
Katrina Johnston-Zimmerman, MUS

Urban Anthropologist

Katrina is a lecturer, advocate, and applied anthropologist living in Philadelphia. She embodies a spirit of "servant leadership" in all that she does, whether that's through her keynotes on heart-centered cities or community development and engagement in her city. She was named one of BBC's 100 Women of the World in 2019 for her advocacy on non-sexist cities and brings a lens of gender-equity to all she does.

Professional Experience

Director, Consultant THINK.urban (2016 - Present)

Research, analysis, and advocacy of public space for the purposes of designing happier and healthier cities for people through the lens of applied anthropology.

Assistant Director | South Street Headhouse District (2023 - 2024)

Tasked with assisting the Director in regular operations of the BID including managing staff, public appearances, program management, placemaking events, managing partnerships, outreach to business community and neighborhood associations, monitoring impact and economic development, and city relations.

Research Fellow | City of Philadelphia Office of Innovation and Technology (2022

- 2023) Appointed for one-year fellowship to conduct systems analysis on public space and privacy policy for surveillance technology. Worked with various city departments including Open Data, Transportation, Parks, Public Health, Streets, and Commerce. Conducted comparative best practice research on other city policies in San Francisco, Portland, NYC, and abroad.

Adjunct Professor | Drexel University (2019 - 2021, 2024)

Instructor for Urban Strategy Masters program course City of Systems (URBS 620), and elective course Public Space and Placemaking (URBS T580). Honors College Teaching Fellow for special elective courses Waste and the City and Exploring the Feminist City (2019-2020). Thesis advisor for Design Research and Urban Strategy.

Project Manager | Lindy Institute for Urban Innovation at Drexel University

(2018 - 2020) Responsible for urban research projects including pre- and post-observational research, oversight of student workers and interns, and report creation for the City of Philadelphia on systems improvement for the right of way.

Guest Lecturer | Royal Institute of Technology in Stockholm (2017 - 2019)

Annual lectures for the Urbanism Studies Masters Program, instructing on urban anthropology, public life observational methods, and feminist urban planning.

Copenhagenize | Urban Anthropologist Consultant (2017 - 2019)

Consulted on bicycle infrastructure research projects, including research plans for cities and workshop coordination for annual master classes in Copenhagen.

City ID | Urban Anthropologist (2015 - 2016) Conducted site analysis, identity review, user experience testing, user-scenario development, and general project management for wayfinding projects including the San Francisco International Airport, the City of San Jose, and New York Road Runners.

Project for Public Spaces | Communications and Outreach Manager (2014

- 2015) Coordinated and created regular content for company blog, managed social media, coordinated course material and presented materials at biannual placemaking training workshops and conferences.

Education

MUS Urban Studies, Public Space Focus
(Hons) Portland State University, 2012

[Thesis: Public Space and Urban Life: A Spatial Ethnography of a Portland Plaza](#)

Analyzed Urban Center Plaza in downtown Portland using quantitative and qualitative research methods, including randomized video observations and on-site surveys to analyze patterns of behavior in space.

BA Anthropology (Hons),
Arizona State University, 2009

Montserrat College of Art
One year fine arts studies (2004)

Related Skills

- _ Community engagement and development
- _ Creative economy development
- _ Grant and creative writing
- _ Program impact and evaluation
- _ Data analysis
- _ Systems thinking
- _ Public speaking
- _ Media appearances
- _ Events production
- _ Staff management
- _ Budget oversight
- _ Urban planning, design, and research
- _ Vision planning processes
- _ Nonprofit management
- _ Focus groups and facilitation
- _ Ethnographic research methods
- _ Survey creation and analysis
- _ User experience and analysis
- _ Newsletter programs (SendinBlue/Brevo etc.)
- _ Design programs (InDesign, etc.)
- _ Copy editing
- _ Conflict resolution

