

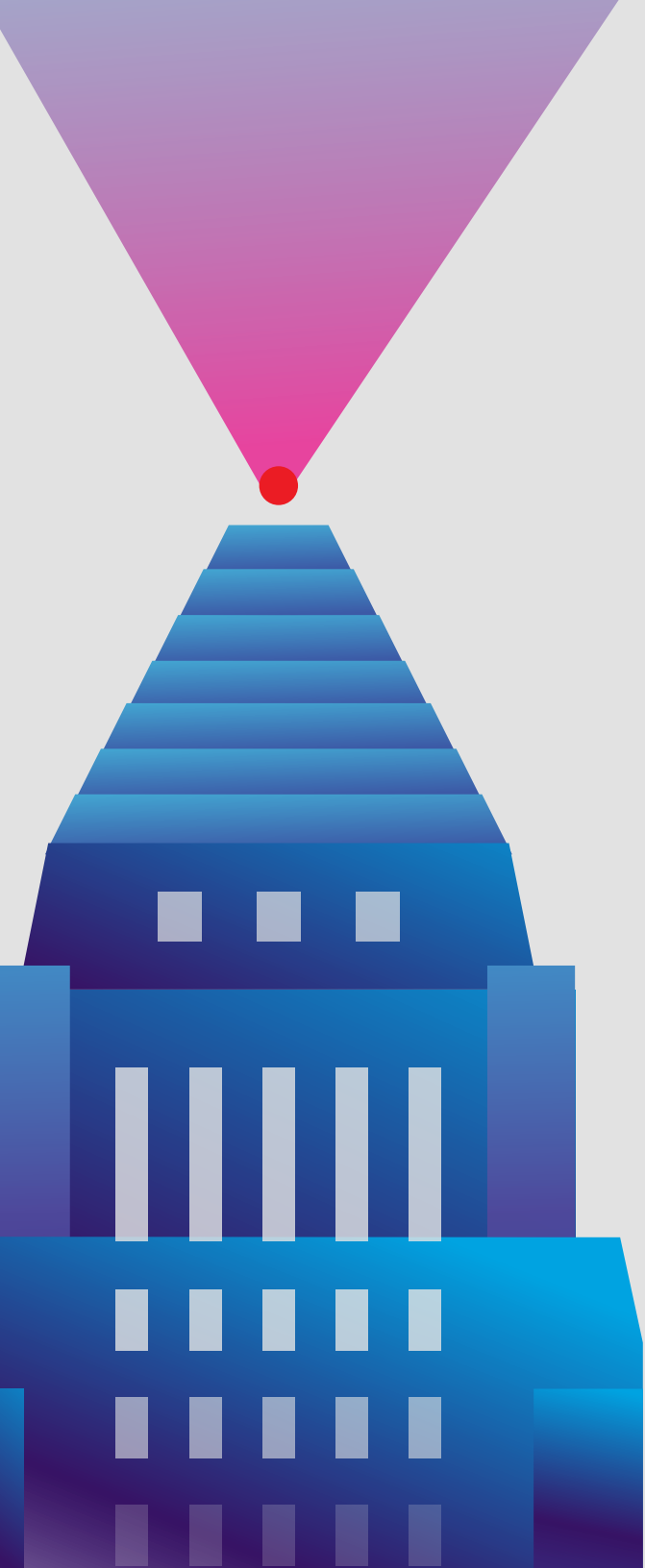


**Designmatters
Fellowship
Summer 2019**

City of Los Angeles
Innovation Team

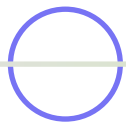


Karina Hernandez
Media Design Practices 2020
ArtCenter College of Design



CONTENTS

- About
- Future of Work?
- Design Research
- Projects
- Reflections

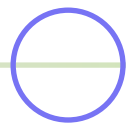
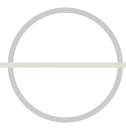


About



AS A DESIGNER...

