

## About Thom Haller and Info.Design:

**Thom Haller**, teacher, speaker, writer, and user-advocate, founded Info.Design, to apply the science of information architecture in the workplace. In his capacity as trainer and consultant, he helps organizations and Government agencies structure information so people can find it, use it, and appreciate the experience.

### About Thom's Teaching

Thom teaches courses in Information Architecture, Information Design, Writing for the Web, Business Writing, Technical Writing, Creative Nonfiction Writing, and other understanding-focused courses. He is an instructor with The University of Maryland's Professional Writing Program, Georgetown University's Center for Professional Development, and USDA Graduate School, where Thom received the prestigious USDA Faculty Excellence Award.

As a user advocate, Thom has been instrumental in helping organizations and individuals structure information with the user in mind. His advocacy was profiled in *Communications Transactions*, a publication of the IEEE. Thom serves on the Board of Directors for the International Association of Professional Communications Consultants. He presented the keynote address at the The International Professional Communication Conference (IPCC 2002) in September 2002.

### About Info.Design

Info.Design, a consultancy and think-tank, was founded in 1996 by Thom Haller, to teach strategies for presenting information so it's easily understood.

When we consult with organizations, we help them learn the fundamentals of information structure and user experience. That way, they can continue to make information accessible to their end users on future projects.

**By thinking about and responding to performance needs, we can increase organizational productivity and user satisfaction.**

### Info.Design Clients

Info.Design's clients include World Bank, International Monetary Fund, AARP, National Education Association, Smithsonian Institution, U.S. House of Representatives, U.S. Department of Health and Human Services, D.C. Bar, Corporation for Public Broadcasting and University of Maryland University College.



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