

Mary Olivia Keith

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

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

Projects

Adolf Busch Award Redesign

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

What? Redesigned the Adolf Busch Award's website based on users' pain points. Retained feedback from users to iterate meaningfully. **Worked with stakeholders to conduct copywriting.**

Who? UX Designer, UI Designer

How? Adobe XD, Photoshop, WordPress

Madeleine

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

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

Who? UX Researcher, UX Designer

How? Figma, Miro, Google Drive/Forms

Additional Training

Columbia University
Trilogy Education Services
Certificate UX/UI Design
May 2021

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. **Assisted with copywriting.**

Who? UX Researcher, UX Designer

How? Figma, Miro, Google Drive/Forms

Experience

Instructional Designer

New York Medical College

June 2020 - Present | Remote

Create, distribute and analyze surveys to redesign course shells based on user (instructor and student) feedback. Conduct heuristic evaluations and revisions to information architecture hierarchies. Coach instructors on efficient teaching strategies for remote learning

Key Accomplishments

- Introduced UX/UI research and design methods into NYMC's instructional design community
- Created eLearning department newsletter template and conduct monthly research to produce content and copy

Accessibility Consultant

Florida Intl. University

December 2021 - Present | Remote

Edit course material to make sure all content is accessible for **All** Accessibility standards. Align all content with **WCAG 2.0 accessibility guidelines**. Utilize **Adobe Acrobat, Microsoft PowerPoint** and **Microsoft Word's** accessibility features. Use **Salesforce** to track and manage work and communication with professors and accessibility team

Key Accomplishments

- Responsible for making **20+ courses over 95% accessible** to students in Canvas
- Proficient in making **any content** accessible (e.g. images, documents, slideshows, PDFs)

Design Consultant

Florida Intl. University

October 2020 - May 2021 | Remote

Redesigned online courses for remote learning via Canvas. Design course shells based on course content. Utilized **UX/UI principles of heuristic evaluation and survey data** to implement new designs

Key Accomplishments

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

Tools

Adobe XD, Photoshop, InDesign
Figma, Sketch, InVision, Miro
Google Drive, Docs, Forms, Slides
Microsoft Word, PowerPoint

Skills

HTML, CSS, Bootstrap
Responsive Web Design
Writing, Copywriting, Editing, AP Style
Research, Data Synthesis

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