# Martin von Wyss
BA, MS (Geography), GISP

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## Employment

**vW Maps Pty Ltd**
*Owner, Spatial Consultant, Cartographer*
Kew, Victoria                           2004—present
Sole proprietor of freelance consultancy specialising in the sourcing, acquisition, cleaning and visualisation of data of all types; 3D-printed spatial data; Open Data policy and strategy

**City of Greater Geelong**
*Coordinator for Spatial Information Services*
Geelong, Victoria                       2012—2014
Ensured accuracy, content and quality of city's spatial data, software, interfaces and their integration with corporate applications. Rewrote data sharing policy, moved to CCBY data licence, initiated Geelong's move into Open Data and participation in GovHack. Managed SIS projects and expenditure. Provided centralised system management, maintenance, support and training

**Boston Redevelopment Authority**
*Manager, Office of Digital Cartography and Geographic Information Systems*
Boston, Massachusetts, US               2001—2004
Led team responsible for mapping and spatial data management in the city's planning and economic development agency. Commissioned and managed agency's web mapping application, *The Boston Atlas*, an early portal for open government data cited for its good UI/UX. Represented city at Homeland Security meetings in Washington DC after 11.9.01. Initiated planning for Boston's free WiFi

**Hybrid Designs**
*Cartographer and Cartographic Consultant*
Boston, Massachusetts, US               1994—2004
Directed custom cartography and map publishing business

**Harvard Map Collection**
*Digital Cartography Specialist*
Cambridge, Massachusetts, U.S.          1998—2001
Managed digital map data collection including CD-ROMs, online data sources and mapping/GIS software at a university research library. Managed content and application behind web data portal *Massachusetts Electronic Atlas*

**The Learning Company**
*Cartographic Engineer*
Cambridge, Massachusetts, US            1996—1997
Chief Cartographer for *Compton's Interactive World Atlas*

**Deasy GeoGraphics Laboratory**
*Cartographer and Project Manager*
State College, Pennsylvania, US         1993—1994

## Education

**MIT Professional Education Online X**, Cambridge, Mass.
*Tackling the Challenges of Big Data*          2014

**The Gordon Institute of TAFE**, Geelong, Victoria
*Advanced Diploma of Management*               2014

**Harvard University, Cambridge**, Massachusetts, US
*Enrolled, Master in Urban Planning*         1994—1995

**The Pennsylvania State University**, Pennylvania, US
*Master of Science Degree in Geography*      1992—1994
Cartography, Visualisation, and Urban Geography

**University of Michigan**, Ann Arbor, Michigan, US
*Bachelor of Arts Degree in French*          1984—1988

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## Skills

**Geographic Information Systems**: Esri ArcGIS suite, MapInfo Pro, Manifold System, Blue Marble Global Mapper
**Cartographic/Visualisation**: CartoDB, Geocart, Tableau
**ETL**: Safe Software FME, GeoKettle
**Desktop Publishing**: Adobe Illustrator and Photoshop
**Languages**: English Fluency, German and French Proficiency

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## Professional Certification and Memberships

GIS Professional #21775, GIS Certification Institute
Australian and New Zealand Map Society
International Map Industry Association
North American Cartographic Information Society

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## Awards

**Finalist, Victorian Premier's Design Awards**          2016
**Australian ICT Award: Excellence in eGovernment, Geospatial** from Australian Department of Finance, for Geelong's *G3M* (3d model) for Collaborative Design and Planning     2014
**Best Internet Website**, Asia Pacific Region of International Map Trade Association; for www.vwmaps.com     2011
**Excellence in Mapping: Special Purpose Mapping**, Spatial Science Institue of Australia's Biennial International Conference, Adelaide     2009
**People's Choice Award**, Spatial Science Institue of Australia's Biennial Int'l Conference, Adelaide     2009
**Visualization of Spatial Data Quality Challenge**, sponsored by the National Center for Geographic Information and Analysis, US EPA, and the US Soil Conservation Service. With A.M. MacEachren and other graduate students  1993

## Maps in Electronic Media

**Numerous Interactive Web Maps** 2014–2015
using CartoDB
**Interactive Web Mapping Application**
Web map of growing status of Tasmanian wine 2012
grapes for Wine Tasmania and University of Tasmania
**Map of Tasmania**
for State of Wine website 2012
**Spatial Analysis**
Identification of closest weather station for each 2009
of over 4000 vineyards, Empirics Marketing & VineFinders
**Data Preparation**
of Victoria wine regions for burn-off planning 2008
**Hundreds of Interactive Maps**
in *Compton's Interactive World Atlas* 1997
**Interactive Data Quality Assessment Tool**
Reliability-Visualization System 1993
Winner of *Visualization of Spatial Data Quality Challenge*
sponsored by US EPA, NCGIA, USDA Soil Conservation
Service. With A. M. MacEachren et al. Programming in
IMSL/IDL
**Fifteen Animated Maps**
in *The New Grolier Multimedia Encyclopedia* 1993

