

NICOLE COUSINO

Design Researcher & Strategist

NicoleCousino.com

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KEY SKILL AREAS

Strategic Planning	Competitive Research & Analysis
Project Management	Context Based Design
Qualitative & Quantitative Research & Analysis	Business Dvlpmt/Mgmt
Systems Thinking	Logistics
Journey Mapping	Visual Communication
Blueprinting	Brand Development
Sustainability Planning	Storytelling
PM Software	Creative Suite Software

EDUCATION

MLA 2009 **Landscape Architecture/ Environmental Planning**
University of California, Berkeley

MFA 1997 **Fine Arts**
Rutgers University

BA 1990 **Fine Arts/Social Practice**
Minor in Cultural Anthropology
San Francisco State University

AWARDS/CERTIFICATIONS

2012 **Go Green Communications Savvy Award, 3 CMA, (City-County Communications & Marketing Assoc)**
NABCEP Photovoltaic Entry Level Certification

2009 **Certificate of Honor, American Society of Landscape Architects**
Permaculture Design Certificate

2008 Volunteer - African Conservation Centre,
Nairobi, Kenya

RELEVANT EMPLOYMENT

Mar 2020 **SERVICE DESIGNER**
Jun 2020 **ZW Market, Portland OR**

- Lead researcher for a zero waste grocery startup
- Qualitative research: 1:1 interviews, developed interview guide
- Journey maps and blueprinting
- Competitive research and analysis
- Business analysis and modeling

May 2015 **FOUNDER/PROJECT & SERVICE MANAGER**
Mar 2020 **Nature Commode, Portland OR**

- I oversaw the end-to-end development of a product and service revolutionizing a stagnant industry
- Disrupted an industry – first in the US to provide sustainable event sanitation
 - Conducted qualitative research: Formal 1:1 interviews, 50+ field interviews, contextual inquiry
 - Designed, fabricated and field tested innovative product
 - Conducted competitive research and analysis
 - Built client base from 0 to 80+
 - Exposed 250,000+ attendees to ecological sanitation
 - Managed operations, logistics, regulatory permitting and accounting
 - Managed marketing, sales and brand development
 - Designed visual communication products including website, branding identity, presentations, signage

Mar 2013 **PROJECT MANAGER**
May 2015 **The GiveBack Nutrient Cycling Project, Portland OR**

- Conducted qualitative research: 1:1 interviews, field research
- Designed focus groups and surveys
- Conducted competitive research and analysis
- Authored successful grant for project funding
- Designed visual communication products including website, animation and brochure

Sep 2009 **SUSTAINABILITY PLANNER**
Mar 2013 **City of Gresham, OR**

Project Manager of the City's first Sustainability Plan for Internal Operations and Facilities

- Conducted qualitative research: 1:1 interviews and field research
- Facilitated focus groups and surveys
- Conducted technical research and analysis
- Led cross departmental visioning team
- Authored the Sustainability Plan for Internal Operations
- Designed visual communication products tailored for stakeholders & public

(SUSTAINABILITY COORDINATOR cont)

Project Manager of 3 Action Plans: Energy Management, Green Fleets & Fuels, and Zero Waste Strategy

- Led cross departmental visioning team
- Authored the plans and presented them to key stakeholders

Program Manager of Clean Energy Works Gresham, an energy efficiency program targeting residential and commercial sectors

- Visual Communication: Designed and implemented an outreach campaign, created marketing and presentation materials including a video series
 - Received national Savvy Award from CCA Marketing Assoc
- Organized community energy information fair

Program Manager of Solar Gresham, a residential solar program

- Developed marketing program within tight timeframe
- Authored and issued a RFP and selected the solar installer
- Created all marketing collateral
- Hosted multiple workshops, in collaboration with Solar Oregon
- 250 homeowners enrolled in the program and 25 solar arrays were installed

Dec 2003

LEAD RESEARCHER/BUSINESS DEVELOPMENT ASSOCIATE

Nov 2004

Philadelphia Fry-O-Diesel, Philadelphia, PA

Lead researcher for a biodiesel startup in the nascent renewable fuel industry. Based on my recommendations, Philadelphia Fry-O-Diesel became the first biodiesel producer in the US to use trap grease as a feedstock.

- Conducted qualitative research: 1:1 interviews, extensive academic and field research, and competitive analysis
- Analyzed feedstock and technology options and provided key recommendations
- Co-authored successful \$250,000 grant proposal, providing critical seed funds for a pilot program

Nov 2002

DOCUMENTARY PROJECT MANAGER

Oct 2003

Hotel Employees Restaurant Employees International Union, Los Angeles, CA

- Identified and secured pro bono participation of 9 documentary film crews to cover the Immigrant Workers Freedom Ride
- Managed travel and expense logistics for the 9 film crews
- Developed and managed documentary project budget