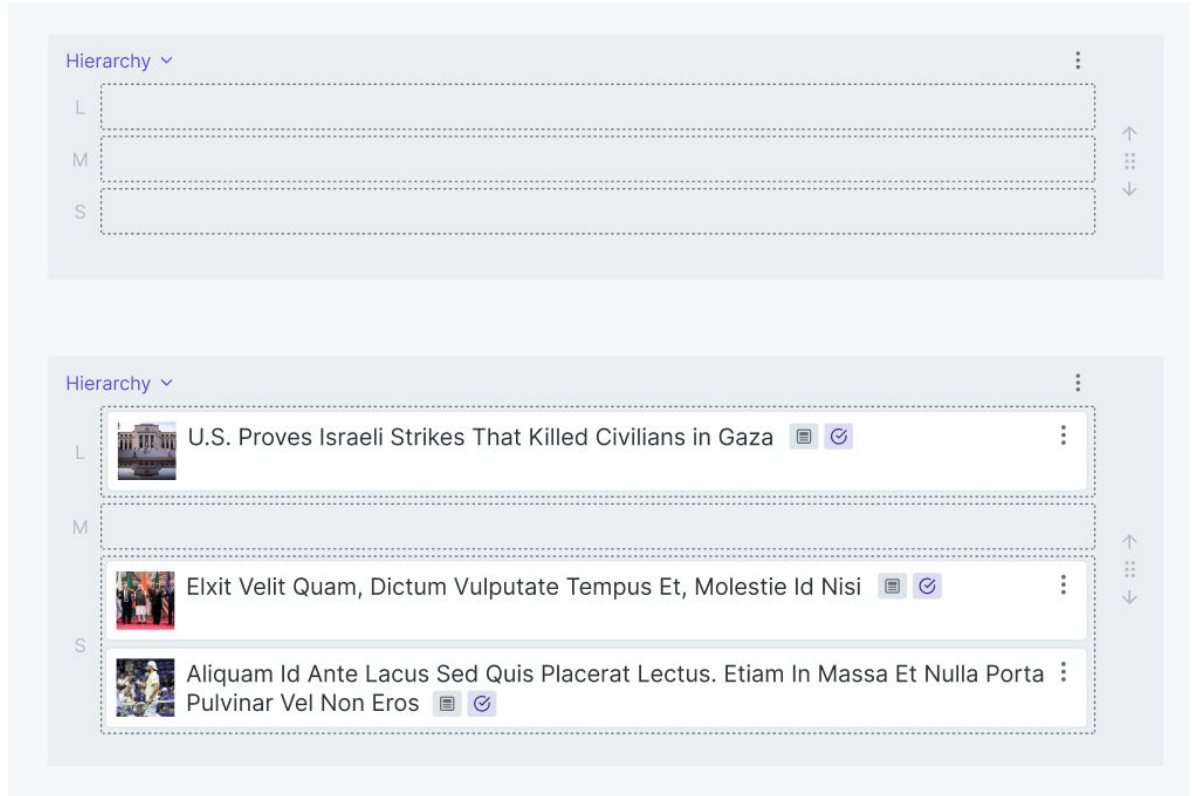
WSJ Mobile Cards for Curation

Brian led the end-to-end design of WSJ's mobile card architecture for curation, streamlining excessive workflows and aligning product and engineering teams on a unified framework. By reducing editorial choices through smarter use of metadata and upstream signals, he significantly improved speed and consistency in curation.



WSJ Mobile Cards for Curation





Curation tool package modules





WSJ Mobile Cards for Curation

Curation sked card options and links from menu

Regular article

GERECONLEDER    12hr 

 Germany's Economic Model Is Broken, and No One

11,041 views  +7%

- Standard
- Breaking News
- Flashline
- Visual: Primary
- Visual: Secondary
- [Edit Alt-Summ](#)
- [Open in NewsGrid](#)
- [Open in NewsPress](#)
- [View Published URL](#)
- [Remove from Module](#)

WSJ Mobile Cards for Curation

Single module curation, multiple platforms

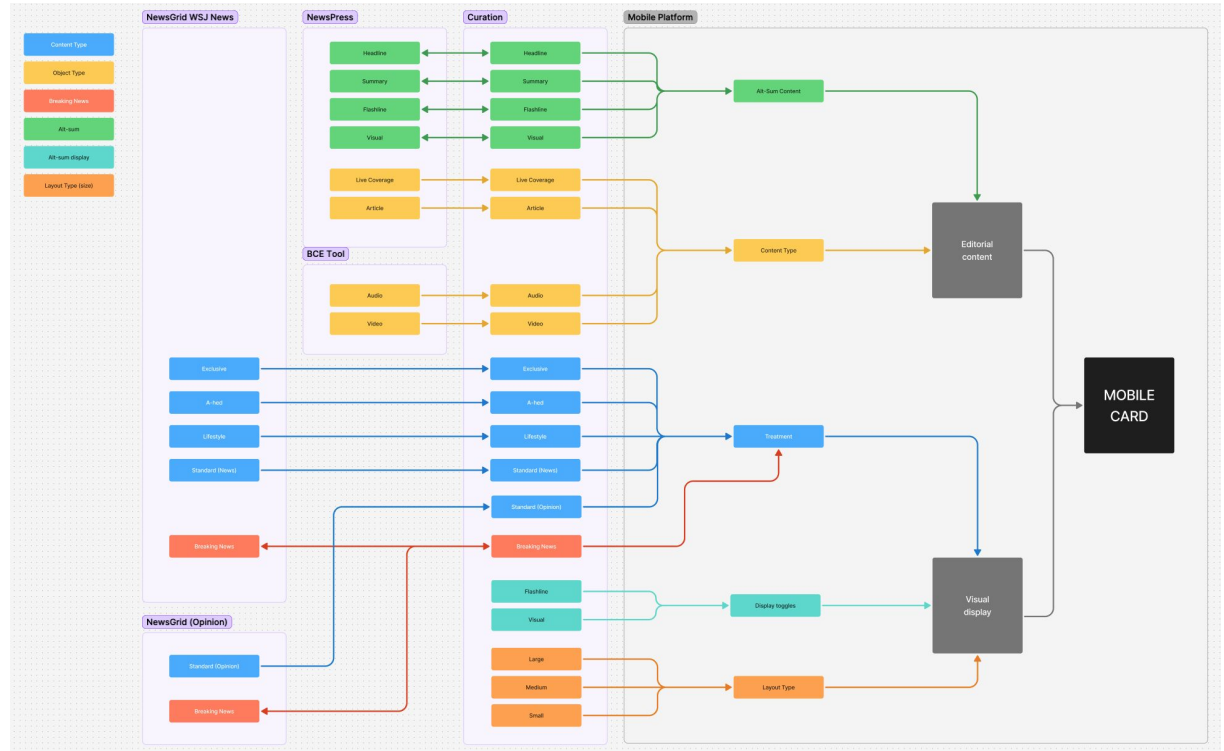
The image displays the WSJ Curation interface, which is used for curating content for multiple platforms. The interface is divided into several sections:

