

Rebecca Blakiston

Chronology of Education

- 2007 University of Arizona, Master's in Library and Information Science
- Achieved a 4.0 GPA and won Outstanding Student Award
 - Served as President of the Library Student Organization and won Student Chapter of the Year Award from the American Library Association
- 2005 University of Arizona, Bachelor's in Interdisciplinary Studies
- Focused on English, Sociology, and Philosophy
 - Awarded Dean's List distinction

Chronology of Employment

- 2013–present Librarian, University of Arizona Libraries
- User Experience, 2014 – present
- Instructional Services, 2013 – 2014
- Key responsibilities**
- Prioritize and coordinate user experience initiatives, focusing on empathy for users and data-informed decision making
 - Hire, train, supervise, and mentor a team of staff and students
 - Coordinate user research efforts for a variety of projects (e.g. user interviews, usability testing, card sorting)
 - Consult with stakeholders across the library on improving the experience of various systems and services (e.g. discovery tools, interlibrary loan, tutorials)
 - Serve as project manager for website, technical, and user experience projects
 - Partner with web developers to improve development, design, and deployment workflows, stakeholder communication, and prioritization
 - Provide UX consultation to campus units
 - Participate in campus IT and student-centered initiatives
- Select accomplishments**
- Promoted to Associate rank with Continuing Status in 2013; promoted to Full rank in 2021
 - Oversaw the library's strategic mapping efforts using a design thinking approach, coordinating its implementation 2018-2020

- Founded the UX@UA campus learning community, led the creation of the UX@UA website, and initiated UX drop-in hours and lightweight UX testing models campus-wide
- Led the rebuild and redesign of multiple websites, including the Center for Creative Photography, Special Collections, and University Libraries

2008-2013

Assistant Librarian, University of Arizona Libraries

Instructional Services, 2010-2013

Undergraduate Services, 2008-2009

Key responsibilities

- Provide instruction sessions, consult with instructors, create interactive tutorials, develop assessment tools, and create course guides
- Provide reference services in person, through chat, and via email
- Conduct observations of reference providers and offer individual training and feedback
- Make improvements library website usability
- Hire, train, and supervise student assistants
- Organize library participation in student and faculty orientations and other engagement activities

Select accomplishments

- Collaboratively developed and delivered the library's first online, credit-bearing courses for undergraduates
- Served as first product manager for the library website, founded a Website Steering Group, and developed a website road map
- Initiated and ran the library's first Finals Study Break
- Coordinated Banned Books Week and Tucson Festival of Books events

2005-2007

Library Information Associate/Analyst, University of Arizona Libraries

Access and Information Services

Key responsibilities

- Provide circulation and reference services in person, through chat, and via email
- Oversee fines and billing unit, train staff on fines procedures, communicate with collection agencies and relevant campus units

Select accomplishments

- Served on team's strategic planning committee, recommending initiatives to improve library learning environments
- Redesigned fines process and workflows for improved efficiency and communication

Honors and Awards

- 2016 **Library Journal Mover and Shaker**
 Recipient of “Tech Leader” award for user experience leadership.
libraryjournal.com/?detailStory=rebecca-blakiston-movers-shakers-2016-tech-leaders
- 2015 **Library and Information Technology Association (LITA) UX Award**
 First Runner-Up for “Great Library UX Ideas Under \$100” for Wayfinding Project.
litablog.org/2015/06/congratulations-to-the-lita-ux-contest-winners/
Team Award for Excellence, University of Arizona
 Runner up for Collaborative Learning Spaces project, creating the first large-scale collaborative classroom for the university at the Science-Engineering Library.
classroomtechupgrade.arizona.edu/learning-space-exploration
- 2014 **American Library Association Leadership Institute**
 Participant in second annual competitive five-day leadership academy, Itasca, Illinois.
ala.org/educationcareers/leadership
- 2013 **International Design for Experience Award**
 Semi-finalist in the “Academic Program” category for initiating and coordinating the User Experience Certificate Program for Library Juice Academy.
awards.designforexperience.com/gallery/2013/academic-program/library-juice-academy

Service / Outreach

Local/State

- 2017-present **UX@UA: A UX Community at the University of Arizona**
Founder and lead organizer
- Facilitate a growing learning community of 400+ students, faculty, staff, and community members aiming to advance user experience expertise at the University of Arizona.
 - Organize meetups, provide professional development resources, establish a pool of UX consultants across campus, and contribute to campus UX initiatives.
- 2018-2019 **CommunityShare**
Consultant and project manager
- Worked with CommunityShare director and lead developer to conduct teacher interviews and usability testing, improving the user experience for 800+ K-12 teachers in the Tucson area.

