

AMY E. MORRISON

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SUMMARY OF QUALIFICATIONS

- ♦ Demonstrated ability to coordinate the flow of information from diverse sources and create a unified brand message across mediums. Customer/User-focused, with a strong background in Web and print writing.
- ♦ Strategic Project management experience includes the redesign of an international, enterprise-level Web site, the planning and implementation of more than 40 small business Web sites, and multiple targeted, interactive destination Website initiatives. Excellent interpersonal and planning skills.
- ♦ Proven business communication acumen includes exceptional verbal and written presentation skills.
- ♦ Experience managing projects from scoping and planning through implementation and hind-sighting, including the content and information-design aspects of product development, eCommerce and user-experience design of comprehensive site applications such as configuration and visualization tools.

PROFESSIONAL EXPERIENCE

SENIOR INFORMATION ARCHITECT

October 2007 – Present

RESOURCE INTERACTIVE, COLUMBUS, OH

Analyzes client objectives and site user needs to assist project teams in validating and refining strategic business requirements. Articulate proposed solutions to the client and facilitate the collaborative and iterative process that culminates in detailed information architecture.

- ♦ Define the frameworks for online user experiences that are organized, navigable, efficient, and engaging. Create the overall site structure, task flows and page-level content priority.
- ♦ Serve as a pivotal communication bridge for both internal project teams and clients.
- ♦ Applied skills in brand expression, visual design concepts, and interactive technologies.
- ♦ Manage and mentor information architects, documentation specialists and contractors.

INFORMATION ARCHITECT

June 2005 – October 2007

RESOURCE INTERACTIVE, COLUMBUS, OH

Design and document efficient, familiar, and scalable online experiences with consideration of user goals, business needs and technical constraints.

- ♦ Create and manage comprehensive documentation of user interactions, functional requirements and information hierarchy in the form of user experience flows, site maps, wireframes, zone structure diagrams, logic flows and user experience guides.
- ♦ Lead collaborative whiteboard sessions and communicate requirements, best practices and industry standards with multi-disciplinary internal project teams.

FREELANCE CONTENT MANAGER AND INFORMATION ARCHITECT

April 2004 – June 2005

Web site architecture/content management positions for several organizations on a freelance / contract basis.

- ♦ Served as Information Architect on a contract basis for Resource Interactive, Columbus, OH (10/2004 to 12/2004 and 3/2004 to 6/2004). Projects included the redesign of large corporate Intranet initiatives using Microsoft SharePoint and the Plumtree Portal service, and creation of an online reservations and account management system.
- ♦ Information Architect for America Online. Created large-scale navigation flows and wire frame models for iteration 5 of the Netscape ISP client.

- ♦ Designed and built a site, including interactive e-mail forms, for Atlanta-based, Sanders Legal Services (4/2004 to 9/2004).

PROJECT MANAGER

JANUARY 2004 – APRIL 2004

INTERLAND, INC., ATLANTA, GA

Managed the creation of more than 40 small-business Web sites simultaneously from initial customer contact and planning to content gathering, design/build and launch.

- ♦ Utilized project management best practices with clients and a staff of designers/programmers to successfully plan and create online business solutions for small business owners.
- ♦ Planned and implemented e-commerce solutions for online merchants using a proprietary e-commerce tool and Miva Merchant e-commerce applications.
- ♦ Provided marketing guidance to clients, including search engine optimization strategies, the use of search engine submission tools, newsletter creation, and mailing list management.

CONTENT DEVELOPMENT COORDINATOR (INFORMATION ARCHITECT)

October 2001 – December 2003

ASHRAE, Atlanta, GA

Managed electronic content and information design for a 55,000-member non-profit engineering society.

