Alexandra Starodubtseva

Creative director, writer & editor

Remote or in Barcelona
alexandra@meaningpoint.one
LinkedIn · Telegram
Portfolio: meaningpoint.one

PROFILE

Creative director, writer and expert in brand and product communications with more than 15 years of experience and an academic background in philosophy and psycholinguistics. For eight years I have run my own communication agency, and I have written two non-fiction books.

What I care about most is studying communication through language, in all its forms: in people, in fictional worlds and in neural networks. I believe I am contributing to noise-free communication and honest tech.

Open to: creative direction, brand and product communications, content lead roles, classic writing and experiments with communication.

SKILLS

Brand communication: positioning · strategic communications · content strategy · tone of voice · communication guidelines · naming

Product communication: UX writing · character creation

Writing: articles · books · screenplays · anything

Consulting: mentoring individuals and teams

Also: leading creative teams and processes · internal communications · bringing AI into editorial and creative processes

EXPERIENCE

Co-founder & Creative Director, Meaning Point Oct 2018 — present

Co-founded the agency in Russia eight years ago and relaunched it as an international one four years ago. Still running and developing it. We help brands and products find their voice and build human communication, even when it is done with the help of AI.

2022 — present
Portfolio: meaningpoint.one
Key clients: inDrive, TVRain, Glapp

Pre-war, 2018 — 2022
Portfolio: coopywriters.ru
Key clients: Yandex, Citimobil, Ornament, Lamoda

Creative Director, Yandex Taxi Jun 2017 — Aug 2018

- Managed a creative team of 20+ and led the creative process behind Yandex.Taxi communications.
- Conceived and shot iconic brand campaigns; launched the first data-driven campaign.
- Took part in creating the Yango brand, starting from its name.
- Launched Medialab, an experimental art-cinema project.

- Took part in leading the Yandex.Taxi rebranding, 🏆 winner of Red Dot.

Head of Copy, Yandex Mar 2014 — Jun 2017

Responsible for the concepts and communications of many products, events and experimental projects, including:

- big tech conferences, such as YaC/m and 42 at CERN;
- UX/UI copy for several products and sub-brands;
- main ad campaigns;
- experimental products, such as a personal search bot and an invisible browser;
- special projects, such as Everest — an interactive story about the ascent and about shooting the world's first panoramas from its summit, for Yandex Maps. 🏆 Winner of Epica, Red Dot and ADCR awards;
- the communication strategy of the main brand;
- the character of Alisa, Yandex's conversational AI assistant, launched in 2017;
- dozens of names for products, algorithms and technologies.

Copywriter, Actis Wunderman Feb 2012 — Feb 2014

Came up with concepts, developed narratives, wrote copy and scripts for ad campaigns of big FMCG and tech brands, including Coca-Cola, BMW, Microsoft and Novartis. Worked in a team with designers and art directors.

Contributing Author, Bang Bang Education Jan 2016 — Jan 2021

- Wrote a series of articles for the BangBang blog.
- Created "Point of View", a series of op-eds with video interviews on professional topics.
- Wrote scripts and consulted several participants for the films "100 years of design" and "33 words about design".

LANGUAGES

Русский ●●●●● · English ●●●●○ · Español ●●●○○ · Català, ελληνικά, français ●○○○○

EDUCATION

Saint Petersburg State University

Jun 2007 — Jul 2011

Bachelor of Philosophy, graduated with honours.

Courses

- Writing in Sciences, Stanford Online — Jan–May 2023
- Psycholinguistics, St Petersburg University Online — Feb–May 2022
- Neurolinguistics, St Petersburg University Online — Jan–Apr 2021
- Creative director individual course with Vasya Lebedev, IKRA — May–Sep 2018
- Screenwriting: feature film storytelling, A. Mitta Cinema School — Oct–Dec 2015

SELECTED PROJECTS & PUBLICATIONS

- Collection of linguo-philosophical essays "About authors" (ru, Об авторах)
  a-book.page

- Book and educational project “Writing after the end of the world” (ru, Тексты после конца света)
  writingafter.world
- Educational game “Norna Gal” (ru, Норна Галь)
  norna.writingafter.world
- Idea and script for a part of the film “Two Chairs”
  lunatummag.com/article/twochairs

  Premio Felix, Nov 2025 — 🏆 Best Film

  La Boheme Cinema, Dec 2025 — 🏆 Special Prize

  The Art Film Fest, Sep 2026 — 🏆 Winner
- “Just a Text” — safe reading, a newsletter of peaceful texts every Monday, Wednesday and Friday morning, May 2023 — Sep 2024
  justatext.substack.com/archive