Steven Heitman
San Francisco, CA USA

Portfolio: http://www.stevenheitman-ia.com
Blog: http://stevenheitmaninformationarchitect.blogspot.com
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LinkedIn: http://www.linkedin.com/in/stevenheitmania

I N F O R M A T I O N   A R C H I T E C T U R E: Mapping | Diagramming

I n f o r m a t i o n   A r c h i t e c t   &   D e s i g n   E x p e r i e n c e

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Sr. User/Design Researcher / Information Architect Specialist
User Experience Designer

Information Architecture & Design—Portfolio

Professional Qualifications

IA Work Experience

Information Architecture adds structure to digital design products...
User Experience Design adds universal accessibility to digital design products...
Project Management adds timeliness to getting projects done on time…

I N F O R M A T I O N   A R C H I T E C T U R E: Mapping | Diagramming

I n f o r m a t i o n   A r c h i t e c t   &   D e s i g n   E x p e r i e n c e

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I n f o r m a t i o n   A r c h i t e c t   &   D e s i g n   E x p e r i e n c e

Information Architect Specialist

Professional Qualifications
My extensive IA Credentials are in User/Design Research, Information Architecture, User Experience Design, Interaction Design, Graphic Design, Project Management, and Usability Testing.

My expertise and knowledge base are in User/Design Research and Information Architecture and User Experience Design—coupled with experiences in Technical Writing, Corporate Training.

My current résumé: https://www.stevenheitman-ia.com/html/resume.html.

I N F O R M A T I O N   A R C H I T E C T U R E: Mapping | Diagramming

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IA Drafting—Skills

Information Architects draft and sketch wire frame mockups; these wire frame mockups are used to show interface designs for Websites.

They are done for every Web page to show: design and layout, navigational systems, search functions, special features, technical specifications, aiming for interface design consistency on Websites, and annotating requirements specific to each IA project.

IA Drafting & Sketching Applications

Mechanical and freehand drawing. The reproduction of drawings and interpretation of graphic projections. Perspective drawing and the common elements of technical illustration, including a knowledge base of CAD. Additional hands-on training, using Adobe Creative Suite, Visio, OmniGraffle, Inspiration, for a variety of IA technical specifications, flow charts, or wire frame mockups.

I N F O R M A T I O N   A R C H I T E C T U R E: Mapping | Diagramming

I n f o r m a t i o n   A r c h i t e c t   &   D e s i g n   E x p e r i e n c e

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IA Design Plan Reports—Website Audits—Skills
Extensive work experiences gained from projects.

These projects included in-depth Website Audits, Needs Assessments, and Usability Testing Plans, Reports for IA, IXD projects.

- https://www.stevenheitman-ia.com/html/portfolio.html

I N F O R M A T I O N   A R C H I T E C T U R E: Mapping | Diagramming

I n f o r m a t i o n   A r c h i t e c t   &   D e s i g n   E x p e r i e n c e

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IA Flow Charts—Skills

Each and every project requires doing flow charts, schematics development and planning; end users have to be able to use Websites or digital design products successfully in order to complete online transactions. Every person on the team needs to have clear and well thought out blueprints prior to production.

Documented research and statistical data tells yet another story about why research needs to be done. If end users are expected to complete transactions online or if a tank driver in the Army need to access data and get it fast, then Websites or other digital design products have to be designed right.

What would happen, for example, if a product did not work right that is used to maintain and protect people who work at nuclear power plants?

One answer might be that they accidentally push the wrong button and blow it up—or if navigational systems are not designed right—during the heat of a battle, a soldier might not be able to execute commands correctly.

In the long run, IA may save corporations a lot of money, including higher rates on their return investment(s). That is a very good reason to spend money because it generates higher profit margins. If end users cannot use Websites, then chances are quite high enough that they will not use it.

I N F O R M A T I O N   A R C H I T E C T U R E: Mapping | Diagramming

I n f o r m a t i o n   A r c h i t e c t   &   D e s i g n   E x p e r i e n c e

Information Architecture—
Flow Charts & Schematics
Information Architect, Project Manager (IA, PM Intern) for:
Dr. Quita, SFSU, SF, CA / for research, case study see IA Deliverables (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.

Professional Experience: 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
- See below:

I N F O R M A T I O N A R C H I T E C T U R E: Mapping | Diagramming

I n f o r m a t i o n A r c h i t e c t & D e s i g n E x p e r i e n c e

Flow Chart

Information Design
Web Design

Dr. Quita (SFSU)
Version: 3
Date: 3/31/01

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sign to approve | (date)

_____
sign to approve | (date)
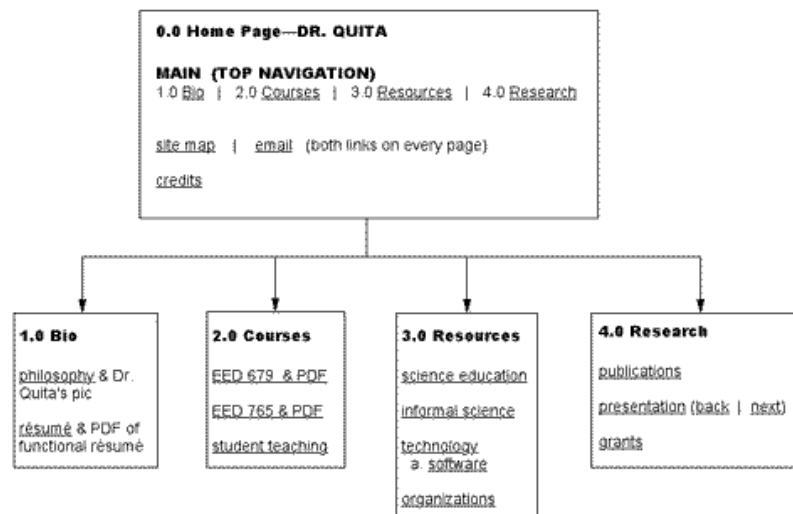
0.0 Home Page—DR. QUITA

MAIN (TOP NAVIGATION)
1.0 Bio | 2.0 Courses | 3.0 Resources | 4.0 Research

site map | email (both links on every page)

credits

1.0 Bio

philosophy & Dr. Quita's pic

résumé & PDF of functional résumé

2.0 Courses

EED 679 & PDF

EED 765 & PDF

student teaching

3.0 Resources

science education

informal science

technology
  a. software

organizations

4.0 Research

publications

presentation (back | next)

grants

I N F O R M A T I O N A R C H I T E C T U R E: Mapping | Diagramming

I n f o r m a t i o n A r c h i t e c t & D e s i g n E x p e r i e n c e

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Information Architecture—
Flow Charts & Schematics
Information Architect, Project Manager (IA, PM Intern) for:
Snorkel Bob, SF, CA / for research, case study see <u>IA Deliverables</u> (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. Project was finished on time and successfully met demands of project.

