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INFORMATION ARCHITECTURE:

Synopsis about Project

Binder 1, Annotated, IA, PM Projects

IA, PM Accomplishments

The challenge was organizing content more effectively, creating effective Information Architecture concepts that better organized her Website. I did extensive IA research and implemented IA design solutions.

- IA deliverables successfully accomplished
- IA project successfully completed and on time
- Effective project management and team leadership
- Letter of recommendation from client
- Did extensive IA research

Information Architect, Project Manager (IA, PM Intern) for Dr. Quita, SFSU, SF, CA:

- Supervised Internship: Information Architecture, Project Management
- Research and development of Information Architecture for project
- Flow chart, wire frame mockups, user scenarios, case study, production
- User interface design, art direction, project manager—time management skills
- http://www.stevenheitman-ia.com/html/IA/quita/html/q_1.html
- http://www.stevenheitman-ia.com/html/portfolio_IA_deliverables.html



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IA, IXD, PM Accomplishments

The previous Information Architecture done for this site was chaotic and unpredictable. End users reported they were having trouble using the navigational systems in place and got lost easily. The goal was to do interactive script writing and IA.

- IA deliverables successfully accomplished
- IA project successfully completed and on time
- Effective project management and team leadership
- Letter of recommendation from academic counselor
- Did extensive IA research

Information Architect, Project Manager (IA, PM Intern) for Snorkel Bob, SF, CA:

- Supervised Internship: Information Architecture, Project Management
- Research and development of Information Architecture for project
- Flow chart, wire frame mockups, user scenarios, case study, animation, production
- Did conceptual designs for animation, interactive script writing—tag lines for video clips
- http://www.stevenheitman-ia.com/html/IA/iaw/html/iaw_1.html
- http://www.stevenheitman-ia.com/html/portfolio_IA_deliverables.html



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Radio.sonicnet.com was a Website where end users purchase CDs online. The Information Architecture consisted of designing interaction design and end user flows that would enable an end user to make purchases online. The Information Architecture and interaction design gives the end user easy access to the Website as well as a way out (affordances). I did the interaction design, end user flow, schematic (database operations), wire frame mockups, IA, and IxD research.

- IA deliverables successfully accomplished
- IA project successfully completed and on time
- Effective project management and team leadership
- Letter of recommendation from academic counselor
- Did extensive IA research

Information Architect, Project Manager (IA, PM Intern) for Radio.sonicnet.com, SF, CA:

- Supervised Internship: Information Architecture, Project Management
- Research and development of Information Architecture for project
- User flow, IxD schematic, wire frame mockups, user scenarios, case study, production
- Did interaction design for classical music channel
- http://www.stevenheitman-ia.com/html/IA/iad/html/iad_1.html
- http://www.stevenheitman-ia.com/html/portfolio_IA_deliverables.html



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The proposal, case study, and IA deliverables were done for project. The current Website has major Information Architecture problems as well as inconsistent interface design. I did a competitive analysis—**Website Audits**—by auditing 3 different Websites. The industry descriptions of all competitors are included in case study.

- IA deliverables successfully accomplished
- IA project successfully completed and on time
- Effective project management and team leadership
- Letter of recommendation from academic counselor
- Did extensive IA research

Information Architect, Project Manager (IA, PM Intern) for SFSU, SF, CA:

- Supervised Internship: Information Architecture, Project Management
- Research and development of Information Architecture for project
- Flow chart, wire frame mockups (hard-copy, HTML), user scenarios, case study, production
- Did comprehensive redesign for first level of Website, developing consistent interface designs
- http://www.stevenheitman-ia.com/html/IA/sfsu/html/sfsu_1.html
- http://www.stevenheitman-ia.com/html/portfolio_IA_deliverables.html



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IA, PM Accomplishments

This project was the development and implementation of a Website for a small, family owned winery. The winery also produces special varieties of olive oils (organic). The documentation enclosed is to define the parameters for this project in terms of objectives, strategies, and target audiences. This will serve as the foundation for the Information Architecture and Web design for this project. The documentation consists of data collected from end users and their user scenarios.

- IA deliverables successfully accomplished
- IA project successfully completed and on time
- Effective project management and team leadership
- Letter of recommendation from academic counselor
- Did extensive IA research

Information Architect, Project Manager (IA, PM Intern) for Andelaprimo Winery, SF, CA:

- Supervised Internship: Information Architecture, Project Management
- Research and development of Information Architecture for project
- Flow chart, wire frame mockups, user scenarios, case study, production; did rapid prototyping
- Online prototype of entire Website
- http://www.stevenheitman-ia.com/html/IA/andel/html/a_1.html
- http://www.stevenheitman-ia.com/html/portfolio_IA_deliverables.html



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The challenge was to develop extensive IA concepts under time constraints. The project was a paid work experience for approximately 3-4 months, and it was accomplished when I was finishing my IA MAIA in Information Architecture & Design.

- IA deliverables successfully accomplished
- IA project successfully completed and on time
- Effective project management and team leadership
- Working successfully with specific time constraints
- Letter of recommendation from academic advisor
- Did extensive IA research

Information Architect, Project Manager (IA, PM Work) for
Age Wave (Fastek Technical Services), Emeryville, CA:

- Contractual Employment: Information Architecture, Project Management
- Research and development of Information Architecture for project
- Flow chart, online prototypes, user interface design, project manager—
time management skills
- http://www.stevenheitman-ia.com/html/IA/age_wave/html/age_wave.html
- http://www.stevenheitman-ia.com/html/portfolio_IA_deliverables.html



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IA, PM Accomplishments

Their site needed to have the Information Architecture and content streamlined to better serve end users—development of online forms and faster delivery, including designing main and local navigational systems. During this project, I was also the Graduate Teacher's Assistant.

