

watch me



jaime levy
[NET ENTREPRENEUR]

I.D.: Jaime Levy.

Born: Hollywood, California. March 8, 1966.

Base: New York.

Dirt: Co-founder and former creative director of pioneering online magazine *Word*. Has designed interfaces for everything from a Viacom video-on-demand prototype to an Aerosmith CD-ROM. In 1993 produced an interactive multimedia novel before everyone else got the same idea. Created an online adventure game (www.malicepalace.com) using "30 grand I bummed off Samsung." Last spring, she teamed up with WebTV president Steve Perleman to form Electronic Hollywood, an online production studio.

Motto: To enable my clients by building world-class client-server Web applications. (Oops, that's my corporate mission statement.)

Stolen Motto: Come as you are.

Role Model: Jaime Sommers, *The Bionic Woman*. She has a *kewl* name. She has superpowers. She represents good fighting evil.

Best Decision: Moving to New York City. California has no edge, and it's doomed to fall into the ocean.

Worst Decision: Going to the prom.

Trick of the Trade: Use the words "alive" and "dynamic" as much as possible.

Inspirational Book: *High-Rise*, by J.G. Ballard. Because it's a yuppie nightmare set in the not-too-distant future.

Inspirational Movie: *A Clockwork Orange*—I like the combination of sex, violence and sardonic wit.

Inspirational Painter: Andy Warhol, because he's the greatest rip-off artist.

Lowest Point: My first day of snowboarding, and sucking at it. After years of skateboarding, I thought it would be a breeze.

Highest Point: Getting laid off from IBM with six months' severance pay within days of the release of the first Web browser.

Greatest Obstacle: Fear of success.

Most Rewarding Aspect of Career: Keeping up with the latest technologies for animation, programming and interactivity.

Least Rewarding Aspect of Career: Stress and bandwidth limitations.

Advice to Aspiring Entrepreneurs: D.I.Y.!!! And if you can't figure it out yourself, try viewing the source code or dating programmers. For women: If you're gonna be a bitch, be a cute and fearless bitch.

Ways to Inspire Creativity: I'm always seeing new flicks and buying new music. Martin Scorsese has always been a fine source of inspiration.

Ways to Hinder Creativity: You can only feel sorry for yourself for about a year, and then it's time to reinvent yourself and move on.

Future Projects: Preparing to launch *Cyberslacker* (www.cyberslacker.com), a Web cartoon about a New York hacker girl. Working on an online anti-glue-sniffing campaign for the Partnership for a Drug-Free America. 