



Steven Heitman
Information Architect
User Experience Designer
Project Manager
 San Francisco, CA USA
 Portfolio: <http://www.stevenheitman-ia.com>
 Blog: <http://stevenheitmaninformationarchitect.blogspot.com>
 Contact: mailto@stevenheitman-ia.com
 LinkedIn: <http://www.linkedin.com/in/stevenheitmania>

Information Architect Specialist
User Experience Designer

SUMMARY OF QUALIFICATIONS

- **Information Architect, User Experience Designer / Specialist:** 1. Design Research, 2. Conceptual Generation, 3. User Scenarios, 4. Wire Frame Mockups, 5. Prototyping, 6. Usability Testing, 7. Implementation, 8. System Testing.
- **Computing Technology Skills:** Mac and Windows OS; Inspiration, OmniGraffle, Visio; Adobe Creative Suite: InDesign, Photoshop, ImageReady, Illustrator, Acrobat, Dreamweaver, BBedit; basic computer/Web programming (HTML, DHTML, CSS, Ajax, JavaScript, Java, UNIX, Apache).
- **Technical & Professional Writing Skills:** Doing Information Architecture-Design research, needs assessments, Website audits, competitive analysis, case studies, including usability testing questionnaires, extensive reports.
- **Project Management Skills:** MS Office, MS Project, OmniPlan. Determining goals and objectives for successful outcome on team projects, understanding milestones. Keeping deliverables, projects on time. Negotiating, outsourcing, managing projects, team members and in-house design groups; able to build a cohesive team of Information Architects or other required team members; mentoring Information Architects.
- **Team Leadership Skills:** Deliverables and projects successfully completed—dependable, flexible, productive, conscientious—easy to work with on diverse team.
- **Work Experience:** Related industry, vocational training, internships, contractual work experience, consulting.
- **Education:** Degrees and Credentials in Information Architecture and Design, including Project Management.

PROFESSIONAL EXPERIENCE

Information Architect, Researcher, IA MAIA & IA MAEd, at: SFSU, CONNECT!, AcademyX, NN/g, SF, CA (1) 2000-2011

- Information Architect, Professional Development; Portfolios, Workshops, Interviews, Updates IA Trends; 2008-2011
- Information Architect (IA Intern) for: UCSF, Memory & Aging; IA research, deliverables; 2006
- Did original research and development of IA, UXD, IXD, PM concepts relevant to successful Website design;
- Did heuristic evaluations and usability testing relevant to successful user-centered design for end users;
- Both Graduate-Level and Combined Programs equivalent to **60-unit programs** (IA MAIA, 2000; IA MAEd, 2008).

Technical Writer, Project Manager (Intern; IA TPW Program) for: Neighborhood Parks Council, SF, CA (2) 2005

- Supervised Internship: Technical Writing, Graphic Design, Project Management;
- Did press kit, brochure, online tutorial; desktop publishing, research, field trips.

Information Architect, Project Manager (Intern; IA ID&T Program) for: Dr. Quita, SFSU, SF, CA (3) 2000-2001

Challenge was organizing content more effectively, creating effective Information Architecture concepts that better organized her Website. Successfully implemented IA design concepts and solutions.

- Supervised Internship: Information Architecture, Project Management;
- Extensive 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—excellent time-management skills;
- Audited client’s previous Website; made recommendations to improve organization of content.



Information Architect, Project Manager (Intern; IA ID&T Program) for: Snorkel Bob, SF, CA (4) 2000-2001

Previous Information Architecture done for this Website was chaotic and unpredictable. End users reported they were having trouble using the navigational systems in place and got lost easily. Goal was to do interactive script writing and IA. It was finished on time and successfully met demands of project.

- Supervised Internship: Information Architecture, Project Management;
- Extensive 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.

Information Architect, Project Manager (Intern; IA ID&T Program) for: Radio.sonicnet.com, SF, CA (5) 2000-2001

Radio.sonicnet.com was a Website where end users purchase CDs online. Information Architecture consisted of designing interaction design and end user flows that would enable an end user to make purchases online. Information Architecture and interaction design gives the end user easy access to the Website as well as a way out (affordances), when interactions cannot be completed. Did the interaction design, end user flow, schematic (database operations), wire frame mockups, IA, and IxD research. Research and development provided high-quality IA concepts for project.

- Supervised Internship: Information Architecture, Project Management;
- Extensive research and development of Information Architecture for project;
- User flow, IxD schematic, wire frame mockups, user scenarios, case study, production;
- Successfully accomplished interaction design for classical music channel.