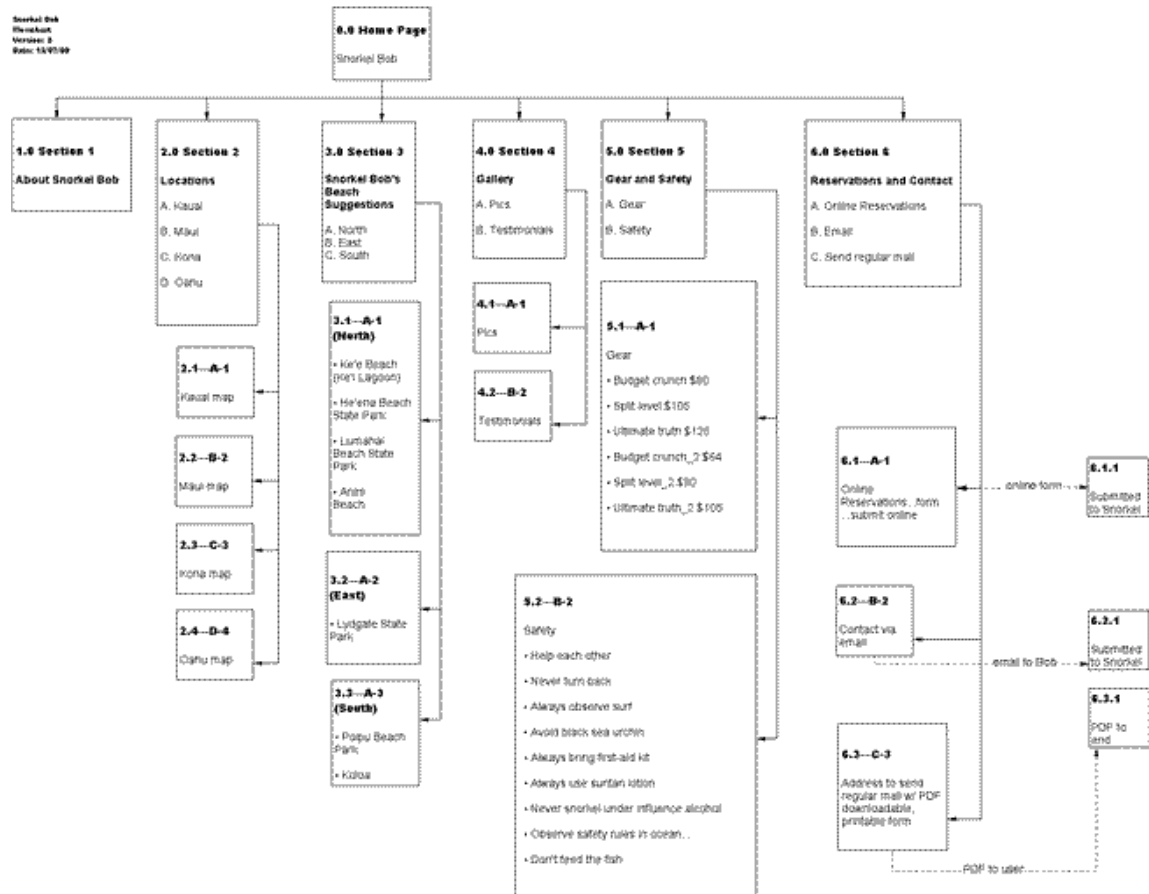Professional Experience: Information Architecture, Project Management

- 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
- See below:

I N F O R M A T I O N   A R C H I T E C T U R E: Mapping | Diagramming

I n f o r m a t i o n   A r c h i t e c t   &   D e s i g n   E x p e r i e n c e

Flow Chart & Interaction Design

I N F O R M A T I O N   A R C H I T E C T U R E: Mapping | Diagramming

I n f o r m a t i o n   A r c h i t e c t   &   D e s i g n   E x p e r i e n c e

Information Architecture—
Flow Charts & Schematics
Information Architect, Project Manager (IA, PM Intern) for:
Radio.sonicnet.com, SF, CA / for research, case study see IA Deliverables (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.

Professional Experience: 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
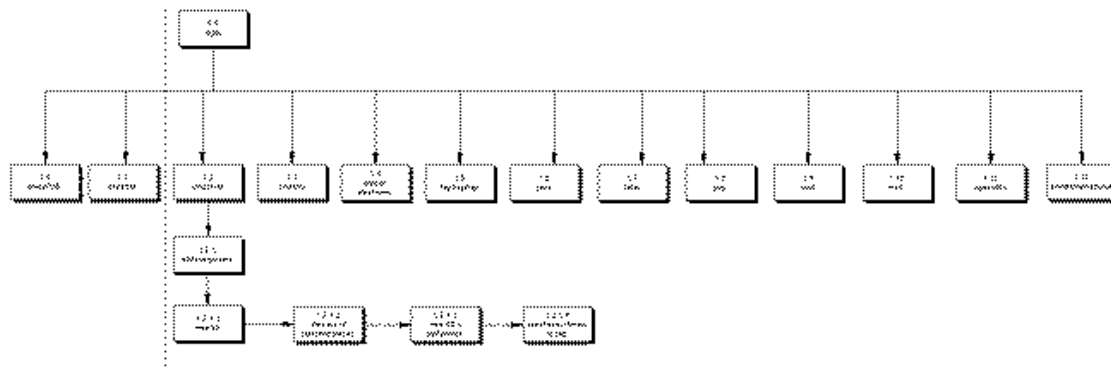- See below:

