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INFORMATION ARCHITECTURE: Components

Information Architect & Design Experience

Information Architect Specialist
User Experience Designer

Customer Benefits

Information Architect and User Experience Design

- User research (design research),
- Information architecture,
- User experience design,
- User experience architecture,
- Interaction design,
- Navigation systems design,
- User-centered design,
- Interface design,
- Design questionnaires,
- Document design (goals, objectives, audiences),
- Project plans (project definition, project scope, deliverables),
- Web accessibility issues and concerns,
- 508 Standards,
- IA/UXD deliverables,
- Wire frame mockups,
- Flow charts,
- Site maps,
- Storyboarding Web pages,
- Case studies,
- User scenarios,
- Personas,
- Audience analyses,
- Use case scenarios,



INFORMATION ARCHITECTURE: Components

Information Architect & Design Experience

Customer Benefits

Information Architect and User Experience Design (Cont'd.)

- HTML5,
- CSS3,
- SEO (Search Engine Optimization),
- Rapid prototyping,
- Paper prototyping,
- Drafting and sketching,
- Mapping and diagramming,
- Use of Adobe Creative Suite (design premium),
- Needs assessments,
- Competitive analyses,
- Case studies,
- Creative and art direction,
- Branding,
- Marketing,
- Graphic design,
- Typography,
- Color schemes and development,
- Technical and professional writing,
- Web content development,
- Corporate training,
- Instructional design,
- ADDIE model,
- Adult learning theories,
- Directing (direction for getting high-quality results successfully accomplished),
- Information architect and experience design direction,
- Systematic approach on every and all projects,
- Mentoring,
- Project/product management,
- Leadership and expert IA/UXD direction,
- Human factors,
- Human-computer interaction, and
- Usability testing.