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INFORMATION ARCHITECTURE: Profile

Information Architect & Design Experience

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

Supplemental to Résumé

USER/DESIGN RESEARCH, IA/IXD/UXD, PRODUCT MANAGEMENT SKILLS

The Information Architect and user experience designer (overlapping components and procedures but subjective to specific situation and audiences) does user/design research—usually accomplished by first doing a needs assessment or competitive analysis—using methods-of-design research and procedures.

These documents should include: specific user research and a design plan, a competitive analysis, wire frame mockups, flow chart, schematics, and supporting documentation (or whatever else is required to get the project done), including project/product management.

The Information Architect consult closely with a client or corporation, to determine what their needs will be, prior to designing and implementing a Website, or other digital design products.

Who has to use all of these online products?

The answer to that question is clear that human beings use Websites. One meets with clients or stakeholders. Then interviews subject matter experts. This defines what the real needs are for a client's business requirements and for end users. This means developing a viable design plan report and solution prior to implementation of digital design products.

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Information Architect & Design Experience

Understanding requirements for design plans are helpful to teammates. In the long run, end users do benefit from user-centered design. Since information is then appropriately structured and navigation systems developed, end users can more effectively use a Website and then concentrate on using it. Information Architects and User Experience designers use a variety of software programs to produce required documentation.

Axure and Adobe Creative Suite (Visio, OmniGraffle, Inspiration) are software programs used by Information Architects and User Experience Designers to develop and produce documentation for reports. It is an individual's choice and decision to use software programs that best serve their particular professional goals.

Then one draws wire frame mockups, using Adobe Creative Suite or other software programs. One might develop a few working prototypes (wire frame mockups or online working prototypes).

Experienced computer/Web programmers make code refinements. The Information Architect is primarily concerned with the conceptual design part-of-the-project, incorporating user-centered design into every digital design product. How may I help you?

USER-CENTERED DESIGN IMPROVES PRODUCTIVITY

Developing Websites, other digital design products, or online training programs benefit from having Information Architecture done prior to implementation. That also means doing usability testing and continuously making evaluations to see if Websites really work—or do not work.

Doing Information Architecture prior to implementing a final version of a Website may save a corporation a lot of money and time. If the Website is designed to work right and more usable, end users will desire to use the Website.

If end users get frustrated when online, they may not be able to quickly find information they want to get at and say: "forget it." Information Architects figure out objectives—their goal is to create meaningful experiences for end users—this makes using online products easier. That means incorporating user-centered design and "best practices" in all design products!

Since Information Architecture and User Experience Design are involved disciplines, they cannot be fully elucidated in this brief synopsis. Many Information Architects and User Experience Designers have completed in-depth graduate-level programs that specialize in their subject matter.

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Information Architect & Design Experience

This enables them to specialize in Information Architecture, designing navigation systems—fully integrated navigation systems and search functions for design products. Other aspects include: interaction design, developing and performing usability tests after production—prior to implementation. Because Information Architecture is such a specialized arena, now universities are beginning to develop and offer advanced degree programs.

The value of doing Information Architecture coupled with User Experience Design, in the long run, reduces usability issues—lack of user-centered design. It can save corporations money.

It increases productivity for their work force and raises a return on their investment because end users and employees are better able to use Websites or other design products.

While a few critics may interject they feel it is not worth spending extra money for an Information Architect or User Experience Designer, viable user research demonstrates one's money is well spent on Information Architects, User Experience Designers, and usability experts.

For increased profit margins and higher productivity for end users (for a variety of audiences—from employees to people who use the Internet), Information Architects and usability experts design Websites that work more effectively, increasing productivity and profit margins for corporations.

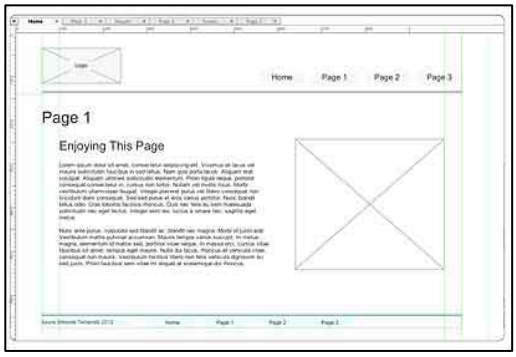

Figure 1: Axure RP

Using Axure RP, creating components, prototyping, and diagrams for Websites or other digital products. It helps to automate the process of creating high-quality documents and prototyping (Figure 1).

