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## **INFORMATION ARCHITECTURE: Major Details**

### **Information Architect & Design Experience**

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

## **Supplement Curricula, Degrees & Updates**

**MAEd, MAIA, BAIA, BFA, AS & AA**  
**TPW Cert., ID&T Cert.—Programs**

### **MAEd**

Other Major/Emphasis:

Design Research, Concept Generation to Implementation, Corporate Training, Instructional Design, E-Learning, ADDIE Model, Adobe Creative Suite (design premium), Technical and Professional Writing, Videography, Required Projects (Weekly), Learning by Doing, Needs Assessment; and

**{ A few topics ABOUT—**needs assessment covered in the **MAEd** program:

→ Conducting a Needs Assessment or Competitive Analysis; Audits; Planning a Needs Assessment; Extant Data Analysis; Instrument Development; Specialized Survey and Group Techniques for Data Gathering and Analysis; Data Collection Methods; Using and Communicating Findings; Reporting the Findings; Putting the Speed in Performance Analysis; How to Do a Needs Assessment when You Think You Don't Have Time; Needs Assessment Team Project }

Visual and Web-Based Designs, Principles of “Best Practices”—  
Information Architecture and Design; and



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{ **A few topics ABOUT**—information architecture and user experience design covered in the **MAEd** program:

→ Defining Information Architecture; Practicing Information Architecture; User Needs and Behaviors; The Anatomy of Information Architecture; Labeling Systems; Navigation Systems; Search Systems; Thesauri, Controlled Vocabularies, and Metadata; Process and Methodology: Research; Strategy; Design and Documentation; Information Architecture in Practice: Education; Ethics; Building an Information Architecture Team; Tools and Software; Information Architecture in the Organization: Making the Case for Information Architecture; Business Strategy; Information Architecture for the Enterprise; Case Studies about Information Architecture; Essential Resources for Information Architects and Professional Practitioners }

Card Sorting, Taxonomy, Web Design, Dreamweaver, Photoshop, Flash, HTML, CSS, Interface Design, Interaction Design, Human Factors, Human-Computer Interaction, Task Analysis, User Experience Design, Rapid Prototyping, Designing Usability Testing, Writing Usability Evaluation and Testing Reports, Making Usability Assessments, Social Media, Cognitive Psychology, Portfolios, and Management.

{ **A few topics ABOUT**—usability testing covered in the **MAEd** program:

→ An Overview; What Makes Something Usable?; What Is Usability Testing?; When Should You Test; Skills for Test Moderators; The Process for Conducting a Test; Develop the Test Plan; Set Up a Testing Environment; Find and Select Participants; Prepare Test Materials; Conduct the Test Sessions; Debrief the Participant and Observers; Analyze Data and Observations; Report Findings and Recommendations; Advanced Techniques; Variations on the Basic Method; Expanding from Usability Testing to Designing the User Experience }



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**{ A few topics ABOUT—**user experience design covered and extended into the **MAEd, MAIA, BAIA,** and **ID&T Cert.** programs:

→ What I enjoyed learning from my Professors; skills that make up the entire user experience design process. From research and ideation, to HTML5 and CSS3 coding skills, to rapid prototyping, and testing—true IA/UXD competencies derived from solid vocational training programs and two graduate-level accredited university programs. This includes solving simple to complex design problems, utilizing a tried and true set of professional vocational skills and methods-of-design-research skills; user research (design research) and concept generation; interaction design (use case scenarios) and interface design combined with solid information architect-design solutions, derived from the principles of universal user-centered design ideals; Web content writing and development; SEO (search engine optimization); prototyping and testing (implementation); working with teams and clients; project/product management skills; usability testing skills; user-centered design skills; and solid information architecture, navigation systems design; user experience design portfolios from real-world projects done with real clients. In addition, this includes user flows, ideas and wire framing (annotated), Axure RP, card sorting, case studies derived from evidence-based research, and usability testing (product performance improvements and testing end users), including numerous experience workshops with Dr. Nielsen. }

**{ A few topics ABOUT—**project/product management covered in the **MAEd** program:

→ Project Management Competence for the Successful Organization; Developing Project-Competent Organizations; Why Competence Pays; Uncovering Organization Pathologies; The Competent Project Professional; The Project Professional's Knowledge Base; Developing the Project Management Knowledge Base; Developing People Management Skills: The Soft Side of Project Management; Developing Business-Related Competence; Assessing Individual Competence; The Competent Project Team; Project Team Competence; Assessing Team Competence; The Project-Competent Organization; Organization Project Competence; Assessing Organization Competence; Conclusion: Arriving at Competence; Preparing the Project; Defining the Project; Accelerating Project Development; Obtaining Project Sponsorship; Acting as a Consultant; Planning the Infrastructure; Creating the Work Breakdown Structure; Estimating the Schedule; Identifying Dependency Relationships; Managing Resources and Optimizing the Plan; Analyzing Risk and Planning for Contingencies; Implementing the Plan; Managing the Vendor; Managing the Project; Completing the Project; Conclusion: Expert Project/Product Management Competencies and Skills }

Internship successfully completed; MAEd.



