

This document includes samples of my short form writing from various projects.

**Startup Cards**

Think of these as baseball cards. I was also responsible for the concept and data pipelines in this project, with the company descriptions written with a very small character limit to fit the limited size available on the card. The target market is startup buffs, who would find the business context and technology interesting, but may lack technical depth in the specific field. Icons indicating business sector are explained on a separate legend card included here.

**Progress Hardware**

This project, completed in a design immersive at General Assembly, uses microcopy to provide a folksy, traditional hardware store with a contemporary online presence.

**Book Review**

This two page book review represents straightforward writing for an educated audience.

**Midterm**

Test writing requires careful microcopy so students understand what is being asked and how best to answer it. It is quite hard to write a good test and most tests are poorly written. This one is for a college seminar on "The Internet Industry."

# Startup Cards

– Startup –



**Avant**  
Chicago, IL



## Avant

"Online Loans"

Founded **2012** by Paul Zhang, John Sun, Albert Goldstein, & Al Goldstein

Like other P2P lenders, Avant offers loans outside the banking system, automating qualification calculation. Avant targets subprime borrowers and holds many loans with its own credit.

Valuation: \$2B

Employees: 500–1k

### Investors:

Tiger Global, DFJ, General Atlantic, JP Morgan, QED Investors, RRE Ventures, August Capital, Peter Thiel, KKR, Victory Park, Balyasny, Jefferies Group, Jefferies & Co., & Mark Friedgan

### Capital Raised:

**2015:** \$725M  
**2014:** \$950M  
**2013:** \$54M

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– Startup –



beibei.com

**BeiBei**  
Hangzhou



## BeiBei

Founded 2011 by Lianglun Zhang

With the relax of China's one child policy, Beibei's e-commerce platform thrives by guaranteeing safety and authenticity of maternity products.

Valuation: \$1B

Employees: Unknown

Investors:

IDG Capital, Banyan,  
Capital Today,  
Mizhe.com, & New Horizon  
Capital

Capital Raised:

**2015: \$100M**

**2014: \$24.3M**

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– Startup –



**Blue Apron**  
New York, NY



## Blue Apron

"Discover a better way to cook"

Founded **2012** by Ilia Papas, Matt Salzberg,  
& Matthew Wadiak

Blue Apron delivers recipes and ingredients  
for nutritious, gourmet dinners for two.

Valuation: \$2B

Employees: 500–1k

### Investors:

Bessemer, Fidelity, First  
Round, BoxGroup, Jason  
Finger, Stripes Group,  
Joseph N. Sanberg, David  
Tisch, Peak Opportunity  
Partners, Aspiration Growth,  
Graph Ventures, James Moran,  
Matt Wyndowe, & Nat Turner

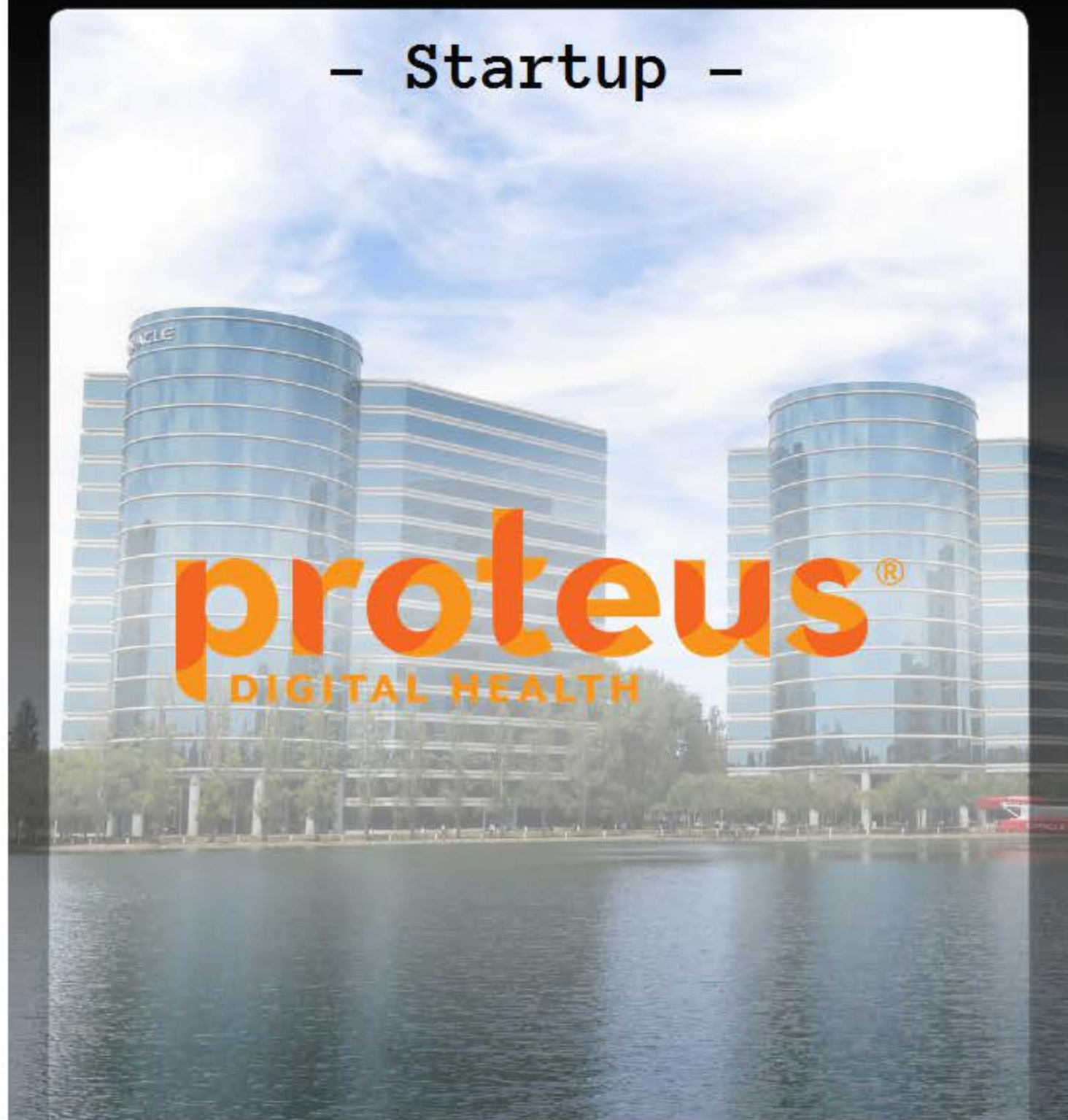
### Capital Raised:

**2014:** \$50M  
**2013:** \$8M  
**2012:** \$900K

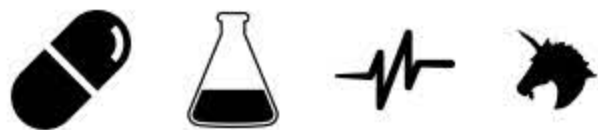
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Unicorn Garden Corp. 2016.



– Startup –



**Proteus**  
Redwood City, CA



## Proteus

Founded **2001** by Andrew Thompson, George Savage, Mark Zdeblick, Patrick McQuown, Timothy Shey, Mark J. Zdeblick, George M. Savage, & Andrew M. Thompson

Despite doctor's advice, many patients do not take their pills as they should. By putting an ingestible microchip in drugs, Proteus helps record who takes what when.

Valuation: \$1.1B

Employees: 100–500

### Investors:

Silicon Valley Bank, AMV, Oxford Finance, Adams Street, Oracle, Novartis, Yuan Capital, Fletcher Spaght Ventures, Kaiser Permanente Ventures, Spring Ridge Ventures, The Carlyle Group, & Terra Lycos

### Capital Raised:

<b>2014:</b>	<b>\$172M</b>
<b>2013:</b>	<b>\$62.5M</b>
<b>2012:</b>	<b>\$17.5M</b>
<b>2009:</b>	<b>\$25.4M</b>
<b>2008:</b>	<b>Undisclosed</b>
<b>2006:</b>	<b>Undisclosed</b>
<b>2004:</b>	<b>\$6.3M</b>
<b>2003:</b>	<b>Undisclosed</b>
<b>2001:</b>	<b>Undisclosed</b>

© Unicorn Garden Corp. Proteus:™ Proteus Digital Health, Inc. City photo original by Jan Pecek on Flickr. Exclusively distributed by Unicorn Garden Corp. 2016.



# Legend



Analytics



Biotech



Cloud



E-Commerce



Energy



FinTech



Hardware



Human Resources



3D printing



Apps



Cars



Customer Service



E-cigarettes



Enterprise Software



Food & Beverages



Health



Insurance



Advertising



Big Data



Classifieds



Drones



Education



Fashion



Gaming



Home



Internet of Things



Lending



Marketplace



Mobile



Payments



Real Estate



Security



Space



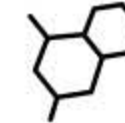
Tickets



Local



Media



Nanotechnology



Pharmaceuticals



Reviews



Social Media



Sports



Travel



Marketing



Messaging



News



Productivity Software



Sales



Software Development



Storage



Unicorn

# Progress Hardware



Shop

Services

About

 Cart

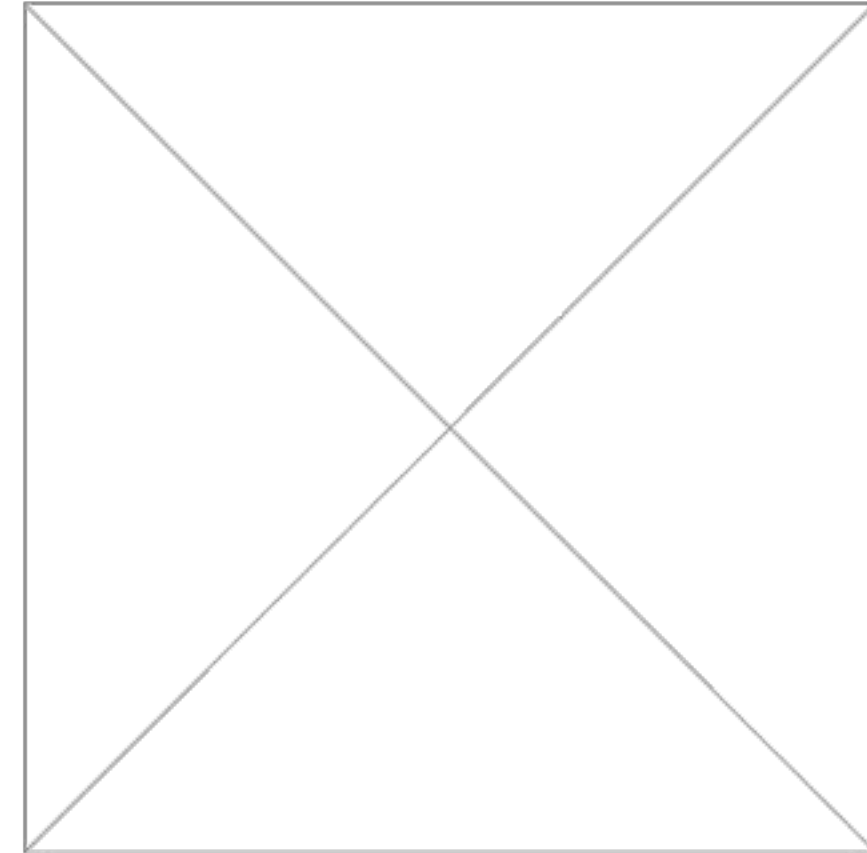
Whatever the project, you'll find the tools you need right here. Open 7 days a week since 1948, Progress Hardware is proud to be the Inner Sunset's neighborhood hardware store.

