

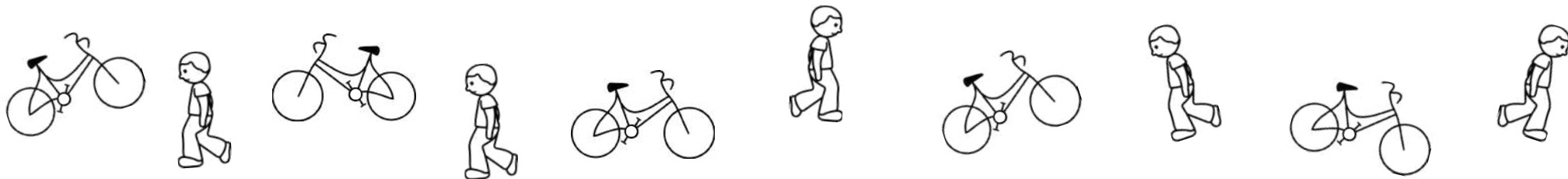
# MATEO VAN THIENEN



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portfolio

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# MATEO VAN THIENEN

An urbanist passionate about sustainable transportation, placemaking and data analysis.



## SCHOOL

UNIVERSITY OF FLORIDA

B.Sc. SUSTAINABILITY & THE BUILT ENVIRONMENT - GEODESIGN SPECIALIZATION  
LANDSCAPE ARCHITECTURE MINOR

## INTERNSHIP

CITY OF OAKLAND, CA

SHARED MOBILITY INTERN



## FELLOWSHIP

CITY OF GAINESVILLE, FL

DIGITAL SERVICES FELLOW 2017-2018  
SENIOR MANAGEMENT FELLOW 2018-2019

## PERSONAL

EXTRA-CURRICULAR PROJECTS



# SCHOOL 01

ArcGIS Pro  
City Engine  
SketchUp

Fall 2017

Final project for 3D Modeling, Visualization and Simulation.

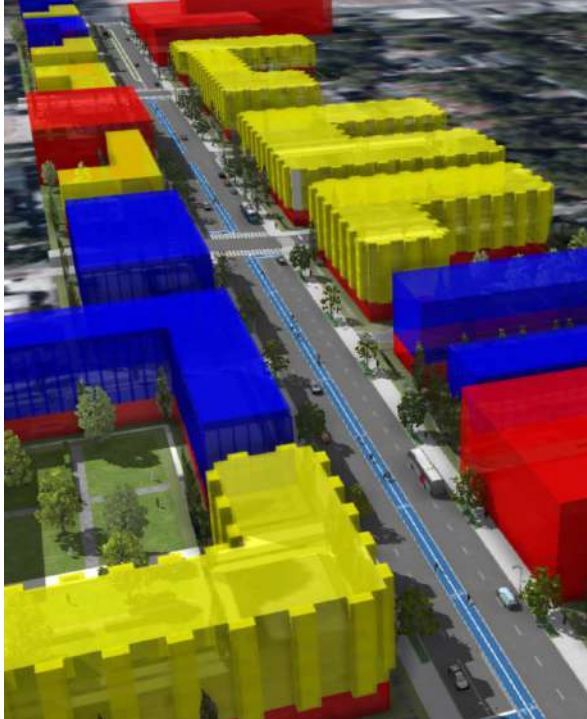
I re-designed University Avenue in Gainesville, FL to reflect the newly adopted land use changes.

The project was based on Alachua County parcel and building footprint data, utilized and manipulated through ArcGIS Pro.

I coded new CGA rules for new buildings and parking garages, and used existing CGA rules for Complete Streets and Parks.

Extruded some existing buildings using SketchUp.







# SCHOOL 02

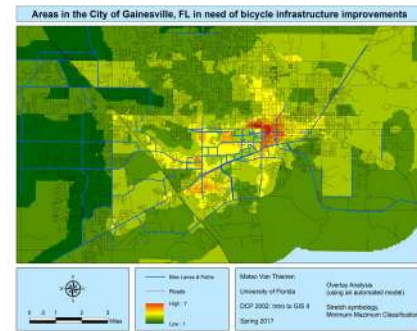
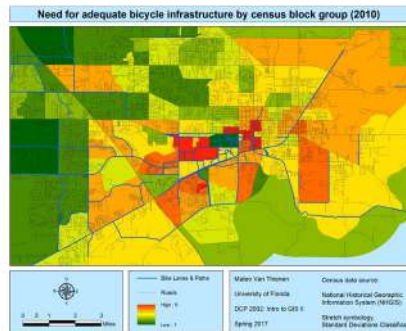
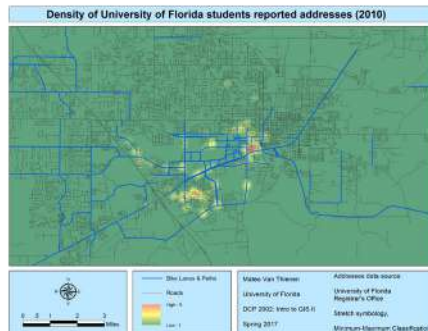
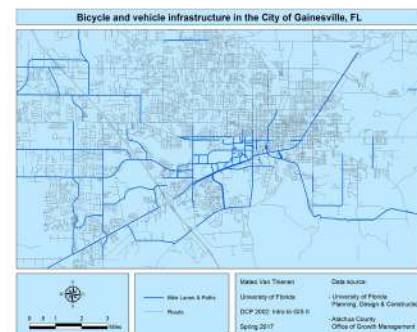
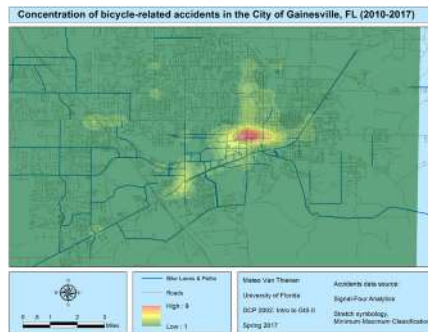
ArcMap