## 3D-Printed Maps

**The Mornington Peninsula** 2015
design and production of a full-colour model for a winery
tasting room
**Litchfield National Park** 2012
digital source file for a 1.2-metre wide landscape model
**Beechworth Region** 2011
production of 3D-printed model

## Sheet Maps

*Bayside Cycling Trail Map*
map designed to encourage bicycling 2011, 2012, 2015
*Vineyards of the Beechworth Vignerons*
three maps showing vineyards, soils and geology 2012
*The NPR® Map*
over 70,000 copies sold in 12 editions; self-published
under vW Maps Inc 2004–2011
*The Wine Map of Australia by Max Allen*
self-published under vW Maps Pty Ltd and also available
in Chinese- and Japanese-language versions 2010
*Tasmania Wine and Gastronomy Map*
self-published under vW Maps Pty Ltd; winner of two
awards at SSSI's Biennial International Conference 2009
*The Wine Map of Victoria by Max Allen*
self-published under vW Maps Pty Ltd 2007
*Sydney Adventures 4WD Touring Guide Map*
principal cartography for Meridian Maps 2006

## Maps in Books, Magazines and Reports

**Visualisation of Multi-Criteria Analysis**
Maps and diagram to bring urban planners a spatial under-
standing of land use analysis 2014 and 2015
**World Temperature Maps of Grape-Growing Regions**
*Christie's World Encyclopedia of Champagne & Sparkling Wine,*
T. Stevenson & E. Avellan (eds) 2013
**Map of Arafura Swamp**
*Australian Geographic*, issue 101, p. 108 2011
**Maps of Mumbai and Northern India**
*Indian Summers*, Ian Cochrane, Wordy-Gurdy, Melb 2011
**Maps of Bicycle Rides**
*Ride On*, vol 29, no 1, pp. 40, 47, 54–56 2011
**Map of Australian Wine Regions**
*The Future Makers* by Max Allen, Hardie Grant, Melb 2010
**Map of Imaginary Place**
*Come Inside* by Glenys Osborne, Clouds of Magellan,
Melbourne 2009
**Seven Maps of Great Barrier Reef**
*The Great Barrier Reef Australia: Undersea Experience* by
Andy Dunstan, Grollo Ruzzene Foundation, Melb 2008
**Two Maps of Antarctica**
*Mawson: Life and Death in Antarctica* by Tim Jarvis,
Melboune University Publishing, Melbourne 2008
**Two Maps**
*Cartography Design Annual #1* by Nicholas Springer,
Cartography Annual, US 2008
**Map of Tibet**
*Over the Mountains: Two Tibetan Girls Journey Toward Hope*
by Eleanor L. Morse, Fox Print Books, Maine, US 2008
**Map of Eighteenth-Century New England**
*Pious Persuasions* by Erik R. Seeman, Johns Hopkins
University Press, Maryland, US 1999
**Over 1500 Celestial Charts**
*Millennium Star Atlas* by R. Sinnott & M. Perryman, Sky
Publishing Company 1998
**48 Maps of the Ancient Near East**
*Civilizations of the Ancient Near East* by J. Sasson (ed.),
Charles Scribner's Sons, New York 1994

## Movie Maps

*An Amble Through the Vineyards of the Beechworth Vignerons*
for Beechworth Vignerons Association 2012
**A Virtual Tour of a Wine Region**
animated map of Marlborough, NZ for Mahi Wines 2012
**A Virtual Tour of a Wine Region**
virtual fly-through of Yarra Valley, Mac Forbes Wine 2011
**Map Comparing Victoria and U.K.**
for Department of Education & Early Childhood 2009
Development, Victoria
**Four World War II Maps**
for *The American Experience* series, WGBH, Boston 1999

## Presentations

**How are Maps Made Anyway?**
radio interview on *Mornings with Bettina Arrow* on ABC
Goldfields-Esperance                    2017

**Designing a Bike Share System: An Evidence-Based Approach**                    2016
second author on presentation by Dr. Elliot Fishman at
Australasian Transport Research Forum, Melb., Australia

**Terrain Models in a 3D-Printed World**
presented at annual conference of International Map
Industry Assoc, Brisbane, Queensland, Australia     2015

**Why *Cartography* Matters**
invited presentation to inaugural *GeoNext Conference*,
Sydney, NSW, Australia                    2012

**Melbourne Meetup Map Feelup**
presentation to inaugural *Melbourne Georabble*     2011

**On Modern Mapmaking**
invited presentation to *Harvard Club of Australia*,
Melbourne, Victoria, Australia                    2008

**Shoring Up the Map Base: Free the Data!**
presented at annual conference of International Map Trade
Association, Gold Coast, Queensland               2007

**Liberal Use of the FCC Database: The NPR® Map**
poster presented at annual meeting of North American
Cartographic Information Soc, Portland, Maine, US   2004

