

LOUIS ROSENFELD

CONTACT INFORMATION

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HIGHLIGHTS

Professional Achievements

- Wrote and/or edited three books, including the leading text in the field of information architecture: *Information Architecture for the World Wide Web* (O'Reilly & Associates, 1998), Amazon.com's "Best Internet Book of 1998". More than 100,000 copies sold; translated into Italian, Japanese, Korean, Polish, Russian, and Spanish. Second edition published in August, 2002; third edition published in November, 2006.
- Regular columnist for three different publications (*Internet World*, *Web Review*, and *CIO Webbusiness*).
- Regular presenter and moderator at industry conferences on information architecture and related issues.
- Named a "Technology Pioneer" by *Crain's Detroit Business* (March 2000).
- A primary organizer of information architecture's first three industry conferences (ASIS&T's IA Summits 2000 and 2001, ACIA's IA 2001).
- Designed and co-taught what were likely academia's first courses on finding Internet-based information and designing Internet-based information systems (University of Michigan, 1993-1994).

Business Growth

- Founded and operates *Rosenfeld Media, LLC*, an innovative publishing house focused on publishing short, practical books on user experience design.
- Operates *Louis Rosenfeld, LLC*, a profitable solo consulting and seminars business, working with Ford, Hewlett-Packard, Microsoft, Accenture, Caterpillar, the Ford Foundation, the Centers for Disease Control, and other clients.
- Founded and bootstrapped Argus Associates into recognized market leader in information architecture consulting. World-class clientele included AT&T, Compaq, CSC, DaimlerChrysler, Dow Chemical, Ernst & Young, Ford, Hewlett-Packard, IBM, Johnson & Johnson,

L.L. Bean, Microsoft, Morningstar, Motorola, Procter & Gamble, and the Weather Channel. Managed sustained growth to 37 employees with annual revenues of \$3.8 million, while maintaining significant profitability for seven consecutive years.

Team and Community Building

- Developed the leading information architecture team in the world at *Argus Associates*, recruiting interdisciplinary professionals from as far as Australia and attaining exceptional loyalty and dedication with exceptionally low turnover.
- Co-founded the *Information Architecture Institute*, the first organization dedicated to serving information architecture professionals. Established in 2002 as a 501(c)6 corporation; now serving over 1,400 members in over 80 countries.
- Co-founded the *User Experience Network (UXnet)*, a network for promoting cross-disciplinary cooperation and collaboration among user experience-related disciplines, organizations, and professionals.
- Helped develop the *ACIA (Argus Center for Information Architecture)*, the leading source of content and events for the information architecture community.
- Recognized as a tireless advocate of the emerging field of information architecture and of the value of librarianship and information science principles in the digital age.

EXPERIENCE

2005-present **Rosenfeld Media, LLC** Brooklyn, New York
Founder and Publisher
 Innovative publishing house focused on user experience-related topics. Five books under development as of mid-2007; first published book due in November, 2007.

2001-present **Louis Rosenfeld, LLC** Brooklyn, New York
Principal
 “Solo” consulting operation, providing strategic information architecture consulting and seminars to such clients as Ford, Hewlett-Packard, Accenture, Caterpillar, NCAA, J. Walter Thompson, and the Centers for Disease Control.

1990–2001 **Argus Associates** Ann Arbor, Michigan
President and Co-Founder
 Built Argus Associates into one of the leading information architecture consulting firms in the world.

- From 1994-2000, average annual growth rate of 85%.
- One of twenty businesses to receive a Washtenaw Development Council “Fast Track” award in recognition of rapid growth.
- Designated “One of Michigan’s Best Small Businesses” of 1996 by Michigan Small Business Development Centers.
- Company growth achieved despite no external investment.
- Successfully sold a new and abstract service to some of the world’s largest corporations.
- Recruited staff from all over the United States and overseas against backdrop of an exceptionally tight labor market.
- Created a supportive and intellectually stimulating work environment that included a broad benefits program and numerous professional development opportunities.

2000-2001 **Argus Associates** Ann Arbor, Michigan

Director, Argus Center for Information Architecture (ACIA)

- Helped develop portal web site for information architecture community, featuring original content (e.g., white papers, events calendar) and a mailing list of more than 3,000 subscribers.
- Frequently interviewed members of the information architecture community.
- Created regular series of surveys for the information architecture community with response rates averaging more than 200 per survey.

1993-2001 **Argus Clearinghouse** Ann Arbor, Michigan

Founder and Director

- Founded a pioneering and widely acclaimed Internet search directory, with more than 1.25 million hits per month.
- Continues to be operational with minimal maintenance.