Fall 2016

Final project for Intro to GIS II.

I analyzed Gainesville's bicycle infrastructure to determine areas in need of improvements.

I determined my own parameters, collected geospatial data from state and local sources, and ran my own automated GIS models.





Assignment for Design Communications I.

Requirements included the presence of birdwatching activities in an oak hammock setting, with a paved path and an art sculpture.

SCHOOL

03

Photoshop

Fall 2018

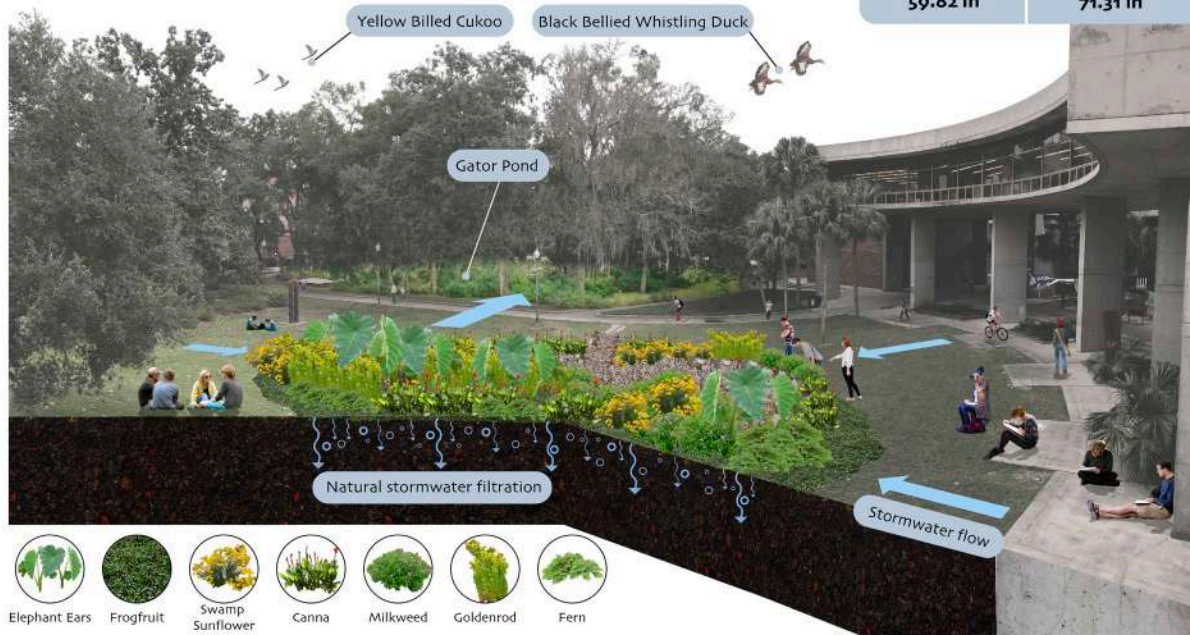


## Assignment for Design Communications I.

This “hybrid” assignment required the use of Photoshop and Illustrator to convey a design idea to stakeholders and potential project investors.

The illustration depicts stormwater flow in the Architecture Lawn at the University of Florida, with a proposed rain garden that would filter runoff before it reaches the Gator Pond and the Floridan Aquifer.

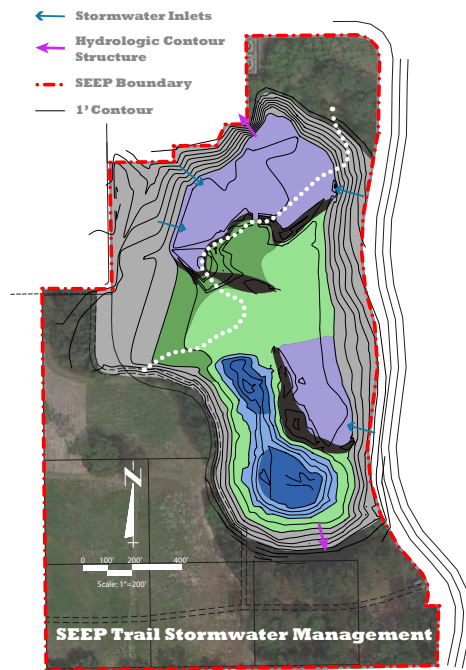
## Architecture Lawn Rain Garden



Assignment for Design Communications I.

