

ARIEL WALDMAN is an open science strategist + interaction designer based in San Francisco. Projects typically involve (but are not limited to) experience design, strategy, research and/or community engagement.

CLIENT HISTORY

- Hot Studio, Senior User Experience Architect (2010-2011)
- Google Lunar X PRIZE, Community Management (2009-2010)
- Nokia, Mobile User Interface Design (2009)
- Institute For The Future, Community Strategy (2009)
- OneRiot, Digital Insights Analyst and UX Design (2009)
- Engadget.com, Tech + Sci-Fi Columnist, (2007-2009)
- Crayon, Digital Strategy (2007-2008)
- SG Geek Newswire, Tech Columnist (2007)
- Various local clients, Graphic Designer and Photographer (2001-2005)

INSTITUTE FOR THE FUTURE

RESEARCH AFFILIATE (2011-present)

Researching the future of science.

SPACEHACK.ORG

FOUNDER (2008-present)

I founded Spacehack.org, a directory of ways to participate in space exploration, after working at NASA. The site encourages citizen science and features projects people can get involved in to actively contribute to the global space program. From creating remote-sensing CubeSats to analyzing aerogel, Spacehack.org shows how people are hacking into open source space exploration. I created, designed and implemented the site and continue to manage and develop it further.

NASA AMES RESEARCH CENTER

NASA COLAB PROGRAM COORDINATOR (2008)

CoLab was a NASA program that connected communities inside and outside NASA to collaborate. I provided digital strategy, coworking development, online community insights and user experience design for various NASA missions and public outreach/education programs. From providing a framework for people to work directly with NASA scientists to supporting open source projects, NASA CoLab stimulated exploration surrounding the space program.

POWNCE

COMMUNITY MANAGER (2007-2008)

Pownce was a social P2P sharing network created by Leah Culver, Daniel Burka and Kevin Rose that launched in 2007 (acquired by Six Apart in 2009). I provided community management and relations as the main point of contact between the developers and the community. Helped the team develop social network policies/processes and prioritize bug fixes / feature requests. Responsibilities included interaction with all email, forums, wikis and developer groups, as well as general community outreach and management of Pownce content.

VML, A WPP COMPANY

DIGITAL INSIGHTS ANALYST (1999-2007)

Created custom word of mouth programs based off of conversation monitoring and social web

analysis. Used a proprietary crawler technology called SEER for mapping out online ecosystems created by consumer-generated content, identifying influencers, and assessing tenor and value of content. Clients included Burger King, Microsoft, Ford, Sprint, Colgate, Audi, Diageo, Adidas, Ubisoft, and various new business. Created and executed social media strategies for generating online conversation about new products, as well as developed interactive client/consumer long-term blog-centric programs. Provided consumer insight as well as actionable recommendations and solutions for clients. Directed creative and technology teams on social web concepts.

Case study: Pioneered Sprint's groundbreaking mass blogger outreach initiative, the first for any consumer technology company. The mission of the blogger outreach was to create an opt-in research and development program for Sprint's EVDO technology that connected product developers with early adopters. I coordinated and managed this program as the main point of contact between Sprint, the bloggers, and the account/development teams at VML for 2 years. Over 500 bloggers participated with a surveyed 97% asking to continue. The initiative sparked discussion around the products and the program (400k mentions in 6 months), as well as increased the overall discussion around Sprint in online communities and contributed to improving various products and services.

EDUCATION

- Art Institute of Pittsburgh, B.S. in Graphic Design (2006-2008)
- Imperial College London, Graphic Design and Advertising Program (2004)
- Kansas City Art Institute, Graphic Design Major (2003-2005)

ASSOCIATIONS

- SETI Institute's *Big Picture Science* Advisory Board
- Science Hack Day SF, Founder
- *State of the eUnion: Government 2.0 and Onwards*, Contributor
- CupcakeCamp, Founder

AWARDS

- Grant awarded – Alfred P. Sloan Foundation, 2011, to foster Science Hack Days worldwide
- 50 most influential individuals in Silicon Valley, NowPublic, 2008

SPEAKING ENGAGEMENTS

- DARPA's 100 Year Starship Study Symposium, keynote (2011)
- PSFK's San Francisco Conference, Hacking Space Exploration (2011)
- OSCON, keynote on Hacking Space Exploration and Science (2011)
- European Aeronautic Defense and Space Company (2011)
- CodeConf, Hacking Space Exploration (2011)
- SXSW Interactive, Hacking Space Exploration (2011)
- Open Source Bridge, Hacking Space Exploration (2010)
- SXSW Interactive, panel on Open Science: Create, Collaborate, Communicate (2010)
- Linux.conf.au, Hacking Space Exploration (2010)
- Augmented Reality DevCamp, Defining Augmented Reality and the Future (2009)
- SciFoo, Open Collaboration Between Scientists, Communities and the Unknown (2009)
- SciBarCamp, Open Collaboration Between Scientists, Communities and the Unknown (2009)
- Where 2.0 Ignite, Hacking Space Exploration (2009)
- Social Media Club SF/SV, panel on Government 2.0 (2009)
- SXSW Interactive, panel on Achieving Geekgasm (2008)
- Joint Technology Associations Conference, keynote on Virtual Communities (2007)