1993-1994 **University of Michigan** Ann Arbor, Michigan

Instructor, School of Information

- Designed and co-taught graduate-level courses on finding information on the Internet and designing Internet-based information systems.
- Many students leveraged class experience into Internet-focused careers.

1991-1993 **University of Michigan** Ann Arbor, Michigan

Project Director/Technology Manager, School of Information

- Designed and implemented Verity TOPIC-based information retrieval systems to support research, classroom instruction, and operations.
- Implemented improvements in hardware, software, and network infrastructures.
- Coordinated staff training.
- Frequent guest lecturer on community information systems, Verity TOPIC software, and Internet-related topics.

1991-1993 **University of Michigan** Ann Arbor, Michigan

Assistant Librarian, University Library

- Co-designed and implemented Gopher-based academic information system and collection development policy.
- Assisted in that system's data collection and management, and in user training.

- Worked with library staff and School of Information and Library Studies faculty to develop joint programs.

1990-1991 **University of Michigan** Ann Arbor, Michigan
Research Scientist, College of Engineering

- Surveyed text management software market for selection of software to support collaboration technology text base.
- Built Verity TOPIC-based prototype system.

EDUCATION

1993–1994 University of Michigan Ann Arbor, Michigan

- Completed four semesters' course work in doctoral program.
- Instructor, 1993-1994.
- Wallace Bonk Scholarship recipient, 1993.

1988–1990 University of Michigan Ann Arbor, Michigan

- Masters, Information and Library Studies.
- Margaret Mann Award recipient, 1990.

1983–1987 University of Michigan Ann Arbor, Michigan

- B.A., History.
- University Honors Program, 1983-1985.
- University of Michigan Alumni Association Scholarship, 1983.

BOARD MEMBERSHIPS

Advisory Boards

- Information Architecture Institute (www.iainstitute.org).
- Polyphasic, Inc. (www.polyphasic.com), Okemos, Michigan.
- Techstreet.com (www.techstreet.com), Ann Arbor, Michigan.
- University of Washington Content Management Systems Evaluation Lab (connection.ischool.washington.edu/cmsslabs/), Seattle, Washington.
- User Experience Network (www.uxnet.org).
- Webcriteria (www.webcriteria.com), Portland, Oregon.
- Zingermans.com (www.zingermans.com), Ann Arbor, Michigan.

Alumni Board

- University of Michigan School of Information (www.si.umich.edu), Ann Arbor, Michigan.

PROFESSIONAL MEMBERSHIPS

- American Society for Information Science and Technology

- American Institute of Graphic Arts
- ACM SIGCHI (Special Interest Group on Computer-Human Interaction)
- Information Architecture Institute
- Society for Technical Communication

PUBLICATIONS—BOOKS

- Rosenfeld, Lous and Richard Wiggins. *Search Analytics: Conversations with your customers*. Brooklyn, New York: Rosenfeld Media, 2008.
- Rosenfeld, Louis, and Peter Morville. *Information Architecture for the World Wide Web*, 3rd edition. Sebastopol, California: O’Reilly & Associates, 2006.
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- Rosenfeld, Louis, and Peter Morville. *Information Architecture for the World Wide Web*. Sebastopol, California: O’Reilly & Associates, 1998.
- Morville, Peter, and Louis Rosenfeld. *The Internet Searcher’s Handbook*. New York: Neal-Schuman Publishers, 1996. (2nd edition 2000; edited by GraceAnne deCandido).
- Rosenfeld, Louis, Joseph Janes, and Martha J. Vander Kolk, eds. *The Internet Compendium: Subject Guides to Humanities Resources*. New York: Neal-Schuman Publishers, 1995.
- Rosenfeld, Louis, Joseph Janes, and Martha J. Vander Kolk, eds. *The Internet Compendium: Subject Guides to Health and Science Resources*. New York: Neal-Schuman Publishers, 1995.
- Rosenfeld, Louis, Joseph Janes, and Martha J. Vander Kolk, eds. *The Internet Compendium: Subject Guides to Business and Law Resources*. New York: Neal-Schuman Publishers, 1995.

