

Ian Muehlenhaus

(mule-in'-house)

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WORK HISTORY

Director of Program Development, *University of Wisconsin – Madison*, 2020 – present

Due to my success in building a for-profit master's program in Geography (please see below), I was recruited to do the same but at the university level. I now conduct market research, find large-growth education markets, and work with stakeholders from across campus to build revenue-generating professional programs and create lifelong customers.

AP Human Geography Curriculum Writer, *Wise Wire*, May 2021 – present

I am one of four writers creating and writing an original, online AP Human Geography curriculum for Pearson Education.

Medical Content Writer, *BluShark Digital*, 2021 – present

I write SEO content and copy for medical websites about health procedures and surgical options.

eLearning Content Writer, *Responsify*, 2021 – present

I write SEO content and technical material for Responsify's eLearning clients.

Technical Copy and SEO Content Writer (Level 2), *Express Writers*, 2021 – present

I write Level 1 and 2 technical copy and blogs for Express Writers' clients. Topics range from slide-deck copy to ebooks on OTT streaming wars, from artificial intelligence in B2B contract negotiations to Salesforce integration and management.

Reviewer and Article Writer, *Book Browse*, 2019 – present

I get to review (600-1000w) pre-release, highly anticipated books for a subscription-based site. I also write non-fiction articles concerning themes related to the books I review (600-2000w). Best job ever!

Director, GIS Professional Programs, Geography, *University of Wisconsin – Madison*, 2015 – 2020

*Hired to build and teach an online professional master's program on a shoestring budget in a competitive, saturated market. I succeeded. In 2015, UW–Madison had three Ms students graduate in GIS. None paying tuition. In 2018, my program had over 50 MS GIS graduates – all paying full tuition. That year we became the **largest MS GIS in the United States** (by number of graduates).*

*With new hired help, we expanded from a single master's into four programs, bringing in almost \$2 million in annual revenue to the geography department. **It all started with killer web copy.***

Assistant Professor, Science and Technology, *James Madison University*, 2014 – 2015

The best students I ever had. I loved working here! Rural Virginia didn't work for my family, though.

Assistant Professor, Geography and Earth Sciences, *University of Wisconsin – La Crosse*, 2011 – 2014

*They were a great three years: taught four courses per semester, published research on persuasive maps, secured just under **\$100,000 in grants**, and wrote a textbook.*

FORMAL EDUCATION

Ph.D. Geography, Cartography and GIS Specialization, **University of Minnesota**, February 2010

M.Sc. Geography, Cyber-Geopolitics Specialization, **The Pennsylvania State University**, August 2002

B.A. International Studies and Geography, **University of Minnesota – Duluth**, May 1999

BOOKS

Muehlenhaus, I. (2019). *Geography Today: Concepts, Issues, and Technology* (I. Muehlenhaus, Ed.), **ABC-CLIO**. [Winner of the 2020 Choice Outstanding Academic Title Award](#)

Muehlenhaus, I. (2014). *Web Cartography: Map Design for Interactive and Mobile Devices*. Boca Raton, FL: **CRC Press**.

SELECT NON-FICTION ARTICLES (Pseudonyms in Bold)

Muehlenhaus, I. (2021). "[The Evolution Will Be Computerized: AI and the Fate of Our Species](#)," *BookBrowse*, forthcoming

Muehlenhaus, I. (2021). "[Genetically Modified Organisms: Past, Present, and Future](#)," *BookBrowse*, forthcoming

Muehlenhaus, I. (2021). "[Overcoming Arkoudaphobia: The Rarity of Bear Attacks in North America](#)," *BookBrowse*

Muehlenhaus, I. (2021). "[The Falsity of a Real Reality](#)," *BookBrowse*

Muehlenhaus, I. (2020). "[Libraries and Other Imagined Communities](#)," *BookBrowse*

Mrozek, S. (2020). "Gamification and AI: Go Directly to Jail, Do Not Pass Go," *BookBrowse*

Muehlenhaus, I. (2020). "[Metempsychosis, Transmigration and Mesmerism](#)," *BookBrowse*

