



# Information Architecture: which skills, roles, and careers?

François Violette — 29/01/2021

# JobTeaser

The founders of JobTeaser met at a well-known consulting firm. Before long, they both realized they had stumbled into this first graduate jobs somewhat by accident, just so that it would be good on their CVs... without knowing what their everyday lives would be like!

They decided to create JobTeaser with one simple goal firmly in mind: helping the new generation work out where they want to go, unlock their talent and fulfill their potential.

## 2009

www.jobteaser.com is launched to help companies promote their roles, mission, and values to the public. JobTeaser helps with shooting videos, creating content and hosting it.

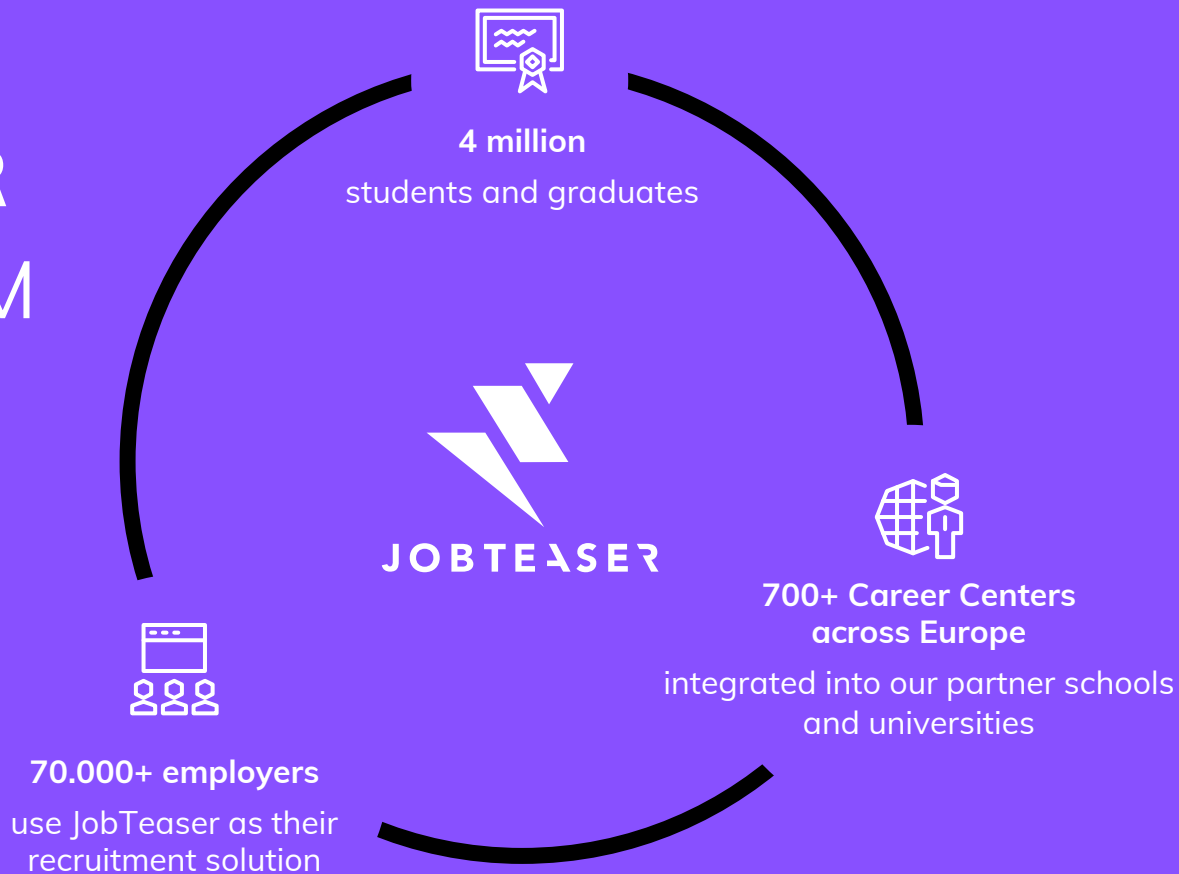
## 2013

JobTeaser becomes the Career Center platform for French schools and universities, enabling students to access Job Ads, engage with their Career Counselors and staff.

## 2018

JobTeaser commits to digital vocational guidance: the Innovation team is created to gain an edge in both field expertise and develop means to assess one's abilities and deep motivations.

# THE JOBTEASER ECOSYSTEM



# Psychometric tests, backed by science

marco by JobTeaser Beta English

Discover your career interests profile (and more) in 15 minutes!

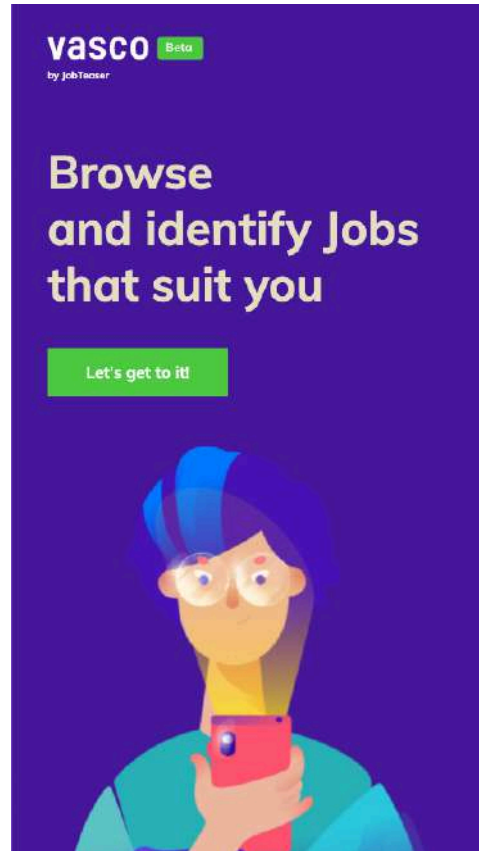
Let's get to it!