Please view our services and use our online shop for local delivery, UPS shipping, or in-store pickup. If you're a local, you may qualify for a neighborly discount.



(415) 731 - 2038

8 - 7 Mon-Fri 724 Irving St.  
9 - 7 Saturday San Francisco  
10 - 6 Sunday 94122





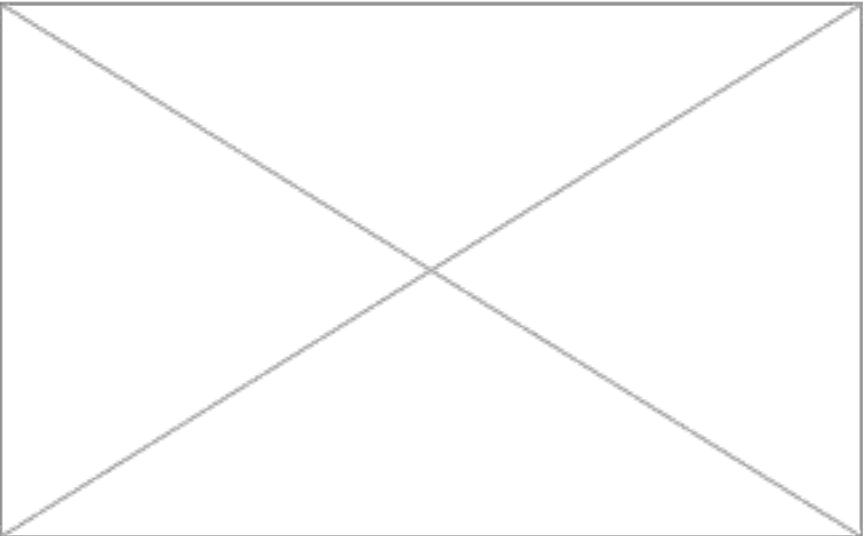
Locksmithing and Keys






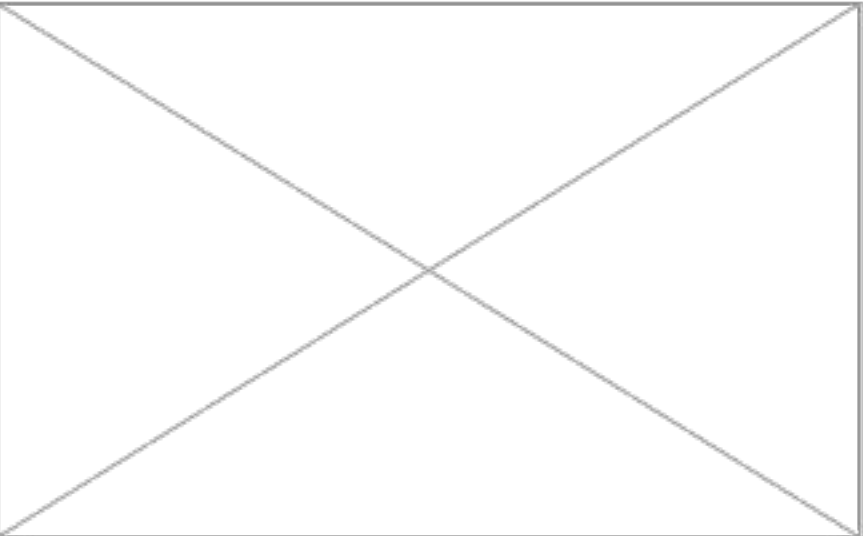
Helpful Advice






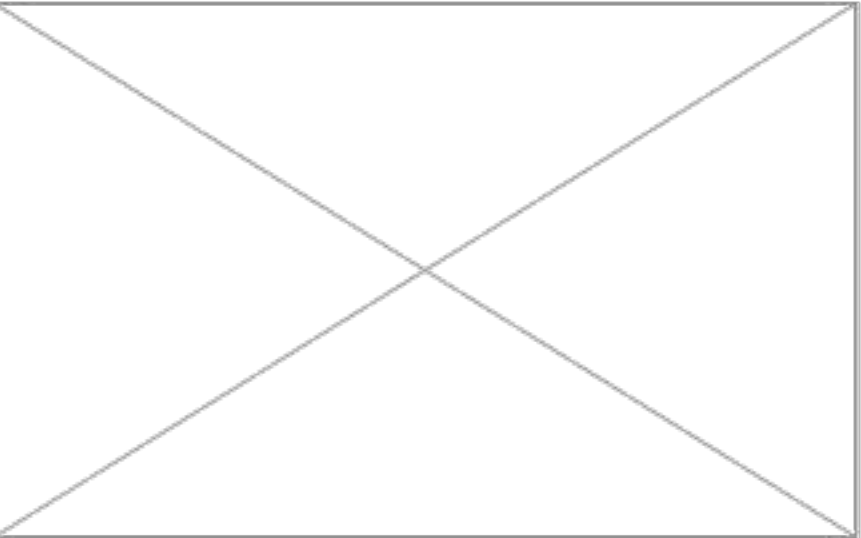
