

# ZIHAN SONG

Software Produce Release  
Esri (Environmental Systems Research Institute)  
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## EXPERIENCE

### Product Engineer, Esri, Redlands, CA

Map Authoring, ArcGIS Pro, June. 2017 - Now

- Contribute to adding new mapping functionality to ArcGIS Pro. Work on the map-authoring team on projects such as stream layers, charts symbology, and other new changes and functions on mapping for ArcGIS Pro
- Help improve the overall quality of the software ArcGIS Pro. Monitor test results for the team daily and help the team resolve test issues and investigate bugs from test runs
- Communicate and work with users to know about real-life use cases and user examples to help design software with better UI/UX

### Intern, Esri, Redlands, CA

Esri Summer Internship

Goevent Extension for Server, June. - Aug. 2016

- Helped to improve UI/UX and add cartographic elements for Goevent demo
- Built Esri User Conference Plenary Demo for showing real-time transit system of Auckland
- Started and managed real-time cartography project

## EDUCATIONAL BACKGROUND

### M.S., University of Wisconsin- Madison

Sept. 2015 – May 2017

Department of Geography

Advisor: Dr. Robert Roth

GPA: 4.0

Thesis title: *Map-based Visual Storytelling: An Assessment of Emerging Genres and Tropes*

### B.A., Wuhan University

Sept. 2011 - Jun. 2015

School of Resource and Environmental Sciences

Advisor: Dr. Jing Tian

GPA: 3.73

## TECHNICAL SKILLS

Expert

ArcGIS Pro | ArcMap | Goevent | ArcGIS Online | Illustrator | HTML | CSS | CartoCSS | JavaScript | ArcGIS api for JavaScript

Intermediate

Esri Story Maps | Mapbox Studio | Photoshop | Bootstrap | D3 | Leaflet | GitHub | jQuery

Beginner

Calcite | Python | ENVI | R | ArcPy

## RESEARCH AND PROJECTS

### Intern, Esri, Redlands, CA

Real Time Cartography

Jul. 2016. – Aug. 2016

- Connected between Goevent team (Professional Services) and Content team (Software Product)
- Started real-time project; managed touch-base meetings and daily PBIs
- Overplayed map tiles onto real-time bus aggregation to make real-time bus transit maps in three cities: Los Angeles, New York City, and Washington D.C.

## **Project Assistant, UW- Madison Cartography Lab, Madison, WI**

Visual Storytelling Coding

National Science Foundation funded, Sep. 2015. – May. 2016

- Collected visual stories from New York Times, Wall Street Journal, Washington Post, BBC News, and National Geographic
- Coded visual stories based on technology and design strategies, and entered stories into online database

## **Project Assistant, Wuhan University, Wuhan, China**

Grid Pattern Recognition in Road Networks Using the C4.5 Algorithm

National Natural Science Foundation of China funded, Jul. 2014 - Aug. 2015

- Proposed a new method for grid pattern recognition based on the idea of mesh classification through a supervised learning process using the C4.5 algorithm
- Defined new measurements for characterizing meshes, considering a mesh's individual characteristics and its spatial context
- Conducted supervised learning experiment; results were published in [CAGIS](#)

## **TEACHING**

### **Teaching Assistant, UW- Madison, Madison, WI**

- Geography 370, Introduction to Cartography
- Spring, 2016- Spring, 2017

## **GRANTS AND AWARDS**

- First place of 2018 Esri Internal Hackathon (Hack the Map). Esri (2018)
- Trewartha Graduate Research Award. University of Wisconsin- Madison (2017 \$400)
- Innovation in Space-Time Visualization. UW Madison Cartography Lab. Design Challenge (2016 \$225)
- First place of 2016 Esri Intern Hackathon. Esri (2016 \$125)
- Master's Thesis Research Grant. AAG Cartography Specialty Group (2016 \$200)
- NACIS Student Travel Grant. North American Cartographic Information Society. (2016 \$300)

## **PROFESSIONAL AND UNIVERSITY SERVICES**

- North American Cartographic Information Society (member)
- Maptime Madison (co-organizer)
- Cartography Lab, University of Wisconsin–Madison (cartographer)
- Women in Geography, University of Wisconsin–Madison (member)

## **PUBLICATIONS**

- Zihan Song, Robert Roth, Map-based Visual Storytelling: An Empirical Study in Data Journalism. *International Journal of Geo-Information*, Major Revision
- Jing Tian, **Zihan Song**, Fei Gao, Feng Zhao. Grid Pattern Recognition in Road Networks Using the C4.5 Algorithm. *Cartography and Geographic Information Science*, [10.1080/15230406.2015.1062425](#)
- Tian Jing, **Song Zihan**, Ai Tinghua. Grid Pattern Extraction in Road Networks with Graph. *Geomatics and Information Science of Wuhan University*, [Vol.37 No.6, June 2012](#)