JOHN “JACK” PLASTERER

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**WORK EXPERIENCE**

WISCONSIN GEOLOGICAL & NATURAL HISTORY SURVEY, MADISON, WI

*Student Worker in GIS*, *May 2023*-*July 2024*

* Refined locations of water wells using public land survey system (PLSS) data, county cadastral and permit data, and digital ortho-imagery in ArcGIS Pro
* Digitized geologic logs for wells and boreholes in the Wisconsin Mineral Development Atlas with Microsoft Access®

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.
* 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 media library.
* Organized data lists and structures using Excel, SQL, and other programs.
* Crafted client tools and wrote technical documentation for YourMembership.

WISCONSIN UNION CATERING, MADISON, WI

*Student Supervisor, July 2018 – June 2019*

*Student worker, September 2017-July 2018*

* Provided outstanding customer service for events at UW-Madison, the State of Wisconsin, and other organizations.
* Supervised student workers during events to include checking attendance, assigning tasks, and reviewing quality of student tasks.

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.

**EDUCATION**

UNIVERSITY of WISCONSIN, MADISON, WI

*College of Letters and Science, Geography Dept., Master’s in Cartography & GIS, Spring 2023- Spring 2024*

* Completed Practicum in GIS Development (Geog777, 4.0 credits)
  + Developed a project titled “[Mapping Jet Noise: Illuminating the Impact of Sound on Madison, WI](https://storymaps.arcgis.com/stories/0201d603937b47d09d97da12fb3c89fe)” using ArcGIS StoryMaps® depicting the progression of fighter jet activity in the Madison, WI airspace.
  + Map features included inset PDF maps and infographics, an interactive web map with dynamic feature layers, and charts & histograms that helped contextualize and explain the data.

*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 CO2 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.

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.

CONFERENCES & WORKSHOPS

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

*June 2020*

* Collaborated on a project to analyze and ascertain flood prevention in the Netherlands using ArcGIS tools.

GEOPYTHON CONFERENCE, BASEL, SWITZERLAND

*February 2025*

* Discovered the power of combining Python libraries with geospatial tools and web capabilities
* Learned about packages such as DuckDB, GeoPandas, GeoParquet, and others

CERTIFICATES

* Esri Academy web course: *Space-Time Analysis: Finding Temporal Trends*
* Esri Academy web course: *Deep Learning Using ArcGIS Pro*
* Esri Academy web course: *Geostatistical Interpolation: Introduction*

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.
* *Telemark Ski Chair* with UW-Madison’s *Hoofers Outing Club*.