

ALEXA JENSEN

URBAN STRATEGIST

An Urban Strategist and Interdisciplinary Designer with a focus on equitable urban design, housing and land rights, systems sustainability, and urban policy and planning analysis.

EDUCATION

PARSONS

The New School for Design
High Honors
August 2014 - May 2016

Master of Science in Design and Urban Ecologies | New York City

Studied the ecological workings of urban environments by approaching cities as systems comprised of social, political, economical, and infrastructural elements. In this program I critically analyzed urban scenarios by using urban data, policy and stakeholder analysis, the application of urban theory, and the utilization of qualitative and quantitative research methods.

UNIVERSITY OF UTAH

College of Architecture + Planning
August 2008 - May 2012

Bachelor of Science in Architecture | Salt Lake City

Utilized spatial design thinking, prototyping, site analysis, planning analysis, and building skills to create urban and site-specific plans.

WEBER STATE UNIVERSITY

June 2005

Study Abroad | Italy, Austria, Germany, Switzerland, France, UK

Focused on qualitative analysis of the visited sites in order to build a comprehensive publication of group experiences within these spaces.

WORK EXPERIENCE

SCHOOL OF DESIGN STRATEGIES

May 2015 - Present

Program Communication | Project Lead | New York City, New York

Leading program communication for two graduate programs within Parsons School of Design Strategies. Projects include: building and prototyping interactive web models; communicating program updates, events, and news; and maintaining Parsons visual identity.

LAKEWOOD CITY SUSTAINABILITY AND PLANNING

May - August 2015

Sustainability Systems Intern | Lakewood, Colorado

Worked to achieve a 10 year initiative for a more sustainable city. Projects included: collecting, analyzing and visualizing urban data; designing zero waste initiatives to be implemented within the municipality; and researching social and environmental sustainability models that could potentially be implemented at a district-scale.

THE GROWHAUS

May - August 2015

Digital Design Intern | Denver, Colorado

Designed communications and marketing materials for a non-profit that produces and distributes organic food to low-income communities. Projects required a sensitivity to local residents as well as a knowledge of the GrowHaus visual identity.

NORDSTROM

June 2012 - 2014

Team Manager | Salt Lake City, Utah

Lead and motivated a team of employees. Responsibilities included: collaborative and analytical thinking strategies; data review and analysis in order to competitively compare business results from previous years; drafting effective business plans to increase results; public speaking, employee training, and managing the store.

SKILLS

SOFTWARE + TECHNICAL

GIS · Online Cartography · Data Visualization · HTML · JavaScript · CSS · SQL · Adobe Creative Suite · Web Design · Fiscal Reporting and Analysis · Technical Writing · Google Sketchup · AutoCAD · Microsoft Office

RESEARCH

Systems Thinking · Project Planning · Urban Data Analysis · Sustainable Design · Interviewing Techniques · Community Based Participatory Action Research · Qualitative Research · Quantitative Research · Stakeholder Mapping · Diagramming

TECHNICAL PROJECTS

THESIS

January - May 2016

Rio de Janeiro | Brazil

Conducted field research and systems analysis in five favela (slum) territories within Rio in order to create a comprehensive analysis of needs regarding land tenure and land rights in the wake of mass displacement due to the 2016 Summer Olympics. The project includes the design of a tool that can be used to engage residents and organizations to effectively critique the current liberalization of urban policy, and gain collective land tenure as a means of combating displacement.

URBAN MOBILITIES

January - May 2015

Elmhurst, Flushing, and Sunset Park | New York City

Utilized in-depth qualitative and quantitative research on the Chinese Dollar Van networks that connect Manhattans' four satellite Chinatowns in order to expose how informal modes of transit are able to sustain, connect and empower cultural enclaves throughout the city. From our research we designed a participatory process for communities that are under served by public transportation to co-create their own mobility systems.

SOCIAL INFRASTRUCTURES

August - December 2014

Jackson Heights | New York

Working inter-disciplinarily, this research focused on anti-displacement, gentrification and race issues to discover ways in which political and policy interventions could be leveraged to benefit existing and established immigrant communities in the most culturally diverse neighborhood in the United States.

AFFILIATIONS

CATALYTIC COMMUNITIES

2016

Research Assistant

Assisted in conducting a global perceptions survey to identify how perceptions of slum dwellers in Rio de Janeiro are changing due to popular media.

URBAN COUNCIL

2015-2016

Student Representative for the Urban Council

RIGHT TO THE CITY ALLIANCE

2015

Renters Assembly

Helped organize a NYC Renters Assembly that would work to build alliances between tenants, homeowners, squatters, sweat equity advocates and the homeless and expose attendees to innovative and actionable alternatives in the praxis of the human rights struggle for housing.

HABITAT FOR HUMANITY

2010

Construction

Constructed homes for under-served individuals

AIAS

2010 - Present

American Institute of Architecture Students Member

RECOGNITION

PARSONS

2016

High Honors + Cum Laude: Cumulative GPA 3.91

UFF

2016

Federal Fluminense University

Forged a collaborative connection between Parsons and Federal Fluminense University in Rio de Janeiro

PARSONS

2015 - 2016

Academic Achievement Scholarship

PECHA KUCHA

2010

Salt Lake City Pecha Kucha Design Competition Winner

BONNEVILLE HIGH

2007

Tennis Team Captain