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CAREER GOAL

Secure work in Information Architecture leveraging my IA, project management and business skills, while adding value and growth to my employer and raising my own standard of living and quality of life.

KEY SKILLS

- ❖ *OmniGraffle Professional | 11-mos*
- ❖ *OmniOutliner Professional | 11-mos*
- ❖ *HTML/XHTML/CSS | 9-yrs*
- ❖ *Adobe Creative Suite 1, 2, 3 | 9-yrs*
- ❖ *Content Management Systems | 6-yrs*
- ❖ *Microsoft Office | 9-yrs*

PROFESSIONAL EXPERIENCE

Information Architect

SapientNitro – *Los Angeles, CA – February 2012 – Present*

- Provide extensive interaction design, information architecture and user experience design solutions on site for Sapient's clients.

Webmaster

The Do LaB – *Los Angeles, CA - July 2000 – Present*

- eCommerce store development and management (*currently in development, not yet live*)
- information architecture and user experience design
- design, develop and manage website design & editorial content
- administer email lists and users
- design, write, mail, and manage email newsletters
- coordinate social media marketing campaigns with lead designer, chief marketing officer and owners.
- manage WordPress content management system, its content and its users

Information Architect & Project Lead

IJHANA – *Los Angeles, CA - February 28, 2011 – January 16, 2012*

DUTIES INCLUDED:

- wireframe revisions, annotations and new wireframe work
- software and website audits

- create and update change tracking sheets, functional requirements, production requirement documents
- sitemaps, process flows, mental models, personas
- discovery and intake sessions
- project management: write up project proposals and statements of work, manage client relations and projects through information architecture project-related processes and phased deliverables.

PROJECTS:

- GlobalShopex.com – International Checkout: *Project Management, Wireframes, Process Flows*
- FitForCommerce.com – eCommerce Site: *Wireframes, Sitemaps, Process Flows, Mental Models, Production Requirement Documents, Website Audits, Discovery/Intake Sessions.*
- American Medical Association – eCommerce Site: *Wireframes, Sitemaps, Process Flows*
- San Diego Convention & Visitors Bureau - B2B/B2C Website (Threshold Interactive Agency) - *Wireframes, Sitemaps, Process Flows, Mental Models, Production Requirement Documents, Website Audits, Discovery/Intake Sessions.*
- HarborFreight.com: Navigation, Category and Family Page Templates - *Wireframes*
- PreVerify.com – Brand Positioning: *SWOT Analysis*

Information Architect & User Experience Consultant

Agentes Consulting – Los Angeles, CA – October, 2011 – December, 2011

DUTIES INCLUDED:

- advised CTO and team on User Experience and Information Architecture best practices
- wireframing (using OmniGraffle Professional), revisions and annotations
- performed existing website and software application audits
- created and updated production requirement documents (PRD's)
- recorded and tracked content mapping sessions with clients
- interviewed key stakeholders, users and related parties
- created sitemaps, workflows, and process flows
- project management: managed client relations and projects through information architecture project-related processes and phased deliverables.

PROJECTS:

- Dial800.com: *Wireframes, Sitemaps, Process Flows, Product Requirement Documents, Website Audits, Discovery/Intake sessions*

Director of Technology

The Do ArT Foundation – Los Angeles, CA - December 2010 – December 2011

DUTIES INCLUDED:

- information architecture and user experience design
- design, develop and manage website design & editorial content
- install and customize WordPress content management system

- manage website content and its users
- online marketing campaign management (social media marketing, email marketing, etc.)

eCommerce Manager, CEO, Co-founder/Owner

Distinctivefabric.com, Inc. - *Los Angeles, CA July 2004 – October 2011*

DUTIES INCLUDED:

- responsible for company's website and eCommerce development
- managed merchandising, product creation (photography, copy writing, etc.) and maintenance
- project managed site dev with programmers
- managed marketing (print, social media)
- maintained corporate housekeeping (minutes, taxes, compliance),
- oversaw operations (with COO), customer relations, sales, vendor relations, and more as needed

Director of Media Relations

Rooftop Promotion - *Gardena, CA April 2003 – April 2004*

DUTIES INCLUDED:

- maintained daily email and phone correspondence with press and radio contacts
- organized music content for distribution to contacts
- creation and management of contacts database using Filemaker Pro
- website and graphic design
- general office management

EDUCATION

Human-Computer Interaction Apprenticeship – *IJHANA, Los Angeles, CA – Feb 2011 - Jan 2012*

Computer Science – *Santa Monica Community College, Santa Monica, CA – 2007, 4.0*

Multimedia – *The Bradley Academy/The Art Institute, York, PA – 2000, 4.0*

Business & Multimedia – *Upattinas Private School (homeschooled myself), Glenmoore, PA 1997-98, 4.0*

REFERENCES

<http://www.linkedin.com/in/jediwright>

<http://www.preverify.com/directory/jeffrey-wright/7025>

Available upon request.