

ASHLEY JANE LEWIS

ajl774@nyu.edu
917-242-6343

EDUCATION	New York University, ITP Masters Interactive Telecommunications, 2018 - 2020 Ryerson University, BFA in New Media, 2008 - 2012 Honors and Deans List, Gold Medal of Achievement Nominee, 2012
AWARDS AND ACHIEVEMENTS	Featured - "One Canadian Leader You Need to Know", Huffington Post – 2017 Featured - "Renowned Programmer", Metro News Toronto & Ottawa – 2017 Listed - "30 Women in Tech Worth Following", BetaKit – 2017 Listed - 100 Black Women to Watch in Canada – 2016 Winner - Toronto Startup Weekend Maker Edition – 2015 Winner - Global Startup Weekend Maker Edition – 2015 Print Feature - Reader's Digest Canada, 3pgs – 2014 Featured - "Tech Activist", Metro News Toronto – 2014 Winner - Detroit Maker Faire's Make Magazine Editor's Choice – 2011 Featured - Interactive Installation, White House Website – 2011
PUBLIC SPEAKING	Keynote speaker on the following topics at these public events <ul style="list-style-type: none">- Maker diversity, International Women's Day Conference – 2016- Maker inclusivity, Make Change Conference – 2016- Female makers, EdTechTO Conference by The Mozilla Foundation – 2013- Kids who make, FITC Women's Day – 2014- Making as a superpower for kids, TEDx – 2014
SKILLS	Excels in the following skills: <ul style="list-style-type: none">- Community organizing- Social media and DSLR documentation of live events- Circuitry and electronics – Arduino- Coding – Javascript and Processing- Physical fabrication – CNC, laser cutting, 3D printing and modelling- Adobe Creative Suite – After Effects, Photoshop, Illustrator and Premiere- Bioart fabrication – mycelium, slime mold, fermentation, bioculture design
WORK EXPERIENCE	ml5.js Friendly Machine Learning for the Web Digital Community Manager, Fall 2018 - present <ul style="list-style-type: none">- Manages twitter for an innovative educational tool- Interviews researchers, coders, designers, developers and students about their creative applications of machine learning and neural networks- Sources examples of projects online to feature on the website Ryerson University, New Media Program Contract Lecturer of Electronic Arts, Physical Fabrication and Computational Media, Winter 2017 - Spring 2018 <ul style="list-style-type: none">- Taught Processing to 80 first year New Media students- Content designed curriculum to incorporate games and activities, resulting in a high volume of students who are now enthusiastic about code- Developed a peer support program comprised of upper year students who worked to help my first year students debug their code- Taught Arduino and circuitry to 80 second year New Media students- Adapted curriculum with new activities and workshops

Ryerson University, New Media Program
New Media Specialist, Fall 2014 - Spring 2018

- Managed the community Makerspace that served over 300 students
- Purchased tools and materials to sustain the needs of the space
- Organized community events to help foster a collaborative environment
- Aided in classes on robotics, coding, video editing, and design
- Provided regular one on one coding support for students
- Monitored and facilitated the use of machinery such as the laser cutter, 3D printers, CNC machines, and various fabrication tools
- Organized students as Project Manager for three major art installation collaborations exhibited at the TIFF Bell Lightbox and The Ontario Science Centre

Spark Makers / BYTE (Black Youth in Tech Education)
Founder & Educator, 2013 - 2016

- Designed a small startup that created educational tech opportunities for children of colour
- Taught and developed workshops about a variety of STEM skills
- Provided educational content all over Ontario, teaching more than 2000 youth how to code
- Partnered with Google Geek Street to fly to Johannesburg South Africa to provide programming for the Fak'ugesi African Digital Innovation Festival

Mozilla Foundation

Content Creator and Educational Content Designer, 2015

- Aided in the design of a badge oriented educational platform that helps youth learn digital skills in a gamified way
- Created and edited online curriculum for youth
- Assisted with file management for the project
- Designed elements for the final web presentation

Ryerson University

Transmedia Zone Coordinator, 2014

- Coordinated daily operations of Ryerson's ideation incubation hub under Creative Director Ramona Pringle (ITP Graduate)
- Aided in the selection of projects, prototypes and startups to receive funding and workspace
- Profiled the Transmedia Zone at tech innovation conferences (i.e. Ontario Centre of Excellence, Idea City, etc.)

TVO (Television Ontario)

Contract Digital Media Producer, 2013

- Produced a series of videos that profiled Maker Culture in Toronto, including a popular highlight episode on Maker Faire 2013

NASA Space Apps, Toronto

Event Lead/Host, 2013

- Specially selected by Mozilla Foundation's Hive Toronto Director to lead and host Toronto's NASA Space Apps Youth Challenge. Similar events were hosted simultaneously in over 100 major cities across the globe, but Toronto's Youth Challenge was given special recognition by the NASA Space Apps Team for its unique line up of activities and excellent event execution

- Coordinated a team of over 20 volunteers to aid 50 children in discovering new technology while learning about space
- Acted as the point of contact for the event, managing all pre-event set up and post-event tear down for the inclusion 7 small makerspace companies who ran a mini workshop during the event
- Handled all day-of media inquiries on behalf of Hive Toronto and Mozilla Foundation about the goals of the event

DigiPlaySpace at the TIFF Bell Lightbox

STEM Workshop Designer and Facilitator, 2012 – 2016

- Designed and lead yearly five-day coding and maker camps and workshops that enabled kids to learn about sensors, inputs, outputs, code, robotics, circuitry, etc.

Ladies Learning Code

Girls Learning Code Toronto Chapter Lead, 2012 – 2014

- Recruited, managed and coordinated a team of 25 volunteers, ensuring that their experience in each event was memorable and valuable
- Managed four interns to aid in the execution of workshops and camps
- Maintained an excellent rapport with volunteers, interns, tech companies and media, acting as a catalyst to encourage a strong sponsor support system and reoccurring free services (i.e. workshops, supplies, guest speakers, etc.)
- Worked with leading members of the tech industry to design, develop and execute beginner style workshops for girls and kids ages 8 – 16 that help foster a passion for technology while catering to project-based learning
- Developed long-term and short-term plans to market, sell and expand the Girls Learning Code community in Toronto

Aesthetec Studios (now Little Robot Friends)

Interactive Designer, 2012 – 2013

- Assisted in coding, fabrication, production and assembly of interactive projects under Mark Argo and Ann Poocheron (ITP Graduates)
- Created compelling, story-based content for the TIFF 50 Years of Bond Maker Mystery Workshop
- Built interactive “spy gadgets” using Xbees and Arduino Fios for the TIFF 50 Years of Bond Maker Mystery Workshop

CBC Kids'

Interactive Design Intern, 2011

- Participated in the development and production required to complete the redesign of the Kids' CBC preschool website
- Participated in the creative direction and content production required to complete government financed augmented reality projects
- Wrote compelling storylines for augmented reality games
- Aided in the transition of show content from television to web
- Wrote web content for preschool aged television show contests
- Edited online copy to support television art show, Artzooka
- Moderated sites and online submissions to contests and games
- Worked as a team to produce new game content for preschool site