PUBLICATIONS—REGULAR COLUMNS

- “A Closer Look: Critical Reviews of Corporate Websites.” *CIO Webbusiness*, 2000. (webbusiness.cio.com/archive/closer.html)
- “Deconstructing...” *Internet World*, 1999-2001. (www.internetworld.com)
- “Web Architect” *Web Review*, 1995-1999. (argus-inc.com/features/webarch.shtml)

PUBLICATIONS—ARTICLES AND BOOK CHAPTERS

- Rosenfeld, Louis. “(Not) Defining the Damn Thing.” *Boxes and Arrows*, August, 2003. (www.boxesandarrows.com/archives/not_defining_the_damn_thing.php)
- Rosenfeld, Louis. “Information Architecture: Looking Ahead.” *Journal of the American Society for Information Science and Technology*, June, 2002.
- Rosenfeld, Louis. “Experience with www.iconideas.com.” *Flash 99% Good*. New York, New York: McGraw-Hill/Osborne, 2002.
- Rosenfeld, Louis. “Looking for Metadata in All the Wrong Places: Why a controlled vocabulary or thesaurus is in your future” *WebReference.com*, January 2001. (www.webreference.com/authoring/design/information/cv/index.html)
- Rosenfeld, Louis. “Seven Pitfalls to Avoid in Information Architecture.” *Internet World*, December 2000. (www.internetworld.com/magazine.php?inc=121500/12.15.00feature3long.html)
- Rosenfeld, Louis. “Information Architecture: Critical for Intranet Environments.” *Intranet Professional*, November/December 2000. (www.infotoday.com/IP/nov00/rosenfeld_intro.htm)
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- Rosenfeld, Louis. “Webmaster Beware: Corporations Know They Need a Web Site... but Do They Know Why?.” *The Cybrarian’s Manual*. Chicago, Illinois: American Library Association, 1997.
- Janes, Joseph, and Louis Rosenfeld. “Networked Information Retrieval & Organization: Issues and Questions.” *Journal of the American Society for Information Science*, September 1996.
- Rosenfeld, Louis. “The Untimely Death of Yahoo.” *Computer-Mediated Communication Magazine*, September 1995. (sunsite.unc.edu/cmc/mag/1995/sep/last.html)
- Janes, Joseph, and Louis Rosenfeld. “Finding Information You Want.” *Tricks of the Internet Gurus*. Indianapolis, Indiana: SAMS.NET, October 1994.
- Rosenfeld, Louis. “Guides, Clearinghouses, and Value-Added Repackaging: Some thoughts on how Librarians can Improve the Internet.” *Reference Services Review*, Winter 1994.
- Rosenfeld, Louis. “Internet Resource Guides: Stories for the Net.” *Proceedings of INET’94/JENC5*, 1994.
- Rosenfeld, Louis, and Maurita Holland. “Automated Filtering.” *Online*, May 1994.
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- Rosenfeld, Louis. “Internet Subject Matter Guides Available.” *Internet Society News*, Winter 1994.
 - Janes, Joseph, and Louis Rosenfeld. “From Security to Serendipity, Or, How We May Have to Learn to Stop Worrying and Love Chaos.” *Proceedings of the ASIS 1992 Mid-Year Meeting*, 1992.
 - Rosenfeld, Louis, and Maurita Holland “The Application of Verity TOPIC to Dynamic Data Resources.” *Proceedings of The Faxon Institute*, 1992 Annual Conference (electronic file), 1992.

INTERVIEWS, QUOTES AND PROFILES

- Gibson, Bud. “Lou Rosenfeld: Micropublishing & Network Effects” (podcast). *Michigan Innovators*, September 2007. (http://michiganinnovators.org/home/companies/rosenfeld_media/)
- Zeldman, Jeffrey. “Better Know a Speaker: Interview with Lou Rosenfeld.” *An Event Apart*, August 2007. (http://www.aneventapart.com/news/2007/08/better_know_a_speaker_lou_rosenfeld.php)
- “Interview with Peter Morville and Louis Rosenfeld” (podcast). *ComputerWorld*, February 2007. (http://a1448.g.akamai.net/7/1448/25138/v0001/compworld.download.akamai.com/25137/computer_author_InfoArch_020707.mp3)
- “SPARK UX interview with Lou Rosenfeld.” ARCast.net, October 2006. (<http://channel9.msdn.com/ShowPost.aspx?PostID=280694>)
- Elgin, Mike. “Great Minds in Development: Lou Rosenfeld on the Content Arms Race.” *DevSource*, September 2006. (<http://www.devsource.com/article2/0,1895,2014188,00.asp>)
- Paustian, Chuck. “A Few Minutes With... Lou Rosenfeld.” *Realtor Magazine*, July 2006. (<http://www.realtor.org/rmomag.NSF/pages/backpagejul06?OpenDocument>)
- Udell, Jon. “A conversation with Lou Rosenfeld about search analytics, information architecture, and designing for usability.” *InfoWorld*, June 2006. (<http://weblog.infoworld.com/udell/2006/06/30.html#a1480>)
- Barkworth, Geraldine. “Vote for a librarian.” *inCite*, April 2007. (<http://www.alia.org.au/publishing/incite/2006/04/print.html?ID=36>)
- Danzico, Liz. “Lou Rosenfeld Eats his own Dog Food: Book Publishing as a Design Challenge.” *Boxes and Arrows*, January 2006. (http://www.boxesandarrows.com/view/lou_rosenfeld_eats_his_own_dog_food)
- Moore, David. “Learning to haggle—moving information architecture from design to implementation.” *iQ Content*, June 2005. (http://www.iqcontent.com/publications/interviews/article_57/)
- Byrne, Tony. “Enterprise Information Architecture: Don’t Do ECM Without It.”

