

# Robert Smith

## Information Architect II

### PERSONAL STATEMENT

Collaborator, Communicator & UX Strategist creating UX designs that transform websites and online applications into easy-to-use sites, adding key functionality and improving the user interface design. Skilled cross-functional collaborator and creative problem solver, communicates easily with business, technical and creative teams.

### WORK EXPERIENCE

#### Information Architect II

**ABC Corporation - August 2011 - March 2015**

##### Responsibilities:

- Oversaw UX/IA initiatives for transformation of antiquated marketing and e-commerce websites from whiteboard through development life cycle.
- Collaborated effectively with cross-functional teams, including system architects to improve overall functionality.
- Provided user research and comprehensive wireframes with intuitive, user-centric interactions.
- Delivered formal presentations to demonstrate new site features to development staff and stakeholders.
- Created annotated wireframes demonstrating user interaction, information architecture, navigation, user flows, use cases, personas, task analyses, and specification using OmniGraffle, Balsamiq, and Visio; revised and refined wireframes.
- Produced prototypes using JustInMind Prototyper; conducted usability testing, reviewed results with team, modified prototypes based on feedback, and facilitated re-testing.
- Collaborated with marketing department, technical staff, and stakeholders to define and translate business and technical requirements for site redesigns, new functionality development, and enhancements.

#### Information Architect

**Delta Corporation - 2008 - 2011**

##### Responsibilities:

- Build, implement and deploy web analytic models which are derived from raw IVR/web/retail log files.
- Utilize Map/Reduce technology, Pentaho and Unix to create ETL transformations of customer experience traversals.
- Provide and present analytical feedback to BAs, PMs and clients on improving and leveraging different assets of business productivity to increase .
- Strong data analysis, data design, data integration, metadata and report creation.
- Become proficient in Mac OS.
- Learn both Adobe and Microsoft program suites.
- Set up cloud programs on office computers to transfer data online.

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### CONTACT DETAILS

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### SKILLS

Axure, Usability Testing,  
Wireframing, User  
Research.

### LANGUAGES

English (Native)  
French (Professional)  
Spanish (Professional)

### INTERESTS

Climbing  
Snowboarding  
Cooking  
Reading

### REFERENCES

Reference - 1 (Company  
Name)  
Reference - 2 (Company  
Name)

## Education

Bachelor of Fine Arts in Graphic Design - (Iowa State University)