

PROFESSIONAL SUMMARY

I specialize in qualitative research, prototyping and implementation, program strategy, and partnerships. My professional endeavors sit at the intersection of new technologies and social purpose, and I am passionate about building tools that empower people to be their own best advocate. I am flexible with limited resources, comfortable in ambiguous environments, and I have grown initiatives that flourish to this day.

EDUCATION

S.M., Comparative Media Studies (social science) - 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

EXPERIENCE

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

I am the **program manager** and **lead researcher** for a high-priority diversity initiative that **cuts across Business, Product, and Marketing**. My role is a **joint effort between the Marketing and UX teams**; duties include program management, event planning, qualitative research (including focus groups, semi-structured interviews, workshops, etc.), and producing reports that **affect YouTube's business, products, and public communications**

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

I consult for social impact organizations on qualitative research, program strategy, and communications. Projects include:

- » 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
- » In partnership with *The Civicist* (civic tech news publication) and through financial support from Microsoft Research, translating research into **actionable insights** for policymakers on the sharing economy
- » Developing a **communications strategy** for the SEIU-UHW Education Fund. Due to my recommendations, they adopted collaborative media tools and analytics best practices, incorporated personas into all public engagement work, and hired a digital strategist
- » Other communications clients include the SF Mayor's Office and a UX/security consultancy for open-source technologies

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

As part of an internal design consultancy, I directed **cross-functional teams** comprising City agencies and private sector partners. I introduced City agencies to methodologies such as user research, iterative design, and MVP. My work included:

- » Engaging local nonprofits, companies, City agencies, and digital divide experts to research and assess the state of digital literacy in SF. Recommendations to senior officials resulted in a Digital Inclusion Officer position housed 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
- » Surfacing opportunities and challenges for independent workers. Crafting a set of policy and programming proposals and educating stakeholders—including the mayor's staff and other agency directors—on the implications of the sharing economy
- » Managing the product process and **usability testing** for a set of tutorials to help jobseekers with low digital fluency connect to online income opportunities. Brokered a data partnership with a sharing economy company as part of pilot execution

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

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
- » Contributing to an **ethnographic research group** that examines 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
- » Coordinating 30 participants across five projects as the first U.S. hackathon response to Hurricane Sandy, which resulted in a *PBS Ideas Lab* reflection piece
- » Designing and producing **storytelling materials** for our lab's signature projects

The Raptidian | Founding Member + Program Manager (2009-11 | Grand Rapids, MI)

I was the **public interface** and **spokesperson** for The Raptidian, a **citizen journalism startup** that is still in publication. My responsibility was to **operationalize** the outlet—recruiting and training volunteer reporters; **conducting usability research**; brokering creative partnerships with local groups; and iterating on the editorial framework, mentorship program, and experiments in financial sustainability

Other roles

- » **Journalism Accelerator** | Research + Publisher Engagement Editor (2011-2012)
- » **Portland Community Media** | New Media Strategist + Media Instructor (Portland, OR | 2008-2009)
- » **Peace Corps** | Small Business Advisor (2007-2008 | Lesotho)

SKILLS

Qualitative research and human-centered design methods • Familiar with SQL and web analytics • Partnership and stakeholder management • Public speaking and presenting • Multimedia production (design and audiovisual) • Journalistic reporting • Editorial content management

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 (fall 2011)
- » Online News Association Conference (Sept. 2011)
- » Allied Media Conference (June 2011)
- » Reynolds Journalism Institute (May 2011)

SELECTED MEDIA

Selected press

- » The Nation (July 2016)
- » KALW Local 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, 2013/2014)

Selected publishing

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

SERVICE

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