PORTFOLIO
JULY 2023

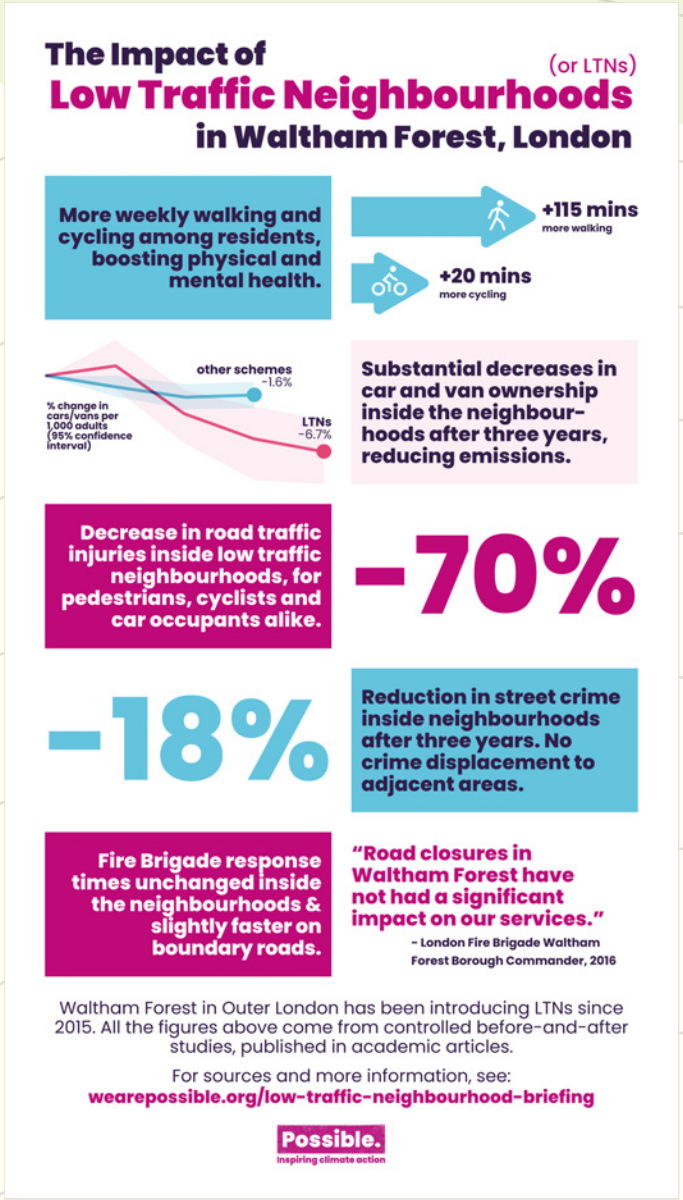
An **information designer**, offering bespoke services to visually guide your audience through complex information.

