

JAHankinson

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OVERVIEW

Results-driven information architect and leader with eight years of achieving successful business outcomes. Experience with pharmaceuticals, financial services, retail and non-profit organizations. Strategic thinker and consensus builder who has a uniquely balanced perspective on technology, business strategy and operations.

WORK EXPERIENCES

Associate Director, Solutions Inc., New York, NY, 2004 to June 2006

Application development firm with offices in New York and New Delhi.

- Senior consultant specializing in usability, interaction design and content strategy.
- Builder and leader of teams that formulate scalable, modular solutions, delivering long-term value.

PROJECTS (SELECT LISTING)

Sales Intranet, Program Manager and Information Architect

System re-architecture of Documentum/BEA implementation for an intranet used by 12k sales representatives.

- Directed usability effort while spearheading the client relationship on company's largest project, billing in excess of \$1.5 million.
- Increased CMS adoption two-fold and shifted entire publishing process to the marketing team by introducing new processes, workflows, wizards and templates.

Reading Level Evaluation Tool, Information Architect

Desktop tool that evaluates marketing text for reading level.

- Led intensive user-centered design sessions with both users and stakeholders, producing a tool that requires no formal training.

Training and Reference Extranet, Creative Director and Information Architect

Lead-by-example extranet used by advertising agencies during the creation of consumer marketing materials.

- Created plans and led four rounds of usability tests, identifying inconsistencies in guidelines and structure.
- Directed design and editorial teams, including intensive collaboration with Neilson Norman Group, to rework materials for clarity in messaging as well as structure.

Information Architect, Girl Scouts of the U.S.A., New York, NY, 2002 to 2004

A 95-year old non-profit dedicated to girls, supported by 314 local councils.

- Evaluated 25 years of content and interviewed 200+ stakeholders while structuring an asp.net intranet targeted to approximately 8k women.
- Designed companion CMS in Documentum, giving control of the entire site via twelve templates.
- Initiated an enterprise taxonomy that included facets for museum and archives, business and education.
- Led feedback and informational sessions at eight regional conferences as part of a launch campaign.
- Evaluated intellectual capital and knowledge management opportunities, identifying projects in federated search and customer relationship management.

Consultant/Subcontractor, New York, NY, 2000 to 2002

Evaluate usability and user experience based on business and application goals, delivering phased solutions.

CLIENTS (SELECT LISTING)

PwC Consulting (subcontractor to Organic) –

- Under pressing IPO deadline, created a modular site structure, navigation schema and robust site search, including taxonomy and thesaurus, while collaborating with multiple client teams across diverse geography

Working Today –

- Staying under budget, increased sales of health insurance to freelancers by introducing usability methodology and designing high impact, low cost changes to the organization's web site.

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WORK EXPERIENCES (CONTINUED)

Director of Information Architecture, Arc: eConsultancy, New York, NY, July 1999 to October 2000
Boutique interactive agency specializing in information architecture, project management and strategy.

- Led the development and documentation of customer-centric IA methodology. Integrated and evolved the IA processes with project management and strategy disciplines to establish enterprise best practices.
- Managed the largest account, growing it from a single team to three integrated multi-disciplinary teams.
- Led multi-disciplinary teams of three to twelve; managed and mentored junior IAs.
- Wrote and presented business development materials including project scope, engagement proposals and staffing strategy on 60% of all IA projects.

CLIENTS (SELECT LISTING)

Citibank –

- Led three multi-disciplinary teams and was instrumental in defining and developing a web-based application for small businesses. Activities included leading product strategy sessions, evaluating partners and vendors, and preparing subsequent teams and project plans.
- As lead IA, conducted primary and secondary user research, represented these users during integration meetings between the five technology teams and oversaw three IA teams.

Fashion500 –

- Created deliverables used to secure \$2+ million in a second-round funding for a retail site featuring 20+ couture designers.
- Led rapid requirements sessions, translating the information and business model into process diagrams. Led RFP question-and-answer sessions with potential development vendors.

Usability Lead, Lands End, WI, 1998

Retailer of clothes, luggage and linens sold through catalogs and online.

- Uncovered fatal usability problems in check-out prototype while preparing usability test plan. Re-worked the customer experience to be compatible with the company's philosophy of superior customer service.
- In six weeks, created an HTML prototype, complete with design, copy and messaging requirements.
- Led sessions for design and editorial teams on web best-practices versus print catalogs.

New Products, Art Assistant, Taunton Press, Newtown, CT, 1995 to 1997

Multimedia publisher for the passionate layperson of gardening, cooking, homebuilding and woodworking.

- Developed and researched magazine concepts, including evaluations of the competitive landscape, target audience and potential advertisers.
- Prepared focus group materials, observed group sessions, evaluated findings and directed prototype production, including photo shoots, pre-press production and freelance illustrators.

ACTIVITIES

- **Presenter** - "When 91 Years of Content Goes Digital," American Society of Information Science, (2004); "Designing for 8,000 Professional Women," NYC Chapter Computer-Human Interaction (2004)
- **Guest Lecturer** – St. John's University IA Colloquium (2004); Parson's School of Design Graduate Seminar Course (2002-6)
- **Courses** - Documentum Fundamentals (2003); "HIPPA Compliance and the Non-Medical Company" (2002); Data Forensics, (2002); "Presentation and Communication Strategy" (2000)
- **Memberships** – ACM SIG-CHI, 3-years, IA Institute, 2-years, TeleTruth Board member, 4-years

EDUCATION

Masters, Interactive Telecommunications Program, New York University

proposed thesis – Privacy and Identity in the Networked Economy

B.A. Social Science, Honor Student, Western Connecticut State University

honors thesis – Libel Law in Two Former Colonies: the U.S. and Australia compared