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- Jones, Rebecca. “Information Architecture: Critical for Intranet Environments” *Intranet Professional*, November/December 2000. (www.infotoday.com/IP/nov00/rosenfeld_intro.htm)
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- McWha, Matthew. “Knowledge-Management Intranets: Basic Principles of Information Architecture.” *Working Council for Chief Information Officers*, February 2000.
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 - Anderson, Julie. *Internet Week*, May 1998.
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 - Champeon, Steven. “Lou Rosenfeld, Web Architect.” *A Jaundiced Eye*, May 1997.
(a.jaundicedeye.com/stuck/archive/050897/article.html)

PRESENTATIONS

- Rosenfeld, Louis. “Search Analytics for Fun and Profit.” *An Event Apart*. Chicago, Illinois: August 2007.
- Rosenfeld, Louis. “A Brief and Practical Introduction to Information Architecture.” *Usability and Accessibility for the Web*. Monterrey, Mexico: July 2007.
- Rosenfeld, Louis. “Internal Search Analytics: Conversations with your customers.” *SearchCIO* (podcast). July 2007.
- Rosenfeld, Louis. “Enterprise Information Architecture.” Atlanta, Georgia: May 2007.
- Rosenfeld, Louis. “Enterprise Information Architecture.” Portland, Oregon: May 2007.
- Rosenfeld, Louis and Richard Wiggins. “Listening to the Search Box: Search analytics in a nutshell.” *Emetrics Summit*. San Francisco, California: May 2007.
- Rosenfeld, Louis. “Information Architecture: Putting the ‘I’ back in IT.” *Pfizer IT Managers Meeting*. Rye, New York: April 2007.
- Rosenfeld, Louis and Richard Wiggins. “Using Search Analytics to Diagnose What’s Ailing your Information Architecture.” *ASIS&T IA Summit 2007*. Las Vegas, Nevada: March 2007.
- Rosenfeld, Louis. “Search Analytics: Diagnosing what ails your site.” *Michigan UPA*. Ann Arbor, Michigan: January 2007.
- Rosenfeld, Louis. “Bridging Silos: Some practical advice for improving the corporate intranet.” *American Express Content Managers Meeting*. New York, New York: December 2006.
- Rosenfeld, Louis. “Enterprise Information Architecture.” Seattle, Washington: October 2006.
- Rosenfeld, Louis. “Enterprise Information Architecture.” Washington, DC: September 2006.
- Rosenfeld, Louis. “Enterprise Information Architecture.” Chicago, Illinois: September 2006.
- Rosenfeld, Louis. “Enterprise Information Architecture.” Philadelphia, Pennsylvania: June 2006.
- Rosenfeld, Louis. “Enterprise Information Architecture.” Austin, Texas: May 2006.
- Rosenfeld, Louis. “Enterprise Information Architecture.” Tampa, Florida: April 2006.
- Rosenfeld, Louis. “Enterprise Information Architecture Panel.” *ASIS&T IA Summit 2006*. Vancouver, British Columbia: March

2006.

