

# Maia Dolphin-Krute

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Worcester, MA

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## CONTENT STRATEGY, USER RESEARCH, AND DESIGN

I'm a writer and design strategist with a decade of experience in writing, editing, and research. I combine a background in the visual arts with experience in rigorous, peer-reviewed research to produce research-informed, accessible designs and content.

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## SKILLS & TECH STACK

UX & plain language writing	Project management	Basics of JavaScript, HTML & CSS
Usability testing	Figma, FigJam & Mural	Spanish (conversational)
User research	Drupal, Wordpress & other CMS	Russian (elementary)
Product design	Adobe Creative Suite	

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## PROFESSIONAL EXPERIENCE

### **Bloom Works & Oh Honey Projects (freelance)** **Jan 2022 - Present** **Content Strategist & UX Researcher**

I work with clients at all parts of the content and UX process, from initial UX research to usability testing and prototyping. I've worked on projects like:

- Contributing to a multi-year report on the state of organ donation reform
- Migrating websites, including a playbook of best practices for child welfare agencies
- Researching website upgrades, including for the state of California Human Resources Department
- Coaching government agencies through website updates, including the Marin County Fire Department

Clients have included Think of Us, New America Foundation, Organize, CalHR, Every Child, and Marin County.

### **Oh Honey Projects (freelance)** **Oct 2013 - Present** **Writer & Editor**

I've worked as a writer and editor for the past 12 years. I'm the author of three peer-reviewed books in the fields of disability studies and public health. I've also written numerous articles and essays, that have appeared in publications like STAT Health News, PANK, North American Review, and The American Journal of Managed Care. As an editor, I've worked for weekly and quarterly publications, including *Big Red & Shiny* and *The Deaf Poets Society*. As an editor, I love working with other writers and helping craft the best pieces possible.

My books include:

- *Ghostbodies: Towards a new theory of invalidism* (Intellect Books, 2017; peer-reviewed)
- *Visceral: Essays on Illness Not as Metaphor* (punctum books, 2017; Open Access, peer-reviewed)
- *Opioids: Addiction, Narrative, Freedom* (punctum book, 2018; Open Access, peer-reviewed)

### **Vox Media** **March 2020 - Sept 2020** **Content Creator**

I was responsible for creating the "Disability and Illnesses" section of the Language, Please Style Guide, a Google Newsroom Initiative project focused on providing guidelines for journalists covering DE&I related issues. I wrote a forty-page guide covering disability-related issues and terminology, as well as accessibility-focused interview and story ideation guidance. For more information on this project, please see [languageplease.org](http://languageplease.org).

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## PROFESSIONAL EXPERIENCE

### New York Mortgage Coalition

Aug 2020 - July 2023

#### Program Manager

I began working with NYMC as a Program Assistant in 2020. Since then, I contributed to the nonprofit by:

- Managing a \$1.3 million Housing Stability Counseling Program Grant and overseeing a group of 24 sub-grantee housing agencies across New York State in data collection, reporting, and compliance
- Supervising a Program Assistant, who handled our communications plan and first-time homebuyer webinars
- Designing and running a pilot program for a matched savings program for first-time homebuyers in the tristate area
- Assisting Executive Director with fiscal administration and grant writing

### The Midas Collaborative

Dec 2018 - June 2021

#### Asset Development Program Manager

I managed daily tasks related to oversight of almost five hundred Individual Development Accounts for participants at fifteen community partner organizations across Massachusetts, focusing on financial record keeping. I also provided communications support, including website management, newsletters, infographic creation, and graphic design.

### The Way We Live Now (2018)

Oct 2016 - Dec 2018

#### Producer & Writer

I produced the grant-funded community art program The Way We Live Now (2018), made possible with support from the New England Foundation for the Arts and The Boston Foundation, in partnership with Fenway Health. I wrote the script for the play and served as the administrative and accounting manager. I contributed to the development of public theater programming, which included workshops and performances at Fenway Health, Boston Medical Center, South Jamaica Plain Health Center (Brigham and Women's Hospital), Dorchester Art Project and the Pao Arts Center.

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## EDUCATION & CERTIFICATIONS

### Bachelor of Fine Arts

School of the Museum of Fine Arts at Tufts University

### Qualitative user research & design principles

Civila Practica

### Community Health Worker Training

Cambridge Health Alliance

## VOLUNTEER EXPERIENCE

### Board Member

Brain Arts Org

I assist the Executive Director and Board with strategic planning related to advocacy and capacity building initiatives, and I perform grant research and assist with the completion of grant applications. Brain Arts is a nonprofit in Dorchester focused on supporting artists from marginalized communities.

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## AWARDS & GRANTS

Shortlisted for the Creative Capital Grant, 2024

Cultural Sector Recovery Grant, Massachusetts Cultural Council, 2023

Get Ready Grant, CERF+, 2021

Transformative Public Art Grant, City of Boston Mayor's Office of Arts and Culture, 2020

Live Arts Boston Grant, The Boston Foundation, 2018

Opportunity Fund Grant, Boston Cultural Council, 2018

Creative City Grant, The New England Foundation for the Arts, 2017

Pushcart Prize Nomination, 2017

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## CONTENT SAMPLES

### CHILD WELFARE

2024

#### [Every Child Tennessee](#)

Every Child is a nonprofit that connects volunteers and prospective foster parents with the opportunity to serve their community and/or foster a child. For their launch in Tennessee, I contributed to a research and development project. This project included user research, to learn from the current and prospective users of the Every Child site, and prototyping a new site, which incorporated the findings from our research. We worked closely with our group of stakeholders to ensure that the new site met a diverse array of business needs. Since the launch of the new site, Every Child has seen 3x increase in the number of new foster leads.

### DISASTER PREPAREDNESS

2024

#### [Marin County Fire Department](#)

Since 2022, Marin County has been redesigning their website, [www.marincounty.gov](http://www.marincounty.gov). I joined this project in February 2024, to coach departments as they transitioned to the new site and created new content. Because each department offers many different services for different groups of constituents, their different pages needed to fulfill unique business needs, while staying consistent with the overall site design. To that end, I spent five months working with the Fire Department. I was able to remove almost 100 redundant or outdated pages, creating a new site with just 50 easy-to-navigate pages that were all written at a grade 5 or grade 6 reading level.

### HUMAN RESOURCES

2023

#### [California Office of Data Innovation](#)

In 2023, I participated in a research sprint for the Office of Data and Innovation in California (ODI). ODI was working with the Human Resources Department to understand how users navigated the careers site, <https://calcareers.ca.gov/>. Our team conducted 2 rounds of user research, learning about how people found job opportunities and navigated the application process. From this research, I then contributed to a prototype of a new jobs search page. I also delivered a research and recommendation report, with detailed recommendations for further site improvement. *Report sample available upon request.*

### CHILD WELFARE

2022

#### **Bloom Works, Think of Us, New America Foundation**

This is a [sample recommendation](#) I drafted for a playbook of best practices in foster care and adoption. The intended audience is state and local child welfare agencies. I also migrated the playbook from one CMS to another, and copyedited all pieces in the process.

### HEALTHCARE

2022

#### **ORGANIZE**

This is a [sample chapter](#) I authored as part of a multi-contributor project on the current state of organ donation and potential improvements. The chapter focuses on the use of quality assurance plans by organ donation centers; the audience is legislators, officials, and activists.