This illustration shows the different stormwater strategies and different ecosystems present in the SEEP Trail at the University of Florida.

Attention was focused on layer management, clipping masks, and color palette.





SCHOOL

06

Color pencils  
on vellum

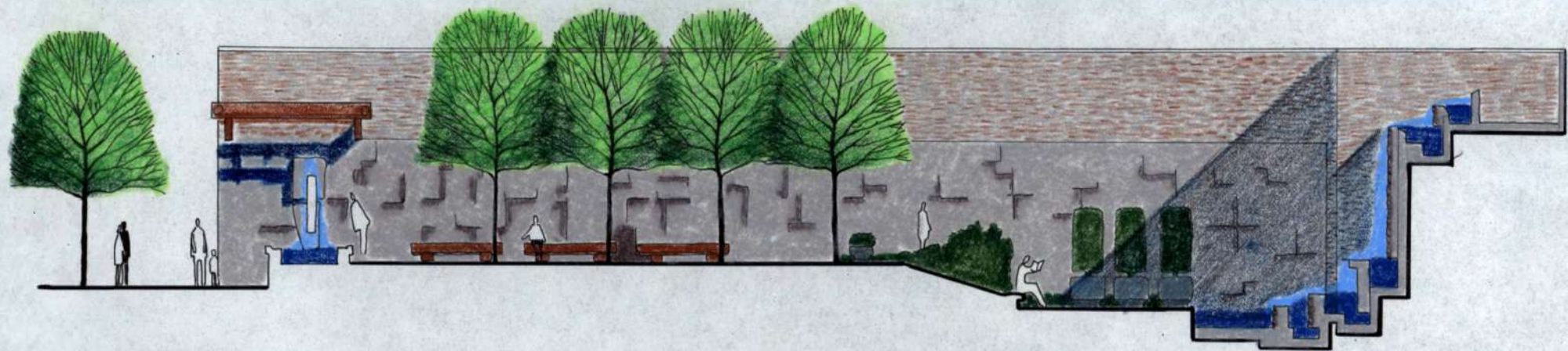
Fall 2018

Assignment for Design Communications I.

Plan and section views of Greenacre Park in New York City.

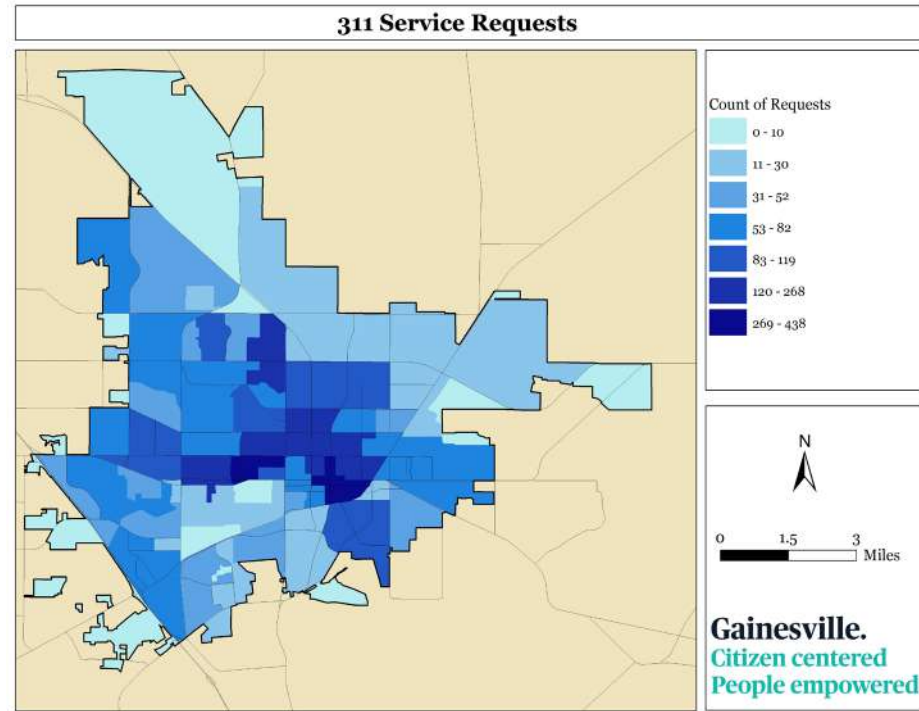
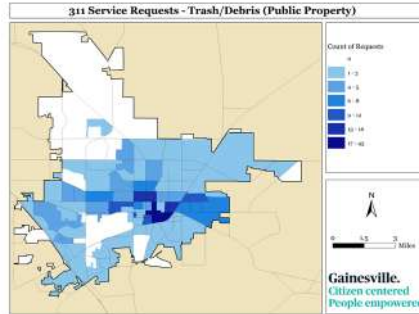
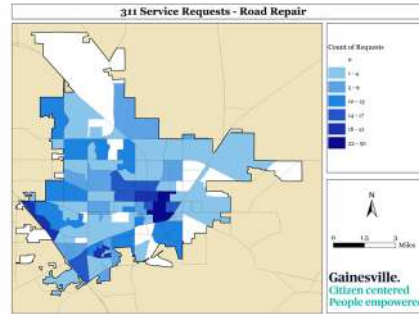
I paid particular attention to shadows, textures, seasonal color palette, and lettering techniques.





