Cyd Harrell

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Versatile, pragmatic leader with expertise in user experience, product, qualitative analysis, and people management. Excited to develop and coach high capacity teams, or get my hands dirty as a senior practitioner solving tough problems. My favorite tools are empathy and duct tape.

Experience

Judicial Council of California (via Ascent & SMCI), San Francisco, June 2018-present

Service Design Lead, 6/2018-present
- Conducted statewide multi-method research on the end-to-end experience of self-represented court users & the court staff who assist them. (Report forthcoming.)
- Proposed, specified, & implemented the Find My Court 2.0 prototype, which the internal team chose to move into full Production. Worked with all 58 trial courts to assemble the first statewide database of courthouse locations, specialties & hours.
- Advised the JC on high-stakes procurements to source modern tech & design vendors for a full redesign.
- Coached multiple departments on user research & design practice.

National Conference on Citizenship, distributed, 2020

Safety Net Research Team Member, 5/2020-7/2020
- Collaboratively defined strategy for an emergency research sprint to understand the experience of accessing unemployment benefits during the COVID pandemic.
- Conducted story-based research sessions with diverse participants around the US.
- Led one of our three streams of synthesis and presented to leadership of multiple NGOs.

18F (General Services Administration), San Francisco, 2016-2018

Chief of Staff, 7/2016-5/2018
- Established & defined the role of Chief of Staff at 18F as the first person to hold the position.
- Reconfigured communication flows in a matrixed organization to enable greater collaboration.
- Supported our staff of 140 in continuing to deliver to clients through multiple leadership changes.
- Mentored managers & leaders at all levels & executive-sponsored 18F's critical practice groups for core disciplines.

Innovation Specialist, Strategy Chapter, 5/2016-7/2017
- Worked with clients at CFPB, FirstNet, OPP, DOL, and FAS, as well as internal colleagues, to establish clear goals, identify roadmaps and success criteria, and apply modern technology practices.
- Co-developed a new 18F engagement type with the Director of Strategy and colleagues in the Custom Partner Solutions business unit.
- Served as a peer lead in Strategy Chapter.

Code for America, San Francisco, 2013-2015

Product Director, 8/2014 – 12/2015
- Established strategy to turn early-stage software generated by CfA's programs into nationally available products for local governments.
- Co-led CfA's Digital Front Door initiative to make municipal websites more useful, accessible, and responsive for both citizens and public servants.
- Established & managed internal design & business development functions.

UX Evangelist, 1/2013 – 8/2014
Turned design and the needs of users from a side interest into a central thread of work at the primary organization working on local government transformation in the US.
- Advised and trained CfA fellows, staff, volunteers, and government partners.
- Inspired government & community UX efforts like the SimpliCity product in Asheville NC and the CUTGroup user research program in Chicago.
- Researched & redeveloped CfA's engagement model across all of its participant groups.

Center for Civic Design, 2012

Lead Researcher, *Field Guides Volume 7*, 6/2012-12/2012
Led extensive assessment of US county election websites in the run-up to the 2012 presidential election. Work included structured information architecture evaluations, voter interviews, analysis, and development of recommendations. http://civicdesign.org/fieldguides/designing-election-department-websites/

Bolt | Peters User Experience, San Francisco, 2006-2012

VP & Director, UX Research, 7/2006 – 6/2012
Defined, scoped, and managed more than 200 high-impact user experience and research projects for clients such as Wikipedia, Sony, and Washington Post (see full list at http://boltpeters.com/clients).
- Influenced all levels of management at small and large organizations.
- Mentored researchers from intern to senior levels.
- Constantly innovated methods while maintaining a practice of strong analysis, empathy, and persuasion.
- Contributed to a major shift in the firm's reputation from one based on methods and cost to one based on agility and expertise.

Charles Schwab, San Francisco, 1997-2006

Director, Rep Desktop Experience, 10/2002 – 3/2006
Led concept development for a 4-year project to integrate over 50 legacy applications into a single UI. Created and managed research strategy for the 4,000+ customer-facing reps and drove their needs into the development process. Worked with Project Management, Design, Engineering, and End Users to ensure final application met key requirements of the vision. Ran RFP selection process for Interaction Design and Usability vendors.

Manager/Director, Schwab.com Design Standards, 11/2000 – 10/2002
Drove creation and implementation of site-wide standards for Schwab.com, contributing to a rise from 19th to first in the Gomez financial website rankings. Developed user experience governance procedures and successfully integrated them with existing development processes. Led team of design analysts who assisted development teams in improving user experience.

QA Lead/Engineer, Schwab.com, 11/1997-11/2000
Led group of up to 5 QA engineers who ensured that one of the busiest sites on the Internet remained free of major bugs during a time of extremely rapid development. Co-developed standards for Schwab.com that increased the predictability of biweekly releases and dramatically reduced the frequency of release back-outs.

- Received Schwab's highest employee award for contributions to Schwab.com's stability and quality.

Morgan Kaufmann Publishers, San Francisco,1994-97

Marketing Associate/Manager
- Developed all content, navigation structure, and future strategy for MKP.com launched in April 1997.
- Managed trade show marketing, with responsibility for 12 major and 40-50 minor shows per year.
- Prepared tactical multi-channel marketing plans for new titles.

Aldus Corporation, Seattle, 1992-94

Customer Services Representative
- Created "Friday Express" customer-satisfaction survey, an on-the-fly client response program.
- Chosen to represent Customer Service department on launch teams for Prepress Division products.

Talks & Publications (Highlights)

- **WebDirections Culture 2018 (Sydney):** Getting to Resilience (featured talk)
- **UI23, 2018:** Getting to Senior in UX (featured talk) & Low-Cost Guerrilla Research (full-day workshop)
- **User Research London 2018:** Making Research Count in Organizations (half-day workshop)
- **Noteworthy - the Journal Blog, June 2018:** About Attention Theft
- **Code for America Summit 2018:** Ethics, Conscience, Technology, and Public Service (panel moderator)
- **UX Lisbon 2018:** UX in Service (featured talk)
- **Designing for Digital 2017:** Designing (for) 21st Century Institutions (keynote address)
- **UI21, 2016:** Metaphor in UX Research & Analysis: The Force Is Strong (featured talk)
- **Leap Dialogues: Career Pathways in Design for Social Innovation,** Chapter: MEASURING PROGRESS: Designers in Government (with Dana Chisnell) (2016)
- **Little Hoover Commission, 2015:** contributed testimony to *A Customer-Centric Upgrade for California Government*
- **UX London, 2015:** Rich UX Research for Everyone (half day workshop)
- **UX Immersion 2013 & 2014:** Conducting Mobile User Research (full day workshop)
- **TedX Cities 2.0, October 2013:** Hacking Civic Engagement Through Design
- **Beyond Transparency: Open Data and the Future of Civic Innovation Chapter 12:** The Beginning of a Beautiful Friendship: Data and Design in Innovative Citizen Experiences (2013)
- **UX Magazine April 2013:** Metaphorical Analysis : The powerful research technique you're not using (with Jodi Leo)

Community

- **Institute for Applied Tinkering**, Board of Directors 2012-2019
- **Ethnio**, Board of Advisors 2012-present
- **Moms Rising,** Technical Advisory Board 2006-2007
- **San Francisco Women on the Web,** Co-founder & Steering Crew, 1998-2000

Education

Yale College, New Haven, CT

Bachelor of Arts cum laude, 1992
Award for distinction in the Linguistics Major.