

Alexandria Vasquez, PhD  
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## Overview

I am the Founder and Director of Herderin, the Design Advisor to Fibershed, and a Part-Time Adjunct Faculty member at University of San Francisco. I have been working the last six years to develop a socio-emotional model for regenerative and sustainable design theory and practice.

## Education

PhD, Sociology — Brandeis University, 2019  
Qualified Areas: Medical Sociology, Work and Occupations, Organizations

MS, Sociology — Virginia Commonwealth University, 2012  
Areas: Medical Sociology, Economic Sociology, Public Sociology

BA, Liberal Arts — The New School, 2009  
Concentration: Democracy & Cultural Pluralism  
Internships: *MSNBC*, *Change.org*, *Democracy In Action*

## Research

Primary Investigator (in progress) — *Three Frameworks for Approaching Longevity in Design Practices: Applications of Sociology to the Field of Design*. San Rafael, California, 2018-present.

Freelance Research Consultant — San Rafael, California. 2019-present. Current clients: Fern Tiger Associates, The Courage of H.O.P.E. Foundation, Grace Family Foundation, misc. independent contracts.

Dissertation — *Misfit: The Impact of Mismatched Jobs on Creative Workers and The Organizations That Employ Them*, Brandeis University, 2016-19.

Primary Investigator & Co-Director — *Lilipod: Managing The Job Search Experience*, Massachusetts Institute of Technology, Harvard University and Brandeis University, 2013-15.

Founding Researcher & Co-Director — *The Institute for Career Transitions*, Massachusetts Institute of Technology, 2013-15.

Research Assistant — *Design for a Fragile Population: A Palliative Care Alzheimer's Residence*, Harvard Graduate School of Design, 2014.

Data Manager & Associate Researcher — *The Charlestown Project*, Brandeis University, 2014.

Research Associate — *The Massachusetts Health & Relationships Project*, University of Texas, 2013-14.

Research Assistant — *Colorectal Cancer Study II*, National Institute of Health funded study. Virginia Commonwealth University Public Health, 2011-12.

Master's Thesis — *Choosing Surgical Birth: Personal Choice and Medical Jurisdiction*, Virginia Commonwealth University, 2010-12.

## **Teaching**

Adjunct Faculty — Sociology Department, University of San Francisco, 2023 - present  
Introduction to Sociology | Sex & Sexualities | Sociology of Innovation (founding professor) | Social Problems | Career Exploration | Health & Medicine

Adjunct Faculty — Historical and Social Studies Department, Mills College, 2019 - 2020  
Medical Sociology | Public Health | Introduction to Sociology

Teaching Fellow — Department of Sociology, Brandeis University, 2012-18.  
Social Class & Social Change | Culture & Consumption | Health, Community & Society

Adjunct Faculty — Experiential Learning, Brandeis University, 2013-15.  
Media and Politics

Adjunct Faculty — Department of Sociology, Drexel University, 2015-17. *Online Courses.*  
Sociology of Aging | Social Problems | Introductory Sociology | Wealth & Power

Adjunct Faculty — Division of Arts, Humanities and Social Sciences, John Tyler Community College, 2011-12.  
Introduction to Sociology

Adjunct Faculty — School of Humanities and Behavioral Sciences, J. Sargeant Reynolds Community College, 2011-12.  
Introduction to Sociology | Introduction to Anthropology

Graduate Teaching Assistant — Department of Sociology, Virginia Commonwealth University, 2010-12.  
Advanced Graduate Research Methods | Medical Sociology | Sociology of Gender | Sociological Theory | Introductory Sociology

## **Community Leadership**

Design Advisor - Fibershed, 2024 - present.

Member — West Coast Craft, 2022 - present.

Member — Bay Area Made, 2022 - present.

Producer & Co-Op Member — Fibershed, 2020 - present.

Member & Community Partner — SMMC, 2022 - present.

Member — In Todo, 2021 - present.

Community Member — Under One Roof, 2023.

Community Member — Head West, 2021.

Member — The National Association for Latino Arts and Cultures, 2019 - present.

Organizer — Leaders-Scholars Community, Brandeis University, 2013-15.

Member — Brandeis Labor Coalition, Brandeis University, 2013-15.

President – Students for Social Action, Virginia Commonwealth University, 2010-12.

Founder & Director – The Public Knowledge Series, Virginia Commonwealth University, 2011-12.

Member – Campus Community Leadership Team, Virginia Commonwealth University, 2011-12.