These are just a few among a series of maps that show where 311 Service Requests happened in Gainesville between June 2015 and October 2018.

311 Service Requests are non-emergency requests (such as potholes and fallen trees) submitted by citizens through the 311 mobile app or website.







11/26/2018  
Makenzie Van Thienen  
Strategic Initiatives  
UP Police - Digital Services

Legend  
BusStopInventory\_Shelters\_RTISide

Gainesville.  
Citizen centered  
People empowered



11/26/2018  
Makenzie Van Thienen  
Strategic Initiatives  
UP Police - Digital Services

Legend  
BusStopInventory\_Need

Gainesville.  
Citizen centered  
People empowered

In this project I looked at the need for bus stop shelters in the city in order to improve the user experience and increase ridership.

I looked at the opportunity to install them through advertising revenue, as shown in the pictures on the left.

The map on top shows the current stock of bus stop shelters, while the map below shows the bus stops currently lacking any sort of shelter or bench.

The Community Crosswalks Program was a project I had the pleasure to draft but which had no opportunity to be implemented due to conflicts between several city departments.

I drafted three alternative artworks to show what a typical crosswalk could look like under the program.



#### City of Gainesville Community Crosswalks Program

##### 1. New Community Crosswalk Requirements:

###### a. Location Requirements:

- Must be at a location where there is already a marked crosswalk and traffic is required to stop because of a stop sign or traffic signal.
- Crosswalk must be on **local** streets (not state) where speeds do not exceed 30 mph.
- Pavement must be in satisfactory condition. Crosswalk artwork not allowed on bricks.
- Must be a **transverse** crosswalk. (No continental)
- Artwork must be contained **within** the two transverse (horizontal) lines:



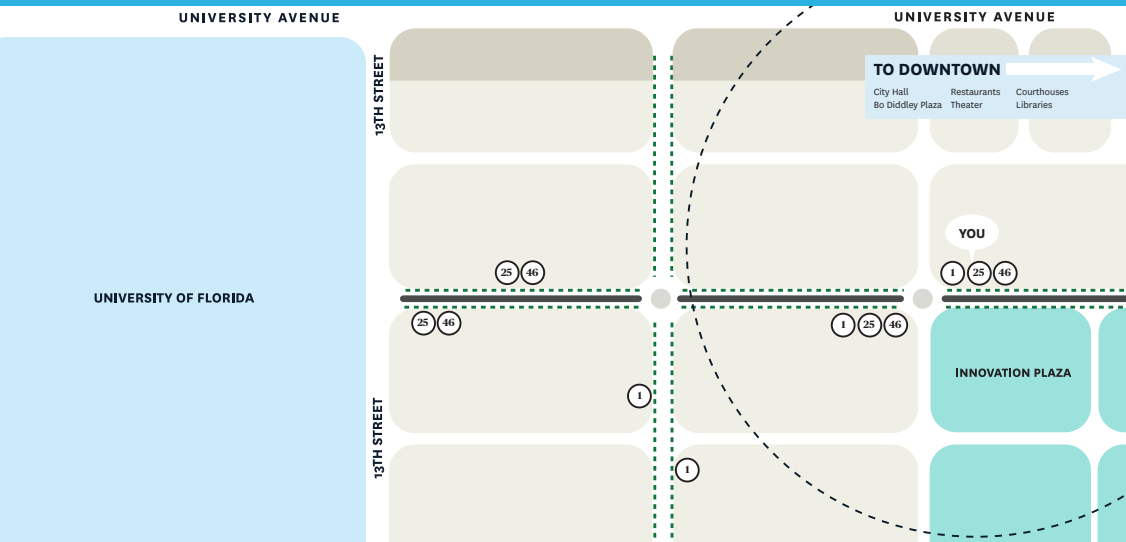
###### b. Guidelines:

- Thermoplastic paint **ONLY**.
- Paint must be non-reflective. It must not be confused as a Traffic Control Device.
- Artwork shall not contain white, yellow, or red in a way which could be confused as Traffic Control Devices.
- No octagons or triangles, or shapes that could be confused with a Traffic Control Device.
- If more than one crosswalk has been identified for the intersection, artwork should have consistency of style to create a unified aesthetic at the intersection.
- No logos, text, or advertising.
- No profanity or inappropriateness allowed.

###### c. Installation Requirements:

- Installation must occur during off-peak hours.
- Traffic control should be managed by the artist or community group owning the permit.
- Reflective vests and cones must be used when installing the artwork.
- A timeframe for installation and a traffic control procedure must be submitted with the permit application ahead of installation.

