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# ABBY ZAN

STRATEGIST | PLANNER | ENGAGEMENT SPECIALIST

*Committed to the collaborative, imaginative pursuit  
of more equitable, just, and sustainable cities.*

## EXPERIENCE

### URBAN PLANNER

2019-Present  
WXY Studio  
NYC / Washington, DC

- Manage complex planning projects with a focus on equity in local and regional planning processes, culture and placemaking, and engagement.
- Steward strong working relationships with a range of clients in the private and public sectors, including school systems, local and regional governments, and private corporations.
- Research, write, and manage the production of professional and graphically compelling content, including slide decks and over 2,000 pages worth of reports.
- Establish a strong presence for WXY in a new region (D.C.) through proposal development, public speaking, and business development and strategy.

### RESEARCH ASSISTANT

2017-2019  
Parsons School of Design  
New York, NY

- Scoped and managed research processes within a critical urban planning and design context, while completing a Masters in Design and Urban Ecologies.
- Conducted qualitative analysis, spatial analysis, and literature review including GIS, policy analysis, and participatory research methods.

### PROJECT MANAGER

2016-2017  
Sheldon Scott Studios  
Washington, DC

- Managed communication, partnerships, and production processes for social practice art and design studio.
- Manage budgets and conduct financial analysis to ensure smooth project implementation.
- Develop externally facing materials to communicate studio projects and programs.

### CONNECTIVITY ASSOCIATE

2014-2016  
Woolly Mammoth Theater  
Washington, DC

- Designed and led community engagement strategy and developed equity programs for trailblazing cultural organization.
- Built & nurtured more than 35 community partnerships to amplify the reach of the organization with a focus on engaging marginalized communities in D.C.
- Developed more than 90 unique public programs from the ground up, including concept development and coordinating outreach and communications.

## EDUCATION

PARSONS SCHOOL OF DESIGN  
THE NEW SCHOOL  
2017-2019

### M.S. DESIGN & URBAN ECOLOGIES

Departmental Honors; Co-Chair, Hub for Urban Practices

OHIO STATE UNIVERSITY  
2014

### CERTIFICATE, CREATIVE PLACEMAKING

NORTHWESTERN UNIVERSITY  
2008-2012

### B.A. PERFORMANCE STUDIES

Summa Cum Laude

## LANGUAGES

SPANISH (*fluent*)

FRENCH (*conversational*)

## PROFESSIONAL SKILLS

DESIGN (ILLUSTRATOR, INDESIGN)

CONTENT DEVELOPMENT (INDESIGN, POWERPOINT)

GIS (QGIS, CARTO)

ENGAGEMENT

RESEARCH