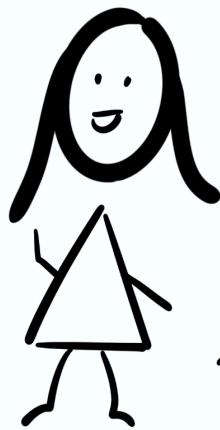


**THE ADVENTURES OF
MADISON DRAPER
ART SCHOOL DROPOUT**

**VOL. 1
FEBRUARY 2020**

THIS COMIC BOOK IS A PORTFOLIO OF MADISON'S CAREER AS A DESIGNER ...

HELLO! I'M MADISON DRAPER. I'M A DESIGNER AND GEOGRAPHER.



I'M CLEARLY REALLY AN ILLUSTRATOR, BUT IT'S FUN TO DRAW.

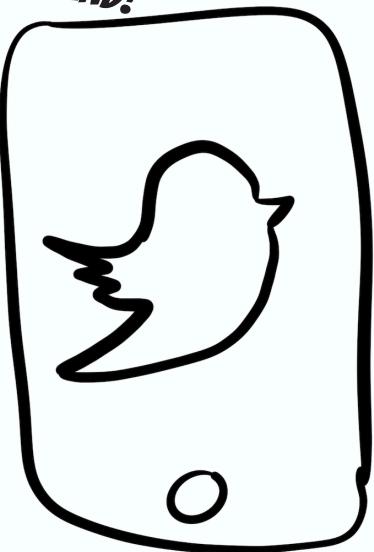
ON TWITTER I SEE A LOT OF BAY AREA DESIGNERS MAKE BEAUTIFUL & AESTHETIC PORTFOLIOS. BUT I WANTED TO MAKE SOMETHING A LITTLE DIFFERENT.

I HAVE A BA IN GEOGRAPHY FROM UC BERKELEY AND AN MA FROM SCAD IN ...

DESIGN! NOW I WORK IN SF AS A DESIGNER.

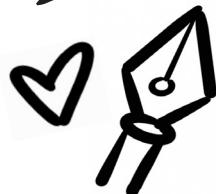
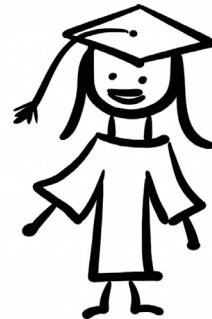
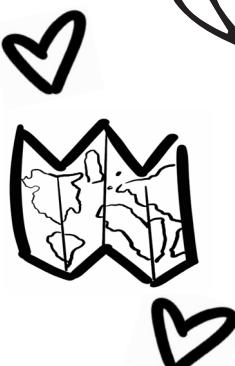
AESTHETIC!

ON BRAND!



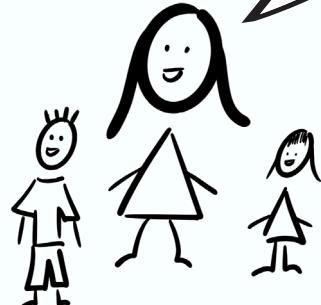
MONOCHROME!

MINIMALISM!

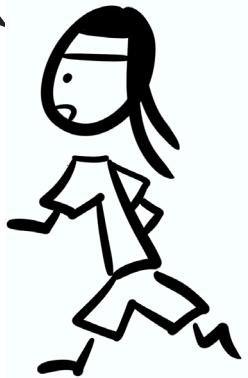


OUTSIDE OF WORK, I VOLUNTEER WITH FOSTER YOUTH AS A CASA

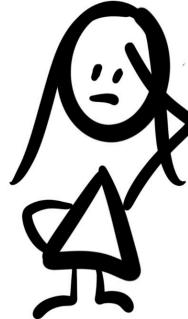
AND AS A GROUP MENTOR WITH BRAIDMISSION.