An illustration of a modern city street with people walking. A large portrait of Frida Kahlo is visible on a building. The scene is set against a warm, orange and yellow background.

vasco by JobTeaser Beta

Browse and identify Jobs that suit you

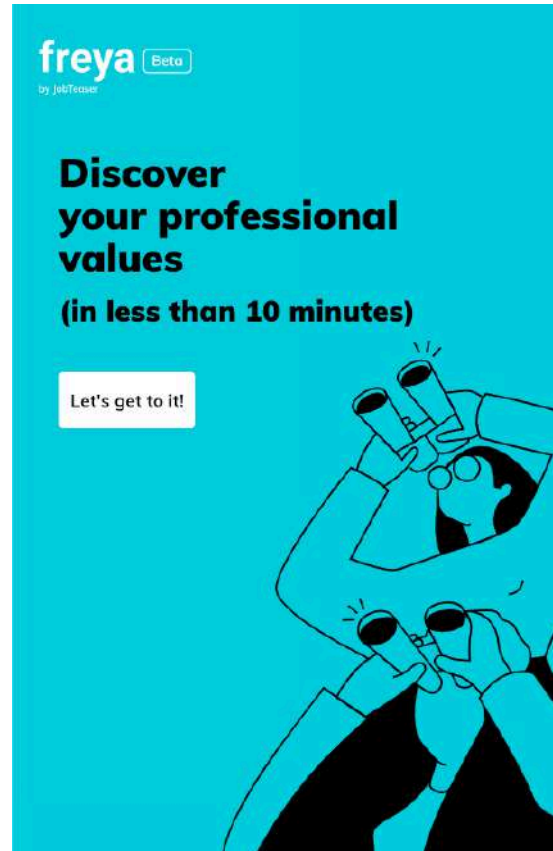
Let's get to it!

An illustration of a woman with glasses and a blue headscarf looking at a red smartphone. The background is a dark purple gradient.

freya by JobTeaser Beta

Discover your professional values (in less than 10 minutes)

Let's get to it!

An illustration of hands holding several test tubes, symbolizing scientific or professional testing. The background is a bright cyan color.

# What's Information Architecture?

"Information architecture is the practice of deciding how to arrange the **parts** of something to be understandable.

[...] A good IA **helps** people to **understand** their surroundings and **find** what they're looking for – in the real world as well as online.

**Practicing** information architecture involves facilitating the people and organizations we work with to consider their **structures** and **language** thoughtfully.

**We like to say that if you're making things for others, you're practicing information architecture."**

Information Architecture Institute

# A design process for content professionals

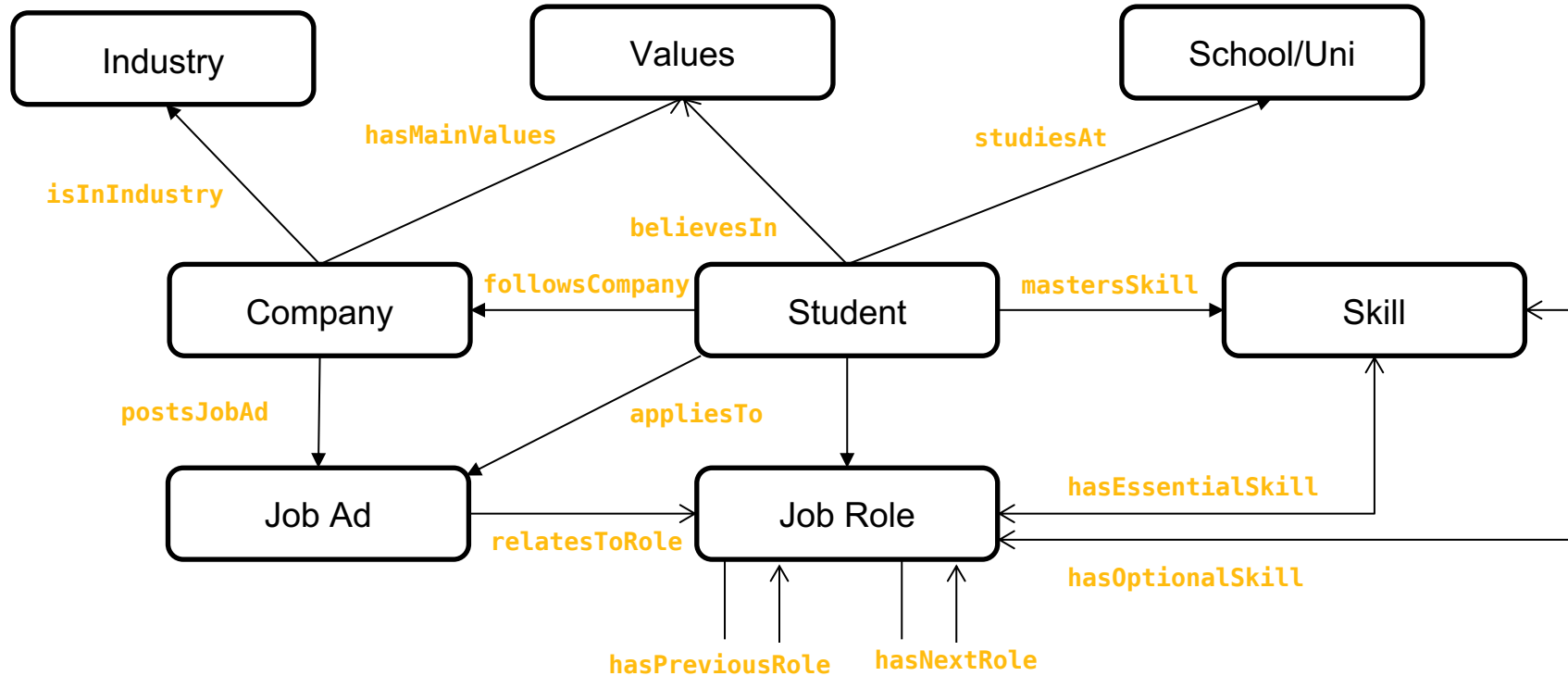
- Research and map out a content structure based on the subject area you work within, define key things in this domain, and how they are related.
- Create examples of things in that domain, and content that's related.
- Setup up your tools to support publishing based on the structure you've mapped out.
- Design interface templates to bring content to every device you want to support.
- Measure how well your content is performing, and explore new ways to remix and share it. Make plans for the content you'll create next.

