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Frances Botsford

information architecture, user experience web design and strategy

Education

Simmons College, Boston, Mass.
Masters of Library & Information
Science, 2006

Rhode Island School of Design,
Providence, RI
Bachelors in Fine Art in Illustration,
with honors, 1997

Pomona College, Claremont, Ca.
1994-1995

Professional Experience

Simmons College, Boston, Mass.
Senior Web Designer. Oct. 2005 - current
Lead user experience designer and information architect on the award-winning Simmons College website. Recently: Lead the information architecture and user experience for the 2008 Homepage/Top-level Redesign project resulting in a doubling of undergraduate inquiries; Worked to realize all aspects of the interaction, user interface, and implementation stages of the new MySimmons Portal; Developed and documented best-practices to set Simmons' standard for user-centered design and usability.

Story+Structure, Boston, Mass.
Consultant. Nov. 2007 - current
Consults on user interface and experience, standards-compliant coding, information architecture, and project management. Recent projects: HarvardCommonPress.com, AnaforElgin.com, TheJoyofPregnancy.com.

Freelance Web Design

Sept. 1999 - current
Provides creative direction, communication and web strategy, search engine optimization, and web development for individuals, small businesses, and non-profits. Recent project: BogliConsulting.com.

Verso Books, New York, NY.
Academic Marketing Manager And Publicist. Nov. 2001 - Aug. 2004
Developed and implemented comprehensive strategic marketing plans to increase academic sales. Created academic marketing materials from concept through design and implementation.

VH-1, New York, NY.
On-Air Design Intern. May 2002 - Sept. 2002
Prepared billboards and graphics for on-air broadcast. Assisted designers with design and production.

Also

Independent Publishing Resource Center (IPRC), Portland, Ore.
Webmaster (volunteer).
May 2008 - current

American Society For Information Science And Technology, Simmons Chapter, Boston, Mass.
Webmaster (volunteer).
Jan. 2005 - Jan. 2006

References available upon request

Conceptual Skills

User experience design, information architecture, project management, semantic and standards-based coding, usability, accessibility, progressive enhancement/graceful degradation, user interface design, search engine optimization (enterprise and organic).

Technical Skills

xHTML, CSS, PHP, XML, XSL, javascript/jQuery, content management system administration (WordPress, RedDot, Expression Engine), Adobe Creative Suite, OmniGraffle & Visio, Subversion, Microsoft Office.