**The Boston Atlas: A Community Resource**
invited presentation at *Data Day*, sponsored by The
Metropolitan Area Planning Council and others. Boston,
Massachusetts, US                    2002

**The Boston Atlas**
invited presentation to North East Map Organization,
Storrs, Connecticut, US                    2002
invited presentation at third annual *State Data Conference*,
Hartford, Connecticut, US                    2001

**The Interactive Swiss Atlas**
at first annual *Practical Cartography Day* presented by the
North American Cartographic Information Society,
Portland, Oregon, US                    2001

**The Boston Atlas**
at annual meeting of North American Cartographic Infor-
mation Society, Knoxville, Tennessee, US          2000

**Presenting Data Powerfully through Mapping**
invited presentation at *Using Data to Drive Communinty
Change*, presented by The Metropolitan Area Planning
Council and others. Boston, Massachusetts, US     2000

**Mapping Census Data**
invited presentation at meeting of Government
Publications Librarians of New England, Newton,
Massachusetts, US                    1999

**Proper Use and Symbolization of Data**
presented at *GIS Day*, Harvard University, Cambridge,
Massachusetts, US. With Bonnie Burns          1999

**The Massachusetts Electronic Atlas**
invited presentation at *Intense GIS*, sponsored by BOSHE
Institute, Fall River, Massachusetts, US          1999

**Getting the Publishing Contract: A Textbook Case**
Presented at the sixteenth meeting of the North American
Cartographic Info. Society, San Antonio, Texas, US   1996

**Fitting Detroit on the Map**
Presented at the annual meeting of the Association of
American Geographers, San Francisco, Calif., US     1994

**Conceptualization and Planning of Map Animations**
Presented at the annual meeting of the North American
Cartographic Information Society, Silver Spring, Maryland,
US. With D. Etter, GeoSystems Global Corp          1993

## Texts

**"Cartography for 3D-Printed Maps"**
for the Practical Cartographer's Corner in *Cartographic
Perspectives*, journal of the North American Cartographic
Information Society, no. 79, pp. 61–67.          2015

**Review** of *Atlas of Science: Visualizing What We Know*
by Katy Börner, in *The Globe*, journal of the
Australia and New Zealand Map Society          2011

**"Web-Based Mapping—Now Possible Without Troublesome
Cartography!"** in *Earth Observation Magazine,*          2004
vol. 13, issue 6, pp. 39-40

**Review** of *Web Geography on File* Website
in *Library Journal,* no. 125, issue 9, p. 134          2000

**Review** of *Geolytics StreetCD* Website
in *Library Journal,* no. 125, issue 2, p. 127          2000

**"The Production of Smooth Scale Changes in an Animated
Map Project"**
in *Cartographic Perspectives,* no. 23, pp. 12-20     1996

**Book Review** of *Cultural Atlas of Mesopotamia & the Ancient
Near East* in *Cartographica*, no. 32, issue 1, p. 67     1995

**"Multivariate Display of Geographic Data: Applications in
Earth System Science"**
in A. M. MacEachren and D. R. F. Taylor (editors)
*Visualization in Modern Cartography*. Pergamon Press.
With D. DiBiase et al.                    1994

**"Map Interface for Exploring Multivariate Paleoclimate Data"**
in *Auto-Carto Proceedings of the 11th International
Symposium on Computer-Assisted Cartography*. With
D. DiBiase et al.                    1993

**"Visualizing the Health of Chesapeake Bay: An Uncertain
Endeavor"**
in *GIS/LIS Proceedings* from the 1993 GIS/LIS Conference.
With A. M. MacEachren et al.                    1993

## Exhibits

### Map Gallery, GeoNext Conference
Curated show of online, interactive maps
Melbourne Cricket Ground, Melbourne          2015

### Map Gallery, GeoNext Conference
Curated show of provocative, beautiful maps, Sydney 2013

### Fort Point Open Studios
Exhibited Film and Sculpture          2004

### G.I.S., Art, and the Harvard Map Collection: An Exhibit of Computer Mapping
Harvard Map Collection, Harvard University,
Cambridge, Massachusetts, US          1999
Curated exhibit on the scientific and artistic possibilities
of computer cartography

## Volunteer Activities

### Cartographic Editor
Journal of Maps          2011–present
Reviewer for academic map journal published by Taylor
and Francis

### Member, Coordinating Committee
Swiss Festival          2015–present

### Vice-President, Parents' Committee
Melbourne German Saturday School          2015–present

### Member, Advisory Panel
GeoNext Conference          2012–2013, 2014–2015

### IT Coordinator          2013–2014
Melbourne German Saturday School

### Advisor
*Mapping (Me)lbourne,* Signal, City of Melbourne          2013
*Greater Boston Urban Forest Inventory*          2003–2004
MAPC *MetroFutures* Project          2003–2004
*Boston Children & Families Database*,
The Boston Foundation          1999–2002

### Volunteer Teacher
Citizen Schools, Boston, Massachusetts          2002

### Member, Board of Directors
North American Cartographic Information          1999–2001
Society