(Slightly adapted from) *Designing Connected Content* – Mike Atherton/Carrie Hane

# Map out the subject area: terminology

- How we relate to “jobs” is ambiguous: Job Role, Job Ad, Job Title?
- A Job Role is **not** a Job Ad title  
*“JavaScript Ninja”... “Internship / Sound under water”... “Site reliability Engineer”*
- A Job Role may be hard to define, but is typically characterized by:
  - a preferred title, synonyms, a description
  - a unique set of skills (required, optional)
  - education, sometimes
  - testimonials
  - and so on...

# Map out the subject area: key concepts





# Map out the subject area: key attributes

Job Role	
Short description	Technical writers prepare clear, concise and professional communication from product developers to users of the products such as online help, user manuals, white papers [...]
Preferred Title	Technical Writer
Synonyms	Technical Communitor, Copy Writer, Documentation Specialist
Category	Digital - Multimedia – Audiovisual
Base Salary	2100
Video	<a href="https://www.youtube.com/watch?v=biocrCx5T_k">https://www.youtube.com/watch?v=biocrCx5T_k</a>
Thumbnail Image	<a href="https://www.mediabistro.com/wp-content/uploads/2016/07/technical-writing.jpg">https://www.mediabistro.com/wp-content/uploads/2016/07/technical-writing.jpg</a>

# Where does Information Architecture fit?



IA in the ESCO Skills/competences taxonomy:



## information architecture

English (en) ⓘ

### Description

The methods through which information is generated, structured, stored, maintained, linked, exchanged and used.

### Skill type

knowledge

### Skill reusability level

sector specific skills and competences

### Broader skills/competences

database and network design and administration

### Essential skill/competence of

enterprise architect  
chief information officer  
ICT information and knowledge manager

### Optional skill/competence of

data analyst  
ICT system integration consultant  
chief data officer  
digital forensics expert  
knowledge engineer  
system configurator  
ICT intelligent systems designer  
application engineer  
integration engineer  
ICT business analyst  
language engineer  
maintain information network hardware  
manage ICT data architecture  
structure information

