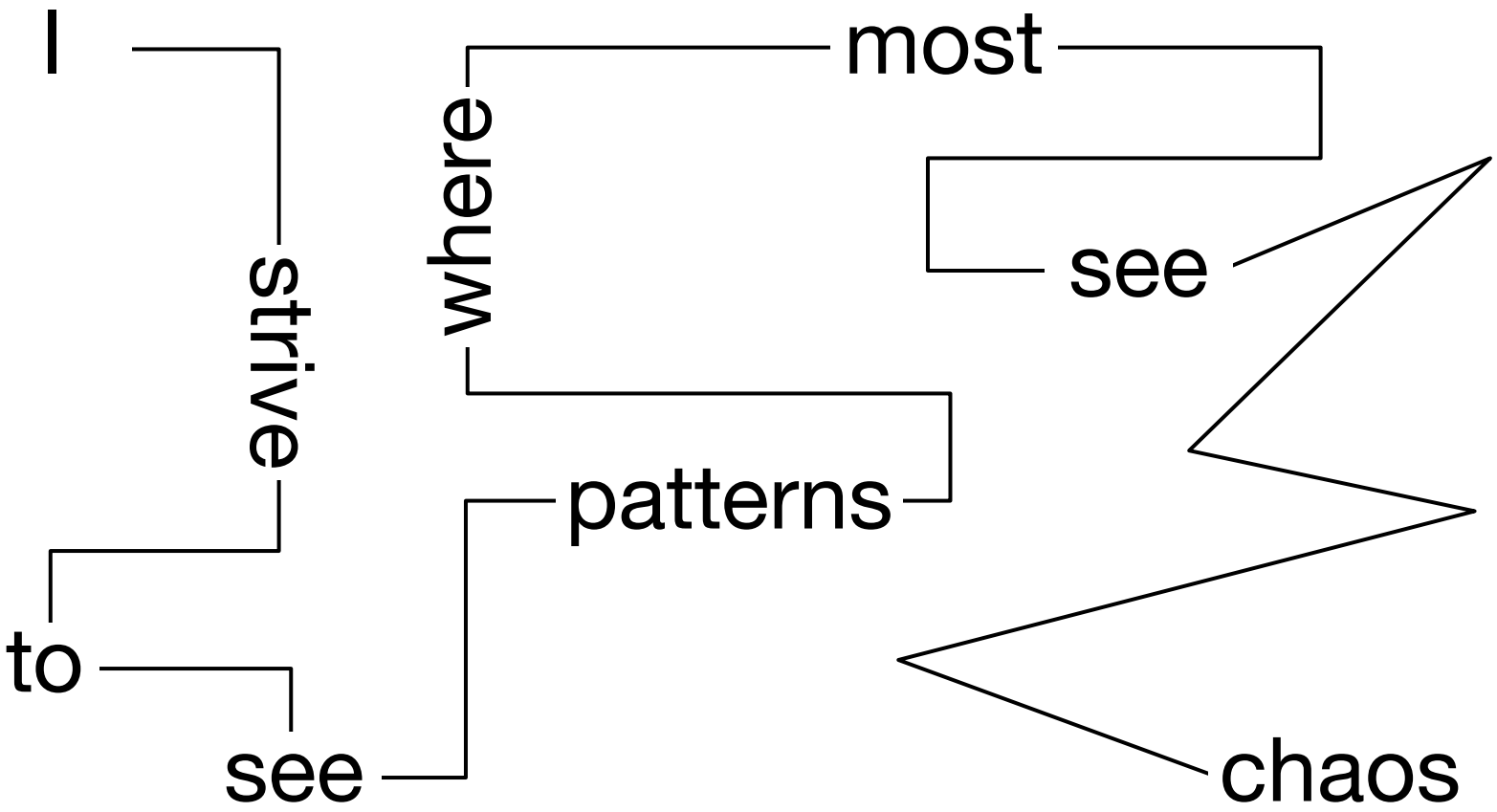
Sabrina Heasley

Hello. My name is Sabrina and I am a self-taught designer with over 9-years of hands-on experience.

I am a systems-thinker and a champion of human centered design, experienced in navigating ambiguity and solving for complexity.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01

OFFSITE LLC.