## ← Buses to UF and Butler Plaza Transfer Station



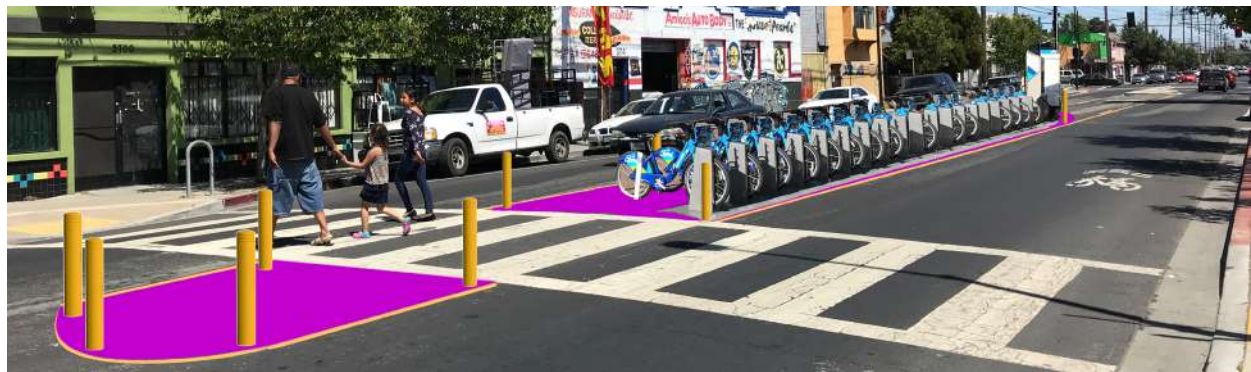
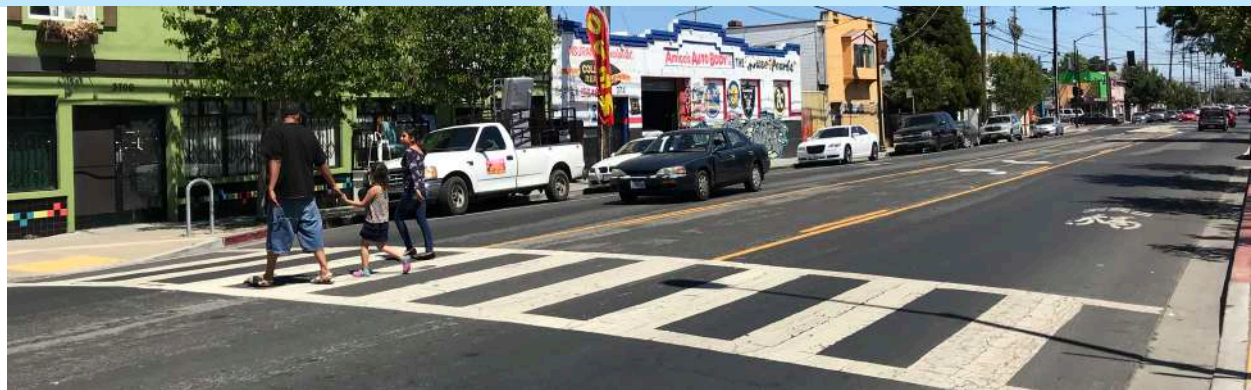
I designed this wayfinding map with Kassidy Wallace, the 2017-2018 Visual Design Fellow.

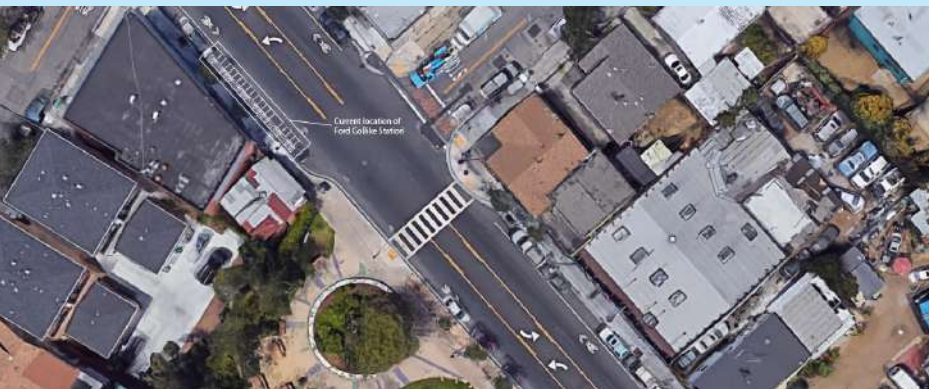
We hanged this map in the bus stop at Infinity Hall to improve the user experience and hopefully increase bus ridership.



These pictures show the relocation of a Ford GoBike station in Oakland, CA.

I drafted these visualizations and the flyer to aid communications with residents and local business owners who were complaining about the poor current location of the bikeshare station.





### Existing conditions

The existing Ford GoBike station is located on the south side of Foothill Blvd.

Business owners have expressed concerns related to two parking spots lost to the station.

Total crossing distance on Foothill Blvd is 38 feet.

The center turn lane on Foothill Blvd is unusable.



### Proposed conditions

The proposed Ford GoBike station frees up the two parking spaces by being located in the unusable center turn lane.

The Ford GoBike station occupies 5.5 feet on an 11-foot-wide lane, giving bike users plenty of space to pick up and drop off bikes.

Enhanced color striping and bollards add to pedestrian safety; total crossing distance is reduced to 14 feet in two intervals.

