

# HILLARY L. P. EASON

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## who

Former educator and journalist turned international development practitioner who specializes in appropriate technology usage, innovation, and human-centered design strategy, particularly in low-resource environments.

## work experience

### **CHEMONICS INTERNATIONAL, WASHINGTON, DC**

*Manager, Knowledge, Information, and Technology (KIT) Team*

AUGUST 2016 – MAY 2017

- Provides technical advisory services on technology and innovation to projects and proposals across a wide variety of sectors
- Work includes qualitative and quantitative research, ecosystem analysis, strategy development, and field-level implementation services
- Serves as an internal and external resource and trainer on topics related to human-centered design, innovation, and ICT4D/digital development
- Supports development of corporate strategic initiatives related to technology and innovation

### **DHARMA, WASHINGTON, DC**

*Implementation Advisor*

AUGUST 2016 – MAY 2017

- Led implementation of tech-based data collection and management for humanitarian projects at the field level
- Developed user research and QA procedures, conducted requirements gathering for a broad range of stakeholders, and worked directly with senior engineering staff to conceptualize and prioritize feature development
- Conducted both remote and in-person training for users in settings ranging from field hospitals to refugee clinics and developed initial body of user documentation.

*Director of Operations*

SEPTEMBER 2015 – AUGUST 2016

- Employee #1 of a humanitarian data startup which recently completed Series A funding round
- Managed day-to-day operations of company while developing and implementing corporate structure and procedures in areas ranging from HR to investor management
- Led development of branding and outreach strategy, provided ongoing client support, and led documentation of use cases and feature requests

### **WORLD BANK, WASHINGTON, DC**

JULY 2014 – SEPTEMBER 2015

*Innovation Specialist, InfoDev*

- As part of the Climate Technology Program, developed and implemented projects that focused on supporting green entrepreneurs through human-centered design
- Key projects included MarketConnect, an initiative designed to improve the performance of climate-friendly SMEs through better support and resource provision, and Launchpad, an internal, grants-based Bank incubator designed to further integrate HCD into Bank work by supporting project teams in applying and developing these principles to specific market opportunities
- Work included development and implementation of a wide range of user research activities at both the HQ and field level; creation of education and outreach materials; and design and implementation of incubator and related activities.

*Strategic Communications Consultant, ISPMS*

MARCH 2014 – JULY 2014

- Worked with the Public Sector Governance group to develop and implement outreach and engagement strategies for a crowdsourcing project focused on indicators of good governance

**RTC AGENCY (Now Wunderman DC), WASHINGTON, DC**

NOVEMBER 2012 – AUGUST 2013

*Experience Strategist, Insights and Innovation*

- Developed large-scale marketing strategies for multi-million dollar accounts with Fortune 50 pharmaceutical companies, with a strong focus on education, adherence, and retention
- Coordinated with internal teams to conduct and utilize client research, develop creative and tactical briefs, and oversee management of projects from conception to production
- Assessed effectiveness of existing campaigns using quantitative and qualitative consumer research

**NATIONAL DEMOCRATIC INSTITUTE, WASHINGTON, DC**

JUNE 2012 – OCTOBER 2012

*Program Officer, Information and Communication Technology*

- Worked with regional and functional teams to increase access to/usage of ICT-based governance projects around the world
- Refined messaging and brand identity for activist-targeted initiatives, including a reporting platform for human-rights violations and an online resource and networking portal
- Prepared blogs and other public materials to educate diverse audiences on NDI's technology-related work and projects

**SAVE THE CHILDREN JAPAN, MULTIPLE LOCATIONS**

AUGUST 2011 – MAY 2012

*Research Consultant*

- Authored report for STC-Japan's Mongolia office on best practices in multi-sectoral partnership creation for ICT4D sustainability
- Conducted field research, including literature review and stakeholder interviews, and created two case studies based on Sesame Workshop's programs in India and South Africa