Skill Areas

Workshop Design
and Facilitation
Opportunity Identification
System Blueprint
Systems Design

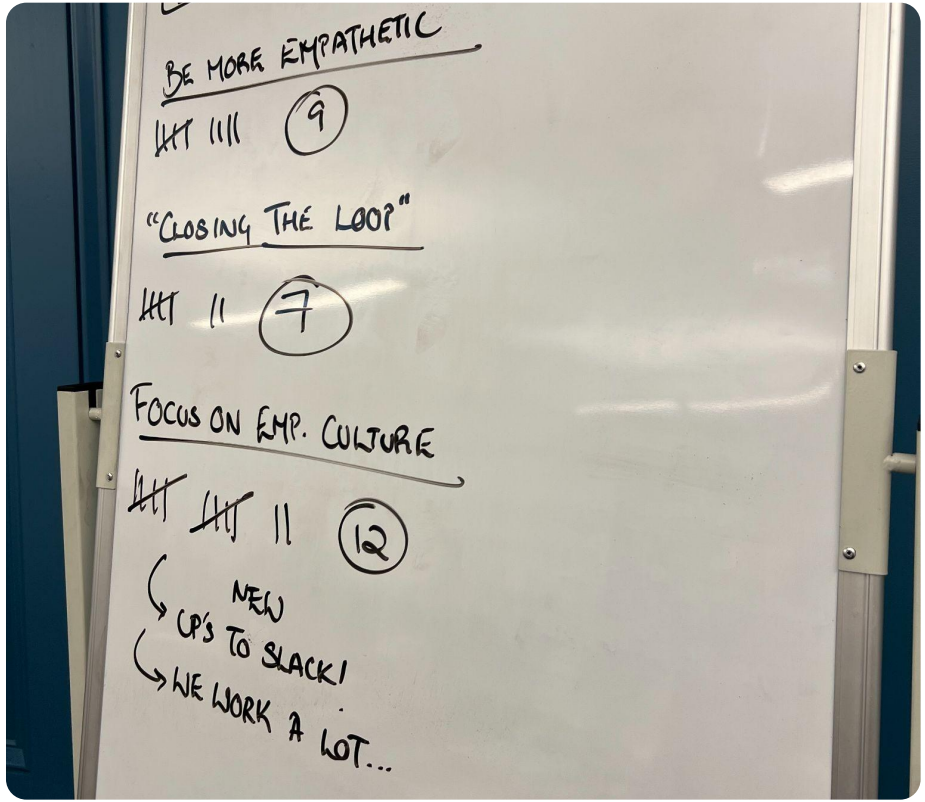
OFFSITE LLC. is a spirits marketing agency with clients such as Patron and Bacardi. The 12-yr old company experienced growing pains during a major shift, or “COVID Pivot”, from event production to bartender education.

This shift created a change in the primary audience of the company, and the internal structure of the team. Over the course of 6 months, the company suffered a 50% staff reduction caused by overall dissatisfaction. I initiated and lead a workshop to assess employee pain points and identify opportunities to increase morale.

Design Opportunity

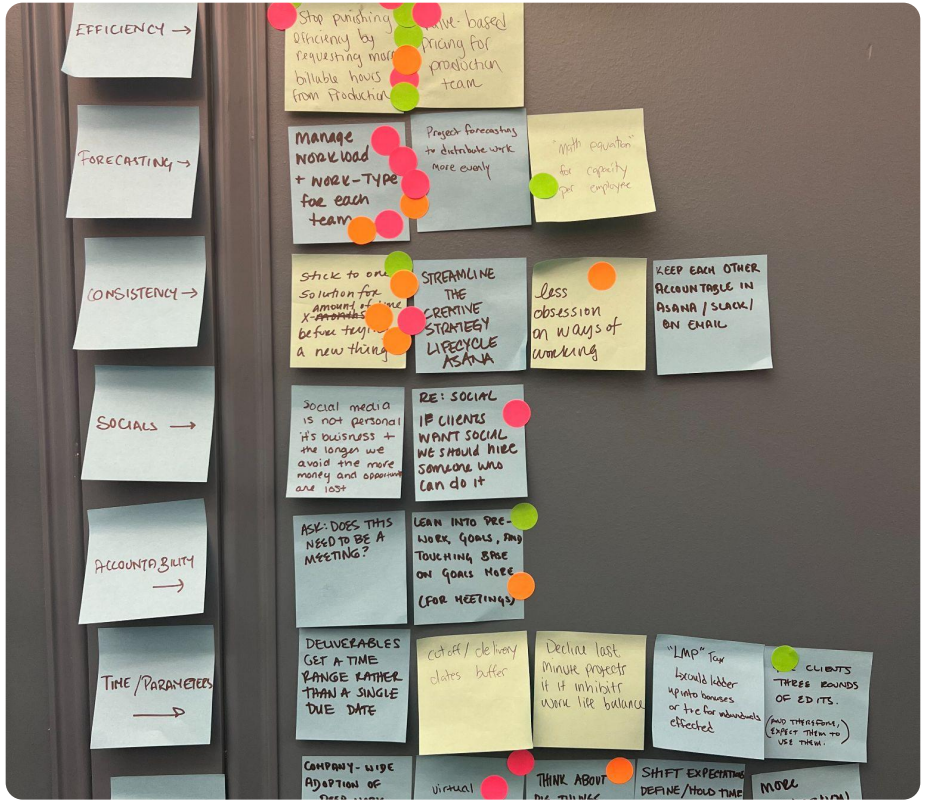
How might we break communication silos and increase company morale?

