

Andrew Hinton- Information Architect

- a. Hinton is currently working with an information architecture consulting practice but in the past, in addition to working with these types of businesses, he has also worked a lot with investment management companies among others.
- b. Hinton has been working in experience design and strategy for twenty years. He studied at the University of Louisville where he went to get an MA, as well as University of North Carolina at Greensboro where he got an MFA.
- c. As a person on the lecture circuit, Hinton uses public speaking skills every day. As a blogger and author, he also uses writing skills every day. He also actively uses his skills in design strategy, mobile design and content/ context strategy.
- d. Hinton is really interested in social software as a tool and an object of research. He uses and studies many different softwares including Facebook, Path and Twitter.
- e. Some people he works with and admires are people who are also part of the Information Architecture Foundation which he helped create, including Abby Covert, Judy Siegel and Samuel Bowles.
- f. Three websites-

Most of Hinton's work is in the strategic background aspect as opposed to the visual components. These are three projects he has worked with.

- i. http://iainstitute.org/en/about/our_mission.php- This is an institute which was started in part by Andrew Hinton. Committed to education, advocacy and services, this institute strives to bring awareness to the importance of the "invisible work" of information architecture that is usually looked over. One of the values listed is that of "strengthening brand" which I think is something that can make or break a brand, but is often not highly valued.
- ii. <https://investor.vanguard.com/corporate-portal/>- This is one of the earlier websites which Hinton helped create as the senior information architect. I admire it because I think his detail and emphasis on brand shows and what is located on the front page is well curated. In addition, I think it is important to make something complicated like investing easy to understand and I think he did a good job doing that with this website.

- iii. <http://www.macquarium.com/services/>- I really liked this websites because I thought it was really interesting at first glance and did not realize it wasn't a "creative' type website. I think the brand is simple and elegant and the way in which he laid out the flow of the website to be easy for an every-day user is important. Overall it seems that he tries to make more complicated corporations and businesses more accessible for everyday users and I admire that!