Associations and Volunteer Activity

- _ Board Member and Member of Executive Committee, South Street Headhouse District
- _ Volunteer Chair, South Street Headhouse District Design Committee, Philadelphia
- _ Leadership Philadelphia Keepers and Core Programs graduate (2019, 2020)
- _ Member of the FitCity Philadelphia Steering Committee (with PHMC)
- _ Member of the Ed Bacon Philadelphia Challenge Committee, AIA Philadelphia
- _ Member, Social Science Research and Architecture Committee, AIA New York City
- _ Co-founder of Women Led Cities Initiative, a Knight-Foundation funded project
- _ Praxis Advisor, Bryn Mawr (2019, 2021)
- _ Thesis Advisor, multiple students of Masters of Urban Strategy and Design Research programs (2017-2024)
- _ Impact Leader, Politico Women Rule: The Exchange cohort in Washington D.C.
- _ Capstone advisor, Masters of Urban Planning and Policy at Temple University

Academic Publications

Public Space and Protest: An Ethnographic Analysis of Alpha and Beta Camps at Occupy Portland (Draft for discussion)
Conducted independent human-subjects (IRB) approved ethnography on-site at Occupy Portland for the month of October 2011.

Urban Open Spaces in Historical Perspective: A Transdisciplinary Typology and Analysis. Stanley, Benjamin; Johnston, Katrina; Stark, Barbara L.; & Smith, Michael E. (2013). *Urban Geography* 33(8): 1089-1117.

Neighborhood Formation in Semi-Urban Settlements. Smith, Michael E.; Engquist, Ashley; Carvajal, Cinthia; Young, Amanda; Algara, Monica; Kamoda, Yui; Gilliland, Bridgette; Johnston, Katrina (2014). *Journal of Urbanism: International Research on Placemaking and Urban Sustainability*.

Recent Speaking Appearances

- _ **Moderator: "Women Build It"** panel conversation with Philadelphia Citizen and the Lindy Institute of Urban Innovation, June 2024.
- _ **Keynote Speaker: Congreso Futuro, Santiago, Chile, January 2023.** Invited by the Senate of Chile to present on our urban future for live national audience with a reach of one million viewers. Met with political leaders, gave satellite keynotes in Punta Arenas, and visited Antarctica.
- _ **Symposium Speaker: AIGA (American Institute of Graphic Arts) National Design Conference, Seattle, Washington, October 2022.**
- _ **Keynote Speaker: Utopian Hours, International Festival of City Making, Torino, Italy, October 2022.** Presented by Torino Stratosferica.
- _ **Keynote Speaker: WRLDCTY, The Global Forum for Urban Innovation, NYC, October 2022.** Presented by Resonance Co.
- _ **Keynote Speaker: POP-UPS: The impact of temporary placemaking on individual and community health, Fit City Webinar with PHMC, 2020.**
- _ **Co-Presenter with Copenhagenize: "Human Behaviour as Design Inspiration for Infrastructure of All Ages and Abilities", Velo-City, Dublin, June 2019.** Conducted outdoor spatial ethnographic workshop of cycling.
- _ **Keynote Speaker: ASU School of Human Evolution and Social Change Fall Career Panel, Tempe, Arizona, October 2019.** Invited to my Alma Mater to give the annual conference keynote on applied anthropology and public space observations for the graduating class.
- _ **Speaker: BBC's 100 Women 2019 - On The Female Future, October 2019.** Invited as one of a selected group of honorees to give recorded keynote on award for documentary on event in London, England.
- _ **Speaker: "Is the future of cities female?", TEDxRochester, May 2018.**
- _ **Keynote Speaker: NY Statewide Preservation Conference, "Women Led Cities: Preservation, Planning, Public Space, and Beyond", Albany, 2018.**
- _ **Co-host and Facilitator: Women Led Cities: Co-Creating a Feminist City Meet-up at SXSW Cities Summit, March 2018.**

Additional Experience

- **Social Media Consultant | International Making Cities Livable (IMCL) Portland, Oregon (July 2013 - January 2014)** Managed IMCL website and social media profiles, created content for website, and assisted Director, Dr. Suzanne H. Crowhurst Lennard with conference planning.
- **DHM Research | Project Intern, Portland, Oregon (August 2013 - January 2014)** Assisted with quantitative survey research and design, project reports, focus group analysis and reports, and data management.
- **Arizona State University | Research Technician Tempe, Arizona (2009 - 2010)** Conducted research for the Late Lessons in Early History: Urban Organization Through the Ages project on open space in ancient/contemporary cities.