Theme: Communication

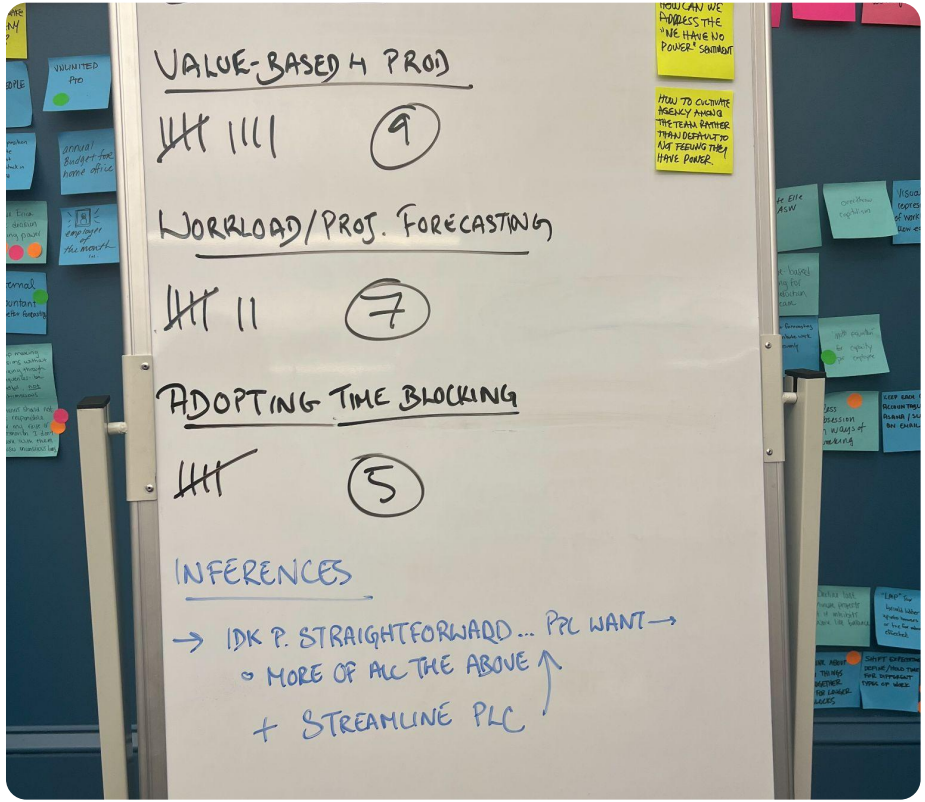


Outcomes

A complete restructure of internal communication structures and project management. Slack moved from necessary communication to a tool for employee culture and camaraderie. Asana project management was prioritized to reduce silos, and bring teams together.



