

# Mary Olivia Keith

Researcher and designer with background in journalism and writing. Passionate about developing user-centric digital interfaces while staying current on emerging design trends. Being a natural people person and listener helps to translate users' goals into insightful and meaningful designs. Always curious to learn new techniques and enjoy incorporating them into streamlined flows.

## PROJECTS

### Madeleine

[Case Study](#) | [Prototype](#)

**What?** An that gives users the opportunity to travel solely through foodie experiences. Conducted user research and ideation throughout the iteration process.

**Who?** UX Researcher, UX Designer

**How?** Figma, Miro, Google Drive/Forms

### Department of Labor Redesign

[Case Study](#) | [Prototype: Web / Mobile](#)

**What?** Redesigned the DOL homepage and navigation based on users' pain points. Retained feedback from users to iterate meaningfully. Focused on accessibility features.

**Who?** UX Designer, UI Designer

**How?** Adobe XD, Miro, Google Drive

### Spark

[Case Study](#) | [Prototype](#)

**What?** A productivity app for creative millennials to achieve their goals and focus on passions. Researched user pain points and iterated based on feedback and competitor analysis.

**Who?** UX Researcher, UX Designer

**How?** Figma, Miro, Google Drive/Forms

## EXPERIENCE

### Instructional Designer

New York Medical College

June 2020 - June 2021 | Remote

**Coach instructors** on efficient teaching practices for online teaching and learning • Aid instructors in **problem solving** course design and strategy • Design courses with **HTML** • Keep the users, instructors and students, at the forefront of design

#### Key Accomplishments

- Provided a **unique perspective** to the team as a recent college graduate who experienced online learning at the beginning of the pandemic
- Implemented new tools into the remote learning sphere for a **streamlined student and faculty experience**

### Instructional Designer

Florida Intl. University

October 2020 - May 2021 | Remote

Create online courses for remote learning via Canvas • Design course shells based on course content • Introduce new ideas to instructors to **enhance the online learning experience** for students

#### Key Accomplishments

- Learned how to **empathize with and advocate for two separate users**: students and faculty
- Managed 102 courses and worked with 46 different instructors
- Adapted to working with **various professional personalities**
- Contributed three articles to FIU Online's associated digital media platform, FIU Insider

### Editor

Socially Driven Magazine

May 2020 - June 2020 | Capstone

**Managed** a team of six writers • Provided **individualized feedback** to writers daily • Conducted five interviews • Worked as a member of the **creative team** to design logos, themes and website layout • Created social media graphics

#### Key Accomplishments

- Learned about **personal management style** and how to best **lead different professional personalities**
- Learned how to provide the most effective **constructive feedback** for success
- Capstone won third place for website and content creation

## TOOLS

Adobe XD, Photoshop, InDesign

Figma

Sketch

InVision

Miro

Google Drive, Docs, Forms, Slides

Microsoft Word, PowerPoint

## EDUCATION

Syracuse University, Newhouse School of Public Communications

M.A. Magazine, Newspaper & Online Journalism

May 2020

McGill University

B.A.Sc. Psychology & International Development (minor: Arabic Language)

May 2019

## SKILLS

HTML, CSS, Bootstrap

Responsive Web Design

Writing

Research

## TRAINING

Columbia University

Trilogy Education Services

Certificate UX/UI Design

May 2021

## CONTACT

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