Martin Spellerberg

Curriculum Vitae
Austin, TX • mcs280@txstate.edu

Education

Master of Business Administration (2025)
Texas State University, San Marcos, TX

– Member: Alpha Chi, Beta Gamma Sigma, Phi Kappa Phi Honor Societies

Associate of the Ontario College of Art & Design (2001)
OCAD University, Toronto, ON

– Honors Diploma in Integrated Media
– Recipient of the OCAD Medal

Continuing Professional Development

– Grant Writing Certificate, Austin Community College (2017)
– Small Business Series, Austin Community College (2014)

Teaching Interest / Interactive Design II Focus Areas

– User Experience (UX) Design and User Interface (UI) Development
– Design Research Methodologies
– Product Design and Digital Strategy
– Information Architecture and Design Systems
– Responsive Web Design and Accessibility Standards

Professional Experience in UX/UI and Design Research

Principal / Digital Strategy Consultant
Spellerberg Associates LLC, Austin TX, 2011–Present

– Leading digital transformation projects for 25+ institutional clients across multiple sectors
– Provide strategy, research, design and development services for museums and cultural institutions
– Manage cross-functional teams of freelance strategists, designers, and developers
– Deliver comprehensive digital solutions including strategy development, user research, and implementation
– Maintain long-term client relationships with organizations including major institutions in Chicago, New York, Pittsburgh, and California

Selected Projects

- **Terra Foundation for American Art** (2020–Present): Digital transformation projects
- **Rubin Museum of Art** (2022–2024): Digital strategy and implementation
- **The Andy Warhol Museum** (2016–2023): Long-term digital partnership
- **Clyfford Still Museum** (2014–2019): Digital initiatives
- **Museum of Contemporary Art Chicago** (2013–2016): Website and digital strategy

Founder and Executive Director
Spellerberg Projects, Lockhart TX | 2016–Present

- Operating 6,400 sq ft non-commercial art center with gallery, artist studios and public programs
- Direct 12+ annual exhibitions and programs, collaborating with regional and national curators and artists
- Oversee all business operations including programming, partnerships, marketing, and stakeholder relations
- Manage contractors and develop strategic partnerships with government and community organizations
- Lead comprehensive marketing and communications strategy across digital and traditional channels

Digital Designer/Developer
Various Organizations | Toronto, ON / New York, NY / Austin, TX | 1997–2010

- **Art Gallery of Ontario** (2008–2010): Digital strategy for major institutional initiatives
- **Toronto International Film Festival** (2007): Digital platform development and implementation
- Multiple agencies and organizations: Roles in digital design, development, and marketing

Research and Publications

Peer-Reviewed Publications

- "Identity-related motivations online: Falk's framework applied to US museum websites," *Journal of Digital & Social Media Marketing*, Henry Stewart Publications, Volume 5, Number 4, pp. 353–369 (2018)
- "Cultural Space After the Internet," in *Humanizing the Digital: Unproceedings from the MCN 2018 Conference*, Ad Hoc Museum Collective, pp. 31–38 (2019)

Research Studies

- **National Museum Web Visitor Motivation Study** (2015–2016). Co-led comprehensive study examining visitor motivations across 23 institutions
- **Effects of COVID-19 on Museum Website Visitation & Virtual Event Attendance** (2020–2021). Research on digital platform usage and virtual event attendance
- **Member Sentiment Analysis** (2022). Museum Computer Network research project

Professional Leadership

Speaking Engagements

- SXSW Film/Interactive, Austin, TX (2004)
- WordCamp conferences: New York, NY; Austin, TX; Washington, DC (2017–2018)
- Industry conferences: Museums and the Web, Museum Computer Network, Museums Computer Group (2015–2024)
- Workshop leader for professional organizations across North America

Professional Service

- **Program Committee Member**, Museum Computer Network (2021, 2023–2025)
- **Volunteer Committee Co-chair**, Museum Computer Network (2019–2021)
- **Board Member**, Tilt West, Denver, CO (2020)

Technical Skills

- **Development**: HTML, CSS, JavaScript, PHP, DNS
- **Design**: Adobe Creative Suite, UI/UX
- **Platforms**: WordPress, CMS development
- **Strategy**: Digital transformation, user research, data analysis
- **Management**: Team leadership, client relations, project delivery

Client Portfolio

Selected Cultural Clients

Akron Art Museum, Akron, OH • The Andy Warhol Museum, Pittsburgh, PA • Art Gallery of Ontario, Toronto, ON • Capital Jewish Museum, Washington, DC • Chinese American Museum, Los Angeles, CA • Clyfford Still Museum, Denver, CO • Contemporary at Blue Star, San Antonio, TX • Hammer Museum, Los Angeles, CA • Houston Center for Contemporary Craft, Houston, TX • The Huntington, San Marino, CA • Museum of Contemporary Art Chicago, Chicago, IL • Museum of Contemporary Photography, Chicago, IL • Rubin Museum of Art, New York, NY • Santa Cruz Museum of Art & History, Santa Cruz, CA • Smarthistory, Online • Terra Foundation for American Art, Chicago, IL

Selected Research Partners

Albright-Knox Art Gallery • Amon Carter Museum • The Metropolitan Museum of Art • Whitney Museum of American Art • Philadelphia Museum of Art • Smithsonian's National Museum of Asian Art • The Getty • Cleveland Museum of Art • Museum of Contemporary Art Denver • Fine Arts Museums of San Francisco • MIT Museum • Portland Art Museum