Steven Heitman
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

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

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

IA/IXD/UXD—Subject Matter Expert

Solid Foundational Skills
Core vocational skills, in the MAEd program (also derived from other programs), provide solid foundational skills for doing information architecture and user experience design projects, including:

- Understanding fundamentals of research, information architecture, user experience design, navigation systems design, interaction design, user experience architecture, interface design, user-centered design, branding, social media, project management;
- Following a systematic approach for successfully completing projects;
- Drawing, drafting and sketching—mapping and diagramming;
- Detailing annotated wire frame mockups and other required documents;
- Using Adobe Creative Suite and a variety of softwares;
- Prototyping rapidly (paper based or Axure), Dreamweaver, HTML5 and CSS3 coding from scratch, mobile device design;
- Doing usability testing; heuristic evaluations specific to different tasks;
- Doing project management/product management; and
- Hands-on vocational and work experience specific to working as an information architect specialist, user experience designer, researcher, manager, mentor, usability expert/tester, director.

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User Experience Design—User-Centered Design—Why I Do It

The reason for my choice of majors was due to my love of information design, information architecture (IA), user experience design (UXD), navigation systems design, as well as Web usability, and usability testing. Doing usability testing by far increases the focus towards implementing user-centered design and effective products—I realized the need for my services as an information architect, user experience designer. We all use the Web or mobile devices for accessing information online—wayfinding, navigating in cyberspace—e-commerce, and personal Websites.

Given the need for all these digital design products, my job is to make all of these products usable for end users. While information architecture seems so abstract in its application, my research revealed the need for increased usability. This, of course, extends far and deep into user experience design—user-centered design—how end users could better use digital design products. My job is to make products work better for end users. I like to play the game of pretending to be an end user. I think about how designs could be improved. This takes producing a wide variety of relevant business documents that clearly map and diagram information architect-design solutions.

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User Research Components Relevant to Information Architecture
Additional skills are required for doing information architecture and
user experience design projects, including:

- User experience strategy;
- Working with stakeholders and teammates;
- Demographics affecting UXD (gender, culture);
- UXD tools;
- Ideation strategies;
- Prototyping;
- Usability testing protocols/usability testing;
- UXD (general);
- UXD (processes);
- Measuring impact of ROI, investing in UXD processes
  (why it is a good investment);
- User experience design principles;
- Human-computer interaction;
- Storyboarding;
- Design thinking (mapping and diagramming);
- Designing for multi-device ecosystems;
- UXD research methods of design (general);
- Eye-tracking research methods;
- Qualitative research methods;
- Quantitative research methods;
- Ethnographies and contextual inquiries (field research);
- Agile/lean UXD;
- Impactful presentations and reports;
- UXD researching in a multi-device landscape; and
- Participatory design.

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Dissertations:
User/Design Research, Information Architecture, Navigation Design,
User Experience Design, User-Centered Design, and Usability Testing

MAEd P r o g r a m—**Graduate College of Education**
Graduate-Level Dissertation

An Online Tutorial for Instructional Designers to
Learn about Information Architecture   The IA Model

Information Architecture—systematic approach on projects
(ADDIE Model), including online tutorial; excellent reviews.

759 pp. & 60 pp.
HTML & Paper-Based/Oral Presentations

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

MAIA P r o g r a m—**School of Design Graduate Program**
Graduate-Level Dissertation

An Online Tutorial for Digital-Media Designers to
Learn about Web Navigational Systems   The NS Model

Information Architecture, navigation design, heuristic evaluations
on projects, including online tutorial; excellent reviews.

195 pp. & 30/40 pp.
HTML & Paper-Based/Oral Presentations

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

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Recommendations from Professors—Five (5) Additional Reviews Required—MAEd Dissertation

Sr. Information Architect (IA) Specialist,
User Experience Designer(UXD), User/Designer Researcher,
Manager, Mentor, Usability Expert/Tester, Director

Recommendation
"Approval."

Dr. Beatty, Ph.D.
Dr. Michaels, Ph.D.
Dr. Hemphill, Ed.D. ("Approved by COE—College of Education—Graduate Committee")
Dr. Cheng, Ph.D.
Dr. Gates, Ed.D.
Dr. Dierke, Ed.D.