Muehlenhaus, I. (2020). "[Viruses and Evolution](#)." *BookBrowse*

Mrozek, S. (2020). "American Complicity in Chinese Authoritarianism," *BookBrowse*

Muehlenhaus, I. (2020). "[Could COVID-19 Spark Lasting Change?](#)" *BookBrowse*

Muehlenhaus, I. (2020). "[Russia's Government Resigns: What Does it Mean?](#)" *BookBrowse*

Muehlenhaus, I. (2019). "[An Interview with JP Gritton, Author of Wyoming](#)," *BookBrowse*

Muehlenhaus, I. (2013). "Google Street View: An Invasion of Privacy?" **ABC-CLIO**

Muehlenhaus, I. (2013). "How to Read a Good Map," *NASA's Global Climate Change Blog*

Muehlenhaus, I. (2012). "How Technology Has Changed Perceptions of Human Geography," **ABC-CLIO**

SELECT BOOK REVIEWS (600-1500 words)

Muehlenhaus, I. (2021). "[Day Zero](#)" by C. Robert Cargill. *BookBrowse Recommends*, May

Muehlenhaus, I. (2021). "[Under a White Sky](#)" by Elizabeth Kolbert. *BookBrowse Recommends*, April

- Muehlenhaus, I. (2021). "Best Laid Plans: A Nora Best Mystery #1" by Gwen Florio. *BookBrowse Recommends*, Feb 7
- Muehlenhaus, I. (2021). "Fundamentals: 10 Keys to Reality" by Frank Wilczek. *BookBrowse Recommends*, Jan 20
- Muehlenhaus, I. (2020). "The Book Collectors: A Band of Syrian Rebels and the Stories That Carried Them Through a War" by Delphine Minoui. *BookBrowse Recommends*, Nov 18
- Mrozek, S. (2020). "We Have Been Harmonized: Life in China's Surveillance State" by Kai Strittmatter, *BookBrowse Recommends*, Sep 16
- Muehlenhaus, I. (2020). "Crossings" by Alex Landragin. *BookBrowse Recommends*, Aug 8
- Muehlenhaus, I. (2020). "Ruthie Fear" by Maxim Loskutoff. *BookBrowse First Impressions*. Jul 13
- Muehlenhaus, I. (2020). "Some Assembly Required: Decoding Four Billion Years of Life, from Ancient Fossils to DNA" by Neil Shubin. *BookBrowse Recommends*, May 6
- Muehlenhaus, I. (2020). "The Catalyst: How to Change Anyone's Mind" by Jonah Goldberg. *BookBrowse Recommends*, Apr 8
- Muehlenhaus, I. (2020). "The Sundown Motel," by Simone St. James. *BookBrowse First Impressions*
- Muehlenhaus, I. (2020). "Between Two Fires: Truth, Ambition, and Compromise in Putin's Russia" by Joshua Yaffa. *BookBrowse Recommends*, Jan 20
- Muehlenhaus, I. (2019). "Wyoming: A Novel" by J.P. Gritton. *BookBrowse Recommends*, Nov 13
- Muehlenhaus, I. (2014). Review: "The World at Their Fingertips: Eighteenth-Century British Two-Sheet Double Hemisphere World Maps," by Geoff Armitage and Ashley Baynton-Williams. *Cartographic Perspectives*.
- Muehlenhaus, I. (2012). Review: "Visualize This," by Nathan Yau. *Cartography and Geographic Information Society Journal*, 39(3): 170-172
- Muehlenhaus, I. (2011). Review: "GIS Cartography: A Guide to Effective Map Design," by Gretchen Peterson. *Cartographic Perspectives*, 70: 66-67
- Muehlenhaus, I. (2004). Review: "American Empire: Roosevelt's Geographer and the Prelude to Globalization," by N. Smith. *Arab World Geographer*, 7 (3), 211-214

MISCELLANEOUS CREATIVE (SCREENPLAYS, BLOG POSTS, POSTERS)

- Muehlenhaus, I. (2021). "The Raspberry Pi 400: Back to My Gen-X Computing Roots," www.muehlenhaus.com
- Muehlenhaus, I. (2021). Review: "Hitman: World of Assassination on Google Stadia," www.muehlenhaus.com
- Muehlenhaus, I. (2021). "Casual Gamer? Google Stadia is for You," www.muehlenhaus.com
- Muehlenhaus, I. (2020). *Foreign Exchange Kid*. Feature-Length Screenplay.
- Muehlenhaus, I. (2020). *Warroad*. Feature-Length Treatment.
- Muehlenhaus, I. (2017). *10 Things Every GIS Professional Needs to Know about Map Design*.

