Steven Heitman, AS & AA, BAIA, MAIA, ID&T Cert., TPW Cert., MAEd
San Francisco, CA USA

Portfolio: https://www.stevenheitman-ia.com
Contact: mailto@stevenheitman-ia.com
LinkedIn: https://www.linkedin.com/in/stevenheitmania

UX Researcher

OBJECTIVE
Full-time job for User Researcher

EXPERIENCE

Senior Information Architect Specialist, User Experience Designer,
User Researcher, Project/Product Manager, Mentor, Usability Expert/Tester, Director (Consultant)
IA Design & Usability, San Francisco, CA   1998-Present

Senior Researcher, Information Architect, User Experience Designer   2014-2018
- Did extensive research on 100+ classical piano online performances project by listening to online videos.

Hannah Vergossen, Owner of: http://dev.familymeetsstudent.com, Germany   4/2013-12/2013
Senior Information Architect, User Experience Designer
- Did heuristic evaluation and competitive analysis for a preexisting Website (rapid prototyping was already completed and online), including detailed goals, objectives for user experience design, and increased user-centered design—evaluated how affordances for interaction design increased usability; Website rebuilt.
- **UX Deliverables:** User research, IA/UXD, site map, wire frames, user scenarios, personas, use case scenario, rapid paper prototyping, production, navigation systems design, interface design, HTML5, CSS3, SEO, task analysis, mobile device design, IA/UXD direction, cognitive walkthrough, usability testing, and extensive case study.
- https://stevenheitman-ia.com/html/vergossen_project.html

Kenn Gartner Concerts, CEO, San Francisco, CA   12/2012-4/2013
Senior Information Architect, User Experience Designer
- Did heuristic evaluation and competitive analysis for a preexisting Website (rapid prototyping was already completed and online). Coaching and corporate training, reviewing online classical piano performance videos; an e-commerce interactive Website for a concert pianist, piano performance instructor; Website rebuilt.
- **UX Deliverables:** User research, IA/UXD, site map, wire frames, user scenarios, persona, production, rapid prototyping, HTML5, CSS3, SEO, navigation systems design, interface design, usability testing, IA/UXD direction, corporate training, piano performance critiques, and extensive case study.
- https://stevenheitman-ia.com/html/gartner_project.html

Matthew Graham, L.Ac., Traditional Oriental Medicine, San Francisco, CA   5/2012-9/2012
Senior Information Architect, User Experience Designer
- Did heuristic evaluation and competitive analysis for a preexisting Website.
- **UX Deliverables:** User research, IA/UXD, usability testing, and case study.
- https://stevenheitman-ia.com/html/graham_project.html

The Information Architecture Institute, Beverly, MA   9/2006-9/2019
Senior Information Architect, User Experience Designer, Mentor
- **Mentoring:** Volunteer and spend time preparing graduate-level students or recent graduates about the topic of working professionally in the User Research, Information Architect, User Experience Design career path—portfolio and interview preparedness; https://www.iainstitute.org and https://www.linkedin.com/in/stevenheitmania.

UCSF, Memory & Aging, San Francisco, CA — 9/2006-11/2006
Information Architect, Project Manager
- Intern; MAEd Program; **UX Deliverables:** User research, IA/UXD, concept generation, information architecture, interaction design, interface design, and user-centered design; internship was part-time, during MAEd graduate-level program—supervised by Dr. Foreman—former ITEC Department Chair.

Dr. Quita, San Francisco, CA — 2000-2001
Information Architect, Project Manager
- Intern; ID&T Cert. Program; challenge was organizing content more effectively and creating effective information architecture concepts that better organized her Website.
- **UX Deliverables:** User research, IA/UXD, site map, wire frames, user scenarios, production, rapid prototyping, navigation systems design, interface design, audited previous Website, art direction, and case study.
- https://stevenheitman-ia.com/html/quita_project.html

Snorkel Bob, San Francisco, CA — 2000-2001
Information Architect, Interaction Designer, Interactive Script Writer, Project Manager
- Intern; ID&T Cert. Program; previous information architecture done for this Website was chaotic, unpredictable. End users reported they were having trouble, using Website and got lost easily.
- **UX Deliverables:** User research, IA/UXD, interaction design, site map, wire frames, user scenarios, conceptual designs, animation—interactive script writing—tag lines for video clips, production, rapid prototyping, navigation systems design, interface design, and case study.
- https://stevenheitman-ia.com/html/snorkel_bob_project.html

