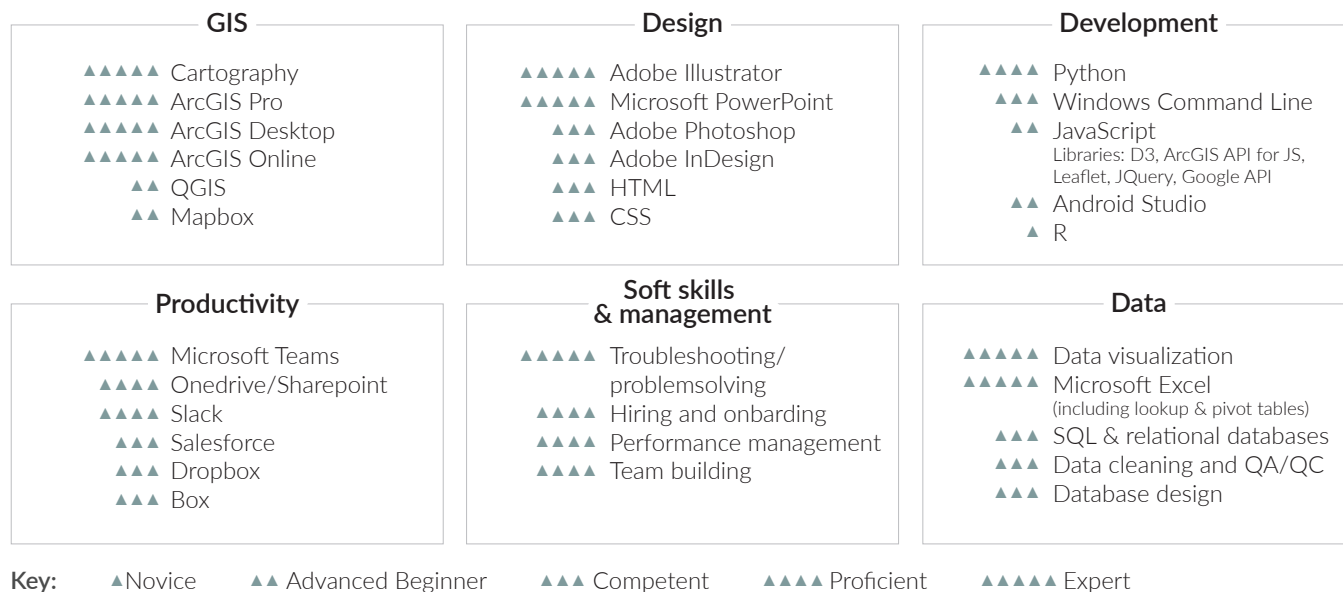


Allison Smith

Cartographer • Developer • Information Visualization

allisonsmith.github.io
e: smithak92@gmail.com
p: 804.370.7929
Shenandoah Valley, Virginia

Skills



Professional Experience

- 2014 to Present ● **Lead Cartographer • GIS Specialist • GIS Technician • GIS Intern**
Virginia Economic Development Partnership - Richmond, Virginia (hybrid)
Presently serving as the organization's primary cartographer, creating products to attract business and jobs to the Commonwealth of Virginia and telling the "Why Virginia?" story from many perspectives.
Key responsibilities: Design print and digital cartography for a wide range of sizes and mediums. Create and maintain Cartographic Brand Standards and Data Visualization Guide. Construct web applications as needed. Produce python tools to automate repetitive processes. Maintain a vast suite of GIS data and an Open Data Portal. Onboard, train, and mentor entry level GIS professionals.
- 2022 to Present ● **GIS Subcontractor**
Idea Analytics - Phoenix, Arizona (remote)
Provided data collection and interpretation support for a Byrne Criminal Justice Innovation (BCJI) Program funded project in a small city in North Carolina.
- Summer 2015 ● **Geoscience Interpreter**
Shenandoah National Park - Luray, Virginia
Researched, planned and facilitated interpretive programs for visitors to Shenandoah on a wide range of topics. Provided trail selection guidance to park visitors. Engaged with visitors in the field about their park experience.

Education

- 2016 to 2018 ● **Master's in Cartography and GIS (GIS Development Option)**
University of Wisconsin - Madison - Madison, Wisconsin (remote)
Completed an online 2-year Master's program while working full-time at VEDP
GPA: 4.0
- 2012 to 2015 ● **Bachelor of Science - Geographic Science**
James Madison University - Harrisonburg, Virginia
Concentrations in GIS and Environmental Conservation, Sustainability, & Development
Major GPA: 3.80

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Major Projects

- 2022 to Present**
 - Data Visualization Guidelines**
Virginia Economic Development Partnership (VEDP)
Crafted a divisional guide to data visualization including data visualization philosophy and chart elements/chart type guidelines.
- 2020 to 2022**
 - Value Proposition Initiative**
Virginia Economic Development Partnership (VEDP)
Worked on a team including cross-divisional staff, executive leadership, and partner agencies to craft Virginia's value proposition for each of VEDP's 12 target industries. Outputs included a narrative document, pitch deck, brochure, and website content for each industry. Designed world-class cartographic products for each industry/product and aided with information collection and content management as needed.
- Spring 2018**
 - Re-brand Mapping Content**
Virginia Economic Development Partnership (VEDP)
Updated VEDP's suite of maps to comply with updated graphic standards. Took the lead role, working across divisions and with external designers to craft and implement mapping brand standards for VEDP. Guided the GIS department to begin using ArcGIS Pro for all mapping. Created automation tools to produce full suites of maps to be used across various mediums.
- Summer 2018**
 - Internal How Virginia Compares Tool**
VEDP & University of Wisconsin - Madison
Constructed a web application using D3.js to utilize VEDP's suite of U.S. economic data. The tool allows VEDP's internal staff to compare Virginia to competitor states in key economic drivers and download a VEDP graphic standard compliant visual for use in presentations and marketing material. Coordinated between UW-Madison and VEDP to use the project for school credit.
- Summer 2018**
 - Shenandoah National Park Visitor Guide**
University of Wisconsin - Madison
Constructed an application using ArcGIS API for JS for visitors to view Shenandoah's vast bank of visitor resources and contribute data of their own. Collected data from Open Street Map and personal knowledge, created a database using ArcSDE on Microsoft SQL Server, published data to ArcGIS for Server.
- 2017 to 2018**
 - Amazon HQ2**
Virginia Economic Development Partnership (VEDP)
Served as VEDP's primary cartographer for the historic Amazon HQ2 win for Northern Virginia. Coordinated with a myriad of state, local, and private sector partners to create accurate and attractive maps on a short timeline.

Personal Interests

Hobbies

- Hiking
- Paddle-boarding
- Reading

Favorite places (around home)

- Shenandoah National Park
- James River in Richmond, Virginia
- George Washington National Forest

Favorite places (further away)

- Dingle Peninsula, County Kerry, Ireland
- Dolly Sods Wilderness, West Virginia
- Asheville, North Carolina