

## Professional Skills

Information Architecture  
Usability Testing & Analysis  
Technical Writing & Editing

Interaction Planning  
Website Analytics  
Content Strategy

## Work Experience

University of Arkansas at Little Rock

### **Web Services Coordinator**

*July 2007 to present*

- Worked with the web services team to design, develop, and implement several WordPress themes for university websites
- Responsible for managing the WordPress network—creating new websites and migrating or archiving old ones, working with content administrators on site configuration within WordPress and adhering to university branding standards
- Performed user and task analysis, usability studies, and other user research with core audiences to improve user experience
- Planned and implemented global and local site navigation areas and other aspects of information architecture used to construct the underlying structure of the interactive user experience for the majority of ualr.edu
- Designed and implemented Google Analytics for the majority of campus websites to track website visitors and pageviews for conversions, trends, and benchmarking with other universities

University of Arkansas at Little Rock: Academic Affairs

### **Academic Publications and Online Editor**

*November 2002 to June 2007*

- Designed, edited, and published the undergraduate catalog for both print and web
- Led the formation of the first web services team
- Performed homepage usability tests and oversaw the last two redesigns of the university homepage

Arkansas Tech University: Admissions

### **Multimedia Designer**

*August 1999 to June 2002*

- Designed and developed a promotional interactive CD tour and brochure as a recruitment tool for prospective students
- Designed university homepage (atu.edu) which was in place from January 2002 to October 2004
- Designed, edited, and indexed undergraduate and graduate catalogs for print and web

## Education

### **Master of Arts in Professional and Technical Writing**

University of Arkansas at Little Rock 2003 to present  
Anticipated Graduation: December 2012

### **Bachelor of Arts in Journalism and Music**

Arkansas Tech University 1998 to 2002  
University Honors Program, Cum Laude Graduate

## Publications

- UALR Reaccreditation Self-Study Report for the North Central Association of Colleges and Schools (with Hill, Hoffpauir, L'Eplattenier, and Oliverio), 2009
- Assessment Update: Creating a Campus Community for Conversation About Assessing Student Learning (with Musun and Fulmer), July 2006

## Conference Presentations

- HighEdWeb: The National Conference for Higher Education Web Professionals, Best-in-Track Presentation and Red Stapler Winner, October 2011, Austin
- Arkansas Regional HighEdWeb Conference: Best Overall, July 2010, Little Rock
- Conference on College Composition and Communication: The Impact of Open-Source E-Portfolios on Program Assessment, Collaboration, and Identity (with Jensen, Kuralt, and Spillers), March 2007, New York City

## Professional Development

- South by Southwest Interactive Festival, March 2011, Austin
- HighEdWeb: October 2009, Milwaukee
- South by Southwest Interactive Festival, March 2008, Austin
- South by Southwest Interactive Festival, March 2007, Austin
- Information Architecture Summit by ASIS&T, March 2006, Vancouver
- Usability Week by the Nielsen Norman Group, May 2003, San Francisco

## References for Aaron David Baker

### **Mrs. Tonya Smith**

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### **Dr. Karen Kuralt**

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