

Lee France

Cartographer ~ Leader ~ GeoSpatial Engineer

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About Me

I am a passionate cartographer and map engineer that thrives on solving complex cartographic challenges to create maps that enhance many aspects of the human experience. My career in mapping has evolved with technologies from print based outdoor recreation, to modern mobile mapping applications built on opensource software, to leading a team of cartographers and engineers building powerful global maps with various applications in outdoor recreation.



Experience

Senior Manager of Technical Cartography ----- onX Maps

November 2022 - Present

- Acts as head cartographer and leads a team of cartographers and engineers designing cutting edge map products for the suite of onX outdoor recreation apps
- Creates vision for maps and ensure the onX brand is recognizable across the globe
- Collaborates with onX leaders across the product suite to find synergy to grow the brand, and innovate to expose new value within maps

Geospatial Engineering Manager ----- Outside Inc / Gaia GPS

November 2021 - November 2022

- Managed mapping arm of Gaia GPS.
- Developed a strategic vision and roadmap for maps, blending the implementation of opensource data, proprietary spatial data and other Outside Inc owned mapping entities to build cutting edge map products.
- Contributed to engineering efforts in map development and provided coaching to other cartographers and engineers.

Lead Cartographer ----- Gaia GPS

March 2019 - November 2021

- Crafted industry leading basemap products for outdoor recreation
- Responsible for final cartographic design of all map layers.
- Assisted with crating the pipeline for map related data.
- Modified and maintained set of global vector tiles.

GIS Analyst ----- onX Maps

May 2016 - February 2019

- Led effort to build a nationwide trails dataset
- Designed and automated several new nationwide layers for onXmaps such as Trail Mileage, Trail Slope and Roadless Areas
- Created and designed onX brand basemaps as well as other vector based map layers

Cartographer----- National Geographic

May 2011 - April 2016

- Member of a team of cartographers designing and creating the Trails Illustrated Outdoor Recreation Map line for National Geographic.
- Managed new map projects from inception and executed every aspect of the map making process. This included research, data collection, working with land managers, and cartographic design.

Cartographic Technician----- Nomadas International Group

Sept. 2008 - Jan. 2009 / Oct. 2010 - March 2011

- Designed small-scale reference maps and large-scale navigation maps of the Patagonia Region for the Patagonian Expedition Race.
- Created and organized various forms of new GIS data to establish a mapping system for Nomadas.

Education

Northern Arizona University
Class of 2007

Bachelor of Science, Geographic Information Science

Additional Info

- North American Cartographic Information Society annual conference speaker 2011, 2020
- Part time nordic ski racing coach
- Intermediate spanish speaking

Expertise

Cartographic Design

- MAPBOX GL
- ADOBE ILLUSTRATOR
- ADOBE PHOTOSHOP
- AVENZA MAPPUBLISHER

Geospatial Engineering

- QGIS
- GDAL / OGR
- POSTGRESQL
- POSTGIS
- PYTHON
- OSM
- ARCGIS

Management / Product

- ASANA
- NOTION
- MIRO
- LINEAR