Great opportunity for a community art mural through "Paint the Town!" program.



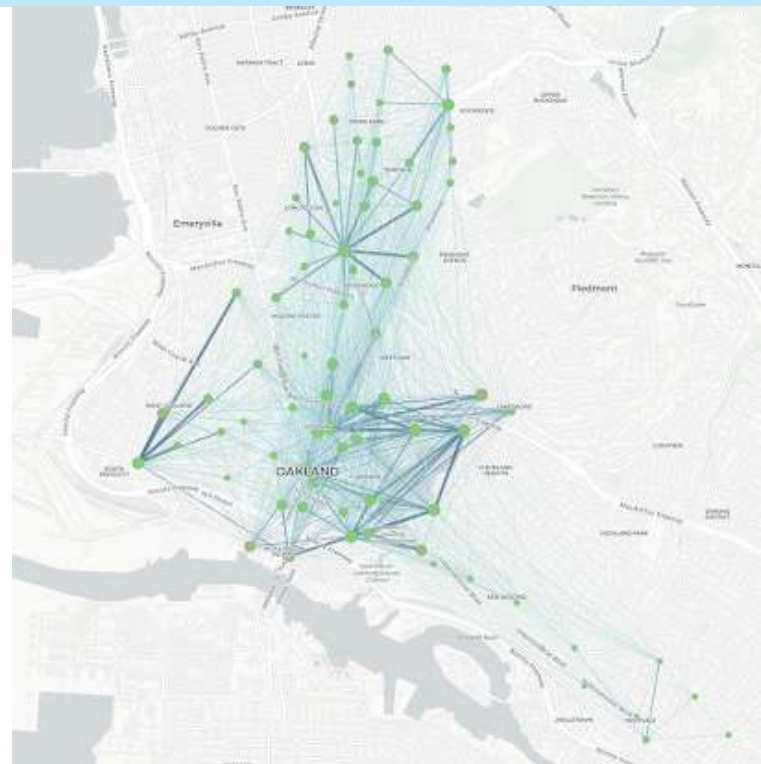
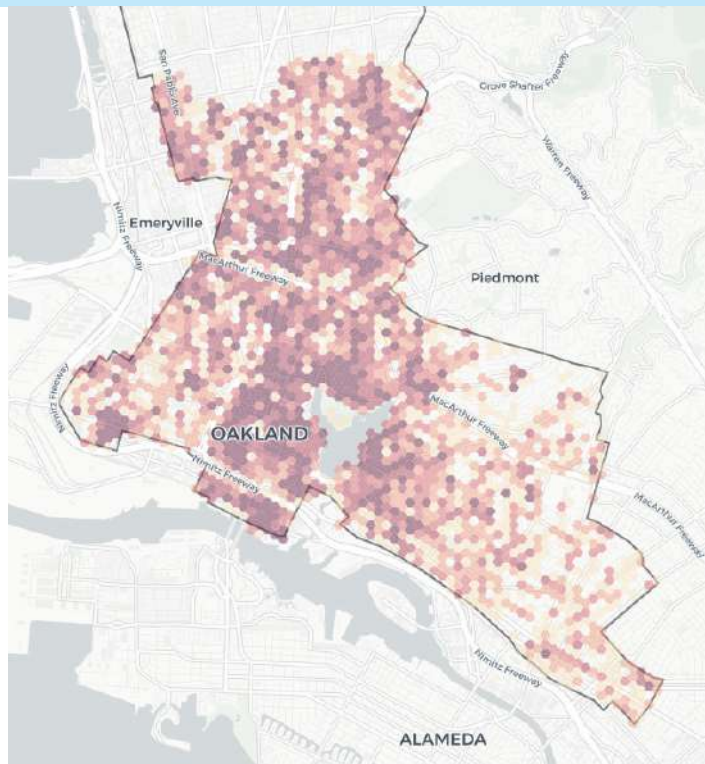


GIG carshare and Ford GoBike accomplished their first year of operations in Oakland during the summer of 2018.

These two maps show their usage patterns.

The map on the left shows GIG carshare dropoff areas, while the map on the right shows pickups, dropoffs and frequency of trips between Ford GoBike stations.

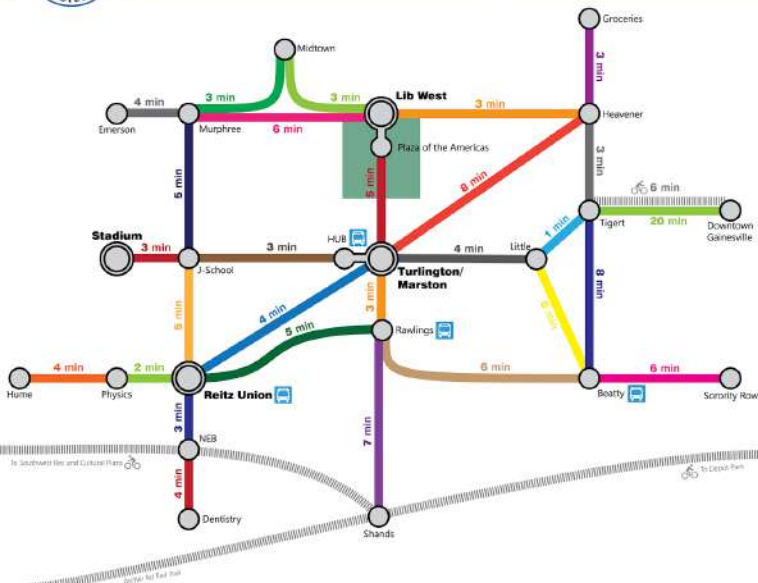
I used ArcGIS Pro to summarize the data and Carto to visualize it online.







