

Information Architect Job Description

Duties and Responsibilities:

- Conduct assessment of websites/applications to determine their usability and structural efficiency
- Carry out research on the preferences and information consumption methods of users to identify their requirements
- Evaluate the organization, labelling, navigation, and search systems of websites/applications to spot areas that require modification
- Develop strategies for site improvement and better user experience
- Design the information structure, workflow, and navigation system of a site
- Organize information into site maps to create optimal user experience for a target audience
- Deliver presentations on site models to client highlighting improvements on usability and accessibility to target users
- Collaborate with I.T, business, editorial and design experts to implement site concept, interface, and design
- Designate job duties to site/system development team
- Monitor user feedback to identify issues and make appropriate adjustment to site structure
- Participate in workshop/seminars to improve on job knowledge
- Enroll for training courses and study professional publications to stay up-to-date with industry trends
- Create web information structure that meets the needs of clients as well as the user experience.

Information Architect Requirements – Skills, Knowledge, and Abilities

- Education and Training: Information architects usually require a Bachelor's or Master's degree in computer science, information

systems or engineering. Certifications in certain products/software can also increase chances of securing the information architect job

- **Analytical Thinking Skills:** Information architects are well-versed in carrying out site evaluation to determine usability, efficiency and accessibility of site/application to target audience
- **Critical Thinking Skills:** They are able to make logical conclusions from the assessment of site usability
- **Teamwork Spirit:** They are good in working with other professionals to design an efficient user friendly site
- **Programming/Design Skills:** As one of their key skills, information architects are proficient in creating software programs as well as visual designs using tools such as Dreamweaver and Photoshop.