Information Architect, Project Manager (Intern; IA ID&T Program) for: SFSU, SF, CA (6) 2000-2001

Proposal, case study, and IA deliverables were successfully accomplished for project. Current Website has major Information Architecture problems as well as inconsistent interface design. Did a competitive analysis by auditing 3 different Websites. Industry descriptions of all competitors are included in case study. Research and development, including Website audit provided framework for recommended redesign of Information Architecture.

- Supervised Internship: Information Architecture, Project Management;
- Extensive 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; accomplished successful, consistent interface designs.

Information Architect, Project Manager (Intern; IA ID&T Program) for: Andelaprimo Winery, SF, CA (7) 2000-2001

Project was the development and implementation of a Website for a small, family owned winery. Documentation defined the parameters for this project in terms of: objectives, strategies, and target audiences. This serves as the foundation for the Information Architecture and Web design for this project. Documentation consisted of data collected from end users and their user scenarios.

- Supervised Internship: Information Architecture, Project Management;
- Extensive research and development of Information Architecture for project;
- Flow chart, wire frame mockups, user scenarios, case study, production; did rapid prototyping.

Information Architect, Project Manager (Work) for: Age Wave (Fastek Technical Services), Emeryville, CA (8) 2000

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

- Contractual Employment: Information Architecture, Project Management;
- Extensive research and development of Information Architecture for project;
- Flow chart, online prototypes, user interface design, project manager—excellent time-management skills.



Information Architect, Project Manager (Intern; IA MAIA Program) for: Dr. Gates, AV / ITVC, SF, CA (9) 1999

Website needed to have the Information Architecture and content streamlined to better serve end users—development of online forms and faster delivery, including navigational systems. IA project successfully completed and implemented. Led team, did supervisory work.

- Supervised Internship: Information Architecture, Training, Project Management;
- Extensive 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—excellent time-management skills.

Graphic Designer, Project Manager (Intern; IA MAIA Program) for: Global Imprints, SF, CA (10) 1999

Projects were done in teams of 2-30 teammates for Mobius Exhibit. Worked with printers at plant, prepress production and printing. All projects were successfully completed and delivered on time. Led team, did supervisory work.

- Supervised Internship: Mobius Exhibit; Building Exhibits, Architecture-Design, Project Management;
- Supervised Internship: Prepress Production, Graphic Design, Printing, Project Management;
- Developed, designed logo for client, letterhead, assorted business documents;
- Developed, designed various documents for Mobius Exhibit;
- Worked with Service Bureau team at Colorfast's Printing Plant on prepress production;
- Directed press checks on Heidelberg printing press; successful outcome on all projects;
- Project manager from start to completion on all projects—excellent time-management skills.

Information Architect, Project Manager (Intern; IA MAIA Program) for: Youth Law Center, SF, CA (11) 1998

Worked extensively with client on developing original Information Architecture for their new Website. IA project successfully completed and implemented. Did high-quality HTML coding from scratch. Worked in a team environment—motivated team to finish work on time and within constraints of project. Led team, did supervisory work.

- Supervised Internship: Information Architecture, Training, Project Management;
- Extensive 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 successful, original IA concepts;
- Project manager, MS Project, Gantt chart, nodes, schedules—excellent time-management skills.

Graphic Designer, Project Manager (Intern; AS & Award of Achievement Program) for: CCSF, SF, CA (12) 1994-1995

Did a graphic design internship for about 1 year. Worked in real-world environment—projects were successfully designed and printed. Led team, did supervisory work.

- Supervised Internship: Graphic Design, Prepress Production, Project Management;
- Extensive research and development of Graphic Design concepts and prepress production;
- Worked in MAC environment, using QuarkXPress, Illustrator, Photoshop, using imagesetter;
- Worked exclusively with clients to accomplish projects from start to finish;
- Project manager—excellent time-management skills.