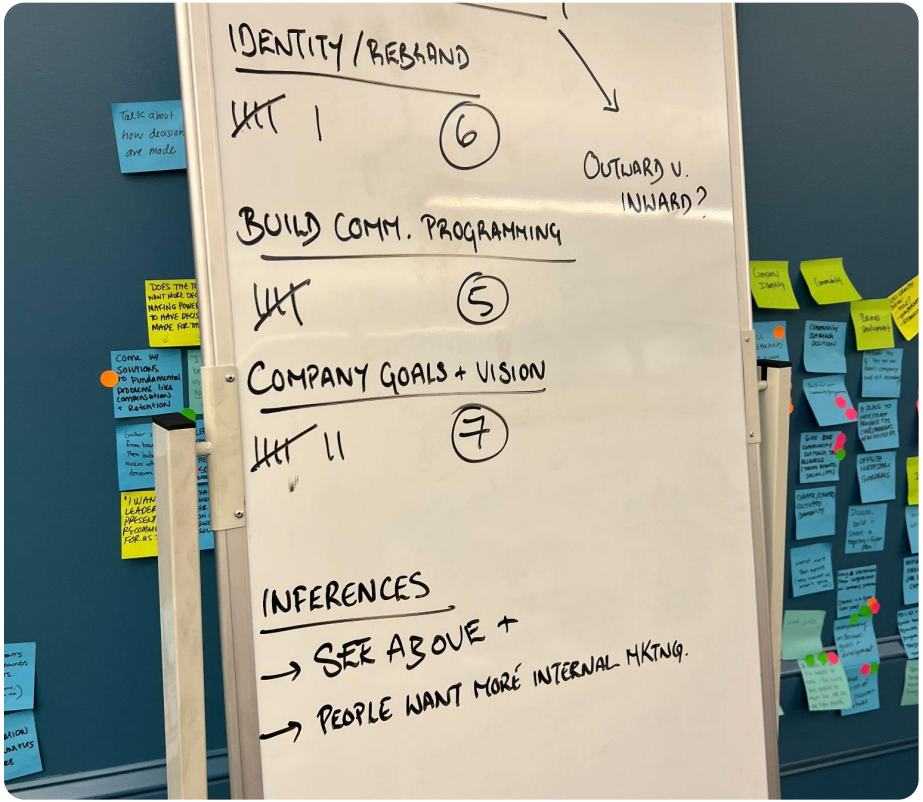
Theme: Process



Outcomes

As an extension of the solutions made for communications (prev. slide), new ways of working were adopted to bring the team together at the top of any new project to co-develop timelines and expectations.