INFORMATION ARCHITECTURE: Profile

Information Architect & Design Experience

When an information architect and research design practitioner wants to find out more about the needs of end users, it is better to do card sorting. This enables one to find out more about user-centered design and to design based on their needs, which are ultimately more important. If we can learn more about the specific user-centered design needs for a particular audience or audiences, then it is far easier to develop better products.

Figure 2: Card Sorting

I work with clients on developing excellent blueprints (conceptual designs promoting user-centered design principles). Doing user research/design research and card sorting (Figure 2) helps to establish user-centered design for a Website or other digital products.

INFORMATION ARCHITECT, USER EXPERIENCE DESIGNER

A very specialized information architect and user experience designer, extending into user research, product management and project management. I have concentrated—on many—if not all the aspects from design research, concept generation (brain storming), user scenarios, wire frame mockups, prototyping, usability testing, implementation, and system testing.

I N F O R M A T I O N A R C H I T E C T U R E: Profile

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

COMPONENTS TO DIGITIAL DESIGN PRODUCTS

User Experience Design and Experience Architecture are exciting components to digital design online products and technology, including user research, product management, and project management.

Why? Because all of these components combined together really make for superior online experiences for end users. Technology requires a lot of different designs, usability, user-centered design, navigation systems, interaction design, and information architecture. Since end users rely on using technology, user experience designers always design with end users in mind—from Intranets to Websites, to any digital design products, and for mobile devices. In essence, design research and experience design helps us to better understand how to design more for end users and their unique needs.

My focus is on designing products being introduced into the market, focusing on appropriate user-centered design. My current résumé details all of my unique work experience and educational background—congruent with an education and experience that matches what I do as a professional. Of course, many constraints limit how we can design digital design products. I like to work with everyone on the team, including stakeholders and engineers. Doing design research and figuring out how things fit well together, I try to understand business requirements and all the different requirements of end users (limitations and gaps).

Rapid prototyping (using Axure or paper prototyping) gives us all a unique advantage—since it enables one to see what the product looks like—prior to doing programming, which is time consuming and quite expensive. Then doing usability testing gives us more information about what works or does not work right for end users. Since a wide variety of digital design products and social media are being designed and currently developed, interface design and navigation systems design are paramount to successful products. I also use my drafting and sketching skills for quick-and-dirty drafts of conceptual ideas. Of course, I developed drawing skills from all the different design programs.

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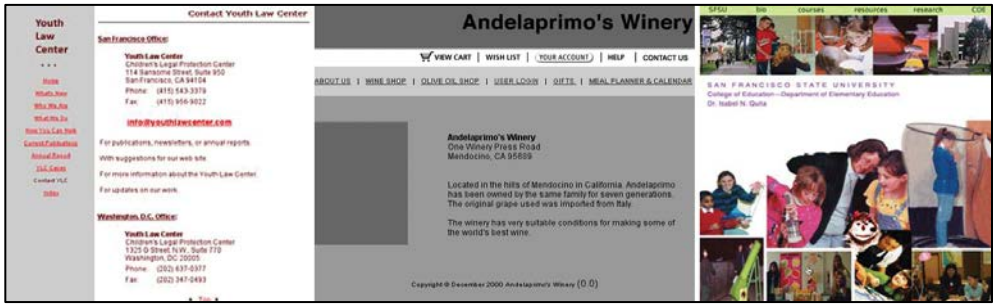
INTERFACE DESIGN & INFORMATION ARCHITECTURE

Interface design and information architecture are a few of significant layers in the design process, including navigation systems design. By doing user/design research, it helps us to better design digital design products. Wayfinding in cyberspace then becomes more natural and easier for end users.