EDITOR POSITIONS & SCIENTIFIC PEER REVIEWING

Associate Editor, *Journal of Maps*, 2012-present

Editorial Board Member, *Cartographic Perspectives Journal*, 2010-present

Peer Reviewer for the Following Journals:

Applied Geography

Annals of the AAG

Journal of Maps

Cartographica

Journal of Spatial Science

CRC Press (Book Proposal Reviewer)

Future Internet

Political Geography

Polymath

International Journal of GIS

Guilford Press (Book Blurb)

Nomad Press (Book Blurb)

SELECT PEER-REVIEWED PUBLICATIONS

[Google Scholar Citation Index](#)

Muehlenhaus, I. "[Reorienting the Narrative: Chapin Jr.'s 'Red China' Map](#)," *International Journal of Cartography*.

Muehlenhaus, I. (2019). "[Banal Cartography: A Critique of Quantitative Content Analysis in Cartographic Research](#)," Proceedings of the *International Cartographic Association*

Muehlenhaus, I. (2018). "Internet Mapping," *The Routledge Handbook of Mapping and Cartography* (A. Kent and P. Vujakovic, Ed.). London and New York: 375-387

B. Jenny, D.M. Stephen, I. Muehlenhaus, et al. (2018). "[Design Principles for Origin Destination Flow Maps](#)," *Cartography & Geographic Information Science* 45 (1), 62-75

B. Jenny, D.M. Stephen, I. Muehlenhaus, et al. (2017). "[Force-Directed Layout of Origin-Destination Flow Maps](#)," *International Journal of GIS* 31 (8)

Muehlenhaus, I. (2014). "[Looking at the Big Picture: Adapting Film Theory to Examine Map Form, Meaning, and Aesthetic](#)," *Cartographic Perspectives* 77: 15-31

Muehlenhaus, I. (2014). "[Going Viral: The Look of Online Persuasive Maps](#)," *Cartographica*, 49(1): 18-34

Muehlenhaus, I. (2013). "[The Design and Composition of Persuasive Maps](#)," *Cartography and Geographic Information Sciences (CaGIS)*, November, 40(5): 401-414

Muehlenhaus, I. (2012). "[If Looks Could Kill: The Impact of Rhetorical Styles in Persuasive Geocommunication](#)," *The Cartographic Journal*, 49(4): 361-375

Muehlenhaus, I. (2011). "[Another Goode Method: How to Use Quantitative Content Analysis to Study Change in Thematic Map Design](#)," *Cartographic Perspectives*, 69: 7-29

Muehlenhaus, I. (2011). "[Genealogy that counts: Using Content Analysis to Explore the History of Persuasive Maps](#)," *Cartographica*, 46(1): 28-40

Muehlenhaus, I. (2011). "[From Print to Mobile mApps: How to Take Adobe Illustrator Files, Add Pinch-to-Zoom, and Put Them on Android Market](#)," *Cartographic Perspectives*, 69: 55-66

McMaster, R. and I. Muehlenhaus. (2010). "Cartographic symbolization and visualization," in the *Manual of Geospatial Science and Technology, 2nd* (J. Bossler, Ed.). CRC Press: 611-632

Oas, I. (2005). "Shifting the Iron Curtain of Kantian Peace: NATO Expansion and the Magyars," in *The Geography of War and Peace* (Colin Flint, Ed.). Oxford University Press, 395-414