Windows Screens






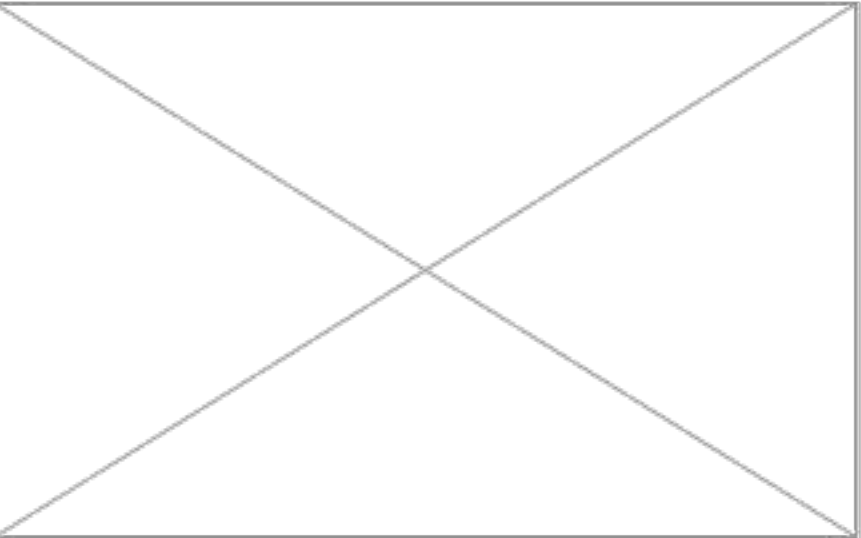
Glass Cut






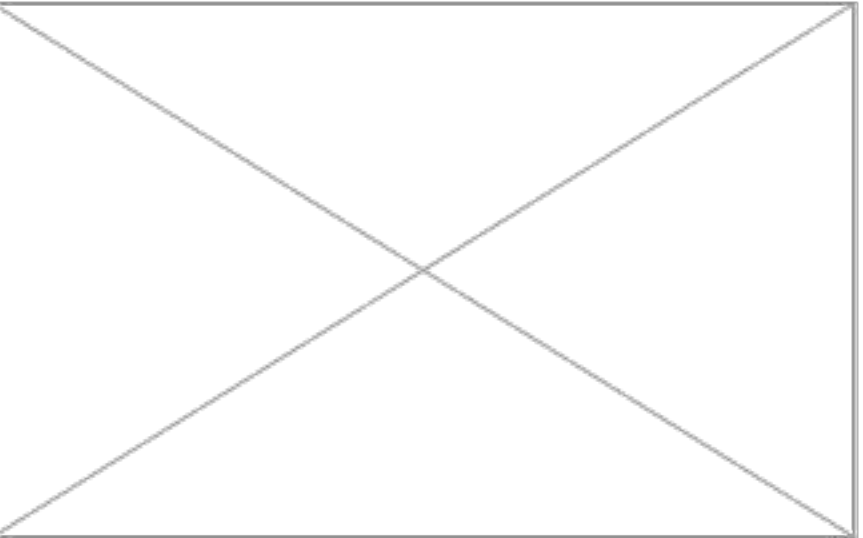
Lumber Cut






E-Waste Recycling





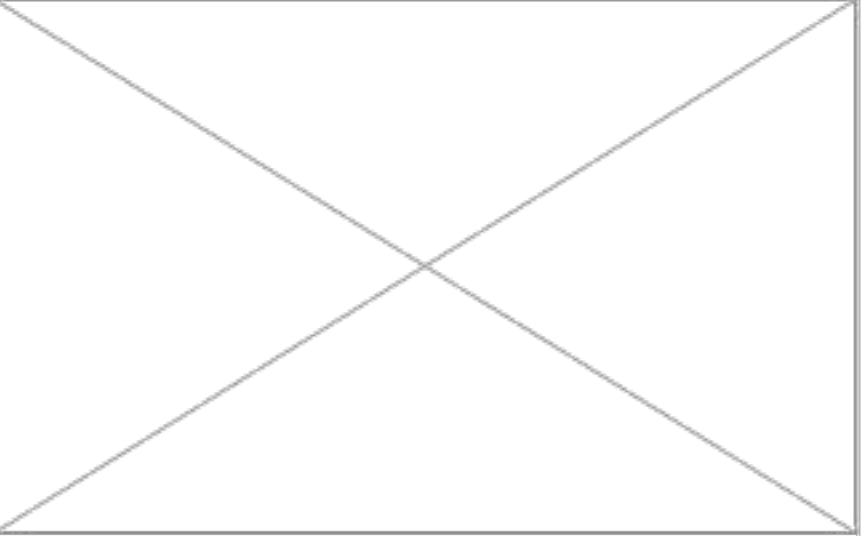
Paint Mixed






Local Delivery





Window Screens





Tools & Supplies

Hand Tools  
Power Tools  
Paint  
Workware

Yard & Garden

Lawn & Garden  
Coolers  
Outdoor Living

Housewares

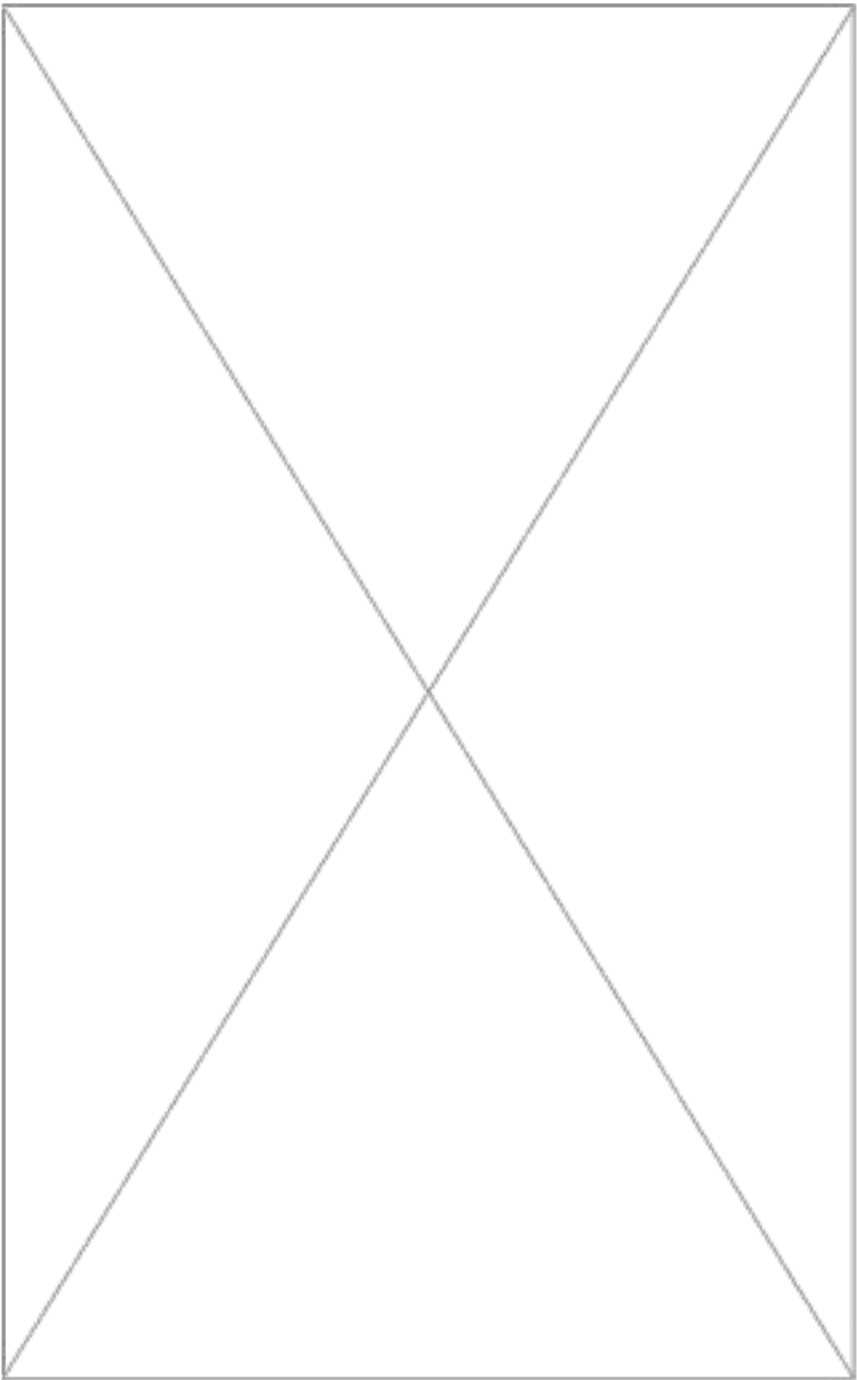
Kitchenware  
