

## Contact

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## Top Skills

Storytelling  
Geospatial Intelligence  
Digital Strategy

## Honors-Awards

Best Video in Global Health  
Advocacy  
Best Web site for Online Video  
Journalism (Winner)  
Best Multimedia Feature Web site  
(Finalist)  
Joan Friedenberg Award for Online  
Journalism  
Grand Prize, Project: Report

## Publications

TIME  
Opening Intelligence on North  
Korean Secrets with Mapbox  
Despierta América  
ViewChange.org - Stories Powering  
Progress

# Paul Franz

Policy Communication & Storytelling | Geospatial, Satellite Imagery  
& Mapping Expert | Dataviz | 3D Animation  
New York City Metropolitan Area

## Summary

I am an experienced team builder, media producer, and tech-savvy creative.

I focus on the big picture and using the best digital and technical tools to innovate with new methods of telling stories visually and effectively.

Change is constant. I enjoy keeping up with current trends and being able to quickly learn and adapt to new ones.

Success in strategic communications requires the integration of many talents and areas of expertise. During the 2010s, I grew an internal department into a diverse multidisciplinary team of more than 20 designers, web developers, audio/video producers, and data scientists who are experts in a wide range of media, including interactive data visualization, web development, video, animated explainers, podcasts, and design.

I was honored to play a role in CSIS's industry leadership in the digital communications space and are particularly proud of its recognition by the University of Pennsylvania's Go To Think Tank Index as best-in-class in multimedia and external communications.

I've valued calling on my journalism background and my digital strategy, visual storytelling, and multimedia production experience to direct and create powerful messaging campaigns that use the very best of video, photography, and data visualization to facilitate policy discussions. My goal is to create visual experiences that really help viewers understand and grasp complex information quickly and easily.

Specialities:

Visual Storytelling | Video Production | Team Building | Creative and Technical Team Leadership | GIS | Mapping | Adobe Creative Suite | Premiere | AfterEffects | Illustrator | Photoshop | Marketing | Analytics | Public Speaking | Vendor Management | Budgeting

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## Experience

### Self-employed

Video Production, Motion Design, Cartography/GIS, and Web Development Consultant

July 2011 - Present (11 years 2 months)

<https://www.paul-franz.com>

Versatile producer and sought after technology consultant in the rapidly emerging field of policy communications in a digital native landscape.

I have served as a director of video, motion design, maps, and web development. I focus on creating communication products with broad, effortlessly comprehensible appeal to wide audiences. Products range from easy to understand video explainers and animations, beautiful maps, to immersive scrollytelling experiences. Available for production on large and small projects, either fully remote or on-site in the New York metro area.

Current policy clients include International Crisis Group, the Atlantic Council, and the Center for Strategic and International Studies (CSIS). I also work in advisory roles with well known software companies in the geospatial industry, including Mapbox, a leader in geospatial visualization and data platforms.

### Mapbox

Mapbox Trusted Developer

March 2022 - Present (6 months)

New York, New York, United States

I am part of Mapbox's trusted network as a recognized freelance and contract developer who creates apps and products using the Mapbox GL stack.

I contribute to Mapbox's efforts to expand its storytelling codebases with product feedback, pull requests, feature additions, and suggestions.

### International Crisis Group

Editorial Technologies, Innovation, and Geospatial Consultant

February 2021 - Present (1 year 7 months)

New York, New York, United States

Integrated as part of Crisis Group's Future of Conflict program and communication department. Responsible for building and leveling up organization's visual and interactive research products.

Advise and educate policy experts on geospatial technologies and satellite imagery.

Work closely with the development and advocacy offices to develop new sources of revenue and fundraising. Part of this role includes managing a site-wide content API that is marketed to enterprise customers seeking to build their own early warning dashboards and applications.

Since assuming this role I have:

- Overhauled the organization's understanding of visualization and served as the lead producer and developer for eight top-line interactive policy reports;
- Introduced satellite imagery and analysis and integrated it as part of the organization's research process;
- Run workshops and trainings to level up and advance staff expertise on emerging technologies such as 3D animation and dynamic geospatial visualization;
- Manage external relationships with technology and web development vendors.

## Atlantic Council

Communications and Geospatial Consultant

February 2022 - Present (7 months)

Washington, District of Columbia, United States

I work as a creative and communications consultant for the Atlantic Council. In this role, I help the Council's communication team develop and execute upon innovative ideas for explaining their research and data. Projects have included builds on interactive maps, 3D geospatial animations, and easy-to-use user-facing databases.

