

I'm a detail-oriented cartographer, analyst and designer and I am passionate about creating visual stories. Whether on my own or working collaboratively, I enjoy finding creative solutions for all data visualization goals.

# VANESSA KNOPPKE-WETZEL

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## EXPERIENCE

### NATIONAL FISH AND WILDLIFE FOUNDATION, CARTOGRAPHER AND GRAPHIC DESIGNER: APRIL 2017 TO PRESENT

As the first cartographer at NFWF, I define NFWF map branding and bring more spatial data visualizations and graphics to NFWF products, as well as lead efforts to update and restructure NFWF's spatial database.

Additionally, I help to create publication materials for internal and external planning and information exchange.

### MACFADDEN FOR USAID/OFDA, GIS ANALYST: APRIL 2015 TO APRIL 2017

Project manager for South & Western African Nations. Provided geospatial services to USAID/OFDA's humanitarian work in the form of maps and graphics, spatial analysis and technical team projects. Projects included sudden onset taskers as well as long-term creations and updates, in print and on the web. Also rebranded OFDA maps.

### UW-MADISON CARTOGRAPHY LAB, PROJECT ASSISTANT: AUG 2013 TO MAY 2014

Served as project manager for multiple projects requiring geographic analysis and design needs of the UW-system, government agencies, authors and publishers as well as many commercial clients, in addition to any other regular Cartography Lab needs. Additionally, trained other cartographers as needed.

### INDEPENDENT CONTRACTOR, THE ASIA FOUNDATION: CARTOGRAPHIC DESIGN CONSULTANT: SEPTEMBER 2013

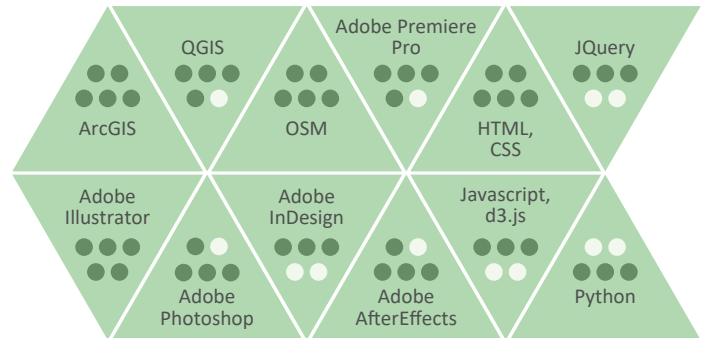
Served as a technical resource on ArcGIS software, spatial mapping tools and Production Cartography for the Asia Foundation during formal and informal working meetings with government, private sector, non-governmental leaders, and technical staff.

Restructured and standardized spatial data, taught city of Ulaanbaatar GIS Analysts a new design software (Adobe Illustrator), and redefined, structured and standardized design process from ArcMap to Illustrator, resulting in a streamlined and efficient process cartographic production of ~300 maps in ~10 days. The maps were created in time for the the city's funding deadline, in order to help determine funding for improved urban services (such as sewage lines, trash pickup, street lighting) to the gers surrounding the city.

### UW-MADISON CARTOGRAPHY LAB, HISTORY OF CARTOGRAPHY PROJECT: APRIL 2012 TO MAY 2013

Served the geographic analysis and design needs of the UW-system, government agencies, authors and publishers, commercial clients, as well as provide complete graphic design services for print brochures and books, online maps and websites, and interactive map products. Also created maps, diagrams and infographics for the History of Cartography Project's 6th book volume

## TECHNICAL SKILLS



## PUBLICATIONS AND TALKS

Robert Roth, Stephen Young, Chelsea Nestel, Carl Sack, Brian Davidson, Julia Janicki, Vanessa Knoppke-Wetzel, Fei Ma, Rashauna Mead, Caroline Rose & Guiming Zhang (2018). Global Landscapes: Teaching Globalization through Responsive Mobile Map Design, The Professional Geographer.

"Restyling Old & Cluttered Maps." NACIS Conference. Depot Renaissance Marriot, Minneapolis, MN. 13 October 2015. Practical Cartography Day.

"How Technological Changes Aesthetically Defined Pre-1900s Maps: A Stylistic Look at Woodblock, Copperplate & Lithograph Maps." NACIS Conference. Marriot City Center, Pittsburgh, PA. 9 October 2014. Map Styles Session.

Knoppke-Wetzel, V. (2014). Technological Changes Aesthetically Defined Pre-1900s Maps: A Stylistic Look at Woodblock, Copperplate & Lithograph Maps. Published MS, The University of Wisconsin-Madison, Madison, Wisconsin.

## AWARDS

- 2013 NACIS Narrative Interactive Map Winner: 50 Years of Change: [www.50yearsofchange.com](http://www.50yearsofchange.com)

- 2011 Clarence W. Olmstead Award for Undergraduate Achievement in Cartography & GIS

- 2010 NACIS Interactive Map Winner: The Chernobyl Disaster: [vknoppkewetzel.github.io/chernobyl/ChernobylFinal\\_23.html](http://vknoppkewetzel.github.io/chernobyl/ChernobylFinal_23.html)

## EDUCATION

University Of Wisconsin-Madison, 2014  
Masters Of Science, Cartography and GIS

University Of Wisconsin-Madison, 2012  
Bachelor's Of Science, Bachelor's of Art  
- Geography with People/Environment Interactions Emphasis  
- Cartography and GIS  
- Spanish Linguistics