EXPERTISE: INFORMATION ARCHITECTURE, USER/DESIGN RESEARCH, USER EXPERIENCE DESIGN & PROJECT/PRODUCT MANAGEMENT

My expertise has also extended deep into these areas and components for Information Architecture, User Research, and User Experience Design—Information Architecture Design for Websites or other digital components:

1. Design Research,
2. Concept Generation,
3. User Scenarios,
4. Wire Frame Mockups,
5. Prototyping,
6. Usability Testing,
7. Implementation, and
8. System Testing.

INFORMATION ARCHITECTURE: Profile

Information Architect & Design Experience

EXPERTISE: INFORMATION ARCHITECTURE, USER/DESIGN RESEARCH, NAVIGATION DESIGN & PROJECT/PRODUCT MANAGEMENT

My expertise has also extended deep into these areas and components for Information Architecture, User Research, and User Experience Design—Navigation Systems Design for Websites or other digital components:

1. Hierarchical Navigational Systems,
2. Global Navigational Systems,
3. Local Navigational Systems,
4. Integrated Navigational Systems,
5. Remote Navigational Systems,
6. Ad Hoc Navigational Systems, and
7. Search Engines in Websites.

EXPERTISE: MAJOR/EMPHASIS
INFORMATION ARCHITECTURE (IA) & DESIGN
USER/DESIGN RESEARCH
INTERDISCIPLINARY UNIVERSITY PROGRAMS

Major/emphasis:

User/Design Research, Information Architecture, Navigation Systems Design (NS), User Experience Design, Structuring & Organizing Web-Based Information, Mobile User Experience, Interaction Design, User-Centered Design, Human-Computer Interaction, Human Factors, Visual & Web-Based Designs, Intranet Information Architecture, Designing Complex Applications & Websites, Interface Design, Social Media, Web 2.0, Computer/Web Programming, HTML5/CSS3, Usability Engineering, Usability Testing, Card Sorting, Usability in Practice, Guidelines for Web Usability, Usability Reports/Case Studies, Website Design & Management, and Project/Product Management; internships successfully completed.

The MAEd and MAIA dissertations from both theses reports/projects establish my expertise as a Senior Information Architect Specialist, extending deep and far into user experience design, user research, project/product management, mentoring, usability expertise/testing, director; successful completion of projects and professional work experience.

Two graduate-level IA Certifications certify being an information architect and user/design research specialist.

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MAEd DISSERTATION:
INFORMATION ARCHITECTURE /
USER/DESIGN RESEARCH / USER-CENTERED DESIGN /
PROJECT-PRODUCT MANAGEMENT /
USABILITY TESTING

- Graduate College of Education
  San Francisco State University
- An Online Tutorial for Instructional Designers
  to Learn about Information Architecture
- Primary Focus: User/Design Research, Information Architecture,
  User-Centered Design, Interface Design, Interaction Design,
  Concept Generation, Wire Frames, Prototyping, Usability Testing,
  Systematic Approach, Current IA Trends, IA/UXD Deliverables; design patterns;
  IA/UXD hard-copy portfolios
- Secondary Focus: ADDIE Model, Instructional Design, Corporate Training,
  Cognitive Psychology
- Dr. Hyun, Ph.D., Harvard University, assisted with relevant research parameters
- Annotated Bibliography, Glossary, Syllabus
- 759 pp.
- Online IA Tutorial
- 60 pp. (HTML & Paper-Based/Oral Presentations)

INFORMATION ARCHITECTURE: Profile

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MAIA DISSERTATION:
INFORMATION ARCHITECTURE /
NAVIGATION DESIGN / USER-CENTERED DESIGN /
USER/DESIGN RESEARCH / PROJECT-PRODUCT MANAGEMENT /
USABILITY TESTING