- Recommended content, design, and navigation solutions for improved experience.

2012-2015

Arizona Library Association (AzLA)

Founding chair, Professional Development Committee

- Advocated for and established new standing committee for AzLA.
- Managed \$10,000 budget.
- Funded, organized, and supported professional development activities across the state including workshops, webinars, and preconferences.

National/International

2018-present

Weave: Journal of Library User Experience

Editor-in-Chief

- Provide leadership for the international, peer-reviewed, open access publication dedicated to user experience and libraries: weaveux.org.
- Oversee two issues annually, coordinate work of editorial staff and board, and provide vision and direction.

2010-2018

University Libraries Section (ULS) of the Association of College & Research Libraries (ACRL)

Chair, Nominating Committee (Appointed), 2017-19

- Put together slate for ULS elections, including multiple candidates for Chair, Secretary, and Members at Large.

Vice Chair / Chair / Past Chair (Elected), 2015-18

- Provided leadership for the largest ACRL section with 3000+ members
- Organized ALA Midwinter and ALA Annual meetings of the ULS Executive Committee.
- Managed appointment process for hundreds of volunteers and over a dozen committees and discussion groups.
- Coordinated getting all ULS policies and procedures into LibGuides; collaborated with Procedures and Communications Committees.
- Led selection of ALA Emerging Leader; formed a committee, developed criteria, and established decision-making processes.

Chair, Award Committee (Appointed), 2015-16

- Appointed to chair inaugural committee for brand new Outstanding Professional Development Award
- Established processes for award selection; solicited, reviewed, and scored nomination packets
- Organized presentation of award and celebration for ALA Annual Conference

Member at Large (Appointed), 2013-15

- Organized and facilitated online discussions for ULS members
- Collaborated with Membership Committee and other Members-at-Large

Member, Technology in University Libraries Committee (Appointed), 2010-2013

- Organized webinars, including "Technology Lightning Round-Ups," and wrote Tech Bits columns for College & Research Libraries News

2016-2017

ACRL Academic/Research Librarian of the Year

Committee member representing ULS (Appointed)

Review nomination packets and collaboratively select librarian for most prestigious annual award given within academic librarianship.

ACRL Excellence in Academic Libraries Award Committee

Committee member representing ULS (Appointed)

Review nomination packets and collaboratively select university, college, and community college libraries for most prestigious annual award given to academic libraries.

2015-2019

Alexander Street Press

User Interface Advisory Board Member (Invited)

Provided feedback and expertise to improve the features and functionality of the search.alexanderstreet.com website.

2015-2018

Designing for Digital Conference Planning

Conference Experience committee member (Invited), 2015-16, 2017-18

Supported improvements to attendee experience and organized networking events.

2013-2016

ACRL President's Program Planning

Committee member (Appointed)

Secured internationally-known speaker, Rebecca MacKinnon, for ALA Annual Conference program, who spoke on information ethics and privacy.

2011-2014

Association of Research Libraries (ARL) Career Enhancement Program (ARL-CEP)

Supervisor

Provided support, guidance, and mentorship to early career librarians from underrepresented populations

Departmental Committees

2014-present

Library Faculty Assembly (LFA)

Co-Chair, Continuing Status & Promotion Committee (Elected), 2021-2023

Oversaw the promotion process for library faculty. Included coordinating external reviews, writing evaluation letters, and providing annual evaluations for continuing-eligible faculty.

Member, Executive Committee (Elected), 2020-2021

Contributed to shared governance leadership, facilitating interactive activities to hear the faculty voice on issues including professional development and the future state of the libraries. Served as liaison to staff governance group.

Member / Chair, Awards Committee (Appointed), 2018-20

Solicited, reviewed, and awarded recipients for internal SOAR research grants and Lois Olsrud Faculty Excellence Awards.

Member, Peer Review Committee (Appointed), 2016-17, 2018-19

Reviewed dossiers of continuing eligible faculty and provided developmental feedback.

Member at Large (Elected), 2017-18

Managed ad-hoc committee appointments, including for hiring teams.

Chair (Elected), 2015-16

- Provided leadership for faculty shared governance.
- Represented faculty on library's leadership team (Cabinet).
- Supported integration of University Libraries and Health Sciences Library faculty into one shared governance body.
- Collaboratively established new guidelines for faculty participation in decision making.