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Five (5) Additional Reviews for the MAEd (IA) Thesis Report

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.

—**Christian Crumlish**
Senior Information Architect/User Experience Designer
Product Manager/Director
Director of Technology
The Information Architecture Institute
http://www.iainstitute.org

O'Reilly Media—Technology Books…
http://www.oreillynet.com/pub/au/3438

Great stuff!

—**Natalie Buda**
Director of User Experience
Senior Information Architect

His work in his Thesis Report and detailed analysis, instructional design goals and objectives, and online IA tutorial are on target. The Tutorial works well for delivery of instructional materials….

—**Megan Descalso**
Writer, Editor

I'm really impressed with the site. It's got a very professional look and feel to it. I'm impressed by the strong visual/graphic contrast. It helps to differentiate areas of the tutorial. I also liked that you employed an engaging and reassuring writing style. It fits with the intended audience. It's a smart move, because the subject matter and the scope of the tutorial could be perceived as a little intimidating to a beginner. For someone like me, who has little to no experience with this subject matter, the writing style was comforting. I felt at ease embarking on the tutorial. Nice work. Really well done!

—**Raymond Angelo**
Technical Writer

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.

—**Deborah A. Jacobs**
Chief Executive Officer/Product Designer

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Professional Organizations (Ongoing Attendance)

BayCHI serves the entire San Francisco Bay Area, with meetings held from San Rafael to Berkeley, from San Francisco to San Jose. The monthly program meeting is held in Palo Alto. BayCHI is the local San Francisco Bay Area chapter of ACM SIGCHI; http://www.baychi.org/.

- ACM is the **Association for Computing Machinery**, a society for information technology professionals with over 75,000 members worldwide; http://www.acm.org/.
- SIGCHI is an **ACM Special Interest Group on Human-Computer Interaction**, with over 6,000 members worldwide; http://www.sigchi.org/.
- BayCHI officially reports to ACM and maintains a close relationship to SIGCHI. BayCHI is the largest local ACM SIGCHI chapter in the world, with 1,200 members.

BayCHI is organized and operated exclusively for educational and scientific purposes in the area of Computer-Human Interaction. Its services include the following:

- Collecting and disseminating information through a newsletter, announcements, and other physical and/or electronic media.
- Sponsoring meetings, conferences, symposia, discussion groups, and workshops.
- Organizing sessions at conferences of the ACM.
- Serving as a source of information for its members, other subunits of the ACM, and the general public.
- Working with subunits of the ACM on activities such as lectures, professional development seminars, and technical briefings.

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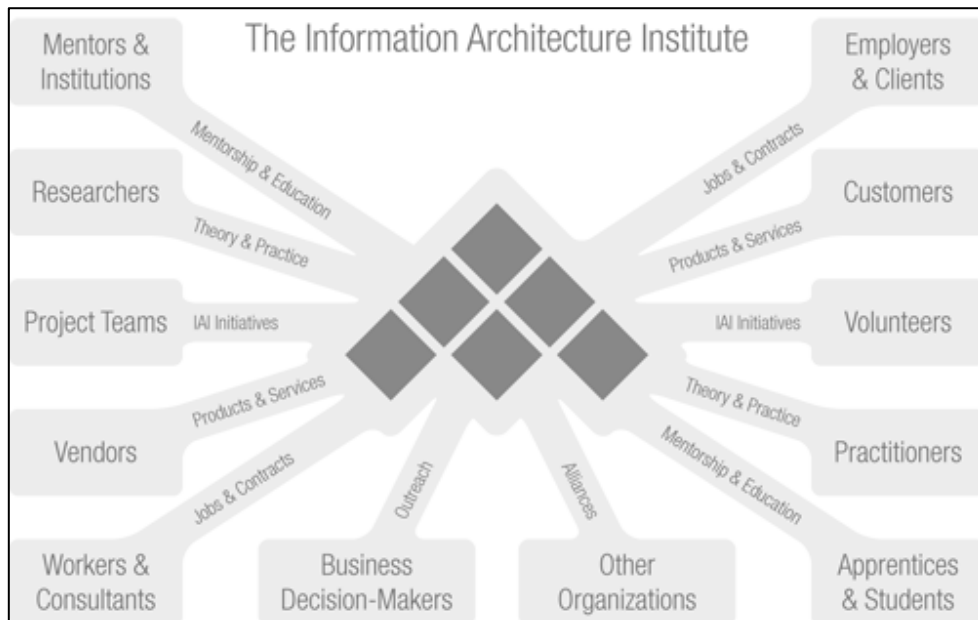## I n f o r m a t i o n   A r c h i t e c t   &   D e s i g n   E x p e r i e n c e