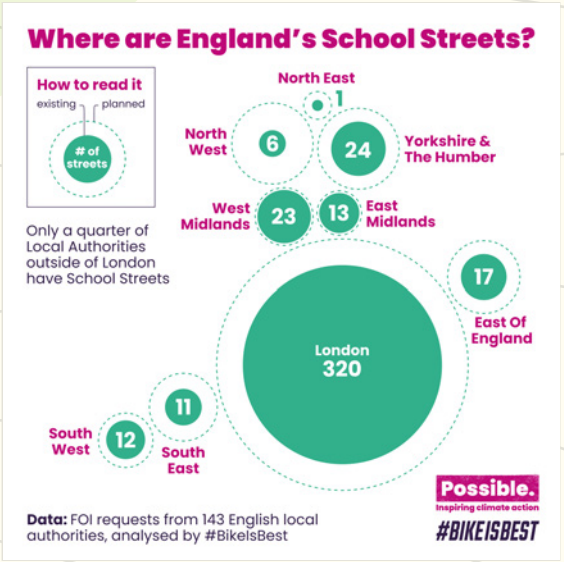
DUNCAN GEERE

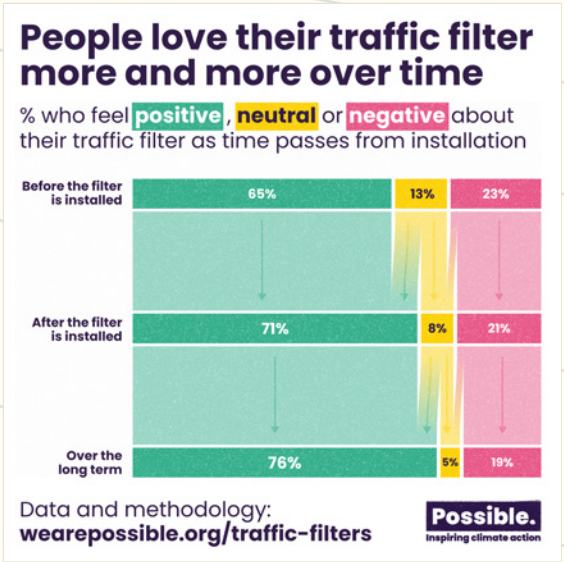
Car Free Cities

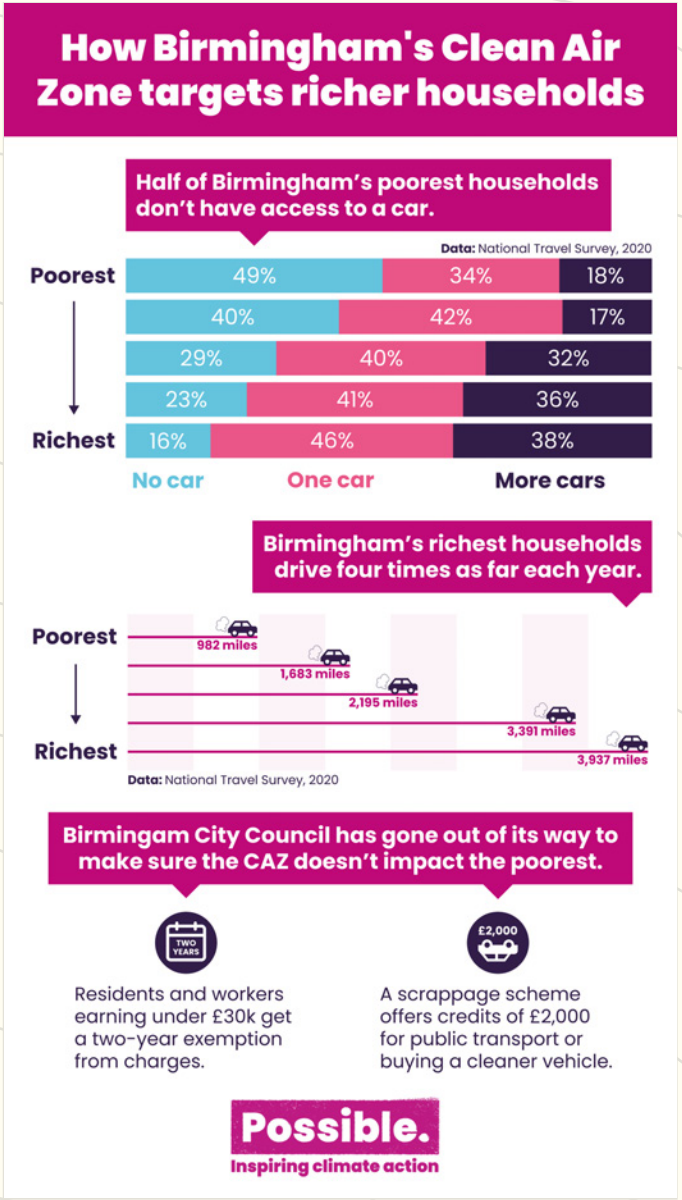
Client: Possible

Date: Jan 2021 - Present









Cutting emissions by reducing car use in cities

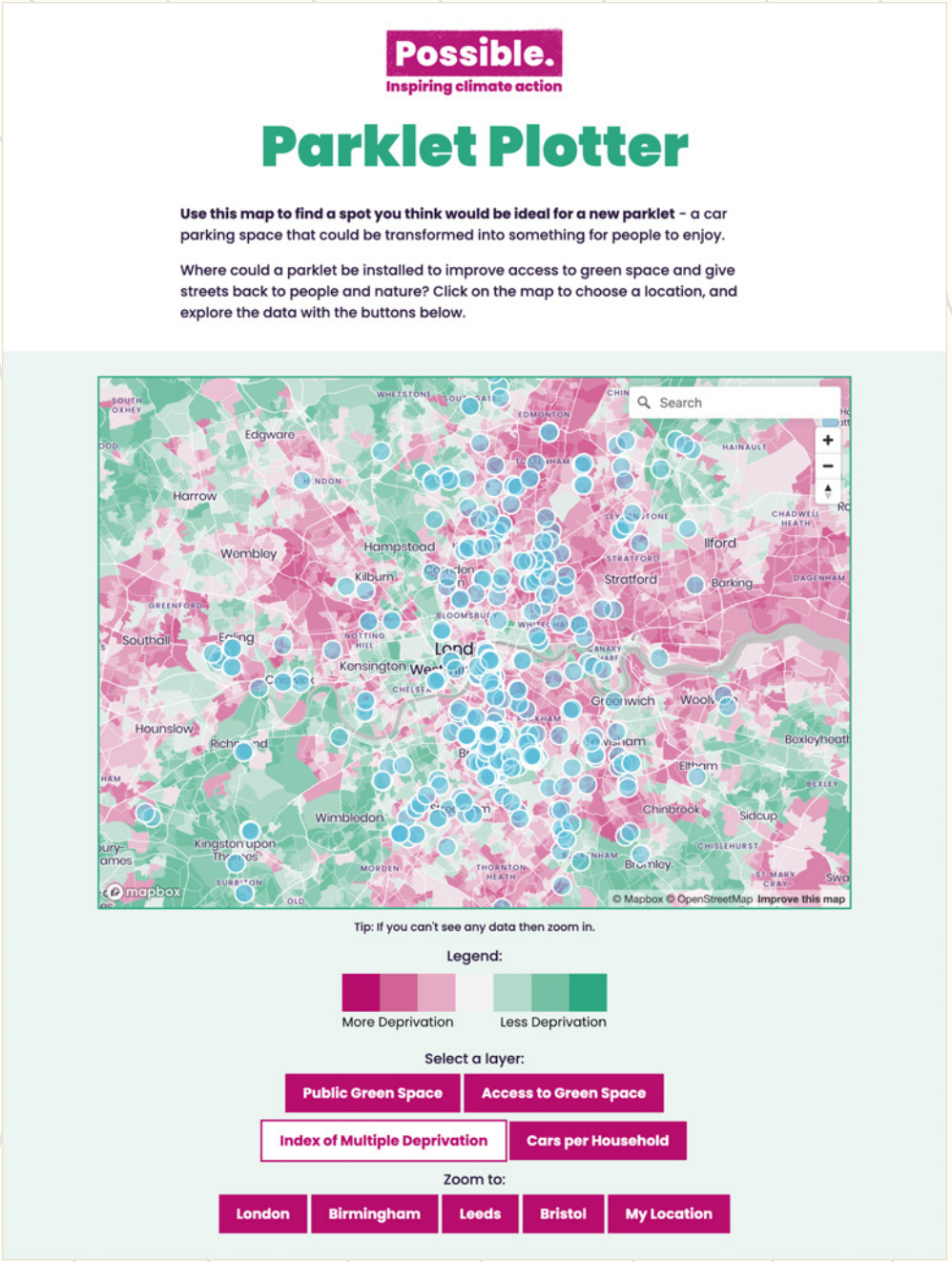
I worked on climate charity **Possible's Car Free Cities** campaign as a data visualization and maps designer, advocating for cities free of the dangers and pollution caused by mass car ownership.

My role involved **collaborating** with campaigners in four cities, as well as specialists within the team, to produce data-driven visual assets for audiences that included **politicians**, **researchers**, **supporters** and the **general public**.

To do this, I used a **wide range of skills** - data gathering and cleaning in Google Sheets and Python, sketching and user testing, graphic design in Figma and Illustrator, HTML, CSS, Javascript and Squarespace web development, and GIS and cartography in Mapbox. I also established a **data visualization style guide** for the charity as a whole.

