

Seth A. Maislin

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Summary

Industry leader providing information architecture and indexing services to world-class companies. Successful entrepreneur and business-owner since 1993. Artistically and scientifically accomplished. Particular strengths include:

Technical Leadership

- Solve complex problems and generate novel ideas
- Build and test website architectures
- Optimize data storage and delivery
- Manage large quantities of knowledge
- Construct effective, dynamic search and retrieval processes
- *Deep and broad understanding of:*
 - Hierarchy building and navigation
 - Keywords, controlled vocabularies
 - Usability testing
 - Product monetization

Business Skills

- Successful entrepreneur with significant marketing experience
- Excellent presenter and moderator
- Natural trainer and mentor
- Able to transition from idea stage into development and implementation

Additional Skills

- Honest prioritization under pressure
- Stage acting and improvisation
- Talented writer, photographer
- Sense of humor

Significant Projects

- Operating system task analysis and taxonomy Microsoft Corp.
- Taxonomy development for PSDN site and content Progress Software Corp.
- Online help and website indexing for software products Microsoft Corp.
- Over 250 book and CD-ROM indexes O'Reilly & Associates, Inc.
- Indexing training; index for E-class owners manual Mercedes-Benz USA
- Information architecture consultancy ... United Nations Library, Washington D.C.
- Keywords for all managed content (1997) America Online, Inc.
- Classification of 250,000 consumer images Mattel, Inc.
- Lycos.com and LycosZone.com directory development Terra Lycos, Inc.

Education

M.S. and B.S. Optics Institute of Optics, University of Rochester, 1992, 1990

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Professional Chronology

- **Focus Information Services, Arlington, Mass.** 1993–present
Sole proprietorship. Services include information architecture and Web navigation consulting, indexing and keyword construction, development of taxonomies and content classification schemes, full and objective evaluation services, and training. Mentoring two freelance indexers. Currently marketing audio instruction.
- **O'Reilly & Associates, Inc., Cambridge, Mass.** 1994–1999
Senior indexer. Personally authored indexes for over 200 book titles and supervised others. Indexed CD-ROM compilations. Developed and maintained internal quality standards. Trained and managed 5 associate indexers. Wrote original content for subsidiary.
- **American Society of Indexers** 1995–present
President, 2006–7. Elected to national board since 1996. Highly regarded conference presenter, professional development instructor, and contributing writer. Involved primarily in projects involving professional development and education, indexing advocacy, index usability, Web technologies, membership, presence and image.
- **nSight, Inc., Burlington, Mass.** 1998–present
In-house and traveling instructor. Teach original courses on information architecture, Web navigation, usability testing, and indexing. Freelance indexing services upon demand.
- **Terra Lycos, Inc., Waltham, Mass.** 1999–2001
Senior integration manager. Increased usability and traffic of main directory and search results. Managed daily home page content. Developed hierarchical structures for new and existing products, including Lycos Video Directory, Companies Directory, Lycos Kids, and Lycos Books (in progress). Worked with content managers to innovate products. Usability testing. Managed off-site contractors.
- **Society for Technical Communication** 2000–present
Senior member. Active member of Indexing Special Interest Group (since replaced with techindexing mailing list). Regular presenter for telephone-based instructional seminars. Contributing writer.
- **Bentley College, Waltham, Mass.** 2000–present
- **Middlesex Community College, Bedford, Mass.** 2001–present
- **Simmons College, Boston, Mass.** 2004–present
Adjunct instructor. Teach numerous indexing and information architecture courses. Independently maintain personal communication and career assistance with former students.