
ARIEL WALDMAN is a digital anthropologist based in San Francisco.

CONSULTANT

DIGITAL ANTHROPOLOGIST, July 2007 – present

Delivers user experience concepts, community strategy, social web analysis, and recommendations steeped in digital anthropology and knowledge of communities. From wireframes to execution, her work is based on a solid understanding of how communities interact, collaborate and create, and the dynamics of digital ecosystems as a whole. Recent clients include Nokia, OneRiot, Google Lunar X Prize and Institute For The Future.

SPACEHACK.ORG

FOUNDER, November 2008 – present

I created 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 founded, designed and implemented the site and continue to manage and develop it further.

NASA AMES RESEARCH CENTER

NASA COLAB PROGRAM COORDINATOR, July 2008 – November 2008

CoLab was a NASA program that connected communities inside and outside NASA to collaborate. I provided social media 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.

VML, A WPP COMPANY

DIGITAL INSIGHTS ANALYST, September 1999 – August 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.

POWNCE

COMMUNITY MANAGER, July 2007 – December 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.

ENGADGET, WEBLOGS, INC.

COLUMNIST, May 2007 – present

I contribute Movie Gadget Friday, where I review the lovable and lame gadgets from the world of sci-fi cinema.

FREELANCE COLUMNIST

WRITER / BLOGGER / EDITOR, August 2006 – present

Served as a contributor to Adrants, the SG Geek Newswire and various other online publications. Columns focused on hybrids between various categories with technology.

RON BERG PHOTOGRAPHY

COMMERCIAL PHOTOGRAPHY INTERN, November 2002 – May 2003

FREELANCE

GRAPHIC DESIGNER / PHOTOGRAPHER, June 2001 – February 2005

Designed print materials for a variety of local clients.

Education:

ART INSTITUTE OF PITTSBURGH, B.S. in Graphic Design, 2006 – 2008,

ACADEMY OF ART UNIVERSITY, Graphic Design Major, 2005 – 2006

IMPERIAL COLLEGE LONDON, Graphic Design and Advertising Program, 2004

KANSAS CITY ART INSTITUTE, Graphic Design Major, 2003 – 2005