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As I told you, according to the curriculum statement from the MAEd program, I specialized in information architecture and usability testing:

“ The curriculum covers cognitive and learning theories, needs assessment, instructional design models and strategies, visual and web-based designs, information architecture, usability testing, knowledge and performance assessment, and project management. ”

Therefore, I am a Senior Information Architect (IA) Specialist. Since the education was specialized, I am qualified to work in my chosen field—as an information architect, user experience designer, user researcher, manager, and usability tester.



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**TPW Cert.**  
**( Technical & Professional Writing Cert. )**

Other Major/Emphasis:  
Technical and Professional Writing; and

**{ A few topics ABOUT—**technical and professional writing covered in the  
**TPW Cert.** program:

→ Technical Communication Techniques and Considerations; A World of People and Purposes; Designing Usable Information; Usability and Technical Information; Usability During the Planning Stages; Usability During the Writing and Design Process; Usability after the Information is Released; Writing and Organizing Information for Usability; Performing Research for Technical Communication; Thinking Critically about Research; Primary Research; Internet Research; Hard-Copy Research; Technical Communication in a Digital World; Ethical Issues in Technical Communication; Copyright and Privacy; Page Layout and Document Design; Graphics and Visual Information; Technical Communication Situations and Applications; Everyday Communication Situations; Product-Oriented Communication Situations; Complex Communication Situations; Grammar; Documenting Sources }

Editing, Team Writing; and



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**{ A few topics ABOUT**—individual and team writing covered in the **TPW Cert.** program:

→ What's Wrong with White Papers; White Paper Way; Ten Tips on Writing White Papers; White Paper; The Art of White Paper; What's a White Paper?; eXtreme Documentation; Progress Reports; Additional Progress Reports; Managing for Quality—A Process Model; The Roles of the Project Manager; Division of Labor or Integrated Teams: A Crux in the Management of Technical Communication?; Working with People; Planning and Tracking a Project; Accentuate the Negative: Obtaining Effective Reviews Through Focused Questions; Sweat the Small Stuff—Editing for Consistency; Organizing Your Subject: Design that Delivers—Formatting Information for Print and Online Documents; A Systematic Approach to Visual Language in Business Communication; Choosing Charts from Say It with Charts: The Executive's Guide to Visual Communication; How Can Technical Writers Give Effective Oral Presentations?; Looking Good in Print; Copymarking (Editing): Hard Copy; Copymarking Symbols: Spacing, Position; Copymarking Symbols: Words, Letters; Copymarking Symbols: Punctuation }

Research, English, Adobe Creative Suite (design premium), FrameMaker, Document Design, Graphic Design, Typography, Graphic Design Theory, Color Theory, Production, Marketing, Research Evaluation Field Trips, User-Centered Design, Information Architecture, Usability Testing, Leadership, Vocational Training, Learning by Doing, Portfolios, and Required Portfolio Review.

Internship successfully completed; TPW Cert.



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#### **MAIA, BAIA, BFA, AS & AA**

Other Major/Emphasis:

Design Research—Design Process and Systematic Application—Experience Design, Concept Generation to Implementation, Graphic Design, Typography, Graphic Communications, Art History, Drawing, Drafting and Sketching, Graphic Design History; and

**{ A few topics ABOUT—**graphic design history and typography covered in the **MAIA, BAIA, BFA** programs:

→ Gutenberg to Bodoni; The Advent of Graphic Design; Corporate Identity in Germany and America; Postmodernism, the Return of Expression; Postmodern Architecture; Postmodern Typography; Postmodernism of Resistance; The Technology Aesthetic; Web Design 1.0: Beginnings; Web 2.0: Interactivity; Motion Graphics }

Universal Principles of Design, 3D Visual Dynamics, Industrial and Technical Communications, Technical Writing, Collage Design, Exhibit Design, Signage Design, Illustration, Photography, Product Design, Interface Design, User Experience Design, Navigation Systems Design, Information Architecture, Interaction Design, Information Design, Mapping and Diagramming, Multimedia, Animation, Flash, Adobe Creative Suite (design premium), Dreamweaver, Website Design and Management, HTML, CSS, Rapid Prototyping, Color Theory, Prepress Production, Printing, Finishing, Vocational Training, Weekly Team Design Projects Required, Learning by Doing, Extensive Design Projects and Critiques, Portfolios, Teaching, Mentoring, Leadership, and Management.

