

Martha Hipley
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EXPERIENCE

- FOUNDER & CXO, *Withfriends*** Jan 2018 - May 2019
- [Y Combinator winter 2019 cohort](#)
 - Head of product for this [platform](#) for community engagement and support
 - Primary roles included UX research, UX prototyping, product design, product management, branding & PR, frontend development, QA, and client outreach
 - Additional roles included social media content creation & management, copyediting of all written materials, sales campaign management, etc.
 - Press: [1](#), [2](#), [3](#)
- FOUNDER, *glixle*** Mar 2017 - Jan 2018
- Projects included leading UX & data design for Withfriends as a consultant as well as a redesign of [Pusheen.com](#)
- FOUNDER, *an artist's guide to computation*** Dec 2016 - present
- Founder of [online learning community](#) for artists & corresponding [newsletter](#)
- CONTRACT DEVELOPER, *0xb8*, NY, NY** Jan 2016 - March 2018
- Led frontend e-commerce development for high-end luxury clients
 - Specialized in Shopify integrations, including custom API integrations for stocking and mailings, as well as theme development & custom interactions
 - Clients included [Protagonist](#), [The Line](#), and [La Garconne](#)
- DATA VISUALIZATION LEAD, *ASCAP*, NY, NY** July 2016 - Mar 2017
- Led 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
- Led 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 & QA
- 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)
 - Designed UX for branded initiatives and promotions
 - Project manager for MLB.com/shop
 - Collaborated with other brands (Gilette, Samsung, Microsoft, etc.) to provide design work for sponsorships
 - Managed & trained design interns
- 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, CSS3 (incl. SASS and LESS), HTML5, and JavaScript (including JQuery, Angular, React, 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
Languages: French (basic proficiency), Spanish (intermediate proficiency)

EDUCATION

Materia Abierta, Ciudad de México, México 2019
Member of the inaugural cohort of this artist intensive developed with the Universidad Nacional Autónoma de México (UNAM) in coordination with Cultura UNAM, the Programa de Arte, Ciencia y Tecnologías (ACT), and Cátedra Max Aub en arte y tecnología.
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

Art In Odd Places: BODY, group exhibition, NYC, October 2018
SPAM'S @ Marfa Open, VR exhibition, Marfa TX, October 2017
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
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
IRL_URL, Muchmore's, 2 Havermeyer St., Brooklyn, NY: 6 December, 2012
Vile Bodies, 285 Kent, 285 Kent Ave., Brooklyn, NY: 15 July, 2011
Vice Motherboard Sound Builders Finalist, July 2010

TEACHING

make ur own magical girl, an introduction to AR for the web for teens, spring 2018, Tec de Monterrey, Mexico City
#tfwbaeclinks, an introduction to programming for the web through Powrplnt, summer 2015, winter 2016, spring 2016