KEYNOTES, PLENARY, AND INVITED TALKS

- Plenary Talk, "**Creative Destruction in Professional GIS Education**," *Esri Education Conference*, San Diego, CA, 2017
- Invited Lecture, "The Importance of Design in Visual Communication," *Digital Mapping for Social Good, TechChange*, August 18, 2016
- Keynote Talk, "**Why Cartography Still Matters**," *WLIA Conference*, February 11, 2016
- Invited PechaKucha, "**Maps as Visual Copy**," North American Cartographic Information Society Meeting, Closing Banquet, Minneapolis, Minnesota, October 16, 2015
- Lecture, "Back to the Drawing Board? Web Map Design in an Era of Flat Design," **Masters in GIS Career Fair Keynote Speaker**, University of Minnesota, March 27, 2014
- Lecture, "Maps as Rhetorical Weapons (or: Persuading People to See It Your Way)," **Yi-Fu Tuan Lecture Series**, University of Wisconsin – Madison, March 7, 2014
- Muehlenhaus, I. (2014). *Map Design for Maximum Impact*, **Wisconsin Land Information Alliance Annual Conference**, Madison, Wisconsin, Feb 13 – **WLIA BEST PRESENTATION AWARD**
- Muehlenhaus, I. (2013). *Effective Geocommunication in an Era of Data Overload*, **NASA Goddard Space Flight Center**, Greenbelt, Maryland, Mar 13
- Muehlenhaus, I. (2012). *The Impact of Rhetorical Design in Geocommunication*, **CartoTalk Lecture Series**, Oregon State University, Oct 22
- Muehlenhaus, I. (2008). *Lost in Transformation: Nationalism in Post-Soviet Europe*, **National Geographic Society**, Washington, D.C., July 14

CONSULTING & WORKSHOP OFFERINGS

- YouTube Channel. (2013-present). "**Map Design & GIS Tutorials**," 500,000 Views. 2000+ Subscribers.
- Workshop. (2019). "Cartography: A Primer," Professional GIS Workshop, Wisconsin Land Information Association Annual Conference, February
- Workshop. (2017). "10 Design Tricks to Help You Make Amazing Maps," Northern Area GIS Meeting, Ashland, WI, December
- Workshop. (2017). "How to Design Persuasive Maps," Professional GIS Workshop, Wisconsin Land Information Association Annual Conference, February
- Demonstration. (2016). "Using Microsoft Sway!" Active Teaching Workshop, UW-Madison, September
- Workshop. (2016). "Recruiting the Silent Funnel: Getting Students in Seats," UW-Madison, Division of Continuing Studies, June
- Tutorial. (2014). "**Content Analysis of Maps (A How to Demonstration)**," YouTube, November
- Interview. (2013). "Interview with Dr. Ian Muehlenhaus," *NASA's Global Climate Change Blog*
- Pro-Bono Workshop. (2013). *Creating Dynamic Content with Google Maps for Use in Your Classroom*, *Center for Teaching and Learning*, UW – La Crosse, September 25
- Pro-Bono Consultant. (2012). *Art in American Communities Web Mapping Project*, **National Endowment for the Arts (NEA)**, Washington, D.C., November 2011 – April 2012

Consultant. (2009). *Spatial Dynamics of Austria and Central Europe in the 21st Century*, K-12 Educators Geography Workshop, Macalester College, St. Paul, MN, February 14

Consultant. (2008). *My Wonderful World*, **National Geographic Society**, Remote Contract, September

Faculty. (2008). *European Borders K-12 Institute*, **National Geographic Society**, Wash. D.C., July

SELECT GRANTS

UW-Madison Chancellor's Office Development Grant, 2018-2019, **\$500,000**

National Science Foundation Grant, \$81,000, *Collaborative Proposal: Flow Maps for Movement Visualization: Digital Generation and Cognitive Evaluation*, Principal Investigator: Ian Muehlenhaus, Funded via *Geography and Spatial Sciences Program* Aug 2014 – Jul 2016

International Development Fund Grant, \$3,250, UW – La Crosse, June 2013

GIS and Visualization Curriculum Redesign Grant, \$10,000, UW – La Crosse, March 2013

SERVICE WORK

Chair, *Commission on Map Design*, International Cartographic Association, 2019 - Present