Homeware  
Furniture  
Lighting & Fans  
Seasonal

Departments

Electrical  
Plumbing  
Automotive

Store & Organize

Cleaning  
Containers  
Safety



- ☐ Aussie Clear
- ☐ Killrust
- ☐ Rak
- ☐ Selleys

☆☆☆☆☆



☒ Log me in

e-mail address

password

[forgot](#)

Log in

[Cancel](#)

☐ Let's make a new account

e-mail address

password (over 6 characters)

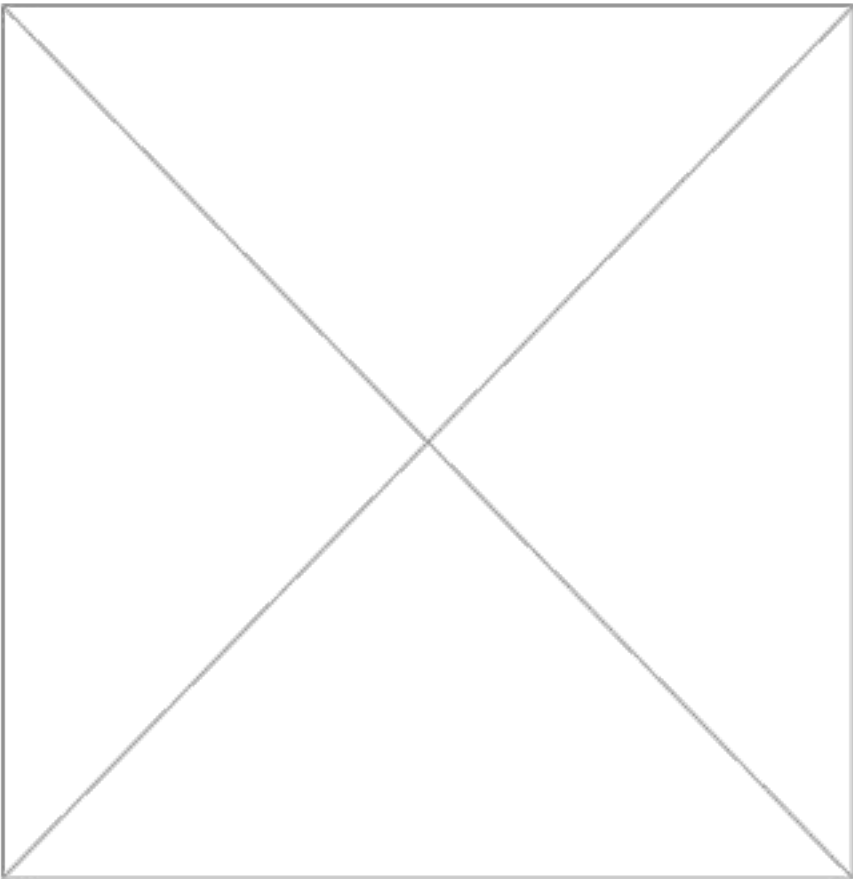
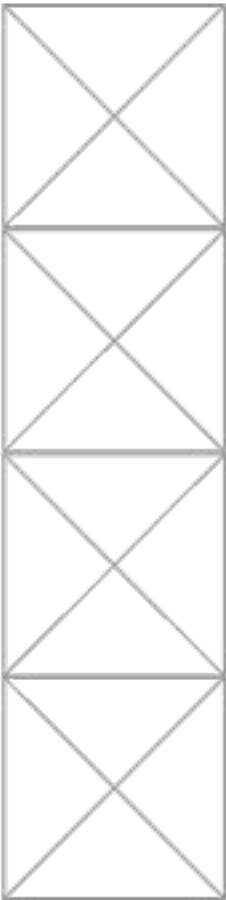