- WSJ Curation:** The top navigation bar includes 'Collections', 'Pages', and 'Off-Platform'.
- Homepage and App:** This section contains two main categories of content cards:
 - SUPER TOPPER:** A card with an 'Enable' toggle.
 - MEDIUM TOPPER:** A card with an 'Enable' toggle.
- VISUAL LAYOUT:** This section shows a grid of article modules with their respective titles, view counts, and engagement metrics (e.g., +4%, -11%, +18%).
 - HOSTAGERELEASE:** ' Hamas Releases Last Living U.S. Hostage From Gaza' (70,343 views, +4%).
 - TRUMPLANE:** ' Trump Defends Gift of Plane From Qatar' (2,223 views, -11%).
 - TRUMPFZOS12:** ' Trump's Family is Doing Steady Business in the Gulf' (25,083 views, +18%).
 - MURDERINSURE:** ' Did You Shoot Somebody in Self-Defense? There's an Insurance Policy for That' (58,751 views, +13%).
- Content Search:** A search bar and filters for 'Type', 'Author', and 'Date'.
- Content List:** A list of articles with their titles and authors, such as 'GM Posts Quarterly Loss, Makes Plans for Potential Tariffs' and 'Drugmakers Show Restraint on Price Increases in New Trump Era'.

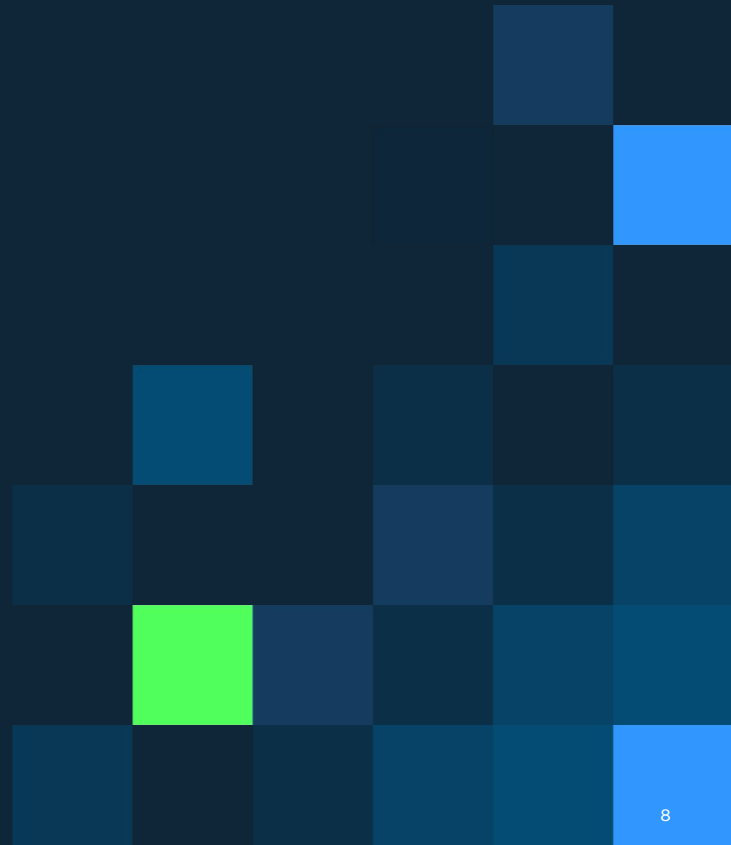
On the right side, a preview of the mobile cards is shown, featuring the same article titles and images as the desktop view, but formatted for a smaller screen. The mobile cards include a '220' view count and a 'Long read' label.

WSJ Mobile Cards for Curation

Mapping the Publishing Systems metadata which defines style and layout of platform content



WSJ Homepage Redesign



Newsletter Publishing and Distribution

Newsletter Publishing

The creation of a new solution for planning, publishing and sending newsletters using in-house tools, such that all newsletter content under this use case is published first as article content and then distributed to the appropriate channels. The solution is an MVP that gets us off of Campaign Monitor, and creates new workflows in the NewsGrid, NewsPress, and Curation tools.

