

# 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

2017- **Associate director, digital communications, Northwestern University Office of Alumni Relations and Development**

- Strategize content for websites, email newsletters, and other digital communications
- Manage front-end design and user experience and guide technical best practices

2014-2017 **Managing editor, digital, and senior developer, Chicago magazine**

- Managed four-person digital editorial team, plus dozens of freelancers and vendors
- Continued front- and back-end design and development

### Accomplishments:

- Winner, City and Regional Magazine Association award for online excellence (2015, 2017)
- Winner, Lisagor Award, best use of digital technology (2016)
- Finalist, CRMA awards: online excellence (2015, 2016, 2017) and multiplatform storytelling (2016)
- Integrated Facebook Instant Article and Google AMP with minimal impact on workflow
- "A+" — *Edward Tufte*

2012-2014 **Digital designer and developer, Chicago magazine**

- Responsible for all front-end and much back-end development of Web site
- Managed production of online newsletters, using MailChimp and Silverpop
- Created tools to help colleagues do their jobs better and faster

### Accomplishments:

- Co-led and then implemented comprehensive Web redesign
- Instituted latest best practices, including responsive design, lazy loads and version control
- Made available new forms of storytelling, including "super articles" and "super galleries"
- Radically improved collection and analysis of traffic analytics
- Designed wireframes and comps for tablet and phone apps
- Winner, City and Regional Magazine Association award for online excellence (2014)
- Finalist, CRMA award for online excellence (2013, 2014)

2008-2012 **Art director, Chicago Tribune**

- Designed and managed production of daily entertainment and culture sections
- Society of News Design award of excellence (2010)

2000-2008 **Assistant news editor, Chicago Tribune**  
1998-2000 **Copy editor and designer, San Jose Mercury News**

- Designed and edited for all sections of two of the country's largest daily newspapers
- Coordinated dozens of editors, photo editors and graphic artists in order to create pages that were energetic, clear and informative, while enforcing daily deadlines

## Other Experience

2014 Completed 11-week **Starter League** class in user experience

2010-2013 Creator, designer and Web developer, **Rouleur Derby** ([www.rouleurderby.com](http://www.rouleurderby.com))  
A fantasy-cycling Web application written in Python and Django with hundreds of active users

2003-2006 Adjunct lecturer (design/copy editing), **Northwestern University Medill School of Journalism**

Fluent in: HTML, CSS, JavaScript, jQuery, Python, Photoshop, InDesign, Rivista, Mag+

Proficient in: Git, AWS, Node, D3JS, Django, Illustrator, WordPress, Expression Engine, PHP, React, MySQL, Google Analytics, DoubleClick for Publishers, Twitter API, Google Maps API, Slack API

Passion for: Competitive cycling (Cat 2 road and cyclocross, formerly licensed as Level 2 USA Cycling coach)  
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