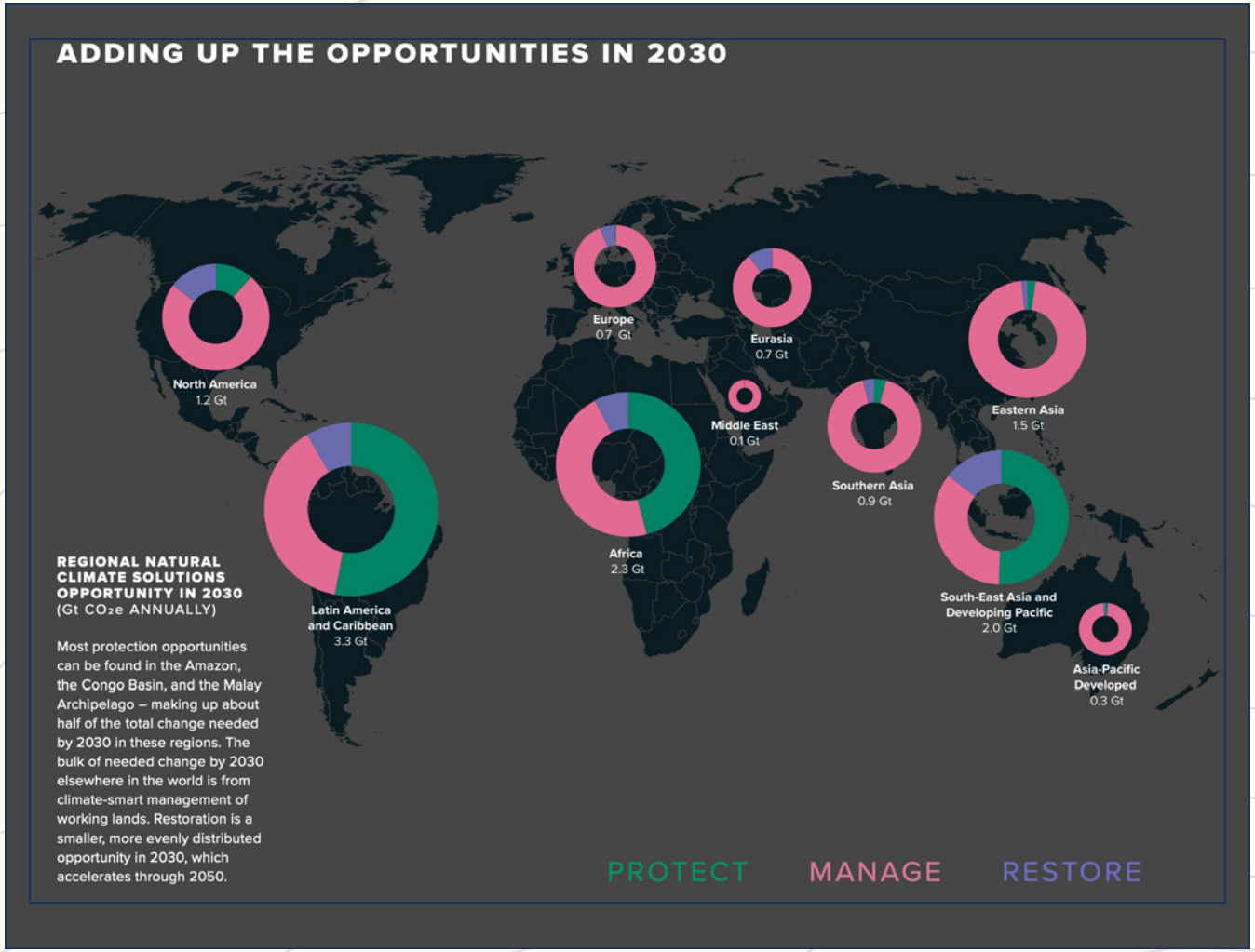
Over the course of my work at Possible, I created **hundreds of graphical assets** for all kinds of purposes, including **developing custom websites**.

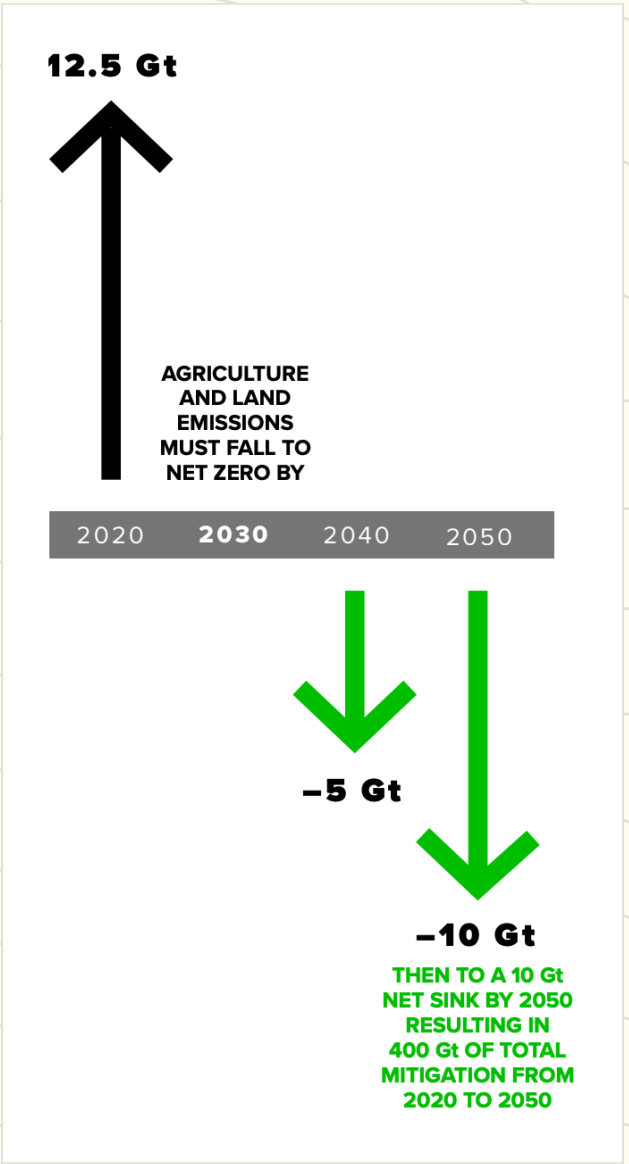
My work was seen in reports, on billboards, in the press and on social media. It was featured in publications ranging from *Flowing Data* to the *Daily Mail*, and has been **cited by politicians** including London mayor Sadiq Khan and Caroline Lucas of the UK Green Party.



Climate Solutions

Client: Conservation International
Date: March 2021 to Oct 2022





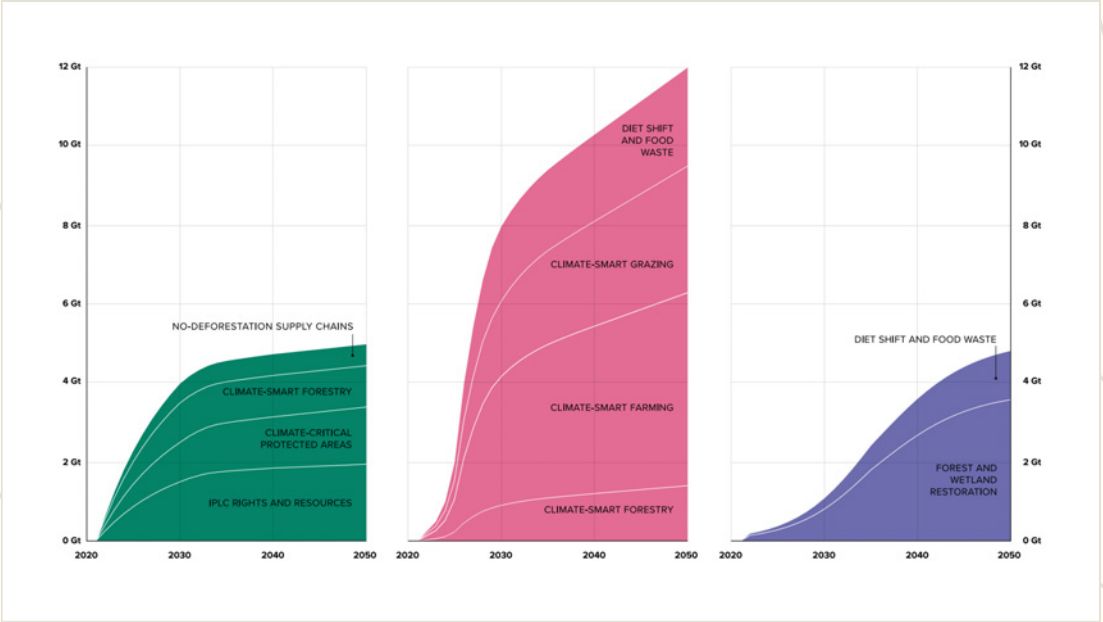
A ‘Carbon Law’ to halve global emissions by 2050.

