

# Ashley Milan Brooks

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I utilize my creative, analytical, and community-building capacities to **grow social connections, build empathy, engage critical thinking practices, and influence innovative mitigations for future development.** With over 10 years of community service and professional experiences, my leadership, passion, and tenacity to view life through a human-centric and intersectional lens can improve the innovation and implementation of multidisciplinary services, programming, and organizational policies.

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## HIGHER EDUCATION

**MFA - Design Research and Development**  
Minor in Public Policy and Management  
The Ohio State University

**BA - Urban Affairs**  
Urban Planning Concentration  
Wright State University

## ASSETS

- Co-/Participatory Design
- Design Research
- Facilitation
- Theatre/Live Performance
- Public Speaking
- Workshop Development
- Creative Curation
- Emotional Intelligence
- Cultural Competency
- Journey Mapping
- Usability Testing
- Inclusive Service Design
- Leadership
- Project Management
- Non-Profit Management
- Systems Thinking/Planning
- Event Hosting
- Strategy and Analytics

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## LIVED EXPERIENCES

### Lead Designer & Facilitator

Zora's House, Women of Color Equity Design Institute

**April 2025-Present** | Columbus, OH  
*Varied Hours, Subject to Change*

- Facilitating Co-Design Trainings and Design Sprints with 30+ Community Stakeholders and Clients
- Co-Designing Equitable Design Initiatives for Nonprofit Mother's Trust Alliance and Workforce Development Clients in Columbus, Ohio
- Analyzing and Synthesizing Data and Insights from Design Sprints for Clients
- Increasing Community Capacity with Relevant, Culturally Competent Possibilities

### Human Centered Research Specialist

Better Content with Bae, MiraCit

**March-April 2025** | Columbus, OH  
*Contract*

- Enhanced Digital Survey Design for Columbus, Ohio Residents
- Created and Strategized Marketing and Communication Efforts for Future Survey Recruitment
- Increased Digital Accessibility with Translated Survey Options
- Planned Focus Group Implementation for Diverse Population (Aged 18-70) for Future Community Housing and Neighborhood Development

### Founder & CEO, Lead Consultant & Design Researcher

Multifaceted by Design, LLC

**January 2025-Present** | Columbus, OH  
*Varied Hours*

- Collaborating with Clients and Community Partners to Implement Holistic or Project-Based Design Research Services
- Strategizing and Implementing Creative Solutions, Mitigations, & Marketing Initiatives (Social Media, Email)
- Implementing Qualitative and Quantitative Research through Co-Design and Participatory Processes
- Developing Human-Centric Design Research and User Experience Research that Considers the Individual, Built Environment, and Social Systems
- Designing and Selling Original Products (Merchandise, Stationary)
- Designing and Implementing Digital Interfaces (Website)

### **Volunteer Coordinator**

Nonprofit Partnerships Coordinator, 3/2024-6/2025

Besa

**March 2024-Present** | Columbus, OH

*40 hours weekly*

- Create and Strengthen Besa's Nonprofit Relationships Across Central Columbus with over 180 Nonprofit Partners
- Update and Manage Databases for Accurate Data Collection
- Promote Civic Engagement through Direct Action Volunteer Experiences
- Assist Curation of Volunteer Experiences with Community and Business Partner Stakeholders
- Curate Volunteer Experiences for Portfolio of Nonprofit Partners
- Plan and Implement Heritage Month Events for over 50 Community Stakeholders and Nonprofit Organizations

### **Brand & Marketing Manager**

Research and Development Contractor, 7/2023-1/2025

LBB Edutainment, LLC.

**July 2023-Present** | Columbus, OH

*Varied hours*

- Collaborated with Various Community Partners for DEIAB Initiatives
- Reconciled Bank Statements and Accounting with Odoo
- Grew Competency of DEIB Practices in Workplace Culture
- Strategized and Facilitated Personal and Digital Focus Groups for over 300 Artists

### **Contracted Consultant**

New Voices for Reproductive Justice

**Oct 2023-Nov 2023** | Columbus, OH

*10-15 hours*

- Consulted UX Activations for \$150,000 Voter Engagement Initiative
- Implemented Community Organizing Events with Multidisciplinary Team
- Created and Analyzed Quantitative Research Survey

### **Executive Assistant & Health Equity Content and Research Specialist**

HUES Women's Health Advocacy Institute (Remote)

