

# Serge K. Keller

Wordsmith & Pixel craftsman

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1700 Fribourg (Switzerland)

I'm a scientific and technical journalist, a freelance writer and translator, a graphic designer and desktop publisher, and a webmaster. In other words: I'm a wordsmith and a pixel craftsman, a printer of electrons and a web scientist.

## Profile

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

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

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**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 regarding formal communication.

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

## Languages

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| <b>Scientific collaborator</b><br>2014 – Present | <b>University of Fribourg – Unicom Communication &amp; Media</b><br>Institutional promotion, studies promotion, communication specialist, web specialist |
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|---|---|
| <b>Freelance journalist</b><br>2012 – Present | <b>University of Fribourg – Unicom Communication &amp; Media</b><br>Proin semper, ante vitae sollicitudin posuere, metus quam iaculis nibh, vitae scelerisque nunc massa eget pede. Sed velit urna, interdum vel, ultricies vel, faucibus at, quam. |
|---|---|

Donec ullamcorper fringilla eros. Fusce in sapien eu purus dapibus commodo. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Cras faucibus condimentum odio.

## Experience

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| <b>Co-founder</b><br>2007 – Present | <b>Atelier Mammouth, Fribourg</b><br>Small, two-person studio specialized in graphic design, print layout and publication services, web design and development; also active in IT training and consulting, translation and proof-reading services, media communication. |
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| <b>Scientific collaborator</b><br>2012 – 2014 | <b>University of Fribourg – Academic Information Service</b><br>Print design & layout, web publication & development; web expertise, information architecture, accessibility & usability expertise, knowledge management. |
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## Experience (cont'd)

- 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.
- 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 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)  
*Other activities and affiliations: Théâtre Universitaire Neuchâtelois (TUN); Théâtre du Grenier*
- Liceo cantonale di Lugano 2**  
1984 – 1988  
Litterary 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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