
REBECCA MALAMUD - EVANS

PROFILE

I have been working on the web since its inception and have the distinction of being one of the first web designers. I learned of the web very early due to my involvement of founding one of the first ISPs in Cincinnati, Productivity Online, in the early 1990s. Before opening my studio in Port Orford in 2002, I was involved in Internet startups that focused on big data and search when companies like Google and Yahoo were just getting started. Primarily self-taught, you can learn more about my studio and my approach to art and design at my studio website: <http://pointbstudio.net/design/pointb.html>

EXPERIENCE

CO-OWNER AND CO-CURATOR, POINT.B STUDIO – 2002-PRESENT

Current Roles: Create art. Curate art shows and exhibits featuring local and international artists. Design and manage websites for clients and PointB. Promote art shows, art walks and art gallery. Create art prints on commission and in collaboration with artists and organizations. Manage Old Town Building and attempt to raise funds for renovation. Historically organized a mentoring program, The Rural Design Collective. Clients include Public Resource Org, Cornell LII, Melkite Eparchy of Newton, AVAAZ, Sunlight Foundation, Internet Archive, Institute of Media Literacy (USC), and more.

OWNER AND DESIGNER, ENVIROMEDIA – 1995-2000

Founded a full-service web design studio in Cincinnati, OH. Created many of the earliest web presences in the city. Clients included Heinz PP, Cincinnati Bell, Scripps Howard, and many top advertising agencies that managed brands for multinational companies.

OWNER AND DESIGNER, THE LAB DESIGN – 1990-1995

Created a think-tank design studio that functioned as an adjunct technical lab for large agencies that opted not to have an in-house department. Helped many agencies and businesses establish an online presence and embark into the digital age.

VP AND CREATIVE DIRECTOR, PRODUCTIVITY ONLINE – 1989-1993

Vice President of first Internet Service Provider in Cincinnati. Designed and managed presences for early city-wide bulletin board system (First Class) before the web became the medium of choice for online communications.

PRODUCTION MANAGER AND THE TYPE DEPARTMENT, QC TYPE – 1987-1989

Built a digital design department from the ground up using early Apple Macintosh computers and software. Worked with engineers to develop software for online design collaboration. Trained staff and developed workflow for busy production environment.

EDUCATION

NASHVILLE STATE TECHNICAL INSTITUTE – 1988-1990

FLORIDA SCHOOL OF THE ARTS – 1985-1988

PRIMARILY SELF TAUGHT

CLIENT AND PROJECT DOSSIER (SHORT LIST)

351-Building (2013- Present)

Purchased a 100-year-old building in Old Town Port Orford. Began documenting the construction, renovation and history of the site location. Work in Progress. Stay tuned. :)

Port Orford Historical Photos (2014- Present)

Created historic resource featuring photos and other artifacts in collaboration with local collector Alan Mitchell and other artists and amateur historians in the area. The project includes a website and onsite exhibit at Point.B Studio. Contributed images are preserved at archival quality for use in photographic prints and other creative endeavors. All material is released into the public domain on the website for others to remix, reuse and enjoy.

Memory Palace Press (2009 - 2015. Rebooted in 2021)

Designed, edited, illustrated and co-wrote specialty books focusing on niche topics related to nature and technology. Books-to-date include "Life on a Redwood Post" with docent Scott Peden and support on "Ebook Enlightenment" and "Reading and Leading with Sugar" in collaboration with James Simmons , One Laptop Per Child and The Rural Design Collective. Future books are planned for 2022.

Public Resource Org (September 2007 - Present)

Created vector graphics for open source project to make safety codes render in modern computing environments. Built web sites for numerous initiatives that were valid and accessible in modern web browsers. Book design and production for print, web and mobile, including ePUB 3.0. Logo, graphic and print design for a variety of projects.

Rural Design Collective – (May 2006 - 2018)

Organized a summer mentoring program with a local focus designed to help motivated, creative people begin a career on the Internet. It evolved into an R&D media lab where people can collaborate and work on positive ideas to help change the world and make a difference in their community. Projects included work with the Archangel Ancient Tree Archive, New Artists Productions Youth Theater Group, One Laptop Per Child, Port Orford Community Stewardship Area, North Curry Radio, Change Congress, and more.

The Thing System – (2013 - 2014)

Created website and visual toolkit for The Thing System, an open source initiative to create a code base for developers to build interfaces for internet-enabled devices. This involved creating a visual identity, an icon set, a user interface for a demo toolkit, instructional videos, powerpoint presentations, visualizations, infographics and flowcharts.

Melkite Eparchy of Newton – (2012 - 2013)

Created a unified print and web identity and implemented it across publishing platforms. A graphical interface for an accompanying iOS app was developed as a visual complement to the website. The website project included designing a cohesive identity for all print materials and automating publishing processes. All work completed remotely.

AVAAZ Daily Briefing – (2011-2012)

Invited to work with a team of web developers across the globe to brainstorm a news service to accompany the AVAAZ petitioning campaign website. This involved creating Photoshop mockups, HTML mockups, building web widgets, and working in the GitHub and Heroku environments to work collaboratively on the site design.

Watchdog (2009)

Created an identity and website for an early-stage data incubation project specific to aggregating political data to encourage development by the open source community. This involved a visual identity, web design and template production, data design and extensive work with Google maps.

Open Library / Internet Archive (2007-2009)

Invited to build Open Library working with an international team of open source developers. This involved working with engineers to conceptualize the nascent service, creating HTML mockups for the programming team and working directly in code to implement design solutions. Graphic and visualization support across many aspects of the project in order to obtain seed funding was an additional responsibility.

Institute for Multimedia Literacy / School of Cinematic Arts / USC (2008)

Created a web hub for University of Southern California's 24/7 DIY Video Summit. The initial site was used to coordinate the event, featuring live forums, a blog, and the conference schedule. During the event, the site sported a bold visual design based on the school's colors. The site was redesigned to reflect its current archival state, which catalogs the screenings and panels for posterity.

IANA (2005)

Invited to work with a team of engineers to restructure the organization of the website for the Internet Assigned Numbers Authority. The core organization is still being used today.

Internet 1996 World Exposition (1996)

Built the website, designed the book, and co-produced the DVD for the Internet 1996 World Exposition working with author Carl Malamud. The project was recently profiled by Forbes: <https://www.forbes.com/sites/rebeccaheilweil1/2018/01/29/an-eiffel-tower-for-the-21st-century-the-internet-1996-world-exposition/3/#19890153ecbd>

Rebecca's creative work has received accolades from The Webby Awards, NewMedia Invision Awards, Art Directors Club of New York, Communication Arts, HOW Magazine, SXSW Multimedia, and the Global Information Infrastructure Awards.