

## ABOUT

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Dana is a U/X designer, creative technologist, and maker with a passion for leveraging emerging technologies to create innovative solutions and business models that drive more sustainable and equitable futures.

## FOCUS

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Interaction  
Design



Internet of  
Things



User Experience  
Design

## WORK

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### **Teach for America**

Manager, UX Designer

*March 2018 - Present*

Research and design applications for Information Technology and Marketing teams. Prototype and articulate functionality to business analysts, technical leads and implementation teams.

### **The New School, NY, US**

Social Innovation Project Manager

*September 2015 - June 2017*

Provide strategic and operational support for social innovation initiatives. Helped design and fund the Impact Entrepreneurship Initiative, winning a \$420,000 grant from Kaufman Foundation.

### **The New York Academy of Medicine, NY, US**

Project Coordinator | Policy Associate

*January 2013 - July 2015*

Coordinated initiatives at the intersection of aging, business and entrepreneurship. Advised federal policy on aging, social isolation and emerging technology.

## SKILLS

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### *1.0 Technical Competencies*

Javascript / HTML / CSS; openFrameworks / C++; Swift; Arduino; Processing; Sketch; Microsoft Office Suite; Adobe Suite; Salesforce; Oracle CRM On-Demand; Social Media & Wordpress; CMS Systems; Conversational Proficiency Spanish

### *2.0 Strengths*

Instruction, presentation, partnership development, mentoring, communication design, project management, curriculum development, event planning, grant-writing, collaboration, working with people of all experience levels and cultures

## EDUCATION

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### **Parsons School of Design**

MFA, Design & Technology | Valedictorian

*August 2015 - May 2017*

### **Smith College**

BA cum laude, Economics

*September 2005 - May 2009*

### **University of Melbourne**

Study Abroad, Arts/Commerce

*July 2007 - June 2008*

## AWARDS & HONORS

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**William Randolph Hearst Scholarship | Sustainable Design**

**Consensus 2017 Blockchain Scholarship**

**Lesbians Who Tech Uber Hackathon Winner**

## TEACHING, FELLOWSHIPS, RESEARCH

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### **NYC Media Lab**

NBCUniversal Blockchain Fellow: Content Monetization

*March 2018 - May 2018*

Prototype how blockchain micro-payments can permit new media pricing models, help publishers deliver content “a-la-carte”, and redefine advertising revenue mechanisms.

### **MFA Design + Technology at Parsons School of Design**

Adjunct Faculty, Bootcamp Teaching Fellow & TA

*August 2016 - Present*

Develop/deliver curriculum around U/X design, design thinking, prototyping and creative coding: Arduino, Javascript, open-Frameworks, large systems, Raspberry Pi and IOT.

### **IDEO CoLab**

Fellow

*June 2017 - August 2017*

Exploring opportunities to solve human problems using emerging technologies (blockchains, augmented and virtual reality, the internet of things and artificial intelligence).

## PUBLICATIONS

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**Martens, Dana R. "Fabricating a Future for Distributed Manufacturing with Blockchain."** Supply Chain Navigator. October 2017. Accessed January 03, 2018. [link]

**Contributing Author & Topic Expert. "Chapter 2. Technologies for Social Connectivity and Emotional Health."** Report to the President: Independence, Technology, and Connection in Older Age. President's Council of Advisors on Science and Technology, 2016. 16-18. Online. March 2016. [link]