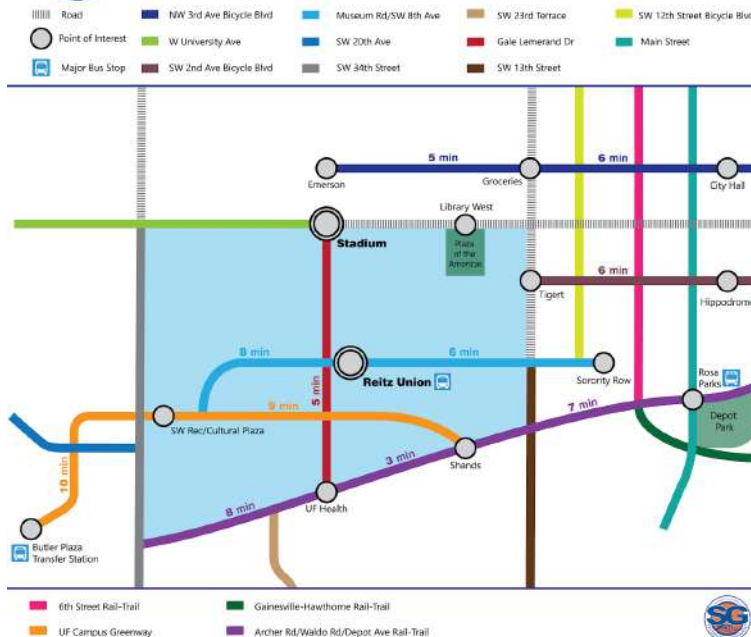
## Pedestrian Map



Bicycle Blvd or Multi-use Path Major Bus Stop Point of Interest



## Bike Map



6th Street Rail-Trail Gainesville-Hawthorne Rail-Trail  
UF Campus Greenway Archer Rd/Waldo Rd/Depot Ave Rail-Trail



I designed these two wayfinding maps for Students for New Urbanism at UF, an organization on campus that I preside.

I was inspired by the pedestrian wayfinding maps from Pontevedra, Spain.

They were shared on social media and at UF's Sustainable Transportation Fair.

PERSONAL

01

Illustrator

Fall 2018

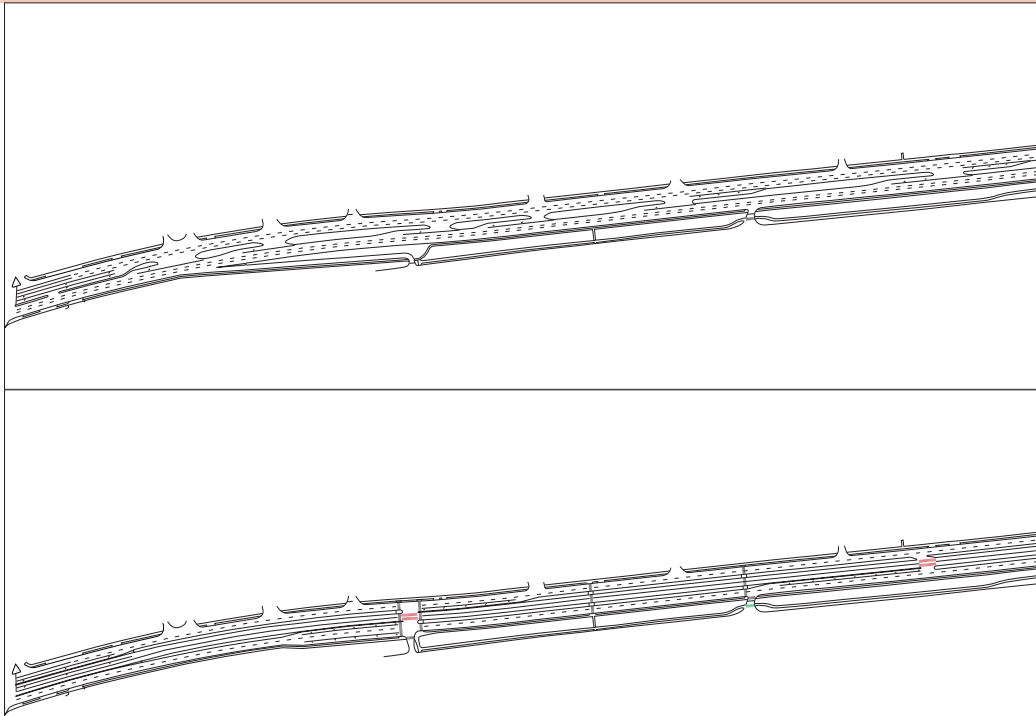
Much of my free time during the fall semester of 2018 was dedicated to this project, which involved re-designing Archer Rd in Gainesville, FL.