Writer, Editor, Word Processor, Legal Word Processor, Production Specialist, Project Manager

(13) 8 Years

Did reports, technical specifications, manuals, technical writing, graphic design, illustrations, flow charts, memos, letters, extensive legal briefs, various legal documents, extensive coding (permanent, contractual work, dates are approximate) in San Francisco and San Diego, CA:

- Sedgwick James
- Martin E. Segal Company
- CATERPILLAR® Solar Turbines Incorporated
- Pillsbury, Madison & Sutro (Contractual / Permanent)
- Long & Levit, LLP
- CCI
- Kelly Services
- McCalls Temporary Service
 - Bechtel Corporation
 - Ogilvy & Mather Direct
 - ROLM Corporation
- PMI Mortgage Insurance Company

TECHNICAL SKILLS SPECIFIC TO INFORMATION ARCHITECTURE

Information Architect, User Experience Designer / Specialist:

- Current Code Updates Computer / Web Programming; AcademyX (2011)
 - HTML, DHTML, CSS, Ajax, JavaScript, Java, UNIX, Apache
- NN/g Nielsen Norman Group, Usability Week 2011; Tutorials, Lectures, Hands-on Activities (2011)
 - Information Architecture 1: Structuring, Organizing Web-Based Information
 - User Behavior
 - Design Process & Background
 - Organization Schemes
 - Information Structures
 - Design Process & Defining IA
 - Labeling
 - Metadata & Taxonomies
 - Search
 - Information Architecture 2: Navigation Design
 - Purpose of Navigation
 - The WOW! Factor
 - Layout & User Expectations
 - 10 Navigation Attributes
 - Global Navigation
 - Local Navigation
 - Faceted Search/Browse
 - Breadcrumbs
 - Utility Navigation
 - Related Link
 - Social Filters
 - Quick Links
 - Site Map
 - Process
 - Pagination
 - Tag Clouds

- NN/g Nielsen Norman Group, Usability Week 2011—Other Topics Covered:
 - Usability in Practice: 3-Day Intensive Camp
 - Rapid Paper Prototyping
 - Usability Testing
 - Fundamental Guidelines for Web Usability
 - Interaction Design
 - Mobile User Experience 1 & 2
 - Designing Complex Applications & Websites 1, 2 & 3
 - Intranet Information Architecture 1 & 2

Computing Technology (Adobe Creative Suite) Skills:

- InDesign, QuarkXPress, FrameMaker, Photoshop, ImageReady
- Illustrator, FreeHand, Adobe Acrobat, Adobe Distiller
- Dreamweaver, BBEdit, Aptana Studio, Fireworks, Flash, FTP
- Podcasting, Social Networking, Web 2.0
- MS Office, MS Project, OmniPlan; OmniGraffle, Inspiration, Visio
 - Mapping and diagramming; wire frame mockups; rapid prototyping

Technical & Professional Writing Skills:

- Technical and Professional Writing
- Fundamentals of Technical and Professional Writing
- Professional Editing, Desktop Publishing for Professional Writers
- Individual and Team Writing
- Work Experience in Technical and Professional Writing

EDUCATION—Information Architecture & Design

Graduate Programs Equivalent to 60 Units

IA MAEd

- Information Architecture, User Experience Design, Project Management, Corporate Training, Technical Writing, Design; Thesis Report—**The IA Model** (759 pp.)
- **IA TPW Certification / IA Technical & Professional Writing / Equivalent to BATPW**
- San Francisco State University, San Francisco, CA (2004-2008)

IA MAIA

- Information Architecture, Interaction Design, Navigational Systems, User Experience Design, Project Management, Graphic Design & Typography; Thesis Report—**The NS Model** (195 pp.)
- **IA ID&T Certification / IA Internet Design & Technology**
 - Information Architecture, Interaction Design, Web Design, Project Management
 - Vocational training and internships successfully accomplished
- San Francisco State University and The Multimedia Studies Program, San Francisco, CA (1999-2001)

IA BAIA & BFA

- Information Architecture, User Experience Design, Project Management, Graphic Design & Typography
- San Francisco State University, San Francisco, CA (1996-1999)
- California College of the Arts (Selected Classes), Oakland, San Francisco, CA (2002)
- Emphasis: Geschichte der Schule für Gestaltung Basel

AS & AWARD OF ACHIEVEMENT

- Graphic Design & Typography, Communications, Project Management
- Vocational training and approximately 1-year internship successfully accomplished
- City College of San Francisco, San Francisco, CA (1993-1995)

DIPLOMA

- Computer Science, Introduction to Computer Programming, Information Technology, Word Processing
- Heald Business College, San Francisco, CA



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EXCELLENT INFORMATION ARCHITECT REVIEWS

“I can provide you with an excellent and high recommendation for Steven because he is an asset to any company he works for in a job. ...a successful information architect, project manager, technical writer, instructional designer or in other positions at any company. His work for me included research, technical writing, creating blueprints, and communicating his information architectural concepts.

Steven’s oral and written communication skills are above average—especially his ability to formulate and analyze complex materials for information architecture, interaction design, or related fields. Since his achievements are tremendous and above average, I absolutely recommend Steven without any reservation for any position given his skills...”

