

CHELSEA MAULDIN

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SUMMARY

Internationally recognized leader in the use of human-centered design for government innovation. Co-founder and executive director of the Public Policy Lab, the first nonprofit design lab for U.S. government.

Past advisor to multiple U.S. federal and municipal agencies. Regular keynote speaker at international conferences (IxDA, EPIC, RSD, etc.) and university guest lecturer (RISD, Parsons, Stanford dSchool, etc.). Founding member of States of Change, an international network of public innovation experts.

EDUCATION

M.Sc., City Design & Social Science (with merit), London School of Economics & Political Science, 2003.

B.A., double major in English and Social Science Field Major (honors), University of California, Berkeley, 1992.

SELECTED PROFESSIONAL EXPERIENCE

Executive Director, Public Policy Lab, Brooklyn, NY (2011–present)

Leads the Public Policy Lab, which partners with government agencies to develop more satisfying and effective public policy and public services through ethnographic research, user-centered design, prototyping, and rapid testing and evaluation.

Past partners include the U.S. Department of Veterans Affairs, U.S. Department of Health & Human Services' Centers for Medicare & Medicaid Services, the City of New York (multiple agencies), City of Philadelphia, Louisville Metro Government, Bloomberg Philanthropies, Robert Wood Johnson Foundation, and many others.

Executive Director, Montague Street Business Improvement District (2007–2010)

Led community-based nonprofit organization dedicated to improving the economic vitality, retail diversity, and public spaces of a Brooklyn neighborhood. Served as a community advocate. Maintained close relationships with area stakeholders, city agencies, and elected officials. Managed streetscape, capital-improvement, and economic-development programs.

Deputy Director, Design Trust for Public Space (2004–2006)

Directed applied research projects, publications, public forums, exhibits, and other initiatives focused on the strategic design of New York City's public spaces. Collaborated with City government and community partners. Project partners included NYC Taxi & Limousine Commission, NYC Department of Design & Construction, NYC Department of Cultural Affairs, and others.

SELECTED APPLIED RESEARCH PROJECTS (2011–PRESENT)

For the **NYC Department of Homeless Services**, conducted research with homeless shelters to understand how residents move out to permanent housing and designed a rehousing services model to improve that process.

For the **NYC Department of Education's Office of Community Schools**, researched, designed, and field-tested a new program to connect families to public benefits at their child's school.

For the **NYC Department of Small Business Services**, designed new regulatory compliance programs for low- and moderate-income small business owners, BIDs, and partner City agencies.

For the **City of Philadelphia's Participatory Design Lab**, provided capacity-building during the lab's launch year and supporting their work to design human-centered homeless services.

For the **NYC Department of Social Services' Office of Domestic Violence**, researched opportunities to provide shelter-based services for perpetrators of intimate-partner abuse.

For the **NYC Administration for Children's Services**, researched and designed a provider-informed change management process for child protective services.

For the **NYC Department of Education's Office of Students in Temporary Housing**, researched current DOE services for homeless students and identified opportunities to improve business processes and service delivery.

For the **Robert Wood Johnson Foundation**, with Bennett Midland, convened community members in three cities to explore how economic stagnation, transportation access, and social inequality affect community health.

For the **U.S. Department of Veterans Affairs' Veterans Health Administration**, with Atlas Research, researched veterans' motivations for enrolling in VA health care at VA hospitals and identified potential improvements.

With the **Mental Health Association of NYC**, for **NYC Department of Health & Mental Hygiene**, researched and designed tools to improve NYC Well, the City's mental health service portal.

For **Louisville Metro Government**, researched links between opioid use and jail overcrowding and designed prototype programs to reduce jailing and improve outcomes of opioid users.

For the **U.S. Department of Veterans Affairs' VA Center for Innovation**, researched veterans' experiences accessing mental health care and designed prototype programs to improve VA mental-health services.

For the **U.S. Department of Veterans Affairs' Veterans Experience Office**, worked with Deloitte to launch the VA's new design and insight practice and design a set of onboarding tools, now available on Vets.gov.

For the **NYC Mayors' Office of Digital Strategy**, in collaboration with Bennett Midland and Bureau Blank, researched and developed policy and design guidance for digital service delivery by City agencies.

For the **Bloomberg Harvard City Leadership Initiative**, conducted research with more than a dozen big-city American mayors and identified their capacity-building needs.

For the **NYC Department of Housing Preservation and Development**, researched the experience of New Yorkers applying for affordable housing units and created services to improve their ability to navigate the process.

SELECTED ARTICLES & BOOK CHAPTERS

- Amatullo, M., Boyer B., Danziko L., & Shea, A. (2016) *LEAP Dialogues: Career Pathways in Design for Social Innovation*. Designmatters at ArtCenter College of Design.
- Mauldin, C., 'How Public? How Collaborative?' (2016) *The Journal of Design Strategies*, Vol. 8, no. 1
- Radywyl, N. & Mauldin, C. (2016) *Human-Centered Research in Policy-Making*, *Epic Perspectives*, June 20
- Mauldin, C., 'Collaboratively Designing Public Services' (2014) *Civic Quarterly*, Issue 2, Winter
- Mauldin, C., 'Designing Better Public Services' (2013) *Innovation: Quarterly of the Industrial Designers Society of America*, Spring
- Staszowski, E. & Mauldin, C., (2013) 'Public & Collaborative: Designing Services for Housing,' *Touchpoint*, vol. 5, no. 2
- Harris, S., Mauldin, C., 'Better Services for the People' (2011), *Touchpoint*, vol. 3, no. 1

SELECTED CONFERENCE & SYMPOSIA APPEARANCES

- Urban Tech Summit at Cornell Tech, New York City (2021). Moderator.
- U.C. Berkeley Center for Law and Technology 24th Annual BCLT/BTLJ Symposium, "The Roles of Technology Expertise in Law and Policy," Berkeley, CA. (2019). Speaker.
- MaD Social Lab Symposium, Hong Kong (2019). Keynote speaker.
- Prototyping for Policy: Stanford dSchool Law & Policy Summit, Palo Alto, CA (2018). Speaker.
- Relating Systems Thinking & Design (RSD) 7, Torino (2018). Keynote speaker.
- Interaction 17, IxDA, New York City (2017). Keynote speaker.
- Design & Social Policy Symposium, Rhode Island School of Design, Providence, RI (2016). Speaker.
- Aspen Institute Working Group on Innovation & Regulation, Aspen, CO (2016). Participant.
- Privacy by Design, Computing Community Consortium, Washington, DC (2016). Speaker.
- Service Design Global Conference, New York (2015). Speaker.
- Global Labs Gathering: Labs for Systems Change, Toronto (2014). Speaker.
- Helsinki Design Lab Closing Conference, Helsinki (2013). Speaker.
- Ethnographic Praxis in Industry Conference, Savannah, GA (2012). Speaker.