



MAGGIE SCHMIDT

319-541-3336

maggiemuseum@gmail.com

maggiemuseum.com

SUMMARY

Award-winning Certified Interpretive Planner (CIP), exhibit developer, and interpretive writer with over 13 years of industry experience.

EXPERIENCE

Freelance Exhibit Developer

2025–current

106 Group | Interpretation Manager

2021–2025; 2015–2018 | Sr. Exhibit Developer

- Lead vision and strategy for proposal development
- Supported team managers to guide and oversee all interpretive projects
- Developed training materials for exhibit development and interpretive planning

Minnesota Historical Society | Exhibit Developer

2018–2021

- 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

Split Rock Studios | Exhibit Developer

2013–2015

- Produced 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

EDUCATION

MA, Museum Studies 2012, Indiana University (IUPUI)

BA, Anthropology and English 2008, University of Iowa

SKILLS

- Workshop facilitation
- Community engagement
- Exhibit development
- Master planning
- Interpretive planning
- Experience and program development
- Interactive prototyping
- Researching, writing, and editing
- Public speaking and presentations
- Project management

CONFERENCES AND PUBLICATIONS

“When Best Practices Aren’t Perfect” | Co-presenter, Western Museums Association, September 2026

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

Label writing workshop | Co-presenter, National Association for Interpretation, 2016

“Deconstructing the Safe Space” | Co-presenter, American Association for State and Local History, September 2016

AWARDS

1st place | National Association for Interpretation (NAI), Interior Exhibit Media Award 2025, Lake Vermilion-Soudan Underground Mine State Park, Minnesota Department of Natural Resources Parks & Trails

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



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RECENT PROJECTS

Wisconsin Historical Society, History Center – Human Landscapes Gallery (current) | Exhibit Developer & Copy Editor

The Children's Discovery Center, Nature Play Gallery, Breckenridge, MN (current) | Exhibit Developer, Kidzibits, Inc.

Visitor Center, The Mare Island Historic Park Foundation (current) | Exhibit Developer, The Exhibits Dept.

Monterey Bay National Marine Sanctuary Education Center, Santa Cruz, CA (current) | Exhibit Developer, The Exhibits Dept./CREO

Visitor Center, Planes of Fame Air Museum, Santa Maria, CA (current) | Exhibit Developer, The Exhibits Dept.

The Meadows Boardwalk Waysides at Black River State Park, Open Spaces Institute, South Carolina State Parks (2025–2026) | Interpretive Writer, The Exhibits Dept.

Trudeau Sanatorium interpretive graphics, Historic Saranac Lake (2025–2026) | Editor, The Exhibits Dept.

Ya'i Heki' Regional Indian Museum, California State Parks, CA (2025–2026) | Exhibit Developer, Formations / The Exhibits Dept.

Shoreline College wayfinding signage, WA (2025–2026) | Exhibit Writer, Mithun Inc.

Vancouver Water Center design development, WA (2025) | Exhibit Writer, The Exhibits Dept.

Independence National Historical Park Waysides, PA (2025) | Interpretive Planner & Writer, 106 Group

Mille Lacs Kathio State Park Visitor Center, MN (2025–2026) | Exhibit Developer, 106 Group

Washington Crossing Historic Park Waysides, PA (2024–2025) | Exhibit Developer, 106 Group

Lake Carlos State Park Visitor Center, MN (2023–2024) | Project Manager & Exhibit Developer, 106 Group

San Antonio Missions National Historical Park, Mission San Juan Visitor Center, TX (2022–2024) | Project Manager & Exhibit Developer, 106 Group

Lake Vermilion-Soudan Underground Mine State Park Visitor Center, MN (2022–2024) | Project Manager & Exhibit Developer, 106 Group

Stoppel Historic Farmstead Interpretive Plan, MN (2022–2023) | Project Manager & Interpretive Planner, 106 Group

"Answering the Call" exhibit, North Carolina Museum of History, NC (2023) | Exhibit Developer, Roto

"Norfolk in Time" exhibit, Nauticus Maritime Center, VA (2023) | Exhibit Developer, Roto

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

Historic Fort Snelling, MN (2018–2021) | 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