My practice has been heavily influenced by my interests in community organizing, social art practices, collaboration and field research. Before coming to ArtCenter, I had worked with non-profit company City Year, to be a mentor and teacher to students from the 6th to 8th grade. Through this experience, I learned how to advocate for my students and connect them to opportunities and technologies that were not readily available to them. At ArtCenter, my primary goal has been to learn more about design research as a practice and engage with projects that address systematic issues and pose questions through prototyping. As a design fellow through Designmatters, working with the Innovation Team, my primary goals were to learn more about employment in the City and how the Mayor's Office addresses these important areas through design and innovation.



Future of Work?

Future of Work Initiative

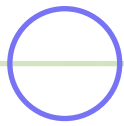
As a Design Fellow working closely with the Design Lead and the i-team at large, I helped develop community engagement curriculum, facilitate design workshops, generate design solutions, and prototype ideas to test solutions as a process for design research.

I worked alongside the Mayor's Office and the Innovation Team directly on the i-team's third project: *to help evaluate how the City can help prepare residents for the future of work and ensure citizens have pathways to meaningful, ethical and sustainable careers.*



Duration: 2 months
late May - early September

Priority Wrap Up: December 2019



Future
of Work?

As a design fellow, I now had to take my independent view on design research and learn how to apply it in a context that would help make decisions for a larger population seeking employment opportunities...

CIVIC DESIGN

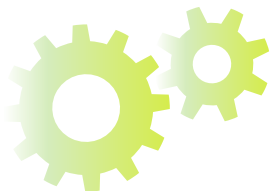
How will the Innovation Team structure the practice of designing for improving existing systems within the City?

HUMAN CENTERED

How does their current design approach connect people to the area of focus and help by listening to their needs and experience?

DATA & ANALYSIS

How does data inform the design decisions and vice versa? How does data help address issues and how can design help amplify the need for solutions?



The Innovation Team centers their City initiatives around these three fields and ways of engagement through analysis.



Design
Research

Through the Future of Work Initiative, my role as a designer was to engage with ideating and prototyping with the Design Lead, Diamond and the Data Scientists, Alex and Brenden. We were to focus on gathering data and interview material from:

1

Senior and Junior highschool students who are close to graduating and deciding on a career path.

2

Employers from large companies who could potentially create more apprenticeship opportunities.

3

Worksource Centers that assist people in looking for jobs.

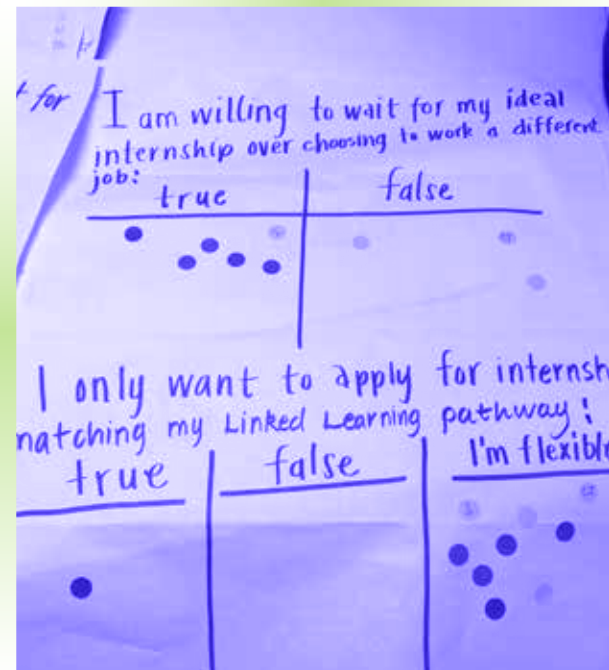
LAUSD Design Research Student Sessions



The Design Lead and myself, created a series of workshops for two highschool student groups in Los Angeles. One school was a STEM program and the other had an adjacent career program.