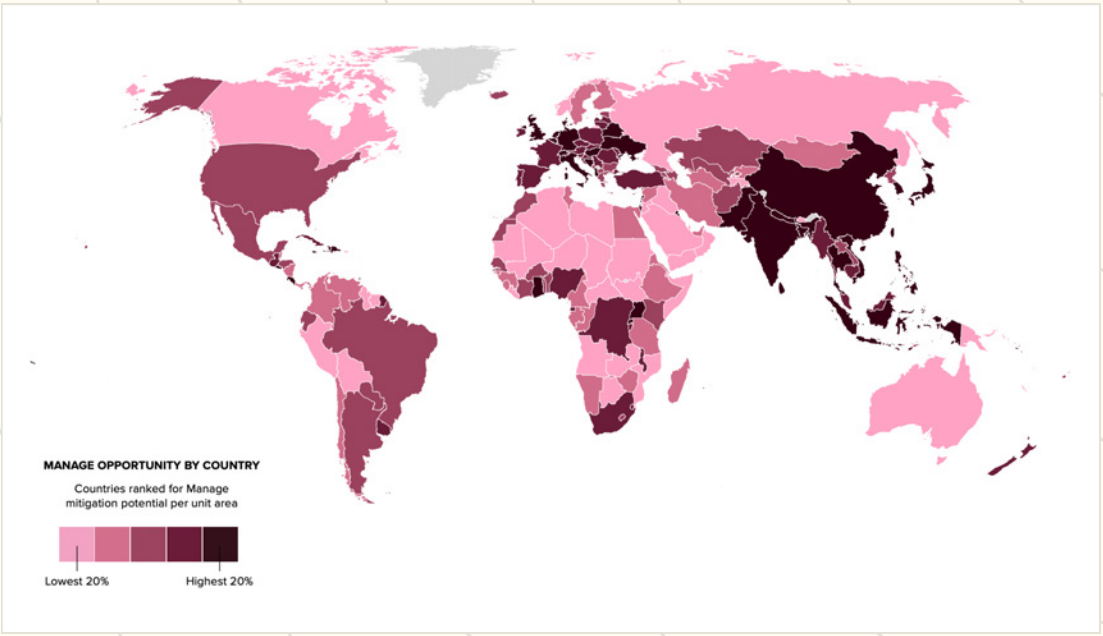
Conservation International, a major environmental non-profit, hired me as an editor to bring together the work of an **interdisciplinary team of scientists** into a “roadmap” for action on natural climate solutions.

The goal was to show an audience of business leaders and public officials how carbon emissions must halve every decade between now and 2050 to keep global heating below 1.5C. We called this approach the **“Carbon Law for Nature”**.

As well as editing together the work of more than a dozen authors into a **single compelling voice**, helping define the structure, look and feel of the report, and managing layout and production tasks, I also developed a series of maps and data visualizations that show how each category of solutions can help us reach net zero by 2050 using existing, proven technologies.

The report was launched in 2022 at New York Climate Week, and built on work that I’d done previously for FutureEarth and the Exponential Roadmap initiative. This included the **1.5°C Business Playbook**, showing businesses how to take a leading position in the upcoming economic transition.