The screenshot shows the 'WSJ Curation' interface for editing a newsletter. The top navigation bar includes 'Pages', 'Collections', 'Off-Platform', 'ITP Issues', and 'Newsletters'. The main content area is titled 'WSJ Technology' with a 'Sent' status indicator. A preview window shows a newsletter card with the subject line 'Oops! What Broke for You When AWS Went Down?' and a 'Published: 10/26/2025 10:29 AM ET' timestamp. Below the preview is a 'CUSTOM CONTENT' section with the following details:

- Sender Name:** WSJ Technology
- Reply-To Email:** wilson.rothman@wsj.com
- Subject Line:** What Broke for You When AWS Went Down?
- Pre-Header Text:** Plus, trying an AI browser, Sam Altman's 'too big to fail' year and the tech CEOs who talked Trump out of a San Francisco 'surge,' in this edition of the Technology newsletter

On the right side, there is a 'Articles' section with a 'Settings' link, and a 'DISTRIBUTION SCHEDULE' section showing the date and time: 'October 26, 2025 at 11:00 a.m. ET' and the subject line 'What Broke for You When AWS Went Down?'.

Newsletter Publishing

Brian managed the project for modernizing Dow Jones newsletters and unifying designs.

Containerless body

Cross-brand header & template strategy

Native advertising support

UDS tokens and components

Single-column design encouraged

THE WALL STREET JOURNAL

WSJ News Debrief

Sponsored by NORTHERN TRUST

UCLA Violence Prompts Police Response, After Protests Are Broken Up at Columbia

By *Fulano de Tal*

A Boston doctor, a marketing executive and others discover the ways AI is reshaping their workdays.

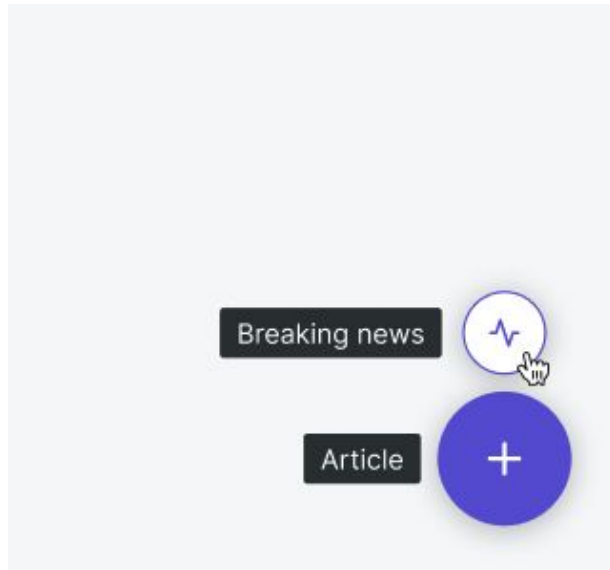
PHOTO: JENNELLE FONG FOR THE WALL STREET JOURNAL

Police were deployed to the University of California, Los Angeles after [violence flared between groups of protesters](#). Footage at UCLA showed fireworks being directed at the demonstrators' encampment and brawls breaking out between protesters.

Breaking News / Pulse Quick Publishing News from NewsGrid

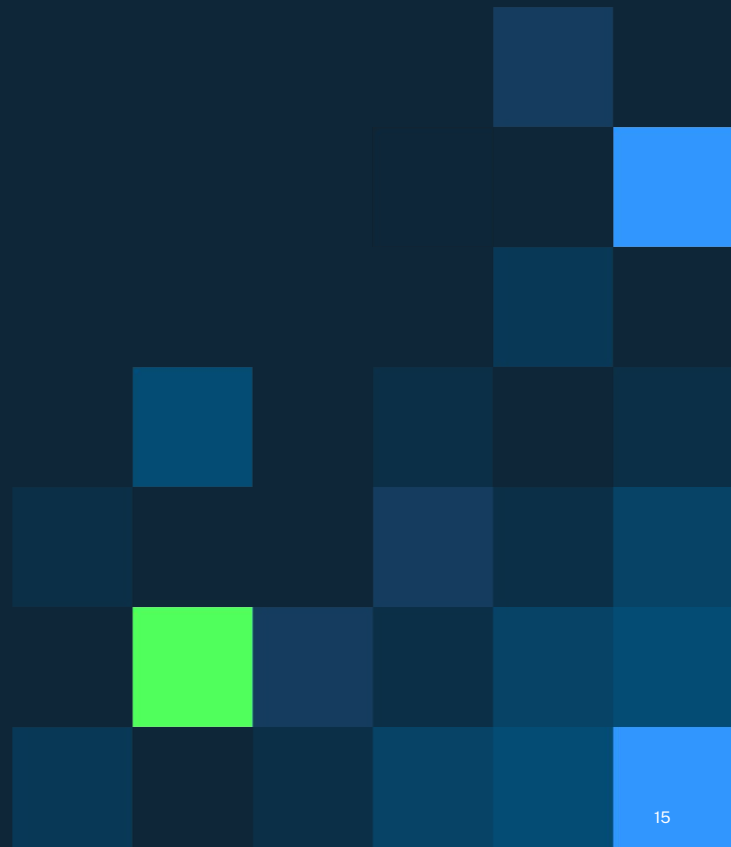
Breaking News / Pulse

For the publishing of breaking news, we built a new workflow which prioritizes speed. The Pulse experience allows editors to publish breaking news from within NewsGrid with the click of just two buttons and the typing of a headline and a paragraph of content.



