

Emery Snyder

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Information architecture and software requirements

Deliverables

- Navigation design: page flows; site maps
- Interaction design: wireframes; functional requirements
- User analysis: personas; user-task analysis; mental models; card-sorting tests
- Requirements: use cases; business requirements (including portal servers, CMS)
- Content analysis: inventories, audits, data models for content-management systems
- Accessibility: strategy; site reviews; design and technical evaluation
- Usability testing: scripts; user testing; reports; analysis of metrics for problem pages; site audits
- User training: training materials; training classes; user support for data-driven sites
- HTML and CSS (standards-compliant)

Employment history

Interaction Design Lead, freelance, 2009-

- Agencies: Publicis modem
- Clients: LG Electronics
- Projects:
 - country rollouts of large multinational CMS-driven B2C site; addition of new functionality

Senior Information Architect, IconNicholson, 2007-2008

- Clients: British Telecom, National Grid
- Projects:
 - led team redesigning large multinational CMS-driven B2B site

User Experience Lead, Avenue A-Razorfish, 2006-2007

- Clients: MetLife, Citigroup Smith Barney, Merrill Lynch
- Projects:
 - led team redesigning web application for purchasing and managing variable annuities
 - intranet web application for managing reports on insurance plan usage
 - website giving financial analysts information about new investment products

Information architect, Prudential Financial (freelance), 2004–2006

- Projects included:
 - intranet for corporate division
 - extranet web application for managing variable annuities (including rebalancing portfolios)

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- consumer marketing websites, eCommerce websites
- Technologies: IBM WebSphere Portal 5, Vignette; Domino Server

Information architecture and requirements analyst (freelance), 2002-2004

- Consultant firms: Igicom, 16x9 Productions, ExNihilo
- Clients: investment firms, Major League Baseball, Advance Magazine Group, Berlitz, Nokia
- Projects:
 - intranet for corporation with many divisions
 - product information website
 - website allowing consumers to choose and sign up for language courses
 - intranet applications for monitoring statistics and news
- Technologies: IBM WebSphere Portal 5, Interwoven, and relational databases

Manager of Product Development and Information Architect, Igicom, 2000–2002

- Projects:
 - web application allowing business users to manage the databases for a large e-Commerce site without knowing SQL
 - dynamic internet site with content-management system for a small art museum
 - eCommerce shopping portal for small businesses: reduced product browsing hierarchy; improved check-out flow; improved product comparison, search functionality
 - eCommerce sites for book clubs
- Clients Bookspar; Metiom for Intuit Quick-Books
- Technologies: BEA, Oracle 8i

Assistant Professor of German, Princeton University, 1992–1999

Taught undergraduate and graduate courses in European literature, German language courses, writing-intensive seminars for first-year students; advised senior theses, evaluated dissertations.

Languages and Programs

- Native speaker of English; fluent German, French; some Italian, Spanish
- Microsoft Visio; Adobe CS 3; Microsoft Office
- (X)HTML, CSS; XML; some object and data modeling

Other skills

- Solid background in cognitive science, mental models, rhetoric, and systems theory
- Excellent knowledge of European history and culture, music

Education

- Ph.D., Comparative Literature, Harvard University, 1992
- A.B., Comparative Literature, Princeton University, 1982

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References

- Ann Neilsen, Senior Producer, IconNicholson
(212) 981.2779; aneilsen@iconnicholson.com
- Steven Haak, former Senior Project Manager, Avenue A-Razorfish
(647) 345-1601; stevehaak@gmail.com
- Ken Kim, Senior Information Architect, Prudential Financial
(973) 802-2202; kenneth.kim@prudential.com