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## **INFORMATION ARCHITECTURE: Ongoing Professional Development**

**Updates—Education—Professional Qualifications**

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### **Information Architect Specialist User Experience Designer**

#### **Update**

Google Launchpad  
Building Smart Search Products with Machine Learning and Deep Learning ( September, 2017 )

- Participated in workshop
- About what it takes to build machine learning
- How YELP is using deep learning to identify photos

#### **Update**

An Evening with Eye Tracking:  
Concepts and Applications ( September, 2017 )

- Participated in workshop.
- Tested out devices.



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#### **Update**

Google Workshop for Design Sprint Process ( August, 2017 )

- Participated in workshop.
- User research methods—IDEO/Stanford's d.school.





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#### **Update**

Harvard University, Harvard i-Lab ( November, 2016 )

- Reviewed online video; Increasing Your Creative Capacity.
- <http://i-lab.harvard.edu>

#### **Update**

Stanford University ( June, 2016 )

- Reviewed online video; cutting edge research within the human-computer interaction (HCI) field.

#### **Update**

BayCHI, Yingzhao Liu ( February, 2015 )

- **ABSTRACT OF Creativity and Courage: Intercultural Communication Workshop**  
This experiential workshop will give you tools to recognize different cultural communication styles and allow you to feel how the differences work in subtle and not so subtle ways. This awareness gives us the ability to become more fluid and creative in how we connect with our colleagues and customers.
- **YINGZHAO LIU** is native to mainland China and came to the U.S. at age 18. Ying leads design efforts for emerging markets at LinkedIn, empowering the world's young professionals with greater opportunity. In addition to over fifteen years designing user experiences, Ying is a translator and interpreter, and an experiential and outdoor educator.





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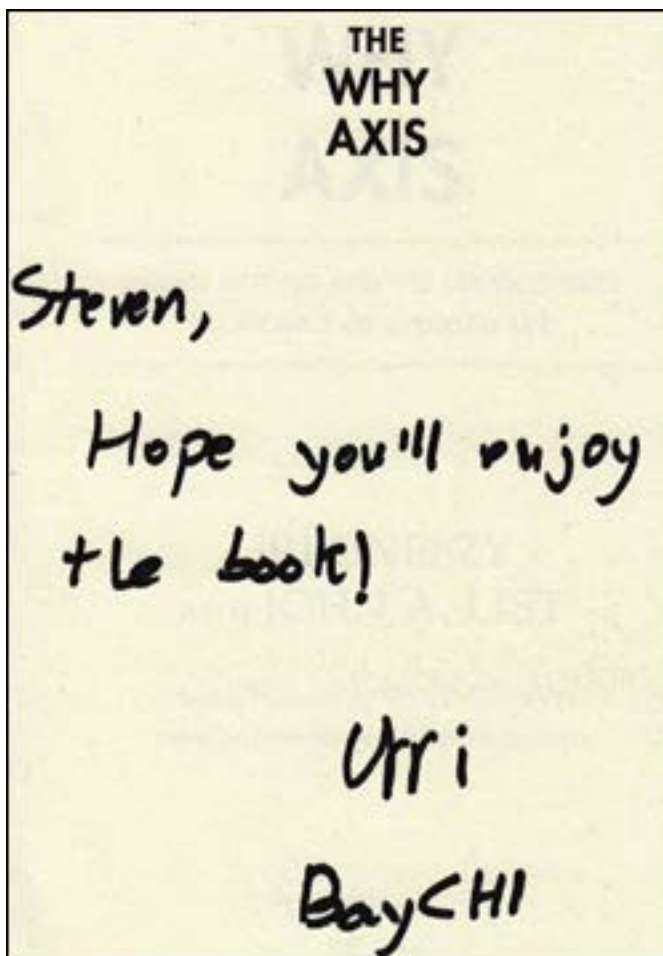
Updates—Education—Professional Qualifications

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**Update**

BayCHI, Uri Gneezy ( January, 2014 )

- The Why Axis (new book—signed by author for me)
- John List and Uri Gneezy are among the foremost behavioral economists
- Getting Beyond Assumptions; Competition; Why Give to Charity?



