

M STRICKLAND // Social Impact Designer

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HUMAN CENTERED DESIGN (HCD) PROJECTS

HIPS // Washington, DC, 2018 - Present

- Co-facilitated a team of sex workers through the HCD process—including problem framing, research, synthesis, ideation, prototyping, & implementation—to redesign the overnight outreach program for HIPS, a direct service harm reduction organization
- Fundraised for, recruited, & trained a co-facilitator who is part of DC's community of street-based sex workers

American Heart Association // Baltimore, 2019

- Led stroke survivors through the HCD process to design a recovery toolkit for stroke patients
- Offered accessible facilitation, ensuring that stroke survivors with aphasia were able to participate in the design process

Johns Hopkins Center for Health Equity // Baltimore, 2018 - 2019

- Coached the senior management team in integrating HCD into their academic research
- Facilitated a Community Advisory Board meeting in Baltimore to identify community-based public health communications strategies
- Led a 3-day HCD workshop in Uganda for community members and academic researchers

Johns Hopkins School of Nursing CAPABLE Program // Baltimore, 2018

- Practiced the HCD process from problem framing to implementation planning with a client-centered home healthcare program for seniors called Community Aging in Place (CAPABLE)
- Drawing from the Movement for Black Lives as analogous inspiration, designed pathways for scaling CAPABLE that strengthen impact and patient-centered values
- Prototyped a movement-based website and movement-based iconography

Baltimore City Innovation Team // Baltimore, 2018

- Provided short-term HCD consulting for a project to reduce vacancies in low- to middle-market neighborhoods
- Conducted user interviews with neighborhood residents
- Prototyped a neighborhood-level democratic decision making process

Greater Baltimore Medical Center // Baltimore, 2018

- Provided short-term HCD consulting for a project to reduce errors during patient transfers
- Conducted user interviews with hospital staff in multiple departments
- Prototyped a consent-based approach to communication across departments

Buen Vivir Fund // Washington, DC, 2017 - 2018

- Co-designed, implemented, & iterated a global, multi-lingual, & grassroots-led impact investment fund

Ashoka // Washington, DC, 2015 - 2017

- Prototyped the results of qualitative studies with sector leaders, activists, and end users

Inyenyeri // Gisenyi, Rwanda, 2012 - 2014

- Facilitated design sessions among customer service staff so they could improve the health impact on customers. For many customer service representatives, it was their first time to be invited into the management office

Sustainable Health Enterprises // Kigali, Rwanda, 2011

- Visited banana farmer cooperatives in rural Rwanda to research regional & global banana fiber value chain practices
- Recommended ways of adapting the business plan for viability within the local context

EDUCATION

MA in Social Design

Maryland Institute College of Art (MICA)
Baltimore, Maryland, 2019
Graduate Merit Scholarship Award

BA in Public Policy

Minor in Social Entrepreneurship
University of North Carolina at Chapel Hill
Chapel Hill, North Carolina, 2011
Graduated with Honors

SKILLS

Human Centered Design (HCD)

- Facilitating groups & coaching organizational leaders through the entire HCD process
- Problem framing with an equity lens
- Conducting user, ethnographic, observational, & analogous research, including activity-based interviewing
- Synthesizing data, including creating user personas, journey maps, and stakeholder maps
- Low- to mid-fidelity prototyping & soliciting community feedback
- Implementation planning

Social Impact

- Offering accessible facilitation across a wide variety of identities and perspectives
- Equipping non-designers to step into the position of designer
- Race, class, ability, gender, colonialism, & structural power analysis
- Systems thinking & impact strategy
- Caring for the relationships, wellbeing, & spirit of a collaborative team
- Building power sharing approaches to systemic change by cultivating impactful partnerships

Research

- Qualitative interviewing, including preparing interview guides
- Experimental & survey design, including sample size calculation
- Data synthesis
- Grounded theory qualitative coding using ATLAS.ti software
- IRB approval process

MY APPROACH

I am a social impact designer with 10 years of professional experience. I apply an equity lens to the human centered design process to support groups that wish to create community-led approaches to addressing root problems. I am the founder of Curb Cut Design Studio, where I provide accessible design facilitation services to social service providers in the DMV. I use methodologies that value the expertise of lived experience, including human centered design, qualitative research, and story telling.

