

# What you can do with your **CARTOGRAPHY & GIS MAJOR**



## Major Skills:



### Geospatial Analysis & Cartographic Design

You leverage cartographic design principles and geographic information systems (GIS) to visualize, manage, and analyze geospatial data for a variety of purposes and audiences.



### Research in Cartography and GIS

You combine geospatial theories, methodologies, and project management strategies to design, carry out, and report on place-based research in collaborative ways. You take care to identify and respond to ethical issues in research practice and geodata.



### Qualitative and Quantitative Data Analysis

You code and analyze qualitative and quantitative data, utilizing appropriate theories, methods, and software, interpreting the results of data gathering, and effectively presenting and visualizing geodata.



### Enabling Spatial Decision Making

You utilize GIS-based spatial decision tools to manage geospatial data and assess complex processes for addressing environmental, economic, health, and other social issues that confront policy-makers and citizens.



### Spatial Reasoning & Critical Thinking

You employ spatial reasoning strategies to detect patterns and identify processes that make sense of the dynamic interplay between human and natural characteristics of place and space.



### Communication

You distill complex geospatial data and concepts into insights using written, oral, and visual forms of communication appropriate for technical, non-technical, and community-based audiences.

## Supplement Your Skills With:



### Global & Intercultural Experience



### Leadership and Mentoring through Student Organizations and Community Groups



### Research and Internship Experience



### Career and Self-Development



### Ethical Conduct in Data Analysis & Privacy



### Building a Portfolio consisting of Visualizations and/or Programming Languages

## Chart Your Path Forward

### Activate Your Handshake Account

for connections to jobs, internships, employer & alumni networking.

### Get Specialized Career Advising

from the Economics Career Development Office:  
[econ.wisc.edu/careers](http://econ.wisc.edu/careers)

### Get Career & Internship Advising

from SuccessWorks to make a plan, whether you're a first-year student or about to graduate.

**Get Started: [successworks.wisc.edu](http://successworks.wisc.edu)**

# Put your Cartography & GIS major to **WORK**

## Frequent Alumni Job Titles:

1. Geographic Information Systems Analyst
2. Geographic Information Systems Coordinator
3. Project Manager
4. Cartographer
5. Business Owner
6. Planner
7. Data Analyst
8. Director of Engineering
9. Geospatial Specialist
10. Systems Engineer

## Top Employers of Alumni:

- |                                      |   |
|--------------------------------------|---|
| 1. Aerial Mapping Solutions          | 11. Leidos  |
| 2. Air Center Helicopters (ACH)      | 12. Madison Gas & Electric                          |
| 3. Alliant Energy                    | 13. Mead & Hunt                                     |
| 4. Ameriprise Financial Services LLC | 14. National Geographic                             |
| 5. Apple                             | 15. Quantum Spatial                                 |
| 6. Argonne National Laboratory       | 16. State of Wisconsin                              |
| 7. CBRE                              | 17. The New York Times                              |
| 8. Continental Mapping Consultants   | 18. The Walt Disney Company                         |
| 9. ESRI                              | 19. Wisconsin Department of Natural Resources (DNR) |
| 10. Facebook                         | 20. US Department of Veterans Affairs               |

## Post-Graduation Plans 2016-2021:

- 90%** Employment
- 10%** Continuing Education or Grad School

## Industry of Employment 2016-2021:

1. Government
2. Information Technology
3. Manufacturing
4. Non-Profit
5. Telecommunications

## Where Alumni Live & Work:

- 33%** Wisconsin
- 8%** California
- 6%** Minnesota
- 6%** Colorado
- 47%** Other



"My Cartography and GIS major taught me how to approach problems from both analytical and empathetic angles, thinking not only about the how, but the why. These skills have been crucial for solving ambiguous customer issues at Mapbox or when working with big data to tell visual stories at Reuters."

**Clare Trainor, 2016**  
Data Visualization Developer, Reuters  
San Francisco, CA



"I use the Cartography/GIS skills that I learned at UW-Madison in a wide range of settings. The analysis skills that I learned help me solve planning challenges related to diverse topics such as preferred locations for solar/wind installations in the county or future land use planning. My cartography skills help me format, arrange, and present plans that we develop so they are easily comprehended by our audiences."

**Kevin Englebert, 2015, 2022**  
Development and Land Services Director -  
Outagamie County  
Appleton, WI

## Career Communities for Cartography & GIS Majors

SuccessWorks has eight Career Communities to connect you with career advising, resources and programs. Here are a few suggestions on where Cartography & GIS majors can start.

Not inspired by these options? Visit SuccessWorks to explore more widely.

- Technology, Data & Analytics
- Environment, Natural Resources & Wildlife
- Government, Policy, International Affairs & Law
- Consulting, Finance, Management & Client Relations

**successworks.wisc.edu**