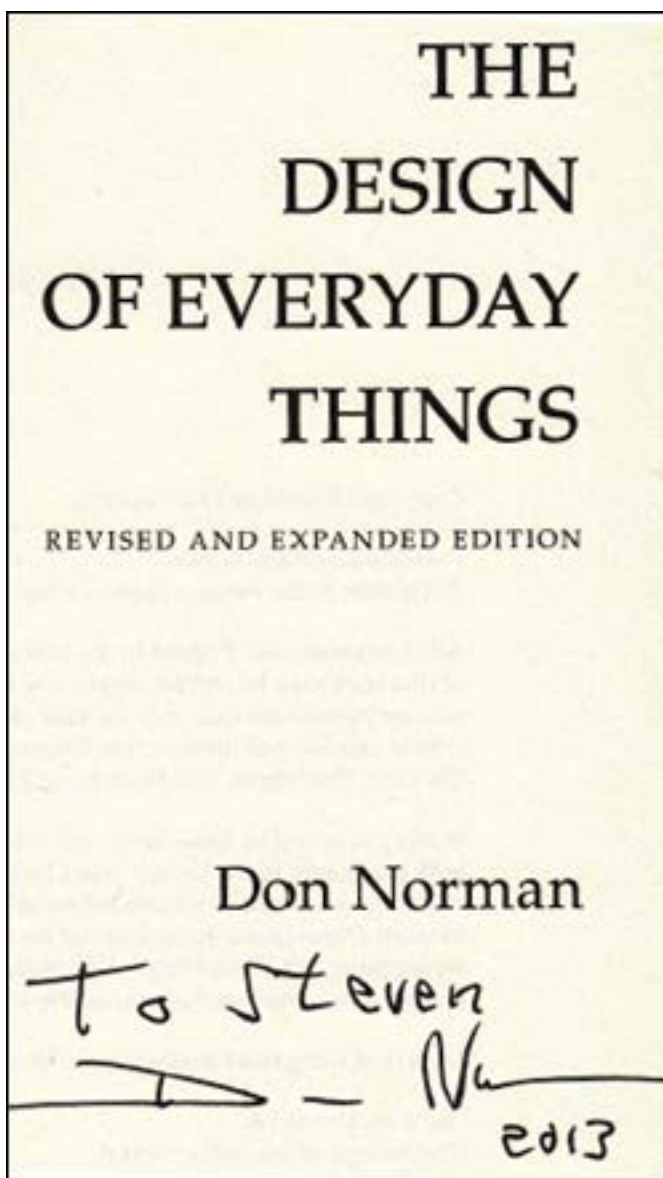


**INFORMATION ARCHITECTURE: Ongoing Professional Development**  
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BayCHI, Donald Norman ( November, 2013 )

- The Design of Everyday Things (new edition—signed by author for me)
- It was required reading for the first design course at the university
- Design Problems; Solutions; Design Thinking; Signifiers; Built-in Affordances





## **INFORMATION ARCHITECTURE: Ongoing Professional Development**

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#### **Update**

Technical, User Experience Design books; learning materials ( May, 2013 )

- Modular Web Design

#### **Update**

Hire Smart Small Business Event by Intuit and LinkedIn ( April, 2013 )

#### **Speakers**

Rhonda Abrams

[www.planningshop.com](http://www.planningshop.com)

Rhonda Abrams is a USA Today columnist and renowned author of more than 15 books focusing on small business, including “Hire Your First Employee.” She has more than 15 years’ experience advising, mentoring and consulting entrepreneurs and small business owners and is one herself.

Brad Smith

Brad Smith is Intuit's president and CEO. The company is the leading provider of business and financial management solutions for small and mid-sized businesses, financial institutions, consumers and accounting professionals. He has successfully led several of the company’s major businesses, including the Small Business Group, which serves more than 7 million small businesses

Jeff Weiner

Jeff Weiner is the CEO of LinkedIn, the world’s largest and most powerful network of professionals. Jeff joined the company in December 2008, and under his leadership, LinkedIn has rapidly expanded its global platform, grown its membership base and increased its revenue more than tenfold to \$972 million in 2012.