**{ A few topics ABOUT—**navigation systems design covered in the **MAIA** program:

→ Getting Started; Ten Qualities of Successful Navigation; Designing for Users; Site Architecture; Interface and Interaction Design; Looking at Process; Navigation Design for Shopping Sites; Navigation Design for Community Sites; Navigation Design for Entertainment Sites; Navigation Design for Identity Sites; Navigation Design for Learning Sites; Navigation Design for Information Sites; Technical Tips; Glossary; Netography }

Internships successfully completed; MAIA, BAIA, AS & AA.



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“ The program is designed for students who want to pursue professional work in design firms, teaching, project management, strategic planning for design firms, or management roles in technology. We emphasize problem-solving competencies, both conceptual and practical. Students in the program study visual communication design and product design with an interdisciplinary perspective. Students with a wide range of backgrounds work with a graduate advisor to design an MA program that meets their career goals. Based upon focused research into a chosen design problem, students develop a specialized area of study in graphic design/visual communication design, product design/manufacturing, industrial technology, project management, or digital media. Many students prepare for doctoral work at other institutions. ”

As I told you, according to the curriculum statement from the MAIA program, an interdisciplinary education with a strong emphasis in design, technology, visual communication, industrial technology, product design through my individualized university program—I specialized in information architecture, user experience design, graphic design and other design-related disciplines, typography, management, and usability testing.





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**ID&T Cert.**  
**( Internet Design & Technology Cert. )**

Other Major/Emphasis:  
Internet Design and Technology; and

**{ A few topics ABOUT—**Internet design and technology covered in the **ID&T Cert.** program:

→ The Way of the Web; Anatomy of a Tag; HTML; CSS; Main Structure Tags; More Structure Tags; Various Additional Tags; Syntax; Element Standards; Hyperlinks and Anchors; Web Color; Colorizing Links; Basic Text Tags; Special Characters; Basic Measurement; Horizontal Rules; More Text Tags; Document-Wide Settings; Relative Settings; Monospaced Fonts; Lists; Image Formats; Linking an Image; Background Images; Hyperlinking Images; Image Maps; Text and Images; FTP; Forms; Tables; Linked Windows; Frames; Multimedia; Additional Resources }

Information Architecture, Navigation Systems Design, Interaction Design, Use Case Scenarios, Mapping and Diagramming, User Flows, Task Analysis, Wire Frame Mockups, User Scenarios, Personas, Site Maps, Information Design, Structure and Hierarchy, Rapid Prototyping, Paper-Based Prototyping, Design Research, Concept Generation, Brainstorming Events, User-Centered Design, Card Sorting, Taxonomy, Interface Design, Multimedia, Animation, Adobe Creative Suite (design premium), Introduction to Computer/Web Programming, HTML, CSS, DHTML, JavaScript, UNIX, Apache, BBEdit, Dreamweaver, Web Design, Flash, Vocational Training, Learning by Doing, Portfolios, Updates (Required Reading for Technical Books), Required Portfolio Review, Research and Evaluation Field Trips, Mentoring, Leadership, Usability Testing, Usability Testing Reports, and Management.



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**{ A few topics ABOUT**—interaction design and use case scenarios covered in the **ID&T Cert.** program (though my primary focus for this program was definitely in information architecture, interaction design, user-centered design, user experience design, interface design, Web design, usability testing, and project/product management):

→ What is a Use Case (More or Less)?; The Use Case as a Contract for Behavior; 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; Frequently Discussed Topics; Scaling Up to Many Use Cases; CRUD and Parameterized Use Cases; Business Process Modeling; The Missing Requirements; Use Cases in the Overall Process; Use Case Briefs and Extreme Programming; Mistakes Fixed; Reminders for the Busy; Reminders for Each Use Case; Reminders for the Use Case Set; Reminders for Working on the Use Cases; Use Cases in UML; Answer to (Some) Exercises; Glossary; Additional Readings; Useful Online Resources }

Internships successfully completed; ID&T Cert..