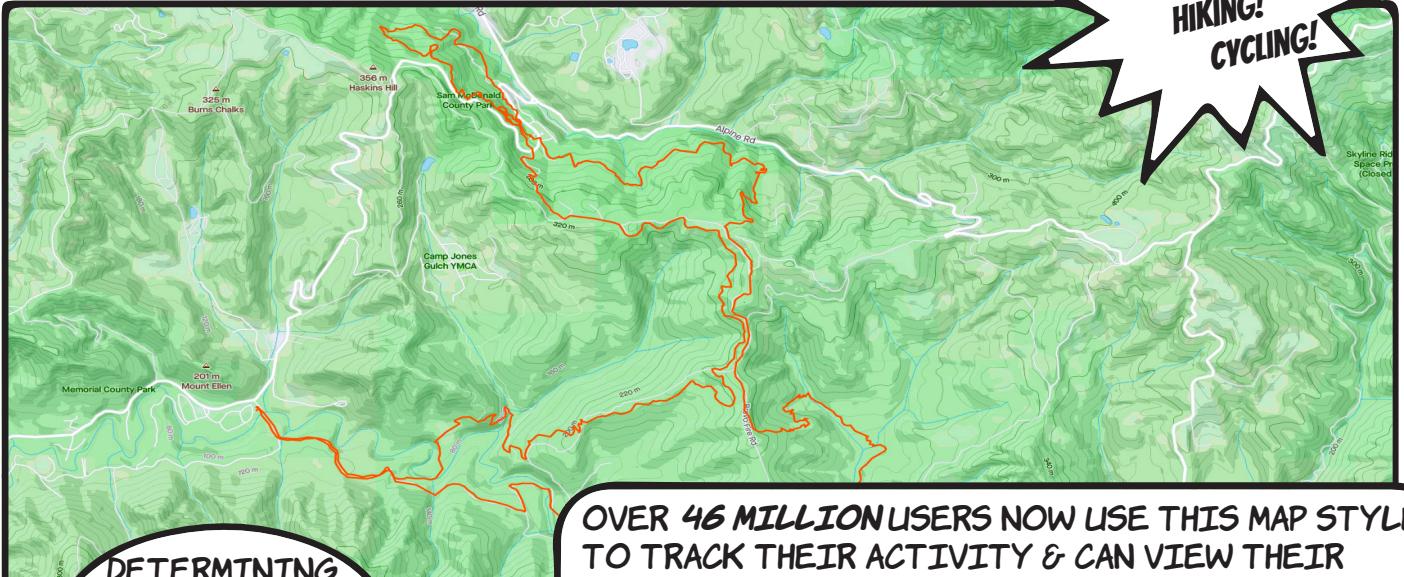
AT MAPBOX, I WORK WITH CUSTOMERS TO CREATE CUSTOM MAP DESIGNS. THE STRAVA MAP STYLE HAS BEEN MY FAVOURITE SO FAR.



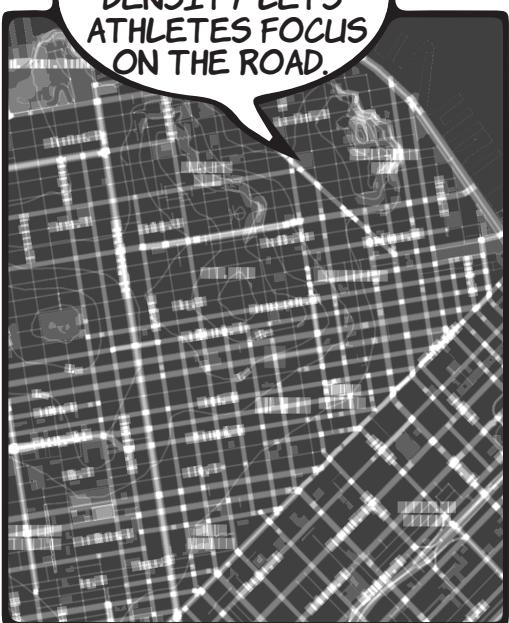
HOW DOES THE SPORT AFFECT HOW USERS VIEW THE MAP?



RUNNING!
HIKING!
CYCLING!



DETERMINING CORRECT LABEL DENSITY LETS ATHLETES FOCUS ON THE ROAD.