Dr. Isabel Quita
Professor
Supervisor
San Francisco State University

“Great stuff!”

Ms. Natalie Buda
Director of User Experience
Senior Information Architect
Navigation Arts

“It does a good job of introducing Information Architecture concepts to a student, and offers numerous modes of communication, including illustrations, links, diagrams, and citations from authoritative sources...”

...excellent courseware module and a solid introduction to the topic of Information Architecture.”

Mr. Christian Crumlish
Senior Consultant
Senior Information



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“Through analysis of the researcher’s work, it is congruent with my experiences in regard to using Websites. The researcher’s knowledge base of Information Architecture, usability testing, and navigational systems speaks to the importance, significance, of user-centered design. Steven’s research is extremely coherent, valid, and valuable regarding Information Architecture concepts and inventions on navigational systems.”

Ms. Deborah A. Jacobs
Widgetry
Chief Executive Officer
Product Designer

“Steven has made a serious, thorough study of Information Architecture, experience design, and usability. He applies his past experience in related fields intelligently and has worked hard to develop his expertise in his chosen field. As Steven’s mentor through the IA Institute, I have been impressed by his dedication and tireless efforts to improve and grow as a designer of user experiences.”

Mr. Christian Crumlish
Director of Technology
The Information Architecture Institute

- <http://iainstitute.org>
- <http://www.oreillynet.com/pub/au/3438>

In order to graduate and pass, every program requires completing internships, gaining work experience relevant to IA, and reviews. The reviews below are most current from industry professionals:

- Director of Technology, Sr Information Architect, Christian Crumlish from The Information Architecture Institute;
- Director of User Experience, Sr Information Architect, Natalie Buda from Navigation Arts and The Information Architecture Institute;
- Technical Writer from Sun Microsystems;
- Chief Executive Officer from Widgetry;
- Dr. Brian Beatty, Ph.D.;
- Dr. Gene Michaels, Ph.D.;
- Dr. David Hemphill, Ed.D.;
- Dr. Lucy Ann Geiselman, Ph.D.;
- Dr. Wan-Lee Cheng, Ph.D.;
- Dr. Kristen Gates, Ed.D.;
- Dr. John Dierke, Ed.D.;
- Dr. Isabel Quita, Ph.D.



ENDORSEMENTS, LETTERS OF RECOMMENDATIONS & IA REVIEWS

Letters of recommendations from previous employers; experience gained from internships, contractual employment, and previous employment.

- <http://www.stevenheitman-ia.com/html/quotes.html>
- http://www.stevenheitman-ia.com/html/The_IA_Model_Reviews.html

IA WEBSITE LINKS (ABOUT IA SKILLS—PROFESSIONAL QUALIFICATIONS)

- <http://www.stevenheitman-ia.com/index.html>
- http://www.stevenheitman-ia.com/html/resume_IA_SKILLS.html
- http://www.stevenheitman-ia.com/html/portfolio_IA_SKILLS.html
- http://www.stevenheitman-ia.com/html/IA_projects.html
- http://www.stevenheitman-ia.com/html/IA_expert.html
- http://www.stevenheitman-ia.com/html/site_map.html

IA WEBSITE LINKS (PUBLICATIONS—INFORMATION ARCHITECTURE & DESIGN / USABILITY TESTING)

- http://www.stevenheitman-ia.com/html/hard_copy_portfolios.html
- <http://www.stevenheitman-ia.com/html/downloads.html>

IA WEBSITE LINKS (DEGREES & CREDENTIALS / GRADUATE PROGRAMS EQUIVALENT TO 60 UNITS)

- http://www.stevenheitman-ia.com/html/IA_MAEEd.html (IA MAEd)
- http://www.stevenheitman-ia.com/html/portfolio_tech_writing_SKILLS.html (IA TPW)
- http://www.stevenheitman-ia.com/html/IA_IDT.html (IA ID&T)
- http://www.stevenheitman-ia.com/html/IA_MAIA.html (IA MAIA)
- http://www.stevenheitman-ia.com/html/IA_BAIA.html (IA BAIA, BFA, AS & AA)

EXTRACURRICULAR ACTIVITIES—CLASSICAL PIANO PERFORMANCE (THE JUILLIARD SCHOOL)

- <http://www.stevenheitman-ia.com/html/music.html>

REFERENCES & PORTFOLIOS

At interviews, my references and letters of recommendations available upon request.

At interviews, my hard-copy portfolios available upon request.

If you have any questions, please feel free to ask me. Thank you.