

Curriculum vitae

Caitlin Keenan, M.A., M.I.St.



EDUCATION

Master of Information Studies (M.I.St.), McGill University, 2016

M.A. in Linguistics, Harvard University, 2013

B.A. in Linguistics (Hons.) / Greek & Latin Language & Literature, University of Victoria, 2009

ADDITIONAL TRAINING

Assessment for Online Information Literacy Instruction, ALA, 2021

Web Accessibility Training Course, W3C (via EdX), 2019

User Experience Design Certification, Akendi, 2017



WORK EXPERIENCE

Web Integration Librarian, August 2023–present

University of Victoria Libraries (Victoria, B.C.)

- Provide user- and stakeholder-centred leadership for UVic Libraries' digital presence, with primary responsibility for the main website.
- Lead and coordinate user experience research & design in support of a useful, usable, satisfying online experience for students and researchers.
- Establish a web content strategy, governance mechanisms, maintenance routines, and structures to support ongoing iterative improvement within the Libraries' digital presence.

Librarian, User Experience, Outreach, & Assessment, July 2020–August 2023

Royal Roads University Library (Victoria, B.C.)

- Coordinate content strategy, information architecture, visual design, and governance for all Library web properties (especially Drupal, LibGuides, and LibAnswers), ensuring a consistent look & feel and easy access to tools and resources for research and learning.
- Track usage data and lead user behavior research; synthesize findings to inform strategic decision making in multiple areas including web design, user journey mapping, collections development, and point-of-need service provision.
- Ensure consistency of design and usability across Library platforms; provide training and guidance to web content authors on platform technicalities and on usability and accessibility.
- Establish and socialize governance structures, content models, and maintenance schedules for content in Drupal, LibGuides, and LibAnswers.

- Work collaboratively with university Communications and IT departments to ensure consistency with broader web presence and resolve Library web presence issues.
- Identify and assess potential new tools and platforms for engaging Library user community.
- Provide instruction and reference support to primarily graduate students across a wide range of academic programs.
- Coordinate outreach activities, including regular publication of a faculty newsletter and periodic outreach campaigns to students.

User Experience Design & Web Content Strategist, October 2017–June 2020

BC Pension Corporation – Digital Experience and Communication Services (Victoria, B.C.)

- Guided user research through all stages, including developing test plans, recruiting participants, conducting research, synthesizing and analyzing large quantities of qualitative data, identifying recommendations, and sharing results
- Developed information architecture and taxonomies for multiple pension plan websites
- Defined content and structure requirements for new web material
- Coordinated multiple projects simultaneously, including facilitating meetings and defining priorities across competing tight deadlines
- Spearheaded efforts to improve internal information management practices, including developing an information architecture and retention schedule for internal documents and identifying a metadata-driven repository solution for research insights

User Experience Lead (temporary assignment), February–August 2018

BC Pension Corporation – Digital Experience and Communication Services (Victoria, B.C.)

- Demonstrated ability to lead projects and supervise others
- Worked under tight time and platform constraints to deliver full cycles of UX research, design, and testing during a significant period of change
- Facilitated education and outreach sessions on design and technology, including the value of user experience research, to groups across the corporation, from staff to directors

Freelance editor and information specialist, 2009–2019

Caitlin Keenan Editing & Information Services

- Provided editing and information services to students, academics, and authors, including indexing, reference creation, research assistance, and website redesign
- Demonstrated ability to work to deadlines and communicate project parameters clearly
- Reputation for excellence built on reliability, timeliness, and confidentiality

Copy editor, 2016–2017

BC Pension Corporation – Plan and Member Communications (Victoria, B.C.)

- Developed and delivered educational presentations on style and grammar
- Designed and implemented an information management system for physical and digital materials
- Provided copy editing, proofreading, and fact-checking services
- Conducted a business process analysis to improve efficiency of information flow

Information literacy librarian (practicum), 2016

Champlain College – George Wallace Library, St. Lambert, QC

- Conducted review of existing library webpages for FAQs, research help, and video tutorials
- Developed a student research FAQ, including metadata, based on reference services records
- Developed interactive information literacy tutorials

Library and computer centre public liaison (volunteer), 2015-2016

Atwater Library & Computer Centre, Montreal, QC

- Helped patrons troubleshoot technology problems
- Supported patron information & computer literacy needs

Teaching assistant/sole instructor, 2012-2013

Department of Linguistics, Harvard University, Cambridge, MA

- Designed and taught two courses as a sole instructor
- Prepared and delivered tutorials and lectures for first- and second-year students

Courses taught:

LING 97r: *Indigenous Languages of North America* (sole instructor)

LING 98a: *Theoretical Approaches to the Syntax of Determiners* (sole instructor)

LING 106: *Knowledge of Meaning* (teaching fellow)

LING 83: *Language, Structure, and Cognition** (teaching fellow)

*(awarded Certificate of Distinction in Teaching)

Library archives/inventory assistant, 2005

Northwest Community College Library, Terrace, BC



ACADEMIC PUBLICATIONS

Bell, T., Keenan, C., and Faerber, J. (forthcoming). Truth and Reconciliation through web design: Integrating Indigenous and Western approaches to teaching writing on a writing centre website. *Discourse and Writing/Rédactologie*.

