

ELEANOR CADY WACHSMAN

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ABOUT ME

Hello! I'm a designer. I've spent my career working with engineers, cartographers, game developers, and human interface designers making beautiful and useful things. Within small groups, I've been able to bounce ideas off these interesting people and in turn learn from them. I now lead the Cartography Design Team at Uber, where we team up with engineers and researchers to match together massive datasets, code, and design. Maps and navigation systems are fascinating things that combine so many disciplines—from iconography, to 3D modeling and camerawork, to typography. My team explores concepts like how to build a navigation system for chained ride sharing experiences / what does a map look like in a driverless car / how should geographic data be formatted to clearly define a person's location / how do you connect two people together where a sidewalk meets the street, and more.

WORK EXPERIENCE

JULY 2015 - PRESENT

UBER / CARTOGRAPHY DESIGN MANAGER / SAN FRANCISCO, CA

- Uber Navigation map design & production
- Uber Navigation navigation camera design
- Uber Navigation navigation UI design
- Created 2D and 3D cartographic designs
- Managed designers, coordinated numerous assets for maps product
- Future looking design work

Publications

Uber Navigation [Medium Article](#)

AUGUST 2010 - JULY 2015

APPLE INC. / 2D 3D CARTOGRAPHIC DESIGNER / CUPERTINO, CA

- Apple Maps China cartography, Yosemite spotlight
- Apple Maps CarPlay
- Apple Maps iOS7 redesign
- Apple Maps iOS6 product
- Created 2D and 3D cartographic designs
- Coordinated numerous assets for maps product, including iconography and textures
- Managed junior designers, coordinated asset delivery
- Interpreted 3D designs with engineers to produce a beautifully rendered 3D map
- Modeled global custom 3D landmarks buildings
- Edited map stylesheets

Worked with external contractors to conceptualize illustrations
Created 2D and 3D designs interpreting contractor ideas
Tested on multiple hardwares, softwares, and OS versions
Collaborated with engineering teams to test capabilities of projects on iOS devices
Helped guide tools based off designer needs, to make future production smooth
Conceptualized future features while respecting established interface precedents
Utilized contractor 3D data to make meshes and hero shots in order to prototype features
Created unique meshes and hero shots to exemplify the mood and tone of future projects
Learned how to play massive board games with my coworkers

Patents

[Mapping application with transit mode](#) U.S. Patent 9,702,724

[Display screen or portion thereof with graphical user interface](#) U.S. Patent D772,269

[Context sensitive actions in response to touch input](#) U.S. Patent 9,423,946

[Display screen or portion thereof with graphical user interface](#) U.S. Patent D709,915

[Display screen or portion thereof with graphical user interface](#) U.S. Patent D719,578

2009 - 2010

FREELANCE / 3D ARTIST / SAN FRANCISCO, CA

App development
Conceptualized and created 3D / 2D artwork
Honed 3D skills and explored other artistic interests, such as web design and heavy rendering
Wrote tutorials for Cgtuts+

Titles

Newtonize / Effectively Use Constraints to Rig Non-Spherical Eyes in Maya / How to UV a Character in Maya

FEBRUARY 2010 - APRIL 2010

APPLE INC. / 3D ARTIST CONTRACTED / SAN FRANCISCO, CA

Produced high volume of assets in both 2D & 3D
Used proprietary tools to ensure assets were prepared and clean for proprietary app
Rebuilt messy assets so overall project was neat
Created conceptual meshes for possible future themes
Collaborated remotely

2007 - 2009

APPLE INC. / 3D ARTIST / CUPERTINO, CA

Conceptualized and created 3D & 2D game artwork, such as backgrounds, game pieces, game boards, characters and character animations, HUD elements, UI
Prototyped many game designs to take advantage of device capabilities
Conceptualized a social gaming arena and fleshed out ideal social gaming features
Learned about limitations of input device and how that informed design decisions
Worked with device limitations to produce best-looking artwork possible within framework

Upgraded from a Razr to an iPhone when the iPhone debuted, and nearly died with joy
Road-tripped across the southern US to start my life in San Francisco

SUMMER 2006

APPLE INC. / 3D ARTIST INTERN / CUPERTINO, CA

Assisted with 3D & 2D game artwork, such as backgrounds, characters, and animations
Learned about real-world production
Met many interesting and exacting people of different disciplines
Presented to a conference room of execs
Absorbed the care and detail that goes in to every product at Apple

EDUCATION

2003 - 2007

Ringling School of Art and Design, Sarasota, FL
Bachelor of Fine Arts / Computer Animation / May 2007
Best of Ringling, Spring 2006; Glass Scholarship, Spring 2006

BITS AND PIECES

Software

Sketch, Adobe CC (Photoshop, Illustrator, Premiere Pro, After Effects), Maya, CINEMA 4D, Pixate, Flinto, Motion, Final Cut Pro, Mudbox, LiveView, BBEEdit, Mou, Mapbox Studio, MAPublisher, proprietary tools

Disciplines

Git, JSON / CSS / HTML / Markdown / CLI, map / navigation system design, 3D modeling, UVs, texturing, animation, lighting & rendering, compositing, storyboarding, rigging, COLLADA, prototyping, motion, pixel-perfect vector shapes

Extracurricular

member Ladies Brewing Club: San Francisco Chapter, Cultural Dinner Rotation
volunteer SFMOMA, Cartoon Art Museum, COMICCON
attendant MacWorld, WWDC, GDC, SIGGRAPH
mother 1.5 year old daughter Loretta who loves the beach

Favorites

Toy Story, Secret of Nimh, Wall-E, Spirited Away, Prometheus, Bullitt, 2001: A Space Odyssey, Mad Men, Adventure Time, Buck Rogers Man of the 21st Century, Jeremy Miranda, Hugh Ferriss, Dark Castle, Donkey Kong Country, BioShock, Mirror's Edge, Super Mario Galaxy, Sword & Sworcery, Monument Valley, Cribbage, Above & Beyond, My Favorite Murder, Vimeo, Pinterest, Flickr and Google image trawling, Behance & Dribbble, 80s comic books, walking through San Francisco