

Nat Case Graphic Designer Print Production Manager Cartographer

Experienced print publishing professional with focus on delivering fact-based, authoritative print products for nonprofit, educational, and government institutions. Passion for print projects, eye for appropriate style and technique, and talent for resonating with audience. Brings broad knowledge including book design, print production, printing processes, and digital delivery platforms gained through years of work in all phases of publishing. Manages projects efficiently from concept and development through production.

Portfolio incasellc.com/nat

AREAS OF EXPERTISE

Book Design

Publication Management

Map Design & Production

Print & Online Production

Print Communications Design

Printer Relations

Graphics Production

Infographics

Data Content Development

Small-Business Marketing Design

Writing and Editing

Sign Systems

EXPERIENCE

INCASE LLC, Minneapolis, MN

Owner, 2013–present

Provide contract map and graphics production, book design, and writing for clients.

- Designed and created J.B. Physical Map of the World, featured in *The Atlas of Design, Volume 2*.
- Conceived and created the official Princeton, NJ, bicycle map, including cartography, cover, and text, while helping to develop a rational categorization of bike infrastructure.
- Published two essays in *Aeon*, an international magazine of ideas.

Pioneer Press, Saint Paul, MN

Page designer, 2015–present

Design front page and sports section pages using Indesign, InCopy, and proprietary software on tight deadlines.

Hedberg Maps Inc., Minneapolis, MN, and White River Junction, VT

Head of production, 1994–2013

Cofounded company and supervised production employees. Performed art direction, cartographic production, research, layout, prepress, editorial development, prototyping, custom client relations, website design and management, database creation and maintenance, marketing design, and copywriting. Won national awards for published products and sustained decades-long retail and custom client relationships.

- Recognized in *Cartography Design Annual, Volumes 1 and 2*, through featured maps.
- Awarded honorable mention in 1998 Vermont Book Awards for Titanic Reference Map (designed and printed in two months).
- Earned International Map Industry Association Americas Division, Best Public Program award as lead designer and cartographer, by creating folded map and all 150 station maps for Nice Ride Minnesota bicycle rental program from initial 2010 season through 2013.
- Designed *Twin Cities SuperAtlas*, street atlas containing thematic sections such as population, ZIP codes, political district boundaries, retail, and cultural locations.
- Created official map for EduCanada, to entice foreign students to Canada.

Latitudes Map and Travel Store/Latitudes Map and Travel Publishers, Minneapolis, MN
Store clerk and assistant buyer, cartographer and publications designer, 1991–1994

Case\Wilson Language and Design, Minneapolis, MN
Partner, graphic designer, and copywriter, 1990–1991

S. O. S. Printing, Mound, MN
Keyliner, 1989–1990

Basket Case Graphics, Mound, MN
Freelance graphic designer, 1988–1989

Princeton University Press, Princeton, NJ
Clerical dogsbody, archivist, librarian, mailroom, and hauler of books and furniture, 1980–1988

EDUCATION

Bachelor of Arts, Studio Art, cum laude, Carleton College, Northfield, MN, 1984–1988
Focus on drawing, printmaking, and multimedia. Student job in Publications Department.

TECHNICAL SKILLS

- Adobe Creative Suite CC and CS6 (Illustrator, InDesign, and Photoshop)
- Avenza MaPublisher plug-ins for Illustrator and Geographic Imager for Photoshop
- Kindle and EPUB format fluency
- HTML, CSS, Wordpress, Dreamweaver
- Microsoft Office, Google Drive, Open Office
- Filemaker Pro programming

- Art and editorial direction
- Publication design and layout, preparation of artwork for print, and print management
- Cartography and information graphic design
- Book and ebook production
- Project development and management
- Committee organization and/or chair work
- Guest lecturer and presenter on cartography, design, and the philosophy of maps
- Writing and editing

- Excellent conversational German, competent German reading, and passable conversational French