

THE ADVENTURES OF

MADISON DRAPER

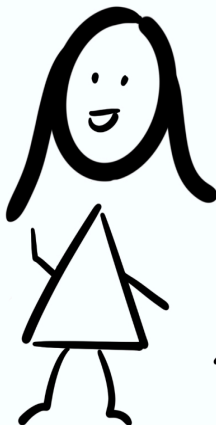
ART SCHOOL DROPOUT

VOL. 1

FEBRUARY 2020

THIS COMIC BOOK IS A PORTFOLIO OF MADISON'S CAREER AS A DESIGNER...

HELLO! I'M MADISON DRAPER. I'M A DESIGNER AND GEOGRAPHER.



I'M CLEARLY REALLY AN ILLUSTRATOR, BUT IT'S FUN TO DRAW.

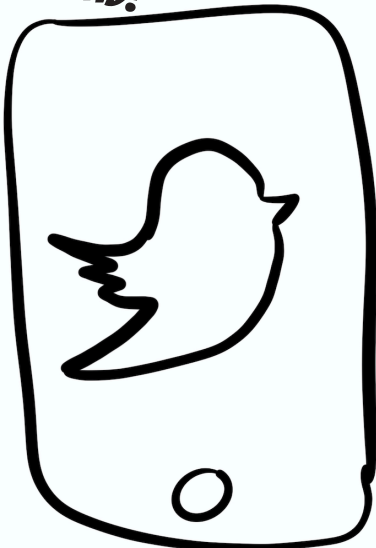


ON TWITTER I SEE A LOT OF BAY AREA DESIGNERS MAKE BEAUTIFUL & AESTHETIC PORTFOLIOS. BUT I WANTED TO MAKE SOMETHING A LITTLE DIFFERENT.



AESTHETIC!

ON BRAND!



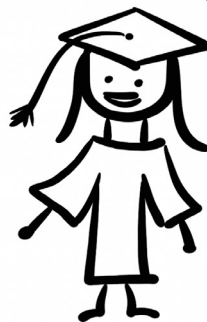
MONOCHROME!

MINIMALISM!

I HAVE A BA IN GEOGRAPHY FROM UC BERKELEY AND AN MA FROM SCAD IN...



DESIGN! NOW I WORK IN SF AS A DESIGNER.



OUTSIDE OF WORK, I VOLUNTEER WITH FOSTER YOUTH AS A CASA

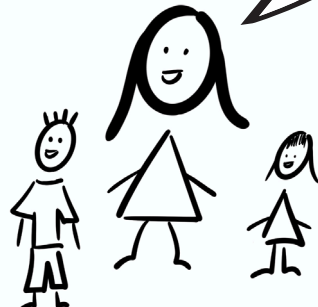
AND AS A GROUP MENTOR WITH BRAIDMISION.