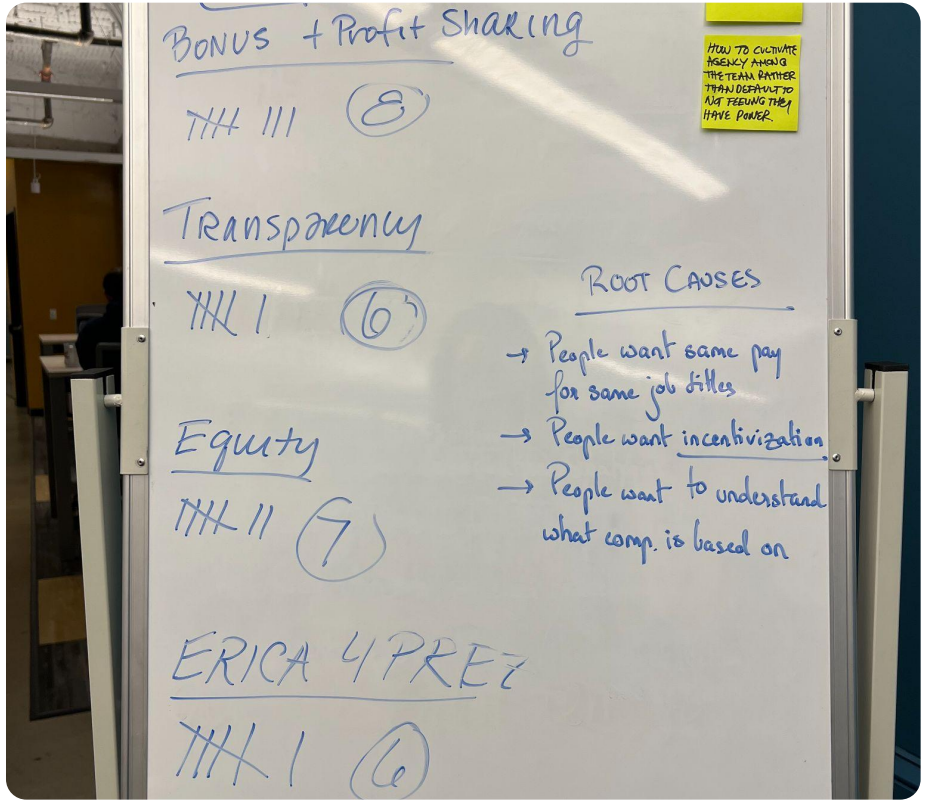
Theme: Goals and Growth



Outcomes

The growing pains of the company caused confusion, both internally and externally, on the company's direction and value proposition. I re-defined the audience and co-developed the company's vision, mission and values statements. An internal push was started to produce a company portfolio.

Theme: Compensation



Output

Leadership was incentivized to create a pay structure within the company with a promise for growth tracks in each department – resources that previously did not exist within the company.

02

DEWBAZAR

Skill Areas

Strategic Development
Service Blueprinting
Field Research + Synthesis
Opportunity Identification

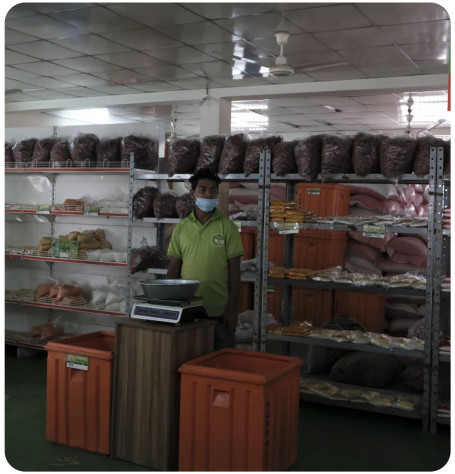
Populations of forcibly displaced people are at an all-time high, with an estimated 70-million people. The average duration of displacement is over 20 years. In that amount of time these communities see little change in the systems that support them. The Rohingya crisis alone has brought one-million people to seek refuge in the neighboring country of Bangladesh almost instantaneously.

This enormous scale of influx has put immense pressure on the existing infrastructure of the Bangladeshi host community in Cox's Bazar. The 2016 World Humanitarian Summit has made the case for innovation, but there is no platform for unilateral solutioning or dedicated expertise to support the end-to-end process.

Design Opportunity

How might we implement design systems for localized, innovative solutions in the world's largest refugee camps?

Vegetable Gardening
Project



Discovery

Diplomatic Delegation
On-ground delegation to meet with network of stakeholders, and participate in deep listening sessions.

Design Sprint
Identify themes through patterns and tensions heard through a week of listening sessions.

Define

Opportunity ID
I chose to focus on innovation and partnered with Prakti, an organization that provides clean-burning cookstoves in refugee camps around the world.

Develop

Research Design
Design research program using human centered design tools.

Field Research
One-month on ground research through interviews, and observations with multiple stakeholders.

Building foundational relationships with potential agency partners, and champion refugees.

Deliver

Proposal
My proposal won a $10,000 grant to build an innovation lab in the refugee camps

Insight

Innovation is a buzzword that does more harm than good.

Deputy Chief of Mission, International Organization for Migration

Synthesis

There is a need for innovation in the humanitarian sector. The current state of the process has negative connotations due to the lack of support and expertise of innovation design.

Said

Scalability is our biggest challenge.
Changes can't be too transformative.
This is an operation of erosion.
We are not part of the machine.

Did

Grassroots solutions

Thought

People aren't taking into accountability the direct human impact when top-down solutions are implemented.

Felt

Frustrated by the quick-fix.
Distrust in the "tourist".

Opportunity Insight
Bandwidth

Synthesis
Without a dedicated design resource, agencies are limited to their existing team that is already struggling with capacity. This lack of dedicated expertise results in quick-fix, blanket solutions.

Insight

> I can’t do everything, there is no time.

Head of Self Reliance,
World Food Program

Said

The idea is there.
There is a need for market analysis.
The whole process takes six months to launch and
I'm not even sure it is going to work.
There is no room for testing.
There is no time.
Agencies need to come together.

Did

I have to do everything myself.
If there is a problem I fix it myself.

