

# Kevin W. Bishop M.L.S., M.A.

New York City/New Jersey

347-840-2774 (m)

[kevinwbishop AT gmail](mailto:kevinwbishop@gmail.com)

*information architecture & design*

*user interface design & development*

*user research*

*search optimization*

## RÉSUMÉ

Expertise in crafting engaging user experiences and sustainable information architectures for competing objectives and complex audiences. Extensive experience creating, improving and managing web sites from interface, information and graphic design to encoding and scripting via web standards, search engine optimization and metrics analysis, to planning systems and services migrations.

## EXPERIENCE

*As a contractor since 2010 I contributed IA/UI/Ux design for:*

JPMORGAN CHASE (Nov 2010 - present): Intensive use of Axure to draw and annotate UI specifications for a highly sophisticated self-service application for corporate clients.

EDUCATION DYNAMICS (July/August): Integrated admin. UI for disparate acct. mgmt. systems.

AUDAX HEALTH SOLUTIONS (April-June): Created and developed wireframes/proof-of-concept prototypes (HTML/CSS) for the foundation of social networks based on health concerns. Managed communications and a “pow-wow” between Audax and experience consultants in the elaboration of an engagement model.

AVVENTA (January-March): Proposed a new architecture for an international retailer’s intranet after interviewing nearly 70 users at their homes, in the office and online, and after analyzing and mapping the current, organically grown 10-year-old site.

ALLIANCEBERNSTEIN, Senior Information Architect, New York, NY, 07/2008 – 12/2009

- Produced and re-mediated all IA and Ux designs/documentation and prototypes (from paper to click-able HTML) for Phase I integration of five public macro-sites and numerous micro-sites in financial services. Phase I established the audience and content segmentation and delivery for user-types with distinct information-seeking needs and behaviors.
- Liaised AB user requirements with Endeca experts to configure new search engine.
- Standardized the styles, formats and methods for IA documentation and prototypes.
- Defined XML schema for AB’s global office locations following microformat standards (*hCard*) and SEO principles.
- Expedited the dispatch of the legal review of marketing materials by assembling a controlled vocabulary for their formalized description.
- Identified hundreds of out-dated and redundant assets to restructure multinational intranet for improved usability and easier content management.

CONDÉ NAST, Information Architect, New York, NY, 01/2007 – 07/2008

- Produced all IA artifacts, as lead IA, for the original web presences of *bon appétit* and *Gourmet*.
- Produced IA in collaboration with magazine clients and teams of technology, design and production (incl. Razorfish consultants) in the development of web presences and applications for *Golf Digest/Golf World* (redesign), *Self* (redesign and community), *Allure* (“Total Makeover”), *domino* (photo contest), *House and Garden* (“What kind of kitchen are you?”).
- Defined XML schema for content-type “recipe” following microformat standards and SEO principles, used by *bon appétit*, *Gourmet* and *Self*, (incl. attribute definition for *appurtenances!*).
- Formalized standards for the styles, formats and production methods of site maps, flow diagrams, wireframes, prototypes, taxonomies, and XML schema.

## WORK SAMPLES

[kevinwbishop.com](http://kevinwbishop.com)

## LINKED-IN

[linkedin.com/in/bishopk/](http://linkedin.com/in/bishopk/)

## TECHNICAL

### Web Standards

CSS (expert-level), Javascript, JSP, Microformats, WCAG 1.0, (X)HTML, XML, XPATH, XSLT

### Browsers

Gecko (e.g., Firefox, Flock), Internet Explorer, Opera, WebKit (e.g., Chrome, Safari)

### Top Tools

Adobe CS (Photoshop), MS Office (Visio), jEdit, TopStyle, and many more favorites and familiars

### Applications/Platforms

Apache, Bedework, blojsom, JBoss, Jive, Morae, Movable Type, MVC, Luwak, Pluck, Sharepoint, Teamsite, Tomcat, Toolkit, WordPress

### Operating Systems

Windows, Mac OS, Unix (incl. Linux)

## WRITING

Expert writer for the Web – including SEO – with proven high-level skills in analytic, business, instructional, technical and creative writing

## PEER APPROVAL

*New York* magazine “approves” of *Gourmet* magazine’s new site: [newyork.grubstreet.com/2008/01/gourmet\\_relaunches\\_itself\\_on\\_t\\_1.htm](http://newyork.grubstreet.com/2008/01/gourmet_relaunches_itself_on_t_1.htm)!