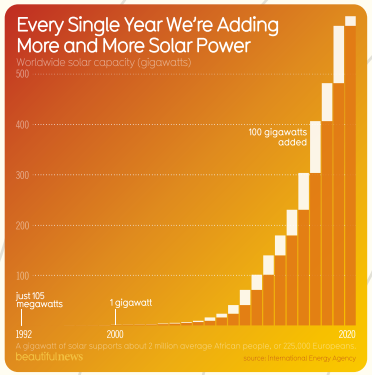


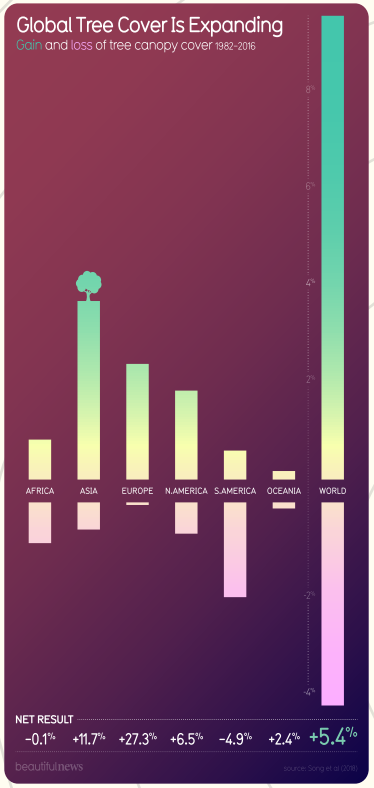


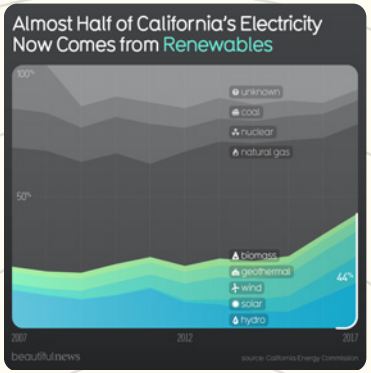
Beautiful News

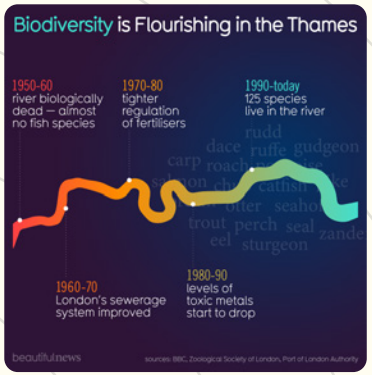
Client: Information is Beautiful

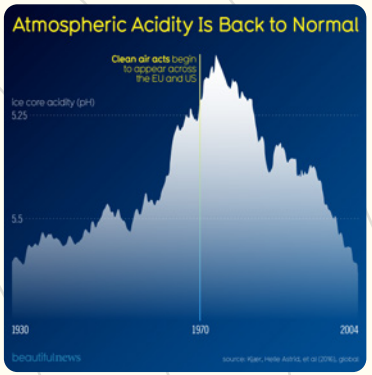
Date: Jan 2019 - Jan 2020

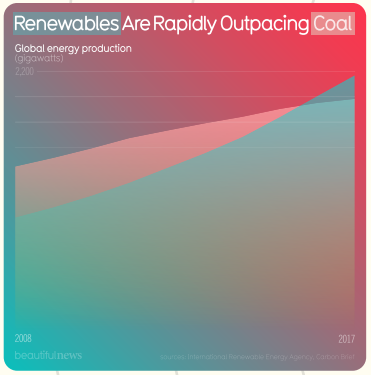


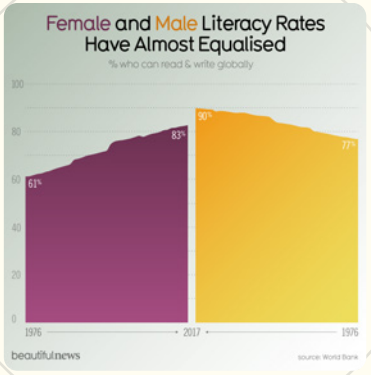


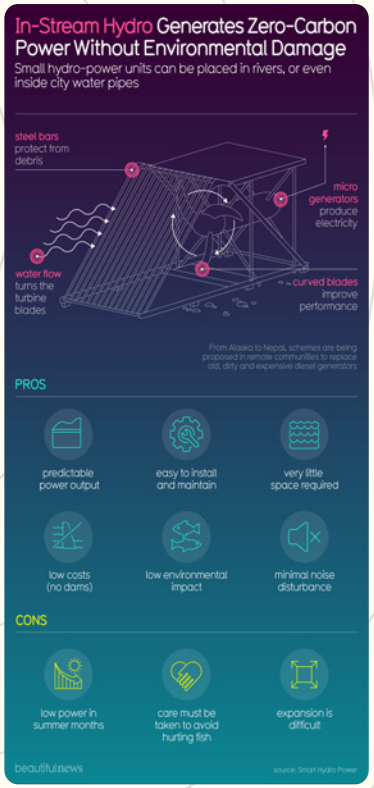


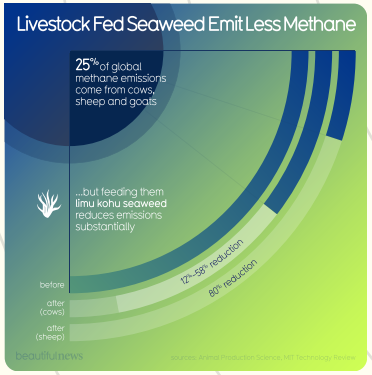


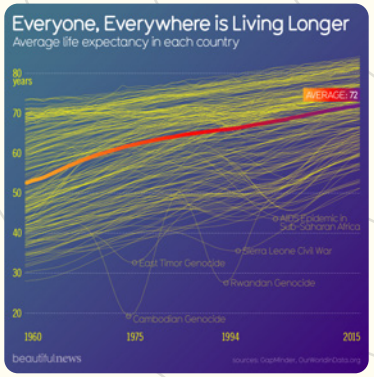


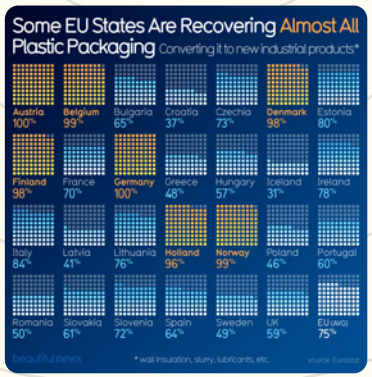


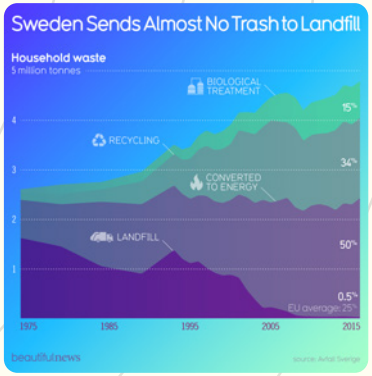












A chart a day; the world becoming a better place.

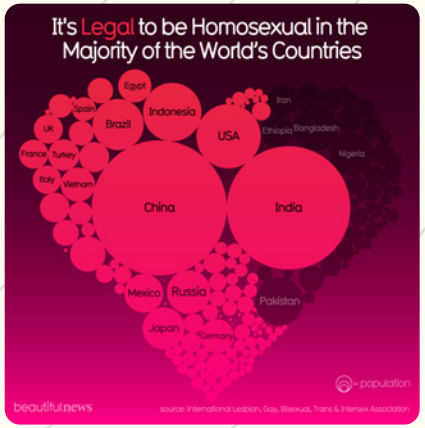
The biggest project I worked on during my time at Information is Beautiful was called Beautiful News. It's a **collection of 365 data visualizations**, - released daily for a year.

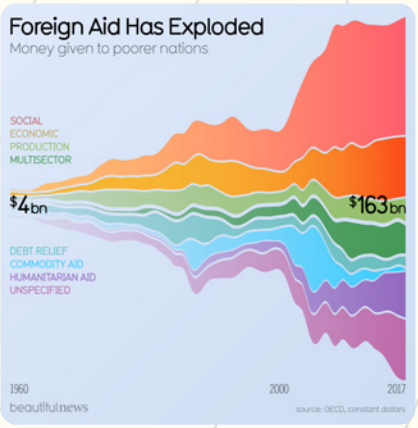
I coordinated and managed the team working on the project from the start of production, building the **systems and processes** necessary to shepherd each graphic from a rough idea to a polished product.