Thought

There is a certain level of incompetence.
There are a lot of ideas,
but it is difficult to move them.
Stretched for time.
Bound by structures.

Felt

Frustrated by bureaucracy.
Frustrated by incompetence.
Frustrated by lack of support and expertise.

HELLEN|HERALD

Skill Areas

Entrepreneurship
Research + Development
Program Design
Journey Mapping
Measurement + Evaluation

I began work in Bangladesh in 2014 with a tech education initiative (Google Bus Bangladesh) and became passionate about current events involving my students.
I saw a gap in solutioning for violent extremism especially in the prevention space.

I developed programming based on extensive research to engage youth, give them skills in storytelling, and empower agency to the next generation.

Design Opportunity

How might we champion youth to tell their own stories for the prevention of violent extremism in Bangladesh?

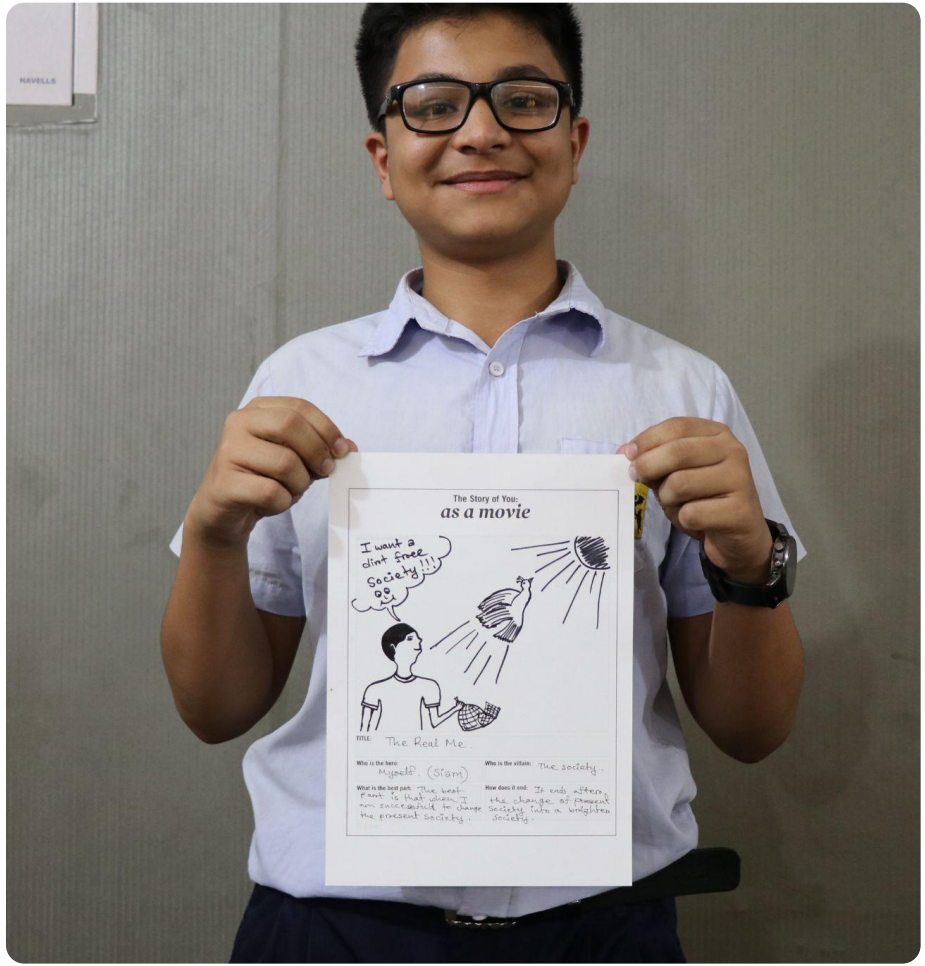
Hellen|Herald is a creative insurgency committed to outbrand violent extremism through youth advocacy and global engagement.

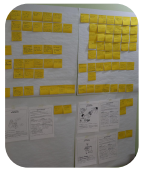
Please review the following artifacts to see the extent of this work:

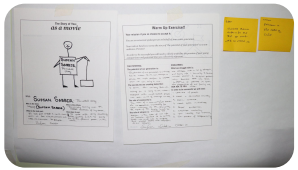
Full Report

M+E Framework

Journey Map







THANK YOU