- Derived personae from user interviews and authored scenarios for community-based services in an agile development framework.

RENSSELAER POLYTECHNIC INSTITUTE, IA/UI Designer, Troy, NY, 07/1998 – 01/2007

- Coordinated project strategies, scope and resource needs with clients and colleagues using site maps, taxonomies, wireframes and prototypes; Managed site launches and ongoing support. Authored XSLT templates and *championed* Cascading Style Sheets (CSS).
- Designed graphical interfaces with Photoshop and Illustrator.
- Liaised between RPI and public search engines; secured, configured and evaluated Google Search Appliance; implemented local search enhancements, search indexes and search facilities for directories of people, organizations and buildings.
- Added IA and usability improvements to *Luwak*, a home-built CMS, and *Bedework*, an open-source group calendaring system
- Conceived, established, designed and configured institutional blogs (blojsom), discussion forums (Jive) and collaborative work spaces.
- Proposed and implemented new strategies for deploying web services in the reorganization of campus computing and library services.
- Contributed to web analytics research that combined server metrics with semantic and structural data to posit new analytic models and graphical views of user behavior.

## EDUCATION

MASTER OF LIBRARY SCIENCE (M.L.S.), Indiana University, Bloomington, IN, 1997

Library & information science, emphasis in WWW, social informatics, media & technology

MASTER OF ARTS (M.A.), Indiana University, Bloomington, IN, 1997

Comparative literature, emphasis in film studies

BACHELOR OF ARTS (B.A.), The Colorado College, Colorado Springs, CO , 1993

Comparative literature, minor in myth and folklore

## ACTIVITIES

NYC USABILITY PROFESSIONALS ASSOCIATION

- Member (NYC, NY, 2008-present)

SUNY/CUAD ANNUAL CONFERENCE

- Presenter on PolyBlogs: “Using Blogs for Student Recruitment and More” (SUNY New Paltz, 2006)

COUNCIL FOR SUPPORT AND ADVANCEMENT OF EDUCATION (CASE)

- **Judge**, invited for information architecture and web standards expertise, *Circle of Excellence Awards, Web Sites* (US & Canada, 2003 – 2006)
- Presenter on web standards at District VIII annual conference, *No Boundaries, Explore CASE VIII Territory* (CASE) (Portland, OR, 2004)

HIGHER EDUCATION WEB PROFESSIONALS OF NEW YORK STATE (HighEdWeb; international in 2004)

- Co-chair CMS track (RIT, 2004)
- Presenter on Luwak (RIT, 2003)
- Co-presenter on CSS and browser support (with Eric Meyer, author of *CSS: The Definitive Guide* (O'Reilly), Cornell University, 2002)
- **Host/organizer** and presenter on web standards (RPI, 2001)
- **Co-founder** (SUNY New Paltz, 1999)

ASSOCIATION FOR COMPUTING MACHINERY SIG ON UNIVERSITY & COLLEGE COMPUTING SERVICES (ACM-SIGUCCS)

- Co-presenter on Luwak technology (JBoss/JSP/XML) at *Charting New Courses* conference (Providence, RI, 2002)

## LANGUAGES

Spanish, French (read/write)

## COURSEWORK

“Using Mental Models for Tactics and Strategy”, SmartExperience, New York, NY, Dec 2008

“Interaction Design for Rich Internet Applications”, SmartExperience, New York, NY, Sept-Oct 2007

## DIVERSIONS

Cue sports, football, baseball, futbol, film, poetry, public broadcasting, public spaces, pedal races