

## Objective

Information Architect who is passionate in designing solutions that reconcile user needs, business objectives and technology capabilities, expert on user research, wireframes, design, business analysis, and product management. Experience spans across advertising technology, financial services, education, and energy, and includes client-facing work with executive level clients.

## Skills

Adobe Illustrator, Axure, Adobe Photoshop, Balsamiq, HTML, CSS.

## Work Experience

### Information Architect III

**ABC Corporation** - March 2012 – May 2014

- Conducted interviews, surveys, card sorting exercise, focus group and affinity diagrams to understand user behaviors and needs.
- Identified themes that map project goals.
- Precisely defined product features with a strong user focus and cross-functional feedback.
- Established project plans with key milestones.
- Prioritized short-term solutions with long-term visions.
- Identified project goals and challenges, formed hypothesis, and conducted workshops.
- Presented business proposals to CTO and senior executives on a weekly basis.

### Information Architect

**Delta Corporation** - 2007 – 2012

- Search - Optimized the search engine function to increase site traffic and lower dead end rate.
- Provided recommendations to senior management with respect to increasing product visibility through search engines.
- User Experience - Worked with project stakeholders to define business requirements and design approaches through agile process.
- Identified, developed, and implemented usability strategies for online streaming products.
- Wireframes - Designed use cases, interactive wireframes, conceptual user interface models, prototypes and interaction flows in a team environment for a brand new product with expected annual revenue of \$40 million.
- Held workshops with clients to understand design problems and co-create design solutions through design thinking.
- Demonstrated hands-on experience in design methods.

## Education

M.S. in Information Management - (University of Maryland - College Park, MD)