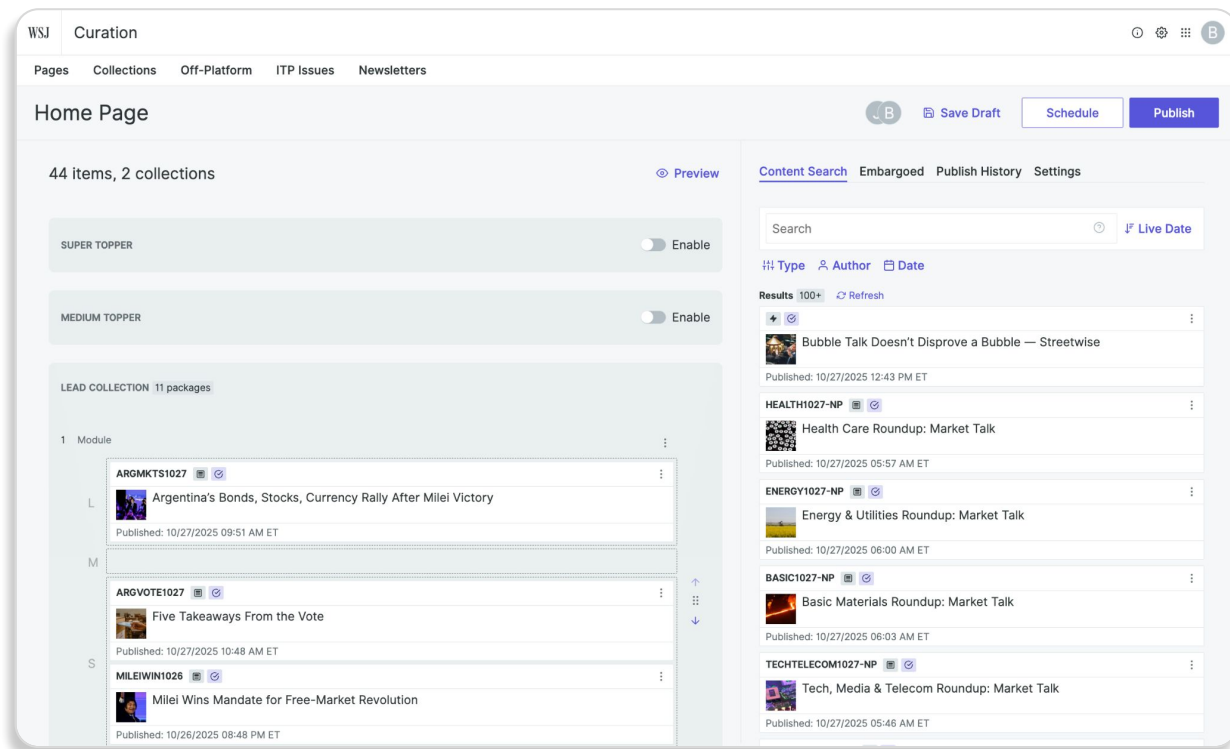
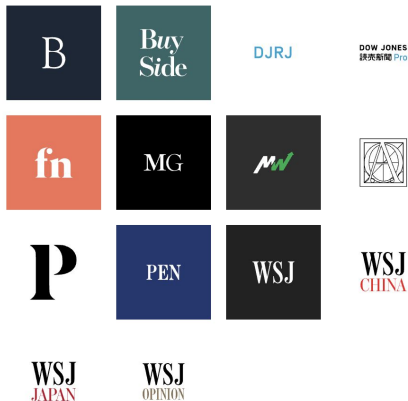
The screenshot shows the NewsGrid interface for editing a breaking news article. The article title is "This Is The Headline" by Priya Patel. The content is a placeholder paragraph: "Lorem ipsum dolor sit amet consectetur. Turpis velit etiam convallis semper nibh netus ullamcorper sed. Fames varius tempus fringilla elit eget non lorem aliquet nulla. Blandit ut tortor neque mauris consectetur ipsum. Ac a hac arcu lorem." The interface includes a metadata section with dropdown menus for Tickers, Industries, Regions, Subjects, Sections, and Keywords. A SKED INFO section shows the slug "NGSKED0402". The right sidebar displays a "Breaking News" list with items like "QUICKPOST-0514-1", "EVEREST", "EVAN", "GOOGLEPUBS", "RETAIL", "UKRAINEEU", and "WINDSHIP". The interface also features a "Publish" button and a "Save" button.

Curation Tool



Curation

In 2022, Brian designed the MVP for the new Curation tool, with BuySide as the pilot project. Since then, we've onboarded multiple platforms and added dozens of features and improvements. We've decommissioned the Pubcrawl app and will soon be doing the same for CAPS. Eventually, all Dow Jones newsrooms will be curating for their platforms with this single tool.



Barron's Home Page in Curation

B Curation ⊙ ⚙ ⋮ **B**

Pages Collections Off-Platform Newsletters Banners

Home Page

E L Save Draft Schedule Publish

11 items, 4 feeds Preview

LONGREADER Enable

Lede: Sampler ⋮

- LC-BARRONS-STOCK-MARKET-NEWS-TODAY-102725** ⊞ 🔗 ⋮
 Stocks Climb to Record Highs After a Weekend of Trade Moves
Published: 10/27/2025 03:29 AM ET
- NEM1027** 🔗 ⋮
 Gold Prices, Miners Keep Falling. That's a Surprise.
Published: 10/27/2025 07:02 AM ET
- NVDA1027** 🔗 ⋮
 Nvidia Nears All-Time High. It Could Keep Rising.
Published: 10/27/2025 08:26 AM ET
- BRKSELL1027** 🔗 ⋮
 Berkshire Stock Falls Nearly 1%. It Got a Rare Sell Recommendation.
Published: 10/27/2025 12:41 PM ET
- TSLA1027** 🔗 ⋮
 3 Reasons Tesla Stock Is Up
Published: 10/27/2025 07:29 AM ET

