

ALYSON FRASER DIAZ

Designer, Researcher, and Facilitator passionate about social change

CONTACT

alyson.fraserdiaz@gmail.com

973-214-3874

alysonfraserdiaz.com

EDUCATION

School of Visual Arts

MFA Design for Social Innovation, 2021

(Design Research, Communications Design, Games for Impact, Mapping & Visualization, Facilitation)

University of Richmond

BA Leadership Studies

2014, Cum Laude

Minor: Women & Gender Studies
(Models of Leadership, Public Policy, Justice and Civil Society, Critical Thinking, Ethics, Anthropology, Sociology)

Pratt Institute

Graphic Design Certificate, 2018

SKILLS

Design Research, Social Media and Communications, Equity Based Design, Workshop Facilitation, Trauma Informed Approach, In Depth interviews, Lesson Planning, Adobe Creative Suite, Microsoft Office Suite

AWARDS

Women in Living and Learning Leadership Award- *University of Richmond* / 2014

Departmental Art Award
University of Richmond /2014

EXPERIENCE

Youth Voices Network- Day One, New York, NY

Advocate | 2016- Present

Designer & MFA Thesis Partner | 2020-Pesent

Collaborate with survivors, social workers, and allies to bring awareness to intimate partner violence and make healing more accessible to survivors

- Planned 4 advocacy events where survivors come to share their stories, try out art-based activism (e.g. spoken word poetry), get support from the community
- Co-designed and facilitated 5 trauma informed workshops supporting survivors (and supporters of survivors) to build skills in moving through trauma and building social-support networks
- Using Trauma Informed and Equity Based design, our team developed a new therapeutic modality called 'Side-by-Side' that engages survivors and their loved ones in simultaneous journaling activities. The method helps identify, articulate and address survivor needs, accelerating movement through trauma during the healing process.
- 100% of participants workshop reported increased ability to identify feelings and express needs for ongoing healing.
- Co-created online platform for loved ones to get professional advice and community support when supporting a loved one who has experienced sexual violence

Design Consultant, Newark, NJ

Freelance Visual Designer and Brand Strategist | 2016 - Present

Work closely with social impact organizations, non-profits and consultancies to craft brand strategies and visual communication assets

- Consultant for a range of organizations including larger organizations like IDEO and new impact organizations like Inclusion NextWork
- Manage client relationships, determine scope of work, and facilitate strategy meetings to create positive working relationships
- Create innovative designs to elevate and differentiate branding and design unique logos and identities

Design Justice Network, Remote (Global)

Strategy Consultant and Point Person | 2020

Crafted Strategic Plan for small steering committee to increase member engagement for dispersed membership organization

- Facilitated in depth interviews and surveys with central stakeholders to understand the member engagement challenges and opportunities
- Conducted landscape review and secondary research to understand comparable membership platforms, trends and offerings
- Crafted step by step strategic plan for the steering committee to get clarity on their intentions and move forward with an engaging membership platform.

RESIDENCIES

School of Visual Arts Type Lab Residency/ 2018

APPRENTICESHIPS

*Mural Assistant to Timothy Goodman
2020-Present*

Posse Foundation- Veternas Program, New York, NY

Workshop Designer and Facilitator | 2020

Designed and facilitated workshops for a small team within the Posse Foundation in order to improve workplace dynamics and decrease frustrations within training pairs.

- Conducted In-depth Interviews with staff members to understand challenges within the team dynamic and workplace
- Synthesized insights to create custom learning modules that address key challenges of miscommunications and unaddressed conflict
- Facilitated workshops for team members to openly communicate about needs in the workplace and set agreements for how conflict will be managed moving forward.
- 100% of participants stated that the workshop was beneficial and they would like more people in the organization to participate

Urban League of Essex County, Newark, NJ

Project Manager and Designer | 2017 - 2019

Managed projects, events and communications strategies for CEO and Director of Community Engagement

- Worked closely with Program Directors and community organizers to plan and run successful community and fundraising events
- Collaborated with outside contractors to create engaging communications strategy

Girls Inc. NYC, New York, NY

Special Programs Coordinator | 2016

Program Assistant | 2015

Collaborated with program team to improve curriculum, create efficient operational systems, and support facilitators

- Assisted in curriculum development and digitization to create engaging learning platform for high school girls
- Streamlined evaluation process and tracked results which resulted in more effective collection and accurate data
- Promoted from Program Assistant to Program Coordinator after 1 year

Great Oaks Charter School, Americorps

Americorps Tutor and Assistant to Director of Curriculum | 2014-2015

Completed a year of service, working with middle school students to bring them up to grade level and provide supportive learning experience

- Created lesson plans for small groups of students to improve math and english comprehension
- Introduced new robotics, music, and acting programs to the school to expose students to creative experiences

Ark Foundation, Accra, Ghana

Communications and Design Intern | 2012

Interned for a two months at a women's shelter and advocacy organization. Gained understanding of and participated in grassroots campaign to end violence against women and children and decreasing election year violence.

- Coordinated communications, managed social media and designed flyers at human rights and advocacy center for women and children.
- Community engagement to shift mindsets around intimate partner violence in local area