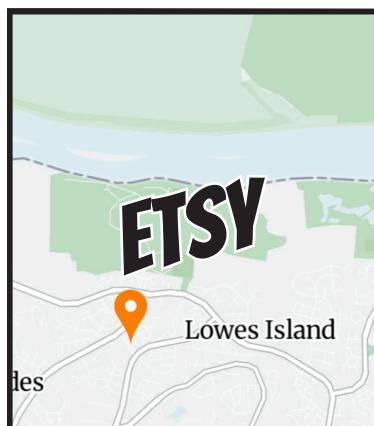
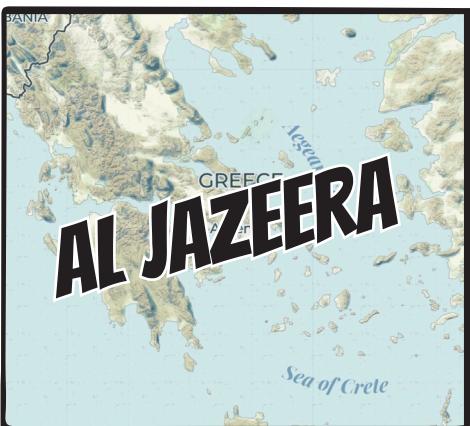
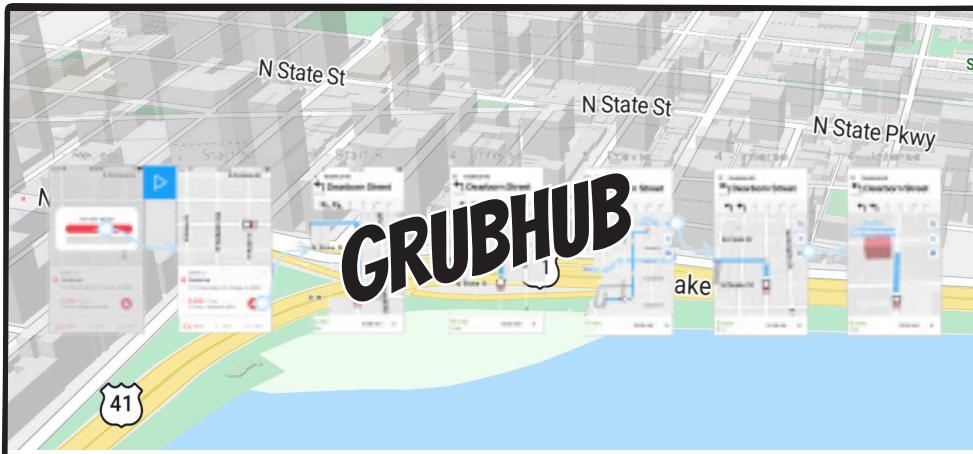
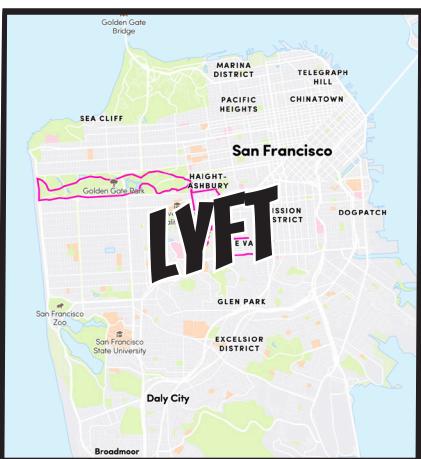
OVER 46 MILLION USERS NOW USE THIS MAP STYLE TO TRACK THEIR ACTIVITY & CAN VIEW THEIR ROUTES ON IOS, ANDROID & WEB. A CO MARKETING EFFORT PULLED IN 200K+ VIEWS TO OUR BLOG.



DESIGNING A MAP FOR CUSTOMERS INVOLVES USER RESEARCH, DESIGN SPRINTS, PROTOTYPING & PRESENTATIONS.



A FEW OTHER CUSTOMERS I'VE WORKED WITH INCLUDE ...



I HAVE OTHER USE CASES PER REQUEST, SUCH AS NAVIGATION, LOCATOR, JOURNALISM & CONSUMER APPS.

MY MAPS AREN'T ONLY THE SETTING TO A STORY, THEY'RE THE WHOLE STORY. WHEN I DESIGN I MAP, I'M WRITING A NARRATIVE.



THESE MAPS ARE MOSTLY MARKETING.

