

End-to-End Design Solutions

General Services Administration | MAS ITC

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Keywords:

Visual Communication, User Experience (UX), Cross Media

Summary:

Over the course of 10 weeks, Mackey completed various design projects to enhance the visual communications of GSA's ITC. Three different projects are highlighted in this presentation to showcase a mix of print, digital, and web design. Each of these projects played a critical role in enhancing the overall communication strategy of GSA's ITC, demonstrating Mackey's ability to deliver high-quality design solutions across multiple channels.



U.S. General Services Administration

Coding It Forward Fellowship Recap

Mackey - Graphic/Visual Design

AGENDA

1 Designing for Print:
SINS Infographics

2 Designing for Digital:
LinkedIn Posts

3 Designing for Web:
ITC Emerging Tech Hub

Designing for Print:

Creating 5 infographics to communicate, in a visually interesting way, the many post-award successes of GSA's MAS IT Services Special Item Numbers (SINs)

IT Services SINs Infographics

Government agencies (fed, state, and local) and industry partners are the primary audiences.

The infographics will be used as a tool to raise awareness about the contracts for customers and to highlight outreach efforts for industry.

They were designed in Google Slides to allow for future updates to be made with ease.



Designing for Digital:

A series of LinkedIn posts highlighting the 5 ITC speakers at the 25th annual NCMA World Congress in Seattle.

LinkedIn Posts



These informational LinkedIn posts were requested to highlight the accomplishments and bring awareness to the ITC employees selected to be speakers at NCMA 2024.

Each speaker got their own post, and I created a group + informational post to go along with them.

These were designed in Figma and Photoshop.

Designing for Web:

Redesigning the Emerging Tech Hub,
creating a better user experience and
more cohesive visual theming.

How the ETH Works

Activate the plug-in.

Activate the Chrome plug-in, select the best fitting area and technology, and submit.

View all articles on the ETH.

Check out your submitted article or many of the other amazing finds all located on the ETH.

01 — 02 — 03 — 04

Find an article.

Find any article that could be useful to share with the other users of the ETH.

Article is added.

As soon as the confirmation screen is up, the article is now live on the ETH!

The Plug-in: Before Redesign

Web Page Saver

Select a Category:

Artificial Intelligence - AI Assisted Coding ▼

Save to Google Sheets

- Not intuitive design or user experience, lacking in detail.
- Sorting method was extremely overwhelming and difficult to navigate with all 50+ options being presented at the same time.
- No visual confirmation once the button to submit is clicked.

The Plug-In: After Redesign

ITC Emerging Tech Hub

×

Please categorize the article:

Area

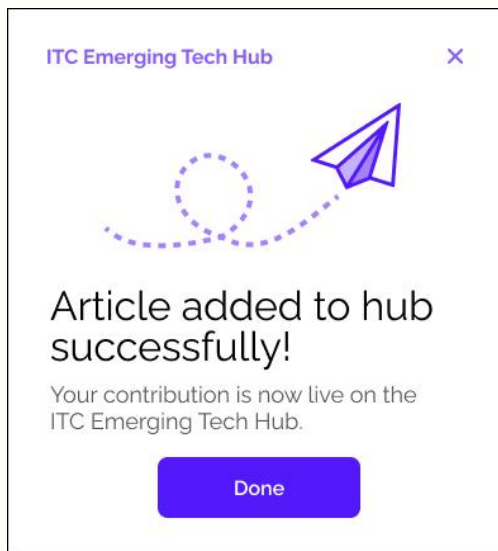
Select Area

Technology

Select Technology

Cancel

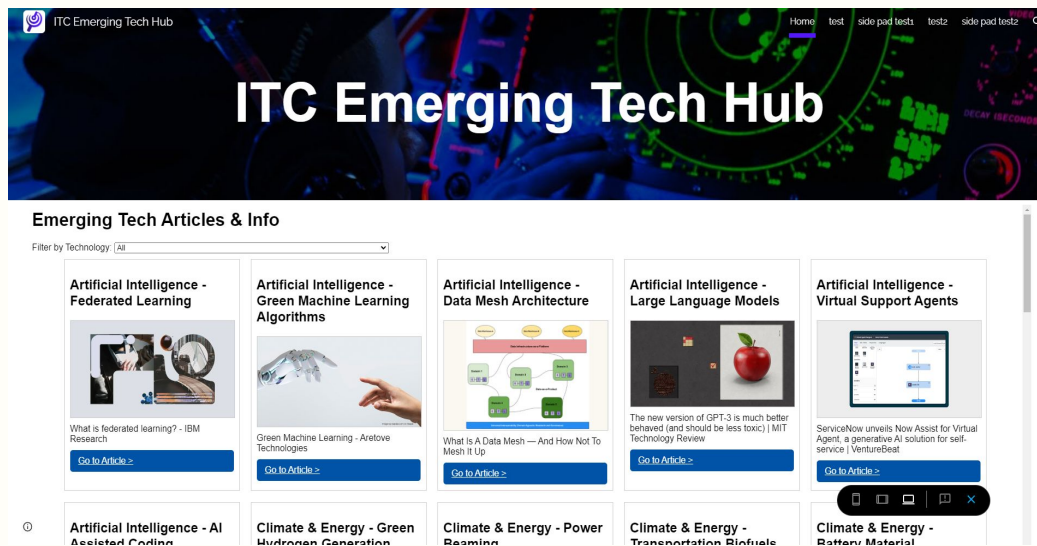
Add Article




- Categorization was simplified by breaking down the area first, then showing the technologies only within that area.
- Better labeling and more clear semantic detail.
- A confirmation screen was added to ensure users know their contribution was added.
- Visual theming was applied.

The Website: Before Redesign

- Similar issues to plug-in with navigation and visuals.
- Confusing hierarchy of article information on each card (ex: title of article is the smallest text)
- Missing cohesive visual theming



The Website: After Redesign

 ITC Emerging Tech Hub

Home test side pad test1 test2 side pad test

Emerging Tech Articles & Info.

All Areas

Technology: All Sort By: All Clear Filters

Artificial Intelligence

Climate & Energy

Computing

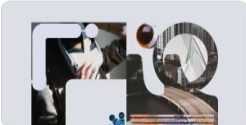
Connectivity & Telecom

Decentralization & Blockchain

Robotics Sensors & Internet of Things

Security & Cybersecurity


Virtual Augmented & Mixed Reality



Artificial Intelligence - Federated Learning

What is federated learning? - IBM Research

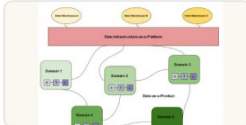
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Meta launches own AI code-writing tool: Code Llama - The Verge



Climate & Energy - Green Hydrogen Generation

Is green hydrogen the fuel of the future? — USC News



Climate & Energy - Power Beaming

Practical - IEEE

ETH Summary

- Redesigned the UX and flow of both the plug-in and website.
 - Focused more on creating an easier experience for navigation and sorting between the many categories of Emerging Technologies.
 - Gave users visual confirmation of their contributions, fostering a sense of accomplishment and reward for contributing.
- Redesigned the visual theming of both the plug-in and website to have a cohesive visual experience.
 - Worked within the boundaries of what is possible within a plug-in and Google Sites.
 - All of which was only feasible through the amazing work of Emi, an absolute superstar to work with and extremely talented developer.

Thank you so much for your time
and this opportunity!