

# Maggie Schmidt

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## SUMMARY

I am an award-winning interpretive writer, exhibit developer, and project leader. For the past 10 years, I've created over 25 interpretive exhibits and written over a thousand museum labels. My process is about listening, taking risks, and being open to new directions. I build project budgets and collaborative partnerships with communities around these values.

## EXPERIENCE

### Minnesota Historical Society — *Exhibit Developer*

2018 - PRESENT

- Exhibit lead and exhibit design spokesperson for the multi-year revitalization of Historic Fort Snelling, collaborating with a 50+ stakeholder team to develop a 4,000 sq. ft. gallery within a \$1.4 million dollar budget
- Planned and facilitated over two dozen design workshops and listening sessions
- Organized four rapid-response, participatory art installations under \$10k to acknowledge Covid-19 pandemic and George Floyd uprising in the Twin Cities

### 106 Group — *Sr. Exhibit Developer*

2015 - 2018

- Managed eight interpretive wayside projects with the National Park Service, budgets from \$50k to \$150k
- Prototyped exhibit interactives and wrote labels for two full-scale visitor center exhibit designs
- Developed dozens of sales proposals and four concept plans for client fundraising, expanding client base, and pitching solutions to proposed design problems

### Split Rock Studios — *Exhibit Developer*

2013 - 2015

- Created and pitched eight full-scale exhibit design packages for clients around the country
- Researched and wrote hundreds of interpretive labels and graphic panels with community partners and content experts

## SKILLS

Interpretive and proposal writing  
Experience development  
Content strategy  
Interactive prototyping  
Workshop facilitation  
Research, writing, and editing  
Public speaking  
Project management

## CONFERENCES AND PUBLICATIONS

“[Connections Through a Chain-Link Fence](#)” | National Association for Museum Exhibition, journal *Exhibition*, Fall (2021) Vol. 40, No. 2

Label writing workshop, National Association for Interpretation, 2016

“[Deconstructing the Safe Space](#)” | American Association for State and Local History, September 2016

## EDUCATION

### Indiana University (IUPUI) — MA, Museum Studies

2010 - 2012

### University of Iowa — BA, Anthropology and English

2004 - 2008

## PROJECTS

"History at Heart" installation, MN (2020)  
Exhibit Developer, Minnesota Historical Society

Historic Fort Snelling, MN (2018-current)  
Exhibit Developer, Minnesota Historical Society

Monterey Bay Aquarium, Bechtel Family Center for Ocean Education and Leadership, schematic design (2018) Exhibit Developer, 106 Group

Fort Foote National Park, Washington DC (2018)  
Project Manager & Interpretive Planner/Writer, 106 Group

Gila Cliff Dwellings National Monument, NM (2018)  
Project Manager & Interpretive Writer, 106 Group

Devils Tower National Monument, WY (2017-2018)  
Project Manager & Interpretive Planner/Writer, 106 Group

Hickory Run State Park, PA (2016-2018)  
Exhibit Developer, 106 Group

Spring Lake Park Reserve, MN (2017)  
Project Manager & Interpretive Writer, 106 Group

Minnesota Bison Conservation Herds, MN (2016-2017)  
Project Manager & Interpretive Writer, 106 Group  
1st place winner of the NAI Interpretive Media Award, 2018

Arlington House, Washington DC (2015-2018)  
Project Manager & Interpretive Writer, 106 Group

Carlsbad Caverns National Park, NM (2015-2017)  
Interpretive Writer, 106 Group

Thomas Jefferson's Poplar Forest schematic design, VA (2016-2018)  
Exhibit Developer, 106 Group

Trail of Tears National Historic Trail, AL (2016)  
Interpretive Writer, 106 Group

Brooklyn Park Historical Farm master planning, MN (2016)  
Interpretive Planner, 106 Group

Kinzua Bridge State Park, PA (2015-2016)  
Exhibit Developer & Interpretive Writer, 106 Group  
2nd place winner of the NAI Media Interior Exhibit Awards

Quarry Hill Nature Center, MN (2015)  
Interpretive Planner, 106 Group

## AWARDS

1st place | National Association for Interpretation (NAI), Interpretive Media Award 2018, Minnesota Bison Conservation Herd, Minnesota State Parks

2nd place | National Association for Interpretation (NAI), Interior Exhibit Award 2016, Kinzua Bridge State Park Visitor Center, Pennsylvania State Parks

2nd place | National Association for Interpretation (NAI), Interior Exhibit Award 2015, Touchstone Cooperatives of North Dakota Traveling Exhibit

Indian Creek Nature Center concept design, IA (2015)  
Exhibit Developer, 106 Group

Red Oak Nature Center, IL (2014)  
Exhibit Developer, Split Rock Studios

Springbrook Nature Center schematic design, MN (2014) Exhibit  
Developer, Split Rock Studios

Runge Conservation Nature Center, MO (2014)  
Exhibit Developer, Split Rock Studios

Good Earth State Park Visitor Center schematic design, SD (2014) Exhibit  
Developer, Split Rock Studios

Driftless Area Education & Visitor Center schematic design, IA (2014)  
Exhibit Developer, Split Rock Studios

Point Betsie Lighthouse Visitor Center, MI (2014)  
Exhibit Developer, Split Rock Studios

Touchstone Cooperatives of North Dakota Traveling Exhibit, ND (2014)  
Exhibit Developer, Split Rock Studios, 2nd place winner of the NAI  
Interior Exhibit Awards (2015)

"Art of the Hunt" Wyoming State Museum, WY (2013)  
Interpretive Writer, Split Rock Studios