

User Experience Design Practice Verticals

Business Context Analysis	User Experience Planning	Usability Engineering	Content Publishing	Information Architecture	Interaction Design	Visual & Information Design	Computer Science
Context Map	UX Brief	Synthesis	Medium	Navigation	Wireframe	Graphics	Front-end Code
Performance Measures	Personas	Primary Research	Editing	Information Organization	Interaction	Layout	Database Design
Product / Service	Engagement Definitions	Testing	Governance	Information Relationship	Patterns	Style Guide	Server Code
Business Intent	UXD Management	Logistics	Content Management	IA Management	Conventions	Art Direction	Infrastructure
Mission / Vision	Strategy	Research Design	Content Strategy	IA Strategy	Device Strategy	Creative Strategy	System Architecture
Business Modeling	Research	Analytics	Research / Analytics	Research / Analytics	Research / Analytics	Research / Analytics	Research / Analytics

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

Moderate Proficiency
 Experience but with room for improvement
Level 3 and 4

Knowledgeable
 Some direct or indirect exposure
Level 1 and 2

No Experience

Freshman IA Practitioner

Business Context Analysis	User Experience Planning	Usability Engineering	Content Publishing	Information Architecture	Interaction Design	Visual & Information Design	Computer Science
Context Map	UX Brief	Synthesis	Medium	Navigation	Wireframe	Graphics	Front-end Code
Performance Measures	Personas	Primary Research	Editing	Information Organization	Interaction	Layout	Database Design
Product / Service	Engagement Definitions	Testing	Governance	Information Relationship	Patterns	Style Guide	Server Code
Business Intent	UXD Management	Logistics	Content Management	IA Management	Conventions	Art Direction	Infrastructure
Mission / Vision	Strategy	Research Design	Content Strategy	IA Strategy	Device Strategy	Creative Strategy	System Architecture
Business Modeling	Research	Analytics	Research / Analytics	Research / Analytics	Research / Analytics	Research / Analytics	Research / Analytics

- High Proficiency**
 High to expert proficiency within this tier including frequent use of proven methods and models.
Level 6 and 8
- Moderate Proficiency**
 Experience but with room for improvement
Level 3 and 4
- Knowledgeable**
 Some direct or indirect exposure
Level 1 and 2
- No Experience**

Junior IA Practitioner

Business Context Analysis	User Experience Planning	Usability Engineering	Content Publishing	Information Architecture	Interaction Design	Visual & Information Design	Computer Science
Context Map	UX Brief	Synthesis	Medium	Navigation	Wireframe	Graphics	Front end Code
Performance Measures	Personas	Primary Research	Editing	Information Organization	Interaction	Layout	Database Design
Product / Service	Engagement Definitions	Testing	Governance	Information Relationship	Patterns	Style Guide	Server Code
Business Intent	UXD Management	Logistics	Content Management	IA Management	Conventions	Art Direction	Infrastructure
Mission / Vision	Strategy	Research Design	Content Strategy	IA Strategy	Device Strategy	Creative Strategy	System Architecture
Business Modeling	Research	Analytics	Research / Analytics	Research / Analytics	Research / Analytics	Research / Analytics	Research / Analytics

- High Proficiency:** High to expert proficiency with little to no room for improvement. **Level 5 and 6**
- Moderate Proficiency:** Experience but with room for improvement. **Level 3 and 4**
- Knowledgeable:** Some direct or indirect experience. **Level 1 and 2**
- No Experience**

Senior IA Practitioner

Business Context Analysis	User Experience Planning	Usability Engineering	Content Publishing	Information Architecture	Interaction Design	Visual & Information Design	Computer Science
Context Map	UX Brief	Synthesis	Medium	Navigation	Wireframe	Graphics	Front-end Code
Performance Measures	Personas	Primary Research	Editing	Information Organization	Interaction	Layout	Database Design
Product / Service	Engagement Definitions	Testing	Governance	Information Relationship	Patterns	Style Guide	Server Code
Business Intent	UXD Management	Logistics	Content Management	IA Management	Conventions	Art Direction	Infrastructure
Mission / Vision	Strategy	Research Design	Content Strategy	IA Strategy	Device Strategy	Creative Strategy	System Architecture
Business Modeling	Research	Analytics	Research / Analytics	Research / Analytics	Research / Analytics	Research / Analytics	Research / Analytics

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

Moderate Proficiency
Experience but with room for improvement
Level 3 and 4

Knowledgeable
Some direct or indirect exposure
Level 1 and 2

No Experience

The horizontal intersection of UX design across other practices

Business Context Analysis	User Experience Planning	Usability Engineering	Content Publishing	Information Architecture	Interaction Design	Visual & Information Design	Computer Science
Context Map	UX Brief	Synthesis	Medium	Navigation	Wireframe	Graphics	Front-end Code
Performance Measures	Personas	Primary Research	Editing	Information Organization	Interaction	Layout	Database Design
UX Design Overlap							
Product / Service	Engagement Definitions	Testing	Governance	Information Relationship	Patterns	Style Guide	Server Code
Business Intent	UXD Management	Logistics	Content Management	IA Management	Conventions	Art Direction	Infrastructure
Mission / Vision	Strategy	Research Design	Content Strategy	IA Strategy	Device Strategy	Creative Strategy	System Architecture
Business Modeling	Research	Analytics	Research / Analytics	Research / Analytics	Research / Analytics	Research / Analytics	Research / Analytics

- High Proficiency**
 High to expert proficiency within this tier including frequent use of proven methods and models.
Level 5 and 6
- Moderate Proficiency**
 Experience but with room for improvement
Level 3 and 4
- Knowledgeable**
 Some direct or indirect exposure
Level 1 and 2
- No Experience**