- School of Design Graduate Program
  San Francisco State University
- An Online Tutorial for Digital-Media Designers
  to Learn about Web Navigational Systems
- Primary Focus: User/Design Research, Information Architecture, Navigation Design, User-Centered Design, Interface Design, Interaction Design, Hierarchical Navigational Systems, Global Navigational Systems, Location Navigational Systems, Integrated Navigation Systems, Remote Navigational Systems, Ad Hoc Navigational Systems, Search Engines in Websites (Part of Navigational Systems), Review of Related Websites (Information Architecture), Heuristic Evaluations, Usability Testing, IA/UXD Deliverables; design patterns; IA/UXD hard-copy portfolios
- 195 pp.
- Online NS Tutorial
- 30/40 pp. (HTML & Paper-Based/Oral Presentations)

BAIA DISSERTATION:
INFORMATION ARCHITECTURE /
NAVIGATION DESIGN / USER-CENTERED DESIGN /
USER/DESIGN RESEARCH / PROJECT-PRODUCT MANAGEMENT /
USABILITY TESTING

- School of Design Undergraduate Program
  San Francisco State University
- HTML Editors—Their Practical Use in Web Design
- Primary Focus: User/Design research, Information Architecture, Navigation Design, User-Centered Design, Interface Design, Interaction Design, Heuristic Evaluations, Usability Testing, IA/UXD Deliverables; design patterns; IA/UXD hard-copy portfolios
- 41 pp.
- Portfolio Website and graphic design portfolios
- Multiple presentations, final project, portfolio development

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WEB ACCESSIBILITY

While my main focus is being an information architect and user experience designer, including research and product management. I am not a computer/Web programmer, though I have extended my training and taken semester long courses in HTML5 and CSS3, including vocational training in computer/Web programming skills. My experience extends far and deep into being a usability expert.

This naturally includes designing for target audiences. That extends well into Website organization and structure (hierarchical organization linear organization, random organization). The principles of visual design could entail: repetition, contrast, grouping related items, and alignment for enhanced visual unity.

Of great important for user-centered design is to provide end users with accessibility (universal design and increased accessibility); accessible design benefits search engine listing; and the legal requirements for accessibility—since accessibility is the right thing to do—the federal government is promoting accessibility by law (Section 508).

Also, the W3C has created the Web Accessibility Initiative (WAI) that creates guidelines and standards applicable to Web content. The WCAG 2.0 gives these four accessibility principles: Perceivable, Operable, Understandable, and Robust (POUR).

Other considerations include: the load time for Web pages, the perceived load time, significant content above the fold, adequate white space, horizontal scrolling (Web pages that scroll down too long). Then the good design of navigation systems enable end users to wayfind and sense-make (navigate) on a Website or on other digital design products. Additional design considerations for mobile device design: small screen size, low bandwidth (slow connection speed); limitations of font sizes color and media issues—how it translates into increased user-centered design—responsive Web design is also important for increased user-centered design.

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HTML5 & CSS3

Update: CCSF Computer/Web Programming Courses (1 Semester)
CNIT 132, Intermediate HTML, HTML5 & CSS3

The use of HTML5 to publish information on the World Wide Web, including use of color, images, tables, and frames. Cascading Style Sheets CSS3 is used to standardize the appearance of information within a page and across pages in a site. The course also included an Introduction to scripting languages, Dynamic HTML, forms and CGI. The course also included an Introduction to secure data transfer, discussion of privacy, copyright, and accessibility issues; hand coding Web pages using HTML and XHTML and publish with FTP.

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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: Profile

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

COMPUTER/WEB PROGRAMMING—HTML5 & CSS3—RELEVANT SKILLS

My expertise has also extended deep into these areas and components for Information Architecture and User Experience Design—Computer/Web Programming for Websites or other digital components encompassed:

Internet and Web basics; HTML5 basics; Web design basics; cascading style sheets basics (CSS3); Web graphics style basics; additional CSS3 basics; page layout basics (HTML5 and CSS3); links, layout, and mobile design; table basics; form basics; media and interactivity basics; Web publishing basics.

An example of current HTML5 & CSS3 coding skills—links, layout, and mobile design (from projects); table basics; form basics; media and interactivity basics; Web publishing basics—included with portfolios.

DETAILS

Please refer to my current résumé about the details, regarding my educational background and experience, since it is so extensive and very specific to my profession. I am looking forward to meeting with you in person for an interview. Thank you.