

JL MAXCY

Creative Executive
Web3 Innovator
Artist

CONTACT

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 London

 @jlmaxcy

EDUCATION

University of Texas, Arlington, TX, USA

Bachelor of Fine Art and Art History

**American Institute for Foreign Studies,
University of Richmond, Florence, Italy**

Painting Certificate

CORE COMPETENCIES

- Creative Strategy
- Brand Leadership
- NFT & Web3 Ecosystems
- Team Development
- Cross-Disciplinary Collaboration
- Curation & Exhibition Design
- Digital Community Building
- Strategic Partnerships
- Storytelling
- Public Speaking



SUMMARY

JL Maxcy is a creative executive and visionary innovator whose work bridges fine art, digital culture, and emerging technology. With over 20 years of leadership experience across creative production, operations, and people management, Maxcy brings a rare blend of artistic insight and strategic execution to the evolving landscape of Web3 and NFT intellectual property. Known for transforming creative concepts into scalable initiatives, Maxcy has led global teams, curated digital exhibitions, and driven community engagement within decentralized ecosystems. Her leadership style emphasizes inclusivity, innovation, and the power of narrative-driven branding in the metaverse and beyond.

LEADERSHIP AND STRATEGIC EXPERIENCE

Ambassador Theatre Group

Product Manager

Nov 2022-Present

Oversees guest experience at a historic Victorian theatre, ensuring seamless operations and premium service delivery.

Managing staffing, inventory, and customer engagement while optimizing workflows for high-volume events.

We Are Dorkis

Project Manager (NFT Brand)

Sep 2021- Feb 2022

Spearheaded workflow organization and interdepartmental communication for this NFT startup. Directed the launch of a secondary NFT collection, developed merchandise strategy, and introduced a novel news distribution system.

Education First

English Teacher

April 2019 - Aug 2021

During Covid lockdown, taught English online, one-on-one to hundreds of Chinese learners ages 4-14 years old. It was extremely rewarding and taught valuable skills engaging with young people and helped form a deeper connection with Chinese culture.

Jackson & Rye

Area Manager

Jan 2015- April 2019

Managed three high-traffic restaurant sites with a team of 75+, achieving consistent KPI improvements across operations, training, and guest satisfaction.

Jason's Deli

Catering Manager

Jul 2006- Sep 2010

Led sales and client acquisition initiatives that tripled catering revenue during tenure. Delivered presentations and managed business development outreach to expand market share.

EXHIBITION LIST

Curation

2021 FIRST!, DAO_The50 Oncbyer gallery, oncyber.io/first!
 2021 Ontogenesis: A Playful Exhibition on Childhood, Minecraft, Server
jlexhibits.art

Solo Exhibitions

2025 Land Of Cats, JLHK Studios, London, UK
 2024 CompARTment, JLHK Studios, London, UK
 2020 Generation Public, Cold Coffee Gallery, Online Exhibition
 2014 Home Field Advantage, Lab of Luxury, Tucson, AZ, USA
 2014 Objects of Sentiment, Joel Valdez Library, Tucson, AZ, USA

Group Exhibitions

2025 March Hares, One Paved Court Galler, Richmond, UK
 2024 Visual Vibrations, Westival Music Festival, Pembrokeshire, UK
 2024 Art for Life, Helsinki XR Center, Helsinki, Finland
 2024 Stellar Whispers: A Black Fae Day Cybernetic Exhibition, Online Exhibition
 2024 Mythical Awakenings, JRNY Gallery, Las Vegas, NV, USA
 2024 Ideal Error, Exactly.ai, Shoreditch Arts Center, London, UK
 2024 Artist's Village, NFT.NYC, Javits Center, New York City, US
 2023 Valley of Belonging, POC, Sandbox, Online Exhibition
 2022 RA!CE #004: First Love, Rara_social, Online Exhibition
 2021 Exhibition Night Vol. 1, Oncyber.io, Online Exhibition
 2021 Let Us Eat Cake, Pineapple Black, Middlesbrough, UK
 2021 The Castle, Arthousehaus, London, UK
 2021 Refresh, Fronteer Gallery, Sheffield, UK
 2020 You are not wonderful just because you are a mother, Artist/Mother, Online Exhibition
 2020 Being Human Exhibition, Being Human Festival, St. Mary's University, London, UK
 2020 RAS Winter Exhibition, Richmond Art Society, Online Exhibition
 2020 November Exhibition, Art Number 23, Athens, Greece
 2020 Coantivirus, Nongyuan International Art Village, Online Exhibition
 2020 Art of Isolation, Pop Up Gallery Surrey Quays, London, UK
 2020 Home, a Virtual Exhibition, Woman Made Gallery, Chicago, IL, USA
 2020 RAS Summer Exhibition, Richmond Art Society, Online Exhibition
 2020 Virtual Exhibition, Arts Richmond, Online Exhibition
 2020 Silent Strength, Vacant Museum, Online Exhibition
 2019 RAS Winter Exhibition, RHACC Parkshot, Richmond, UK
 2014 Art on Tap, Tucson Museum of Art, Tucson, AZ, USA
 2013 Hot and Sweaty 2: Open Season, 500X Gallery, Dallas, TX, USA
 2013 Story Book Poem, West North Fifth Gallery, Baltimore, MD, USA
 2012 Night Glow, Studio Eighty, Fort Worth, TX, USA
 2012 Community Art Showcase, Arlington Museum of Art, Arlington, TX, USA
 2011 Small Works, Big Ideas, University of Texas Arlington, Arlington, TX, USA

Guest Artist

2021 STACY Pills Series II, <https://rarible.com/stacypills>

Public Art

2010 Wings, Sculpture Yard, Vandergriff Town Center Arlington, TX, USA

Featured Speaker

2023 NFT.NYC New York City, NY, USA, The Future of NFTs: Permissionless Blockchain, <https://www.nft.nyc/>
 2022 Stellar Meridian Rome, Italy, The Future/Next Wave of NFTs
<https://stellar.org/community/events/meridian-2022>

Publications

2022 "RMX Artist Profile: JL Maxcy", RMX Party, May 2022
<https://mirror.xyz/rmxparty.eth>
 2020 "Issue 18: Time", Femszine, December 2020
<https://femszine.com>
 2020 "Issue 1", Artist Responding To, August 2020
<https://www.artistsrespondingto.co.uk/>
 2020 "Issue 5. Body as Landscape", Haus-a-rest, September 2020
<https://haus-a-rest.squarespace.com/>
 2020 "C19 Edition", Dwell Time, August 2020, <https://dwelltimepress.wordpress.com/>
 2020 "Volume 01. Little Victories", Flea Circus Magazine, July 2020, <https://www.flea-circus.org/>
 2020 "1," Arthole Magazine, June 2020
<https://ahole.co.uk/index.html>
 2019 "Issue Eight," Murze Magazine, October 2019, <https://www.murze.org/magazine>
 2014 "An Interview with JL Maxcy," Peripheral ARteries, January 2014, <http://peripheralarteries.yolasite.com>