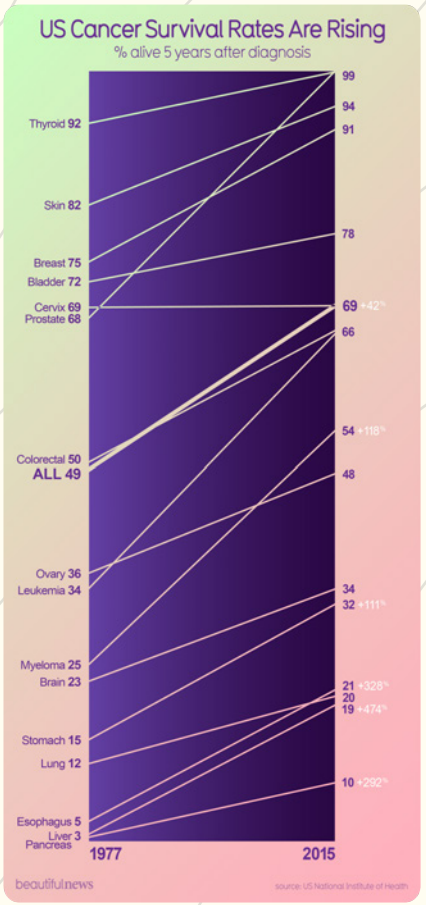
I also contributed in terms of **sketching** and **developing** concepts, **researching** data, **designing** the graphics, **developing** the audience for the project, and **perfecting** the editorial elements.

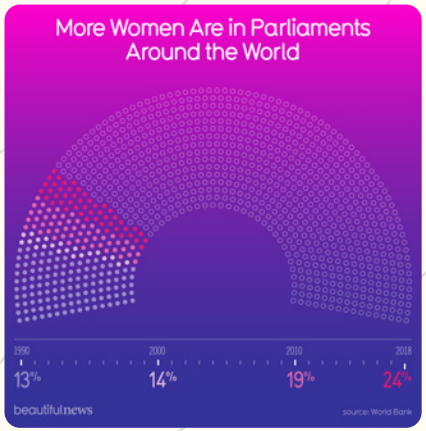
At the time of writing, the project has amassed **40,000 Instagram followers, 14,000 Twitter followers and 10,000 Facebook followers.** It has earned plaudits from Bill Gates, Max Roser, Steven Pinker and other thought leaders.

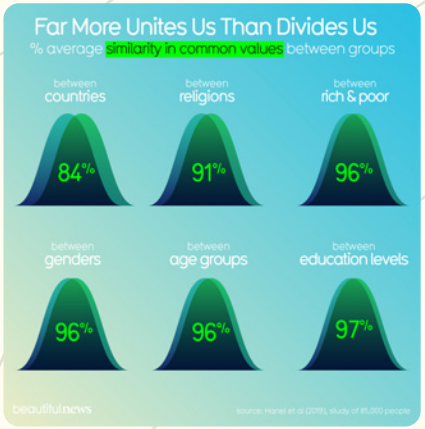
Most importantly of all, it's **fighting the dominant media narrative** that the world is a terrible place that's getting worse. Instead, it highlights the slow developments and quiet trends that go unseen and uncelebrated.





