

# JONATHAN ERWIN

SYSTEM DESIGNER / SOCIAL IMPACT STRATEGIST / EDUCATOR

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## EDUCATION M.A. SOCIAL DESIGN

*Maryland Institute College of Art, 2013*

## B.A. ARCHITECTURE

*University of Kentucky, 2012*

## PROFESSIONAL WORK DIRECTOR OF PRODUCT, ZEST TEA

*2019-Present, Baltimore MD*

- Lead ideation, design, and launch of products for retail, e-commerce and corporate customers
- Develop and socialize product road-maps across company departments
- Negotiate sourcing, procurement and supply chain logistics for product launches
- Maintain brand identity and company values across product lines
- Lead analysis of product data to track customer trends, margin improvements, and supply chain optimization.

## DIRECTOR OF OPERATIONS, ZEST TEA

*2018-2019, Baltimore MD*

- Managed retail and e-commerce fulfillment teams, developing protocols and process improvements to optimize for efficiency and reliability
- Lead production forecasting and batch management across an international vendor network
- Organize inventory movement and logistics between retail customers, fulfillment houses, and Amazon FBA.
- Directed contract manufacturing/co-packing performance and quality improvements

## GENERAL MANAGER, URBANSTEMS

*2017-2018, BALTIMORE MD*

- Launched and built out first regional distribution hub servicing the East Coast local markets
- Managed local same day and regional next day ordering channels
- Managed operations, delivery, and business development teams in market
- Oversaw consumables inventory procurement and regional distribution
- Created training and operation quality standards company wide

## OPERATIONS LEAD, URBANSTEMS

*2016-2017, Baltimore MD*

- Managed supply chain and perishable inventory for city market
- Designed work-flows and established Standard Operating Procedures for High Volume Periods
- Coordinated 40+ city outreach and marketing events
- On-boarded and Trained market team

## INTERIM PROGRAM COORDINATOR, CENTER FOR CAREER DEVELOPMENT, MICA

*2015-2016, BALTIMORE MD*

- Conducted institutional database management and reporting of students, alumni and employers with professional opportunities.
- Coordinated semester programing, staff calendars and work-study students in office management.
- Supported with design and strategy development for institutional entrepreneurship initiative.

## CO-FOUNDER, BOOM CO

*2014 - 2016, BALTIMORE MD*

- Founder of a civic engagement design consultancy focusing on mission driven organizations.
- Provided project management and creative direction to clients addressing social and environmental issues.
- Researched and investigated applications of various models of engagement with stakeholder audiences.

## SOCIAL DESIGN ASSOCIATE, CENTER FOR SOCIAL DESIGN, MICA

*2014 - 2015, BALTIMORE MD*

- Founded Climate Change Impact Initiative within the Center for Social Design.
- Organized institutional partnerships with curriculum and statewide organizations.
- Advised and advocated climate and environmental organizations on incorporating design into their work.

**PROFESSIONAL WORK** **CO-FOUNDER, MCELDERRY PARK STAR**  
2013-2015, BALTIMORE MD

(cont.)

- Developed a cross-platform neighborhood communication strategy to reach 3,000+ participants.
- Trained and mentored neighborhood residents in communication design, journalism, and storytelling.
- Developed a sustainable business model in both funding and neighborhood ownership.

**MENTOR, CLINTON GLOBAL INITIATIVE**

2013 - 2015, NEW YORK, NY

- Mentored 60 collegiate teams globally in social change projects on disaster preparedness and resilience.
- Coordinate Maryland-area students to attend national conference in St. Louis, Phoenix and Miami

**CO-DIRECTOR, CREATE BALTIMORE**

2013-2015, BALTIMORE MD

- Directed Baltimore's premier un-conference catalyzing change makers across the city.
- Co-Founded and managed small catalyst grants program.

**INSTITUTIONAL REPRESENTATIVE, WORLD URBAN FORUM 7**

2014, MEDELLÍN COLOMBIA

- Represented Maryland Institute College of Art at the United Nations Human Settlements Programme bi-annual forum on cities in Medellin, Colombia.
- Participated with global advocates, leaders, and researchers on creating a new urban agenda for 2016 UN-HABITAT III Summit.

**ORGANIZER, AMERICAN INSTITUTE OF ARCHITECTS BALTIMORE**

2014, BALTIMORE MD

- Organized and curated city-wide lecture series on resilience in architecture and place
- Activated the design community of Baltimore in discussion of climate change preparedness

**DESIGNER, WHOLE FOODS MARKET, CENTER FOR DESIGN PRACTICE**

2012-2014, BALTIMORE MD

- Developed alternative waste stream strategies for vinyl banners in conjunction with mid-Atlantic regional stores
- Organized design deliverables and community partnerships

**RESEARCHER, UCLA SUPRA-STUDIO: CULTURE NOW PROJECT**

2011-2012, LOS ANGELOS CA & LEXINGTON KY

- Researched urban and cultural growth along Kentucky's border with the Ohio River
- Conceived of contemporary development strategies to co-exist with climate change and globalization

**TEACHING FACULTY, PROTOTYPING, M.A. DESIGN LEADERSHIP, MICA OPEN STUDIES**

2015-2018, BALTIMORE MD

Taught rapid prototyping through an accelerated curriculum to help MBA students visualize ideas for market through products, wearables, systems and places.

