

Luke Seemann

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Education

1996-1998 **Northwestern University:** Bachelor of Science (Journalism)
1993-1995 **Clark Honors College, University of Oregon**

Recent Employment

- 2008- **Art director, Chicago Tribune**
- Design and manage production of Live! and A+E, our daily entertainment and culture sections
 - Initiated and maintained Live! presence on Twitter
 - Society of News Design award of excellence (2010)
- 2000-2008 **Assistant news editor, Chicago Tribune**
- Designed and edited for all sections of the nation's 6th largest daily newspaper
 - Coordinated dozens of editors, photo editors and graphic artists in order to create pages that were energetic, clear and informative
 - Wrote occasional short reviews and stories
 - Enforced daily deadlines and managed daily production
- 2003-2006 **Adjunct lecturer, Northwestern University Medill School of Journalism**
- Taught design, copy editing and news judgment to labs of graduate students
- 1998-2000 **Copy editor/news designer, San Jose Mercury News**
- Edited 10-30 stories/night, wrote headlines and designed pages in the news, sports and business sections of Silicon Valley's premier newspaper

Other projects

- 2011 Designer, developer, **Tour of Galena** (www.tourofgalena.com)
Web site and brand identity for inaugural bike race.
- 2011 Designer, developer, **Typecast** (www.typecastshow.com)
Wordpress development and brand identity for a new podcast.
- 2011 Designer, developer, **Velo Ipsum** (www.rouleurderby.com/vi)
A silly random-word generator using Python and AJAX.
- 2010- Creator, designer and Web developer, **Rouleur Derby** (www.rouleurderby.com)
A fantasy-cycling Web application written in Python and Django with hundreds of active users.
- 2009 Designer, photographer and photo editor, **"ChiCrossCup '09"** (www.chicrossphoto.com)
Worked with team of sports photographers to produce a coffee table book celebrating the Chicago cyclocross scene, with proceeds going to World Bike Relief.
- 2007- Founder and editor, **Chicago Bike Racing** (www.chicagobikeracing.com)
This Web site has become Chicago's definitive source for cycling news and advice with thousands of daily visitors. Roles include writing, design, editing and managing user experience. Monthly visits have grown 50% to 100% year-over-year, rising above 30,000 visits/month in season. Responsible SEO led to top 5 Google result for "bike racing."
- 2005- Communications and membership director, **XXX Racing-AthletiCo**
Manage Web site and member services for Chicago's largest cycling team (200 members). In 2006, executed all technical, design and editorial duties of a Web site redesign, including evaluating CMS's, implementing chosen CMS (Expression Engine/PHP) and creating non-technical UI for non-technical users. Professionalizing our Web site led to 25% annual growth in membership.
- 2001-2004 Contributing editor, **Gapers Block** (www.gapersblock.com), a leading Chicago blog

Fluent in: HTML, CSS, Photoshop, InDesign, Microsoft Office, Quark, Expression Engine, JavaScript
Proficient in: Illustrator, Django, Python, WordPress, Movable Type, Blogger, PHP, MySQL, Git,, jQuery, AJAX
Daily user of: iOS, Google Analytics, Facebook, Twitter, Flickr
Passion for: Competitive cycling (Cat 2 racer, licensed as Level 2 USA Cycling coach), digital photography