

CYD HARRELL

San Francisco, CA

Versatile, pragmatic civic tech leader with expertise in user experience, product, qualitative analysis, & people management. Excited to develop & coach high capacity teams, or get my hands dirty as a senior practitioner solving tough problems. I excel at both showing what's possible & doing what's necessary.

EXPERIENCE

City & County of San Francisco, 2022-present

Chief Digital Services Officer, May 2022-present

- Led a 48-person team of designers, engineers, product managers, data professionals, & delivery specialists in improving citywide online services for San Franciscans.
- Re-staffed from pandemic-diminished 28 to 48 in 18 months with government hiring process
- Exec sponsored full redesign & replatform of central city website
- Championed move to dot-gov
- Served on generative AI committee (& COIT budget & performance as active member)

Judicial Council of California (contract), San Francisco, 2018-2022

Service Design Lead, June 2018-April 2022

- Led UX research, IA, & design for [new digital services](#) for Californians going to court without lawyers.
- Worked with stakeholders across county superior courts, CA Supreme Court, NGO partners, statewide programs, & executives to center the experience of court users & frontline legal assistants.
- Proposed, specified, & implemented Find My Court 2.0. Worked with all 58 superior courts to assemble & structure the first statewide dataset of courthouse locations, specialties, & detailed hours. (National pilot kicking off with Pew in 2022.)
- Advised the JC on high-stakes procurements to source modern tech & design vendors for a full redesign.
- Coached multiple departments on user research, design, & product management practices.

Other project work, 2020-2021

CA Department of Technology Vision 2023 Strategy Advisor, 9/2020-2/2021

- Led interview research with technical leadership from agencies across the state government.
- Planned & analyzed survey research for communities of state employees, vendors, & agency CIOs.
- Synthesized findings as basis for core strategy directives & [published insight report](#).

National Conference on Citizenship Safety Net Research Team Member, 5/2020-7/2020

- Collaboratively defined strategy & methods 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 & presented to leadership of multiple NGOs.

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

Chief of Staff, 7/2017-5/2018

- Established & defined the role of Chief of Staff at 18F as the first person to hold the position.
- Executive-sponsored & solidified 18F's critical practice groups for core disciplines.
- Mentored managers & leaders at all levels from first-time management to director.
- Strengthened community of frontline managers to enable better collaboration & clearer conversations about performance in a matrixed consulting organization.
- Supported our staff of 140 in continuing to deliver to clients through multiple leadership changes.
- Ran performance review & training programs in collaboration with GSA HR.

Innovation Specialist, Strategy Chapter, 5/2016-7/2017

- Worked with clients at CFPB, FirstNet, OPP, DOL, & FAS, as well as internal colleagues, to establish clear goals, identify roadmaps & success criteria, & apply modern technology practices.
- Co-developed a new 18F engagement type with the Director of Strategy & 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, & responsive for both citizens & public servants.
- Established & managed internal design & business development functions.

UX Evangelist, 1/2013 – 8/2014

Turned design & the needs of users from a side interest into a central thread of work at the biggest NGO focused on local government civic tech in the US at the time.

- Advised & trained CfA fellows, staff, volunteers, & government partners.
- Inspired government & community UX efforts like the SimpliCity product in Asheville NC & 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, & 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, & managed more than 200 high-impact user experience & research projects for clients such as Wikipedia, Sony, & Washington Post.

- Influenced all levels of management at small & large organizations.
- Managed & developed UX researchers from intern to senior levels.
- Constantly innovated methods while maintaining a practice of strong analysis, empathy, & persuasion.
- Contributed to a major shift in the firm's reputation from one based on methods & cost to one based on agility & 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 & managed research strategy for the 4,000+ customer-facing reps & drove their needs into the development process. Worked with Project Management, Design, Engineering, & End Users to ensure final application met key requirements of the vision. Ran RFP selection process for Interaction Design & Usability vendors.

Manager/Director, Schwab.com Design Standards, 11/2000 – 10/2002

Drove creation & 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 & successfully

integrated them with existing development processes. Led team of design analysts improving user experience.

QA Lead/Engineer, Schwab.com, 11/1997-11/2000

Led group of QA engineers keeping Schwab.com free of major bugs during intense development. Co-developed standards for Schwab.com that increased the predictability of releases & dramatically reduced back-outs.

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

Morgan Kaufmann Publishers, San Francisco, 1994-97

Marketing Associate/Manager

- Developed all content, navigation structure, & future strategy for MKP.com launched in April 1997.
- Managed trade show marketing, with responsibility for 12 major & 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)

- **Service Design in Government 2021**, From Service to Infrastructure (opening keynote)
- **A Civic Technologist's Practice Guide** 2020, self-published book
- **An Event Apart 2020**: Rich Research at a Distance (featured talk)
- **CanUX 2019**: UX for Institutions (keynote address)
- **An Event Apart 2019**: Making Research Count (featured talk)
- **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, & 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)
- **Little Hoover Commission, 2015**: testimony in [A Customer-Centric Upgrade for California Government](#)
- **UX London, 2015**: Rich UX Research for Everyone (half day workshop)
- **TedX Cities 2.0, October 2013**: [Hacking Civic Engagement Through Design](#)
- **Beyond Transparency**: Open Data & the Future of Civic Innovation Chapter 12: [The Beginning of a Beautiful Friendship: Data & Design in Innovative Citizen Experiences](#) (2013)
- **UX Magazine April 2013**: [Metaphorical Analysis: The powerful research technique you're not using](#) (with Jodi Leo)

COMMUNITY

- Technologists for the Public Good, Board of Directors, July 2021-present
- Code for America Summit Content Committee, 2019 & 2021
- Institute for Applied Tinkering, Board of Directors 2012-2019
- Ethnio, Board of Advisors 2012-2022
- 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.