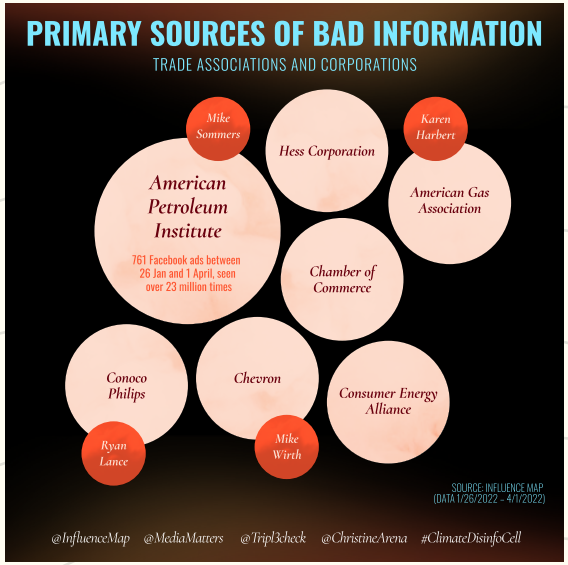


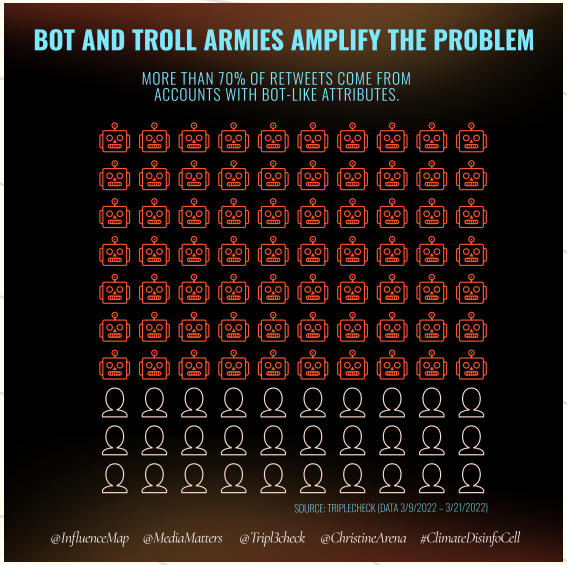


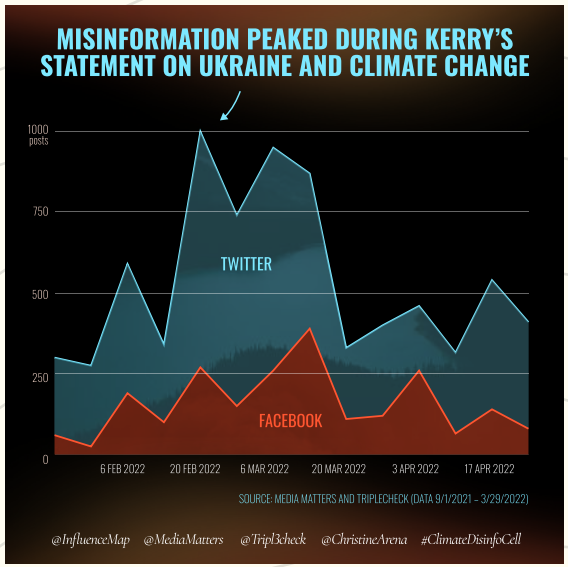


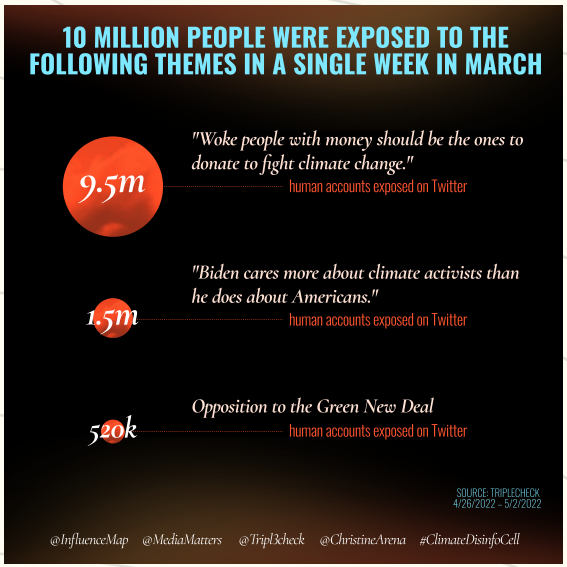
False Narratives

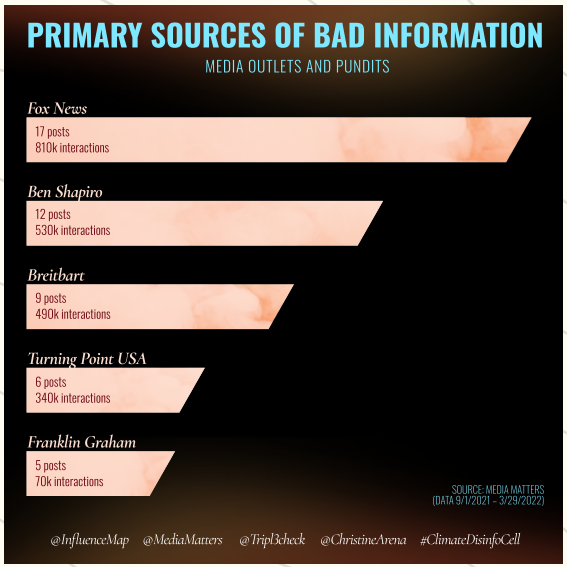
Client: Christine Arena
Date: May 2022











Climate misinformation charted on social media.

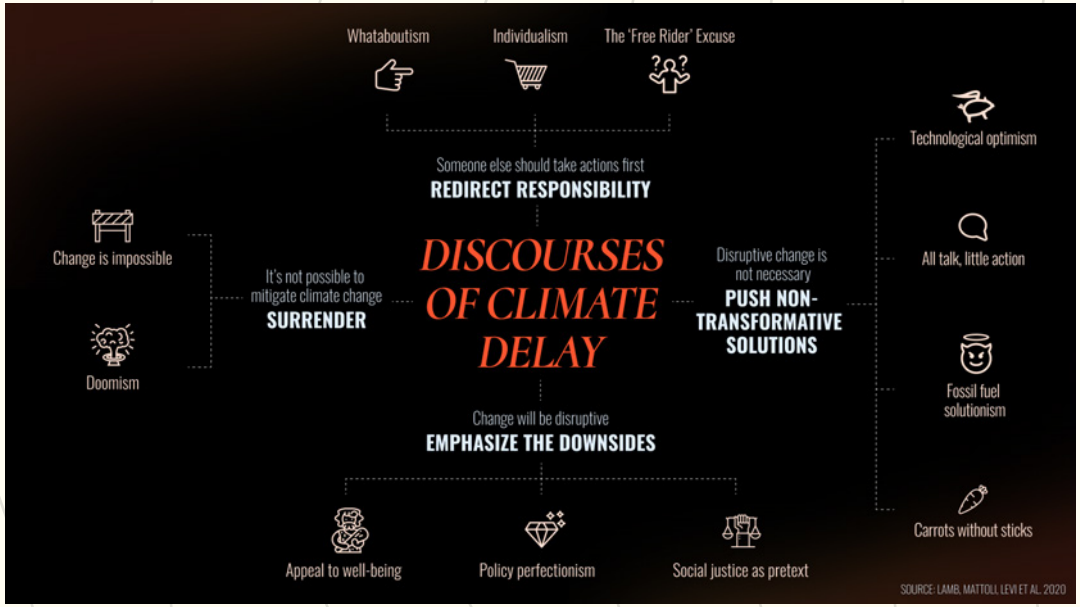
The fossil fuel industry operates an extensive misinformation network on social media. I worked with **Christine Arena**, **InfluenceMap**, **Media Matters & TripleCheck** to chart the spread of these efforts.

To **maximise the reach of this important research**, I compiled the key findings into a collection of modular, sharable graphics for social media. The visuals were used individually, and also compiled into a single infographic.

The charts, which are optimised for a **general audience,** break down the content of the misinformation, its sources, and its reach through different social networks.

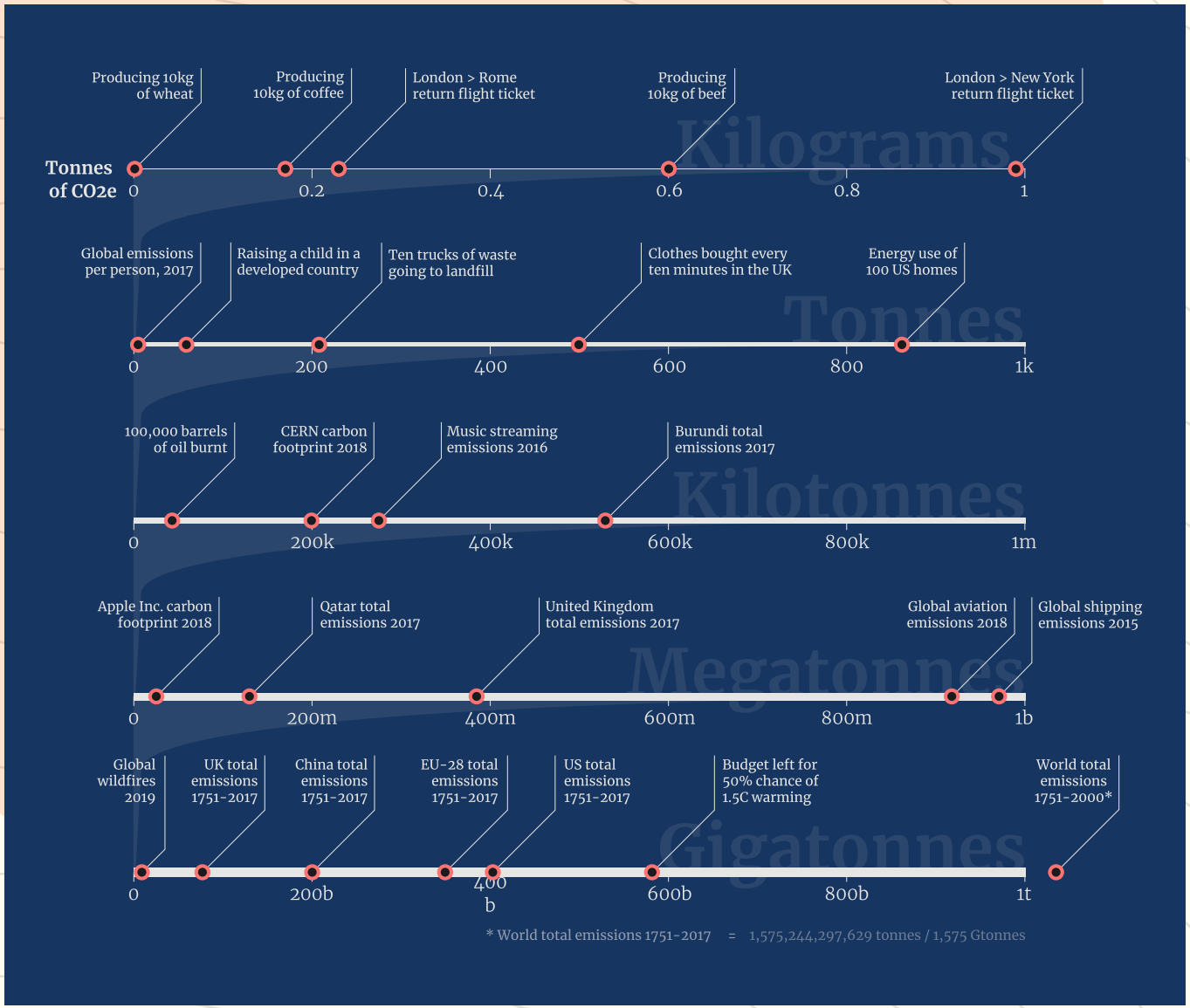
Operating to a strict style guide, the images convey the danger of these misinformation efforts through careful use of **colour and texture.** A mixture of both conventional and less conventional chart types attracts the eye while facilitating understanding.