I N F O R M A T I O N   A R C H I T E C T U R E: Mapping | Diagramming

I n f o r m a t i o n   A r c h i t e c t   &   D e s i g n   E x p e r i e n c e

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Schematic—Interaction Design
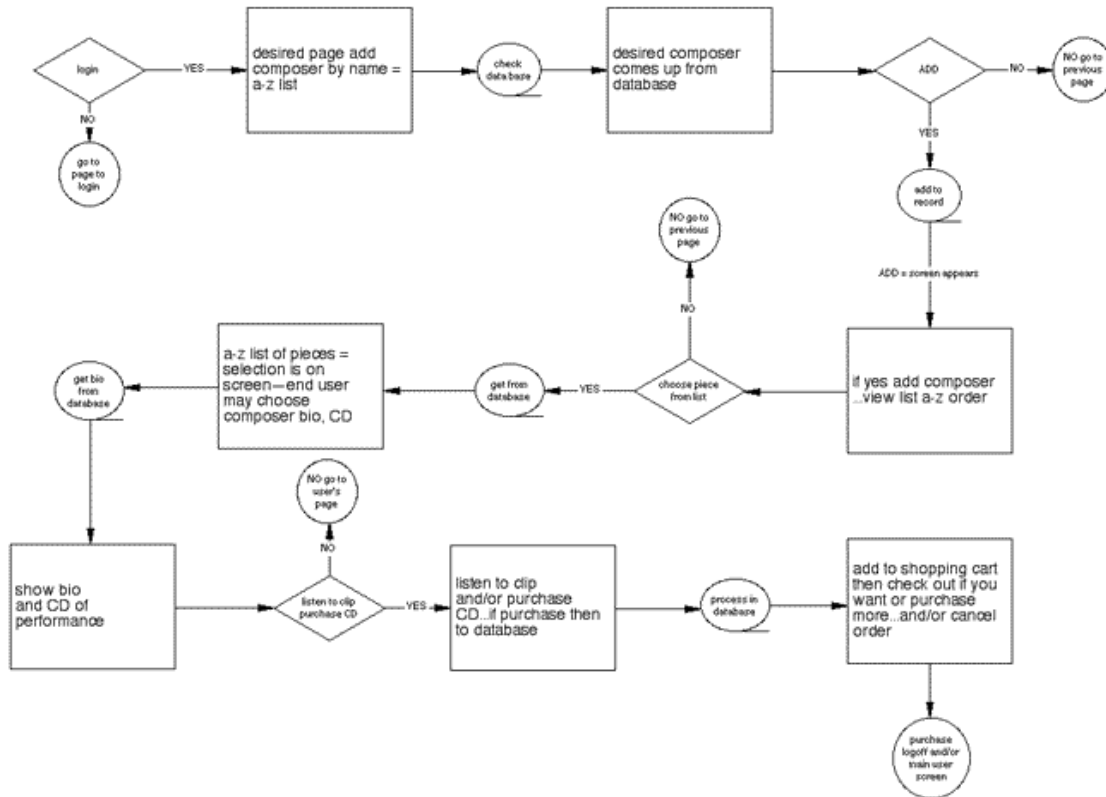
User Flow

I N F O R M A T I O N   A R C H I T E C T U R E: Mapping | Diagramming

I n f o r m a t i o n   A r c h i t e c t   &   D e s i g n   E x p e r i e n c e

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Information Architecture—
Flow Charts & Schematics
Information Architect, Project Manager (IA, PM Intern) for:
SFSU, SF, CA / for research, case study see IA Deliverables (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.

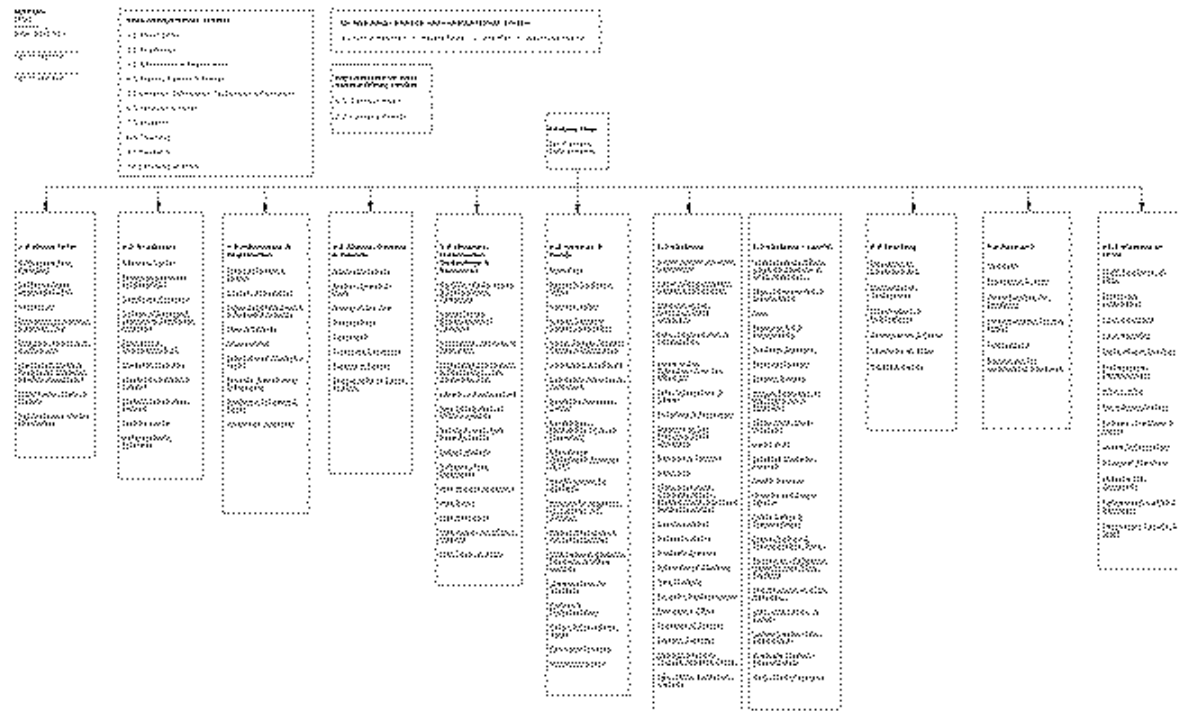Professional Experience: Information Architecture, Project Management

