



# PIERCE EDWARD CORNELIUS GORDON, PH.D.

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## Career Objectives

I catalyze innovation through research, facilitation, design, policy analysis, and strategy consultation. My experience in development, equity, evaluation, offers expertise in these fields:

- Innovation Practice
- Development Praxis
- Evaluation Methods and Capacity Building
- Innovation Facilitation/Policy

I'm an interdisciplinarian focused on how innovation can help benefit your organization, project, program, or personal life. Interested? Let's learn how we can serve one another.

## Education

UNIVERSITY OF CALIFORNIA BERKELEY

Ph.D. | [Energy and Resources Group](#)

M.S. | [Energy and Resources Group](#)

UNIVERSITY OF MICHIGAN

B.S. | [Aerospace Engineering](#), Summa Cum Laude

MOREHOUSE COLLEGE

B.S. | [Applied Physics](#), Summa Cum Laude

## Publications

Gordon, P. E. C. (2018) *Investigating Innovation Practice: Cross-Disciplinary Studies in International Development*. Dissertation: UC Berkeley.

Li, N., Kramer, J., Gordon, P., & Agogino, A. (2018). "[Co-author network analysis of human-centered design for development](#)." *Design Science*, 4, E10. doi:10.1017/dsj.2018.1

Gordon, P., Hopson, R., and Leung, C. "[Negotiating schooling, education, and ownership: A Review of Jennifer Hays' Owners of Learning](#)." *Comparative Education Review*. 61, no. 4 (November 2017): t.b.d.

Gordon, P., Kramer, J., Dzombak, R., Martin, S., and Agogino, A. "[Building 21st Century Skills through Development Engineering](#)." Clive L. Dym Design Workshop. May 2017.

Staton, B, Kramer, J, Gordon, P. Valdez, L. "[From the Technical to the Political: Democratizing Design Thinking](#)." Congreso International No. 4: Contested Cities 2016.

Gordon, P. E. C. (2014). "[Design Thinking For the Poor: A Comparative Content Analysis of Development Challenges in OpenIDEO](#)." ERG Master's Paper.

Gordon, P. E. C., Fuge M., Agogino, A.. "[Examining Design for Development Online: A Qualitative Analysis of OpenIDEO using HCD/UCD Metrics](#)." ASME IMECE 2014 Conference.

## Presentations

Gordon, P., Kramer, J., and Viramontes, C. "Design & Equity: Methods for Community Co-Design." SF Design Week. June 2018.

Gargani, J., Gordon, P., Becho, L. W. Mason, S. Learning to Think like an Evaluator: Lessons from Design, Logic, Systems, and Empathy. MultiPaper Panel.

Gordon, P. Bonokopila, By Batswana Investigating Evaluation Culture for the Botswana Innovation Ecosystem. Poster. American Evaluation Association 2017 Conference.

Gordon, P., Pryor, J. Message in a bottle? Graduate Student Capacity Building on an Evaluation Island. Design Workshop. American Evaluation Association 2017 Conference.

Staton, B., Kramer, J., Gordon, P., Getabecha, S., and Kitagawa, M. Design Thinking for Social Justice. 2016 Social Justice Symposium. Spring 2016. Reflex Design Collective.

Design Thinking for Healing. Empowering Women of Color Conference. Staton, B., Valdez, L., Getabecha, S., Kramer, J., and Gordon, P. April 2016.

Gordon, P., and Kramer, J., Design Thinking for Scientific Communication. Public Engagement in Science. Spring 2017.

Gordon, P., and Staton, B. Design Thinking for Equitable Partnership and Social Justice. UC Davis Community Stakeholder Advisory Committee

Staton, B., Gordon, P., and Kramer, J. Design Thinking for Social Justice. SF Design Week. June 2017.

Springer, C. H. and Gordon, P. E. C. "The Data and Diversity Project: From Classroom to Campus." Synberc Expanding Potential 2016 Workshop. January 2016.

Gordon, P. E. C. (2014). Examining Design for Development Online: An HCD Analysis of OpenIDEO. Presented at ASME IMECE 2014, Montreal, Québec.