Information Architecture Institute—About the Organization

The **Information Architecture Institute** is a 501(c)6 professional organization, operated by a dedicated, multi-national group of people who are dedicated to promoting the concept, craft and community of information architecture; http://iainstitute.org/en/.

We live in exciting times. As the information age rolls forward, our businesses, markets and societies are being transformed into adaptive, connected networks. The Internet of today only hints at the ubiquitous communication infrastructure of tomorrow. The construction of this brave new world requires a new kind of architecture, focused on digital structures of information and software rather than physical structures of bricks and mortar. As we spend more time working and playing in these shared information spaces, people will need and demand better search, navigation and collaboration systems.

Volunteering our own resources, we aspire to collaborate within our community and build bridges to related disciplines and organizations. We invite you to join us in advancing the state of information architecture through research, education, advocacy and community service.

The IA Institute Framework

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We aim to facilitate the following relationships and the people and groups they serve:

- **Mentors/Institutions and Apprentices/Students**
  This is the relationship of induction, education, training and professional development. It is about bringing people into the practice of information architecture and strengthening their acumen.

- **Researchers and Practitioners**
  This is the relationship of reconciling theory with practice. It is about getting important research out into the field, as well as getting feedback from the field about which research is important.

- **Project Teams and Volunteers**
  This is the relationship of service. It is about providing the infrastructure for motivated people, whose time we recognize as valuable, to perform effectively and achieve results in the endeavors of the organization.

- **Vendors and Customers**
  This is the relationship of commerce. It is about enabling our members to trade the products and services that make them more effective at the practice of information architecture.

- **Workers/Consultants and Employers/Clients**
  This is the relationship of work. It is about connecting information architects with the projects and organizations that make their skills useful to the outside world.

In addition to these mediating relationships, there are the relationships the Institute itself forges directly:

- **Business Decision-Makers**
  This is the relationship of outreach. It is about explaining to business leaders the value of information architecture and how it fits into their organizations.

- **Other Organizations**
  This is the relationship of alliance. It is about adding further definition to the Institute by situating it among a broader community of similar, but different organizations.

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Portfolio

The **MAEd** program (and other programs) *required* multiple projects to be successfully completed in the specific subject matter, including producing relevant portfolios specific to:

- IA/UXD research, information architecture, interaction design (writing effective use cases; scope, stakeholders and actors, three named goal levels, preconditions triggers and guarantees, scenarios and steps, extensions, technology and data variations, linking use cases, use case formats, business process modeling), user experience design, user experience architect, human-computer interaction, IA/IXD/UXD deliverables, interface design and evaluations, navigation systems design, social media, user-centered design.

- IA/UXD mapping and diagramming (developing relevant business documents prior to production), user scenarios and personas, using Adobe Creative Suite and other softwares, desktop publishing, graphic design and communications, typography, color theory, collage design, illustration, exhibit design, signage design, drafting and sketching, rapid prototyping, basic coding skills using HTML5 and CSS3, usability testing, heuristic evaluations.

- Corporate training, instructional design, adult learning theories (learning and behavior, learning and cognition, meaningful learning and schema theory, situated cognition, learning and development, interactional theories of cognitive development, learning and biology, learning and motivation, learning and instruction, constructivism), ADDIE (analyze, design, develop, implement, evaluate) model, e-learning, team leadership, mentoring, and project/product management.