

# NICOLE COUSINO

Experience/Service Designer

Researcher/Project Manager

NicoleCousino.com

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## KEY SKILL AREAS

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

2020 **Volunteer - Emergency Design Collective**

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

- Conducted qualitative research: discussion guide development, 1:1 interviews
- Developed journey maps and blueprinting
- Conducted competitive research and analysis
- Conducted business analysis and modeling

May 2015

Mar 2020

**FOUNDER/EXPERIENCE DESIGNER/PROJ MGR**

**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: discussion guide development, 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, permitting, accounting
- Managed marketing, sales and brand development
- Designed visual communication products including website, branding identity, presentations, signage

Mar 2013

May 2015

**PROJECT MANAGER/UX RESEARCHER**

**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

Mar 2013

**SUSTAINABILITY PLANNER/**

**SERVICE DESIGNER**

**City of Gresham, Gresham, OR**

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

- Conducted qualitative research: 1:1 interviews, 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
- Instrumental participant on the Renewable Energy Task Force

**(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

Nov 2004

**LEAD RESEARCHER/BUSINESS DEVELOPMENT ASSOCIATE**

**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 PA Dept of Environmental Quality \$250,000 grant proposal, providing critical seed funds for a pilot program

Nov 2002

Oct 2003

**DOCUMENTARY PROJECT MANAGER**

**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