- Rosenfeld, Louis. “Enterprise Information Architecture.” Sydney, Australia: February 2006.
- Rosenfeld, Louis. “Enterprise Information Architecture.” Seattle, Washington: October 2005.
- Rosenfeld, Louis. “Search Log Analysis: Understanding what users want.” *Center for American Progress*. Washington, DC: September 2005.
- Rosenfeld, Louis. “Enterprise Information Architecture.” Chicago, Illinois: September 2005.
- Rosenfeld, Louis. “Enterprise Information Architecture.” Washington, DC: September 2005.
- Rosenfeld, Louis. “Enterprise Information Architecture.” Denver, Colorado: June 2005.
- Rosenfeld, Louis. “Enterprise Information Architecture.” Boston, Massachusetts: May 2005
- Rosenfeld, Louis. “Enterprise Information Architecture.” San Diego, California: April 2005
- Rosenfeld, Louis. “Findability for the Enterprise: A Roadmap” (keynote). *Enterprise Search Summit*. New York, New York: May 2005.
- Rosenfeld, Louis. “AlfIA Leadership Seminar” (participant). *ASIS&T IA Summit 2005*. Montreal, Quebec: March 2005.
- Rosenfeld, Louis. “A Brief Introduction to Information Architecture.” *United Nations*. New York, New York: February 2005.
- Rosenfeld, Louis. “Trends in Information Architecture” (keynote). *Online Information*. London, United Kingdom: December 2004.
- Rosenfeld, Louis. “Enterprise Information Architecture.” San Jose, California: November 2004
- Rosenfeld, Louis. “A Brief Introduction to Information Architecture.” *Slovene Public Relations Society* (videocast). Maribor, Slovenia: October 2004.
- Rosenfeld, Louis. “Enterprise Information Architecture.” Chicago, Illinois: October 2004.
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- Rosenfeld, Louis. “Enterprise Information Architecture.” Washington, DC: May 2004.
- Rosenfeld, Louis. “Enterprise Information Architecture.” Seattle, Washington: May 2004.
- Rosenfeld, Louis. “Enterprise Information Architecture.” St. Paul,

Minnesota: April 2004.

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- Rosenfeld, Louis. “Enterprise Information Architecture.” Atlanta, Georgia: November, 2003.
- Rosenfeld, Louis. “Search Log Analysis for User Research.” *Michigan UPA*. Ann Arbor, Michigan: November 2003.
- Rosenfeld, Louis. Moderator, “Enterprise Information Architecture.” *Intranets 2003*. Santa Clara, California: October 2003.
- Rosenfeld, Louis. Invited participant, “Intranet Professionals Academy.” *Intranets 2003*. Santa Clara, California: October 2003.
- Rosenfeld, Louis. “Enterprise Information Architecture.” San Francisco, California: October, 2003.
- Rosenfeld, Louis. “Intranet Information Architecture: Some practical advice.” Tokyo, Japan: October, 2003.
- Rosenfeld, Louis. “A Brief Introduction to Information Architecture.” Tokyo, Japan: October, 2003.
- Rosenfeld, Louis. Invited participant, “Metadata and Search Pre-Conference Workshop.” *Dublin Core 2003*. Seattle, Washington: September, 2003.
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- Rosenfeld, Louis. “Enterprise Information Architecture.” London, United Kingdom: September, 2003.
- Rosenfeld, Louis. “Enterprise Information Architecture.” *Wells Fargo*. San Francisco, California: June, 2003.
- Rosenfeld, Louis. “Search Log Analysis: Why bother?” *AIGA Advance for Design*. San Francisco, California: June, 2003.
- Rosenfeld, Louis. “Enterprise Information Architecture.” Chicago, Illinois: June, 2003.
- Rosenfeld, Louis. “Enterprise Information Architecture.” Los Angeles, California: May, 2003.
- Rosenfeld, Louis. “Headaches and Holy Grails; Information architecture and the enterprise.” *Sun Microsystems*. Santa Clara, California: April, 2003.
- Rosenfeld, Louis. “Information Architecture: Why should content managers care?” (keynote). *Content Management Strategies*. Washington, DC: April, 2003.
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- Rosenfeld, Louis. “Enterprise Information Architecture and Other Stuff.” American Institute of Graphic Arts Experience Design Community. London, United Kingdom: November, 2002.
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- Rosenfeld, Louis. “Reconfiguring Design: Responding to the IT Revolution.” Dartmouth College. Hanover, New Hampshire: October 2002.
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Architecture. Baltimore, Maryland: March, 2002.

- Rosenfeld, Louis. “Why Johnny Can’t Find—and How Information Architecture Can Help.” *Colloquium*. Michigan State University. East Lansing, Michigan: March, 2002.
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- Rosenfeld, Louis, keynoter. “Web Design and Information Architecture.” *Web Site Strategy and Tactics Workshop*. Yaffe Center for Persuasive Communication, University of Michigan. Ann Arbor, Michigan: September 2001.
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