

Emily Martinez

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PROFILE

Los Angeles based digital strategist, designer, and new media artist with a strong background in user-centered design methodologies, inbound marketing, front-end development, visual arts, time-based media, and new media theory. Specializing in creative strategy, landing page design, and experimental web-based projects. Key qualifiers include:

- Creative strategy
- Visual communication
- Visual design
- Landing page design / CRO
- Animated GIFs
- Messaging
- Positioning
- Content marketing
- SEO / SEM
- Video editing
- HTML / CSS / JS
- Customer personas
- User research
- Interaction design
- Usability testing
- Critical thinking
- Conceptual thinking
- Self-motivating
- Detail-oriented
- Human-oriented

PROFESSIONAL EXPERIENCE

EMILY KNOWS HTML, Los Angeles, CA

Digital Strategist, Designer, Front-end Developer, Consultant

Sept 2012 - present

Helping clients develop creative marketing strategies and make design decisions based on user-centered research. Conducting user research, developing customer personas, and journey mapping. Developing positioning, messaging, content, and visual communication strategies. Creating, testing, and optimizing B2B and B2C landing pages. Designing effective user flows that align with each stage of the conversion funnel. Crafting clear and persuasive copy based on principles of consumer psychology. Improving on-page, off-page and technical SEO. Designing human-chatbot interaction flows. Building custom sites and blogs.

- Played a key role as a strategic partner on the design, marketing, and positioning strategy for Aeon Laser U.S., leading to a multi-million dollar exclusive deal with the manufacturer. (<https://bit.ly/in-aeon>)
- Led the visual communication strategy and development for a campaign site to #BuyTwitter, achieving campaign goals and earned international press coverage in 100+ articles. (<https://bit.ly/in-buytwitter>)
- Developed a digital outreach and recruitment strategy for Bard College Masters of Arts in Teaching graduate program, achieving targeted number of applicants, 44% email open rate and 14% CTR during the final month of the highly targeted campaign. (<https://bit.ly/in-bard>)
- Led Javascript development, 3D scene design, and UX design for the hypertext narrative, "The Laughing Snake" by artist Morehshin Allahyari for the Whitney Museum of American Art. (<http://bit.ly/in-snake>)
- Developed an on-boarding widget and interactive tour that ends in a sweepstake for the art criticism website, Temporary Art Review. (<https://bit.ly/paid-tour>)
- Developed branding, messaging, positioning strategy and landing page design for artificial intelligence startup, Queer AI. (<https://bit.ly/in-queer>)
- Led Javascript development for "Building the Future Now", a digital library and custom CMS for grassroots collective, LA COiL. (<https://bit.ly/in-coil>)

ANXIOUS TO MAKE, Los Angeles, CA

Artist, Collaborator

Oct 2015 - present

Creating critical artworks about economic concepts, such as cryptocurrencies and the so-called "sharing economy". Examining how these economic concepts intersect with neoliberalism, colonialism, technology, wealth culture, race, altruism, utopianism, creativity, and exploitation. Developing a series of videos, downloads, online generators, surveys, quizzes, workshops, books, and net art projects. Utilizing absurdist extremes as a way to examine contemporary realities. Writing proposals and grants.

- Co-authored a book about neoliberal values, entrepreneurship, labor, automation, and the gig economy titled, "The Future of Work", commissioned by V2_Lab. (<http://bit.ly/futureofwork-v2>)
- Outsourced a keynote presentation for a tech conference to a gig worker from the sharing economy. It was a hit. (<http://bit.ly/openambiguity>)
- Developed an ideation workshop to help tech and civic workers reimagine "sharing" platforms and design cooperative solutions for the post-carbon, post-capitalist future. (<http://bit.ly/unthinking-casestudy>)
- Developed a workshop and methodology to walk artists through common blockages and offer solutions that can be commissioned through the sharing economy. (<http://bit.ly/5easysteps-casestudy>)
- Exhibited in over 40+ venues internationally, including Drugo More (Rijeka, Croatia), Transmediale (Berlin, DE), Yerba Buena Center for the Arts (San Francisco), MoMA PS1 (New York), V2_Lab for the Unstable Media (Rotterdam, NL), The Luminary (St. Louis), The Institute of Network Cultures (Amsterdam, NL), The Wrong Biennale, and Telematic (San Francisco).

