



Steven Heitman
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Sr. User/Design Researcher / Information Architect Specialist

User Experience Designer

USER RESEARCH SKILLS

Designing—doing information architecture and user experience design research and user-centered design and usability testing and project/product management—thinking outside of the box—writing and creating and implementing superior high-quality products for varied groups of end users. That means that I put end users first, when doing research, because their voice and needs come first. User-center design also includes a psychological component about what really motivates end users, when they use online products. I enjoy doing these things on projects:

- User/design research, methods-of-design research and discovery (exploring possibilities and constraints of inherited situations by applying critical thinking skills through qualitative and quantitative research methods to create a new understanding for superior design solutions).
- Information architecture, user experience design, interaction design, use case scenarios, navigation design, user experience architecture, interface design, design patterns, IA Model, NS Model, user scenarios, personas, mapping and diagramming, wire framing (with annotations), site maps, brainstorming, rapid prototyping (paper-based via drawing and sketching and drafting, using Axure RP for a variety of IA/IXD/UXD deliverables).
- Human-computer interaction, human factors, eye tracking, heat maps, user-centered design, usability testing—pertinent to end users, teammates, project/product managers, stakeholders, solid business models, management, and directors.
- Collage design, exhibit design, graphic design, typography, graphic communications, art direction, signage design, illustration, photography, multimedia, animation, Adobe Creative Suite, technical writing, corporate training, instructional design, ADDIE Model (Analyze, Design, Develop, Implement, Evaluate), and cognitive psychology.