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*Team Leadership - Strategic Communications -
Brand Development - Product Innovation - Design -
Creative Problem Solving - Process Improvement -
Customer Service - Training and Development -
Operations Management - Sustainable Technology*

I am dedicated to the work of transition toward a more ecologically-resilient landscape and culture. I love working with people and complex problems to make that world possible. I offer broad experience in communications design, brand development, business and non-profit operations, customer experience and team leadership.

I am open to leadership roles in product, operations, or communications for organizations that participate in this shared mission for a regenerative human footprint.

RELEVANT PROFESSIONAL EXPERIENCE

Business Operations, Fulfillment and Product (Startup Launch)

Electra Mobility DBA Ridepanda / San Francisco, CA / 2020

- Increased product integrity and market consistency by re-branding "Maintenance Plan" as "Parts Guarantee"
- Implemented new pricing and value structure for post-sales services and Pandacare / Pandacare Plus packages
- Developed scaled business models for products and operations with estimated costs and profitability thresholds and made internal recommendations based on those studies
- Established quality assurance on product fulfillment by implementing KPIs on delivery estimates vs. actual
- Managed online store presence for September 2020 public launch by researching product data, updating the website with product updates and maintaining a vehicle ratings database (Consumer Reports for LEVs).
- Established SOPs for all post-sale customer interactions (fulfillment, returns, service)

Senior Rider Representative (CX Escalations & Training | Business Operations | Product & UX Feedback)

Scout Networks / San Francisco, CA / 2017-2019 (acquired by Bird Rides, Inc. in 2019)

- 50% of role focused on customer escalations and risk (collections, CC disputes, citations, claims and damages)
- Led and completed effort to update and translate SOPs for CX teams in Barcelona and Santiago for expansion into LATAM + EU markets
- Interviewed new hires in CX and other departments and facilitated new hire training for CX in SFO office
- As primary point of contact for SFMTA, I provided detailed historical data and operational analysis on citation and tow losses, and led a coordinated effort with Product / Fleet Operations teams which reduced rider tows by 50% by shifting operational capacity from reactive response to preventive response.
- To bring the users attention to parking restrictions in signage in the physical world, I successfully advocated for specific UI changes that increased clarity and friction in the app to remind the user of street parking liabilities.
- Identified and advocated for multiple UI changes that would make it easier for riders to work with the system to increase the battery charge of vehicles, including visual cues to identify low-battery vehicles and open garage spaces within a vehicle's battery range.

Strategic Programming & Permaculture Design Consultant

Community | Ecology | Design (Self-Employed) / 2013-present

Strategic consulting centered on ecologically regenerative and social change-related projects, ranging from communications and media consulting, permaculture design for land stewardship projects using Google Earth, business planning and program development for individuals and organizations. Past projects include: Yerba Buena Films' Fifth Sacred Thing, PLACE for Sustainable Living, Hearth Gardens, Sarah Regenspan Coaching, Young Adult Revival Network, Infruition, Food Forest Abundance

- Conducted outreach calls/emails to potential teachers and organized the initial class schedule to launch PLACE for Sustainable Living's educational program
- Operating email marketing and offering business launch support (financial projections and programming iterations) for sole proprietor coach who is balancing FT employment and business launch
- Supported YARN organization to launch first online nationwide event on Zoom
- Proposed, iterated and launched online "gift circle" to market for Common Goods' Kindista platform

Front Desk Lead | Relief Manager

The Red Victorian Peace Arts Center Bed & Breakfast / San Francisco, CA / 2012-2013

- Gained small business experience and took over hotel operations in 3 week absence of management
- Assisted with interviewing new hires and employee performance
- Developed a new, sustainable + healthy menu and business plan proposal to reopen the Peace Arts Cafe
- Proposed, organized, and MCed the Haight Street Review open mic to bring nightlife and outside artists to the Peace Arts Cafe
- Facilitated Peaceful World Conversations, bringing different perspectives together to discuss a central topic

Creative Director | Communications Designer

Community | Ecology | Design (Self-Employed) / 2006-2012

As a freelance designer I created consistent brand identities across multiple media in support of social change organizations. I extensively used Adobe Creative Suite. Past clients include: Tree Media Group & Leonardo DiCaprio's The 11th Hour, EcoCity Builders, Berkeley Fellowship of Unitarian Universalists, E3 EarthWear, Art | Global Health Center, California Student Sustainability Coalition, University Cooperative Housing Association

- Led design sprints on branding, website design, and book layout for BFUU Oral History project, circling with multiple stakeholders and a design intern
- Developed lasting brand for CSSC non-profit, and guided visual communications for event production, volunteer management, development and media kits
- To support EcoCity Builders launch of the International EcoCity Framework and Standards, I developed an infographic campaign poster and presentation campaign which has been shown at the UN and to other international audiences.

Team Supervisor - Field Operations

U.S. Census Bureau Local Census Office 2725, Alameda, CA 2009-2010

- As a Field Operations Supervisor I led a crew of 20 field canvassers, hired assistant supervisors, performed weekly 1-on-1s and timesheet audits, and supported my direct reports to successfully engage with our diverse East Oakland neighborhood to support a full and accurate Census count.

ACADEMIC AND PROFESSIONAL DEVELOPMENT

Bachelor of Arts in Design | Media Arts, minor in Geography | Environmental Studies. Regents' Scholar.

School of the Arts and Architecture, University of California, Los Angeles / 2008

Relevant coursework: Design for Environmental Communication, Brand Laboratory, Media Archaeology, GIS, Sustainable Architecture, Education for Sustainable Living Program, Effective Methods of Social Change, Art as Moral Action, Food Environment & Agriculture

Urban Permaculture Design Certificate - Common Circle Education / Living Mandala, Berkeley, CA / 2010

Empowering Life's Energies & Advanced Coaching - Academy for Coaching Excellence, Sacramento, CA / 2016

Advanced Permaculture | Design for Future Climates - Oregon State University, Corvallis, OR / 2018

Certified TurnKi Sustainability Consultant - Appreculture Design Institute, Santa Barbara, CA / *in progress*

Food Forest Abundance Certified Designer - Food Forest Abundance, Inc., Orlando, FL / *in progress*

COMMUNITY LEADERSHIP

National Barnstorm Conference Call Leader - Bernie Sanders Presidential Campaign / 2016

Backyard Garden and Nursery Intern - City Slicker Farms, Oakland, CA / 2011

Steering Committee Co-Chair, Circle Leader - UU Young Adult Network of Northern California / 2008-2009

Executive Committee Member, California Student Sustainability Coalition / 2007-2008

Workshop Leader - UCLA Coalition for Peace, Economy Ecology Equity, ESLP Action Research Teams / 2006-2008

Co-Founder and Organizer, Santa Monica Critical Mass Bicycle Ride / 2005