## Coursework Taught

Data And Diversity, Undergraduate, University of California, Berkeley

Innovative Evaluation Methods, University of Botswana.

Evaluation + Innovation, Botswana Innovation Hub.

## Professional Work

INNOVATION PRACTICE RESEARCHER AND FACILITATOR 2012-2018  
UNIVERSITY OF CALIFORNIA, BERKELEY

- [Co-revitalized my laboratory's relationship with the Pinoleville Pomo Nation](#), and collaborated on co-design makerspaces for indigenous communities in Northern California.
- [Co-led the Design for Social Impact sector of Prof. Alice Agogino's BEST Laboratory](#), which published various peer-reviewed articles on design, development, education, and their many intersections.

CO-FOUNDER AND EQUITY DESIGNER 2012-PRESENT [REFLEX DESIGN COLLECTIVE \(RDC\)](#)

- Built organizational structure, managed design and implementation of projects, set up and managed networking and marketing, and applicable design equity research.
- Co-facilitated all projects up to 2018, including a **community-driven design workshop for homeless encampments** in Oakland's District 3, which holds one of the largest populations of homeless constituents in the region.

[INDEPENDENT MENTORING AND INNOVATION CONSULTANT](#) 2014-PRESENT

- I inject methods and mindsets of innovation, evaluation, and equity for local Gaborone social organizations and institutions worldwide. Examples include:
- Co-facilitated, designed the evaluation for, and presented insights from **Botswana's first Policy Hackathon, which directed 100+ people to collaborate** on the National Entrepreneurship Policy,
- Actively consult on program development, strategy, for social organization and data survey startups, and
- Actively apply my dissertation research, design thinking, and innovation-based evaluation approaches to universities and parastatals in Botswana.

GRADUATE STUDENT INSTRUCTOR - [DATA AND DIVERSITY](#) – FALL 2015

- Developed course plan, network, and resources to run a course which develops a critical space where undergraduates critique, design, and research topics which use collected datasets towards critical diversity issues.

[DIL IDEA TEAM ACTIVE MEMBER](#) – FALL 2012 – SPRING 2014

- Joined an interdisciplinary group of graduate students who want to help shape the campus dialogue on science and technology for global good. Contributed towards marketing and logistics for DIL Open House, where **100+ interdisciplinary students, professors, and staff gathered for pro-poor engagement** on Berkeley.

[HUMAN NEEDS PROJECT](#) – ENERGY ANALYST – SPRING 2016

- Developed an energy framework for a multidimensional basic needs facility for the community in Kibera, Kenya, using on the ground interviews and exploratory field research for needs assessment.

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Awards and  
Fellowships

- Research Trainee Fellow, Innovation Nexus inn Food, Energy, and Water (InFEWS) Program
  - UC Berkeley Chancellor's Fellow
  - NSF Graduate Research Fellow
  - University Honors, The University of Michigan
  - Dean's List, Morehouse College and the University of Michigan
  - Most Outstanding Dual Degree Student, AUC DDEP Banquet
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- Boeing Scholar, AUC Dual Degree
  - Engineering Program
  - Full Scholarship (room, board, tuition, fees), Morehouse College
  - Dual Degree Engineering Scholarship, the University of Michigan
  - Hilton Worldwide Corporate Scholar, National Society of Black Engineers
  - Harm Buning Scholarship Award, Aerospace Department, The University of Michigan
  - BP Scholar, AUC Dual-Degree Engineering Program and the University of Michigan
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- The Phi Beta Kappa Society, Δ-GA Chapter
  - Tau Beta Pi Engineering Honor Society, Mi-Γ Chapter
  - American Evaluation Association
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Alice Agogino - Professor, Mechanical Engineering  
[agogino@berkeley.edu](mailto:agogino@berkeley.edu)

Harrison Fraker – Professor Emeritus, Univeristy of California, Berkeley  
[fraker@berkeley.edu](mailto:fraker@berkeley.edu)

Brooke Staton - Co-Founder, Reflex Design Collective  
[brooke@reflexdc.com](mailto:brooke@reflexdc.com)

**WEBSITE**

**INNOVATION WRITING**

**DESIGN PORTFOLIO**