

# Mairi Reyer

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## Information Architect

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### WORK EXPERIENCE

**T3** **Information Architect** 2007-2008

- Create usable, accessible information architecture for client projects, including promotional, informational, and transactional Web sites. Clients include UPS, Chase Bank, Ritz-Carlton, Dell, Universal Studios, and David's Bridal.
- Analyze target audiences and their needs and work with clients and creative team to define functional goals, strategy, content, and features for final project design.
- Serve as user advocate in all phases of design and development.
- Create educational materials and present to internal and external clients about the value and effectiveness of IA and usability.
- Work with art directors, designers, programmers and rich media developers throughout production cycle to ensure proper implementation of information architecture.
- Create documentation to accompany information architecture, including competitive reviews, heuristic analyses, content inventories, wireframes, user process flows, site maps, and content blueprints.

**UT Libraries** **Information Architect** 2004-2007

- Create usable, accessible information architecture for projects including online exhibits, catalogues, portals, galleries, and educational Web sites. Clients include UT faculty, researchers, the UT Libraries, the Texas State History Museum, the Center for American History, and UTOPIA grantees.
- Analyze target audiences and their needs and work directly with clients to define functional goals, strategy, content, and features for final project design.
- Acquire and organize project content. Evaluate and manage digital project assets, including audio, video, and text files.
- Assist Web masters in building project sites using HTML, CSS, and PHP.
- Work with UT Digitization Center, design team, site builders, and programmers throughout production cycle to ensure proper implementation of information architecture.
- Design and implement heuristic and task-based usability tests and accessibility reviews (using Section 508 and WCAG 1.0 guidelines) for Web projects. Recommend improvements and changes based on interpretation of test results.
- Create Web and print documentation for every project, including an overall architecture plan, wireframes, assets sheet, narrative, and programmer's guide.

**ITS** **Technical Writer/Editor III and Usability Engineer** 2001-2004

- Serve as usability, accessibility, and information architecture consultant for academic departments and campus organizations. Evaluate Web sites and user interfaces and serve as chief usability engineer and accessibility advocate on various project teams.
- Conduct and interpret usability and accessibility tests to ensure ADA compliance, ease of use, and user satisfaction. Clients include Information Technology Services, Research

Consulting, UT System Information Technology Management Council, UT Direct, and Web Central (<http://www.utexas.edu>).

- Design curriculum for and teach accessibility and usability classes to campus Web publishers.
- Produce original Web-based documentation and training materials for software and Internet applications in conjunction with members of development, quality assurance, and technical support.
- Create and maintain instructional Web sites covering implementation and use of third-party hardware and software at UT. Write FAQs and other documentation including installation, configuration, and troubleshooting instructions.

**BMC Software**

**Information Developer**

*1999-2001*

- Produce original documentation for the DataMove product. Documentation includes task maps, release notes, and procedures illustrating how to coordinate DataMove with other members of the Enterprise Data Propagation (EDP) product family, how to define and manage bulk data propagations and troubleshoot problems. DataMove is a data propagation tool that assists users in materializing data from mainframe to distributed systems database environments.
- Lead writer for the DataMove User Guide, a comprehensive manual detailing how to define and edit job parameters for data sources and targets, target environments, select transformation references used in bulk data propagation, and work with JCL.
- Lead developer for DataMove online Help (HTML Help).
- Contributing member of the EDP documentation user task-analysis and usability team and the BMC Austin usability council.
- Lead writer for EDP maintenance documentation. Work closely with support and development to produce readme files and technical bulletins for service pack releases.
- Design and create graphics and diagrams for manuals.
- Perform edits of peer- and self-produced material, and prepare manuals for print production.

**Pervasive Software**

**Technical Writer**

*1997-1999*

- Produce original documentation for installation, status (error) codes and messages, and troubleshooting of the Pervasive.SQL product line. Pervasive.SQL is a dual-access transactional and relational database.
- Lead writer for the Pervasive.SQL User's Guide, a comprehensive manual detailing setup, configuration, and use of product and utilities.
- Create and manage content for Pervasive Products and Services, a marketing-oriented manual.
- Project lead/writer for the Pervasive.SQL Application Migration Guide, a manual illustrating conversion of applications based on the Scalable SQL API to ODBC or ActiveX Data Objects. Manage documentation project in its entirety, including design of manual structure, creation of all content, and scheduling of engineering resources contributing to document deliverables. Facilitate and lead weekly meetings with inter-departmental migration team consisting of senior members of engineering, professional services, quality assurance, and marketing.
- Contribute to development and implementation of style sheets, templates, and documentation standards. Develop content for the Technical Publications intranet site.

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## **KNOWLEDGE & SKILLS**

**Platforms:** UNIX, Linux, Windows, and Macintosh operating systems.

**Languages/Scripts:** Proficient in HTML by hand. Familiar with CSS, DHTML, Flash, SQL, Perl, XML, PHP, JavaScript, Java, and JCL.

**Software:** FrameMaker, RoboHelp, HTML Help Workshop, Acrobat, WebWorks ePublisher Pro, Dreamweaver, FrontPage, Photoshop, OmniGraffle Pro, Microsoft Office including Visio, Sharepoint, JAWS, OmniWorks, Vantive, Scopus, Documentum, and Visual SourceSafe.

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## **EDUCATION**

*B.A. with honors, Rice University*