

Naomi R. Grunditz

Planning, Design, Marketing

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Education

University of Colorado Denver

Denver, CO • Sept. 2017–May 2019 (expected)
Master of Urban and Regional Planning.

Yale University

New Haven, CT • Sept. 2007–May 2011
B.A. in sociology, distinction in the major. Concentration in urban studies.

Work Experience

Design Policy & Planning Specialist

Self-Employed, Denver, CO • Nov. 2018–present

- Developed design overlay along Lakewood Dry Gulch for Councilman Espinoza to improve park-adjacent frontages in rapidly redeveloping area.
- Conducted typology inventory and analysis with PelOna Architects and Urbanists to create preservation overlay for Harkness Heights and commercial overlay for Tennyson Street.
- Used GIS to identify additional historic clusters in District 1 for Harkness Heights overlay expansion.

Product Marketing Manager

myStrength, Denver, CO • Sept. 2015–Aug. 2017

- Designed campaigns to launch new partners, increase engagement and roll out product enhancements to over 50k users.
- Leveraged user interviews and behavior research to shape new product features.

Assistant to the Executive Director

Ecocity Builders, Oakland, CA • March 2012–July 2015

- Managed blog, social media, newsletter, official communications and collateral.
- Participated in designing and launching online GIS platform for crowd-sourced environmental and neighborhood data—since piloted in cities across five countries.

Development Intern

SPUR, San Francisco, CA • Jan. 2012–March 2012

- Managed major donor databases, member requests, and gift campaigns.
- Researched political figures and influencers in Bay Area planning landscape.
- Participated in colloquium on environmental design, social change and planning.

Projects

Ecocity World Summit

Abu Dhabi • Oct. 2015

- Organizing committee member for international sustainable planning/design conference.
- Presented at conference on the role of art and play in designing thriving urban spaces.

Skills

Technology

SketchUp, QGIS, Mailchimp, Constant Contact, Microsoft Office (Word, PowerPoint, Excel), Adobe Suite (Photoshop, InDesign, Illustrator), Git, Google Analytics, HTML.

Languages

Basic proficiency in Portuguese and Swedish. Advanced Spanish.