

# ASCH HARWOOD

DATA SCIENTIST | RESEARCHER | CREATOR

## EXPERIENCE

### Principal | Red Hook Media Lab

APR 2018 - PRESENT, BROOKLYN, NY

- Establish social change [content studio](#) utilizing data science, design, and storytelling to counter misinformation
- Conduct research into algorithmic bias, filter bubbles, and impact of content on political beliefs to develop novel social change framework
- Implemented A/B testing with Qualtrics/Mechanical Turk to identify most effective messages for Proof's "[I Vote Because...](#)" campaign

### Researcher/Data Scientist | Council on Foreign Relations

FEB 2009 - PRESENT, NEW YORK, NY (part-time since 2012)

- Created [Nigeria Security Tracker](#), preeminent realtime data source for policymakers, journalists, and academics analyzing political violence
- Produce original quantitative analysis and prototype machine learning models using Tableau and Python, garnering 75 Google Scholar citations
- Provide direct analytical and educational support to policymakers and journalists to ensure responsible application of data and analysis

### Senior Program Manager/Designer | Reboot

JUN 2017 - 2018, BROOKLYN, NY

- Led 7 researchers to develop [open data strategy](#) for city of Madison, WI, which is guiding its data engagement with community organizations
- Conducted [field research](#) on misinformation/bias in Kenyan media. Omidyar Network applied recommendation to create [Baraza Media Lab](#)

### Innovation Lead | UNICEF/Global Polio Eradication Initiative

OCT 2013 - 2017, NEW YORK, NY

- Co-led GPEI Data Working Group to advise world's largest public health program on data privacy, security, and gender bias
- Initiated \$500,000 [multi-stakeholder research](#) on impact of online vaccine misinformation, informing program's misinformation response
- Led up to 20 engineers to create open [source data warehouse and visualization platform](#), since deployed in Afghanistan country office

## EDUCATION

### BrainStation | Diploma Candidate, Data Science

AUG 2020 - OCT 2020, NEW YORK, NY

Capstone applies nlp and deep learning to U.S. political news and predicts with 87 percent accuracy volume of related Google searches 12 hours later

### The New School | Masters in International Development/Economics

SEP 2007 - 2009, NEW YORK, NY

### McGill University | Bachelors in International Development

SEP 1999 - 2003, MONTREAL, QC

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## SKILLS

Python, R, NLP, SQL, Hadoop, Spark, Machine Learning, Git, Tableau, Adobe Audition, Descript, Qualtrics, Human-centered Design

## PROFILE

Data scientist, designer, researcher, and content creator driven to affect positive social change at home and abroad.

Tenacious and creative problem-solver looking to take on the toughest challenges related to democracy and governance, civic engagement, public health, and misinformation.

Also, musician, outdoor enthusiast, seeker of knowledge, and father to one human child and one fur baby.

## AFFILIATIONS

Term Member, Council on Foreign Relations

Member, American Society of Composers, Authors, and Publishers

## PROF. CERTIFICATES

University of Michigan/  
Coursera | Applied Data Science in Python

J-Pal South Asia/MIT |  
Randomized Controlled Trials for Social Programs