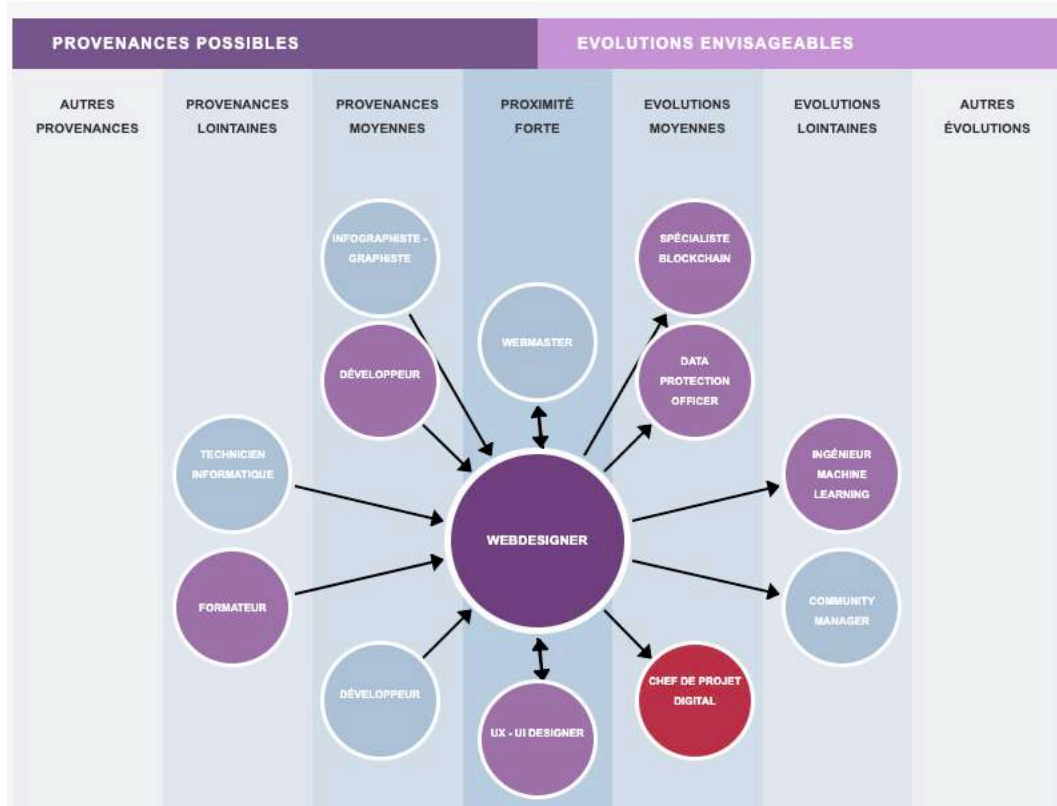
### Status

released

### Concept URI

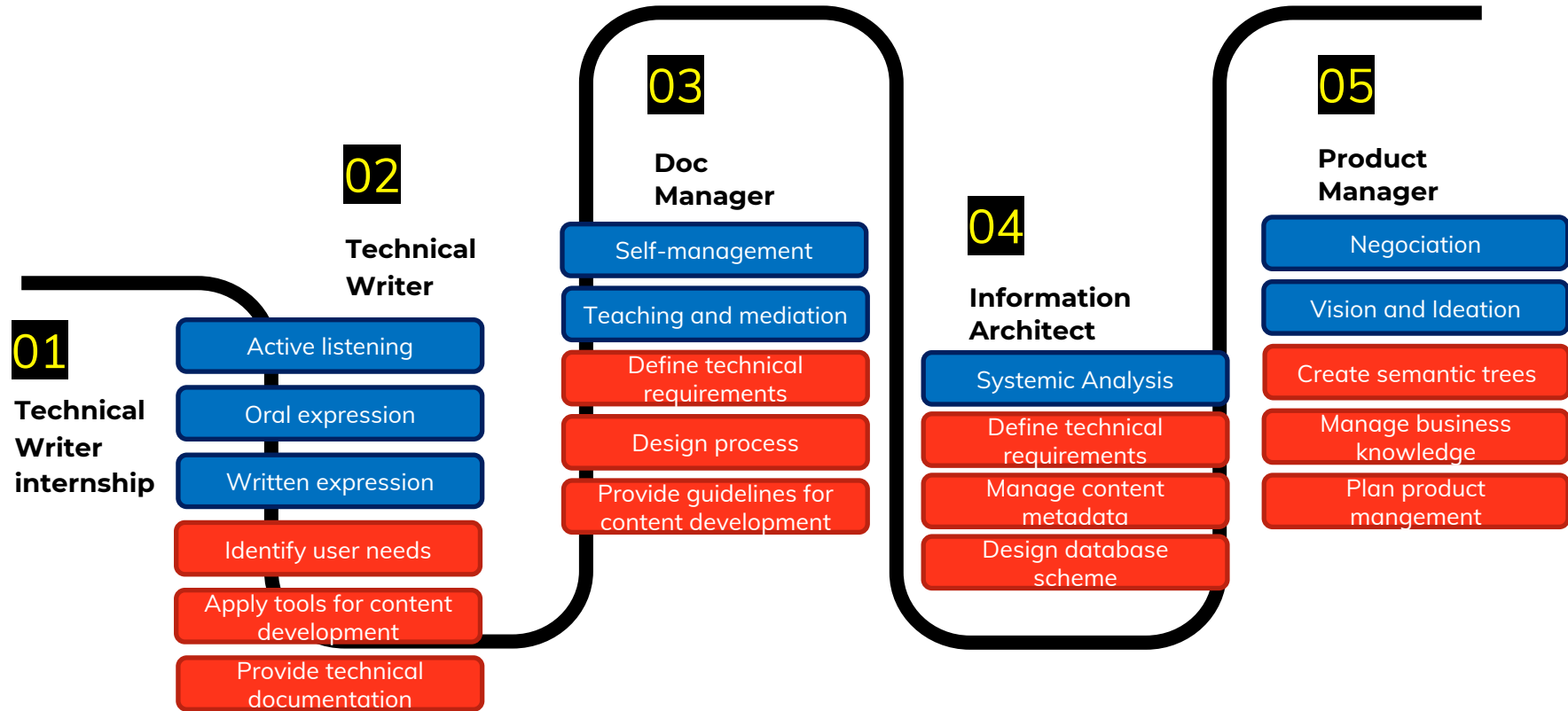
<http://data.europa.eu/esco/skill/1bba98a7-92b9-450b-9235-e0c905f8f3c4>

