

Taya Lavrinenko

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Profile

Taya is a cartographic designer and GIS specialist with 6 years of international experience in designing, managing and visualizing spatial data. She thrives at the intersection of cartography, data, and UX.

Experience

Chief Cartographer, Urbica – 2015-Present

As cartography team lead, developed visual concepts and strategy, map design, data pipelines, and internal GIS tools. I combined visual narrative with compelling design in my approach, balancing form, function, and content to meet the needs of our target audience.

Leading Specialist of Visual Information and Wayfinding Design, Moscow Department of Transportation – 2015

Worked on a citywide project dedicated to map placement in public spaces and wayfinding strategy. Conducted site audits and designed print maps that are currently on display at transit locations for millions of residents in the capital.

Designer-cartographer and GIS Specialist, Vokrug Sveta magazine – 2012-2015

Conducted data analyses, designed maps and infographics for Russia's largest monthly popular science magazine and publisher. Created print and digital maps for guidebooks and monthly issues which include 12-15 maps of different sizes, styles and themes. Managed and validated the underlying map data.

Education

MSc Arts. Communication Design | 2013-2015

National Research University Higher School of Economics. Faculty of Communications, Media and Design, Moscow, Russia

BSc. Geography and Cartography. Geographic Information Science | 2006-2012

Lomonosov Moscow State University (MSU), Moscow, Russia

Skills

QGIS, CartoCSS, Mapbox, PostgreSQL + PostGIS, ArcGIS, Global Mapper, Adobe Illustrator, Map publisher, Photoshop, Sketch, Unity, HTML, CSS, Javascript.

Main Projects

[Redesign of Offline-Maps Style for Maps.me](#)
[Cartography, map design and data visualization for “The Age of Agglomerations”](#)
[Map for GULAG History museum](#)
[Map design for Walkstreets](#)
[Map design for Dvorulitsa](#)

References

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<https://medium.com/@Urbica.co>
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