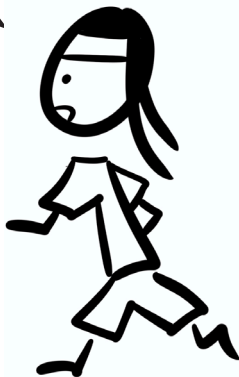
CASA

Court Appointed Special Advocates
FOR CHILDREN

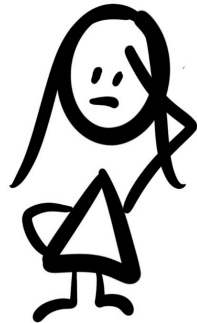
SAN FRANCISCO CASA



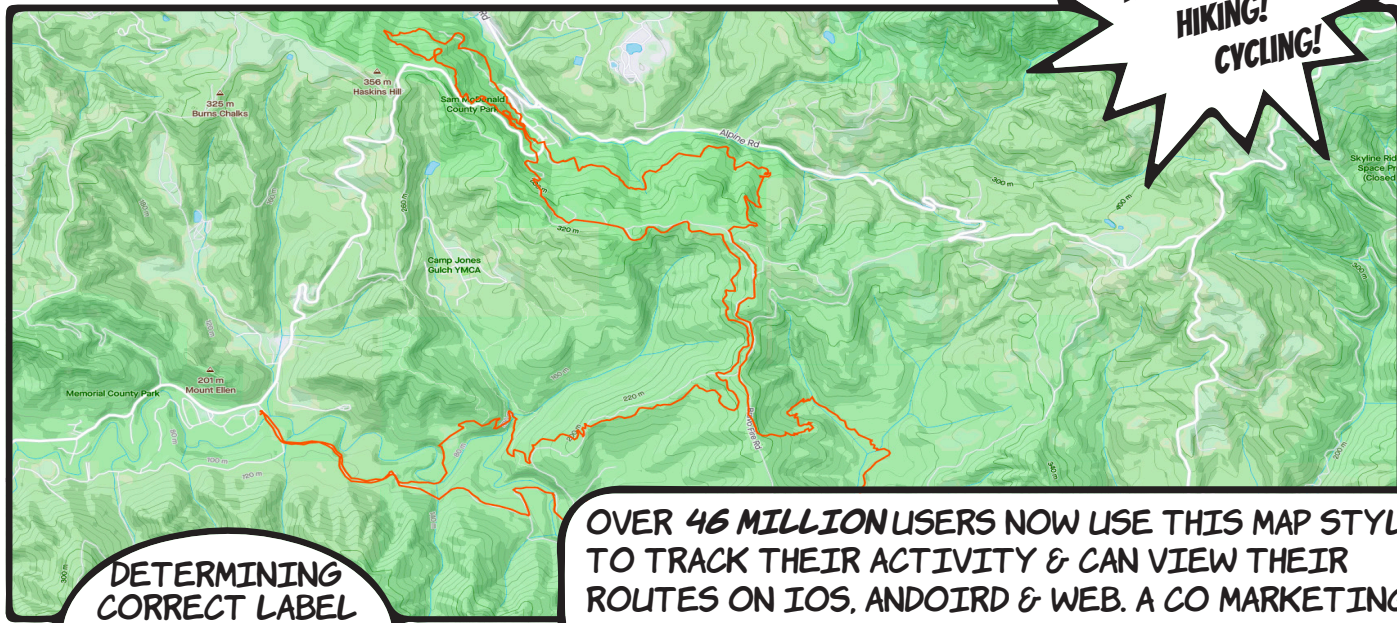
AT MAPBOX, I WORK WITH CUSTOMERS TO CREATE CUSTOM MAP DESIGNS. THE STRAVA MAP STYLE HAS BEEN MY FAVOURITE SO FAR.



HOW DOES THE SPORT AFFECT HOW HOW USERS VIEW THE MAP?

