



## User Experience/Information Architecture Internship

### **About Capstrat**

Capstrat is a mid-sized strategic communications firm based in Raleigh, NC. Capstrat's service areas include media relations, Interactive (Web), design, dynamic media, public relations, government relations, public affairs and marketing communications.

Capstrat Interactive engages with clients on a variety of web-based projects including:

- Web strategy
- Internet/intranet site design
- Custom CMS (content management system) development
- Micro site development
- Online Viral/Engagement marketing
- Social media design and strategy
- Online dynamic media
- Content strategy and development
- Usability testing

Capstrat is seeking an undergraduate or graduate intern to perform user experience (UX) and information architecture (IA) duties. Internships are available for Fall, Spring and Summer terms. Students should be able to work a minimum of 15-20 hours each week onsite at our location in Raleigh, NC. Interns should be available to work during normal business hours.

### **Specific responsibilities will include:**

- Completing site map diagrams, content inventories and audits
- Drafting research plans and conducting user and stakeholder research (including interviews and surveys)



- Completing online competitive reviews and analyses
- Participating in wireframing designs sessions and completing wireframes using MS Visio templates or Axure RP
- Assisting in the creation of usability test plans, test recruitment, analysis of results and test reports
- Creation and documentation of user personae and scenarios
- Proofreading and editing documentation
- Reviewing design layouts for consistency

**Candidates should have the following skills and abilities:**

- Attention to detail and outstanding organization details
- Excellent written and verbal communication skills
- Interest in Web design process and working in a creative environment
- Ability to use MS Office products, including Excel
- Familiarity with MS Visio
- (Preferred) Familiarity with Axure RP
- (Preferred) Knowledge of User Center Design (UCD)
- (Preferred) Familiarity with Web development project life cycle
- (Preferred) Experience with Web technology and familiarity with current design and development Web trends

If interested, please submit a letter of interest and resume to: [careers@capstrat.com](mailto:careers@capstrat.com)