- 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
- See below:

I N F O R M A T I O N   A R C H I T E C T U R E: Mapping | Diagramming

I n f o r m a t i o n   A r c h i t e c t   &   D e s i g n   E x p e r i e n c e

Flow Chart

I N F O R M A T I O N   A R C H I T E C T U R E: Mapping | Diagramming

I n f o r m a t i o n   A r c h i t e c t   &   D e s i g n   E x p e r i e n c e

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Information Architecture—
Flow Charts & Schematics
Information Architect, Project Manager (IA, PM Intern) for:
Andelaprimo Winery, SF, CA / for research, case study see IA Deliverables (2000-2001)

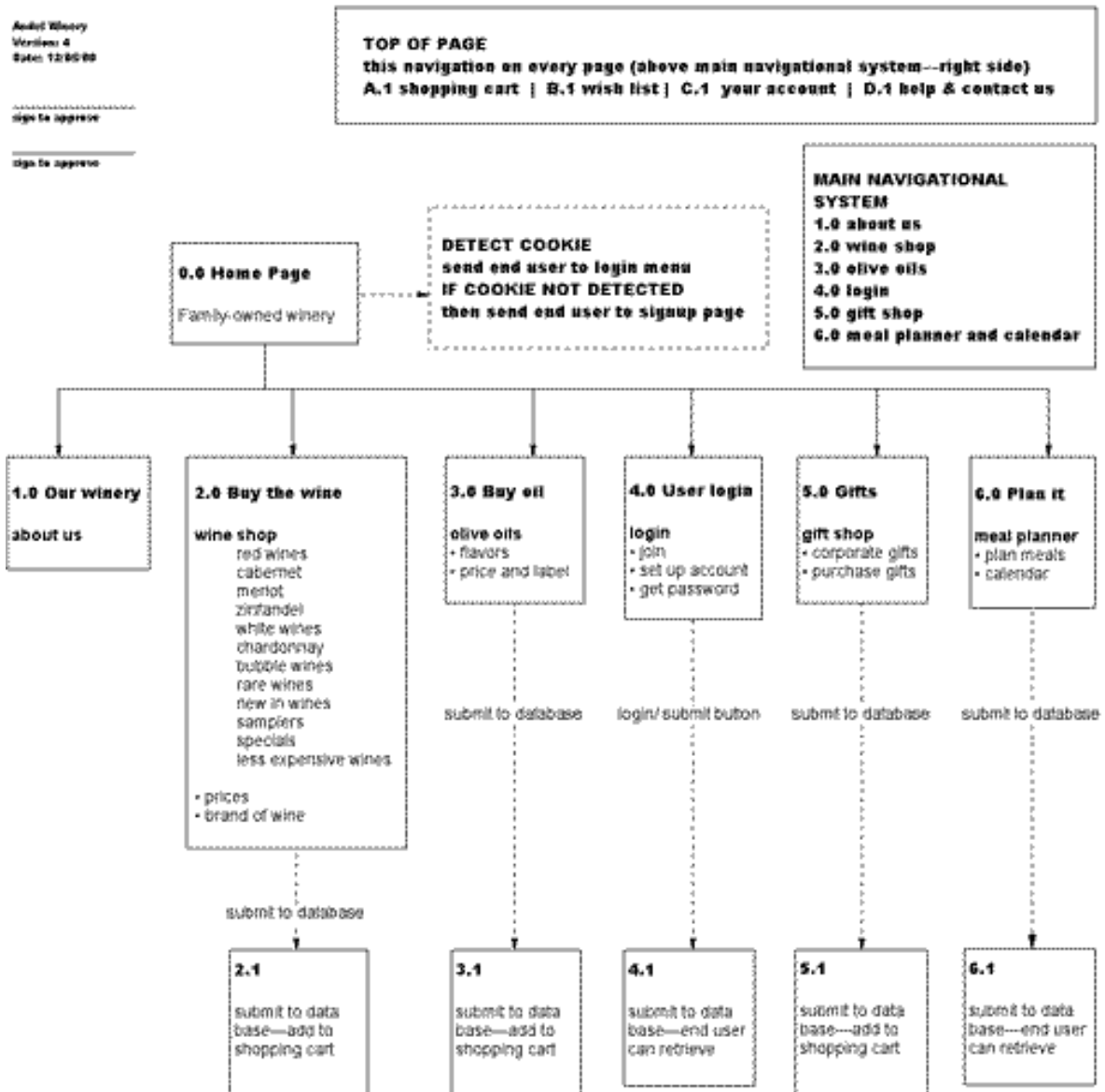Professional Experience: Information Architecture, Project Management

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

I N F O R M A T I O N   A R C H I T E C T U R E: Mapping | Diagramming

I n f o r m a t i o n   A r c h i t e c t   &   D e s i g n   E x p e r i e n c e

Flow Chart & Interaction Design

Steven Heitman
San Francisco, CA USA

I N F O R M A T I O N   A R C H I T E C T U R E: Mapping | Diagramming

I n f o r m a t i o n   A r c h i t e c t   &   D e s i g n   E x p e r i e n c e

Information Architecture—
Flow Charts & Schematics
Information Architect, Project Manager (IA, PM Work) for:
Age Wave (Fastek Technical Services), Emeryville, CA / for research, case study see
IA Deliverables (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.

Professional Experience / 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
- See below:

INFORMATION ARCHITECTURE: Mapping | Diagramming

Information Architect & Design Experience

Flow Chart

INFORMATION ARCHITECTURE: Mapping | Diagramming

Information Architect & Design Experience

Information Architecture—
Flow Charts & Schematics
Information Architect, Project Manager (IA, PM Intern) for:
Dr. Gates, AV / ITVC, SF, CA / for research, case study see IA Deliverables (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. Led team, did supervisory work.

