

hayley susannah small

hayleycranberry.com
hayley@hayleycranberry.com

education

Master of Urban Planning | Graduate Certificate in Geographic Information Systems

Hunter College at the City University of New York, graduated May 2017 as valedictorian

New York, NY

Bachelor of Arts in Environmental Studies

University of Vermont, May 2013

Burlington, VT

experience

Urban Planner & GIS Analyst / Freelance

New York, NY

April 2018 - present

- Currently working with Weinberger & Associates as GIS and research support for a Boston Bus Rapid Transit project

GIS Analyst / RKF

New York, NY

September 2017 - April 2018

- Collect, quality-assess, and visualize geospatial data using Microsoft Excel, Access, PyCharm, and ESRI ArcGIS
- Create maps displaying demographic and competitor data by use of ArcGIS Business Analyst tools
- Carry out statistical analyses of competitor demographics for brokers and clients
- Funnel research requests and oversee completion of team tasks using Jira
- Monitor and oversee long-term tasks such as data compilation, file organization, and ArcGIS online projects

Associate Transportation Planner / Nelson\Nygaard Consulting Associates

New York, NY

July 2015 - September 2017

- Prepared, validated, visualized, and analyzed data using Microsoft Excel and ArcGIS
- Used ArcGIS and Adobe Illustrator to create final maps to support written plans
- Researched and documented best practices, peer programs, and transportation technologies
- Assisted with writing final plans, draft text, technical memorandums, and background documents

Field Surveyor / Apple, Inc.

New York, NY

July 2014 - July 2015

- Worked closely with 9 others on the Maps Team and traveled to major US & European cities to collect, validate, and quality-assess various types of data
- Documented all data collection processes; taught other team members and new colleagues these methodologies

GPS Project Manager / New York City Department of Parks & Recreation

New York, NY

September 2013 - July 2014

- Manager of the 'Trail Mapping Project' that collects & visualizes trail data for natural areas in the city
- Designed procedures for data collection; trained co-workers and interns in resulting procedures
- Created and maintained internal and external partnerships to facilitate GPS data collection
- Collected trail data in-field; compiled, organized, and updated citywide geodatabase in ArcGIS
- Planned and facilitated meetings with Parks administrators and managers to formalize trail networks
- Created final maps for various audiences including Chief of Staff & the Commissioner

skills + interests

- ESRI ArcGIS Desktop & Online | ESRI Collector App | Trimble GPS | CARTO | QGIS
- Adobe Creative Suite
- Photography (film & digital)
- Interior design & styling
- Art curation

awards + honors

- High Academic Achievement Award & Valedictorian, Hunter College Master of Urban Planning Program: May 2017
- American Planning Association Environmental Division Fellow: 2016-2017 Academic Year
- Jackson-Stricks Scholarship Recipient: 2015-2016 Academic Year
- New York City Parks Conservation Corps Fellow: 2013-2014