

Dannielle Chun, Online Producer

Dannielle Chun is a freelance online producer specialising in information planning, interaction flows and content development. She has been involved in a number of high profile websites including the globally recognised *Planet Slayer*, a recipient of the prestigious Prix Italia award.

She has worked as a producer on the ABC's *Health and Wellbeing* portal and counts GetUp, Radio National and NSW Health among her various clients.

Dannielle has over twelve years experience at a senior level in web production, architecture and development. She has worked within and overseen many teams on multiplatform projects delivering audiences innovative media experiences.

She has a wealth of knowledge in managing online communities and is a long-standing member of the Web Standards Group where she keeps abreast of emerging web trends and presents her own research to members.

Dannielle's work endeavours to comply with World Wide Web Consortium (W3C) standards and applies best practice solutions. She is proficient in many digital areas:-

- Project management
- Idea generation, prototyping and wireframing
- Copywriting and editing
- Technical and artistic direction
- Usability and W3C accessibility
- User documentation and training
- SEO strategies

From 2001-2007 she was Dr Karl Kruszelnicki's Webmistress and Senior Designer at the AIMIA award winning *ABC Science Online*. Her employ there saw the website explode from around 250 000 page impressions per week to over one million, an increase well above the growth of *ABC Online* as a whole and the exponential growth expected with domestic web uptake of the time.

Dannielle helped introduce podcasting across the ABC group of websites as well as initiate and implement video-on-demand on behalf of the Australian Broadcasting Corporation.

Her role at *ABC Science Online* included the delivery of both original and ongoing interactive content to strict production deadlines and user interface guidelines. It required:-

- Information architecture
- Audience engagement
- Community management
- Leading Designers and Developers
- User testing and web traffic analysis
- Advising Senior Management and Content Providers
- Front-end web design and development

More recently Dannielle was commissioned to provide the interaction and information design for a new social networking platform to engage the community at large in *GetUp* activities. She also prepared the information architecture for a progressive podcast initiative for *Radio National*, the ABC's most successful podcaster.

In 2009, Dannielle was involved in developing the *NSW Government Web Style Directive* and redesigned two websites for NSW Health, *NSW Falls Prevention Network* and *Clinical Excellence Commission* (CEC). Since its launch the new CEC website has grown consistently and now receives 45% more visits each day. Dannielle continues as the CEC's Web Consultant on a contractual basis.

2010 saw Dannielle plan the ABC's *Green at Work* and *International Benchmarking Group* websites. She also worked on *Something In The Hair* a six-part radio and online comedy series as well as created a website for artist, *Tracy Dods*.

This year Dannielle has already been commissioned on five projects including another website for NSW Health and a blog for academics Souchou Yao and Michael Carter. She has also worked as a volunteer on the d/Lux/Media Arts multi-platform game, *China Heart*.

In her spare time Dannielle is developing two of her own digital documentary ideas, one set around religious cultural life in Australia, the other on freedom of expression online behind the Great Firewall of China.

Technologies and Software

- Information Architecture – Illustrator . Office
- Graphics – Photoshop . Flash . Fireworks
- Development – Dreamweaver . XHTML . CSS . JavaScript . JQuery . Ajax . XML
- Content Management – Teamsite . Wordpress . Squiz . Lotus Notes . Wallace
- Video – VOD . AVID . Sorrenson . Real Media . Windows Media . Flash
- Audio – Podcasts . SoundForge . iTunes . Real Media . Windows Media

Referees for Dannielle Chun

On request

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