UNIVERSITY OF CALIFORNIA SANTA CRUZ, Santa Cruz, CA

Graduate Teaching Assistant

Sept 2010- May 2012

Led discussion sections and critiques, provided technical instruction, attended lectures, and graded assignments. Departments: Art, Film and Digital Media, Music, Feminist Studies, Latin American and Latino Studies, Anthropology.

BROWARD COLLEGE FINE ARTS GALLERY, Davie, FL

Graphic Designer

2009-2010

Responsible for print media design and layout of invitations, posters, and catalogs for the Fine Arts Gallery.

ART CENTER SOUTH FLORIDA, Miami Beach, FL

Artist in Residence

2007-2008

Produced digital and physical works as art collaborative, Balbone Martinez; conducted research, wrote grants, and participated in multiple exhibitions. Notable achievements include two solo shows, three large scale, site-specific installations, and our work included as part of a fashion editorial feature in Beautiful/Decay.

OPEN SESAME MUSIC, New Lebanon, NY

Creative Director, Graphic Designer

2006-2008

Responsible for art direction, design, layout, and original album cover art.

AWARDS

- 2018 Emergency Grant, Foundation for Contemporary Arts, New York, NY
- 2018 Finalist, OpenAI Scholars, OpenAI, San Francisco, CA (top 5% from 500+ applicants)
- 2018 #PlatformCoop Propaganda Challenge, Platform Cooperativism Consortium, New York, NY
- 2014 Human JavaScript Training Scholarship, &yet, Richland, WA (sole recipient)
- 2013 Currents & SFAI Sponsored Residency, Currents New Media Festival, Santa Fe, NM (sole recipient)
- 2012 Florence French Scholarship, University of California Santa Cruz, Santa Cruz, CA
- 2011 Dean's Award, 7th Annual Graduate Research Symposium, University of California Santa Cruz
- 2011 Finalist, Big Ideas Grant, Center for Information Technology Research in Interest of Society, Berkeley, CA
- 2011 Florence French Scholarship, University of California Santa Cruz, Santa Cruz, CA
- 2010 Graduate Teaching Assistantships, University of California Santa Cruz, Santa Cruz, CA
- 2010 Regents Fellowship, University of California Santa Cruz, Santa Cruz, CA

KEYNOTES, LECTURES, WORKSHOPS

- 2019 Lecture, "Techno Utopianism, Crypto Colonialism, and Queer Technologies" UCLA, Los Angeles, CA
- 2018 Artist Talk, "Artistic Labor, The Gig Economy, and Tactical Misuse," Squeaky Wheel, Buffalo, NY
- 2018 Master Class, How to Tactically Misuse Your Browser: DIY Plugins 4 Artists, Squeaky Wheel, Buffalo, NY
- 2017 Workshop, "Unthinking The Sharing Economy", Venture Cafe, St. Louis, MO
- 2016 Keynote, 'Open Ambiguity', Open Source and Feelings, Broadway Performance Hall, Seattle, WA
- 2016 Workshop, "How to Make Yourself into a Commissioning Body," Transmediale, HKW, Berlin, DE
- 2011 Lecture, 'Systems of Living: Latin Freestyle, Miami Bass & Baile Funk', UCSC, Santa Cruz, CA
- 2010 Lecture, 'Women in Experimental Music and Sound Art', UCSC, Santa Cruz, CA

RESIDENCIES

- 2018 Squeaky Wheel Film & Media Art Center, Buffalo, New York
- 2017 The Luminary, St. Louis, Missouri
- 2016 This Will Take Time, Point Arena, CA
- 2015 Saas-Fee Summer Institute of Art, Saas Fee, Switzerland (declined)
- 2013 Santa Fe Art Institute, Santa Fe, NM
- 2012 New York Arts Practicum, Brooklyn, NY
- 2007 Art Center South Florida, Miami Beach, FL

PUBLICATIONS

- 2017 Special Issue: The Entreprenariat, Pervasive Labour Union zine. Pg 58-62. Print, ePub, web.
- 2016 The Future of Work, co-authored with Liat Berdugo, V2_Lab for the Unstable Media. Pg 1-138. ePub.
- 2016 To Make a Public: Temporary Art Review 2011-2016, INCA Press. Pg 41-46. Print.
- 2016 Living Room Light Exchange Publication One, Pg 26-41. Print.
- 2008 Fashion Editorial Feature: "Mystereality", Beautiful Decay, Issue W, 2008 Pg 65, 66, 68, 69. Print.