President – National Sociology Honors Society (AKD), Virginia Commonwealth University, 2010-12.

Tenure Committee Member – Virginia Commonwealth University, 2011.

### **Presentations + Exhibitions**

Fibershed Design Challenge, Point Reyes, CA, 2024: “Nature/Self.” (February-March exhibition) forthcoming.

West Coast Craft, San Francisco, CA, 2024: “Nature/Self.” (June exhibition/market) forthcoming

West Coast Craft, San Francisco, CA, 2023: “Sense of Place.” (November exhibition/market)

West Coast Craft, San Francisco, CA, 2023: “Closer to Home: How the Body’s Intelligence Responds to Comfort.” (June exhibition/market)

Center for Domestic Peace, Marin County, CA, 2023: “How The Trauma-Reduction Model Helps Lessen the Stigma and Maximize Resources for Victims of Domestic Violence.”

Slate Art, Oakland, CA, 2023: “In the Body: Sensualizing the Experience of What We Wear.”

Fibershed, Point Reyes, CA, 2023: “Design Challenge: Longevity in Approaches to Design-Thinking.”

West Coast Craft, San Francisco, CA, 2022: “At Home in the Body, presented by Herderin and Harper the Label.” (June and November exhibition/market)

American Sociological Association, Philadelphia, PA, 2018: “Innovation as a Social Process: Competition, Strategic Resources and Recombinatorial Identity Expression.”

Oxbow School Art Fundraiser, Napa, CA, 2017: “Sensualizing the Body, Sensualizing the Home.”

US-UK Medical Sociology Conference, Reykjavik, Iceland, 2015: “Illness Communities on the Internet.”

Labor and Employment Relations Association Conference Boston, Boston, MA, 2015: “*Experienced, Educated and Long-term Unemployed.*”

Society for the Study of Social Problems, New York, NY, 2013: “*TV Talk Show Medical Entertainers and the Framing of Healthful Women’s Sexuality.*”

Eastern Sociological Society Conference, Boston, MA, 2013: “*Patient Autonomy and the Doctor’s Expertise in Women’s Childbearing Decisions.*”

Eastern Sociological Society Conference, New York, NY, 2012: “*Choosing Surgical Birth: Personal Choice and Medical Jurisdiction.*”

### **Media Interviews**

Mesh Moms, May 2023: “Meet Alix: a multi-hyphenate entrepreneur.”

Fibershed, February 2023: “Herderin Begins With The Body and Soul.”

SF Design Week, June 2022: “Bay Area Made Workspaces.”

Marin Magazine, March 2021: “Healing By Design: How a Sociologist Created a Clothing Brand for Emotional Comfort.”

Michigan Avenue Magazine, Winter 2017: Design Exclusive: Let There Be Light.”

Practice Studies, May 2017: “Inside the Studio and Philosophy of Da.to.da Atelier.”

NBC Business News, January 2014: Running Out of Money: Long-term Unemployed Face Grim New Year.

### **Funding, Awards & Honors**

Marin Micro-Business Grant, — Herderin LLC, 2022.

Seed Funding — Herderin LLC, 2019

Seed Funding — Kodama Light, 2016

Seed Funding — Lilipod, 2013

Outstanding Teaching Fellow Award — Brandeis University, 2014.

Outstanding Graduate Student Award — Virginia Commonwealth University, 2011.

Graduate Teaching Fellowship Award — Virginia Commonwealth University, 2011.

National Dean’s List — The New School, 2010.

### **Academic Publications**

Sharone, O., and A. Vasquez. 2015. “Sociology as a Strategy of Support for Long-Term Unemployed Workers.” *The American Sociologist*. (47)1.

Conrad, P, J. Bandini and A. Vasquez. 2016. “Illness and the Internet: From Private to Public Experience.” *Health (London)*. 20(1):22-32.

Sharone, O., R. Ghayad and A. Vasquez, et. al. 2015. “Supporting Experienced Long-Term Unemployed Professionals.” *Transforming U.S. Workforce Development Policies for the 21st Century* edited by Carl Vanhorn, Todd Green and Tammy Edward. Federal Reserve. Washington D.C.

### **Links**

<https://www.herderin.com/>

<https://www.instagram.com/atelierherderin/>

[www.linkedin.com/in/alexandriavasquez](http://www.linkedin.com/in/alexandriavasquez)

<https://usfca.academia.edu/AlexandriaVasquez>

[https://www.researchgate.net/profile/alexandria\\_vasquez2](https://www.researchgate.net/profile/alexandria_vasquez2)