

# Luke Seemann

bikesarefun@gmail.com | (773) 728-3707 | www.seemann.com/luke | May 2009

## EDUCATION

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

## RECENT EMPLOYMENT

- 2008- **Art director**, Chicago Tribune
- Design the cover of Live!, our daily entertainment and culture section
  - Initiated and maintain Live! presence on Twitter (@triblive), updating 5-10 times/day; train other editors in Twitter best practices.
- 2000-2008 **Assistant news editor**, Chicago Tribune
- Design and edit visuals for all sections of the nation's 6th largest daily newspaper
  - Coordinate dozens of editors, photo editors and graphic artists in order to create pages that are energetic, clear and informative
  - Write occasional short reviews and stories
  - Enforce daily deadlines
  - Experience managing freelance illustrators
  - Produce online music pages
- 2005-2006 **Adjunct lecturer**, Northwestern University Medill School of Journalism
- Taught copy editing, news judgment and design 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
- 1999 **Copy editor**, PlanetRx.com
- 1996-1998 **Columnist, slot editor, online editor and designer**, Daily Northwestern
- Served in nearly every role available, including news editor and columnist
  - Features writing won 5<sup>th</sup> place in national Hearst Awards
- 1995-1998 Journalism and online media internships at Stardot Consulting, the Albuquerque Tribune, the Minneapolis Star Tribune Online and the White House (whitehouse.gov)

## OTHER PROJECTS

- 2007- **Founder and editor**, Chicago Bike Racing (www.chicagobikeracing.com), a Web site that has become Chicago's definitive source for cycling news and advice with thousands of daily visitors. Design, edit and manage user experience; 500 registered users. Monthly visits growing 50% to 100% year-over-year, rising above 30,000 visits/month in season. Execute responsible SEO to ensure top 5 Google result for "bike racing."
- 2005- **Communications director**, XXX Racing-AthletiCo  
Manage Web site and public relations for Chicago's largest cycling team (150 members). Executed all technical, design and editorial aspects of a recent redesign, including evaluating CMS's, implementing chosen CMS and creating non-technical UI for non-technical users.
- 2005 **Technical editor**, "The Complete Idiot's Guide to Creating a Web Page and Blog (6<sup>th</sup> Ed.)"
- 2003-2004 **Contributing editor**, Gapers Block (www.gapersblock.com), a leading Chicago blog
- 1994- **Various blog and online publishing projects**

**Fluent in:** HTML, CSS, Photoshop, Office, InDesign, Quark, Movable Type, Expression Engine

**Familiar with:** PHP, MySQL, Javascript, Perl, Ruby on Rails

**Daily user of:** iPhone, Google Analytics, Google Reader, Facebook, Flickr, Twitter, tr.im