

## **PERSONAL DETAILS**

Name Tracey Saxby  
Email tracey@visualscience.ca

## **EDUCATION**

2001 *Bachelor of Science Honours - Class I (Marine Botany)* from the University of Queensland, Australia  
2000 *Bachelor of Science (Marine Science)* from the University of Queensland, Australia  
2000 *Bachelor of Arts (Spanish)* from the University of Queensland, Australia  
1999 Commendation from the Executive Dean for High Achievement

## **EMPLOYMENT**

2013-present Design Director, University of Maryland Center for Environmental Science  
2003-present Visual Science Communication & Education Consultant  
2007-2009 Executive Director, Greener Footprints Society  
2002-2003 Science Communicator, University of Maryland Center for Environmental Science  
2001 Researcher - Riverfestival, Australia  
2001 Technical Assistant - James Cook University, Australia  
2000-2001 Tutor - University of Queensland, Australia  
2000 Technical Assistant - University of Queensland, Australia  
2000 Student Summer Scholarship - CSIRO Land & Water, Australia

## **PROFESSIONAL INTERESTS**

- Impacts of climate change
- Creating innovative ways to visually present science and complex concepts
- Science communication and information design
- Ecology of marine & terrestrial ecosystems
- Habitat-based ecosystem assessments
- Ecosystem-based management

## **PROFESSIONAL EXPERIENCE**

Tracey has had an ongoing contract with the Integration & Application Network at the University of Maryland since 2003, collaborating with scientists and organizations both locally and internationally. With her unique background of science and graphic design, Tracey's passion is to bring science to life using eye-catching visual elements, making data instantly accessible, even across cultural and language barriers.

Her roles have included:

- Transforming technical data, graphs, tables, and maps using her innovative skills in visual science communication.

- Synthesis of data and technical reports; taking the key messages and making them more accessible to the general public as educational tools, or to managers and politicians to enable them to make informed decisions with the latest scientific research available.
- Establish and maintain design direction for all IAN projects, including print and web products.
- Oversee design work to ensure that development and quality is in line with overall creative vision for the project, and that it meets IAN and client expectations.
- Supervise and mentor team members to continually enhance design competencies.
- Creation of conceptual diagrams to communicate complex concepts or ecosystem processes.
- Facilitation of habitat-based ecosystem assessments.
- Layout and design of brochures, e-newsletters, posters, presentations, reports, and books.
- Creation and management of the IAN symbol libraries, which aim to develop a global symbol language for scientists, resource managers, community groups, and environmentalists worldwide.
- Organizing and facilitating workshops.
- Creation of science communication training materials.
- Organizing and teaching science communication courses.

Organizations she has worked with include the National Parks Service (USA), United Nations Environment Programme (International), the Secretariat of the Pacific Regional Environment Programme (Pacific), the Government of Samoa (Pacific), the Great Barrier Reef Marine Park Authority (Australia), Forest Trends (USA and Mexico), Maryland Department of Environment (USA), the United States Army Corps of Engineers (USA), Pacific Islands Forum Secretariat (Pacific), University of Gothenburg (Sweden), and the University of Western Australia (Australia).

## **VOLUNTEER ACTIVITIES**

Tracey co-founded Greener Footprints in 2005, a grassroots organization focused on waste reduction in Canada through education and community-based campaigns. The primary campaign of Greener Footprints focuses on reducing the use of plastic shopping bags across Canada. In March, 2007, Tracey proposed that the City of Rossland should be the first plastic-bag free town in Canada. Less than one year later, Rossland achieved a 75% reduction in plastic bag use through an extensive education campaign to raise awareness of consumers, and by creating partnerships between government, retailers, schools, and community groups. Through her efforts, Tracey has established a template of action for any community wishing to follow Rossland's lead and she is now working with several communities across BC and AB. Tracey's initiative garnered local and national media attention throughout the campaign, as well as a few awards.

## **AWARDS**

- 2008 West Kootenay EcoSociety Award for Resource Recovery
- 2008 Earth Day Canada Hometown Hero Top Ten Finalist
- 2007 Shared Vision Magazine Visionary

## **MEMBERSHIPS**

- 2005-present Co-Founder and Executive Director, Greener Footprints Society
- 2008-2009 Director, Squamish Environmental Conservation Society
- 2001-present Australian Coral Reef Society

## **SKILLS**

- Simplification of complex concepts and information for the general public or other stakeholders
- Creation of infographics to communicate key messages and data
- Visual science communication
- Graphic design and web design using Adobe Creative Suite (InDesign, Illustrator, Photoshop, etc.)
- Creation of symbols and conceptual diagrams to illustrate environmental problems
- Brand development and logo creation
- Research and writing, summarizing peer-reviewed science articles and technical reports
- Education program development and administration
- Teaching science communication courses
- Event planning and logistics
- Supervision of part-time staff, interns, and volunteers
- Project coordination
- Fundraising for non-profit organizations
- Presentations to community groups, schools, conferences, and government