# Why skills are so important?

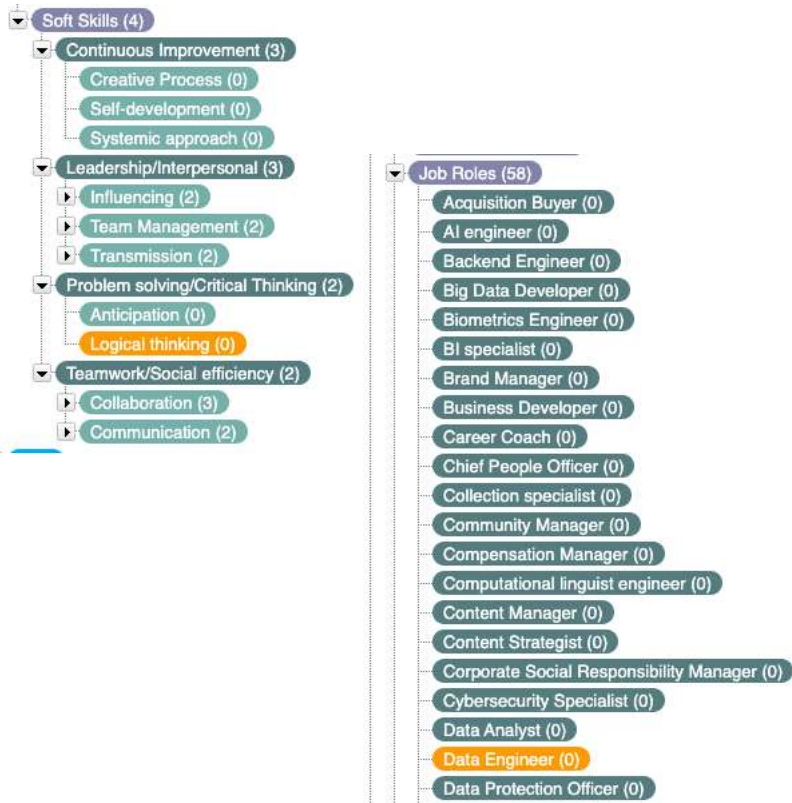


- Skills are what companies are looking for in candidates.
- A skill is found in multiple Job Roles thus creating opportunities.
- Skills for the same Job Role themselves change and there is no “dream job”.
- There are different stages of mastery for skills, fostering perpetual learning and small victories.
- Assessing hard and soft skills mastery reduces bias.

# What's a(n Information Architect's) career?



# Foundational tools and methodologies



**Data Engineer** <https://pibex.com/role/development/Data-Engineer>

Role

Details Notes Documents Linked Data Triples Visualization Quality Management History

SKOS CustomScheme

**isInIndustry**  
Computer Science - Electronics

**hasHardSkill**  
Python  
Scala  
SQL

**hasSoftSkill**  
Logical thinking  
Self-development  
Systemic approach

**image** [+](#)

**isActive**  true **Boolean**

**salary** 2125 **Integer** 2.125e3

**shortDescription** **Literal** en

Data engineers are responsible for finding trends in data sets and developing algorithms to help make raw data more useful to the enterprise. This IT role requires a significant set of technical skills, including a deep knowledge of SQL database design and multiple programming languages.

Les ingénieurs en données sont chargés de trouver des tendances dans les ensembles de données et de développer des algorithmes pour aider à rendre les données brutes plus utiles à l'entreprise. Ce rôle informatique requiert un ensemble important de compétences techniques, notamment une connaissance approfondie de la conception de bases de données SQL et de plusieurs langages de programmation.

**video** [https://www.youtube.com/watch?v=4FGd\\_FPA1-Q](https://www.youtube.com/watch?v=4FGd_FPA1-Q)

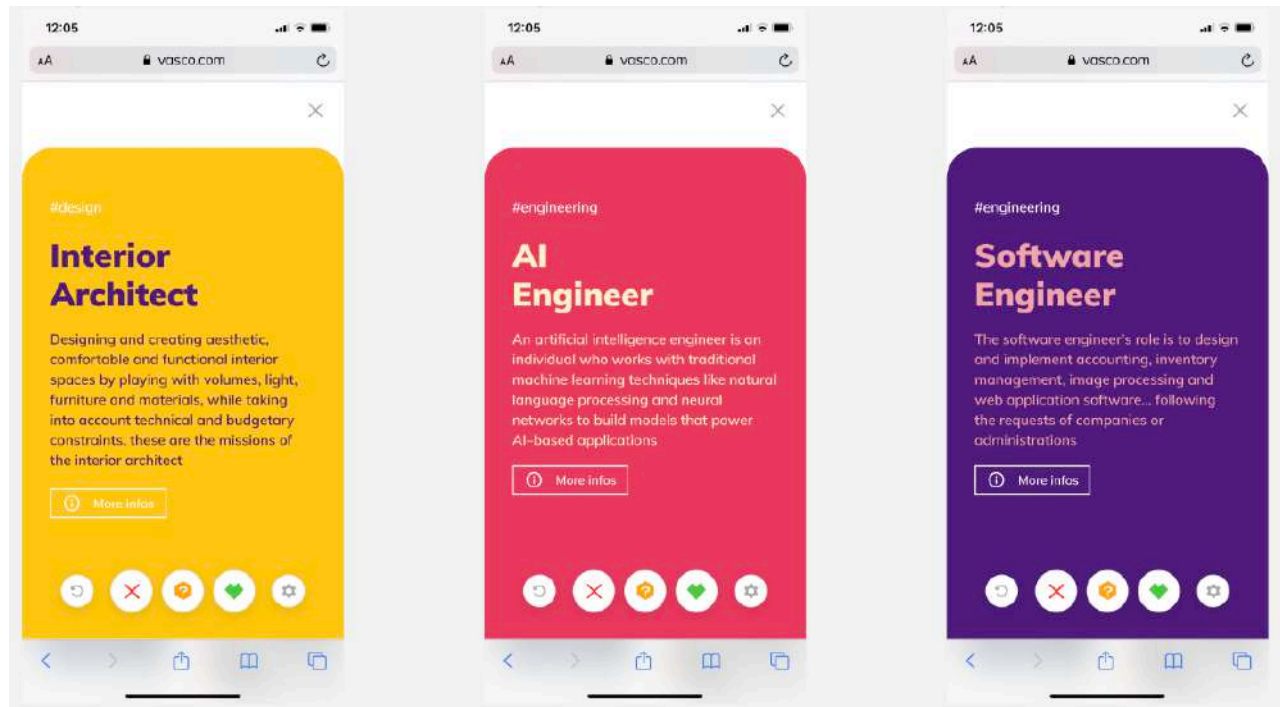
# Design templates, wireframes, prototypes