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**CCSF, AcademyX, NN/g with Dr. Jakob Nielsen**

Other Major/Emphasis:

Computer/Web Programming, Information Architecture, Navigation Systems Design, Interaction Design, Intranet Information Architecture, Heat Maps, Eye Tracking, User Experience Design, Mobile User Experience, User-Centered Design, Web Usability, Rapid Prototyping, Wire Frame Mockups, Dreamweaver, Web Design, Web Design Formats and Templates, HTML5, CSS3, Ajax, JavaScript, Java, Aptana Studio 3, Vocational Training, Experience Workshops, Learning by Doing, Usability Testing Reports, and Usability Testing.

**Updates & Keeping Abreast of the Times**

Updates enable me to be technology savvy, up-to-date high-tech savvy, very well-informed on user-centered design, on computer/Web programming, on rapid prototyping, on design, interface design, “best practices,” and practical usability testing approaches, with excellent evidence-based results; Updates.



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### CCSF Computer/Web Programming Courses (1 Semester)

- CNIT 132, Intermediate HTML, HTML5 & CSS3
- CS 111A, Intro. to Programming: Java Programming

**{ A few topics ABOUT—** CNIT 132, Intermediate HTML, **HTML5 & CSS3**  
covered in the program:

→ Information Architecture, User Experience Design, Interaction Design, User-centered Design. Design for target audiences, navigation design, wire frames and page layout, design for mobile Web, and responsive Web design. Use of intermediate-level HTML (HTML5) and XHTML tools to publish information on the World Wide Web, including the use of color, images, multimedia, tables, and forms. Cascading Style Sheets (CSS3) are used to standardize the appearance of information within a page and across pages in a Website. Introduction to JavaScript, CGI scripts, HTML5, CSS3, and XML; HTML5 and CSS3 assignments completed (coding from scratch); Coding from scratch, in-house assignments and weekly assignments successfully completed; Dreamweaver overview and FTP; usability testing evaluation, review, and report of Website; usability report with screen shots completed (competitive analysis, user-centered design, and usability issues discussed); relevant IA/IXD/UXD/PM subject matter and relevant issues and “best practices;” Internet and Web Basics; HTML (HTML5) Basics; Web Design Basics (Usability); Cascading Style Sheets Basics (CSS3); Web Graphic Styling Basics; More CSS Basics; Page Layout Basics; More on Links, Layout, and Mobile (mobile design specifications); Table Basics; Form Basics; Media and Interactivity Basics; Web Publishing Basics (FTP); Code Sheets: HTML5, CSS, XHTML, WCAG 2.0. The textbook was very informative and also promoted user-centered design and designing properly for intended audiences. Textbook used: Basics of Web Design HTML5 & CSS3, Second Edition, by Dr. Terry Felke-Morris }

Relevant HTML5 and CSS3 topics covered that also encompassed other components to Web design, user-centered design, and usability testing.



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#### **AcademyX Computer/Web Programming Courses HTML5 & CSS3**

- HTML5 & CSS3 Certificate
- HTML Fundamentals Certificate
- HTML Advanced Certificate
- CSS Fundamentals Certificate
- CSS Advanced Certificate
- JavaScript for Non-Programmers Certificate
- Ajax Fundamentals Certificate
- Dreamweaver Fundamentals Certificate
- Dreamweaver Intermediate Certificate

#### **Experience Workshops Usability Week NN/g with Dr. Jakob Nielsen**

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

**{ A few topics ABOUT—information architecture and design** covered in the Experience Workshops on **information architecture, navigation systems design, user experience design**, and **usability testing** program:

→ What is Information Architecture?; Information Architecture Relevant to Digital Design Products; User Behavior; Design Process and Background; Organization Schemes; Information Structures; Design Process and Defining Information Architecture; Labeling; Metadata and Taxonomies; Search; Information Architecture Development; Navigation Systems and Design; Different Types of Navigation Systems; Purpose of Navigation; The WOW! Factor; Layout and User Expectations; Ten Navigation Attributes; Global Navigation; Local Navigation; Faceted Search and Browse; Breadcrumbs; Utility Navigation; Related Linked; Social Filters; Quick Links; Site Map; Process; Pagination; Tag Clouds; Projects Successfully Completed in Experience Workshops }

Relevant information architecture and navigation systems design topics covered that also encompassed other components to Web design, user-centered design, and usability testing.



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**Other Topics at Usability Week NN/g with Dr. Jakob Nielsen**

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