

MICHELLE PRIEST
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EDUCATION

Ph.D. Policy Analysis

Pardee RAND Graduate School

Expected Jun 2024

Santa Monica, CA

B.A. Economics, B.A. Linguistics

University of California, Los Angeles

June 2009

Los Angeles, CA

WORK EXPERIENCE

City of Glendale Department of Innovation, Performance, and Audit

Senior Analyst

Jun – Sep 2019

Glendale, CA

- Researched and advised the executive team on communications and succession planning
- Supported innovation and performance projects helping the city organization work better
- Coordinated the West Coast Innovation Convening hosted by the City of Glendale

Sunlight Foundation

Design Researcher and Policy Advisor

Oct 2018 – May 2019

Los Angeles, CA

- Conducted user-centered research, led workshops, and developed policy recommendations
- Coordinated a distributed team between Los Angeles, Washington DC, Bogota, and London
- Advised the Cities of Los Angeles and Philadelphia on public procurement reform

HPZ Design

Co-founder and Chief Strategy Officer

Nov 2014 – Sep 2018

Los Angeles, CA

- Co-founded a design studio working with city governments, tech startups, and cannabis brands
- Managed complex stakeholder relationships with public, private, and non-profit clients
- Responsible for research, strategy, vision, contracts, proposals, budgets, accounting, and HR

Use All Five

Director of Production

Sep 2012 – Nov 2014

Los Angeles, CA

- Oversaw operations for a digital agency with a team of 20 designers and developers
- Lead 30+ technical and creative projects for clients including UCLA, Google, and Prudential
- Defined company structure, processes, financial decisions, and business strategy

Google

User Education Specialist

Jun 2011 – Jul 2012

Mountain View, CA

- Wrote educational content for the public-facing launch and first year of Google+
- Shepherded complex content review processes, including legal to translation into 60 languages
- Analyzed data to develop targeted user education initiatives and product recommendations

Alelo Tactical Language Training

Product Manager and Linguist

Sep 2008 – Jun 2011

Los Angeles, CA

- Designed gamified training software for military and public sector clients in the US and abroad
- Conducted linguistic research for Indonesian, Sub-Saharan French, Dari, Pashto, and Chinese
- Initiated, designed, and managed an internal staff training program for 40+ employees

Michelle Priest

SPEAKING

West Coast Innovation Convening

Organizer and Presenter, *Engaging and Neutralizing Adversaries to Innovation*
Quarterly conference of civil servants working in innovation

Aug 2019
City of Glendale

West Coast Innovation Convening

Presenter, *Messaging For Civic Technology Projects*
Quarterly conference of civil servants working in innovation

Jan 2018
City of West Hollywood

Cannabis Education Forum

Panel Moderator, *Branding Your City for Cannabis*
Annual cannabis community and policy conference sponsored by the City

Jul 2017
City of West Hollywood

PUBLICATIONS

Priest, Michelle and Jeffrey Kaye. *Fast Casual Brand Forecast*. Self published in July 2017 at <http://highpressure.zone/fast-casual-brand-forecast>. Full report at <https://bit.ly/2F96U2Z>

Priest, Michelle and Jeffrey Kaye. *Cannabis Brand Forecast*. Self published in April 2017 at <http://highpressure.zone/brand-forecast-cannabis>. Full report at <https://bit.ly/2Fbzwrw>

SKILLS

Research

- Expert moderator of ethnographic interviews, focus groups, and community engagement
- Skilled workshop facilitator for policy ideation and stakeholder engagement
- Specialized skill in survey design, social media analysis, sentiment analysis of audio

Creative

- Expert in creative methodologies, including design thinking and rapid prototyping
- Experienced visual designer and writer for marketing, technical, and educational content
- Digital design expert specializing in information architecture, user needs, flows, and user experience

Operational

- Consulting experience in proposal writing, client relations, and project management for the public sector
- Executive experience in goal setting, recruiting and staffing, budgets and costs, accounting

Technical

- Advanced user of Adobe Creative Suite, Sketch, Invision, Google Apps, Microsoft Office
- Experienced manager of software development processes and technical teams
- Proficient in HTML; Familiar with CSS, JavaScript, JSON, Python, and PHP