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## Employment

### vW Maps Pty Ltd

#### *Owner, Spatial Consultant, Cartographer*

Kew, Victoria, Australia 2004—present  
Sole proprietor of freelance consultancy specialising in the sourcing, acquisition, cleaning and visualisation of data of all types. Self-published five map titles selling over 100,000 copies. Produced 3D-printed terrain models including a finalist for major design award

### City of Greater Geelong

#### *Coordinator for Spatial Information Services*

Geelong, Victoria, Australia 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 open data hackathon. 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 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 open-source, Java-based 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 September 11, 2001. Gave advice directly to senior-level managers and four commissioners on GIS and spatial data. Initiated planning for Boston's free WiFi. Initiated re-engineering of agency's database of development projects through integration of GIS. Forged formal and informal data sharing agreements and alliances and spearheaded cost sharing agreements between city agencies. Wrote protocol and specifications for sharing 3D building documentation between city and private developers

### Hybrid Designs

#### *Cartographer and Cartographic Consultant*

Boston, Massachusetts 1994—2004  
Directed custom cartography and map publishing business making maps for books, magazines, newspaper, television, software and websites

### Harvard Map Collection, Harvard University

#### *Digital Cartography Specialist*

Cambridge, Massachusetts 1998—2001  
Helped researchers and students make maps for theses, journal articles, books, and research and analysis. Collected geospatial data from disparate sources and in varying formats. Managed digital map data collection including CD-ROMs, online data sources and mapping/GIS software. Advised professors on emerging digital cartography field

### The Learning Company

#### *Cartographic Engineer*

Cambridge, Massachusetts 1996—1997  
Chief Cartographer for *Compton's Interactive World Atlas*. Updated and edited maps in AutoCAD

### Deasy GeoGraphics Laboratory

#### *Cartographer and Project Manager*

State College, Pennsylvania 1993—1994  
Project manager for production of printed maps for scholarly encyclopedia and animated maps for *The New Grolier Multimedia Encyclopedia*, the first major consumer product with animated maps

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## Education

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

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

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

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

University of California at Berkeley, California  
*Undergraduate-level Study in Geography* 1991  
coursework in History of Geographical Thought & Physical Geography

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

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**Professional Certification and Memberships**

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

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**Awards**

**Finalist: Design Communication, Victorian Premier's Design Awards** 2016  
 for *Terroir Explainer*, a 3D-printed terrain model

**Australian ICT Award: Excellence in eGovernment, Geospatial** from Australian Department of Finance 2014  
 for Geelong's *G3M* (3D model) for *Collaborative Design and Planning*

**Best Internet Website**, Asia Pacific Region of International Map Trade Association; for www.vwmaps.com 2011

**Excellence in Mapping: Special Purpose Mapping**, Spatial Science Institute of Australia's Biennial 2009  
 International Conference, Adelaide, Australia for *Tasmania Wine and Gastronomy Map*

**People's Choice Award**, Spatial Science Institute of Australia's Biennial International Conference, Adelaide, Australia for *Tasmania Wine and Gastronomy Map* 2009

**Visualization of Spatial Data Quality Challenge** 1993  
 sponsored by the National Center for Geographic Information and Analysis, US Environmental Protection Agency, and the US Soil Conservation Service. With A.M. MacEachren and other graduate students

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**Exhibits**

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

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

**Fort Point Open Studios**  
 Exhibited Film and Sculpture, Boston, Massachusetts 2004

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

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**Skills**

**Geographic Information Systems:** Esri ArcGIS suite, MapInfo Pro, Manifold System, Blue Marble Global Mapper and AutoCAD

**Cartographic/Visualisation:** Carto, Mapbox, TerraExplorer

**Desktop Publishing, Spreadsheet, Word Processing and ETL software:** Expert or Proficient User

**Languages:** English, German and French Fluency

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**Volunteer Activities**

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

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

**Infrastructure Coordinator and Committee Member**  
 Swiss Festival 2015–2017

**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

**Electoral Office Volunteer and Inspector**,  
 US Federal Election, Boston, Massachusetts 2004

**Volunteer Teacher**  
 Citizen Schools, Boston, Massachusetts 2002  
 Science By Mail, Boston Museum of Science 1995–1996

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

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**Presentations**

**How are Maps Made Anyway?**  
radio interview on *Mornings with Bettina Arrow* on ABC Goldfields-Esperance, Western Australia 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 on need for Open Data at annual conference of International Map Trade Association, Gold Coast, Queensland, Australia 2007

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

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

**The Boston Atlas**  
invited presentation to North East Map Organization, Storrs, Connecticut 2002

invited presentation at third annual *State Data Conference*, Hartford, Connecticut 2001

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

**The Boston Atlas**  
at annual meeting of North American Cartographic Information Society, Knoxville, Tennessee 2000

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

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

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

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

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

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

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

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**Texts**

**Review of *The Art of Cartographics*** by Jasmine Desclaux-Salachas, in *The Globe*, journal of the Australia and New Zealand Map Society, forthcoming 2018

**“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*, vol. 13, issue 6, pp. 39-40 2004

**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 11<sup>th</sup> 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

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**Maps in Electronic Media, Selection**

- Interactive Basemaps for Websites and Apps** 2017–2018  
for National Geographic Society and National Geographic Partners, Washington DC, using Mapbox
- Numerous Interactive Web Maps** 2014–2016  
using Carto and Mapbox
- Interactive Web Mapping Application**  
Web map of growing status of Tasmanian wine 2012  
grapes for Wine Tasmania and University of Tasmania
- 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.
- Fifteen Animated Maps**  
in *The New Grolier Multimedia Encyclopedia* 1993

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**3D-Printed Maps**

- The Mornington Peninsula** 2016  
design and production of a full-colour terrain relief model,  
finalist for Victorian Premier's Design Award
- Litchfield National Park** 2012  
digital source file for a 1.2-metre wide landscape model
- Beechworth Region** 2011  
production of 3D-printed model

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**Sheet Maps**

- Alpine Valleys Wine Adventure**  
detailed topographic map of Victorian wine region 2017
- 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

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**Maps in Books, Magazines and Reports, Selection**

- Demographic Maps for Infrastructure Analysis**  
of 5 cities for the Institute for Sensible Transport,  
Melbourne, Australia 2015–2017
- Map of Convention Areas, Antarctica**  
for Commission for the Conservation of Antarctic Marine  
Living Resources, Hobart, Tasmania, Australia 2017
- 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), Bloomsbury Publishing,  
London, UK 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
- 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, Australia 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,  
Melbourne University Publishing, Melbourne 2008
- Map of Eighteenth-Century New England**  
*Pious Persuasions* by Erik R. Seeman, Johns Hopkins  
University Press, Maryland 1999
- Over 1500 Celestial Charts**  
*Millennium Star Atlas* by R. Sinnott & M. Perryman, Sky  
Publishing Company, Cambridge, Massachusetts 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

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**Movie Maps**

- An Amble Through the Vineyards of the Beechworth Vignerons**  
for Beechworth Vignerons Association, Australia 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, Australia
- Four World War II Maps**  
for *The American Experience* series, WGBH, Boston 1999