LAUREN DUNN

DIGITAL CONTENT PRODUCER AT FACING HISTORY AND OURSELVES

I WORK ON TOOLS FOR EDUCATORS

I am the digital lead on Facing History's **Current Events project** which provides teaching materials and strategies to help educators connect current events to their curriculum. The project has seen high levels of engagement as measured by:

- Over 2,000 new subscribers to Current Events email list within the first 6 months of the project.
- Email open rates averaging 38%, click-through rates averaging 5%.
- Average time on page for our current events content is > 5 min, ranging between 5 and 10+ minutes.

MY RESPONSIBILITIES ON THE CURRENT EVENTS PROJECT INCLUDE

- Editing and building biweekly content in Drupal; provide recommendations to optimize content for the web.
- Collaborating with Marketing and Program teams on monitoring breaking news stories and tracking content production.
- Regularly analyzing content performance to inform future iterations of current events teaching resources.

- Organized a 2018 survey of over 300 educators on how they teach about current events in their classrooms during discovery phase of the project; used results to inform content strategy and information architecture for new content types (Teaching Ideas and Explainers) and overarching Current Events page.

SINCE JOINING FACING HISTORY IN 2017, I HAVE ALSO WORKED ON:

- Building new educator resource and marketing content in Drupal and Hubspot.
- Providing recommendations for rebuilding and managing existing content.
- Creating content maps, wireframes, and user-facing imagery and copy as needed.

- Collaborating across departments to discuss user experience and objectives for new products and deliverables.
- Pulling Google Analytics metrics and compiling reports and narratives for stakeholders.

ABOUT ME

I am experienced in collaborating with technical and non-technical colleagues to create digital products that meet the needs of a wide range of audiences. I believe effective design should solve problems, be iterative, and be informed by data. I am passionate about creating accessibile and inclusive products.

CONTACT

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203.804.9229

PORTFOLIO

ledunn.github.io

TECHNICAL SKILLS

HTML, CSS, jQuery
Javascript
Version Control (Git)
Drupal
Google Analytics

VISUAL DESIGN

Wireframes and Mockups
(Balsamiq, Sketch)
Graphic Design
(web and print)

LAUREN DUNN

PREVIOUS WORK EXPERIENCE

Freelance Web Designer, 2015- Present

- Consult with small business owners and professional artists to outline customized website goals and functionality. See portfolio examples at **ledunn.github.io**.
- Change design elements through multiple iterations based on client feedback.
- Develop site layout and concept from sketches and mockups to completed live sites. I work on client sites that are hand-coded as well as run through CMS such as Squarespace.
- Train clients to maintain own websites after launch.

Instructor, Brookline Adult and Continuing Education, 2017-2018

- Taught 4-week and 8-week courses to adult students; provided feedback on their design work and presented on best practices for graphic and web design.
- Course topics included: Introduction to Graphic Design, Introduction to Adobe Illustrator, Introduction to Javascript, and HTML5 and CSS3: Building the Modern Web.

BEFORE MAKING A CAREER CHANGE, I GAINED EXPERIENCE AS:

Book Scanning Associate, Internet Archive, 2012-2014

- Digitized images from books and documents and edited digital files for public viewing online.
- Asserted metadata for digitized media to enable SEO.

Bartender, Legal Sea Foods, 2011-2016

- Appointed to progressively responsible positions over course of employment (promoted to Lead Server and Bartender).
- Selected to attend two 6-week professional development seminars on wine and spirits.
- Responsible for training new employees through teaching classes and on-the-job training shifts.

VOLUNTEER EXPERIENCE

Mentor, Mentor 2.0 Program (Big Brothers Big Sisters Massachusetts Bay), 2017-Present

- I am paired 1-1 with a high school student for the course of her high school career. Mentor 2.0 is focused on providing college prep support and life skills training to low-income and first-generation high school students with the goal of helping them excel in high school, enter and graduate college, and succeed in their adult life.

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EDUCATION

B.A., Cultural Anthropology
Bard College

Certificate (anticipated 2020)
Graphic Design
School of the Museum of Fine Arts at Tufts University

AWARDS

Selected as a Trustee Leader Scholar through Bard College's **TLS Civic Engagement Program**.

ADDITIONAL SKILLS & PROFICIENCIES

Adobe Creative Suite
(Illustrator, InDesign, Photoshop)

Project Management Tools
Jira, Basecamp, Slack

Microsoft Office Suite
(Word, Excel, PowerPoint)

Google Suite
(Docs, Sheets, Forms, Slides, Sites)