## Center for Strategic and International Studies (CSIS)

9 years 10 months

Adjunct Fellow (Non-resident)

December 2020 - Present (1 year 9 months)

Washington, District of Columbia, United States

I continue to represent the Center as a non-resident adjunct Fellow. I support the Center in consulting capacities as a producer, lecturer, and informal adviser.

### Director of Technology; and Andreas C. Dracopoulos Chair, Creativity and Innovation

November 2012 - November 2020 (8 years 1 month)

Washington D.C. Metro Area

I lead digital communications and editorial strategy for CSIS's online products closely with the Center's chief communications officer and its 30+ research programs. As the director of technology, I am responsible for developing new ideas for digital products.

During my tenure, I've worked in increasingly responsible positions, including Multimedia Producer, 2012 – 2013; Director of Multimedia, 2013 – 2016; and currently the Director of Technology. The Andreas C. Dracopoulos Chair was established in 2016 as part of a \$5 million endowment to the Center's multimedia production efforts.

CSIS is recognized as best-in-class for its media and outreach efforts on multiple fronts.

Notable achievements my team and I are proud of:

--Recruiting CSIS's first in-house team of developers and web designers and building a team focused on integrated and multidisciplinary approaches to media projects.

--Winning a Shorty Award for Best Data Visualization in 2017, edging out competitors NBC, Uber, and Google.

--Serving as lead producer and art director for CSIS's first feature-length documentary, "The New Barbarianism." In addition to being screened to high-profile audiences around the world, it won two awards of excellence from the Impact Docs Awards international film competition and was an official selection in the Doctors Without Borders Film Festival in 2018.

--In 2015, CSIS received world news coverage as a result of work on our first project-focused microsite, the Asia Maritime Transparency Initiative. The project featured never before seen imagery of secret Chinese military bases in the South China Sea.

I am currently developing new ways to showcase maps and geodata in video. My work on North Korea and Iran merges commercial satellite imagery with 3D extrusion models based on publicly available elevation data.

I also lead structured lectures, seminars, and workshops with universities and companies as part of CSIS's efforts to expand into funded education programs.

## GeoDC

### Co-Organizer

December 2019 - Present (2 years 9 months)

Washington D.C. Metro Area

I am a volunteer organizer of GeoDC, one of the longest running meetup groups for geospatial enthusiasts, engineers, GIS professionals, and more.

GeoDC represents a robust community of 2,700+ in the Washington, D.C. area. We meet on the first Wednesday of every month.

## Education Week

### Multimedia Producer

July 2011 - November 2012 (1 year 5 months)

Washington D.C. Metro Area

On daily basis, identified stories with potential for digital components, including video or interactive data

visualizations. Educated print reporters on video reporting to expand reach.

- Introduced internal video and web-based reporting and debuted motion graphic-driven stories and reporting.

- Designed and produced video coverage of the 2012 presidential election.

## Time Magazine

### Video Journalist

February 2011 - June 2011 (5 months)

Greater New York City Area

Member of Time magazine's video production division. Wrote and executed on scripts involving staff and interviewees.

- Produced capstone project on electric vehicles and future impact on the automotive industry

- Shot, directed and produced original video that was published on TIME.com

In addition to the original work for the organization, I contributed to established video series, such as the TIME 100 list, working on daily and weekly deadlines.

### Pulitzer Center on Crisis Reporting

Grant Winner/Contract Journalist

March 2010 - January 2011 (11 months)

Washington D.C. Metro Area

Awarded \$10,000 to complete self-selected reporting project, Haiti's Lost Children, on migrant farmers from Haiti in southern Florida.

Organized series of reporting trips to Haiti after devastating earthquake in 2010. Directed 3 video stories, built website reporting on impact on Haiti's school system.

- Selected as 1 of only 5 grand prize winners out of 1000+ applicants.
- Received numerous honors including top honors for Best Video Project and was named a finalist for Best in Multimedia by prestigious Online News Association.

### Lancaster Newspapers

Reporter

May 2007 - August 2009 (2 years 4 months)

Lancaster, Pennsylvania Area

Daily general assignment/crime and court reporter for small market daily and weekly newspaper. Shaped vision for the newspaper's nascent online video and content strategies.

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## Education

University of Miami

M.A., Multimedia Journalism · (2009 - 2010)

Millersville University of Pennsylvania

Bachelor's, Government, History · (2003 - 2007)

The Kew-Forest School

High School Diploma · (2003)