



## PROFESSIONAL SUMMARY

I specialize in program strategy, prototyping and implementation, qualitative research methods, and partnerships. My professional endeavors sit at the intersection of new technologies and social purpose, and I am passionate about developing solutions that empower people to achieve more. 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

### hiDenise Research & Strategy Consultancy | San Francisco, CA (Principal; 2014-present)

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

- » Leading **product strategy and development** for the National Domestic Workers Alliance and **directing design research** for a digital products design firm
- » **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, developing **actionable insights** for policymakers on the sharing economy (in progress)
- » Crafting a **communications strategy** for the SEIU-UHW Education Fund. Based on my recommendations, they adopted collaborative social media tools and analytics best practices, incorporated personas into public engagement work, hired a digital strategist, and more
- » Other clients include the Roosevelt Institute, Open Society Foundations, the SF Mayor's Office, and a UX/security consultancy for open-source technologies

### SF Mayor's Office of Civic Innovation | San Francisco, CA (Senior Innovation Strategist-Workforce innovation portfolio; 2014-16)

As part of an internal **design-thinking consultancy**, I directed **cross-functional teams** that bridged City agencies and private/nonprofit sector partners. I introduced City agencies to methodologies like user research, agile project management, and MVP. My work included:

- » Surveying local nonprofits, companies, City agencies, and digital divide experts to assess the state of digital literacy in SF. Recommendations to senior decisionmakers 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 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. Crafting a **set of policy/programming proposals** and educating stakeholders—including the mayor's staff and other agency directors—on the implications of the sharing economy
- » Managing a training initiative to help jobseekers with low digital fluency connect to online income opportunities. Brokered and managed a **data partnership** with a sharing economy company as part of pilot execution

### MIT Center for Civic Media | Cambridge, MA (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
- » Conducting field work and contributing to an **ethnographic research** group that examines alternative economic infrastructures. This included **thought leadership** through advisory roles, media interviews, speaking engagements, and publishing
- » 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 and dispersing learnings in a reflection piece for *PBS Ideas Lab*
- » Designing and producing **storytelling assets** for our lab's signature projects and for the public interfaces of teammates' experiments



## Journalism Accelerator | Research + Publisher Engagement Editor, 2011-2012

As the JA's public interface, I grew a **national network** of 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 | Grand Rapids, MI (Founding Member, Program Manager; 2009-11)

I was the **public interface** and **spokesperson** for a pioneering citizen journalism startup still in publication. I **operationalized** it by pursuing high-value partnerships with community and media organizations; leading communications and campaigns; producing events; designing the editorial framework and mentorship program; training reporters; managing partnerships to build out satellite locations; evaluating impact; and devising experiments in financial sustainability

## Other roles

- » **Portland Community Media** | New Media Strategist, 2008-2009
- » **Peace Corps - Lesotho** | Small Business Advisor, 2007-2008

## 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

- » 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 (June 2014)
- » Personal Democracy Forum (June 2014)

### 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 arts)
- » Grand Rapids Drupal Group (facilitator)
- » Grand Rapids Women in Tech (co-founder)
- » Western College Alum Association (board)
- » Digital Arts Service Corps (member)