**MILLENNIUM CHALLENGE CORPORATION, ULAANBAATAR, MONGOLIA**

JUNE 2011 – OCTOBER 2011

*Summer Analyst, Health Project Implementation Unit*

- Designed major strategic components of grant-funded, media-based public education and outreach initiatives on non-communicable diseases
- In conjunction with First Lady Bolormaa's office, led presentation team that persuaded pharmaceutical company Merck to fund HPV vaccine campaigns for Mongolian women
- Authored public outreach training materials for diverse audience of community health workers
- Wrote and compiled blog posts, talking points, and other materials for public education purposes

**SCOOPDAILY, WASHINGTON, DC**

JULY 2007 – JANUARY 2010

*International Coordinator/Washington Bureau Chief*

- Edited, wrote, reported, and blogged for youth-led national political newsmagazine
- Conducted audience analysis in service of website's strategic direction
- Recruited and managed staff of student reporters, increasing staff levels by 400%
- Developed content generation strategies and procedures for bureau, establishing editorial direction and overseeing production

**DC PUBLIC SCHOOLS, WASHINGTON, DC**

AUGUST 2009 – JULY 2010

*Out-of-School-Time Coordinator, JO Wilson Elementary School*

- Managed staffing, operations and logistics of youth program serving 200+ high-risk students between the ages of 3 and 12
- Served as liaison between school employees and DC Public Schools' Central Office, advocating for employee concerns and acting as point person for information on organizational policy
- Developed lesson plans and curricula for students of all abilities

- In consultation with school leadership, designed quantitative assessment and tracking measures for student academic progress
- Established donor and volunteer linkages, expanding available teacher materials and resources by 600% and increasing the number of volunteers by 150%

**ASIAN AMERICAN LEAD, WASHINGTON, DC**

JUNE 2009 – AUGUST 2009

*Secondary School Program Coordinator*

- Oversaw enrichment and academic programming targeted towards Washington's Asian-American adolescent community
- Managed innovative youth-staffed program structure and supervised multiple interns
- Led youth team that conducted research for Washington's Office of Asian and Pacific Islander Affairs on economic development opportunities in DC's Chinatown

**DC PREPARATORY ACADEMY PUBLIC CHARTER SCHOOL, WASHINGTON, DC**

JANUARY 2009 – JUNE 2009

*ELL/Special Education Teacher*

- Taught underserved special-needs and ELL students in an intensive, college-preparatory setting
- Spearheaded development of ELL services for non-native students
- Served as Geography Coach for student academic competitors

**US EMBASSY, SEOUL, ROK**

JANUARY 2008 – FEBRUARY 2008

*ELL/Special Education Teacher*

- Authored reference publication on best practices in migrant integration
- Created and implemented both in-person and distance educational programming on American culture as part of agency's larger public diplomacy effort

**KOREAN-AMERICAN EDUCATIONAL COMMISSION (FULBRIGHT), JEJU CITY, ROK**

JULY 2007 – JULY 2008

JANUARY 2008 – FEBRUARY 2008

*ELL/Special Education Teacher*

- Partnered with US Embassy in Seoul to found the Middle School Youth Diplomacy Project, an immersive youth outreach program designed to encourage students in the study of international relations; process included project design, grant application, recruitment and staffing, and implementation
- Taught English through a self-designed curriculum to approx. 1,000 low-level and low-income students in Jeju City, Jeju Province, South Korea
- Ran extracurricular English-language enrichment activities for students in Jeju City, including an English-language a cappella group and a book club
- Wrote grants and designed educational programming for Kkoom Kongbubang (Dream After-School Program), a nonprofit organization for low-income students, in downtown Jeju City

## **education**

THE FLETCHER SCHOOL OF LAW AND DIPLOMACY, MEDFORD, MA SEPTEMBER 2010 –MAY 2012

*Master of Arts in Law and Diplomacy (MALD), Human Security and Development Economics*

CENTRE COLLEGE, DANVILLE, KY, USA SEPTEMBER 2003 – MAY 2007

*Bachelor of Arts, International Relations and English*