**FACULTY, THE STATE OF MAKING, GRADUATE STUDIES ELECTIVE, MICA**

2015, BALTIMORE MD

Co-taught class examining maker culture of Baltimore through exposing students to creative communities outside the institution and developing a future framework for the city.

**FACULTY, PRACTICE BASED STUDIOS, CENTER FOR SOCIAL DESIGN, MICA**

2015, BALTIMORE MD

Facilitated projects engaging undergraduate and graduate students with mission driven organizations to address complex social issues around faith and community based environmental change.

**VISITING FACULTY, M.A. SOCIAL DESIGN, CENTER FOR SOCIAL DESIGN, MICA**

2015, BALTIMORE MD

Taught graduate-level coursework around community engagement, social literacy, and facilitation.

HONORS **ROBERT W. DEUTSCH SOCIAL DESIGN FELLOW**  
2013-2014, BALTIMORE MD

COMMITMENT MAKER, CLINTON GLOBAL INITIATIVE UNIVERSITY  
2013, ST. LOUIS MO

PARTNERSHIP AWARDS **University of Maryland Center for Environmental Science Informal Climate Change Education Grant**, Energy Arcade in partnership with Future Makers, Climate Change Maryland and Boomco, May 2015

**Resilience Maryland, Town Creek Foundation**, in partnership with the Center for Social Design, August 2014

**Baltimore Community Foundation, Community Grant**, in partnership with the McElderry Park Star, April 2014

**National Fish and Wildlife Foundation's Chesapeake Bay Stewardship Fund**, in partnership with the National Wildlife Federation, Bluewater Baltimore, Banner Neighborhoods, Center for Social Design and Amazing Grace Lutheran Church, October 2014

**Byrne Criminal Justice Innovation Grant**, in partnership with the McElderry Park Star, May 2014 Baltimore Regional Neighborhoods Initiative, in partnership with the McElderry Park Star, January 2014

APPOINTMENTS & MEMBERSHIPS Autodesk Foundation, Impact Design Hub, **Contributing Editor**, San Francisco CA 2015-2016

Light City U, **Innovation and Community Engagement Committee Member**, Baltimore MD 2015

Governor's Commission On Climate Change, **ECO-Working Group Member**, Maryland 2015

Industrial Artist Collective, **Organizational Member**, Baltimore MD 2015

Climate Change Maryland, **Advisory Board Member**, Maryland 2015

National Wildlife Federation, **Community Wildlife Habitat Advisory Member**, Baltimore MD 2013-2015

Morgan State, School of Architecture and Planning, **Jury Panelist**, Baltimore MD 2014-2015

Clinton Global Initiative America, Modern Grid Working Group, **Youth Participant**, Denver CO 2014

LEAP Symposium, Art Center, **Creative Facilitator**, Pasadena CA 2013

WORKSHOPS & LECTURES 2017 Kentucky Governors School for the Arts, **Visiting Artist**, Danville KY. June 2017

Johns Hopkins Medical Device Network, **Design Basics: Human-Centered Design**, Baltimore MD. November 2015

Better World by Design, **Visualizing Baltimore**, Providence RI. September 2015

Climate Central, **Maryland Weather and Climate Day**, Baltimore MD April 2015

Ashoka U Exchange, **Social Design Lab**, Washington D.C. February 2015

AIGA DC, **Designing Social Change**, Washington D.C. December 2014

Better World by Design, **Matchmaker for Good**, Providence RI. October 2014

AIA Foundation, **Public Interest Design Fellowships**, Washington DC. September 2014

Winterhouse Symposium, **Social Impact Matrix**, Baltimore MD. August 2014

Leadership Maryland, **Design Thinking Module**, Baltimore MD. August 2014

International Youth Foundation, **Connect & Focus**, Baltimore MD. July 2014

Association for Community Design, **Beyond Things: Designing Systems for Change**, Detroit MI June 2014

AIGA Baltimore, **Social Design: Practice and Possibilities**, Baltimore, MD. May 2014

Architecture for Humanity, **Design Like You Give A Damn**, San Francisco, CA. November 2013

PUBLICATIONS **"Designing Hyper-local Strategies to Fight Urban Heat Islands"** Good Magazine, March 2013

**"A Community Effort to Be the First Climate-Resilient Block in Baltimore"** Good Magazine, September 2013

PRESS "McElderry Park starts newspaper to distance self from 'The Wire' comparisons" **WMAR ABC Affiliate** March 2015

"Partnership turning McElderry Park into one of city's garden spots" **Bay Journal**, March 2015

"The Value of Design: MICA's Social Design Fellowship Program" **AIGA Baltimore**, June 2014