Member, Promotion & Continuing Status Committee (Appointed), 2014-15

Participated in promotion process for library faculty.

2013

Dean of Libraries Search

Committee member (Appointed)

Participated in recruitment and evaluation of candidates for Dean of Libraries, ultimately selecting Dean Karen Williams.

University Committees

2013-2016

UA Strategic Planning & Budget Advisory Committee (SPBAC)

Voting member (Elected)

Provided feedback to campus President, Provost, and other leadership on strategic priorities, budget models, and financial decisions for the university.

- 2013-2014 University Information Technologies (UITS)
- Member, UA Mobile 2.0 Planning Group and UA Branding Implementation Group**
- Provided feedback on usability, student expectations, and integration of library services and resources into campus interfaces.
- 2010-2014 Student Affairs Policy Committee
- Member (Elected)**
- Provided feedback on policy changes impacting student experience.

Publications / Creative Activity

Scholarly Books & Monographs

- Blakiston, R. (2017). *Writing effectively in print and on the web: A practical guide for librarians*. Lanham, MD: Rowman & Littlefield.
- Blakiston, R. (2015). *Usability testing: A practical guide for librarians*. Lanham, MD: Rowman & Littlefield.

Chapters in Scholarly Books & Monographs

- Blakiston, R. (2022). Crafting the internship: An empathy-driven approach. In A. Harstsell-Gundy, S. Morris & K. Duckett (Eds.), *Learning in action: Designing Successful Graduate Student Work Experiences in Academic Libraries*. Association of College & Research Libraries.

Refereed Journal Articles

- Blakiston, R, Liu, B., & Miller, L. (2021). DesignOps in an academic library: Reducing barriers, improving efficiency, and scaling impact of design and research. *Journal of Library Administration*.
- Blakiston, R. & Mayden, S. (2015). How we hired a content strategist (and why you should too). *Journal of Web Librarianship*, 9(4), 193-215. doi: 10.1080/19322909.2015.1105730. 50% contribution.
- Blakiston, R. (2013). Developing a content Strategy for an academic library website. *Journal of Electronic Resources Librarianship*, 25(3), 175-191. doi: 10.1080/1941126x.2013.813295.
- Blakiston, R., Kline, E., Mery, Y., & Sult, L. (2013). A new approach to online database instruction: Developing the Guide on the Side. *Reference Services Review*, 41(1), 125-133. doi:10.1108/00907321311300947. 25% contribution.

Other Publications

- Blakiston, R. (2021, September 27). User research can be fast, frequent, and frugal: The story of Tiny Café. *UxEd: Sticky problems and design stories from the University of Arizona*. <https://medium.com/ux-ed/user-research-can-be-fast-frequent-and-frugal-heres-how-eb292a976b1c>.

Blakiston, R. (2021, March 5). Where's that data again? Helping our future selves with a research repository. *UxEd: Sticky problems and design stories from the University of Arizona*. <https://medium.com/ux-ed/wheres-that-data-again-fcd3a533427b>.

Blakiston, R. (2020, March 25). So you're now a distributed team. *UxEd: Sticky problems and design stories from the University of Arizona*. medium.com/ux-ed/so-youre-now-a-distributed-team-e8e61cc6dfb5.

Blakiston, R. (2020, February 3). UX@UA: A community for UX enthusiasts. *UxEd: Sticky problems and design stories from the University of Arizona*. <https://medium.com/ux-ed/ux-ua-a-campus-community-for-ux-enthusiasts-d154d91a5b72>.

Blakiston, R. (2013). Tech bits... Brought to you by the ACRL ULS Technology in University Libraries Committee. *College & Research Libraries News*, 74(5).

Conferences / Scholarly Presentations

National and International - Invited

Blakiston, R. (2022, June). UX and Organizational Culture. UXLibs, Newcastle, UK. [Keynote originally scheduled for June 2020].

Blakiston, R. (2020, January). Advancing student success: A design thinking workshop. Annual retreat for University of San Diego Copley Library, San Diego, CA. [4-hour workshop].

Blakiston, R. (2019, October). The power of empathy as a daily practice. Upstate New York & Ontario Chapter of the Medical Library Association (UNYOC/MLA) Annual Meeting, Watkins Glen, NY. [Keynote].

Blakiston, R. (2019, May). Designing inclusive web content. Ferris State Web Content for Everyone Symposium, Big Rapids, MI. [Keynote].

Blakiston, R. (2019, May). A human-centered strategy for advancing library value. Michigan Academic Libraries Association Annual Conference, Saginaw, MI. [Keynote].