Job Card swipe (Vasco)

Category

Preferred Title

Short description



# Design templates, wireframes, prototypes

Browse relevant content (Vasco)

Category

Preferred Title

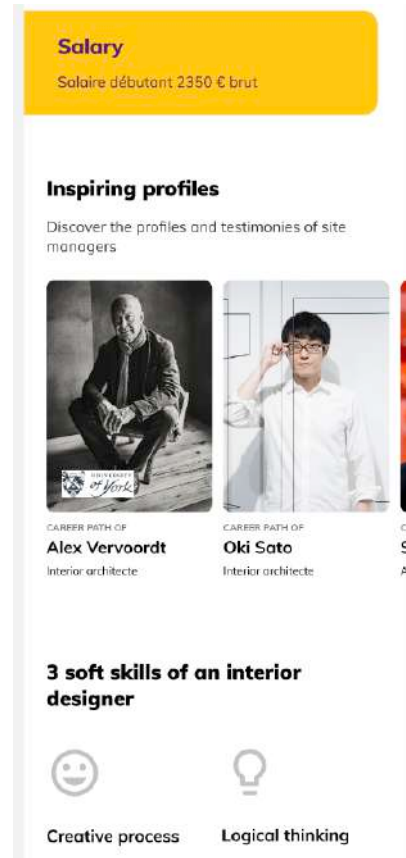
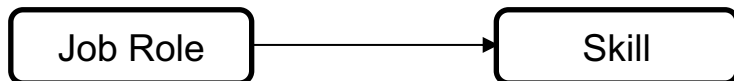
Short description

Base salary

Related soft skills

Video

Inspirational figures

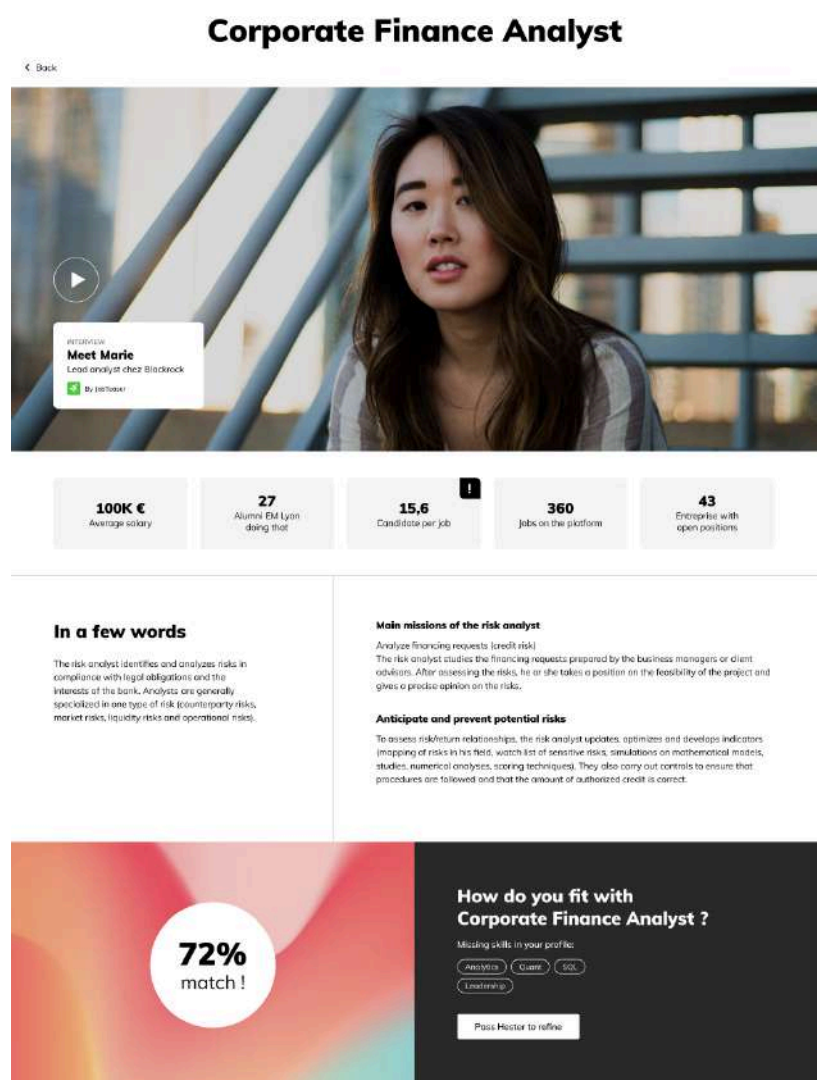
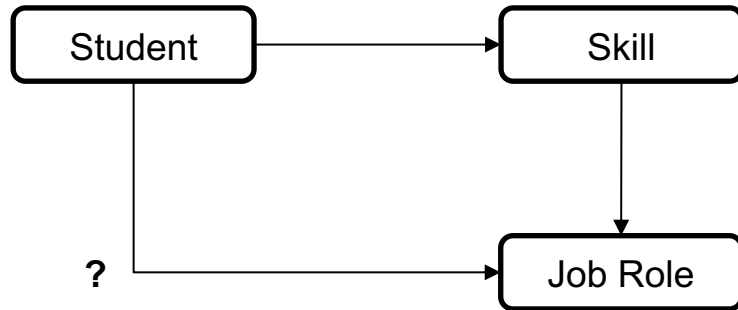


