NUZHAT TABASSUM NAWSHIN
Cartographer | Aspiring UX Designer

✉ *Email*　　📞 **+16089822068**　　in *LinkedIn*　　📁 *Portfolio*

CAREER OBJECTIVE

Cartographer and UX researcher with experience in user-centered design and cartographic storytelling. Passionate about creating intuitive, interactive experiences through mapping, mobile interfaces, and geospatial visualization. Seeking to apply my analytical and interpersonal skills to contribute to innovative projects.

AREAS OF INTEREST

User-Centered Design, Interactive Mapping, Spatial UX, Mobile Geovisualization

EDUCATION

Ph.D. Student (Cartography-GIS)
University of Wisconsin-Madison
August 2022 – current
Current CGPA: 4.00
Advisor: Prof. Dr. Robert E. Roth

M.Sc. in Cartography
TU Munich, TU Vienna, TU Dresden and University of Twente
October 2017 – March 2021

B.Sc. in Geography and Environment
University of Dhaka, Bangladesh
January 2012 – August 2016

RELEVANT COURSES

Interaction Design Studio, Graphic Design in Cartography, Interactive Cartography and Geovisualization

WORK EXPERIENCE

Teaching Assistant　　　　　　**January 2025 – present**
Course: GEOG 377 – Introduction to GIS
Dept. of Geography, UW-Madison

Project Assistant　　　　　　*May 2023 – December 2024*
University of Wisconsin Sea Grant Institute
- Prototyping a locative audio walking tour app with GPS-based navigation and User-Centered Design (UCD) principles to enhance accessibility and engagement
- Conducting competitive analysis, background research and user tests
- Creating tour content – scripts, maps, illustrations and photos

Cartographer/Student Assistant　　　　*August 2022 – current*
University of Wisconsin Cartography Lab
- Creating custom printed maps tailored to client needs and providing design critique in peer feedback sessions

Reader/Grader (summer)　　　　*May – August, 2023-2024*
Course: GEOG 370 – Introduction to Cartography
Dept. of Geography, UW-Madison

Teaching Assistant　　　　　　**August 2022 – May 2023**
Course: GEOG 370 – Introduction to Cartography
Dept. of Geography, UW-Madison

Geoinformation Lab Tutor　　　**November 2019 – February 2020**
Geoinformation lab, TUM, Germany

GIS and Data Entry Associate　　**March 2016 – October 2016**
House of Consultants Ltd. (HCL), Bangladesh

SKILLS

Design and Visualization Tools: Figma, Sketch (novice), Marvel, Adobe Illustrator, Photoshop, InDesign, Tableau, Carto, Canva, Unity (novice), Unreal game engine (novice)

Mapping and GIS tools: ESRI ArcGIS software suite (Pro, Online, StoryMaps, Experience Builder), QGIS, Mapbox Studio

Programming and technical skills: fundamental knowledge of HTML, CSS, JavaScript, PostgreSQL, Python

Methods: Contextual inquiry, affinity diagramming, personas, sketching, storyboarding, prototyping, interview, survey, focus group, usability testing

Languages: English (C1), German (A2), Bengali (native), Hindi (conversational)

CONFERENCE TALKS

AAG 2024 (Honolulu) - UCD of Locative Audio for Mobile Cartography
WLIA 2024 (Green Bay) - Cartography for Adaptive Management in Wisconsin - Locative Audio Walking Tour of Green Infrastructure Practices in Shorewood
ICC 2023 (Cape Town) - Map-based Storytelling using Augmented Reality