The path to
UNDERSTANDING
MAKING THE COMPLEX SIMPLE

@KyleSoucy
#WIAD16 #WIADBOS
www.usableinterface.com
I’m not an IA
I’m not an IA

but I do IA work
Confused?
Theme: "Information Everywhere, Architects Everywhere"
Who has the title IA?
Who does not have the IA title, but does IA?
my job title is

???

(Go ahead, pick your title. We’re cool like that.)
Frameshifting
“...it makes less and less sense to design taxonomies, sitemaps, and wireframes without also mapping the customer journey, modeling the system dynamics, and analyzing the impacts upon business processes...”

- Peter Morville
“We like to say that if you’re making things for others, you’re practicing information architecture.”
Defining the damn thing
“I fear that we have become lost in a war of dividing responsibility...”

- Abby Covert

http://alistapart.com/article/pain-with-no-name
The UX Unicorn

http://blog.scottlogic.com/rmarcalo/assets/uxscotland2015/
Web Designer/ Developer/ IA

at Creative Circle in Addison, TX

Position: Web Designer/ Developer/ IA
Location: Dallas Area
Status: Freelance
Estimated Duration: 10 Months
Starts: ASAP - May 1

Job Description:
Our client, a company in North Dallas, has an immediate need for a Web Designer/ Developer/ Information Architect. This is a 10-month onsite freelance assignment.

We are looking for a skilled hybrid web designer/ developer with strong UX design capabilities. The client is creating a new internal website based on a CMS and we need someone to work with the content team to create wireframes and design based on content outlines and templates.

Must have 3+ years of experience in digital design (e-commerce, web development, IA) and be proficient in Photoshop, Illustrator, HTML, CSS. Any experience working with CMS (Sitecore) or PM tools (Basecamp) is a huge plus!

Responsibilities include:
- Create assets and content in Photoshop
- Design, input, test and launch website
- Create and organize files in layers
- Slice and name images
- Retouch images as needed (edit, color, modify, etc)

We need a strong problem-solver, who can work collaboratively in a team, and has a keen understanding of user experience, a solid design aesthetic and analytical skills. Must be highly organized!
The path to understanding...
“...It doesn’t matter who comes up with the label or who decides how something is arranged. What matters is that someone thinks about it and decides a way forward that upholds clarity and intention.”

- Abby Covert

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...and every decision you made about that product on their behalf.
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Hooah!
Thank you!

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@kylesoucy