Radio.sonicnet.com, San Francisco, CA — 2000-2001
Information Architect, Interaction Designer, Project Manager
- Intern; ID&T Cert. Program; radio.sonicnet.com was a Website where end users purchase CDs online. Information architecture consisted of designing interaction design and end user flows that would enable end user to make purchases online; it gives end user easy access to Website.
- **UX Deliverables:** User research, IA/UXD, interaction design, user flow, IXD schematic (database operations for classical music channel), wire frames, user scenarios, production, navigation systems design, interface design, and case study.
- https://stevenheitman-ia.com/html/radio_sonicnet_project.html

San Francisco State University, San Francisco, CA — 2000-2001
Information Architect, Project Manager
- Intern; ID&T Cert. Program; current Website had information architecture problems, as well as inconsistent interface design. Competitive analysis by auditing 3 different Websites. Industry descriptions of all competitors are included in case study.
- **UX Deliverables:** User research, IA/UXD, site map, hard-copy/HTML wire frames, user scenarios, production, navigation systems design, interface design, rapid prototyping, and case study.
- https://stevenheitman-ia.com/html/SFSU_project.html

Andelaprimo Winery, San Francisco, CA — 2000-2001
Information Architect, Interaction Designer, Project Manager
- Intern; ID&T Cert. Program; development and implementation of a Website for a small, family owned winery. Documentation defined the parameters for this project in terms of: objectives, strategies, and target audiences.
- **UX Deliverables:** User research, IA/UXD, interaction design, site map, wire frames, user scenarios, production, rapid prototyping, navigation systems design, interface design, and case study.
- https://stevenheitman-ia.com/html/andelaprimo_project.html

Age Wave, Emeryville, CA   2000
Information Architect, Project Manager
- Consultant; Fastek Technical Services, Pleasanton, CA
- Challenge was to develop extensive IA concepts under time constraints. Project was paid professional work experience for approximately 3-4 months, while completing MAIA.
- **UX Deliverables:** User research, IA/UXD, site map, production, rapid prototyping, online prototypes, navigation systems design, interface design, Photoshop, and case study.
- https://stevenheitman-ia.com/html/age_wave_project.html

AV/ITVC, San Francisco, CA   1999
Information Architect, Project/Product Manager, Graduate Teacher's Assistant
- Intern; MAIA Program; Website needed to have the information architecture and content streamlined to better serve end users—development of online forms and faster delivery. Collaborated with HTML coder, graphic designer, and technical writer. Project manager, used MS Project.
- **UX Deliverables:** User research, IA/UXD, site map, wire frames, user scenarios, production, rapid prototyping, navigation systems design, interface design, and case study.
- https://stevenheitman-ia.com/html/AV_ITVC_project.html

National Center for Youth Law, San Francisco, CA   1998
Information Architect, Project/Product Manager, Graduate Teacher's Assistant
- Intern; MAIA & BAIA Programs; client never had Website. Worked with client on developing original research and information architecture for their new Website. Client used their new Website for about 5 years—based on my original IA concepts. Did HTML coding from scratch, worked in team environment—motivated team to finish work on time and within constraints of project. Collaborated with HTML coder, graphic designer, technical writer, and production team. Project manager, used MS Project.
- **UX Deliverables:** User research, IA/UXD, site map, wire frames, user scenarios, production, rapid prototyping, navigation systems design, interface design, and case study.
- https://stevenheitman-ia.com/html/youth_law_center_project.html

UPDATES

Code Tenderloin Program   San Francisco, CA
- Basic JavaScript coding (Code Tenderloin)   2020
- Job Readiness (Code Tenderloin)

Google Workshop for Design Sprint Process   San Francisco, CA
- Participated in workshop—user research methods—**IDEO/Stanford's d.school**   2017

Harvard University, Harvard i-Lab   **Increasing Your Creative Capacity**   Allston, MA
- https://innovationlabs.harvard.edu/harvard-i-lab   2016
- Reviewed online video

Stanford University   **Human-Computer Interaction (HCI)**   Stanford, CA
- Stanford Center for Professional Development   2016
- Reviewed online video; cutting edge research

City College of San Francisco   **Computer/Web Programming**   San Francisco, CA
- CNIT 132, HTML5 & CSS3; SEO; coding from scratch; grade: A   2012

AcademyX   **Computer/Web Programming**   San Francisco, CA
- HTML Fundamentals/Advanced Certificates; CSS Fundamentals/Advanced Certificates;   2011-2012
- HTML5 & CSS3 Certificate; Dreamweaver Fundamentals/Intermediate Certificates; JavaScript for Non-Programmers Certificate; Ajax Fundamentals Certificate

