

BECKY STERN

DIY GURU & CREATIVE TECHNOLOGIST

EMPLOYMENT HISTORY

- 2016 - now** ● **PRODUCT MANAGER / CONTENT CREATOR** 📍 California (Remote)
at Autodesk Instructables
Guiding success and improvement of the Instructables.com website
Key Accomplishments:
 - Launched special areas of the site for [teachers](#)¹ and [Makey Makey users](#)²
 - Created [100 tutorial projects](#)³ (photos, video, writing) with total 2M views
 - Created five introductory classes with combined 150k enrollments
- 2012 - 2016** ● **DIRECTOR OF WEARABLE ELECTRONICS** 📍 New York
at Adafruit
Author [weekly DIY electronics project tutorials](#)⁴ with written, photo, and video components, host [live weekly webcast](#)⁵, manage remote creative technologists
Key Accomplishments:
 - Launched YouTube channel and grew to 23M views and 150k subs
 - Helped grow wearables product division to over \$3M in sales
 - Created [170 tutorial videos](#)⁶ with total 5M YouTube views
- 2012 - now** ● **PART TIME FACULTY** 📍 New York
at School of Visual Arts Products of Design MFA program
Developed curriculum course Making Studio for launch with program in 2012, course runs fall semesters and covers introductory electronics prototyping, crafts, and online documentation
- 2008-2012** ● **SENIOR VIDEO PRODUCER** 📍 California (Remote)
at MAKE Magazine
Managed company video strategy/implementation, wrote for and edited blog
Key Accomplishments:
 - Created [40 original tutorial videos](#)⁷ with total 2M YouTube views
 - Wrote the cover story for MAKE volume 21 (MakerBot profile)

PUBLICATIONS

- 2018** ● **"MAKING THE MOST OF TINKERCAD CIRCUITS"**⁸
article for HackSpace Magazine issue 11
- 2018** ● **"HANDS-FREE PHOTOGRAPHY"**⁹
article for MAKE Magazine v64
- 2015** ● **GETTING STARTED WITH ADAFRUIT FLORA**¹⁰
book coauthored with Tyler Cooper, published by MAKE Books
- 2014** ● **"10 TIPS FOR MAKING GREAT BUILD VIDEOS"**¹¹
article for MAKE Magazine v38

SPEAKING ENGAGEMENTS

- 2017** ● **MAKER FAIRE** 📍 New York
["Making on YouTube" panel discussion](#)¹²
- 2014** ● **OPEN HARDWARE SUMMIT** 📍 Italy
["What's Working in Wearables" talk](#)¹³
- 2014** ● **HACKERS ON PLANET EARTH (HOPE)** 📍 New York
["Disruptive Wearable Technology" talk](#)¹⁴

EDUCATION

- 2007-2009** ● **GRADUATE STUDIES IN MEDIA & SCULPTURE** 📍 Arizona
at Arizona State University
- 2007** ● **BFA IN DESIGN & TECHNOLOGY** 📍 New York
at Parsons School of Design

CONTACT

- 🌐 beckystern.com
- 🌐 [linkedin.com/in/bekathwia](https://www.linkedin.com/in/bekathwia)
- 🐦 twitter.com/bekathwia
- 📷 [instagram.com/bekathwia](https://www.instagram.com/bekathwia)
- 🏠 Brooklyn, NY

OBJECTIVE

To leverage my 10 years of creative publishing experience, branded communication skills, and expertise in the technology industry and do-it-yourself/maker movement towards a career and life of purpose

SKILLS



- Video Production
- Final Cut Pro
- YouTube Optimization
- On-Camera
- Photography
- Writing
- Editing
- Wordpress
- Photoshop
- Illustrator
- Cinemagraph Pro
- Social Media
- Understanding Users
- Crafts
- Arduino

OTHER ACCOLADES

- Member of NYCResistor hackerspace
- Former member of art group Free Art & Technology (FATLAB)
- Former member of art group Madagascar Institute
- Interviews with Engadget, Intel, VICE, CNN, Business Insider, Forbes, Lifehacker, Creators Project, BBC

LINKS

1. <http://bit.ly/39rRoLH>
2. <http://bit.ly/39q0W9X>
3. <http://bit.ly/39z0JkD>
4. <http://bit.ly/1RjvxF>
5. <http://bit.ly/2GfyLc>
6. <http://bit.ly/1SEJaUK>
7. <http://bit.ly/1Sc8eC8>
8. <http://bit.ly/2ZUJCFD>
9. <http://bit.ly/2Qq99GC>
10. <http://bit.ly/2QTR8wx>
11. <http://bit.ly/2QOf6U>
12. <http://bit.ly/35upwDo>
13. <http://bit.ly/1T9e8nO>
14. <http://bit.ly/1QnLjB>