



# AMANDA KANNARD

## Associate

Market Research | Data Analysis and Visualization | Downtown Planning | Graphic Design | GIS

## EXPERTISE

Amanda Kannard has experience with community and master planning, economic development, data analysis and visualization, and public outreach. As an associate at P.U.M.A., Amanda provides quantitative and qualitative analysis, market research, community engagement and graphic design support for strategic and downtown planning initiatives. Prior to joining P.U.M.A., Amanda gained urban design, public engagement and research experience as a planning intern and as a project associate at two urban planning consulting firms in the Chicago area. She also gained public sector planning experience as an intern at two chambers of commerce in Chicago during her time as a graduate student at the University of Illinois at Chicago. In these roles, Amanda created context-sensitive maps and visualizations using graphic design software, GIS, hand drawing and 3D modeling, and supported planning staff on a variety of initiatives.

## PAST EXPERIENCE

### **Project Associate, Metro Strategies, Chicago, IL, 2016-2017**

Supported a variety of research, technical writing, stakeholder engagement and public outreach projects. Prepared marketing documents, conducted demographic analysis and produced external communications materials, maps and graphics.

### **Urban Planning Intern, Teska Associates, Evanston, IL, 2016**

Assisted on a variety of planning initiatives by preparing project proposals, creating graphics, maps, promotional materials and book layouts for final documents and presentations, and analyzing and visualizing data. Helped to facilitate stakeholder, working group, and community meetings, and prepared interactive exhibits and exercises for public engagement events. Creatively synthesized dense qualitative and quantitative data into clear text and graphics on a variety of planning initiatives.

### **Urban Planning Intern, West Central Association, Chicago, IL, 2015-2016**

Provided support on a variety of community-level planning initiatives, including balancing the Special Service Area #16 budget, conducting market research and data analysis, creating professional quality maps and graphics, and coordinating with local business owners to assess current and future community needs. Concurrently created a shared street placemaking feasibility analysis and design proposal for a thoroughfare within the Association's area.

### **Research Assistant, Institute for Health Research and Policy, University of Illinois, Chicago, IL, 2015-2016**

Analyzed and coded Complete Streets policies from around the United States as a method of tracking equitable policy adoption and implementation.

### **Urban Planning Intern, The Magnificent Mile Association, Chicago, IL, 2015**

Utilized tools including Adobe Illustrator, InDesign and Photoshop to create visualizations for urban planning projects within the Magnificent Mile district. Strategically identified and conducted meetings with Association members and project stakeholders to accomplish goals. Assisted the planning director in updating planning and marketing documentation and preparing for and facilitating public outreach events.

## AFFILIATIONS

Communications Chair, American Planning Association, Emerging Planning Professionals  
Downtown Colorado, Inc.  
Downtown Denver Partnership

## EDUCATION

Master of Urban Planning and Policy, University of Illinois at Chicago  
Bachelor of Geography and Community and Environmental Sociology, University of Wisconsin-Madison

PROGRESSIVE URBAN  
MANAGEMENT ASSOCIATES



P.U.M.A.