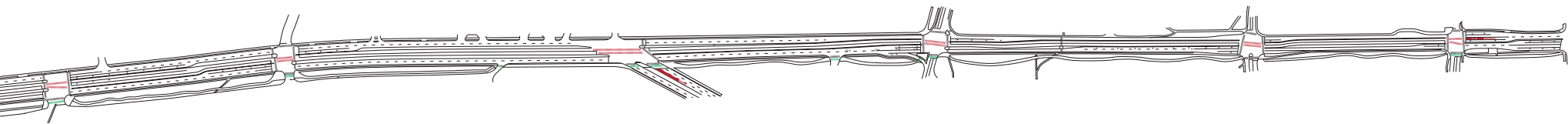
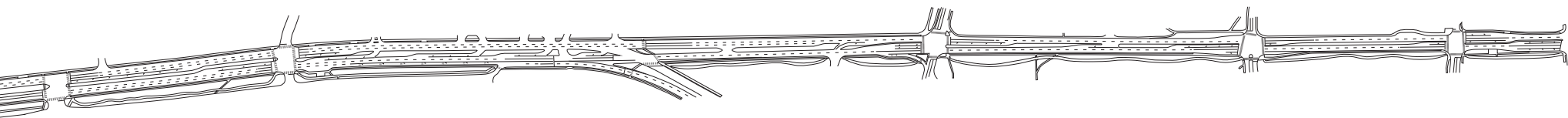
Archer Rd is one of the most congested roads in Gainesville and one of the main regional access points to the University of Florida.

I incorporated a BRT (bus rapid transit) and re-aligned and improved the trail that runs alongside this major thoroughfare.

I used Illustrator to draw all contours, traffic lines, crosswalks and stop lines.

The top view shows the current conditions while the bottom one shows the re-design improvements.







PERSONAL

03

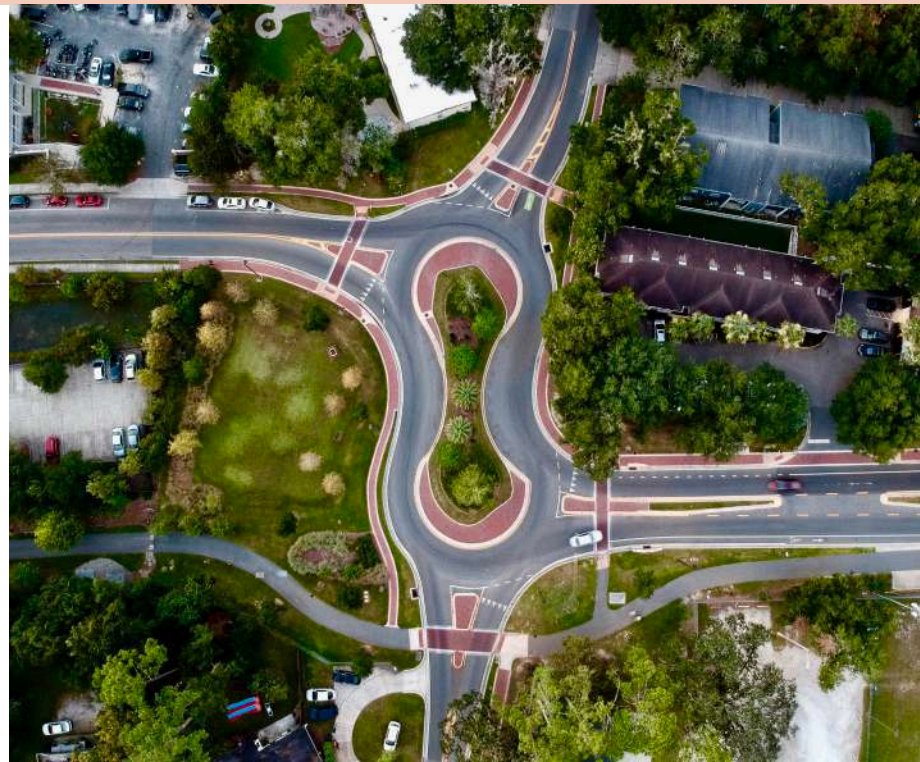
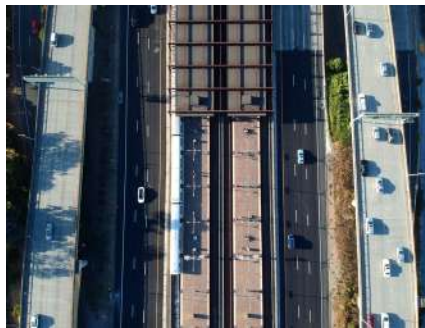
Photoshop  
Lightroom

Summer 2018  
Fall 2018

This personal project is called Urban Mateo and it's on Instagram @urban.mateo

I try to capture interesting urban areas with my drone to get even more interesting perspectives.

I usually add contrast, light and some effects with Lightroom or Photoshop.







**Thank you!**

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mateovanthienen.com



