

Martha Hipley
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EXPERIENCE

- FOUNDER**, *everyoneisugly*, Brooklyn NY Sept 2011 - present
- Founder of art collective and design consultancy
 - 2014 Rhizome microgrant award for “*untitled twitter hack*”
 - Managed social media intern, 2015 - present
 - Created and managed #artcrush2016 residency
 - Recent projects include UX consulting for Better.Space (<https://better.space/>)
- CONTRACT DEVELOPER**, *0xb8*, NY, NY Jan 2016 - Mar 2017
- Leading front-end e-commerce development for high end luxury clients
 - Specializing in Shopify integrations, including custom API integrations for stocking and mailings, as well as theme development & custom interactions
 - Recent clients include Protagonist (<https://protagonist.com/>), The Line (<https://theline.com/>), and Creatures of Comfort (<https://creaturesofcomfort.us/>)
- DATA VISUALIZATION LEAD**, *ASCAP*, NY, NY July 2016 - Mar 2017
- Lead front-end development of several big data platforms for internal & external use
 - Worked hands-on with php, sql, angular, and d3 to build interactive visualizations to make financial data digestible and interesting to various users
 - Worked closely with data scientists to design visualizations that are compelling and accurate, and that reveal new insights about the industry
- UX/UI DEVELOPER**, *Varick Media Management*, NY, NY Apr 2014 - July 2016
- Lead UX and UI development of Alveo proprietary trading software, as well as front-end development
 - Developed branding and visual design for all company materials
 - Managed UI deployment across 7-person engineering team including production code
- ASSOCIATE DESIGNER**, *MLB Advanced Media*, NY, NY May 2011 - Apr 2014
- Graphic design for MLB.com and associated properties (team sites, MiLB.com. and ancillary projects)
 - Built UX for branded initiatives and promotions
 - Project manager for MLB.com/shop
 - Collaborated with other brands (Gillette, Samsung, Microsoft, etc.) to provide design work for sponsorships
 - Managed & trained design interns
- ARTIST LIAISON**, *Showpaper*, NY, NY Jun 2010 - Jan 2011
- Managed archive of resident artists for online catalog
 - Maintained database and newsletter of upcoming events and news for associated artists
 - Provided event support for Showpaper and Babycastles in association with Chachama
- DESIGN INTERN**, *Sony Music*, NY, NY Jun 2010 - Aug 2010
- Assisted the creative director directly in the Thread Shop/Archive 1887 apparel department
 - Prepared catalog images and structured layouts for internal and external documents
 - Created original art for print materials and apparel for retailers such as Hot Topic and Barneys

SKILLS

Web development and UX: PHP, Python, Ruby, CSS3 (incl. SASS and LESS), HTML5, and Javascript (including JQuery, Angular, and D3); Wordpress, Drupal, Shopify (Liquid), etc., etc., etc.

Design: Adobe Creative Suite, Wireframing tools (Balsamiq, OmniGraffle, Sketch, etc.); prototyping platforms and IDEs (Processing, Quartz Composer, including Origami, Arduino); 3D modeling software (Blender); 3D web libraries (webGl, three.js); VR technology (Oculus Rift, Google Cardboard); traditional illustration and analog media

Project Management and Version Control: Github, Redmine, Assembla, Slack, Beanstalk, Trello

Applications: Google Docs, iWork and Microsoft Office; Social media and social branding (Facebook, Twitter, Pinterest, Tumblr, Instagram, etc.) incl. Familiarity with their APIs

EDUCATION

SVA IxD Summer Intensive - Practice of Interaction Design, New York, NY 2014

4 week UX/interaction design intensive with SVA's MFA IxD faculty

Pratt Institute, Brooklyn, NY

2008-2011

Concentrations: Communications Design and Illustration

College of Notre Dame of Maryland, Baltimore, MD

2005-2007

Concentrations: Mathematics and Modern Languages (French and Japanese)

EXHIBITIONS, AWARDS, PUBLICATIONS, AND EVENTS

SPAM'S, VR exhibition, The Museum of Human Achievement, Austin TX, April 2017

The Unframed World, VR exhibition, Haus der elektronischen Künste Basel, January 2017

2nd Annual NYC Internet Yami-Ichi, November 2016

Featured VR artist & presenter at Art&Code Conference, CMU, October 2016

welcometomyhomepage.net digital residency, April 2016

NSFW | Male Nudes by Female Painters, Outlet, 253 Wilson Ave., Brooklyn NY: 18 March 2016

Powrplnt Gallery Presents: Venus, Gazing, VR installation, December 2015

Disruption in the Art World: Artist as Entrepreneur, panel discussion, October 15, 2015

ETLE Illus, graphic novel, 2015

Rhizome Microgrant Awardee, 2014

Editor's Choice Award, interactive VR project exhibited at World Maker Faire 2014

Thoughtworks Art-A-Hack participant, Summer 2014

TASTY Magazine, Issue 3, "Movement," Winter 2014

ETLE Universe Launch, Roulette, 509 Atlantic Ave., Brooklyn, NY: 16 November, 2013

Animamus Art Salon, La Luz, 135 Thames St., Brooklyn, NY: 1 June, 2013

Melange, Fitness Center for Arts and Tactics, 1196 Myrtle Ave., Brooklyn, NY: 12 April, 2013

IRL_URL, Muchmore's, 2 Havermeyer St., Brooklyn, NY: 6 December, 2012

Vile Bodies, 285 Kent, 285 Kent Ave., Brooklyn, NY: 15 July, 2011

American Society of Illustrators Nominee, January 2011

Vice Motherboard Sound Builders Finalist, July 2010

VOLUNTEERING

#tfwbaeclinks, an introduction to programming for the web through Powrplnt, summer 2015, winter 2016, spring 2016

- designed and taught a 6-week curriculum for introducing teens to HTML, CSS, and Javascript for creative, interactive web sites
- developed online resources for use outside of the classroom
- organized additional volunteers to aid with final projects