

Paula completed her BLA at the University of Oregon in 2015. She landed her dream job at PLACE, an Urban Design and Landscape Architecture studio based in Portland, OR. “My area of focus is affordable housing, but I’m also involved in several other projects ranging from public open space design to campus planning.

LESSONS LEARNED:

“Follow the path that drives you. This profession has its challenges, but if you find something that makes you wake up every morning, do that! For me it’s providing quality and thoughtful design to low-income families, which often times coincides with communities of color. I’m Latina, a veteran, LGBTQ, and a woman, so my own journey is filled with intersectionality and this has allowed me to relate and often see things that others may not be so preceptive to. It has made a big difference in my approach to design, the way I communicate it, and what it means to community building.”



MEET:

Kimberly Tryba, Communicaitons & Business Consultant
Martha Schwartz Partners

Kimberly focused on Fine Arts in college earning a Bachelors and Masters of Fine Arts. She went on to have a full career in PR, Communicaitons, Marketing and Media with expertise in Integrated Marketing. Eventually a career change was needed. Kimberly became interested in green roofs, home landscaping, etc. and took classes at the New York Botanical Gardens, a complete

paradigm shift from her previous experiences. Here, the focus was on residential landscape design. Kimberly was interested in pursuing work in the public realm necessitating a higher level of education and knowledge. At the age of 49, she returned to school at Rutgers University and received her MLA in 2018.

Kimberly’s commitment to the transformative power of collaborative design is rooted in her training as a Landscape Architect a fine artist and her previous experience as an integrated marketing professional in the media and luxury brand industries. Her inclusive approach is evident in the development and project work she engenders at Martha Schwartz Partners. Her commitment to the industry is evidenced by her continuing active membership in ASLA, serving on the New York ASLA board, as a member of the NJASLA annual conference committee and a participant in ASLA Advocacy Day.

LESSONS LEARNED:

1. “Network, network, network! Get creative about meeting people and talk to everyone you can.” Her current job did not exist until a friend recommended she take a trip to London to meet Martha Schwartz.
2. Informational interviews are essential to meeting a variety of people.
3. There are so many directions available for new Landscape Architects - education is key for knowledge.