B ⋮

What's Up In Washington

Content Search Embargoed Publish History Settings

Search ⊞ Live Date

Type Author Date

Results 100+ Refresh

- MOVERS1027** 🔗 ⋮
 These Stocks Are Moving the Most Today: Qualcomm, MP Materials, USA Rare Earth, Tesla, Avidity, Newmont, Microsoft, and More
Published: 10/27/2025 05:48 AM ET
- RAREEARTH1027** 🔗 ⋮
 Rare-Earth Stocks Slump. The Bad News for MP Materials and Others in a Trade Deal.
Published: 10/27/2025 05:57 AM ET
- KDP1027** 🔗 ⋮
 Coffee Rally Sparks Stock Moves. What the Charts of Keurig Dr Pepper, Starbucks, Dutch Bros Say.
Published: 10/27/2025 12:07 PM ET
- OPSHIPS1027** 🔗 ⋮
 The U.S. Gas Boom Needs Ships. They Aren't Being Built Fast Enough.
Published: 10/27/2025 11:58 AM ET
- FRM1027** 🔗 ⋮
 This Buzzy AI Data-Center Developer Has No Revenue. The Stock Is a Buy, Analysts Say.
Published: 10/27/2025 11:33 AM ET

Curation view for creating collections

The screenshot displays the 'WSJ Curation' interface. At the top, there are navigation tabs: 'Pages', 'Collections', 'Off-Platform', 'ITP Issues', and 'Newsletters'. The main title is 'WSJ Magazine ITP' with a 'Save' button on the right. Below the title, there are three main sections:

- CONFIGURATION:** Includes fields for 'Name' (WSJ Magazine ITP), 'Notes', and 'Collection ID' (UCSP_72fd0e0d-f11d-...). There are also 'EDITORS' (Min Zeng, Sabira Davletshina) and 'PAGES' (No pages linked) sections.
- Collection Items 13:** A list of curated items with details like author, title, and publication date. Items include:
 - ELORDI:** Behind Jacob Elordi's Dramatic Transformation Into Frankenstein's Monster (Published: 09/30/2025 08:00 AM ET)
 - MILESDAVIS:** Look Inside Miles Davis's Iconic Wardrobe (Published: 10/09/2025 01:00 PM ET)
 - EDIECAMPBELL:** Fall Fashion Takes the Dreamy English Countryside (Published: 10/03/2025 11:04 AM ET)
 - GOLDENCHILDREN:** An American Heiress Just Wanted to Help Children. Things Didn't Go as Planned. (Published: 10/08/2025 12:00 PM ET)
 - MMM MISTY COPELAND:** Ballet Star Misty Copeland Starts Her Day Dunking Her Face in Ice Water (Published: 10/06/2025 08:00 AM ET)
 - WORKINGFROMYACHT:** Is Your Boss 'Working From Yacht'? (Published: 10/07/2025 12:00 PM ET)
- Content Search Query:** A search bar with 'Live Date' filter and options for 'Type', 'Author', 'Date', and 'Status'. It shows 'Results 100+' and a 'Refresh' button. Below are search results for categories like 'BROOKLYN', 'QUALCOMMCHIP1027', 'FEDFINALISTS', 'HEALTH1027-NP', and 'ENERGY1027-NP'.

Curating for WSJ's In Today's Paper

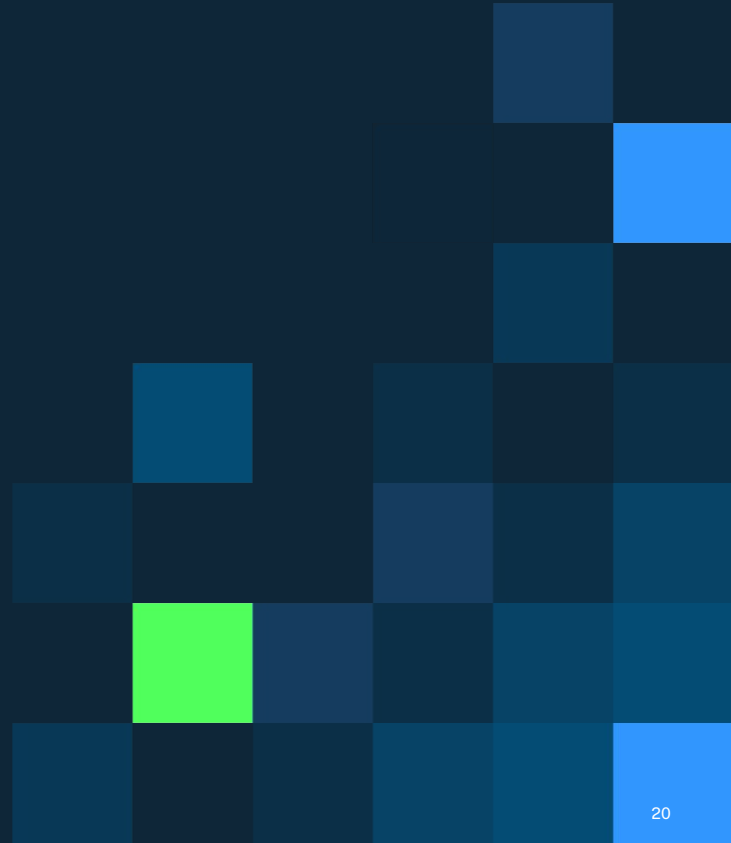
The screenshot displays the WSJ Curation interface. At the top, the page is titled "WSJ Curation" with navigation options for "Pages", "Collections", "Off-Platform", "ITP Issues", and "Newsletters". The date "October 27, 2025" is prominently displayed, along with a "Published" status and buttons for "Preview", "Save Draft", and "Publish".

