Dana E. Chisnell, UsabilityWorks, is an elections nerd who has trained thousands of election officials to test the design of their ballots. She’s the lead on a project to develop a series of Field Guides To Ensuring Voter Intent. The Field Guides, originally funded by a Kickstarter project, are designed to be quick, easy, and accessible help for local election officials to do the best possible design. She won a MacArthur grant in 2012 to expand the Field Guides series.