Ashley Blewer

Explore technical work, portfolio & side projects at **https://ashleyblewer.com**

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Audiovisual Preservation Specialist
Artefactual Systems

01/2018 – Present

Owned complex technical infrastructure and software integrations projects for large organizations (Museum of Modern Art, Tate Galleries, UCLA, Whitney Museum of American Art, et al), providing expert technical analysis and ensuring quick and successful delivery. **Delivered** front-end design implementation using CSS, JavaScript, and PHP. **Designed and shipped** new features for open source software projects in Python. **Educates** institutional staff and software service providers on digital preservation services. **Provides** subject matter expertise on information technology best practices and audiovisual file format management to Artefactual staff and clients through writing and presentations. **Engages and organizes** public outreach, training events and community support initiatives. **Tests**, **documents**, and **releases** new versions of supported software products.

Software Consultant (MediaConch)
MediaArea

07/2014 – 12/2017

Developed elaborate architecture and design, comprehensive documentation, API, and project management goals for open source audiovisual file conformance checker software project. **Managed** testing and quality analysis for software from creation to production. **Managed** user experience research and outreach, including leading or producing content for workshops and conference presentations, providing documentation for varying skill sets and needs, drafting reports and promotional materials, conducting interviews with potential and active users, and seeking user feedback through the creation and analysis of user surveys. **Instigated** the standardization effort for Matroska, FFV1, and FLAC file formats through collaboration with IETF community, code authorship and migration, new contributor support, and detailed technical specification analysis.

Software Consultant (QCTools & SignalServer)
Bay Area Video Coalition

01/2014 – 07/2018

Optimized user experience for highly technical quality control software. **Created** unique icons for complex concepts and other graphic design work, including the SignalServer logo and promotional materials. **Managed** software quality control and testing, design, and documentation. **Managed** portion of two-year grant-based budget for self and contractors. **Created (and still creating)** a welcoming open source work environment and acting as an

Other work

Pratt School of Information (2019-2021) — *Visiting Assistant Professor for INFO 654: Information Technologies, a graduate-level course. Teaching APIs, databases, HTML and CSS, and networking.*

No Time to Wait! (2017-2019) — *Organizer for conference focused on open source audiovisual file format developers and standards authors.*

Mark Morris Dance Group (2017-2019) —*Developed database, data model, cataloging workflows, and access portal (in PHP/JavaScript).*

Collaborative Cataloging Japan (2017-2019) — *Working group member; UX & design; data model development & import.*

Helen Frankenthaler Foundation (2017-2018) — *Digital infrastructure work.*

Volunteer work

IETF CELLAR Working Group (2014-2018) — *Supporting standardization of MKV, FFV1, and FLAC audiovisual formats.*

A/V Artifact Atlas (Ongoing) — *Site migration (MediaWiki to static Jekyll site) and design overhaul for archival video error detection educational resource.*

ffmprovisr (Ongoing) — *Creator/maintainer of FFmpeg script cookbook and educational resource.*

Lesbian Herstory Archives (2017-2019) — *Website strategy and digital preservation infrastructure consultation.*

XFR Collective (2015-2016) — *Digitized analog media for artists and non-profit organizations.*

advocate for new contributors. **Presented** the software tools at various conferences and workshops.

Applications Developer
New York Public Library

08/2015 – 08/2017

Designed and implemented scalable, optimized, maintainable database-driven web applications using JavaScript (Angular and React), Java, and Ruby. **Optimized** existing web applications and **developed** new features for data pipelines used to move catalog content and newly digitized assets to public-facing interfaces. **Collaborated** with a larger team and stakeholders across the library to create new and innovative online experiences for the public. **Developed** library-wide workflows for petabyte-scale media ingest for instant web-based patron access points and long-term preservation of assets.

Archives and Web Development Consultant
La MaMa ETC

05/2015 – 03/2016

Developed customized PHP-based digital archives access portal for small non-profit arts organization. **Created** design, front-end development, and user experience workflow for the public face of the archives collection. **Developed, monitored, and tested** scheduled microservices for digital preservation of media, and provided documentation for sustainability.

Forward Deployed Engineer
Bluecore

12/2014 – 05/2015

Wrote custom scripts that allowed for personalized targeted marketing to operate at scale for Fortune 500 companies. **Acted** as the primary technical representative in all client and sales conversations. **Provided** rapid customer response and immediate technical investigation and correction of integration system bugs.

Fox Movietone Digitization Project Cataloging Manager
USC Libraries Moving Image Research Collections

09/2011 – 05/2014

Responsible for training a team of workers and volunteers. **Advised** curators in current internal and external cataloging practices. **Maintained** performance on schedule with aggressive grant-based deadlines. **Developed** and modified bash scripts to accelerate and streamline the cataloging process. **Established** a cohesive workflow for the most efficient processing and updating of unique and/or outdated catalog records. **Led** the coordination of an annual two-day nitrate film inspection event, including the recruitment of 25+ volunteers and production of an archival film handling training video.

For an up-to-date list of talks, presentations, workshops and writing: https://bits.ashleyblewer.com/talks/

Education

Recurse Center (Spring 2, 2018) — *Programmer, self-guided, collaborative retreat*

Trello (10/2014) — *Fellow, Fog Creek Fellowship*

Flatiron School (08/2014) — *Graduate, Immersive Web Development Program*

University of South Carolina
Master of Library and Information Science

Bachelor of Art, Studio Art: Graphic Design

Published writing

Pragmatic Audiovisual Preservation. Digital Preservation Coalition Technical Watch Reports, 2020.

Sustainability through Community: ffmprovisr and the Case for Collaborative Knowledge Transfer. iPRES 2019 16th International Conference on Digital Preservation Proceedings, 2019. With Weaver, A.

CELLAR: Update from an IETF Working Group for Matroska and FFV1. iPRES 2016 13th International Conference on Digital Preservation Proceedings, 2016. With Rice, D.

Ruby (chapter) in **The Librarian's introduction to programming languages: a LITA Guide** with Jessica Rudder**.** Ed. Beth Thomsett-Scott. Lanham, Maryland : Rowman & Littlefield, 2016.