

## Kate Simpson: Freelance Information Architect

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### Specialist Skills

- Creating compelling user experiences with a specialist focus on improving the findability of key information in content-rich environments inc. faceted search and navigation
- Facilitating client teams and developing rapport to gather requirements and informational needs through workshops, interviews and usability studies
- Producing high-quality deliverables for different audiences in the web and web app design and development processes, inc. content audits, sitemaps, wireframes, user, task and information flows

### Career Highlights

#### Freelance Information & Knowledge Architect: Tangledom Ltd

Mar 2007 – Present

#### Specialist Focus

- Information architecture, knowledge management & usability in the legal and publishing industries

#### Writing & Speaking

- Contributing Editor for FUMSI: Managing Information – 2009-Present
- Presenter: Fundamentals of Information Architecture Workshop (Aslib) – 2008-2009
- Article in KIM Legal Magazine: Joining It All Up – July 2009
- Article on FUMSI: Enterprise Information Architecture: A View From the Legal World – Oct 2008
- Article for LLN/eu: Working With What You Already Have... Improving Findability Across Your Org – Mar 2008
- Speaker: Too Much Information (BIALL Event) – June 2007
- Speaker: Exploiting the Potential of Unstructured Information (Ark Group) – Sept 2006

#### Projects

- **Top 15 UK Law Firm** (Legal): Delivering intranet wireframes and site maps, user publishing scenarios and workflows, and a full legal facet framework to support the firm's strategic Knowledge Programme
- **Headshift** (Social Computing Consultancy): Designing PDDs, wireframes, user journeys and taxonomies for a client's wiki-based knowhow/intranet solution
- **Top 15 UK Law Firm** (Legal): Describing the firm's strategic knowledge architecture to underpin the set of key initiatives within a full Knowledge Programme
- **DirectGov** (Public): Helping to define the underlying information architecture for DirectGov's mission to be the central information and services channel for the UK Government
- **Seren** (Digital Agency): Comparing and benchmarking the mobile user experience of key community, dating, networking and chat sites following heuristic evaluation methodology
- **Centaur Media plc** (Publishing): Delivering a website search competitive proof of concept for a set of B2B publishing websites focused on faceted navigation and leveraging metadata for a contextual UX
- **Simmons & Simmons** (Legal): Defining the metadata and taxonomy landscape; advised and lead the delivery of faceted search and navigation for Recommind's MindServer engine
- **Simmons & Simmons** (Legal): Designing a metadata modelling solution that visually represented the firm's metadata and its system flows, transformations, business rules, ownership & governance
- **HM Prison Service** (Government): Designing the full information architecture for a new portal initiative delivering the site structure, wireframes, content templates & metadata schema
- **Clifford Chance LLP** (Legal): Defining the metadata and taxonomy landscape to identify facets for use within the enterprise search initiative
- **Arts Council Ireland** (Public): Reviewing and recommending plans for a new information architecture to support the delivery of the 'Partnership for the Arts' vision
- **Grand Union** (Digital Agency): Carrying out comparative studies, creating high-quality site structures, wireframes, user/task flows & personas for various clients

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### Information Architect: Freshfields Bruckhaus Deringer (Legal)

Mar 2005 – Mar 2007

- Developed the strategy and documentation to support the information architecture design of the firm's KnowHow solution; helped define changing working practices for metadata & taxonomy management
- Founding member of the data governance committee to agree and standardise the firm's diverse metadata types as part of data warehousing and system interoperability initiatives
- Led the content and metadata audit of current awareness information for the firm's strategic review in identifying suitable content management solutions and technologies for the new intranet

### Legal Information & Knowledge Manager: Matrix Chambers (Legal)

Jan 2003 – Feb 2005

- Led the development of a new intranet/extranet/website solution from strategic objectives through to implementation and delivery
- Ran site evaluations, usability testing workshops and accessibility reviews as part of the design and development of online communities of practice
- Built wireframe prototypes and site diagrams to explain design and process flows to different audiences

### Site Architect: Lawtel/The Lawyer Group (Publishing)

Nov 2001 – Jan 2003

- Redesigned the information architectures of six Lawyer Group websites; created highly useful documentation to visualise and support the information design, navigation and search for each website
- Educated on best practices in usability design and content management to provide consistent and exceptional user experiences both online and for print through style guides, site evaluations and competitor analyses

### Online Production Manager: Lawtel/The Lawyer Group (Publishing)

Aug 2000 – Nov 2001

- Managed the design and production of six new Lawyer Group websites; responsible for the information design and task analysis modelling for three new specialist legal web applications

### Editorial Department: Lawtel (Publishing)

May 1998 – Aug 2000

- Implemented efficient editorial procedures for a 24-hour turnaround of legal proofing and editing of Case Reports, and summarising articles from leading law journals for publication on the Lawtel website

## Education

### University of Westminster, London 2001-2002 (Part Time)

- Certificate of Special Study in Linguistics
- Certificate of Proficiency in the Phonetics of English

### The College of Law, London 1996-1997 (Full Time)

- Postgraduate Diploma in Legal Practice

### Middlesex University Business School, London 1993-1996 (Full Time)

- Law LLB Upper Second Class Degree (Honours)

### Barton Court Grammar School for Girls, Canterbury 1986-1993

- A-Levels in English Literature, French & History; 9 GCSEs including English and Maths

## Training & Events

- Site Search Analytics for a Better User Experience with Louis Rosenfeld (Etre Events) – 2009
- Content Architecture: Exploiting and Managing Diverse Resources (ISKO UK) – 2009
- Essentials of Metadata & Taxonomy (Henry Stewart Events) – 2008
- Enhancing Information System Design and Search Capability in Law Firms (Ark Group) – 2007
- Euro IA Summit "Building Our Practice" (Berlin) – 2006
- Card Sorting Workshop (Syntagm Ltd) – 2006
- IA Summit "Learning Doing Selling" (Vancouver) – 2006
- Euro IA Summit "Building Our Community" (Brussels) – 2005
- Knowledge & Content UK 2005 and online information 2004
- User Experience 01/02 (NN/g Events) and User Experience World Tour 2000/01 (NN/g Events)

## Memberships

- Information Architecture Institute (IAI)
- International Society for Knowledge Organization (ISKO UK Chapter)
- British and Irish Association of Law Librarians (BIALL)