





# Baseline Proficiencies for Information Architecture Practitioners

Based on the DSIA Segmentation for UX Design Practice Verticals

## Freshman IA Practitioner

Note: This reflects a minimum range of competencies for a freshman **tactical IA role** as recommended by DSIA Research Initiative

Business Context Analysis	User Experience Planning	Usability Engineering	Content Publishing	Information Architecture	Interaction Design	Visual & Information Design	Computer Science
Context Map	UX Brief	Synthesis	Medium	Navigation	Wireframe	Graphics	Front-end Code
Performance Measures	Personas	Primary Research	Editing	Information Organization	Interaction	Layout	Database Design
Product / Service Definitions	Engagement Definitions	Testing	Governance	Information Relationship	Patterns	Style Guide	Server Code
Business Intent	UXD Management	Logistics	Content Management	IA Management	Conventions	Art Direction	Infrastructure
Mission / Vision	Strategy	Research Design	Content Strategy	IA Strategy	Device Strategy	Creative Strategy	System Architecture
Business Modeling	Research	Analytics	Research / Analytics	Research / Analytics	Research / Analytics	Research / Analytics	Research / Analytics

-  **High Proficiency**  
High to expert proficiency within this tier including frequent use of proven methods and models.  
Level 5 and 6
-  **Moderate Proficiency**  
Experience but with room for improvement  
Level 3 and 4
-  **Knowledgeable**  
Some direct or indirect exposure  
Level 1 and 2
-  **No Experience**

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## Junior IA Practitioner

Note: This reflects a minimum range of competencies for a junior **tactical IA role** as recommended by DSIA Research Initiative

Business Context Analysis	User Experience Planning	Usability Engineering	Content Publishing	Information Architecture	Interaction Design	Visual & Information Design	Computer Science
Context Map	UX Brief	Synthesis	Medium	Navigation	Wireframe	Graphics	Front-end Code
Performance Measures	Personas	Primary Research	Editing	Information Organization	Interaction	Layout	Database Design
Product / Service Definitions	Engagement Definitions	Testing	Governance	Information Relationship	Patterns	Style Guide	Server Code
Business Intent	UXD Management	Logistics	Content Management	IA Management	Conventions	Art Direction	Infrastructure
Mission / Vision	Strategy	Research Design	Content Strategy	IA Strategy	Device Strategy	Creative Strategy	System Architecture
Business Modeling	Research	Analytics	Research / Analytics	Research / Analytics	Research / Analytics	Research / Analytics	Research / Analytics

- High Proficiency**  
High to expert proficiency within this tier including frequent use of proven methods and models.  
Level 5 and 6
- Moderate Proficiency**  
Experience but with room for improvement  
Level 3 and 4
- Knowledgeable**  
Some direct or indirect exposure  
Level 1 and 2
- No Experience**



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## Senior IA Practitioner

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Business Context Analysis	User Experience Planning	Usability Engineering	Content Publishing	Information Architecture	Interaction Design	Visual & Information Design	Computer Science
Context Map	UX Brief	Synthesis	Medium	Navigation	Wireframe	Graphics	Front-end Code
Performance Measures	Personas	Primary Research	Editing	Information Organization	Interaction	Layout	Database Design
Product / Service Definitions	Engagement Definitions	Testing	Governance	Information Relationship	Patterns	Style Guide	Server Code
Business Intent	UXD Management	Logistics	Content Management	IA Management	Conventions	Art Direction	Infrastructure
Mission / Vision	Strategy	Research Design	Content Strategy	IA Strategy	Device Strategy	Creative Strategy	System Architecture
Business Modeling	Research	Analytics	Research / Analytics	Research / Analytics	Research / Analytics	Research / Analytics	Research / Analytics

- High Proficiency**  
High to expert proficiency within this tier including frequent use of proven methods and models.  
Level 5 and 6
- Moderate Proficiency**  
Experience but with room for improvement  
Level 3 and 4
- Knowledgeable**  
Some direct or indirect exposure  
Level 1 and 2
- No Experience**

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