

# Curriculum Vitae

## Bernard Cordelia Yu

cordeliayu.com

[github.com/thebestsophist](https://github.com/thebestsophist)

Pronouns: they|them|their

hello@cordeliayu.com | 425.209.7613

Content and editorial strategist at the intersection of scholarship, design, and public policy.

I specialize matching organizational, editorial, and programmatic processes in {social and environmental justice|journalism|publishing} to make {knowledge|complexity} {accessible|open} and {inclusive|approachable}.

## Experience & Education (abridged)

2014 –

### Content Strategist & Information Architect Green America

Lead content strategy and governance team to realign programmatic and content strategy with the organization's shift from publishing to advocacy and editorial focuses. Oversaw migration from outdated legacy technology stacks and development methods to single-stream digital and print editorial processes as well as agile development processes. Experiments in digital storytelling.

2009 – 2013

### Content Strategist & UX Advocate Enguin Design, LLC

Founding partner in a content strategy and web design consultancy concentrating on digital design for not-for-profit organizations. Hired and managed teams of specialists for each project.

2007 – 2009

### Program Manager & Research Assistant Scientists & Engineers for America

Program manager for organization's flagship project, the *SHARP Network*, a wiki and database of voting records for Senate and House representatives and candidates for science policy issues. Press officer, secretary for Board of Directors.

Sept. – Nov. 2007

### Legislative Intern Office of Congressman David Wu

Graduated Spring 2007

### B.A., Philosophy & Political Science Beloit College—Beloit, Wisconsin

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B. Cordelia Yu

## Speaker & Organizer (abridged)

- Feb. 2016 **Building A More Holistic View of Sustainable: Digital Project Planning at Green America**  
SustainableUX 2016 [[cordeliayu.com/s/4E](http://cordeliayu.com/s/4E)]
- Nov. 2015 **Moderated Discussion—The Missing De-Orbit Command: How to retire stale projects**  
SassConf 2015—Austin, Texas
- July 2012 **TypeCon2012: MKE SHFT**  
Local planning committee

## Projects (abridged)

*Green American Magazine*

### Spring 2016: Climate Justice

**Writer, editorial designer, & development lead**

[[app.greenamerica.org/climate-justice](http://app.greenamerica.org/climate-justice)]

Fully art-directed digitization of the Spring 2016 issue of the *Green American Magazine* on climate justice.

*National Green Pages*

### National Green Pages—Print & Online

**Content strategist, Developer**

[[greenpages.org](http://greenpages.org)]

Modernized an outdated print production into single-stream publishing process to produce a print publication (using InDesign) and a mobile-responsive website.

*Green American Magazine*

### World of Hurt

**UX advocate & development lead**

[[app.greenamerica.org/world-of-hurt](http://app.greenamerica.org/world-of-hurt)]

A feature article series built using Jekyll, Sass, & jQuery.

*Green American Magazine*

### What is your carbon food-print?

**Co-author, project manager, & designer**

[[app.greenamerica.org/food-print](http://app.greenamerica.org/food-print)]

Single-page quiz to help readers understand the carbon impact of their food choices. Built using Sass & jQuery.

Personal Project

### The Expedition of Humphrey Clinker

[[books.ayellowraven.com/expedition-of-humphry-clinker](http://books.ayellowraven.com/expedition-of-humphry-clinker)]

An ebook experiment publishing Tobias Smollett's 1771 novel as a website with visualization tools and an API.

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## Writing Sample

Issue: Spring 2016

### On the Duties of Privilege

#### *Green American Magazine*

This piece was written for the *Green American Magazine's* issue on climate justice and is also available online at [[app.greenamerica.org/climate-justice//2016/01/31/conversation.html](http://app.greenamerica.org/climate-justice//2016/01/31/conversation.html)]. It was also the foundation for a talk for *SustainableUX* in February 2016 (recording available at: [cordeliayu.com/s/4E](http://cordeliayu.com/s/4E)).