

**M STRICKLAND** // Social Impact Designer & Qualitative Researcher  
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## HUMAN CENTERED DESIGN (HCD) PROJECTS

### **Savvy Cooperative** // Washington, DC, 2021

- Conducted patient-centered design research in partnership with healthcare providers, covering topics such as social determinants of health, HFpEF, rare diseases, & DEI

### **Wondros & National Institutes of Health** // Washington, DC, 2021

- Facilitated an accessible design process to understand the perceptions of biomedical research among chronically ill, disabled, LGBTQIA2S+, & neurodivergent people

### **HIPS & SWIRL** // Washington, DC, 2018-2020

- Facilitated a team of sex workers through the HCD process to redesign the overnight outreach program for HIPS, a direct service harm reduction organization
- Fundraised for, recruited, & collaborated with 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 to ensure that stroke survivors with aphasia could participate

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

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

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

- Practiced the HCD process with a client-centered home healthcare program for seniors called Community Aging in Place (CAPABLE)
- Conducted phone-based interactive interviews (e.g., photo journaling) with health workers
- Prototyped a movement-based website & iconography to promote impact at scale

### **Baltimore City Innovation Team** // Baltimore, 2018

- Provided short-term HCD consulting for a project to reduce neighborhood vacancies
- Conducted ethnographic 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 a global, multi-lingual, & grassroots-led impact investment fund

### **Inyenyeri** // Gisenyi, Rwanda, 2012-2014

- Facilitated design sessions among customer service staff to improve health impacts. For many, it was their first time to be invited into a management position.

### **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 marginalized groups & organizational leaders through the HCD process
- Adapting the HCD process to be more equitable, accessible, & trauma-informed
- Conducting user, ethnographic, observational, & analogous research, including activity-based (e.g., card sorting) & remote methods
- Creating user personas, journey maps, & stakeholder maps
- Community-based low-fidelity prototyping
- Strategic implementation planning

### **Social Impact**

- Offering accessible & trauma-informed design facilitation for people with intersecting identities
- Equipping non-designers to step into the role of designer
- Analyzing structural & interpersonal power dynamics based on race, class, ability, gender, colonizer/settler, neurodivergence, etc.
- Impact measurement
- Caring for the relationships, wellbeing, & spirit of a collaborative team
- Building power sharing approaches to systemic change

### **Research**

- Qualitative interviewing, including preparing interview guides
- Experimental & survey design, including sample size calculation
- Qualitative data analysis & synthesis
- Qualitative coding using ATLAS.ti, Mural, Miro, Dovetail, & analog methods
- IRB approval process

## MY APPROACH

I am a trauma-informed human centered designer & qualitative researcher with over 13 years of experience. I call my practice Curb Cut Design Studio to honor the principles of universal design & disability justice that guide me. Equity & accessibility are the center of my practice. I am a proud signatory & practitioner of the [Design Justice Principles](#).

## QUALITATIVE RESEARCH EXPERIENCE

### Qualitative Research Consultant

Global, 2012-Present

- Writing, editing, research, & analysis for [Beloved Economies](#), a book about collaborative practices for systemic impact (2017 - Present)
- Edited a [PhD dissertation](#) about the role the Christian Church can play in the movement for prison abolition (2021)
- 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)
- Prepared RFPs for [Winrock International](#), including a cold chain Public Private Partnership in Bangladesh & 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
- Improved rigor by leading team-wide adoption of ATLAS.ti for qualitative analysis and strengthening prototyping methods with community activists
- Served as lead author, researcher, & 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 over \$3 million from the National Institutes of Health
- Led a 100-household study of fuel savings
- Recruited, hired, trained, & 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 & honey sectors of Rwanda impact farmers & factory workers

## COMMUNITY LEADERSHIP

### Design Justice Network, Co-Facilitator

Washington, DC, 2020-Present

- Co-organizer of the Principles at Work working group & the DMV area local node of the Design Justice Network

### HIPS, Overnight Outreach Volunteer

Washington, DC, 2015-2019

- Provided microcounseling, social service referrals, harm reduction coaching, & safer sex and injection supplies to drug users & 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 & matched savings

## FELLOWSHIPS & AWARDS

- [Allied Media Conference](#) Presenter (2022)
- [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)
- Johns Hopkins Center for Health Equity Fellow (2018)
- [StartingBloc](#) Fellow (2017)
- [Global Health Corps](#) Fellow (2011)

## TRAININGS RECEIVED

- [Trauma-Informed Design](#), Rachael Dietkus & Sarah Fathallah (2020)
- Equity by Design Immersive, [Creative Reaction Lab](#) (2019)
- Power & Privilege in Design, [Greater Good Studio](#) (2019)
- Human Centered Design Bootcamp, [Design Impact](#) (2018)
- [Better World By Design](#) conference (2018)
- [Thousand Currents Academy](#) (2018)
- [Qualitative Research Summer Intensive](#), Odum Institute (2017)
- [Detroit Summer](#), Boggs Institute (2012)
- [Global Health Corps](#) international public health (2011)