

Services

- ▣ **Information Architecture... Interaction Design... User Interface Design for web sites and web applications**

Making complex websites engaging and easy to use, while meeting business goals.

Approach

- ▣ Bridge the gaps among users... IT... marketing... business.

Use empirical data to formulate and validate user-interface designs.

Prioritize user-experience features according to business needs.

Types of websites

- ▣ Web applications, intranet portals, external portals, large or complex information-rich websites, database-driven websites, hybrid marketing and informational websites, websites with multiple audiences, websites preparing for or using a Content Management System.

Deliverables

- ▣ Audience matrix: Characteristics, tasks, priorities, usage scenarios.

Metadata, controlled vocabulary, search engine requirements.

Site maps.

Interaction diagrams: Show conditional flow of web applications, similar to a flowchart but from the user's perspective. Also storyboards that present the flow with page-level detail.

Wireframes: Low-fidelity, graphics-free, rough HTML prototypes that mock up common or problematic aspects of the website, from the user's point of view.

Usability Studies: Observing how well different users do different tasks on a website.

Creative Brief, User Interface Spec, or Information Architecture Spec.

Websites with interactive features

- ▣ **Visa USA.** User Interface Spec and interaction diagrams for a web application that helps call-centers detect and prevent debit card fraud. Convert business requirements into UI functions.

IBM Global Services, e-Business Strategy. Custom, proprietary web application with massive backend XML feeds, enabling classification-based searches of data warehouses. Design user interface for Search, plus feature for distributed teams to share search results.

Dex Media. Re-organize the intranet for a 14-state phone-directory publisher. Analyze search logs from multiple repositories; help design and conduct baseline usability testing and structured stakeholder interviews. Suggest a metadata strategy, and create controlled vocabularies for tagging in the Content Management System. Design initial faceted browse for documents. Design a search-engine user interface, including recommendations for relevance ranking and Best Bets.

Colorado Department of Transportation. Re-organize a very large, "knowledge silo" website according to user tasks; streamline selected web forms to reduce the number of help-desk calls; recommend specific techniques for Section 508 accessibility; recommend templates and coding techniques for a Content Management System.

Knowledge Learning Corporation, parent corporation of over 1000 childcare and afterschool centers. Organize post-merger, corporate umbrella website encompassing nine well-known brands (including Children's World) and almost 100 others. Design user interface for "Find a School" web application; identify UI-based considerations for combining databases.

The Broadmoor luxury resort. Inform and persuade amenity-sensitive audience without overwhelming them; work with custom CMS and iHotelier XML-to-Flash Rich Internet Application for reservations. Initial sitemaps, initial storyboard for online activity planner.

The Cable Center. Vertical-industry library website, including complex search and browsing, plus a custom Content Management System.

Zulaware. Meta-search engine with a collaborative "community" component and a Java-driven user interface.

Mostly static websites

- ▣ **Navigant Biotechnologies.** Award-winning website for bi-national startup, including rigorous general-versus-professional audience segmentation and corresponding navigation. Keyword research for Search Engine Optimization.
- IBM Printing Systems.** AS/400 Printing web site. A mixture of sales-oriented, reference, and support information, including substantial cross-selling and up-selling.
- IBM Printing Systems.** Enabling Products for National Languages intranet site. Increase developer efficiency by collating and explaining resources for internationalization.
- IBM Software Solutions e-business.** NCF Architecture Workbook for e-Business Applications. Position IBM as a credible resource for Java architects.
- Hewlett Packard.** Object-oriented API intranet site. Decrease support costs and increase learning speed for complex, mission-critical specs.

Consulting

- ▣ **Children's World** childcare centers. User requirements and content recommendations for eNewsletter; thousands of new subscribers were the result.
- Daniels & Associates** investment bank. Independent assessment of intranet and information architecture proposal.
- Government agency** from a southern state. Heuristic evaluation and strategic, budget-minded usability recommendations for an existing website.
- Boulder Community Network** (pro bono). User requirements specs, including accessibility requirements.

Some of the above projects were completed as a direct freelancer; others were done as a sub-contractor for an agency. Please contact me for details on my role, the business goals, and the user interface challenges.

Honors, publications, speaking engagements

- ▣ User Experience Network (www.uxnet.org), a nonprofit group encouraging collaboration among user-experience-related groups: chosen as co-Local Ambassador for Denver.
- ACM Rocky Mountain CHI: chapter chair. Co-convenor for immersive virtual environments demo. Convenor for panel discussions on usability ROI, user-experience conference findings.
- UXmatters (www.uxmatters.com), article reviewing the IA Summit 2006 conference.
- Society for Technical Communication: talk on "Trends and Issues in Information Architecture;" "Keeping Your Skills Current" local panelist; international newsletter article on mailing-list software; judge in international competition for online communication.
- IEEE PCS conference: workshop on information architecture/UI design methodology.

Education

- ▣ ASIS&T Information Architecture Summits, BBC Content Modeling Workshop, Enabling CMS Through Metadata and Controlled Vocabularies, ACIA Synonyms and Taxonomies Tutorial, Nielsen Norman Group e-Commerce Usability Seminar, other conferences and seminars
- Graduate class in cognitive psychology; undergraduate work in computer science.
- M.S. Technical Writing, Rensselaer Polytechnic Institute.
- B.S. Biology, Rhodes College.

Professional reading & affiliations

- ▣ HOW, Print, ID, Communication Arts, Adbusters, Slashdot (tech news and culture), Harvard Business Review, Inf@Vis (information visualization), others.
- UPA (usability), ACM SIGCHI (computer-human interaction), Information Architecture Institute, ASIS&T SIGIA (information architecture), AIGA (experience design), others.

Footnotes

- ▣ Studied French, German, Spanish, Italian, Russian, and several programming languages.