Professional Experience: 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
- See below:

I N F O R M A T I O N   A R C H I T E C T U R E: Mapping | Diagramming

I n f o r m a t i o n   A r c h i t e c t   &   D e s i g n   E x p e r i e n c e

Flow Chart

I N F O R M A T I O N   A R C H I T E C T U R E: Mapping | Diagramming

I n f o r m a t i o n   A r c h i t e c t   &   D e s i g n   E x p e r i e n c e

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Information Architecture—
Flow Charts & Schematics
Information Architect, Project Manager (IA, PM Intern) for:
Youth Law Center, SF, CA / for research, case study see IA Deliverables (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.

Professional Experience: 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
- See below:

I N F O R M A T I O N   A R C H I T E C T U R E: Mapping | Diagramming

I n f o r m a t i o n   A r c h i t e c t   &   D e s i g n   E x p e r i e n c e

Flow Chart

I N F O R M A T I O N   A R C H I T E C T U R E: Mapping | Diagramming

I n f o r m a t i o n   A r c h i t e c t   &   D e s i g n   E x p e r i e n c e

IA Wire Frames Mockup—Skills

Each and every project requires developing wire frames and mockups; they are oftentimes annotated with specific details for every unique IA project. It cuts down on production costs since wire frames; mockups show navigational systems, and what a Web page looks like (without actually doing computer programming).

They also provide a way to make sure Web pages and Websites are designed consistently for quality-control purposes and consistency. Because end users have to be able to use Websites or digital design products successfully in order to complete online transactions. Wire frames, mockups help to clarify interaction designs and how end users could use a Website. That this promotes user-centered design for end users.

It is fair to say that for any given IA project wire frames, mockups are drafted and drawn up for every Web page in a Website. Then stakeholders, project managers, and Information Architects sign them off on. Per best practices and user-centered design, this is a very important component prior to production. Adobe Creative Suite is primarily used to draw wire frame mockups. For schematics, Information Architects use Visio, OmniGraffle, and Inspiration.

Why are wire frames and mockups necessary?

Wire frames, mockups are used to illustrate interface designs, because they document Web page layout for Websites. These documents are used at team meetings and provide visual representations of conceptual design. Since they can be reused for other projects, they are good blueprints to access at any time to generate conceptual ideas, including designing additional templates.

After usability testing is completed, it is good to have a record of what one did. Then, if changes have to be made or end users find issues, it is really easy to do edits and redraft them. They are good to keep as research documents to make references to them, if necessary and required. To let you know, it is a long scroll down to view wire frames and mockups.
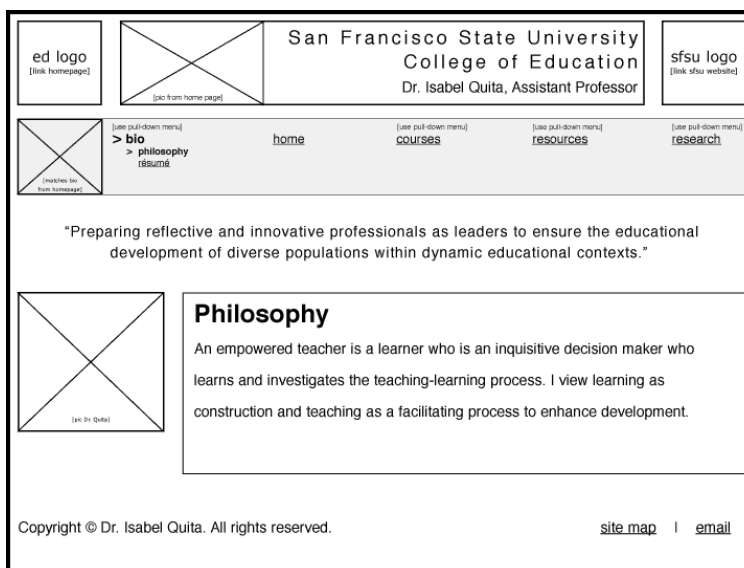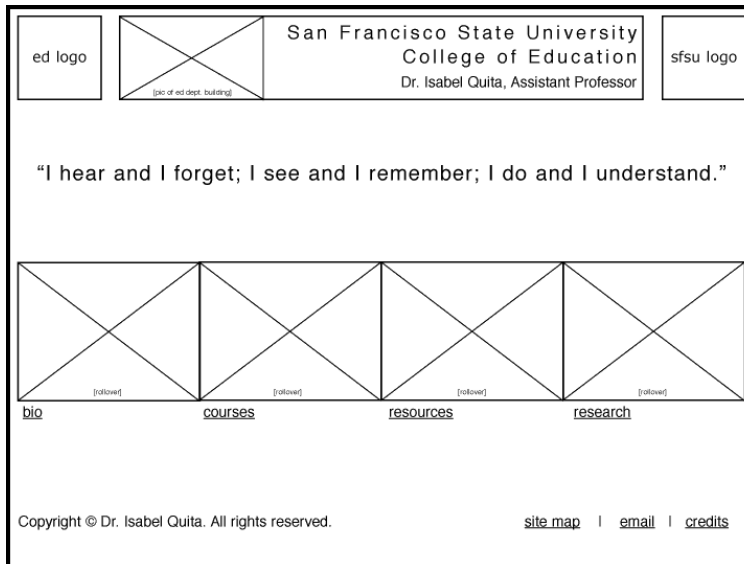
INFORMATION ARCHITECTURE: Mapping | Diagramming

Information Architect & Design Experience

Information Architecture—
Wire Frame Mockups & Rapid Prototypes
Information Architect, Project Manager (IA, PM Intern) for:
Dr. Quita, SFSU, SF, CA / for research, case study see IA Deliverables (2000-2001)

Professional Experience: Information Architecture, Project Management

Extensive research and development of Information Architecture for
project

Flow chart, wire frame mockups, user scenarios, case study, production

See below:

I N F O R M A T I O N   A R C H I T E C T U R E: Mapping | Diagramming

I n f o r m a t i o n   A r c h i t e c t   &   D e s i g n   E x p e r i e n c e

Wire Frame Mockups

Information Architecture—
Wire Frame Mockups & Rapid Prototypes
Information Architect, Project Manager (IA, PM Intern) for:
Snorkel Bob, SF, CA / for research, case study see IA Deliverables (2000-2001)

Professional Experience: Information Architecture, Project Management

INFORMATION ARCHITECTURE: Mapping | Diagramming

Information Architect & Design Experience

Extensive research and development of Information Architecture for project

Flow chart, wire frame mockups, user scenarios, case study, animation, production

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I N F O R M A T I O N   A R C H I T E C T U R E: Mapping | Diagramming

I n f o r m a t i o n   A r c h i t e c t   &   D e s i g n   E x p e r i e n c e

Wire Frame Mockups & Tag Lines

I N F O R M A T I O N   A R C H I T E C T U R E: Mapping | Diagramming

I n f o r m a t i o n   A r c h i t e c t   &   D e s i g n   E x p e r i e n c e

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Information Architecture—
Wire Frame Mockups & Rapid Prototypes
Information Architect, Project Manager (IA, PM Intern) for:
Radio.sonicnet.com, SF, CA / for research, case study see IA Deliverables (2000-2001)

Professional Experience: 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

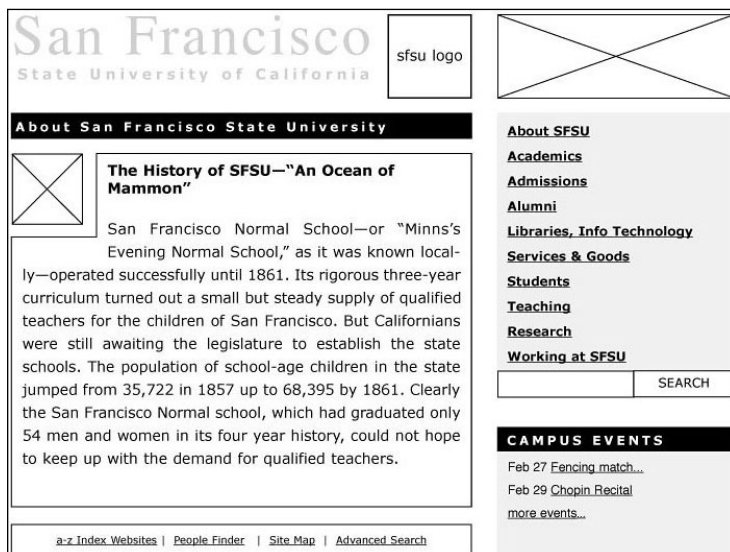See below:

I N F O R M A T I O N   A R C H I T E C T U R E: Mapping | Diagramming

I n f o r m a t i o n   A r c h i t e c t   &   D e s i g n   E x p e r i e n c e

Wire Frame Mockups & Interaction Design

I N F O R M A T I O N   A R C H I T E C T U R E: Mapping | Diagramming

I n f o r m a t i o n   A r c h i t e c t   &   D e s i g n   E x p e r i e n c e

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Professional Experience: Information Architecture, Project Management

Extensive research and development of Information Architecture for project

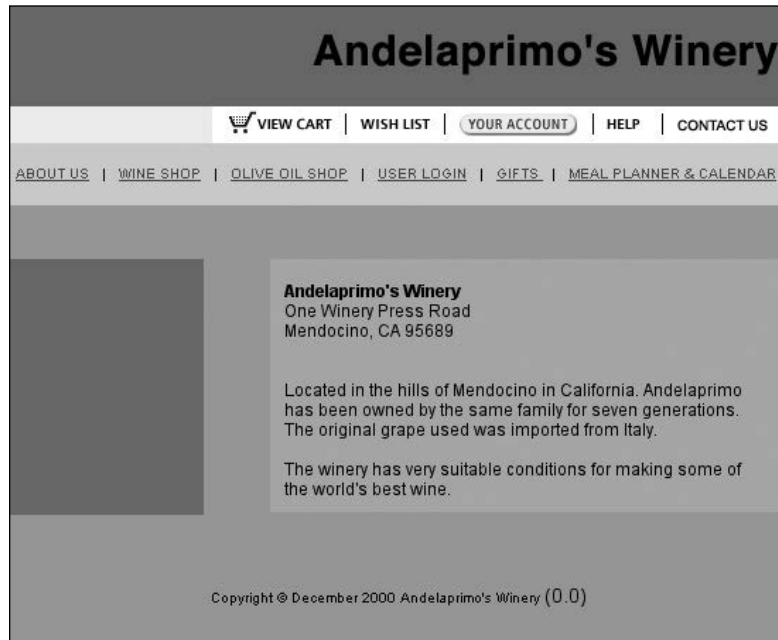Flow chart, wire frame mockups (hard-copy, HTML), user scenarios,
case study, production

See below:

I N F O R M A T I O N   A R C H I T E C T U R E: Mapping | Diagramming

I n f o r m a t i o n   A r c h i t e c t   &   D e s i g n   E x p e r i e n c e

Wire Frame Mockups

I N F O R M A T I O N   A R C H I T E C T U R E: Mapping | Diagramming

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Professional Experience: 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

See below:

INFORMATION ARCHITECTURE: Mapping | Diagramming

Information Architect & Design Experience
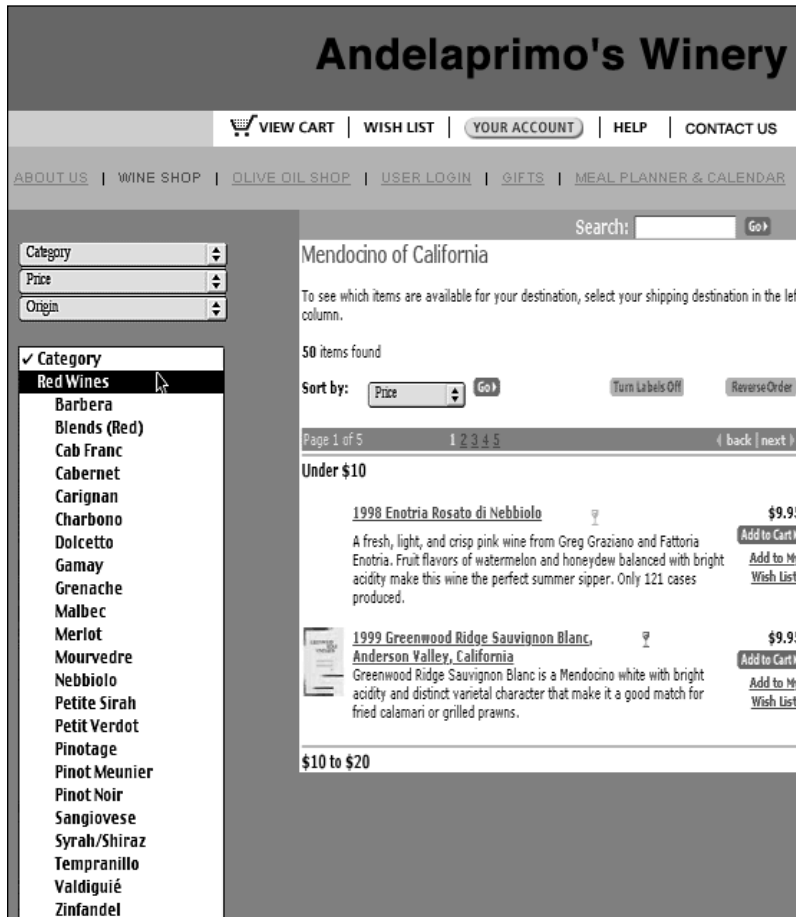
Wire Frame Mockup & Online Prototype

I N F O R M A T I O N   A R C H I T E C T U R E: Mapping | Diagramming

I n f o r m a t i o n   A r c h i t e c t   &   D e s i g n   E x p e r i e n c e

Wire Frame Mockup & Online Prototype

I N F O R M A T I O N   A R C H I T E C T U R E: Mapping | Diagramming

I n f o r m a t i o n   A r c h i t e c t   &   D e s i g n   E x p e r i e n c e

Information Architecture—
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Information Architect, Project Manager (IA, PM Intern) for:
Dr. Gates, AV / ITVC, SF, CA / for research, case study see IA Deliverables (1999)

Professional Experience: 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

See below:

I N F O R M A T I O N   A R CH I T E C T U R E: Mapping | Diagramming

I n f o r m a t i o n   A r c h i t e c t   &   D e s i g n   E x p e r i e n c e

Wire Frame Mockups

I N F O R M A T I O N   A R C H I T E C T U R E: Mapping | Diagramming

I n f o r m a t i o n   A r c h i t e c t   &   D e s i g n   E x p e r i e n c e

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Wire Frame Mockup

I N F O R M A T I O N   A R C H I T E C T U R E: Mapping | Diagramming

I n f o r m a t i o n   A r c h i t e c t   &   D e s i g n   E x p e r i e n c e

Wire Frame Mockup

INFORMATION ARCHITECTURE: Mapping | Diagramming

Information Architect & Design Experience

IA Work Experience—Skills

IA Work Experience(s), IA internships, credentials and certifications, count as work experience. All projects were successfully completed and on time. Many clients gave excellent letters of recommendations.

The IA has to work within the requirements for each project, using critical thinking skills, and using IA skills to successfully complete projects on time. Employers count graduate-level degrees and IA Work Experience as many years of work experience—given the duration of time and participation in real-world work experiences.

Résumé
* http://www.stevenheitman-ia.com/html/resume_IA_SKILLS.html

I N F O R M A T I O N   A R C H I T E C T U R E: Mapping | Diagramming

I n f o r m a t i o n   A r c h i t e c t   &   D e s i g n   E x p e r i e n c e

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IA Specialized University Degrees

Undergraduate degrees and graduate-level degrees demonstrate foundational and core skills in Information Architecture, User Experience Design, Project Management, including: Graphic Design, Technical and Professional Writing, and Corporate Training. Additional IA Certifications were completed from vocational training programs and graduate-level programs.

I N F O R M A T I O N   A R C H I T E C T U R E: Mapping | Diagramming

I n f o r m a t i o n   A r c h i t e c t   &   D e s i g n   E x p e r i e n c e

Successful Completion of All IA Internships
All internships were successfully completed and finished on time. Letters of recommendation were given to me, to show their satisfaction. That demonstrates professional IA qualifications and IA Work Experience.

Previously, working in corporate environments for several years provided solid work experiences relevant to doing Information Architecture and Project Management. Letters of recommendations from managers and supervisors provided upon request.

Feedback received from satisfied clients indicated they were satisfied with my Information Architect and Project Management skills were on target (satisfied clients and IA Reviews).

I N F O R M A T I O N   A R C H I T E C T U R E: Mapping | Diagramming

I n f o r m a t i o n   A r c h i t e c t   &   D e s i g n   E x p e r i e n c e

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IA Project Management—Skills
Each and every project requires project management skills; one has to know how to be personable, organized, efficient, professional, understanding deliverables, milestones and time schedules.

All of my programs included specific training in project management. Specific coursework in project management geared towards Information Architecture, User Experience Design, and Corporate Training projects.

During my undergraduate work, I also took Website Design & Management. Every program included specific vocational training relevant to Information Architecture, User Experience Design, and Project Management.

I N F O R M A T I O N   A R C H I T E C T U R E: Mapping | Diagramming

I n f o r m a t i o n   A r c h i t e c t   &   D e s i g n   E x p e r i e n c e

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Design and Management—Information Architecture & Corporate Training Projects
Information Architects learn about project design and management in the context of instructional systems design, as applied to developing and implementing major training projects in corporate settings: Information Architecture, program development, supervision, group processes, staff and client relations (MAEd, ITEC 850).

Information Architects contemplate and explore Information Architecture, instructional design, and project management approaches necessary to effectively design and implement training solutions for organizations.

