



PROFESSIONAL SUMMARY

I specialize in program strategy, research, and prototyping and implementation. My domain expertises include participatory media, civic engagement, and the future of work. I am flexible with limited resources, comfortable in ambiguous environments, and I have grown initiatives that flourish to this day. I am passionate about building platforms that empower people to be advocates for themselves.

EDUCATION & AFFILIATIONS

- S.M. - Comparative Media Studies - Massachusetts Institute of Technology c/o 2014
- B. Phil. - Cultural Journalism - Miami University of Ohio c/o 2007
- Fellow - Entrepreneurial Journalism - CUNY School of Journalism c/o 2012
- Research affiliate - MacroConnections at MIT Media Lab, 2013-2014
- Research affiliate - MIT Center for Civic Media at MIT Media Lab (2014-present)

WORK & RESEARCH

hiDenise Research & Strategy Consultancy (principal; 2014-present)

I consult for civic and social impact organizations on research, strategy, and communications

- Clients include **Microsoft Research, The Open Society Foundations, The Roosevelt Institute, Gig Union, The Civicist** (sister organization to the **Personal Democracy Forum**), and others. I have led product strategy and development for the **National Domestic Workers Alliance** and directed design research for **Exygy** (digital products design firm)
- I advise foundations as well as local and national policymakers on the sharing economy and have conducted formative research that influenced multiple organizations' approach to segmentation and the sharing economy
- Communications clients include the **SEIU-UHW Education Fund, SF Mayor's Office** and **Simply Secure (UX/security for open source tech)**

SF Mayor's Office of Civic Innovation (mayoral innovation fellow; 2014-15)

As part of an **internal design consultancy**, I coordinated cross-functional teams comprising various City agencies and private sector partners. I introduced City agencies to methodologies such as **user-centered design** and **minimum viable products**—practices that are uncommon within government. My work included:

- working with a **broad range of stakeholders** to assess the state of digital literacy in San Francisco. The research was presented to the mayor and resulted in a Digital Inclusion Officer position housed at the San Francisco Public Library
- acting as the **product manager**, conducting **user research**, and **mapping the product lifecycle** for a digital platform to better match jobseekers and employers. It has since replaced the City's original platform for workforce clients
- surfacing opportunities and challenges for independent workers. I developed a set of **policy** and **programming proposals** and educated stakeholders on the implications of the sharing economy
- project management for a set of tutorials to help jobseekers with low digital literacy connect to online income opportunities. Brokered a **data partnership** with a sharing economy company as part of the pilot

MIT Center for Civic Media (graduate researcher; 2012-14)

As a graduate researcher at one of the **MIT Media Labs**, 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 graduate course on **codesign methodology**, in which experts and intended users are equal partners in designing social impact products and services
- coordinating 30 participants across five projects as the first U.S. hackathon response to Hurricane Sandy
- designing and producing **storytelling materials** for our lab's signature projects
- contributing to an **ethnographic research group** examining alternative economic infrastructures
- facilitating a **civic art intervention** that engaged residents to reach out to the owners of a decaying building in downtown Cambridge. The City has since seized the property to build affordable housing

MIT Comparative Media Studies (master's candidate; 2012-2014)

Qualitative research: Blueprints for a worker-support infrastructure in the peer economy

CMS is a **social science** program with an emphasis on **public impact**. My graduate research scrutinized the emerging "sharing" economy. I drew on ethnographic research, historical analysis, economic research, sociology, rhetorical analysis, and legal analysis. I analyzed workers' needs, examined the distributed network of actors, and made stakeholder-specific recommendations for labor protections



Journalism Accelerator (research and outreach editor; 2011-12)

As the JA's **public interface**, I grew a **community of practice** for independent publishers. I coordinated forums ranging from local election coverage to developing revenue channels. I also positioned the JA as the **clearinghouse** for newfangled media tools and apps

The Rapidian (founding member, program manager; 2009-11)

I was the **public interface** and **spokesperson** for The Rapidian, a **citizen journalism startup** that is still in publication. My role was to **operationalize** all aspects: brokering creative partnerships with community and media groups, managing communications, producing events, shaping the editorial framework and mentorship program, training reporters, building out satellite locations, and devising experiments in financial sustainability

Portland Community Media (new media strategist; 2008-09)

As PCM's first digital media hire, I designed programs and workshops that helped PCM expand into the online space. I also developed PCM's social media presence and digital marketing collateral. Regular duties included design work, workshop facilitation, and course instruction

Peace Corps in Lesotho (small business advisor; 2007-08)

- Worked with organizations to map terrain and explore water irrigation in rural Hlotse Valley
- Advised on a local agricultural training center for youth and creative income-generating opportunities for villagers
- Laid groundwork for a community garden to train and support HIV/AIDS orphans and widows

SELECTED TALKS

Workforce innovation

- U.S. Department of Labor (March 2015)
- SXSW Interactive (March 2015)
- The New School (Nov. 2014)
- Social Capital Markets Annual Conference (Sept. 2014)
- The New Museum's Rhizome Project (June 2014)
- Personal Democracy Forum (June 2014)
- 2014 SHARE (panel and closing plenary, May 2014)
- CIRANO workshop on networks in trade and finance (Oct. 2013)

Journalism

- NPR's Weekend in Washington (Nov. 2013)
- MIT-Knight Civic Media Conference (June 2013)
- Block-by-Block Community News Summit (Oct. 2011)
- Knight Community Information Challenge Boot Camp (fall 2011)
- Online News Association Conference (Sept. 2011)
- Allied Media Conference (June 2011)
- Reynolds Journalism Institute (May 2011)
- Alliance for Community Media (Oct. 2009)

SELECTED PRESS

The Nation (July 2016)
 KALW Local Public Radio (Feb. 2016)
 FastCompany (multiple, 2015)
 Forbes (Jan. 2015)
 PBS News Hour Online (Oct. 2014)
 New York Magazine (Sept. 2014)
 The Boston Globe (June 2014)
 Next City (May 2014)
 NPR's All Tech Considered (multiple, 2013/2014)
 Chicago Tribune (May 2011)

SELECTED PUBLISHING

LexisNexis (2017)
 A Lever and a Place to Stand: How Civic Tech can Move the World (contributor, June 2015)
 The Civicist (multiple, 2014)
 Harvard Business Review (Dec. 2013)
 Shareable (Sept./Oct. 2013)
 The New York Times (Oct. 2012)
 Knight Digital Media Center (online learning module, March 2012)
 Catalyst Radio (host/producer, 2009-2011)

SERVICE

Midtown Neighborhood Association and Fulton Street Farmers Market (board)
 Independent publishers advisory committee to the Patterson Foundation
 Grand Rapids Sunday Soup (community microgrants for the arts)
 Grand Rapids Drupal Group (facilitator)
 Grand Rapids Women in Tech (co-founder)
 Western College Alum Association (board)
 Digital Arts Service Corps (member)