

TRACY LOEFFELHOLZ DUNN

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THE PAST 8 YEARS

CREATIVE DIRECTOR of YES! MAGAZINE, 2006 to present. Hands-on responsibility for all creative and design aspects of the nonprofit: **Print magazine team:** art direction and design, photo editing, assigning and creating illustrations and infographics, working with editors on storytelling and pacing for articles, responsible for all coverlines and article display titles, leading cover focus groups and surveys. **Audience development team:** website, social media, email newsletters, development of digital editions. **Marketing and development team:** brand stewardship, direct mail, corporate communications, product design, press kits, annual report. In 2010, led the organization in a brand identity consultancy with Pyramid Communication. Created the brand book.

ALSO

INFOGRAPHIC ARTIST FOR THE NATION, 2012 to present. Work with online editors to research and produce infographics for web content. Created an infographic style and templates to be used in social media to drive web traffic.

FREELANCE DESIGN for ... Green America publications, website, marketing, and fundraising ... Berrett-Koehler book design of *This Changes Everything: Occupy Wall Street and the 99% Movement* (2011) ... Book jacket illustration and design for Entangled Publishing imprint ... Publication and web design for Living Economies Forum, the New Economy Working Group, and the Institute for Policy Studies.

THE PREVIOUS 10 YEARS

DESIGNER AND ART DIRECTOR, The Seattle Times, Seattle, WA. 1996-2006. Job titles included **News Design Coordinator**, overseeing design of all news content, **Features Design Coordinator**, overseeing design of all features content, and **Special Projects Designer**, lead designer and infographic artist dedicated to the investigative team. Two of those projects were Pulitzer Finalists. Other duties included daily critique for staff designers, prototyping new sections, Page One design, and art direction of the Sunday Arts section. The last few years were spent as **redesign lead**, working with reader focus groups, marketing, and the news staff to establish a more energetic design. Award of Excellence for Redesign and named one of the World's Best Designed Newspapers by the Society of News Design.

AND THE 10 YEARS BEFORE THAT

DESIGNER AND ART DIRECTION: The Virginian Pilot, 1995-96, The Denver Post and The Rocky Mountain News, 1988-92.

ASSISTANT NEWS EDITOR: The Bremerton Sun, 1992-95.

COPY EDITOR: The Bridgeport Post, 1986-88, The San Diego Tribune, 1985, The Honolulu Advertiser, 1984-5.

REDESIGNS

REDESIGN OF YES! MAGAZINE, 2006. Six weeks from conception to inception. Goal: to make “deep thinking” material more accessible to mainstream audiences without alienating current readership. Tested with targeted audience focus groups. Both newsstand sales and subscriptions have more than doubled, contrary to industry trends and a weak economy.

REDESIGN OF GREEN AMERICA PUBLICATIONS, the Green American magazine and the annual National Green Pages, 2010. Goal: to consolidate several publications in line with new logo, renaming, and rebranding. Currently working to redesign the National Green Pages once again into more of a consumer magazine that will carry it gracefully into the digital world.

REDESIGN OF THE SEATTLE TIMES, 2002-04. Two years from conception to inception. Goal: to improve clarity, consistency, and navigation. Award of Excellence from the Society of News Design. Named one of SND’s World’s 20 Best Designed Newspapers.

OTHER STUFF

2 PULITZER PRIZE FINALISTS, art direction and infographics, The Seattle Times investigative series “Affirmative Action” (1999) and “Uninformed Consent” (2002).

GUEST SPEAKER, Design Training Seminar, The Seattle Times, 2004. “10 Crucial Elements of Designing Investigative Projects.”

GUEST SPEAKER, Tacoma News Tribune SND short course, 2001: “10 Things Small Papers Can Do Without a Full Scale Redesign.”

JUDGE, Society of News Design 17th Edition, Syracuse, New York, February 1996.

PRINT REGIONAL DESIGN ANNUAL, awards of excellence for design in 2001, 2003.

41 AWARDS from Society of News Design since 1993, including:

1994 World’s Best Designed Newspaper award for redesign of The Bremerton Sun.

1996 Award of Excellence for art direction of 17 day Atlanta Olympics coverage at The Virginian Pilot.

1996 Award of Excellence for redesign and art direction of public journalism
Commentary section at The Virginian Pilot.

2001 Silver Award for design of Affirmative Action series at The Seattle Times.

2004 Award of Excellence for illustration of William Blake poem "Summer."
The series of 9 oil paintings was published in The Seattle Times.

2005 Award of Excellence for Redesign of The Seattle Times. Named one of World's
Best Designed Newspapers.

WORK SAMPLES

TRACYDUNN.COM

INFOGRAPHICS

PUBLICATION DESIGN