Board Member, **McFarland Education Foundation**, 2019-2020

Director, **Cartography and Geographical Information Society Board**, 2014-2017

Vice-Chair, Chair, and Past-Chair, Cartography Specialty Group of the AAG, 2011-2015

EXAMPLE RESEARCH PRESENTATIONS

Muehlenhaus, I. (2018). "Words Matter: Copywriting for Spatial Visualization," American Association of Geographers, New Orleans, LA

Muehlenhaus, I., Fu, I., and Gruley K. (2016). "Personalized Learning in an Online Program: Instructional Design, Assessment, and Programming," *UW-Madison Teaching and Learning Symposium*, May 18

Muehlenhaus, I. (2014). *Adapting Theories of Form, Meaning, and Style for Map Research*, North American Cartographic Information Society (NACIS) Annual Conference, Pittsburgh, PA, Oct 9

Muehlenhaus, I. (2014). *Adapting Film Theory to Analyze Map Narrative, Form, and Aesthetic*, Association of American Geographers (AAG) Annual Meeting, Tampa, FL

Muehlenhaus, I. (2013). *Web Map Aesthetics for Effective Communication*, NACIS Annual Conference, Greenville, South Carolina, Oct 10

Muehlenhaus, I. (2013.) *Four Rhetorical Styles of Persuasive Geocommunication: A Taxonomy*, International Cartographic Conference (ICC), International Cartographic Association (ICA), Dresden, Germany, Aug 29

Muehlenhaus, I. (2012). "Going Viral: The Evolution of Online Persuasive Maps" NACIS Annual Conference, Portland, Oregon, Oct 17

Muehlenhaus, I. (2011). *mApp to the Future: Map Apps and the Future of Mapping*, NACIS Annual Conference, Madison, Wisconsin, Oct

CERTIFICATES & PROFESSIONAL DEVELOPMENT

Assessed, *Computer Vision – Object Detection with OpenCV and Python*, Coursera, 2020
Assessed, *Python 3 Programming Specialization*, 5 Courses, University of Michigan, 2020
Assessed, *Python for Everybody Specialization*, 5 Courses, University of Michigan, 2020
Assessed, *Web Application Technologies and Django*, University of Michigan, 2020
Assessed, *Google IT Support Professional Certificate*, Google, 2020
Completed, *Linux for Developers*, Linux Foundation, 2020
Completed, *Bash Scripting*, LinkedIn Learning, 2020
Completed, *Unix for Mac OS X Users*, LinkedIn Learning, 2020
Completed, *Video Script Writing*, LinkedIn Learning, 2019
Completed, *Content Marketing: Social Media*, 2019
Completed, *Learning Screenwriting*, 2019
Completed, *Writing Ad Copy*, 2019
Completed, *Screenwriting with Final Draft 10*, 2019
Completed, *Persuasive Coaching*, 2019
Completed, *Persuasive Selling*, 2019
Assessed, *Online Course Design and Teaching*, UW – Madison, 2017
Completed, *Time Management*, 2016
Completed, *Content Marketing: Newsletters*, Lynda.com, 2016
Assessed, *Online Instructor Training*, UW – La Crosse, 2010
Assessed, *Intermediate Hungarian (B/D)*, University of Debrecen Language School, 2005

SOFTWARE & PROGRAMMING KNOWLEDGE

Writing and Composition Software

Markdown | WordPress | FinalDraft | MS Word | Apple Pages | Google Docs | Adobe InCopy |
MS Visual Studio

Graphic Design, Data Analysis, Media, and Presentation Software

Adobe Illustrator | Photoshop | InDesign | Audition | SPSS | MS Excel & PowerPoint | Apple Keynote |
Camtasia | Kaltura MediaSpace | Apple iMovie | Articulate Storyline & Rise | Adobe Captivate

Operating System Administration & Coding Skills

MacOS | Debian Linux (Ubuntu, Kali, Raspbian) | Bash Scripting | Windows 10 | iOS | Android | Python
3 | HTML5 | JavaScript | CSS | SQL | Django (novice)