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NN/g Nielsen Norman Group **Usability Week 2011, Mark Hopkins Hotel** San Francisco, CA
- Information Architecture 1: Structuring, Organizing Web-Based Information 2011
- Information Architecture 2: Navigation Design
- Usability in Practice: 3-Day Intensive Camp
- Fundamental Guidelines for Web Usability
- Interaction Design; Mobile User Experience 1 & 2;
- Designing Complex Applications & Websites 1, 2 & 3; Intranet Information Architecture 1 & 2
- Did seminars and in-person training with Dr. Nielsen, Ph.D., and others at NN/g

EDUCATION
Major/Emphasis: User Research, Usability Testing, Corporate Training, IA/IXD/UXD

San Francisco State University, Graduate College of Education San Francisco, CA
MAEd in Master of Arts Education (Instructional Technologies) (IA) 2004-2008
- *An Online Tutorial for Instructional Designers to
  Learn about Information Architecture*; The IA Model (759 pp.)
- Dr. Hyun, Ph.D., Harvard University, assisted with relevant research parameters
- 5 industry reviews required: Mr. Crumlish, A.B., Director of Technology;
  Ms. Buda, M.D., Director of User Experience

San Francisco State University, Department of English Language & Literature San Francisco, CA
TPW Certificate in Technical & Professional Writing—equivalent to BATPW 2004-2005

California College of the Arts, Graphic Design Program Oakland, San Francisco, CA
- Completed 4 courses: Graphic design, 3D visual dynamics, art history, drawing— 2002
  reviewed first—received highest A

San Francisco State University, Multimedia Studies Program San Francisco, CA
ID&T Certificate of Completion in Internet Design & Technology (IA) 2000-2001
- 3 industry reviews required to graduate

San Francisco State University, School of Design Graduate Program San Francisco, CA
MAIA in Master of Arts Industrial Arts (IA)—*The NS Model* 1999-2000
- *An Online Tutorial for Digital-Media Designers to
  Learn about Web Navigational Systems*; The NS Model (195 pp.)
- Dr. Iandoli, Ed.D., Harvard University, assisted with relevant research parameters
- GPA 3.93

San Francisco State University, School of Design Undergraduate Program San Francisco, CA
BAIA in Bachelor of Arts Industrial Arts (IA)—*HTML Use in Web*; graduated Cum Laude 1996-1999

City College of San Francisco, School of Fine, Applied, & Communication Arts San Francisco, CA
AS & AA in Associate in Science and Award of Achievement—Graphic Communications— 1993-1995
Dean's List

AWARDS
- *Epsilon Pi Tau; Golden Key National Honor Society; Award of Achievement*

SKILLS
- MS Office (MS Word, Excel, PowerPoint) / MS Project
- Adobe Creative Suite (Dreamweaver, Photoshop, Illustrator, InDesign, Flash); HTML5/CSS3 Coding
- OmniGraffle
- Prototyping w/ Annotations / Wireframing
- Technical writing

REFERENCES & PORTFOLIOS

References, letters, publications, hard-copy portfolios are available upon request.

- https://stevenheitman-ia.com/html/testimonials.html

- https://stevenheitman-ia.com/html/hard_copy_portfolios.html

Case Studies for UX, UXD, IA projects listed on résumé—Portfolio

- https://stevenheitman-ia.com/pdfs/pdfs2/SHeitman_Vergossen_case_study.pdf

- https://stevenheitman-ia.com/pdfs/pdfs2/SHeitman_Gartner_case_study.pdf

- https://stevenheitman-ia.com/pdfs/pdfs2/SHeitman_Graham_case_study.pdf

- https://stevenheitman-ia.com/pdfs/pdfs2/SHeitman_white_paper_excerpt_IA_UXD.pdf

Two Grad Degrees—MAEd & MAIA—Portfolio

- https://stevenheitman-ia.com/pdfs/pdfs2/SHeitman_IA_MAEd_Thesis_Report.pdf

- https://stevenheitman-ia.com/pdfs/pdfs2/SHeitman_IA_MAIA_Thesis_Report.pdf

Technical & Professional Writing Portfolio

- https://stevenheitman-ia.com/pdfs/pdfs2/SHeitman_TPW_Portfolio_3_Binder3.pdf

Corporate Training and UX, UXD, IA, Usability Testing Portfolio

- https://stevenheitman-ia.com/pdfs/pdfs2/SHeitman_IA_PM_CT_Portfolio_2_Binder2.pdf

Case Studies for UX, UXD, IA projects listed on résumé—Portfolio

- https://stevenheitman-ia.com/pdfs/pdfs2/SHeitman_IA_PM_Portfolio_1_Binder1.pdf

Graphic Design, Typography & Drawing Portfolios

- https://stevenheitman-ia.com/html/graphic_design.html

- https://stevenheitman-ia.com/pdfs/pdfs2/SHeitman_online_graphic_design.pdf

- PASSWORD to view PDFs: upon request

Updated: March 1, 2022