Blakiston, R. (2017, April). Building your content strategy toolkit. Designing for Digital, Austin, TX. [4-hour workshop].

Blakiston, R. (2015, June). RX for Discovery. ALA Annual Conference – Sage Booth, San Francisco, CA.

Online Lectures and Workshops – Invited

Blakiston, R. (2021, November). User experience: Inquiry, iteration, impact. Kickoff for UX program for Montgomery College Library, Rockville, MD.

Blakiston, R. (2021, September). User research methods. Florida Library Webinars.

Blakiston, R. (2021, June). Writing for the web. Florida Library Webinars.

Blakiston, R. (2021, February). Website content strategy. Florida Library Webinars.

Blakiston, R. (2020, September). Dos and don'ts from the user perspective. NISO Humanities Roundtable.

Blakiston, R. (2018, August; 2019, March; 2020; February). Writing for your library website: Tips for improving your content. ALA eLearning.

Blakiston, R. (2018, September). User experience as a library strategy. Innovative Interfaces: Hot Topics Series.

Blakiston, R., Boyer, J. & Daly, E. (2017, October). How to think (and act) like a UX librarian. ACRL ULS Online Discussion. 33% contribution.

Blakiston, R. (2017, August). Usability basics. Innovative Interfaces: Hot Topics Series.

Blakiston, R. (2017, July). Writing for the user experience. LibUX Webinar.

Blakiston, R. (2015, December). Web writing with the user in mind. Florida Library Webinars.

Blakiston, R. (2015, June). Content strategy for library websites. Florida Library Webinars.

Blakiston, R. (2015, March). The experience of today's researcher & possibilities for the future. Web of Science Webcast.

Blakiston, R. (2013, November). Do-it-yourself usability testing: An introduction. Arizona State Library.

National and International – Submitted

Blakiston, R., Hayes, M., Schonfeld, R., & Tay, A. (2021, November). The workflow librarian: Reaching users where they are. Charleston Conference, Charleston, SC. [Hybrid panel]. 25% contribution.

Blakiston, R. (2020, April). Fostering a UX culture across campus. Coalition of Networked Information (CNI) Spring Meeting, San Diego, CA. [Moved online].

Blakiston, R., Downey, A, German, E, & Marquez, J. (2019, March). Talking design thinking and service design with library administration. Designing for Digital, Austin, TX. 25% contribution.

Blakiston, R. & Shivers-McNair, A. (2018, October). Do no harm: Making better forms for people. edUi, Charlottesville, VA. 50% contribution.

Blakiston, R, Radio, E., & Wallace, N. (2018, March). "I've never seen anything like this:" Student impressions of metadata. Electronic Resources & Libraries, Austin, TX. 33% contribution.

Abate, E., & Blakiston, R. (2018, March). Design thinking for the masses: Creating a culture of empathy across a library organization. Designing for Digital, Austin, TX. 75% contribution.

Blakiston, R. & Hagedon, M. (2017, March). Iterating on agile: Making it work in real life. Code4Lib, Los Angeles, CA. 50% contribution.

Blakiston, R. & Mayden, S. (2016, October). "There's no time for that!" Content strategy for naysayers. edUi 2016, Charlottesville, VA. 50% contribution.

Blakiston, R., Meyer, E., King, David Lee. (2015, October). Writing for the web. Internet Librarian, Monterey, CA. [Panel]. 33% contribution.

Blakiston, R., Hoepfner, A. & Serrano, K. (2015, October). User experience (UX) in the Discovery Ecosystem. Internet Librarian, Monterey, CA. [3-hour workshop]. 33% contribution.

Blakiston, R., Mery, Y. & Sult, L. (2015, June). Creating better tutorials through user-centered instructional design. ALA Annual Conference – LITA Preconference, San Francisco, CA. [Full day workshop]. 33% contribution.

Blakiston, R., Hoepfner, A. & Serrano, K. (2015, February). The discovery ecosystem: Upgrading the user experience. Electronic Resources & Libraries/Designing for Digital, Austin, TX. [4 hour workshop]. 33% contribution.

Blakiston, R. (2015, February). Content strategy for library websites. Designing for Digital, Austin, TX.

Blakiston, R., & Mayden, S. (2014, September). Content strategy in action: Taming a 5,000 page Franken-site. EdUi 2014, Richmond, VA. 50% contribution.

Barry, S., & Blakiston, R. (2013, November). Simply smart: Web writing with users in mind. edUi 2013, Richmond, VA. 50% contribution.