Information Architects are introduced to a variety of tools and techniques from the field of Information Architecture, Instructional Design, Business Management, Change Management, Project Management and Organizational Psychology to help one successfully manage both the instructional and human aspects of organizational training projects.

Information Architects are introduced to various project management concepts and methods, such as forming a project team, planning a project; evaluating project results, managing a project's schedule and resources. Exploration of the Information Architecture and instructional design considerations in each of these topics.

Information Architects practice applying project management skills and knowledge skills for training by completing a comprehensive project plan for an instructional design project. Each project is selected by participants, working individually in consultation with a small group of your peers. One completes a formal project plan as the culminating project. This project plan will be completed in steps through supervision.

I N F O R M A T I O N   A R C H I T E C T U R E: Mapping | Diagramming

I n f o r m a t i o n   A r c h i t e c t   &   D e s i g n   E x p e r i e n c e

IA Research—Skills

Each and every project requires research skills; one has know how to do research, in order to do analysis for IA Design Plan Reports.

I N F O R M A T I O N   A R C H I T E C T U R E: Mapping | Diagramming

I n f o r m a t i o n   A r c h i t e c t   &   D e s i g n   E x p e r i e n c e

User-Centered Design Research—Information Architecture & Corporate Training
Information Architects conceptualize and write a research proposal that identifies and analyzes an educational research / user-centered design research problem in Information Architecture; develop research methodology and techniques, including sufficient familiarity with descriptive statistics to interpret writing; apply findings to field problems in Information Architecture (IA MAEd, ISED 797; College of Education's Interdisciplinary Studies Department).

Information Architects identify and examine qualitative and quantitative research. Read and review Information Architecture literature regarding current trends and best practices. Perform a literature review.

Recount via oral and written examinations (to relate with extensive details) researched findings to Professor. Develop research instruments (surveys, questionnaires, interviews, observation). Complete an online Certification by the National Institutes of Health about Conducting Human Subjects Research (Certification successfully completed). And validate findings with written documentation in a detailed report.

For my specialization in Information Architecture, I did my IA research project on Information Architecture and The IA Model, including usability testing with Dr. Hyun (Harvard University); Executive Summary and The IA Model.

I N F O R M A T I O N A R C H I T E C T U R E: Mapping | Diagramming

I n f o r m a t i o n A r c h i t e c t & D e s i g n E x p e r i e n c e

Excellent Information Architect & Design Reviews
In order to graduate and pass, every program requires 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.; and
- Letters of recommendations from previous employers.

I N F O R M A T I O N   A R C H I T E C T U R E: Mapping | Diagramming

I n f o r m a t i o n   A r c h i t e c t   &   D e s i g n   E x p e r i e n c e

IA—Skills
Specific IA vocational training and IA credentials.

Understanding Information Architecture, User Experience Design, Project Management; making heuristic evaluations—how to apply user-centered design principles to projects—then designing Websites, or other digital design products, that work right.

I N F O R M A T I O N   A R C H I T E C T U R E: Mapping | Diagramming

I n f o r m a t i o n   A r c h i t e c t   &   D e s i g n   E x p e r i e n c e

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Multimedia Design—Information Architecture & Corporate Training
Provides Information Architects and instructional designers with theoretical knowledge and practical experience in the fundamental aspects of interface design for multimedia and Web-based (Websites) instructional design, performance support, and informational projects.

It focuses on interface design by examining works from the perspectives of learning psychology, graphic design, human-computer interaction design, and instructional systems design (IA MAEd, ITEC 830).

Information Architects examine an overview of interface design, including Information Architecture issues and Web 2.0 technologies (social networking). Applying theoretical knowledge to design, develop, and evaluate an interactive educational product (Website or digital design product).

Emphasis is placed on creating instructional products that effectively engage and support users in achieving specific performance goals. Information Architects conduct research and report on a specified topic related to user-centered design principles, with regard to Information Architecture and doing heuristic evaluations.

I N F O R M A T I O N   A R C H I T E C T U R E: Mapping | Diagramming

I n f o r m a t i o n   A r c h i t e c t   &   D e s i g n   E x p e r i e n c e

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IA Usability Testing—Skills
Successful completion of projects requires doing usability testing; end users have to be able to use Websites or digital design products in order to complete online transactions.

Information Architecture is a highly specialized field that requires specific training and education relevant to every IA project or employment situation. Without degrees in IA, it might be difficult to grasp why IA is both important and required for Websites or digital design products, including understanding user-centered design principles.

Understanding why usability testing is necessary and how to do it. In terms of doing heuristic evaluations and how to design usability tests for effective data collection, this includes doing: heuristic evaluations, heuristic estimations, cognitive walkthroughs, pluralistic walkthroughs, feature inspections, consistency inspections, standards inspections, and formal usability inspections.

I N F O R M A T I O N   A R C H I T E C T U R E: Mapping | Diagramming

I n f o r m a t i o n   A r c h i t e c t   &   D e s i g n   E x p e r i e n c e

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E-Learning Development—Information Architecture, Corporate Training & Usability Testing
Information Architects are introduced to the instructional design and development processes commonly applied in the production of e-learning for education, businesses, and community settings, including Information Architecture. One reviews the fundamental instructional concepts supporting various e-learning strategies, tactics, and media (IA MAEd, ITEC 865).

Information Architects apply these concepts through a major design and development project, using a variety of multi-media computer programming softwares. During this course one concentrates development efforts on creating simulation, game-based, or goal-based-scenario driven e-learning modules.

Information Architects are introduced to the field of e-learning through exploration of methods, applications, and current business models. Discussion of the Information Architecture and instructional design considerations, technical implementation requirements, and implications for learning (and teaching) for a range of e-learning approaches. One's learning of this content will be assessed primarily through several short papers and hands-on activities assigned throughout the semester.

Information Architects develop a comprehensive e-learning instructional module, working in a team environment. One works with a team of peers to plan, design and develop an original e-learning module. One's team will choose an e-learning topic, carry out front-end analysis, design and develop instructional activities, and conduct formative evaluation using The ADDIE Model and The IA Model, including doing usability testing.

Steven Heitman
IA Design & Usability
Information Architect
User Experience Designer
Project Manager