- ♦ Directed information architecture, wrote original copy, and managed all electronic content via a proprietary, Oracle-based content management system. Lead navigation and information-dissemination projects.
- ♦ Led information design for new Web site, organizing thousands of documents into a logical, six-tiered structure, allowing virtually all site content to be reached within three clicks.
- ♦ Compiled and analyzed site and visitor statistics, recommending enhancements to mitigate negative visitor and site behavior patterns and maximize positive patterns. Collaborated with Marketing and eCommerce departments to ensure consistent branding and improve users' online shopping experience.
- ♦ Collaborated with publications editor to plan and develop organization's first electronic newsletter. Designed e-newsletter template and functionality for vendor. Launched newsletter in August 2002 to more than 30,000 subscribers.

FREELANCE WRITER / EDITOR

August 1997 – July 2002

Coordinated, researched, wrote, and edited content for several organizations on a freelance/contract basis.

- ♦ Wrote and edited instructional content for Web- and CD-based educational systems and edited multi-media design specifications and database templates as **Copy Editor** for Mentorix Technologies (6/2001-9/2001).
- ♦ Managed content throughout large Web database of entertainment reviews as **Editor** for Stomp Tokyo (8/1997-6/2002).
- ♦ Acted as site content editor and wrote movie reviews as **Staff Writer** for 50-Foot DVD (2/2000-2/2001).
- ♦ Edited Web-based content and designed Web site components as **Web Editor** for Garden Retreat (1/1999-5/1999).
- ♦ Served as copy editor/proofreader of the book, *Reel Shame: Bad Movies and the Hollywood Stars Who Made Them*, by Christopher Holland and Scott Hamilton (2002).

CONTENT EDITOR

September 2000 – May 2001

FIRMLAGIC, LP, Alpharetta, GA

Wrote and edited content for software company specializing in the legal sector.

- ♦ Wrote and edited articles for publication on Internet portal and edited staff-written articles for publication in legal and technical journals.
- ♦ Produced corporate newsletter, edited training manuals, and created marketing collateral.

STAFF WRITER

August 1996 – July 2000

TIMES PUBLISHING CO., St. Petersburg, FL

Wrote and edited articles for the St. Petersburg Times, a major regional daily.

- ♦ Researched, wrote, and edited news stories and obituaries as a staff writer, verifying facts and maintaining positive relationships with information sources. Wrote feature articles on a freelance basis.
- ♦ As back-up desk editor, managed and trained staff, edited copy from regional offices, and designed training material.

RESEARCH COORDINATOR

May 1995 – June 1996

MAXILLO-FACIAL SURGERY INSTITUTE OF FLORIDA, St. Petersburg, FL

Hired as financial assistant; promoted to Research Coordinator within four months.

- ♦ Conducted extensive research, managed analysis, and drafted papers for potential publication.
- ♦ Collected and organized information; maintained large database of medical data.
- ♦ Helped create and maintain the Institute's first Web site.

EDITORIAL ASSISTANT

January 1994 – May 1995

TIMES PUBLISHING CO., Tampa, FL

Managed news briefs and event listings. Researched and wrote weekly column and weekend obituaries.

EDUCATION/PROFESSIONAL MEMBERSHIPS AND TRAINING

B.A. IN LITERATURE, MINOR IN THEATER, ECKERD COLLEGE, St. Petersburg, FL – May 1994

***Don't Make Me Think – How to Think Like a Usability Expert* – 2003**

A course in common sense Web design with Steve Krug

MEMBER: The Information Architecture Institute (<http://iainstitute.org/>)

TECHNICAL SKILLS

Operating Systems: Windows NT/2000/XP, Mac OS9/OSX

Software & Platforms: Microsoft Office Suite (Word, Excel, Access, Outlook, PowerPoint, FrontPage, Visio); Adobe Acrobat, GoLive, PageMaker, and Photoshop; proprietary content management systems, ADX Studio, ATG, Oasis, proprietary project management software, Microsoft Sharepoint Development Portal, Plumtree Portal services, Endeca Faceted Navigation service, Jira Issue Tracker, Mantis Issue Tracker.

Languages: HTML/XHTML, XML