

Serge K. Keller

Wordsmith & Pixel craftsman

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Profile

I'm a scientific and technical journalist, a freelance writer and translator, a desktop publisher and a webmaster.

I'm also a former biologist, and used to be a zookeeper: to this day, I've kept a strong interest in natural sciences.

I currently live in Fribourg (Switzerland): a very nice bilingual city (French/German). But I grew up in the Italian-speaking region of Switzerland.

Languages

French & Italian: native speaker (bilingual), perfect oral and written fluency. I can work in informal and formal contexts alike, with natural ease.

English: advanced level, excellent oral and written fluency. I can work in informal and formal contexts alike.

German: upper intermediate level, very good oral and written fluency. I can work in informal contexts, but am more limited in more formal contexts.

Language courses at the Lake School of English, Oxford (1989) and the Tandem Berlin e.V. Sprachschule, Berlin (1988)

Experience

Scientific collaborator
2014 – Present

University of Fribourg – Unicom Communication & Media
Institutional promotion, studies promotion, communication specialist, web specialist.

Freelance journalist
2012 – Present

University of Fribourg – Unicom Communication & Media
Freelance journalist for «unireflets» & «Universitas».

Co-founder
2007 – Present

Atelier Mammouth, Fribourg
Creative & communication studio — illustration, graphic design, print layout, editing and publication, web design and development, communication, accessibility, IT training and consulting, copy-writing, translations and proof-reading.

Scientific collaborator
2012 – 2014

University of Fribourg – Academic Information Service
Print design & layout, web publication & development, web expertise, information architecture, accessibility & usability expertise, knowledge management.

Web publisher & accessibility specialist
2012

Swiss Youth Hostels, Zurich
Code and content upgrade of the Swiss Youth Hostels website, to conform it to current accessibility standards.

Experience (cont'd)

- Online communication specialist**
2009 – 2012
- dialog:umwelt GmbH** (formerly *Publizack GmbH*), Ittigen – Biel/Bienne
Web development and webdesign, web publishing, text writing and editing, copywriting, scientific and technical translations, internet information monitoring, web expertise and online communication (social media) expertise.
- Web publisher**
2009 – 2011
- Swiss Federal Office for the Environment FOEN – Communication Division**, Bern
Web publishing, scientific and technical translations, web expertise and online communication expertise.
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Education

- Université de Genève**
2012 –2014
- Advanced Studies in New Web Technologies**
Certificate of Advanced Studies (CAS) in New Web Technologies and Web User Interfaces, at the Knowledge Engineering and Space Logics Institute (ICLE) of the Computer Science Centre (CUI).
- Université de Fribourg**
1998 – 2002
- Journalism & Communication sciences**
Other activities and affiliations: editor-in-chief of Spectrum; support, training & hardware sales for micromus; reporter, radio host & radio editor for Unimix.
- Université de Neuchâtel**
1989 – 1998
- Natural sciences – Biology** (Vertebrate ecology & Eco-ethology)
Scientific assistant in Vertebrates anatomy, Vertebrates eco-ethology and propedeutical medicine (1st year students) at the Biology Institute.
Other activities and affiliations: Théâtre Universitaire Neuchâtelois (TUN); Théâtre du Grenier..
- Liceo cantonale di Lugano 2**
1984 – 1988
- Literary section (Latin) — Linguistic section (Modern languages)
Other activities and affiliations: Gruppo di Teatro del Liceo di Lugano 2.
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Affiliations

- Journalistic & Media organisations:** ARCI / AST Supporting Member; Swiss Association of Science Journalism Member.
- Scientific & Nature conservation organisations:** Bletchley Park Friend; Durrell Wildlife Conservation Trust Supporter; Friend of Charles Darwin; HMS Beagle Project Supporter.
- Standards & Digital rights organisations:** EFF Member; ICANN NCUC Member; ISOC Swiss Chapter Individual Member.
- Other societies and organisations:** Cloud Appreciation Society Member; FIFF Friend; Sherlock Holmes Society of London Member; Théâtre de la Cité de Fribourg Active Member.
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