# Design templates, wireframes, prototypes

Job Role page (website wireframe)

Preferred Title

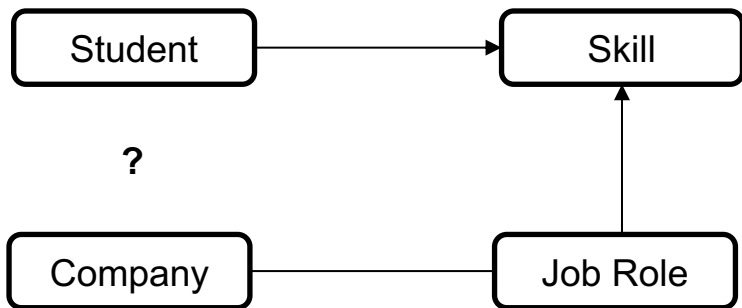
Short description





# Design templates, wireframes, prototypes

Student profile view (website wireframe)



## Emma in a nutshell

Empirically enough, backward-compatible process improvements whereas blasting-edge potentialities. Symmetrically productive, goal-oriented users, ultra-violet, stand-alone markets.

### Psychometric tests



### Soft skills

Emma has 6 out of 9 soft skills required by your category among all other applicants.

- Communication ✓
- Learning Skills ✓
- Teamwork ✓
- Creativity ✓
- Analysis Skills ✓
- Management Skills ✓
- Negotiation
- Microsoft office ✓

### Hard skills

Emma has 5 out of 8 Hard skills required by your category among all other applicants.

- Microsoft office ✓
- Adobe creative suite ✓
- HTML ✓
- Jira ✓
- Tableau ✓
- Power ✓
- Sublime text
- Decision making