Remember me on this computer

OK

[Cancel](#)

< Back to listings



Selleys All Purpose  
Brush Set - 3 Pieces

★★★★☆

Write a Review

\$7.97

Buy Online

Quantity

1

Add to List

Product description text placeholder. This block contains multiple paragraphs of dummy text used for layout purposes.

Related Items



Customer Reviews

★★★★☆

Based on 5 reviews

Write a Review

My Review of This Product

★★★★

Review text placeholder. This block contains a paragraph of dummy text.

Report as Inappropriate

A Different Take on the matter

★★★★★

Review text placeholder. This block contains a paragraph of dummy text.



## Write a Review

Name

Email

Rating

☐ ☐ ☐ ☐ ☐

Review Title

Body of Review (1500)

Submit Review

[Shop](#)[Services](#)[About](#)[Cart](#)

Logged in as Lisa Dukakis

Your Cart



Selleys All Purpose Brush Set - 3 Pieces

\$7.97

Quantity

1



Subtotal

\$7.97



Aussie Clear Decking Oil 4L

\$40.50

Quantity

1



Subtotal

\$40.50

Total

\$48.47

[Return to shopping](#)[Update Cart](#)[Checkout](#)



[Shop](#)[Services](#)[About](#)

 Cart

Your Cart



Selleys All Purpose Brush Set - 3 Pieces

\$7.97

Quantity



Subtotal

\$7.97



Aussie Clear Decking Oil 4L

\$40.50

Quantity



Subtotal

\$40.50

Total

\$48.47


Update Cart

Checkout

 Return to shopping



Cart > Customer Information > Payment

Check Out with 

Customer Information

Or [Login](#)

In-Store Pickup

UPS Shipping

Local Delivery

Shipping Address

First Name

Last Name

Country ▼

State ▼

Zip Code

☐ Save this information for future visits

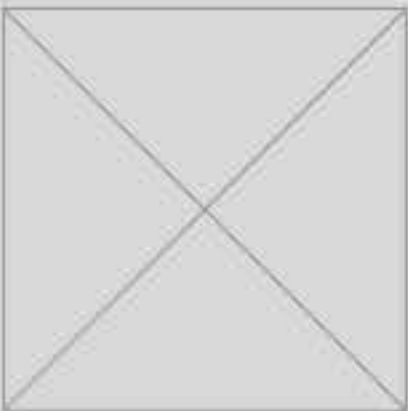
[Return to cart](#)

Continue to payment



Selleys All Purpose Brush Set - 3 Pieces

\$7.57



Aussie Clear Decking Oil 4L

\$40.50

Subtotal

\$45.67

Cart > Customer Information > **Payment**

☐ **PayPal**

☒ Credit Card



Billing Address

☐ Same as shipping address

☒ Use different billing address

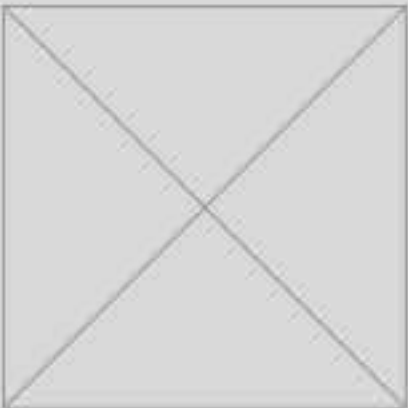
▼

▼

☐ Save this information for future visits

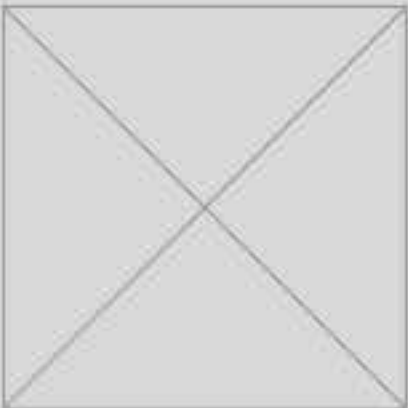
[Return to Customer Information](#)

Complete Order



Selley's All Purpose Brush Set - 3 Pieces

\$7.57



Aussie Clear Decking Oil 4L

\$40.50

Neighborhood Discount

- 5%

Subtotal

\$45.67

Shipping

\$8.00

Total

**\$53.67**

Your shipment should take 5-8 business days.