QUALITATIVE RESEARCH EXPERIENCE

Qualitative Research Consultant

Global, 2012 - Present

- Write and research for [The Recollective Way](#), a book about collaborative practices for systemic impact (2017 - Present)
- Designed a survey for [Bash-o-Bash](#), a children's book featuring representation of queer youth in the rural South (2018)
- Designed a survey for the **Movement for Black Lives DC** Campaign to Decriminalize Blackness (2018)
- Recommended [Liberating Structures](#) facilitation for a World Bank senior management retreat as a consultant at [Giving Works](#) (2015)
- Mapped community assets in rural Rwanda for a Food & Agriculture Organization (FAO) study managed by [Laterite](#) to evaluate the impact of a public works program on women (2014)
- Researched RFP projects for [Winrock International](#), spanning agriculture value chains, a cold chain Public Private Partnership in Bangladesh, and multi-use water systems in Rwanda (2012)

Ashoka, Knowledge Manager

Washington, DC, 2015 - 2017

- Synthesized the insights of Ashoka's global network of social innovators to equip foundations, philanthropies, corporations, and institutes of higher education to drive systemic social impact
- Managed global, interdisciplinary teams of 30+ experts
- Introduced improved research rigor, including cultivating team-wide adoption of ATLAS.ti for qualitative analysis and strengthening prototyping methodologies with community activists
- Served as lead author, researcher, and project manager on four qualitative research projects on the topics of [wellbeing](#), [patient-centered healthcare](#), innovative lawyering, and impactful [pro bono partnerships](#)

Inyenyeri, Monitoring & Evaluation Manager

Gisenyi, Rwanda, 2012 - 2014

- Designed organization-wide monitoring & evaluation strategy
- Prototyped a Customer Relationship Management database
- Convened a [team of researchers](#) to conduct a Randomized Control Trial with \$3+ million from the National Institutes of Health
- Led a 100 household study of fuel savings
- Recruited, hired, trained, and managed a team of 6 enumerators
- Implemented customer surveys to track health impacts

Public Policy Honors Thesis, University of North Carolina

Rwanda, 2010 - 2011

- Conducted a comparative case study analysis of how different business strategies in the coffee and honey sectors of Rwanda impact farmers and factory workers

COMMUNITY LEADERSHIP

HIPS, Overnight Outreach Volunteer

Washington, DC, 2015 - 2019

- Provided microcounseling, social service referrals, harm reduction coaching, and safer sex and injection supplies to drug users and sex workers on overnight outreach shifts

Burden of Proof Movement, Founder

Kigali, Rwanda, 2013 - 2015

- Founded an international platform for story sharing about gender-based violence

Community Empowerment Fund, Co-founder

Chapel Hill, NC, 2008 - 2010

- Co-founded an organization that provides financial services to people experiencing homelessness through relationship-based mentoring and matched savings

FELLOWSHIPS & AWARDS

- [DC Commission on the Arts and Humanities Fellowship Program](#) grant recipient (2020)
- [Woodhull Conference](#) Presenter (2020)
- [UP/Start](#) Finalist (2020)
- [202 Creates Residency](#) (2020)
- [Graduate Research Development Grant](#) (2019)
- [Community Engagement Grant](#) (2019)
- [Awesome Fund DC Grant](#) (2019)
- Fellow, Johns Hopkins Center for Health Equity (2018)
- [StartingBloc](#) Fellow (2017)
- [Global Health Corps](#) Fellow (2011)

TRAININGS

- Equity-Centered Community Design from [Creative Reaction Lab](#) (2019)
- Power & Privilege in Design from [Greater Good Studio](#) (2019)
- Human Centered Design Bootcamp from [Design Impact](#) (2018)
- [Better World By Design](#) Conference (2018)
- [Thousand Currents Academy](#) (2018)
- [Qualitative Research Summer Intensive](#) from the Odum Institute (2017)
- [Detroit Summer](#) with the Boggs Institute (2012)
- Global Health Corps international public health (2011)