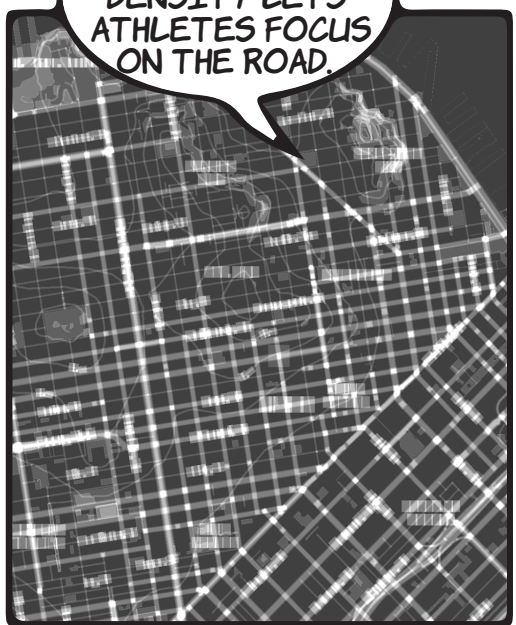


**RUNNING!
HIKING!
CYCLING!**



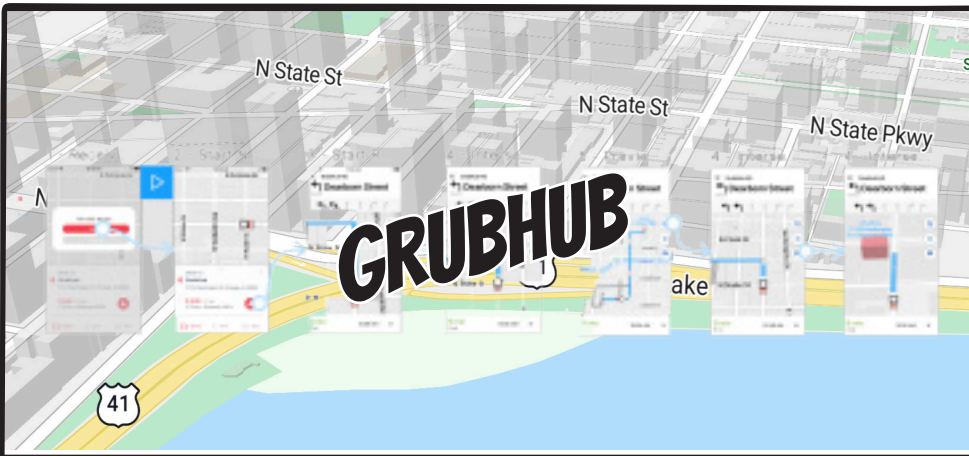
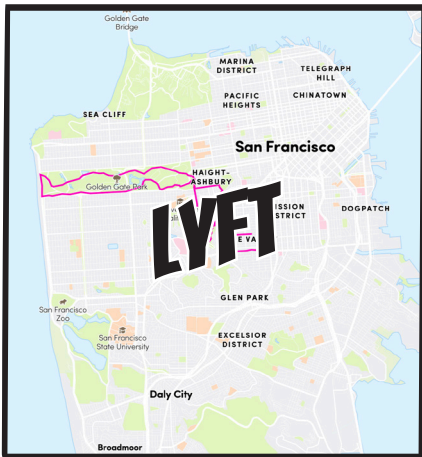
DETERMINING CORRECT LABEL DENSITY LETS ATHLETES FOCUS ON THE ROAD.

OVER 46 MILLION USERS NOW USE THIS MAP STYLE TO TRACK THEIR ACTIVITY & CAN VIEW THEIR ROUTES ON IOS, ANDROID & WEB. A CO MARKETING EFFORT PULLED IN 200K+ VIEWS TO OUR BLOG.



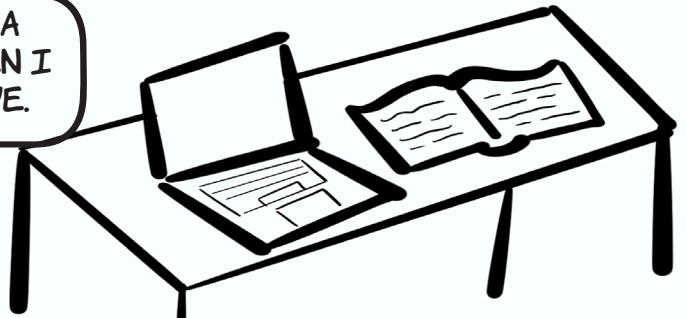
DESIGNING A MAP FOR CUSTOMERS INVOLVES USER RESEARCH, DESIGN SPRINTS, PROTOTYPING & PRESENTATIONS.

A FEW OTHER CUSTOMERS I'VE WORKED WITH INCLUDE ...



I HAVE OTHER USE CASES PER REQUEST, SUCH AS NAVIGATION, LOCATOR, JOURNALISM & CONSUMER APPS.

MY MAPS AREN'T ONLY THE SETTING TO A STORY, THEY'RE THE *WHOLE* STORY. WHEN I DESIGN I MAP, I'M WRITING A NARRATIVE.



THESE MAPS ARE MOSTLY MARKETING.

