

# ALEX JOHNSTON

CIVIC DESIGNER + CEO

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📍 Detroit, MI

## ABOUT ME

Entrepreneur and Civic Designer with 10 years experience in government, community engagement, and human centered design. Skilled in developing solutions in cities with a triple bottom line: people, planet, and profit.

## EDUCATION

### London School of Economics

2018 - 2020

Executive MSc in Cities, with Merit

18-month executive program focused on the economics, social, environmental, spatial, and operational mechanics of cities, with a six-month urban consultancy project served with the City of Detroit.

### Liberty University

2006 - 2010

BS, Business Administration

2011 - 2013

Masters, Business Administration

## EXPERIENCE

### CEO + Founder

May 2014 - Present

Cities Reimagined

Founded and operated an urban consulting firm focused on service design in the public sector. Diagnosed public challenges and facilitated the creation and implementation of public innovations in post-industrial cities. Notable projects include:

#### Strategic Planning: Gilbert Family Foundation

Developed a strategic plan and analytics framework for the Gilbert Family Foundation. Developed a data dictionary with outcomes, indicators, and a theory of change for five fields of work aimed at increasing economic mobility for Detroit residents.

#### Economic Development via Procurement Reform

Conducted in-depth user research, led a product design sprint to increase the percentage of corporate spend with small businesses to drive local economic development and increase wealth building opportunities for minority entrepreneurs.

#### Micro-mobility Strategy Planning

Created and led a series of workshops with Bedrock Detroit to develop mobility campaigns that encouraged 15,000 team members to carpool, bike, walk, and use e-scooters for their commute.

## CERTIFICATIONS + EXTRACURRICULARS

### Cities and Urban Development, Advanced Diploma

New York University  
2015

### Sorensen Institute for Political Leadership

University of Virginia  
2014

### Biden for America Policy Committee

Co-Chair  
2020

## EXPERTISE

User-Centered Design

Urban Planning + Policy

Facilitation

Strategic Planning