The main content area is labeled "Page One" and shows a list of six news items, each with a small thumbnail, a title, and a publish date:

- USCHINATALKS1026**: U.S., China Sound Confident Note After Trade Talks. Published: 10/26/2025 05:25 AM ET.
- MILEIWIN1026**: Milei Wins Mandate for Free-Market Revolution in Argentina's Election. Published: 10/26/2025 08:48 PM ET.
- DONTHIRE**: More Big Companies Bet They Can Still Grow Without Hiring. Published: 10/26/2025 09:00 PM ET.
- BALLROOMTICKTOCK**: How Trump Barreled Through D.C.'s Bureaucracy to Get His White House Ballroom. Published: 10/25/2025 09:00 PM ET.
- MANGODEATH1025**: A Hiking Death Roils a Fashion Empire and the Heirs to a Fortune. Published: 10/25/2025 09:00 PM ET.
- PUMPKINSTYLISTS**: Pumpkin Stylists Are Making a Killing This Fall. Published: 10/26/2025 05:30 AM ET.

On the right side, there is a "Sections" panel with tabs for "Settings" and "Content Search". Under "Settings", the "DATA" section shows the "Date/Time last pulled from ITP Tool" as 10/26/2025 11:02 PM ET and a button to "Import content". The "Last Published" date is 10/27/2025 12:52 AM ET, with a note that it was last edited by Stephen Grocer on 10/27/2025 12:52 AM ET. The "ISSUE" section contains a red button labeled "Empty all content".

Copilot Headline Writing



Copilot Headline Writing

Integration of NewsCorp's CoPilot plugin into Dow Jones NewsPress CMS, providing AI-assisted content generation for headlines and alt-text. The integration leverages NewsCorp's Artie API and custom-tuned prompts to reduce content creation time while maintaining editorial standards.

The screenshot displays a CMS interface for article editing. The main article content includes the headline "The Decade in Music: Intimacy Delivered via Headphones" by Mark Richardson. A Copilot overlay window is open, showing a "Suggestion" for the same headline and a list of "Keywords to include" such as Music, Headphones, Decade, price, and earnings. The overlay also features a "Regenerate headline" button and a "Feedback" section. The right sidebar contains an "Article Promotion" panel with options for "Image Manager" and "Add Bullet".

SKED0126 View Metadata Pub Panel Embargo Article Promotion

The Decade in Music: Intimacy Delivered via Headphones

While the internet revolution has reshaped the way we get our music, it's also brought listeners closer than ever to the artists who create it.

By [Mark Richardson](#)

When history remembers the continued decline of vinyl—more than the technology of pop and the people making it—thanks to social media where artists connect...

CO-PILOT

Suggestion < 2/6 > List

The Decade in Music: Intimacy Delivered via Headphones

Regenerate headline Cancel Accept

Must have editor review.

Feedback Quality of suggestions? 👍 👎

Keywords to include

- Music
- Headphones
- Decade
- price
- earnings

Add keyword

Type new keyword ...

Regenerate Keywords

This cover image released by Columbia Records shows "A Seat at the Table" by Solange, named one of the top albums of the decade by the Associated Press. (Columbia via AP)

release "A Seat at the Table," an album-length exploration of identity both personal and collective that includes spoken interludes from her mother and father. It also gave us the dense and rewarding "Lemonade" by her sister, Beyoncé, a collection inspired by the unfaithfulness of Beyoncé's husband, rapper Jay Z. And it gave us the R&B singer Frank Ocean's "Blonde," which sometimes seemed like a diary

Image Manager Select/Upload Image

FLASHLINE (OPTIONAL) Headline Content Add Bullet

SEO (AI Generated) The Decade in Music: Intimacy Delivered via Headphones Add summary

Add New Alt-Sum

Copilot Headline Writing

Integration of NewsCorp's CoPilot plugin into Dow Jones NewsPress CMS, providing AI-assisted content generation for headlines and alt-text. The integration leverages NewsCorp's Artie API and custom-tuned prompts to reduce content creation time while maintaining editorial standards.

The screenshot displays a CMS interface for editing an article. The main article content includes the title "The Decade in Music: Intimacy Delivered via Headphones" and a byline "By Mark Richardson". A modal window titled "CO-PILOT" is open, showing a "Suggestion" for the same headline. The modal includes a "Regenerate headline" button, "Cancel" and "Accept" buttons, and a "Feedback" section. To the right, a sidebar contains "Article Promotion" and "SEO (AI Generated)" sections. The "SEO" section shows the generated headline and an "Add New Alt-Sum" dropdown.

← SKED0126

View Metadata Pub Panel

Embargo

The Decade in Music: Intimacy Delivered via Headphones

While the internet revolution has reshaped the way we get our music, it's also brought listeners closer than ever to the artists who create it.

By Mark Richardson

When history reminds us of the 2010s, it's not just the decade that brought us the continued decline of vinyl—more than the technology of pop and the people making it—thanks to social media where artists connect...

CO-PILOT

Suggestion < 2/6 > List

The Decade in Music: Intimacy Delivered via Headphones

Regenerate headline

Cancel Accept

Must have editor review.

Feedback Quality of suggestions? 👍 👎

Keywords to Include

- Music
- Headphones
- Decade
- price
- earnings

Add keyword

Type new keyword ...

