

Cassie Hackel

Sociospatial Analyst



EDUCATION

Master of Urban Planning (in progress)
University of Michigan
Ann Arbor, MI

Bachelor of Arts
Urban Studies
Departmental honors
Vassar College
Poughkeepsie, NY

Introduction to Architecture
Summer Studio
Columbia University GSAPP
New York, NY

PROFESSIONAL ASSOCIATIONS

Michigan Planners Network
Steering Committee Chair

American Planning Association
Student Member

American Institute of Architects,
New York Chapter
eOculus Contributor

Urban Land Institute
Member

Cassie is passionate about the intersection of **design and sociology**. While earning her degree in Urban Studies, she developed an interest in using social research and engagement to create environments that truly support human needs and behaviors. Cassie now applies her interest in space and sociology, along with her observational and analytical skills, to the study of the workplace as a social environment.

PLASTARC EXPERIENCE

Educational Testing Service

Princeton, NJ

PLASTARC worked with a cross-functional task force to develop a new set of space standards for this suburban campus workplace.

Planned, executed and analyzed results of a multi-day occupancy study of Princeton campus. Conducted interviews with users and client leadership on work environment preferences.

United Nations

New York, NY

PLASTARC guided the United Nations in a study that would inform steps toward the implementation of flexible working, including a pilot environment in the UN's New York HQ.

Produced materials for staff communications regarding the pilot environment and flexible working. Provided data and design analysis to support a workplace pilot and incorporate employee needs and preferences.

BOX

Los Altos, CA

BOX, a rapidly growing enterprise technology company in Silicon Valley, engaged PLASTARC to advise on real estate and workplace strategy as their company expands.

Executed a multi-day occupancy study, conducted interviews with staff members, and supported the development of a future program.

Informatica

Redwood Shores, CA; research on global locations

Our multisite research project for Informatica, included workplace strategy consulting for their HQ; advisory on international site selection and future workplace programming; and post-occupancy evaluation in new locations. This research informed our recommendations for company-wide workplace policies, and standards.

OTHER EXPERIENCE

The Purple Crayon Center for Learning and Social Innovation

Hastings-on-Hudson, NY

Communications and community management for a nonprofit center offering coworking, entrepreneurial development resources, and arts programming.

Regional Plan Association

New York, NY

Interned with the Governors Island Alliance project, advocating for appropriate land use, historic preservation, and vibrant parks and public space on Governors Island.

Poughkeepsie Plenty

Poughkeepsie, NY

Contributed original contextual research and resident survey administration to a Community Food Assessment.

PUBLICATIONS

eOculus

Intellectual Property in a Digital World, 3 June 2015

Designing Sustainable Supply Chains, 25 March 2015

Postcard Identity: Architecture in the Age of Digital Reproduction, 16 July 2014

Urban Nature From Zurich to New York, 29 May 2014

Inclusive Urban Practices on the Rise, 18 December 2013

Building a Just City, 9 October 2013

Listen and They Will Build, 24 July 2013

A Seat at the Table: Architecture, Design and the Future of New York, 15 May 2013

Work Design Magazine

The Changing Landscape of Work in New York City, 30 October 2014

IFMA World Workplace Recap, 17 October 2014

Senior Thesis in Urban Studies, May 2012

A study of two waterfront parks as community representations in redeveloping Hudson Valley cities.

Food Security and Choice, January 2013

Co-author of report exploring resident experience of the Poughkeepsie food system through multi-faceted research of civil and food infrastructures.