SELECTED PRESS

- 2019 Blythe Sheldon. "Crypto-Bros Beware: These Artists Aren't Buying Your Version of Utopia", KQED Arts.
- 2018 "Artistic Approaches to the Interface", Critical Interface Toolbox, Web.
- 2018 Marcia Elizabeth. "Queering the Algorithm" Bubble Gum Club, Feb 2018.
- 2017 "The Wrong, la tercera edición de la bienal de arte digital "Centro de Cultura Digital, Nov 14 2017.
- 2017 Silvio Lorusso. "Notes on Mugtivism and Precarious Merchandising" Institute of Network Cultures,
- 2016 Cecily, "This Month in Net.art" Newhive, December 4, 2016.
- 2016 Sarah Burke. "Art Pick: Side Gig at B4BEL4B" East Bay Express, November 22, 2016
- 2016 Sarah Hotchkiss, "Art for the New Economy, Where Everybody's Got a 'Side Gig'" KQED Arts, Nov 15.
- 2016 Emily Holmes, "Notes From a Secret Art & Technology Sleepaway Camp" KQED Arts, July 22, 2016.
- 2015 Interview, "Art, Neoliberal Subjectivity, and the Sharing Economy", Always Already Podcast, Nov 23 2015.
- 2015 Erich Richter, "The LAST Festival", Leonardo Journal, MIT Press, Vol 48 Issue 2 April 2015.
- 2013 Marina La Palma, "The Future is Here, That Much is Clear", THE Magazine, August 2013.
- 2013 Lauren Wissot, "Going Digital in the Desert: Currents 2013 New Media Festival", Filmmaker Magazine.
- 2012 Marinella Paderni, "Archival Impulses", beyondmemory Critical texts, May 2012.
- 2012 Nada Miljkovic, Interview, "Gamers on Game", KZSC Radio, Santa Cruz, CA, March 26, 2012.

PROFICIENCIES / SKILLS

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| Web | HTML/5, CSS/3, Javascript, JQuery, AJAX, JSON, Responsive design, Mobile first design, Modular design (DRY, BEM, SMACSS, OOCSS), CSS frameworks, serverless (JAMstack), APIs |
| Dev Tools | UNIX CLI, Git/Github, YAML, Markdown, Build tools / task runners (Gulp), Package managers (npm, Bower), Pre+post-processors (PostCSS, Sass, Stylus, Jade/Pug), Static site generators (Jekyll, Hexo, S3), Templating libraries (Handlebars, EJS, Swig), Browser developer tools, Cross-browser testing tools, Accessibility testing tools, Performance tools (Pagespeed / YSlow) |
| Marketing | Positioning, Messaging, Customer personas, User flows, Digital Marketing (SEO, Content, SMM, SEM), Landing page optimization (LPO), Conversion rate optimization (CRO), Keyword research, Competitor research, Behavioral psychology, Chatbots, Guerilla Marketing |
| Creative | Visual communication, Visual design, Video editing, Sound editing, Animated GIFs, Memes |
| UX | Information architecture, Interaction design, Usability testing, Research |
| Software | Adobe CS (Photoshop, Illustrator, InDesign, Premiere), Atom, SEMRush, Screaming Frog, Unbounce, ManyChat, Flow XO, Airtable, Trello, Webflow, Google Analytics, Google Optimize, Google Apps (Docs, Sheets, Draw, Slides), Audacity, MAX/MSP/Jitter |
| Languages | English (fluent), Spanish (conversational) |

EDUCATION

MFA, Digital Arts and New Media, University of California Santa Cruz, Santa Cruz, CA
BFA, Visual Arts, Florida International University, Miami, FL Magna Cum Laude