User Experience Design Practice Verticals

Business Context Analysis
- Context Map
- Performance Measures
- Product/Service
- Business Intent
- Mission/Vision
- Business Modeling

User Experience Planning
- UX Brief
- Personas
- Engagement Definitions
- UXD Management
- Strategy
- Research

Usability Engineering
- Synthesis
- Primary Research
- Testing
- Logistics
- Research Design
- Analytics

Content Publishing
- Medium
- Editing
- Governance
- Content Management
- Content Strategy
- Research/Analytics

Information Architecture
- Navigation
- Information Organization
- Information Relationship
- IA Management
- IA Strategy
- Research/Analytics

Interaction Design
- Wireframe
- Interaction
- Conventions
- Device Strategy
- Research/Analytics

Visual & Information Design
- Graphics
- Layout
- Patterns
- Style Guide
- Art Direction

Computer Science
- Frontend Code
- Database Design
- Server Code
- Infrastructure
- System Architecture

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## Freshman IA Practitioner

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### Proficiency Levels

- **High Proficiency**
  - High to expert proficiency within this tier including frequent use of proven methods and models. Levels 6 and 8.

- **Moderate Proficiency**
  - Experience but with room for improvement. Levels 2 and 4.

- **Knowledgeable**
  - Some direct or indirect exposure. Levels 1 and 2.

- **No Experience**

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Senior IA Practitioner

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The horizontal intersection of UX design across other practices

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