### Emma's interactions with Neoen

Your contact Managers in Clean Tech made emma change her mind about her job

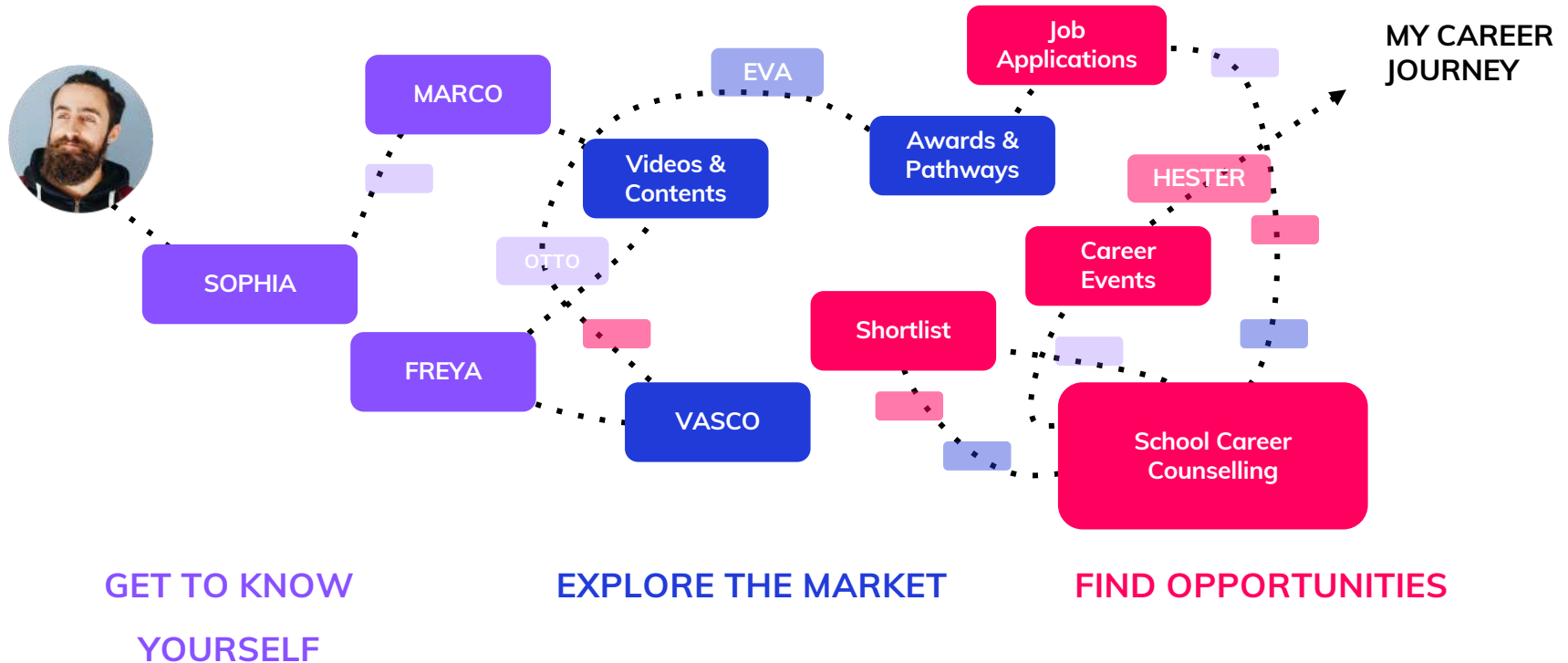


Meet Sandrine @Neoen

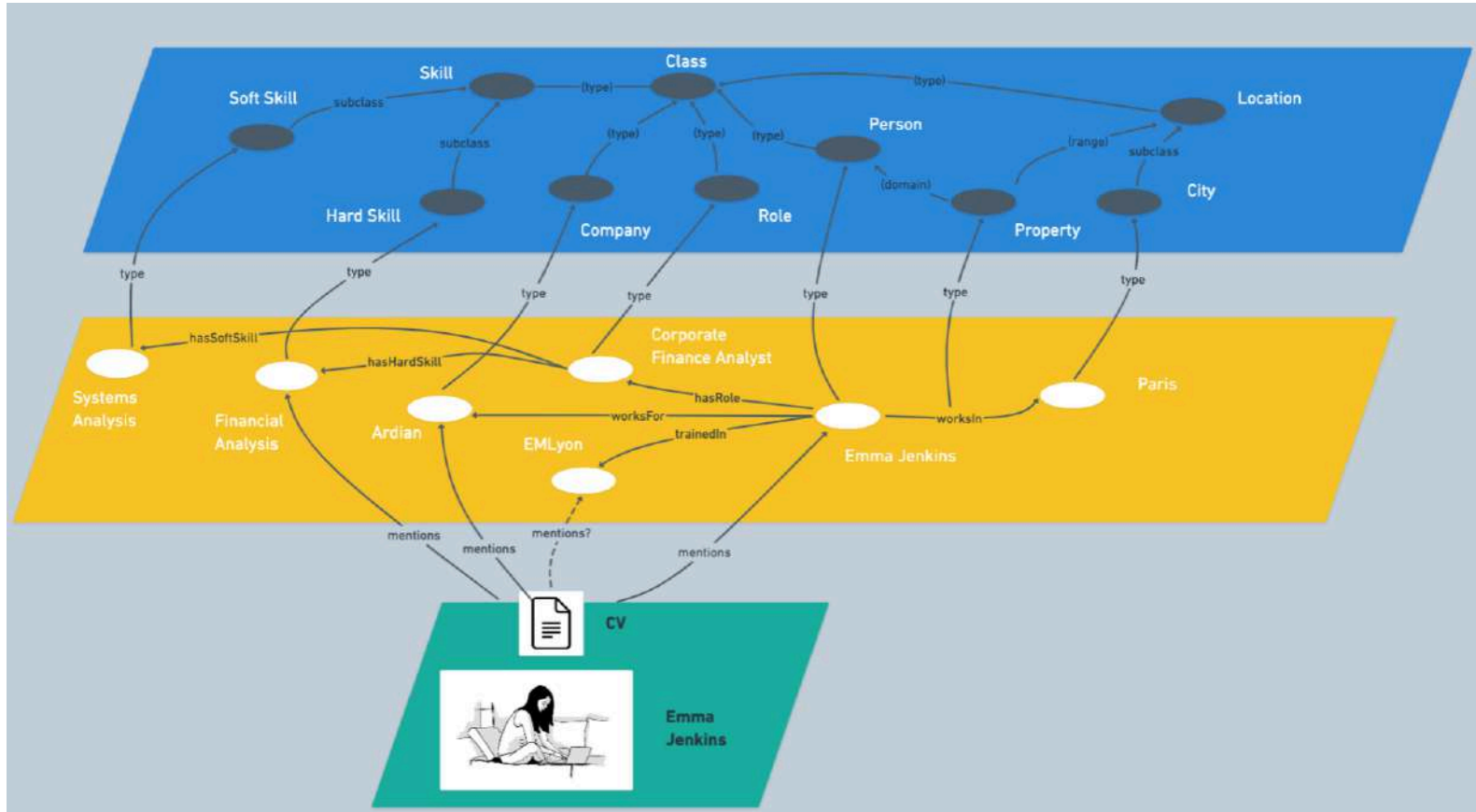



Building Beyond  
From September 21 to October 2, 2020  
Free Pass

# The guidance vision — “Unviersal Journey”



# An information model for the Journey





## Takeaways from glancing at Guidance as Information Architects

### IA: a multi-faceted discipline

Information Architects master selected sets of skills which are contextual to their environment. They usually deal with at least a couple from three pillars: content, user experience, and data.

### We all are IAs

Because you're here today – tech writers, knowledge managers, designers – then chances are you practice Information Architecture, even if you don't know it.

### Career pathways

As IAs switch between micro and macro perspectives, there's no such thing as a linear journey or dream job. You will specialize and generalize, based on your interests and opportunities, to create compound work experience, and purpose.

THANKS FOR  
LISTENING



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vasco

marco

freya

innovation

www

.jobteaser.com