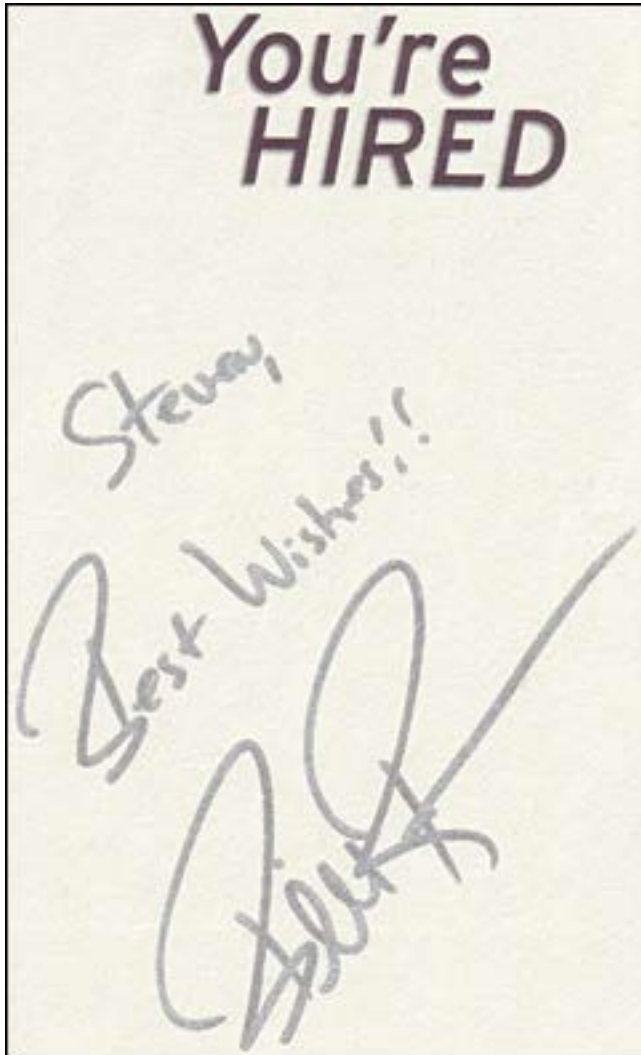
Bill Rancic

Bill Rancic is the winner of THE APPRENTICE by Donald Trump; presented his thoughts on how to succeed in business and life, including handing out his book to participants.



**INFORMATION ARCHITECTURE: Ongoing Professional Development**  
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#### **Workshops**

##### **HIRE SMART SESSIONS: EXECUTIVE INTRODUCTION**

Intuit president and CEO Brad Smith and LinkedIn CEO and Intuit Board Member Jeff Weiner kick off the day with their thoughts on the importance of small businesses finding, hiring and keeping the right talent.

##### **SMALL BUSINESS PANEL**

Hear from successful small businesses about the good, the bad, and the ugly of hiring their first employees, and learn tips and tricks for wherever you are in the journey.

##### **IS IT TIME TO HIRE?**

When you can't find time to keep up with paperwork, or worse, pursue new ways to grow your business, then it might be time to hire. Hear from expert Rhonda Abrams on how to identify the type of position you need and some affordable and creative ways to find the right person.

##### **FULL-TIME EMPLOYEE VS. CONTRACTOR**

It's a tough decision that may have a bigger impact on your business than you think. Hear insights from a legal expert on what to consider, and gain the confidence to make the best decision.

##### **FINDING THE PERFECT FIT**

Unfortunately you can't just sit and wait for the perfect employee to walk through the door. Learn from a LinkedIn expert about the hiring search tools available today and how to use them to find the best candidate.

##### **PROTECT YOURSELF AND STAY COMPLIANT**

As an employer, you have specific payroll responsibilities that are required by the government. A compliance expert helps you understand all the steps you need to complete before and after you hire to keep you compliant with federal and state regulations.





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#### **ASKING ALL THE RIGHT QUESTIONS**

You may have done interviews before, but the stakes are greater when you're hiring for your own business. Get tips from experienced small business owners on which critical questions to ask and how to evaluate candidates during interviews.

#### **ATTRACT WORKERS AND KEEP THEM HAPPY**

One way to attract and retain good workers is to offer rewards and benefits. Review best practices from a successful small-business employee-recruiting expert that will bring out the best in your employees and fit within your budget.

#### **HOW TO BE THE BEST BOSS YOU CAN BE**

You probably started your business so you could be your own boss—not someone else's—but you have a responsibility to your employees once you hire. Find out from an expert executive and leadership coach how best to engage, motivate and help your workers grow.

#### **WHAT TO DO WHEN IT'S NOT WORKING OUT**

Not every person you hire ends up being a perfect fit. Learn from an HR expert how to know when it's time for a worker to go, and what rules you need to follow.



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#### **Update**

City College of San Francisco Computer/Web Programming ( Fall 2012 )  
CS 111A, Intro. to Programming: Java Programming

Introduction to computer programming and problem solving. No prior programming experience required. Course concepts include: problem solving techniques, algorithms, program design, control structures, methods, arrays and use of the Java programming language. C-ID COMP 112; UC/CSU.

