Anita Salem M.S.
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Anita Salem has a Master's degree in Human Centered Design and Technical Communication from the University of Washington and has over 20 years of experience as a design researcher. She is currently a Research Associate at the Naval Postgraduate School, in Monterey, CA., studying the socialization of new policies, processes, and technologies. Anita is also the founder of SalemSystems, a design research firm.

Focusing on strategic communication and change management issues, Anita uses a variety of design research methods to help organizations ground their strategies in real world practices. Her methods include field studies, interviewing, communication audits, process analysis, concept testing, collaborative research, and action planning. Key projects include strategic communication research for the Director of National Intelligence and the Business Transformation Agency (DoD); market strategy research for the Bill & Melinda Gates Foundation and Seattle Public Utilities (SPU); needs analysis for the Seattle Police Department; organizational development research for the City of Seattle Emergency Management; web strategy and communication research for the State of Washington and the Department of Homeland Security; and user research and system design for Verizon Wireless, T-Mobile, AT&T, and Cisco Systems.

Anita has published a number of technical reports detailing her work engaging stakeholders in policy design, including papers on challenges in information sharing between the private and public sectors and reports on the adoption of new policies for the Department of the Navy. Anita is also a frequent presenter on topics related to human systems research and has presented recently at conferences for the U.S Coast Guard, the U.S. Department of Homeland Security, the Association for Business Communication, and the Society for Technical Communication. Anita has taught graduate and undergraduate courses in user experience design, and she offers short courses in strategic planning, strategic communication, and design research techniques. Her academic affiliations include the Naval Postgraduate School and the University of Washington. Anita is also a board member of the Marina Technology Cluster and a volunteer for The American Red Cross and the Santa Cruz Conflict Resolution Center.