Luke Seemann

bikesarefun@gmail.com
seemann.com/luke
(773) 728 3707
Evanston, IL

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 newletters, and other digital communications
• Manage front-end design and user experience and guide technical best practices

Accomplishments:
• Modernized analytics, integrated transactions with Web metrics, and introduced A/B testing
• Improved performance and workflow by establishing CDN using AWS S3 and Cloudfront
• Winner, CASE silver, best annual report (2018)

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)
• 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
• Radically improved collection and analysis of traffic analytics
• Winner, City and Regional Magazine Association award for online excellence (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
2010- Creator, designer and Web developer, **Rouleur Derby** (www.rouleurderby.com)
A fantasy-cycling Web application written in Django and React with hundreds of active users

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

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

Fluent in: JavaScript, HTML, CSS, jQuery, React, Python, Photoshop, InDesign, Google Analytics, GTM
Proficient in: Git, AWS, Node, D3JS, Django, Illustrator, WordPress, Expression Engine, PHP, MySQL, Google Ad Manager, Mailchimp API, Twitter API, Google Maps API, Slack API
Passion for: Competitive cycling (Cat 2 road and cyclocross, formerly licensed as Level 2 USA Cycling coach)

March 2019