# JOHN PLASTERER

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## WORK EXPERIENCE

### ITERIS, MIDDLETON, WI
*Traffic Operations Editor*, *February 2022-January 2023*

- Employed GIS analysis techniques to evaluate traffic patterns and reconcile multiple observation sources into a shared situational view.
- Used GIS software to monitor highway incident records in an in-house software web app consisting of Google maps and other widgets.
- Collected highway traffic data to support recommendations for improved highway efficiency.

### STARKWEATHER ASSOCIATION SERVICES, MADISON, WI
*Associate Product Manager/Tech Writer*, *April 2014-February 2022* (part-time)

- Created animated marketing materials that resulted in a sales increase and marketing library for Starkweather.
- Created animated learning content for change management product line.
- Developed methodology for creating animated learning and advertising content used across multiple product lines, reviewed content for accessibility issues, and processed into Mediasite.
- Organized data lists and structures using Excel, SQL, and other programs.
- YourMembership software solutions: created client tools and wrote technical documentation.

### WISCONSIN UNION CATERING, MADISON, WI
*Student Supervisor, July 2018 – June 2019*
*Student worker, September 2017-July 2018*

- Provided outstanding customer service and a memorable experience for English, German, French and Spanish language-speaking guests.
- Supervised student workers during events to include checking attendance, assigning tasks, and reviewing quality of student tasks.
- Managed in and out-of-building events to include logistics, setup, and service.

### VALLEY NEW SCHOOL, APPLETON, WI
*German Language Tutor, May 2015 – June 2017*

- Organized a German language discussion table for students to practice their German conversation skills.
- Developed exercises to improve students' speaking, writing, reading, and vocabulary.

### SAFETYCHAIN SOFTWARE, NORTHBROOK, IL
*Data Configuration Specialist, July 2016 – December 2016*

- Software Support: normalized data and configured software for a cloud-based quality management system.
- Queried lists of tasks to be preserved or deleted.

## EDUCATION

### UNIVERSITY of WISCONSIN, MADISON, WI

*College of Letters and Science, Geography Dept., Online GIS master's Program January 2023-*

- Currently enrolled in Cartography and Graphic Design course (4.0 credits)

*College of Letters and Science, Geography Dept., GIS Capstone Certificate September 2017-August 2020*

- Projects included:
  - Constructed a web and mobile application that could track submissions of carbon footprints and efforts to mitigate climate change, as well as mapping $CO_2$ emissions by facilities in Wisconsin.
  - Participated in a team project that detected and mapped phosphorus levels in the Lake Mendota watershed.
  - Developed a regional expression map for the UW's Dictionary of American Regional English (DARE) program.
  - Created a digital map of the cryosphere using ArcMap, which featured six components of the cryosphere: sea ice, permafrost, ice sheets, glaciers, snow cover & ice shelves.

UNIGIS WORKSHOP 2020, VRIJE UNIVERSITEIT VAN AMSTERDAM, AMSTERDAM, NETH.


LAWRENCE UNIVERSITY, APPLETON, WI

*B.A., History and German, September 2013-June 2017*

- Senior capstone research project created and delivered in both English and German, *Freedom Education and Wellbeing for all (Freiheit Bildung und Wohlstand für Alle).* This was an independent research project and original work describing *Der Freidenker*, a German-language newspaper based in Milwaukee, WI from 1884-1942, and its importance in the labor movement in Milwaukee.
- Extracurriculars included varsity cross-country, club rowing, Nordic skiing, and choir.

MADISON WEST HIGH SCHOOL, MADISON, WI
*High School Diploma, September 2009-June 2013*

## ADDITIONAL SKILLS & INTERESTS

- Fluent in German; actively learning Dutch, Spanish, and French.
- Proficient in ArcMap, QGIS, Python, PostgreSQL, HTML/CSS, YourMembership.com AMS, Office 365 (Word, Excel, and PowerPoint), Adobe Illustrator and more. Additional technology exposure includes Java, JavaScript, jQuery/Ajax, Android Studio, R, and structured query languages.
- Endurance sports, to include long-distance running, cycling, cross-country skiing, and functional fitness with the *November Project.*
- *Telemark Ski Chair* with UW-Madison's *Hoofers Outing Club*.
- Active participant in the Commodore's Cup sailing race with UW-Madison's *Hoofers Sailing Club*.