

JUSTINE STOHLER

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RELEVANT PROFESSIONAL EXPERIENCE

Odgers Berndtson/IdenX: data solutions startup delivering human capital-driven strategic insights Remote

Client Insights Strategist

March 2021 – Present

- Head demo delivery and product management for proprietary people insights platform, assessment tools, data lake, AI/ML engine, and client portal, driving IP and commercialization for a global suite of firms
- Lead business development: generate multivariate data insights and craft strategic omnichannel campaigns
- Manage internal/external stakeholder relationships and experience across industry and functional verticals

JS Strategy: freelance design strategy for private clients

New York, NY

Researcher and Consultant, Design Strategy

February 2020 – Present

- Provide customized human-centered and evidence-based design solutions to tackle modern challenges
- Investigate and devise design improvements for home offices, remote teaching, aging-in-place (disability, dementia, caretaker), residential moves and retrofits, healthy habits, and COVID-19 safety

HOK

New York, NY

Consultant, On-site: Change Management Lead, Americas, Morgan Stanley

June 2019 – January 2020

- Developed the change management playbook to guide a global real estate portfolio modernization
- Integrated behavioral science and UX research into the design, rollout, and operation of the workplace
- Designed and delivered strategic workshops, communication, training, programming, research, and survey analysis for IT business units; 3,000 seats, across 6 sites in New York Metro and Montreal

PLASTARC: real estate strategy consultancy focusing on social research

New York, NY

Project Contributor

May 2019 – June 2019

- Conducted qualitative research and recommended design solutions tackling social/behavioral challenges

Cornell University, Design & Environmental Analysis

Ithaca, NY

Graduate Teaching and Departmental Assistant

January 2018 – August 2018

- Wrote and designed a publishable studio book for a 3-year Chinese/U.S. joint architecture/design studio
- Facilitated execution of 2 major client projects, 5+ workshops, and 2 international trips for 35 students

Cornell University, International Workplace Studies Program

Ithaca, NY

Graduate Research Assistant

August 2017 – May 2018

- Developed evidence-based design solutions and programming strategies for an international client based on literature reviews, user research/behavioral data, and case studies
- Statistically analyzed survey questionnaire and response data and wrote methods portion of manuscript

EDUCATION

Cornell University, Design & Environmental Analysis

M.S. Human-Environment Relations, Environmental Psychology; Minor: Social Psychology

May 2018

Relevant Advanced Coursework: Social Science Statistics • Research Methods • Architectural Programming • Environmental Psychology • Ambient Environment • Environments and Health • Design Thinking

Ithaca College

B.S. Business Administration, Concentration: Finance, Organizational Behavior & Management

May 2011

SKILLS

Work: qualitative & quantitative research • systems thinking • persuasive communication • coaching • workshops

Tools: Microsoft Office (Adv. Excel) • Adobe Suite • statistical software • survey platforms • data visualization • UX