



# SARAH GROFF HENNIGH-PALERMO

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## Summary

*Pens and pixels, data and code. I've worked as an experience and information designer since 2007 & added code to my toolset in 2013. In my free time, I like to make and speak about compilers and data-driven art. I believe the keys to defeating spying robots of the future are curiosity and imagination.*

## Languages, Tools + Software

**Proficient with:** Javascript, CSS, HTML

**Some experience with:** Clojurescript, Python, C++, Arduino

**Tools & Libraries:** SCSS, LESS, Bash, Git, D3.js, Node.js, openFrameworks, Adobe Creative Suite, Sketch, Xcode

## Selected Projects

### p5bots

Created under the auspices of Google Summer of Code 2015, p5bots is a library that serves as the socket layer between p5.js running in the browser and Firmata running on an Arduino or other microcontroller.

### whenever.js

A Javascript implementation of the control-flow defeating esolang.

### data-monster

Born at the School for Poetic Computation, nurtured at Hacker School, data-monster is a LISP-influenced domain-specific language that transpiles to d3.js.

## Experience

### *Product Design, Data & Code*

#### **Creative Researcher**, *Office for Creative Research, Jan. – May 2016*

Intern at data art studio

Designed and developed a series of visualizations for the U. of Manchester's Cloudy with a Chance of Pain project

Prototyped visualizations for the Great Elephant Census

Framed React-based platform for prototyping and production sites for the Great Elephant Census

#### **Product Designer & Front End Developer**, *Compstak, Aug. 2015 – Feb. 2016*

Designed and implemented components for a commercial real-estate web application

Refactored CSS to use Webpack's modular loading; removed over 1300 lines of code

#### **Data + Design**, *Bluenose, Jan. – June 2014*

Designed data visualizations for customer success startup

Prototyped components with HTML/CSS/JS; refactored CSS and grid to create extensible design base

Interviewed users and designed query system based on results

#### **Lead UX Designer**, *Forio, Oct. 2012 – Dec. 2013*

Created data visualizations for a range of predictive analytics projects

Brought modern interaction design processes to business simulations and internal product work

Built a small design team from the ground up

*Agency Design & Project Management***Designer**, *DesignMap*, Feb. 2011–June 2012

Experience and strategic design for large web applications

Focused on sections such as data reporting, notifications, first-time user experience, and user-driven automation

**User Experience Designer**, *Code & Theory*, 2009–Dec. 2010

Collaborated with strategy and design teams to develop user experiences for web applications

Clients included Vogue, LabCorp, and the Dr Pepper Snapple Group

**Information Architect and Technical Project Manager**, *Fly Communications*, 2007–2009

Developed and presented site maps, wireframes, and functional specifications

Ran user testing and research, plus training, for in-house content management system

Managed projects from handoff through launch

Clients included Pernod Ricard, American Express, and Marks, Paneth & Shron

*Publishing Production, Editorial & Management***Production Editor**, *John Wiley*, 2006–2007

Oversaw the production process for titles in the tech-focused Sybex line, including managing teams of freelancers

**Managing Editor**, *Soft Skull Press*, 2003–2006

First managing editor for a small press

Responsible for the end-to-end production (copyediting through printing) of 15–20 titles per year — including the management of freelancers, scheduling, and vendor and author relations

Developed a style guide and all trafficking processes

**Editorial Assistant**, *Scholastic*, 2000–2002

For the *New York Times Upfront* (a high school level current events magazine)

Research, photo research, proofreading, and copyediting, as well as writing short articles and quizzes

**Education***Official***MS, Integrated Digital Media**, NYU, *expected December 2016***BA, Modern Culture and Media**, Brown University, *May 2000*

This degree involved both theory and practice: I focused on literary and critical theory and creative writing.

*Alternative***Hacker School**, Feb. 15–May 7, 2015, New York City

A “writers retreat for programmers,” Hacker School offers a self-directed opportunity to improve one’s programming skills.

**School for Poetic Computation**, Oct. 1–Dec. 12, 2014, New York City

A combined residency and alternative school, SFPC focuses on software, hardware, and methods of poetic computation.



## Addendum: Selected Exhibitions, Workshops & Talks

### Exhibitions

**“Smell-o-gram,”** *Spring Show*, NYU MAGNET, May 2016

**“sarahgpRileyCircle,”** *Re-Coded*, Day For Night, December 2015

**“Dot,”** *Medialounge NYC*, Westbeth Gallery, November 2015

**“No. 6” and “Overwhelmed,”** *Art Hack Day: Deluge*, Pioneer Works, January 2015

**“Dot Draw,” “Friendbot,” and “Book-Book,”** *Final Show*, School for Poetic Computation, December 2015

### Workshops

#### **“Talking to Computers”**

*School for Poetic Computation, Aug. 3–4, 2015*

#### **“D3, Design & Datavis”**

*School for Poetic Computation, Dec. 10, 2014 & CUNY Grad Center, Nov. 6, 2014*

A two-hour workshop on using the D3.js charting library and the basics of information design, commissioned by the Grad Center’s DH Praxis group and then reprised at SFPC.

### Talks

#### **“Transpile Be There”**

*Brooklyn JS, July 16, 2015*

A talk and a workshop centering on compilers and how computers turn text into electric action. Focus on demystifying programming and introducing tools for creating your own parser.

#### **“Love & Node”**

*ForwardJS 2, Feb. 4, 2015*

I was invited to keynote the second installment of this conference based on the feedback from my first talk. I discussed imaginative ways of using sensors in the “Internet of Things.”

#### **“Art.js: Transfigure Data to Make Art for the 21st Century”**

*Strangeloop, Sep. 18, 2014 & Powered by Javascript, Sep. 17, 2014*

#### **“Artisanal Data on the Web”**

*ForwardJS, July 25, 2014*

#### **“Artisanal Data: Small, Fragmented, Human”**

*Eyeo Festival, June 10, 2014*

A series of talks, ranging from a five-minute Ignite presentation at Eyeo to a 40-minute Strangeloop session. Each centered on using fragmented data to create data art — art that uses visualization tools and incomplete datasets to create a type of data literature. Each introduced data art to a progressively technical audience and included more on the whys and wherefores of subverting “objective” methods.