DENISE CHENG

408.827.8757 // dear@hiDenise.com // hiDenise.com

EDUCATION

M.Sc., Comparative Media Studies - Massachusetts Institute of Technology, 2014
B. Phil., Cultural Journalism / Minor, Political Science - Miami University of Ohio, 2007
Fellow, Entrepreneurial Journalism - CUNY School of Journalism, 2012

SELECT METHODS

Usability research (cognitive walkthroughs, cardsorting, etc.) • Rapid prototyping • Workshops • 1:1 & group interviews (IRL & remote) • Qualitative surveying and coding • Diary studies • Digital ethnography • Research artifacts (empathy and journey maps, etc.) • Evaluative research (heuristic analysis, system usability scale) • Secondary research methods • Study recruitment

EXPERIENCE

Reddit | Senior User Researcher (July 2018-present | San Francisco, CA)

I actively expand our influence by establishing resources (i.e., research directory, self-serve tools) and processes (i.e., data handling, report and script standardization), socializing our research (i.e., regular all-hands presence), and fostering partnerships with other research disciplines. Via increased visibility and collaborations, our work is now leveraged beyond the Product Org by the entire company

  » Initiating and managing a XFN project to improve the diversity of our survey/screener responses that resulted in a doubling of the response rate
  » Designing and facilitating workshops with both end users and employees that result in co-designed research artifacts (i.e., journey maps, empathy maps, and generative ideation)
  » Facilitating research events that align and give voice to all XFN stakeholders as well as surface shared research objectives. Partnering with data scientists to generate mixed-methods approaches
  » Mentoring designers, engineers, PMs, and other researchers in research methodology and project management
  » Research areas (from discovery to evaluative): New community products, community proliferation, moderators, user safety, user growth, community customs and user norms

YouTube | Creator Insights Manager (Sept. 2017-June 2018 | San Bruno, CA)

I was the program manager and lead researcher for a high-priority diversity initiative that cut across Business, Product, and Marketing. Duties include qualitative research, program management, community management, and producing reports that affect YouTube's business, products, and public communications

  » Operationalizing and managing a research program to increase the presence of marginalized perspectives (LGBTQ+, Black, Hispanic/Latinx) in YouTube's creator research
  » Designing and facilitating full-day research workshops with creators that balanced their expectations of YouTube with YouTube's research needs
  » Research areas (from discovery to usability): Trust and transparency, impact of traits/affinities on creators' experiences (both in their general YouTube experience and of shipped/unshipped features)

hiDenise Research & Strategy Consultancy | Principal (2014-2018)

I consulted for social impact organizations in building program and product strategies, communications, and storytelling. I also specialized in best-practices research for the sharing economy. Work included:

  » Leading product strategy and development for the National Domestic Workers Alliance and directing design research for a design firm's anchor project
  » Advising foundations and local/national policymakers on the sharing economy and conducting formative research to steer multiple organizations' approach to segmentation and the sharing economy
  » Developing a communications strategy for the SEIU-UHW Education Fund by way of content audit, user interviews, behavioral profiles, and SEO analytics. Resulted in adoption of collaborative media tools, analytics best practices,

application of archetypes in public engagement, and a digital strategist role

San Francisco Mayor's Office of Civic Innovation | Senior Innovation Strategist - Workforce Innovation Portfolio
(2014-15 | San Francisco, CA)

As part of a design-thinking agency, I directed cross-sectoral teams comprising City agencies and private sector partners. I introduced City agencies to user-centered design, field work, and MVP methodologies. Work included:

» Engaging local nonprofits, companies, agencies, and digital divide experts via workshops, expert interviews, and needs assessments to determine the state of digital literacy in SF. Recommendations to senior officials resulted in a Digital Inclusion Officer position at the SF Public Library

» Acting as the product manager, conducting user research, and mapping the product roadmap for a digital platform to better match jobseekers and employers. It has since replaced the City's original platform for workforce clients

» Managing product strategy and usability research for a digital learning platform to connect jobseekers with low digital fluency to online income opportunities. Brokered a data partnership with a sharing economy company for the pilot

MIT Center for Civic Media @ Media Lab | Graduate Researcher (2012-14 | Cambridge, MA)

I supported lab initiatives while also contributing to the diversity of our portfolio. Our work focused on media as a transformative experience. My work included:

» Instructing a grad-level course on codesign methodology, in which product owners and end users are equal partners in designing products and services

» Contributing to an ethnographic research group that examines alternative economic infrastructures

» Coordinating participants across 5 tech-based projects as the first U.S. hackathon response to Hurricane Sandy

» Designing and producing storytelling materials for our lab's signature projects

» Facilitating a civic art intervention that engaged residents to reach out to owners of a decaying building in downtown Cambridge. The City has since seized the property to build affordable and transitional housing

The Rapidian | Grand Rapids, MI (Founding Member, Program Manager; 2009-11)

I was the public interface/spokesperson for a citizen journalism startup still in publication. I operationalized the outlet by recruiting and training volunteer reporters; establishing/iterating on the editorial framework and mentorship program, owning usability research; and brokering creative partnerships with local institutions

Other roles

» **Journalism Accelerator** | Research + Publisher Engagement Editor (2011-12)
» **Portland Community Media** | New Media Strategist + Digital Media Instructor (2008-09 | Portland, OR)
» **Peace Corps** | Small Business Advisor (2007-08 | Lesotho)

██ SELECTED MEDIA

Coverage of Workforce Innovation research
» The Nation (July 2016)
» KALW Public Radio (Feb. 2016)
» FastCompany (multiple, 2015)
» Forbes (Jan. 2015)
» PBS News Hour Online (Oct. 2014)
» The Boston Globe (June 2014)
» Next City (May 2014)
» NPR's All Tech Considered (multiple, 2013/14)

Publishing about research
» LexisNexis (2017)
» Harvard Business Review (Dec. 2013)
» The New York Times (Oct. 2012)

██ PUBLIC SPEAKING

Workforce Innovation research
» U.S. Department of Labor (March 2015)
» SXSW Interactive (March 2015)
» The New School (Nov. 2014)
» Social Capital Markets Annual Conference (Sept. 2014)
» Personal Democracy Forum (June 2014)
» Cirano: Networks in Trade and Finance (Oct. 2013)

Journalism
» NPR's Weekend in Washington (Nov. 2013)
» MIT-Knight Civic Media Conference (June 2013)
» Knight Community Information Challenge Boot Camp (2011)
» Online News Association Conference (Sept. 2011)
» Allied Media Conference (June 2011)