- IA deliverables successfully accomplished
- IA project successfully completed and on time
- Effective project management and team leadership
- Letter of recommendation from academic counselor
- Did extensive IA research
- Did supervisory work

Information Architect, Project Manager (IA, PM Intern; GTA) for Dr. Gates, AV / ITVC, SF, CA:

- Supervised Internship: Information Architecture, Training, Project Management
- Research and development of Information Architecture for project
- Flow chart, wire frame mockups, user scenarios, navigational systems, case study, production
- Worked with HTML coder, graphic designer, technical writer; interaction with client
- Project manager, MS Project, Gantt chart, nodes, schedules—time management skills
- http://www.stevenheitman-ia.com/html/IA/av_itvc/html/av_1.html
- http://www.stevenheitman-ia.com/html/portfolio_IA_deliverables.html



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Binder 1, Annotated, IA, PM Projects

IA, PM Accomplishments

I was the Information Architect and project manager, doing production work and HTML coder. I worked on a team with 5 people, including: an HTML coder, graphic designer, assistant project manager, and production designers. During this project, I was also the Graduate Teacher's Assistant.

- IA deliverables successfully accomplished
- IA project successfully completed and on time
- Effective project management and team leadership
- Letter of recommendation from client
- Did extensive IA research
- Did supervisory work

Information Architect, Project Manager (IA, PM Intern; GTA) for Youth Law Center, SF, CA:

- Supervised Internship: Information Architecture, Training, Project Management
- Research and development of Information Architecture for project
- Previously client never had a Website online
- Flow chart, wire frame mockups, user scenarios, navigational systems, case study, production
- Worked with HTML coder, graphic designer, technical writer, production team
- Client used this Website for about 5 years, including other sites based on original IA concepts
- Project manager, MS Project, Gantt chart, nodes, schedules—time management skills
- http://www.stevenheitman-ia.com/html/IA/ylc/html/ylc_1.html
- http://www.stevenheitman-ia.com/html/portfolio_IA_deliverables.html



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IA, PM Accomplishments

The challenge was to develop cohesive usability testing questionnaires, including an online tutorial for training people on how to do usability testing. Making recommendations to improve user-centered design and explain how to do usability testing.

- Case study
- Doing usability testing
- IA deliverables successfully accomplished
- IA project and usability testing successfully completed and on time
- Effective project management and team leadership
- Letter of recommendation from academic advisor
- Did extensive IA research
- http://www.stevenheitman-ia.com/html/portfolio_IA_MAEd_SKILLS_1.html



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What is The IA Model?

Steven Heitman is the original author of the **The IA (Information Architecture) Model** (see **White Paper** for an in-depth, detailed description about **The IA Model**). Following a standardized systematic approach, this provides Information Architects and instructional designers with a better way to document their researched findings in detailed reports. A systematic approach is an iterative process and incorporates high-quality designs or well thought out conceptual ideas into design products. Another good reason for using an Information Architecture model is that it gives one a way to more readily and easily communicate with stakeholders as well as with team members.

The IA Model provides a systematic approach for doing specific Information Architecture design research, and it helps in an iterative design process to communicate to others and do high-quality work. If a good model and systematic approach is followed, it provides a solid framework for every person on the team. In addition, using a model is an excellent way to communicate and document conceptual ideas. It enables researchers to do brainstorming and create good designs. Let us talk about The IA Model.

The IA Model

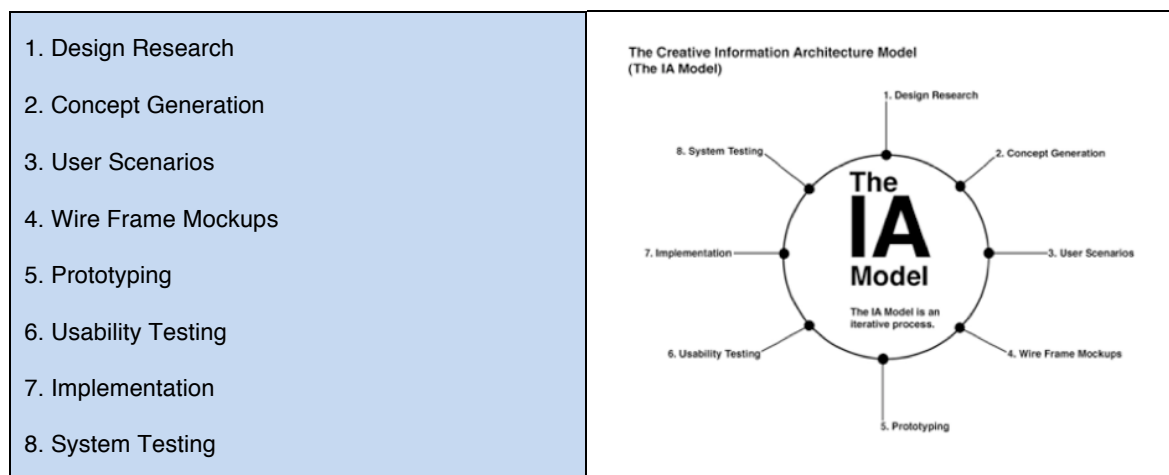


Figure 1: The IA Model

http://www.stevenheitman-ia.com/html/IA_MAE.html