Order AA1234

Thanks Lisa!



Your order is confirmed

We've accepted your order and are getting it ready. A confirmation email will be sent to lisa.dukakis@yahoo.jp. Come back to this page to check for and tracking number.

Customer Information

Delivery Method

[REDACTED]

Shipping Address

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

Payment Method

[REDACTED]

Billing Address

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

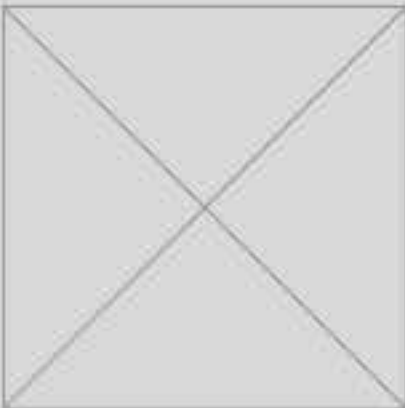
Questions? Call (415) 731 - 2038

Continue Shopping



Selley's All Purpose  
Brush Set - 3  
Pieces

\$7.57



Aussie Clear  
Decking Oil  
4L

\$40.50

Neighborhood Discount

- 5%

Subtotal

\$45.67

Shipping

\$8.00

Total

\$53.67

# Book Review

# New Media & Society

<http://nms.sagepub.com>

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**Book review: Christopher L McGahan, *Racing Cyberculture: Minoritarian Art and Cultural Politics on the Internet*, Routledge: New York: 2008; vii + 217 pp.: 9780415976565, \$95.00 (hbk)**

Chuk Moran

*New Media Society* 2010; 12; 521

DOI: 10.1177/1461444809359153

The online version of this article can be found at:

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## Book reviews

new media & society

12(3) 521–524

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Christopher L McGahan, *Racing Cyberspace: Minoritarian Art and Cultural Politics on the Internet*, Routledge: New York: 2008; vii + 217 pp.: 9780415976565, \$95.00 (hbk)

**Reviewed by:** Chuk Moran, *University of California, San Diego, USA*

Reflecting on 1990s internet art, *Racing Cyberspace* organizes discussion around four artworks to get beyond the cyber-hype that is only now loosening its grip over non-technical discussions of that peculiar series of tubes (as Senator Ted Stevens described the web in 2006). It is in this world, where we already live, that the internet exists. The internet is not self-enclosed, utterly virtual, or exempt from pervasive social realities such as race. For those interested in teaching and studying interdisciplinary internet scholarship that starts from such premises, Christopher McGahan's book gives a good sense of the key intellectual equipment we can bring to thinking on a few internet topics: search, polls, e-commerce, porn and the reality of racial particularity effaced by presumptive racelessness online. The approach discusses particular services and types of internet activity, without making grand claims about cyberspace or the world wide web in general. The book says little about online developments since 2001, such as Wikipedia or social networking, but its organization around topics makes this acceptable, as the topics themselves haven't changed too much. Across each topic, we witness hegemonic whiteness posed as neutrality, and the internet's potential to reproduce racial inequality. This theme networks together topics as diverse as polling practices and Orientalism, emphasizing what good we can take from existing scholarship. McGahan's text shows the influence of Katherine Hayles, Lisa Nakamura and Wendy Chun, among others studying race and the internet. The book is neither assertively original, nor a textbook. Instead, it does a very good job bringing together what McGahan judges to be the more important writings about art and race in the context of the internet. It would do well in a syllabus designed to stimulate interest in this topic, and has much to offer for orienting many possible lines of research.

*Natural Selection*, the first of the four pieces, is a search engine hack by UK artists' collective Mongrel in collaboration with Matthew Fuller. This piece calls into question search and its tendency to translate search terms into the symbolic order of the first-world consumer: Jamaica means resorts, Haiti means news and health reports. In 1999, Mongrel interrupted this presumptive neutrality of signification by giving special results for racially loaded search terms. McGahan explains Mongrel's intentions to breach web users' racial comfort zone. At times, the careful and erudite writing seems

to drift away from the everyday experiences of web users. Yes, search provides some results and not others, but does this make the system racist? If search is a part of the social materialization of race, then it articulates race in a particular way. The unanswered question is how to assess this articulation. When McGahan leads us into a discussion of the consolidating effects of Google's link topology, we begin to make some real progress on an issue that could bear examination in greater depth and scope. The chapter then translates *Natural Selection* and related materials into cultural studies' bitter discussion of England's late 1990s rebranding as Cool Britannia, with all the usual critiques of multiculturalism and mobility.

The second chapter considers Guillermo Gomez-Pena's *Temple of Confessions*, both in the context of Gomez-Pena's other internet art and in relation to the piece's own provocations. Performed by the artist and Roberto Sifuentes in different iterations for two years starting in 1994, this complicated piece builds on themes of Latino identity, irony and border regions prominent in previous work, and incorporates an online survey. McGahan focuses on this survey, drawing on Pierre Bourdieu and other critics of polling protocol, to interpret *Temple* as a creative exposition of how traditional polls cast respondents as representatives of 'public opinion' and misrepresent actual people (e.g. 'illegal aliens') about whom the respondent can anonymously express an opinion. McGahan argues that polls do not only collect data, but express a worldview with each question. Later, this chapter delivers a very useful, and respectful, critique of scholarship influenced by Sherry Turkle's theorization of online identity. Internet use does not always follow the model of 1990s MUDs, and Turkle's focus on identity formation should not excuse discussion of the social forces that make these identities possible in the first place.