Our goals were to:

- + Interview students on their preferred career track.
- + Ask about the career programs at their school.
- + As about prior and current work experiences.
- + Ask about training and support they had or wish they had received.



We then synthesized the data and interviews we had gathered and consulted a local school program and helped them create a career guide for students

Employer Sessions

I helped make an apprenticeship guide that was to help large employers and smaller businesses, reconsider and rethink how their business and training model could employ more opportunities for apprenticeship.



Our challenge was that most employers have a certain belief that apprenticeships were mainly for construction companies.

Through our sessions and prototypes, we were able to have employers shift and continue to work with the i-Team to create these opportunities.



WorkSource Center Design Research

The i-Team was interested in working with Los Angeles WorkSource Centers and assist in helping them improve or develop new ways to help the public find employment opportunities in the City.

There are many WorkSource Centers in the county and I traveled to 3 different centers to observe their recruitment and orientation sessions.

My goal was to:

- + Take notes about their existing system.
- + Review this information with the Design Lead and Data Scientists.
- + Mock up journey maps of each system.
- + Help translate Spanish information for the massive phone surveys we decided to conduct after reviewing all of my field research.

The challenges I encountered in this process were that the visits were short and at times employees at the centers thought that this was more of an auditing session. We took all precautions to notify them that we were actually just wanted to assist in simplifying their current system if any changes needed to occur.

WIOA Collaborating Agencies:

- > State of California Employment Development Department (EDD)
- > South Bay WIB
- > Los Angeles County of Education (LACOE)
- > Los Angeles Unified School District, Adult Education
- > Los Angeles Mission College, Valley College & Pierce College
- > Title V Older Workers Programs
- > State of California Department of Rehabilitation
- > Valley Economic Development Center (VEDC)
- > Initiating Change in Our Neighborhood, CDC (ICON)
- > San Fernando Valley Economic Alliance
- > PV Jobs
- > Meet Each Need with Dignity (MEND)
- > Family Source
- > Employment Means Success(EMS)
- > Volunteers of America (VOA)

Resources

Unemployment Insurance Information (EDD)
www.caljobs.ca.gov
English (800) 300-5616
Spanish (800) 326-8937

For information and non-emergency services dial:
311 City of L.A.
211 County of L.A.

Health Services

El Proyecto del Barrio, Inc.
www.elproyecto.us


Family Health Clinics:

Arieta Clinic
(818) 830-7033
8902 Woodman Ave.
Arieta, CA 91331

Winnetka /Canoga Park Clinic
(818) 883-2273
20800 Sherman Way
Winnetka, CA 91306

El Proyecto WorkSource CALIFORNIA
Building Business and Careers

America's JobCenter of California™



9024 Laurel Canyon Blvd.
Sun Valley, California 91352

Phone No.: (818) 504-0334
Fax: (818) 504-2625
TTY: (818) 504-1974

We offer Employment & Career Services for 18 & older Adults and Veterans

To receive WorkSource Services, registration is required and can be completed by attending an Orientation:

PLEASE CALL TO MAKE AN APPOINTMENT FOR ORIENTATION

THANK YOU! - Where to now?

Working with the i-Team was an experience that has helped me elevate my visual, field and community design skills. When you think about innovation, the work that is to be done is never done alone. I had the privilege to work alongside folks that are incredibly passionate about their work up on the 16th floor of City Hall.

Among the many challenges I encountered, whether it was last minute requests for graphic logos, or conduct ethnographic research on my own, I knew I could count on my peers for help if I needed it.

As I transition out and into my thesis year, my next goals are to work in either health and wellness sectors or with contemporary social media platforms like TikTok or Snapchat. I am interested in fostering community engagement via online and I was able to find that passion through some of the digital work I created with the i-Team.



A special thank you to Designmatters, Media Design Practices faculty, Sarah Lidgus (fellowship mentor), Diamond James, Alex Pudlin, Karli Stander, Tanya Pineda, Jessy Escobedo, Abby Blackwood, & Brenden Bailey