**June 2023-Nov 2023** | Dayton, OH

*20-40 hours weekly*

- Managed Social Media and Promotion for over 1,000 Followers
- Developed Social Media Content for Online Database and Website
- Assisted with Executive Level Planning and Programming
- Curated Communication and Marketing Materials

### **Event Series Coordinator**

Scripted in Black (Hybrid)

**Aug 2020-October 2024** | Dayton, OH

*20-25 hours weekly*

- Strategized Culturally Intentional Community Experiences with Team Members
- Engaged Over 1,300 Social Media Followers
- Developed Monthly Newsletters
- Acted as Creative and UX Writer
- Collaborated with Small Businesses and Corporate Organizations

### **Leadership Ambassador**

Zora's House

**Feb 2023-June 2023** | Columbus, OH

*8-12 hours weekly*

- Expanded Community among WOC in Columbus OH
- Designed Sustainable Development and Fundraising Initiatives for \$5 Million Capital Campaign
- Participated in Social Media Marketing and Brand Awareness
- Managed Co-Working Space

### **Licensed Public Adjuster Agent**

Metro Public Adjustment, Inc. (remote)

**Dec 2020-Dec 2021** | Bensalem, PA

*20-40 hours weekly*

- Filed Small Claims for Property Owners
- Educated Property Owners about Insurance Claims
- Managed Outreach for Maximum Impact

### Graduate Teaching Associate

The Ohio State University

Aug 2021-May 2023 | Columbus, OH

20-30 hours weekly

- Assisted over 180 Students in Introduction to Design Thinking Course
- Created Slideshow Presentations
- Graded for and Guided Written Assignments

### Enumerator

U.S. Census Bureau

Aug 2020-OCT 2020 | Beavercreek, OH

20-30 hours weekly

- Conducted Non-Response Follow Up (NRFU) Questionnaires for the 2020 Census Efficiently and Respectfully
- Engaged Beavercreek OH Citizens
- Organized Research in Provided Software

### Intern

The Conscious Connect

JAN 2020-MAY 2020 | Dayton, OH

15 hours weekly

- Located Non-Profit Grants to Increase Literacy in Public Spaces
- Canvassed Across Dayton OH Communities
- Developed Distance Youth Literacy Program

### Closing Manager/Shift Lead

Tropical Smoothie Cafe

Dec 2017-Feb 2021 | GA & OH

30 hours weekly

- Managed Up to 12 Employees and Holistic Business Operations
- Maximized Team Efforts
- Reduced Operational Costs
- Provided Positive Customer Service

## PUBLICATIONS & ORIGINAL WORKS

- *An Intersectional Lens: Using Participatory Design to Foster Inclusivity and Belonging in Community-Driven Civic Environments with Black Indigenous Women of Color (BIWOC)* | Thesis & Book, 2023
- 'Honestly, I'm irritated.' | Podcast, July 2019-Present

## CERTIFICATIONS

- Conduct UX Research and Test Early Concepts | June 2024
- Build Wireframes and Low-Fidelity Prototypes | May 2024
- Start the UX Design Process: Empathize, Define, and Ideate | April 2024
- Foundations of User Experience (UX) Design | March 2024
- What If Women of Color Designed Everything? Equity Design Intensive | Zora's House & Columbus College of Art and Design (CCAD), March 2023
- CITI Program Human Research | Oct 2021-Oct 2024
- CITI Program Responsible Conduct of Research for Administrators | Oct 2021
- National Society of Leadership and Success | Dec 2020

## RESEARCH CONTRIBUTIONS

- Zora's House Women of Color Equity Design Institute (WCEDI) Facilitator | LC Johnson & Mickey Ferrera, 2025
- Hatch and Nest Research & Development Team | Dominique Johnson, 2023-2024
  - Won Third Place in GiveBack Hack Pitch Competition, Presented & Awarded \$7,500 in Business Investments | 2023
  - Appointed SEA Change Board Member, Presented Project & Awarded \$19,000 in Business Investments | 2024
- Zora's House Women of Color Equity Design Institute (WCEDI) Co-Designer | LC Johnson & Mickey Ferrera, 2023-2024
- Imagining Sexual and Reproductive Futures | Camille Snyder, 2023
- Redesigning Processes to Contribute to a Diverse Environment... | Luiza Souza Correa, 2022