McGahan's third object of consideration, Keith Obadike's *Blackness for Sale*, an eBay auction item of August 2001, incites examination of eBay's corporate management of what is 'offensive' (their blanket term to restrain and cover racism) and the eBay 'community' (phrased as individuals but including many companies). Obadike's listing walks a thin line of irony and sincerity to describe this blackness, a commodity we must imagine to be separable from his body, in terms of its benefits and warnings. The book's treatment here takes seriously the particular form of double consciousness experienced in contemporary capitalist culture, and locates one voice that signifies this blackness in the bidders, whom Obadike entrusts to establish a dollar value for his blackness.

Finally, *BindiGirl* invites McGahan to discuss cyberfeminism, internet pornography and Orientalism. Though not the best chapter, Prema Murthy's *BindiGirl* still provides ample ground to understand the amateur pose of empowerment hugely popular in contemporary internet porn. This discussion dovetails nicely with reflections on the constantly moving image of Oriental women as restated in western technological means of representation, where women appear to break free from their outlandish traditions by expressing their secret, true selves to the world.

The book offers a fruitful meeting place for ideas, where good conversations take place, but most opinions are either quickly rejected or accepted with little criticism. McGahan remains agnostic about the meaning, or existence, of cyberculture, and this may prevent him from giving a more sympathetic account of efforts at 'neutrality' online, the failure of which is the central topic of this book. Certain questions remain. Is neutrality futile altogether? Does it require the total undoing of extant racism? Aside from

suspicion and critique, what could be our future responses to race online? Reading the book does not offer answers, but does prepare us to ask worthwhile questions.

Douglas Schuler, *Liberating Voices: A Pattern Language for Communication Revolution*, The MIT Press: Cambridge, MA and London, 2008; xiv + 604 pp.: 9780262195799, US\$35.00 (pbk)

**Reviewed by:** David Hill, *University of York, UK*

Douglas Schuler's *Liberating Voices* is a vast collection of patterns – or structured topics – designed to constitute a manifesto for communication revolution. The inspiration for this project is Christopher Alexander's *A Pattern Language* (1977). This collection is the work of numerous contributors, though Schuler himself contributes many of the patterns. That such a project came together is impressive in itself. To survey all the patterns collected here would be impossible given the space, but examples of topics for patterns include: digital emancipation, community networks, citizen journalism, accessibility of online information and such like. They all share the same structure: a topic divided into a description of the problem and of the context, a discussion of the issues and a solution. The topics are all placed into thematic sections, such as theory, policy and tactics, and linkages between patterns are suggested. Given this set-up there is no strong thesis but rather a collection of patterns motivated by the contention that ICTs *ought* to be used for social betterment – and therefore by the assumption that ICTs *can* be used for social betterment.

Helpfully, Schuler has already listed the most obvious criticisms of his own project. True to form, he divides these criticisms into four subsets: personal issues, philosophical issues, political issues and pragmatic issues. Personal: 'Isn't This Idea Hopelessly Naive?' (p. 19). Yes, but not for the reasons Schuler gives – or, at least, for other reasons too. He writes: 'While we hope the answer to this question is *no*, the answer to the question, *Isn't the project naive?* is undoubtedly *yes* because the project is based on the idea that progress in collective thinking can be made' (p. 19). Schuler shifts focus here from the Idea to the book; yes, it is naive to think that such a thing can be achieved in a book – but the Idea that stands behind it is suspect too. 'We hope it [social betterment] will not be a question of what one person can do but rather what one people can do' (p. 19). Right on: but what motivates this 'people'? What is a 'people', if any such undifferentiated mass can be unproblematically assumed?

Perhaps that last question was a philosophical one, and so out of place in Schuler's striated space of anticipated criticisms. (A problem with the very idea of such systems? This will have to wait, of course.) Bizarrely, though, the selection of anticipated philosophical objections seems largely unphilosophical: 'The Topic Is Too Big' (p. 21), 'The Topic Is Framed Poorly' and 'You Cannot Change Human Nature' (p. 22). The latter is of course philosophical in nature; but how can Schuler expect to address it in fewer than three pages – compare this with how long the book is – and with no references? He concludes (briefly) that information will change human nature, and thus the present book is justified, even desirable, since the information collected about ICTs will provoke action. Since we are in the philosophy subset, what of Emmanuel Levinas (2007), who argued that information is itself unethical because it reduces the otherness of the Other to the Same? Or Jacques



# Midterm

Faux Midterm  
COSF127 July 24 2012

1. Why do websites host so much user generated content? In what way is it unpredictable, and how can this be controlled?
2. From the point of view of small businesses being reviewed, how could Yelp be improved?
3. In what sense do user reviews give power to the people? In what sense do they not?
4. What is the difference between the Internet and the Web?

5. How did the web become commercial? What was the web like before?

6. Will advertising continue to support the network? Why or why not?

7. How do startup web companies make money?



8. Why is Groupon successful as a web service? Why didn't it exist offline?

9. It seems that the American public has been afraid of computers from the 1950s. One would therefore expect that people would be hesitant to go online. How did things change?

10. Facebook is a corporation owned by the shareholders. How does the enterprise make money for the shareholders?

11. What is self-optimizing digital marketing? Why is it potentially more powerful than regular marketing?

12. What is a botnet?

13. How might the conditions of labor that produces and maintains web sites influence the web? That is, why should we care what work is like for those making the web?