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About Info.Design

Info.Design is a consultancy and think tank. We teach and apply strategies for presenting information so it's easily understood.

The firm was founded in 1996 by Thom Haller – teacher, speaker, writer, and user-advocate. Thom believed, like Richard Saul Wurman (who coined the label information architect), that we could learn techniques for making information more understandable. He believed we could reeducate others to see the “hidden” value in information for improving organizational performance.

Schooled in rhetoric, Thom worked for several years as a consultant in professional services firms. But because of his interest in synthesizing information and sharing it with others, Thom was drawn to teaching. Shortly after shifting into teaching, he was identified by USDA Graduate School as one of their “national best.” He also began teaching undergraduate students at the University of Maryland and professionals at Georgetown University, WestLake training and EEI Communications.

As a teacher, Thom encountered students who appreciated the knowledge but often wanted help implementing organizational solutions. So Thom's dream of increased possibility grew into Info.Design.

To support client needs, Thom formed a consultancy/core team and began working with Information Architects, Instructional Designers, Writers, and Usability Specialists in the Washington, DC area.

Collectively, the staff of Info.Design provides teaching, consulting, and project support services. Committed to research and scholarly synthesis, Info.Design contributes to academic and professional “conversations” via publications and presentations and leadership roles in professional organizations. Info.Design also funds a scholastic award for business communicators at the University of Maryland.

Info.Design's clients include the following:

- Arthur Andersen, LLP
- Corporation for Public Broadcasting/Annenberg Foundation
- Georgetown University
- International Monetary Fund
- National Education Association
- Smithsonian Institution
- U.S. House of Representatives
- World Bank

To find out more about Info.Design's philosophy or to learn how our processes and professionals can benefit your organization, visit our website www.infodotdesign.com, or email us at info@infodotdesign.com.