Blakiston, R., Vassiliadis, K. (2013, November). Getting 'em on board: Guiding staff through times of change. edUi 2013, Richmond, VA. 50% contribution

Blakiston, R. (2013, September). User research methods on a budget. UX Cambridge, United Kingdom.

Local and Regional - Submitted

Blakiston, R., Miller, L., & Curl, A. (2019, October 29). Creating user-centered website navigation. University of Arizona IT Summit, Tucson, AZ. 33% contribution.

Blakiston, R., Lueders, G. (2018, October 25). Challenges, highlights, and pivotal moments: Understanding the graduate student experience. AzLA Annual Conference, Mesa, AZ. 50% contribution.

Blakiston, R., Van Patten, D. (2018, November 7). Ideate, create, iterate: A design jam for student success. University of Arizona IT Summit, Tucson, AZ. 50% contribution.

Bidwell, G, Blakiston, R. & Hawes, R. (2013, November 14). Simple user research methods: The first step to improving your website. AzLA Annual Conference, Scottsdale, AZ. 33% contribution

Community Presentations

Blakiston, R., Brinkerhoff, M., Nichols, J. & Wallace, N. (2020, February). New ways of thinking about enrollment: Design thinking. Arizona Head Start Association, Phoenix, AZ. [Full-day workshop]. 25% contribution.

Blakiston, R., Liu, B. & Miller, L. (2019, November). Approaches to assessing the user experience. Workshop for assessment community, University of Arizona, Tucson, AZ. 33% contribution.

Blakiston, R., Corsi, A. & Hunziker, D. (2019, March; 2018, October). Creating content for everyone. Inclusive & Accessible Design Series, University of Arizona, Tucson, AZ. 33% contribution

Blakiston, R., Mayden, S., & Pete, D. (2017, May). Creating usable websites: An introduction. Training for Education Department, Tohono O'odham Nation. 33% contribution.

Teaching

University of Arizona Guest Lectures

2021	ENGL 430: User Experience Research; Instructors: Julie Christen (Spring), Ann Shivers-McNair (Fall) LAW 672C: UX4Justice; Instructor: Sarah Mauet LIS 567: Leadership & the Information Organization; Instructor: Carla Stoffle LIS 608: Managing the Information Organization; Instructor: Carla Stoffle
2020	LAW 672: Innovation for Justice; Instructor: Stacy Butler ENGL 430: User Experience Research; Instructor: Ann Shivers-McNair LIS 608: Managing the Information Organization; Instructor: Carla Stoffle
2019	ART 361: Design for Web and Devices; Instructor: Kelly Leslie LAW 672: Innovation for Justice; Instructor: Stacy Butler LIS 608: Managing the Information Organization; Instructor: Carla Stoffle
2018	LIS 567: Leadership & the Information Organization; Instructor: Carla Stoffle
2017	ENGL 340: Technical Communication & User Experience; Instructor: Ann Shivers-McNair LIS 559: Marketing Library & Information Services; Instructor: Gina Macaluso LIS 567: Leadership & the Information Organization; Instructor: Carla Stoffle
2016	LIS 567: Leadership & the Information Organization; Instructor: Carla Stoffle

Library Juice Academy Courses

2013-2017	Do-it-Yourself Usability Testing Taught 8 sessions totaling 155 students Developing a Content Strategy Taught 4 sessions totaling 73 students Writing for the Web Taught 3 sessions totaling 49 students
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Student Mentoring

2021	Internship supervisor
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Content marketing for UX@UA; Amaya de Gennaro-White, communication undergraduate
Library discovery and usability; Jung Mee Park, library and information science graduate
Design and research; Leonardo Echeverria, information science undergraduate
Community engagement; Lauren Dunn, library and information science graduate

2020

Independent study supervisor

Library study environments project; Rachel Brown, psychology & linguistics PhD

Internship supervisor

UX/UI design for UX@UA; Samantha Callicutt, information and e-society undergraduate

Library study environments project; Laura Gutierrez, graphic design undergraduate

Talk-back board and Tiny Café initiatives; Jenica Marcus, Project FOCUS student

2019

Internship supervisor

Campus UX initiatives; Zuleima Cota, graduate student in School of Information

Tiny Café and diary studies; Kelly Barker, Project FOCUS student

2018

Internship supervisor

Graduate student experience; Gardie Lueders, graduate student in School of Information

Discovery system testing; Louis Migliazza, graduate student in School of Information

2008-2018

Faculty mentor

Arizona Assurance Scholar's Program for first-generation undergraduate students