

## PROFILE

- Geospatial professional, project manager and designer with over 11 years experience in mapping technologies, application development and cartographic design.
- Demonstrated ability with GIS, mapping, and web and mobile technology for clients in high-tech, real estate, government, publishing, journalism, education, entertainment, tourism, non-profit and recreation industries.
- Combination of technical acumen, design skills, management skills and business savvy with successful record in planning and managing programs and initiatives from theoretical idea through strategy and implementation.

## TECHNICAL SKILLS

### GIS

- PostGIS
- Quantum GIS (QGIS)
- CartoCSS / TileMill
- Mapnik XML
- ESRI ArcGIS 8-10.x
- ESRI ArcGIS Server 9.x
- ESRI ArcIMS 4
- ESRI ArcView 3.2
- ArcGIS Spatial Analyst
- ArcGIS 3D Analyst
- ArcGIS Tracking Analyst

### CAD (Vectorworks/Minicad)

- Aerial photography QA/QC
- Microsoft MapPoint
- Microsoft Access
- Trimble GPS data capture
- Pathfinder Office 2.90

### MISC. TECHNICAL

- Adobe Dreamweaver CS6
- html, css and web development
- Applescript automation language
- JavaScript scripting language

### CARTOGRAPHY / DESIGN

- Map application interface design
- Adobe Illustrator CS6
- Adobe Photoshop CS6
- Adobe Flash CS4
- Avenza MAPublisher v. 6-9.x
- Natural Scene Designer Pro 5-6.x
- Macromedia Freehand MX

Samples of cartographic work can be found at [www.vwaldmaps.com](http://www.vwaldmaps.com)

## PROFESSIONAL EXPERIENCE

### VICE PRESIDENT - OPERATIONS AND GIS

Cartifact, Inc, Los Angeles, CA

2005 - 2014

*Map design and map application development firm specializing in high-end cartography, map design consultation and location-based solutions for print, web and mobile.*

- Performed duties as project manager, GIS manager, designer and cartographer.
- Managed long-term projects with budgets of more than \$1m, coordinating teams of 30+ individuals, for clients such as MapQuest, Bank of America, the US Military Academy, City of Los Angeles, Maps.com, and Yahoo!.
- Spearheaded cartographic redesign of web-based mapping platforms for Yahoo! Maps, deCarta, MapQuest, and other Silicon Valley companies; directed implementation of updated styles.
- Oversaw development of enterprise mapping applications for web and mobile on platforms such as Apple Maps, ArcGIS Server, Adobe Flash and the Google Maps API.
- Conceptualized and designed human interface and functionality of map-based web and mobile applications as well as interactive multi-touch iBooks.
- Performed high-end cartographic design for print publications, web-based maps, and custom projects.
- Automated process of extracting raw GIS base data, collating into usable format, importing into Adobe Illustrator and applying appropriate cartographic styles.
- Oversaw company-wide GIS infrastructure and output, including desktop, server and database components, supporting the production of over 150 maps per week.
- Trained and mentored coworkers and clients on advanced mapping skills and techniques including editing, geocoding, data conversion, and error reconciliation.
- Participated in design and maintenance of company GIS database; coordinated updates and changes, ensuring accuracy and completeness; performed editing, geocoding, and data conversion.
- Interfaced with users to develop and gather system or project requirements; accurately transferred requirements into design specifications and/or requirement documents.
- Oversaw and performed beta application testing and provided detailed feedback to development team, ensuring on-time and on-budget delivery of fully functional software.
- Performed all human resource and staff management tasks including recruiting and administration of benefits.

## PROFESSIONAL EXPERIENCE CONTINUED

### MAPPING SPECIALIST (Four-month contract position)

City Of Bellevue IT Department, Bellevue, WA

October 2004 - March 2005

- Performed analytical GIS and cartographic tasks for city's Planning, Transportation, Police, Fire, Utilities, and Parks Departments as well as City Council and private citizens.
- Responsible for general map production, data compilation, creating 3D fly-through of city's downtown area.
- Translated maps from ARC macro language to ESRI ArcGIS map documents, performed quality-control assessment on aerial photos of entire city, and assisted in maintenance of overall city dataset.

### GIS ANALYST (Six-month contract position)

Snohomish County Surface Water Management, Everett, WA

May 2004 - October 2004

- Performed geographic analysis and ad hoc map production for county water protection organization.
- Edited and updated large Geodatabase used to calculate a given property's water impervious area and assess an annual fee based on that area.
- Utilized and maintained large GIS and Access databases to conduct analytical queries to assist engineers and biologists in reaching water resource management goals.

### GIS CONSULTANT/INSTRUCTOR

Seattle Post-Intelligencer Newspaper, Seattle, WA

January 2004 - May 2004

- Created maps and graphics on an independent consultant basis for oldest morning newspaper in Washington.
- Collaborated with Graphics Editor to devise GIS curriculum for journalism staff, conveying the widespread applications of GIS.
- Instructed Graphics Department of 5 staff members on completing GIS-related tasks including importing tabular data into ESRI ArcGIS for analysis, creating 3D topographical and shaded relief images of local terrain using raster-based software, and finding and downloading GIS data from the internet.

### MAPPING SPECIALIST

Lost In Seattle, Seattle, WA

January 2004 - May 2004

- Used ArcGIS, aerial photographs, and manual data collection to create high-detail drawings of Seattle's urban commercial areas.
- Entered data into custom-built CAD program to create an online consumer directory and mapping system.

## EDUCATION

**UNIV. OF CALIFORNIA - RIVERSIDE**      2003  
Riverside, CA  
Geographic Information Systems, Graduate Certificate  
GPA: 3.97/4.0

**UNIVERSITY OF PUGET SOUND**      1998  
Tacoma, WA  
B.A.: International Political Economy  
Minor: Philosophy

**PROFESSIONAL TRAINING**      2003-2009  
ESRI Virtual Campus  
- ArcGIS Spatial Analyst  
- ArcGIS 3D Analyst  
- ArcView Tracking Analyst  
- ESRI MapShop  
Avenza MAPublisher classroom training  
ESRI ArcGIS Server 9.3 Seminar

## AWARDS

2009 American Graphic Design Award  
Graphic Design USA

First Place Overall, Best Cartographic Design:  
Single Map Product, Large Format  
2009 ESRI International Users Conference

Second Place Overall, Best Interactive Web Map  
2009 ESRI International Users Conference

2008 International Science & Engineering  
Visualization Challenge - Interactive Media  
Semifinalist Honor

2006 Best Map Overall  
2006 Avenza Map Awards