- Basic and introduction to Java programming. My schedule did not permit me to finish the course this semester; however, I spent time studying the textbook on my own; topics:
- Introduction to computers and Java
- Java fundamentals
- Decision structures
- Loops and files
- Methods
- A first look at classes
- Arrays and the ArrayList class
- Text processing and more about wrapper classes

#### **Craig Persiko's Links for Programmers**

- <http://fog.ccsf.edu/~cpersiko/links.html>



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#### **Update**

City College of San Francisco Computer/Web Programming ( Fall 2012 )  
CNIT 132, Intermediate HTML / HTML5 & CSS3

Use of HTML [HTML5] to publish information on the World Wide Web, including the use of color, images, tables, and frames. Cascading Style Sheets [CSS3] are used to standardize the appearance of information within a page and across pages in a site. Introduction to scripting languages, Dynamic HTML, forms and CGI. Introduction to secure data transfer. Discussion of privacy, copyright, and accessibility issues. Hand code Web pages using HTML and XHTML and publish with FTP; CSU.

- Use of HTML5 to publish information on the World Wide Web, including the use of color, images, div tags, tables, and frames. CSS3 used to standardize the appearance of Web pages and Websites. Introduction to scripting languages, Dynamic HTML, forms and CGI. Introduction to secure data transfer. Discussion of privacy, copyright, and accessibility issues.
- Requires an additional 3-10 hours weekly. Hand code Web pages using HTML5, CSS3, XHTML, and publish with ftp. Using Adobe Creative Suite, Dreamweaver CS5.5. The course is centered around current Web development technologies as well as mobile device product development, including accessibility (508) and usability issues. Other items included in course:
  - HTML5 and CSS3
  - Forms (using tables, HTML5, CSS3)
  - ML (basic and introduction)
  - PHP (basic and introduction)
  - JavaScript (basic and introduction)
  - Multimedia and accessibility
  - Search Engine Optimization (SEO; basic and introduction)
  - Accessibility testing (screen readers)
  - Section 508
  - WCAG 2.0
  - Rapid prototyping (enhanced user-centered design)
  - Usability testing and report



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Technical computer / Web programming books; learning materials:

- Basics of Web Design HTML5 and CSS3
- HTML5 and CSS3 for the Real World
- Starting Out with Java

#### **Update**

Regular attendance at [BayCHI](#) meetings in Palo Alto ( 2012 )

#### **Update**

Technical computer / Web programming books; learning materials ( 2012 )

- Adobe Dreamweaver CS5 Classroom in a Book
- Adobe Dreamweaver CS5.5 Developing Mobile with jQuery, HTML5 and CSS3
- Visual Quickstart Guide: Dreamweaver CS5
- Aptana RadRails: An IDE for Rails Development
- Dynamic Web Programming
- Visual Quickstart Guide: HTML5 and CSS3
- Visual Quickstart Guide: CSS, DHTML and Ajax
- Visual Quickstart Guide: HTML, XHTML and CSS
- Visual Quickstart Guide: Styling Web Pages with CSS
- Visual Quickstart Guide: JavaScript
- O'Reilly: CSS The Definitive Guide
- O'Reilly: HTML and XHTML The Definitive Guide
- O'Reilly: JavaScript The Definitive Guide
- O'Reilly: Learning PHP, MySQL, and JavaScript
- Microsoft: Visio 2010
- Using Microsoft Visio 2010
- Adobe Creative Suite (design premium) 5 and 5.5 (softwares) 2011
- OmniGraffle (software) 2011
- MS Office (software) 2011
- MS Visio (software) 2010



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#### **Update**

AcademyX Computer / Web Programming ( 2011-2012 )

- Vocational training courses at AcademyX (Adobe Creative Suite 5 & 5.5). AcademyX provides hands-on, instructor-led computer training at its branches across California. I took my classes at AcademyX in San Francisco.
- About AcademyX, it has an average of 5 students per class, each with their own workstation; state-of-the-art facilities. In business for over 10 years, trained over 15,000 students.
- Specific vocational training for Website design and Internet training relevant to Information Architecture and Design, including Search Engine Optimization (SEO).
- Usability
- User-centered design
- Best practices
- HTML
- CSS
- HTML5
- CSS3
- JavaScript
- Ajax
- Dreamweaver

#### **Update**

NN/g Nielsen Norman Group, Usability Week ( 2011 )

Experience Workshops with NN/g:

- Usability in Practice: 3-Day Intensive Camp
- Fundamental Guidelines for Web Usability
- Information Architecture 1: Structuring, Organizing Web Information
- Information Architecture 2: Navigation Design

Other Topics Covered with NN/g (Additional Tutorials)

Workshops & Resources):

- Interaction Design
- Mobile User Experience 1 & 2
- Designing Complex Applications & Websites 1, 2 & 3
- Intranet Information Architecture 1 & 2