The resulting collection lays bare the **lies and deceit of the fossil fuel industry** and the media outlets and politicians that enable it.



Carbon in Context

Client: Personal Project
Date: April 2020



An alternative to log scales for comparing diverse numbers.

When **communicating climate change**, the media throws around kilograms, tonnes and gigatonnes of carbon, but it's hard for a general audience to understand how they compare.

To solve this problem, I developed a **new type of chart**. Instead of the poorly-understood log scale, I stacked a series of linear scales on top of each other. Each scale makes up just a tiny sliver of the one below.

To ensure this new graphical form was effective, I went through **several rounds of user testing**. During this process the visual forms and the communication of information improved dramatically.

The resulting graphic allows the viewer to **quickly put emissions figures into context**, finding others that are comparable.

Loud Numbers

Client: Personal Project
Date: Jan 2020 - Present

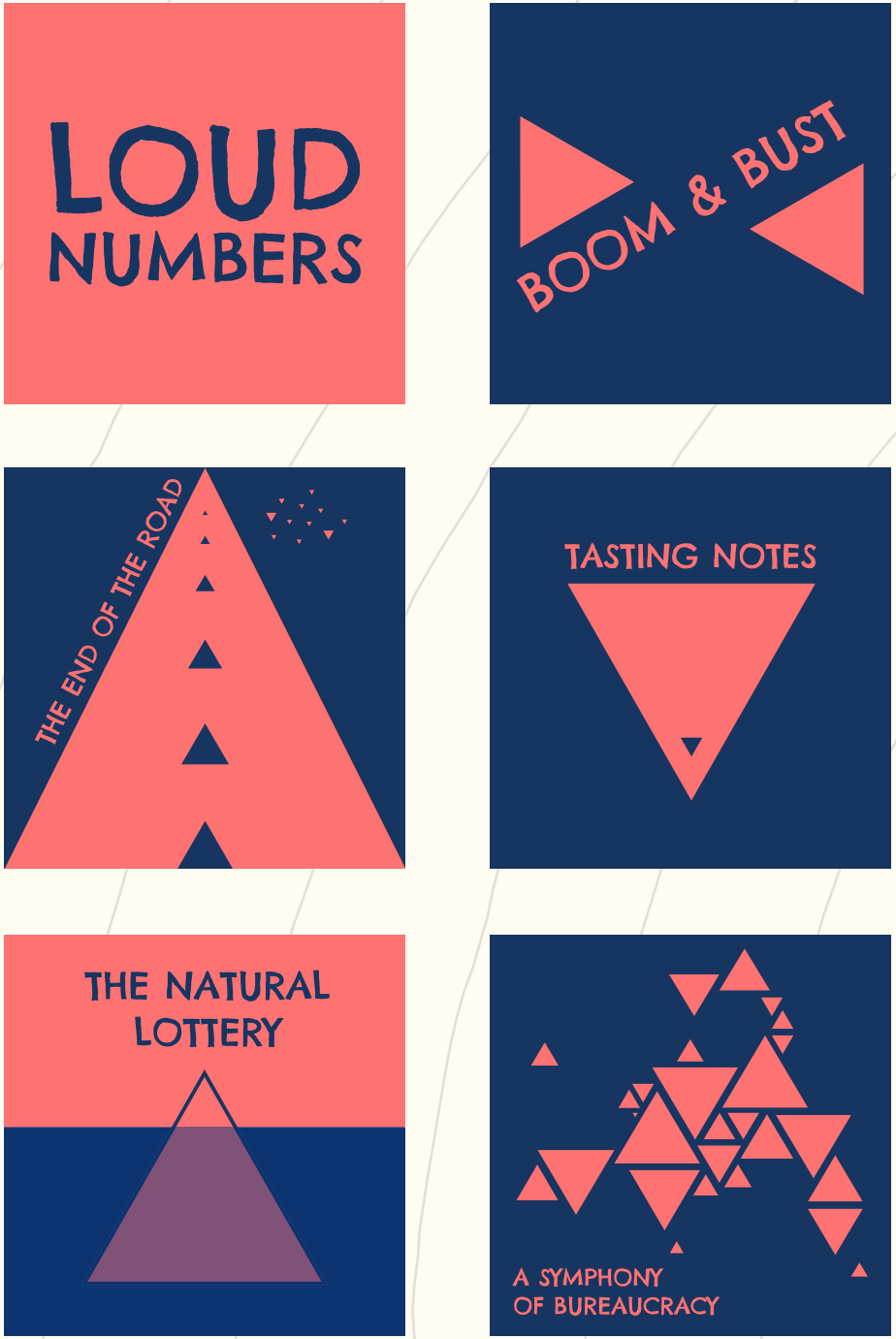
Loud Numbers is a **data sonification podcast**, which I created in collaboration with data journalist Miriam Quick. In each episode, we introduce a data story, explain how we sonified it, and then play the sonification we've created.

The different episodes take in subjects as diverse as climate change, beer tasting, species loss, European laws, and US unequality, and genres like techno, alternative, classical and jungle. The result showcases **the power of sound and music to tell stories with data**.

The project has been featured in many newsletters and other podcasts, and we've been invited to speak about it to **audiences all over the world**.

Sonification is still an immature field, and there aren't really standards yet. By creating this podcast with **high production values** and **appeal outside of the data bubble**, we're working to establish those standards and spread the word about the effectiveness of sonification to a much wider audience.

We've since launched a sonification community, and a studio to do commercial projects. Find out more at loudnumbers.net.



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