

YASMIN FODIL

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PROFESSIONAL EXPERIENCE

SENIOR STRATEGIST, GOODCORPS (JUNE 2013 – JUNE 2015)

GOODcorps helps organizations develop social impact strategies at the intersection of audience engagement and organizational success. Clients included the NYC Department of Housing Preservation and Development, Girl Scouts of the USA, Carnegie Corporation of New York, the Ford Foundation, 100Kin10, and the Music Center.

- Led and mentored project teams to push the boundaries of creative changemaking using human centered design methodology
- Contributed to organizational strategy & development
- Drove negotiation, scoping, discovery, and strategy development processes for selected social sector clients (nonprofits, foundations and government agencies)
- Developed and refined ideation frameworks, project processes and strategy tools unique to developing engaging social impact campaigns

ADJUNCT PROFESSOR: DIGITAL INNOVATION LAB, NYU WAGNER (DEC 2012 – PRESENT)

Digital Innovation Lab is a course that helps Master's of Public Administration students solve poverty-related challenges using digital technology. It is one of the highest ranked courses at Wagner.

- Designed curriculum based on best practices in adult education, human-centered design and digital strategy
- Teach 25+ students per session

FOUNDER & PRINCIPAL DESIGNER, BYO CONSULTING (MAY 2010 – JUNE 2013)

BYO consulting is a strategy consultancy that uses design and technology to make the world a better place. Clients included the Massachusetts Broadband Institute, American Architectural Foundation, DC Public Education Fund, The Orton Family Foundation, Chicago Public Libraries, NASA, and NYU Wagner.

- Oversaw all operations including setting revenue targets, developing new business, maintaining client relationships, and managing teams of independent contractors and employees
- Designed core consulting products, including research methodology, strategy development frameworks, and robust workshop structures
- Led research and strategy design for clients around innovation strategy, experience design, service design and community engagement strategy

SERVICE DESIGN FELLOW, PUBLIC POLICY LAB (APRIL 2012 – AUG 2013)

Worked with the NYC Department of Housing Preservation and Development (HPD) and Parson's DESIS lab to explore opportunities for delivering more effective and satisfying affordable housing services for New Yorkers.

- Shaped and facilitated design research with NYC residents, HPD staff, developers and community-based organizations
- Developed, iterated and refined affordable housing service pilots based on people's real needs and lived experiences
- Helped to structure and manage project team

INFORMATION OFFICER, ARTS OFFICE, NYC DEPARTMENT OF EDUCATION (DEC 2005 – JULY 2008)

The Arts Office at the NYC Department of Education is responsible for the provision of arts education to 1.1 million public school students in NYC.

- Conducted extensive research and analysis to inform the design of a multi-year strategy to increase and improve arts learning for youth in NYC
- Supported the development of a data reporting and knowledge management system for generating arts education reports for 1400 schools

EXPERTISE

Organization: organizational strategy and management, business development, client management, team development, leadership, adult learning/professional development

Process: human-centered design, service & ux design, research & synthesis, digital innovation, social impact strategy

Content: affordable housing, K-12 education, workforce development, libraries, veterans, urban planning, civic engagement

SELECTED PUBLICATIONS

BYO projects - a collection of projects that make the world a better place through creative problem solving, community engagement, experience design and technology (Jan 2012 - present)

Public & Collaborative: Designing Services for Housing (2013)

Improving the Coworking Experience in NYC (2012)

How U.S. Federal Agencies Can Use Social Media to Enhance Civic Participation (2010)

SELECTED TALKS

NYC Social Innovation Festival (2015)

Big Ideas for Smart Cities (2014)

Harvard University Government + Technology Conference (2013)

Intl Urban Parks Conference (2012)

Government 2.0 Camp NE (2011)

EDUCATION

Masters in Public Policy (2010)
Harvard University, Kennedy School of Government

Bachelor of Arts in Government (2005)
Cornell University, College of Arts and Sciences