

ALYSON FRASER DIAZ

Equity Based Researcher passionate about social change

CONTACT

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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, Equity Based Design, Workshop Facilitation, Trauma Informed Approach, In Depth Interviews, Workshop Facilitation, Research Planning, Qualitative Research, Adobe Creative Suite, Microsoft Office Suite, Participatory Design

AWARDS

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

Departmental Art Award

University of Richmond /2014

EXPERIENCE

Bloom Works, Remote

Social Impact Designer: 2021-2022

Engage impacted communities in research to create better public serving systems and technology

- Lead in depth interviews with community members and stakeholders
- Synthesize research and translate findings into insights and designs that lead to tangible solutions
- Lead research share-outs for clients and stakeholders
- Conduct SME interviews and in-depth interviews with participatory design framework
- Facilitate workshops for government staff, community members, non-profit staff and companies to understand the root of the issue, and strategize the best way forward
- Create journey maps, personas, stakeholder maps, and other visuals to explain complex problems and synthesize research
- Advocate for participant/user needs throughout design process

Youth Voices Network- Day One, New York, NY

Researcher & Designer | 2020-2021

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

- 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 Justice Network, Remote (Global)

Consultant and Strategist | 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

Researcher 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

Design Consultant, Remote

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

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