Regenerate Keywords

FLASHLINE (OPTIONAL)

Headline

Content

Add Bullet

SEO (AI Generated)

The Decade in Music: Intimacy Delivered via Headphones 59

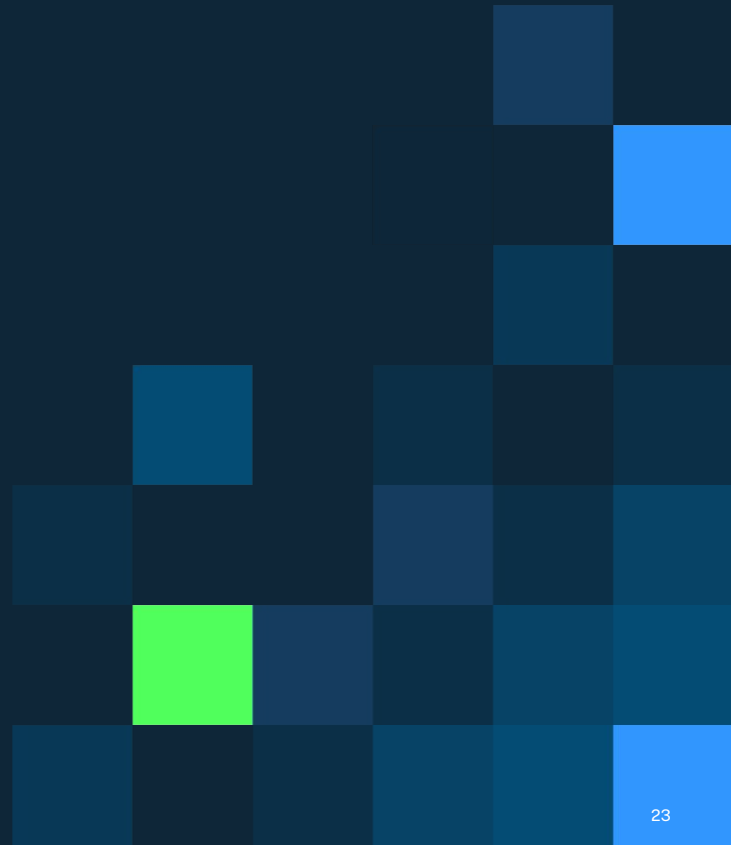
Add summary

Add New Alt-Sum

This cover image released by Columbia Records shows "A Seat at the Table" by Solange, named one of the top albums of the decade by the Associated Press. (Columbia via AP)

release "A Seat at the Table," an album-length exploration of identity both personal and collective that includes spoken interludes from her mother and father. It also gave us the dense and rewarding "Lemonade" by her sister, Beyoncé, a collection inspired by the unfaithfulness of Beyoncé's husband, rapper Jay Z. And it gave us the R&B singer Frank Ocean's "Blonde," which sometimes seemed like a diary

NewsGrid Lineup



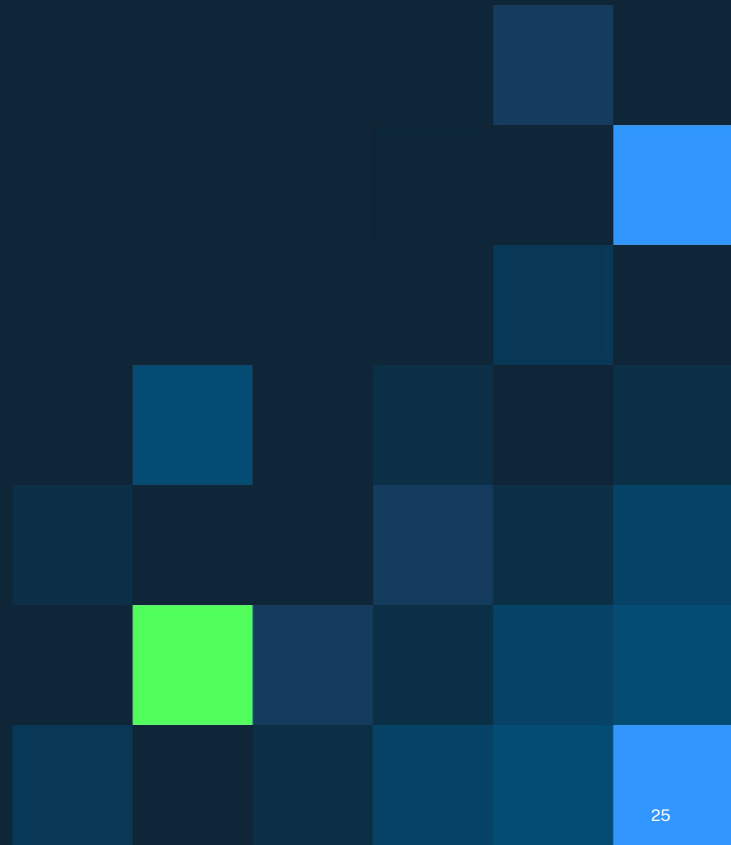
NewsGrid Lineup

A bespoke view in NewsGrid to replace a workflow currently involving a Google spreadsheet and multiple open tabs. This allows the Editor-in-Chief and deputies to run the daily 4pm curatorial planning meeting with many new efficiencies.

The screenshot shows the NewsGrid interface with a sidebar on the left and a main content area on the right. The sidebar contains navigation options like 'My Stories', 'All Stories', 'Daily', 'Weekly', 'Print', 'Social', 'Programming', 'Lineup' (highlighted), 'Filing Status', 'Published Stories', 'Article Status', and 'Collection Status'. The main content area displays a 'Lineup' for 'Tomorrow' (Oct. 27) with a 'Condensed' toggle and 'One Day' / 'Three Day' buttons. A list of 12 news items is shown, each with a number, title, author, type, and time. A blue plus button is visible in the bottom right corner.