Keenan, C. (2021). "Lean" outreach in the time of COVID-19: using online channels to promote an online service. *Public Services Quarterly*, 17(3).

Keenan, C. (2013). A pleasant three weeks in Philadelphia: arguments for a pseudopartitive analysis. *Penn Working Papers in Linguistics*, 19(1).

CONFERENCE PRESENTATIONS

Keenan, C. "Growing an information literacy practice to meet changing student interests." Canadian Association of Professional and Academic Librarians Conference. June 2023, York University, Toronto.

- Bell, T., and Keenan, C. "Letting go to disrupt the status quo: Reconciling Indigenist and Western approaches to learning, knowing, and being on a writing centre website." Canadian Writing Centres Association Annual Conference. May 2023, virtual.
- Keenan, C. "Growing faculty relationships through proactive communication." Vancouver Island Library Staff Conference. May 2023, University of Victoria, Victoria.
- Keenan, C. "Do people really scroll these days? A cautionary tale of website redesign." Designing for Digital. February 2023, virtual.
- Keenan, C., and Bell, T. "It doesn't have to be either/or: Reconciling Indigenist and Western ways of organizing information on a library website." Ontario Libraries' Association Conference. February 2023, virtual.
- Keenan, C. "From chaos to clarity: actionable web content strategy." Association of College and Research Libraries Annual Conference. March 2021, virtual.
- Keenan, C. "It doesn't have to be like herding cats: a methodical approach to web content strategy." Designing for Digital. February 2021, virtual.
- Keenan, Caitlin. "Implications of Abkhaz indefinite *-k'* for the syntax of article systems." 29th Annual Meeting of the Northwest Linguistics Conference. April 2013, University of British Columbia, Vancouver.
- Keenan, Caitlin. "On the structure of the Abkhaz indefinite article." ECO5 Syntax Conference. February 2013, University of Connecticut, Storrs.
- Keenan, Caitlin. "Plural uses of the indefinite singular article in Middle English and Old French." 2nd Annual Harvard Linguistics Student Workshop. November 2012, Harvard University, Cambridge.
- Keenan, Caitlin. "A pleasant three weeks in Philadelphia: towards a (pseudo)partitive analysis." 36th Annual Meeting of the Penn Linguistics Colloquium. May 2012, University of Pennsylvania, Philadelphia.
- Keenan, Caitlin. "A pleasant three days in Old England: on the changing relationship between articles and numbers in the history of English." GSAS Workshop in Indo-European and Historical Linguistics. March 2011, Harvard University, Cambridge.
- Keenan, Caitlin. "Greenberg Revisited: Diachronic development of article systems & the structure of DP." Poster. 13th Annual Meeting of the Diachronic Generative Syntax conference. June 2011, University of Pennsylvania, Philadelphia.



SERVICE & COMMITTEE MEMBERSHIPS

Peer reviewer, *Evidence-Based Library & Information Practice* (2020–present)

Conference Organizing Committee member, CAPAL Conference 2023

Conference Planning Committee member, CRKN Annual Conference 2021

Secretary, McGill Information Studies Student Association (2015–2016)

Graduate Student Representative, Harvard Linguistics Department (2012–2013)

Coordinator, Harvard Linguistics Circle Colloquium Series (2011–2012)

Secretary, Harvard Graduate Students in Linguistics Association (2011–2013)

SELECT AWARDS, GRANTS, AND FELLOWSHIPS

Research and Professional Development grant, Royal Roads University (2023)

Margaret Downey Prize (highest standing, MSt I), McGill University (2015)

Centenary Prize, School of Information Studies, McGill University (2014–2015)

Bok Centre Certificate of Distinction in Teaching, Harvard University (2013)

Sosland Family Fellowship, Harvard University (2011–2012)

Douglas Dillon Fellowship, Harvard University (2011–2012)

UVic Excellence Scholarship, University of Victoria (2004–2008)

Graduation from all programs with a GPA of 4.0 or better (8.89 at UVic)