



VANESSA KNOPPKE-WETZEL

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608.239.5610

ABOUT ME

I am detail-oriented cartographer, analyst, and designer who is passionate about aesthetics, storytelling, and education.

My education-oriented work anchors on the belief that everyone can become a better analyst, designer, and storyteller - even if they never have been in the spatial industry.

SKILLS

ESRI Suite (ArcPro, AGOL, etc), Javascript, Adobe Creative Suite (Illustrator, Photoshop, InDesign), Mapbox Studio, Mapbox GL JS, HTML/CSS, QGIS, & more

EDUCATION

UNIVERSITY OF WISCONSIN - MADISON • 2012 - 2014

MS – Cartography & GIS

UNIVERSITY OF WISCONSIN - MADISON • 2008 - 2012

BS – Cartography & GIS

EXPERIENCE

**ASSOCIATE DIRECTOR • GREENINFO NETWORK
NOV 2021 – PRESENT**

Co-leading nonprofit organization that provides geospatial and related information technology support to public interest organizations and agencies using ESRI and opensource technologies.

Personal specialties include strategic communications and messaging, data-driven storytelling, interactive and print cartography, visual design for print and presentation, community-building, software training, curriculum building, and geospatial education.

SENIOR MAP DESIGNER • MAPBOX • SEPT 2019 – SEPT 2021

Basemap design for clients from weather industry to navigation design, where I worked alongside customers in order to build and design maps that work well for their brand, and also built custom Components for Mapbox Studio using GL-JS.

I also did cartographic research and experimental design, to showcase the breadth of use that Mapbox Studio had beyond “out-of-the-box” use cases.

Education-wise, I gave webinars, workshops, and talks to help others learn more about cartography and Mapbox Studio.

**ADJUNCT PROFESSOR • GEORGE WASHINGTON UNIVERSITY
JAN 2021 – SPRING SEMESTER**

I taught Cartography & Geovisualization, where students (undergrad and graduate) learned cartographic theory, design techniques, different spatial and design softwares, ethics in cartography, as well as design critique.

BS – Geography with emphasis
on People/Environment
Interactions
BA – Spanish Linguistics and
Literature

LEADERSHIP AND VOLUNTEERING

DIRECTOR AT LARGE FOR THE NORTH AMERICAN CARTOGRAPHIC INFORMATION SOCIETY, 2020 - 2022

- Chair of Diversity, Equity,
and Inclusion Committee
- Member of Nominations
Committee

EDITOR FOR VOLUME 6 OF THE ATLAS OF DESIGN, atlasofdesign.org/about

FOUNDER OF #CREATIVECARTO creativecarto.github.io

CO-HOST • URHERE PODCAST • JAN 2021 – DEC 2021

On a weekly basis, Vanessa and Gretchen Peterson talked about different maps (historic to modern) and broke down the maps' history and about design, to teach listeners more about cartography.

CARTOGRAPHER AND GRAPHIC DESIGNER • NATIONAL FISH AND WILDLIFE FOUNDATION • APRIL 2017 – SEPT 2019

I branded NFWF maps and graphics, in addition to helping to bring more spatial data visualizations (both static and interactive) and graphics to a range of products - from fact sheets and grant slates to major publications - for internal and external planning and information exchange. I also was the spatial liaison for external communication, in order to fix inaccuracies and update the NFWF programs spatial database.

GIS ANALYST • USAID OFFICE OF FOREIGN DISASTER ASSISTANCE APRIL 2015 – APRIL 2017

I project managed all work for South & Western African Nations (SWAN) and provided geospatial services to USAID/OFDA's humanitarian work in the form of maps and graphics, spatial analysis, and technical team projects. Projects include sudden onset taskers as well as long term creations and updates, in print and on the web.

I also rebranded many of OFDA's maps not only enhance aesthetics, but also improve legibility.

CARTOGRAPHIC CONSULTANT • THE ASIA FOUNDATION SEPTEMBER 2013

For a fast-paced 10 days I was the cartographic design expert, leader, and teacher for a project in Ulaanbaatar, Mongolia. I led the production of ~300 maps (and helped to make them as well) in order to visually communicate the needs of the impoverished ger communities, while also restructuring the production process and database management. I participated in formal and informal working meetings with government, private sector, and non-governmental leaders, and technical staff.

CARTOGRAPHER • CARTOGRAPHY LAB • APRIL 2012 – MAY 2014

I managed and led multiple projects requiring geographic analysis and design needs of the University of Wisconsin system, government agencies, authors and publishers as well as many commercial clients, in addition to any other regular Cartography Lab needs, as mentioned below. Additionally, I also trained other cartographers as needed.