Item #	Title	Author	Type	Time
1	Milei Wins Mandate for Free-Market Revolution in Argentina's Election		News	
2	Milei's Clearcut Victory Unlocks a Wall Street Windfall		News	
3	[Live markets]		Live coverage	
4	* More Big Companies Bet They Can Still Grow Without Hiring	Chip Cutter		9 PM
5	The U.S. Evacuated Them From Afghanistan—Then They Got Stuck in the Desert	Robbie Gramer	Exclusive Analysis	9 PM
6	The Effort to Court Trump Abroad: Deals, Flattery and Fighter Jets	Alexander Ward	Feature	6 PM
7	America's Hottest New Investment: Rare Earth Companies	Jon Emont	News	5:30 AM
8	These Two Democrats Were Runaway Favorites. They Haven't Sealed the Deal.	Joseph De Avila	Analysis	5 AM
9	See How the Average U.S. Worker Has Changed Over 250 Years	Andrew Mollica	Graphics-led	5:30 AM
10	Renters Have the Upper Hand. And They're Probably Keeping It.	Rebecca Picciotto		8 PM
11	Microsoft Needs to Open Up More About Its OpenAI Dealings	Jonathan Weil	Exclusive Analysis	5:30 AM
12	Grape Camp: Where Wine Lovers Pay Big Bucks to Do Hard Labor	Laura Cooper	Quirky stories	5:30 AM

Sked Cards



Sked Cards Redesign

To enhance the user experience and future-proof our storytelling content display, we undertook a significant **redesign of Sked cards**. This initiative focused on transforming previously disparate and data-constrained card designs into a **unified, flexible, and responsive UI component**. By prioritizing **modular content blocks and a shared architecture** within the Screentone design system, this project ensures improved clarity, consistency, and ample room for future feature growth across our entire tools ecosystem.

The screenshot displays four article cards in a list, each with a consistent layout. Each card features a header with a title, author, and a short introductory paragraph. Below the text, there is a metadata line with tags and publication details. The cards are separated by thin horizontal lines.

- GRAPECAMP**
Grape Camp: Where Wine Lovers Pay Big Bucks to Do Hard Labor • By Laura Cooper • Want to pay \$7,500 to toil in the fields doing the dirty and exhausting work of harvesting grapes and crushing them into wine? Get in line. Wine growers in California's Sonoma County are bringing back a popular "grape camp" after much badgering by fans who wanted another chance to do hard labor.
Owner: Russell Adams Ed: Beth Schepens
Enterprise # Ahead Business Chicago BFE Published: Oct. 27 at 5:30 a.m. ET • 875 words • Quirky stories
- KEURIGPLAN1027**
Keurig Dr Pepper Turns to Private Equity to Back \$18 Billion Deal • By Laura Cooper • Keurig Dr Pepper is due to make its first public comments since an activist took a stake in the company.
Owner: Bowdeya Tweh Ed: McCulley / Heineke
Business Chicago BFE Published: Oct. 27 at 8:33 a.m. ET • News
- TARGET1027.EXCL.MAYBE**
Two Target Executives To Leave • Sarah Nassauer • Seeking to confirm: Target is parting ways with two top long-time executives in a wider reorganization as the retailer tries to right the ship amid slumping sales. Chief Commercial Officer Rick Gomez and Chief Merchandizing Officer Jill Sando have left the company.
Owner: Kate Linebaugh
BFE NY Corp Buro Business Publish: Oct. 27 • 300 words • Exclusive News
- ACARATES.HFR**
Americans Are Getting A Look At Next Year's ACA Premiums And Many Don't Like It • By Anna Wilde Mathews and Sabrina Siddiqui • Many Affordable Care Act enrollees are getting their first look at next year's premiums, as insurers send out required letters and some state-based marketplaces post plan information. Their reaction will be at the center of Washington's shutdown standoff. Democrats hope voters, facing sticker shock...

Sked Cards Redesign

WSJ NewsGrid

Oct. 27 to Nov. 2 Today < > [Show Notes View](#)

Filter # Plans Keywords Storytelling People Filing

Time	Mon Oct. 27	Tue Oct. 28	Wed Oct. 29	Thu Oct. 30	Fri Oct. 31	Sat Nov. 1
12 a.m. ET	XWORD1027 Published 12:01 a.m.		BG.UAECASINO.VID Updated on Sep. 16 at 4:39 p.m. ET by Shella Courter 12:01 a.m.			
1 a.m. ET						
2 a.m. ET						
3 a.m. ET					RAJATTANEJA.BN.POD.VID 3 a.m.	
4 a.m. ET						
5 a.m. ET	GOVRACESTIGHT1027 Published 5 a.m. MICROSOFTHERD1027 Published 5:30 a.m. AVERAGEAMERICAN1027 Published 5:30 a.m. GRAPECAMP Published 5:30 a.m. RAREEARTHBOOM1027 5:30 a.m.	MAGMILE 5:30 a.m. FEDRUNOFF 5:30 a.m. PHONETTIQUETTE 5:30 a.m.	WORLDBILLIONAIRES.EMB 5 a.m. ANTISEMITELAW 5 a.m.			BROSHERD 5:30 a.m.

My Stories
All Stories
Daily
Weekly
Print
Social
Programming
Lineup
Filing Status
Published Stories
Article Status
Collection Status
Coverage Areas
Breaking News
Business
Enterprise
Exchange
Finance
Investigations
Pro
Sports
Style - Magazine
Video
Washington
World
Bureaus
Life & Work
Real Estate
Custom Plans
Ahead
Impeachment
Create Custom Plan
Browse All Plans

Thank You

