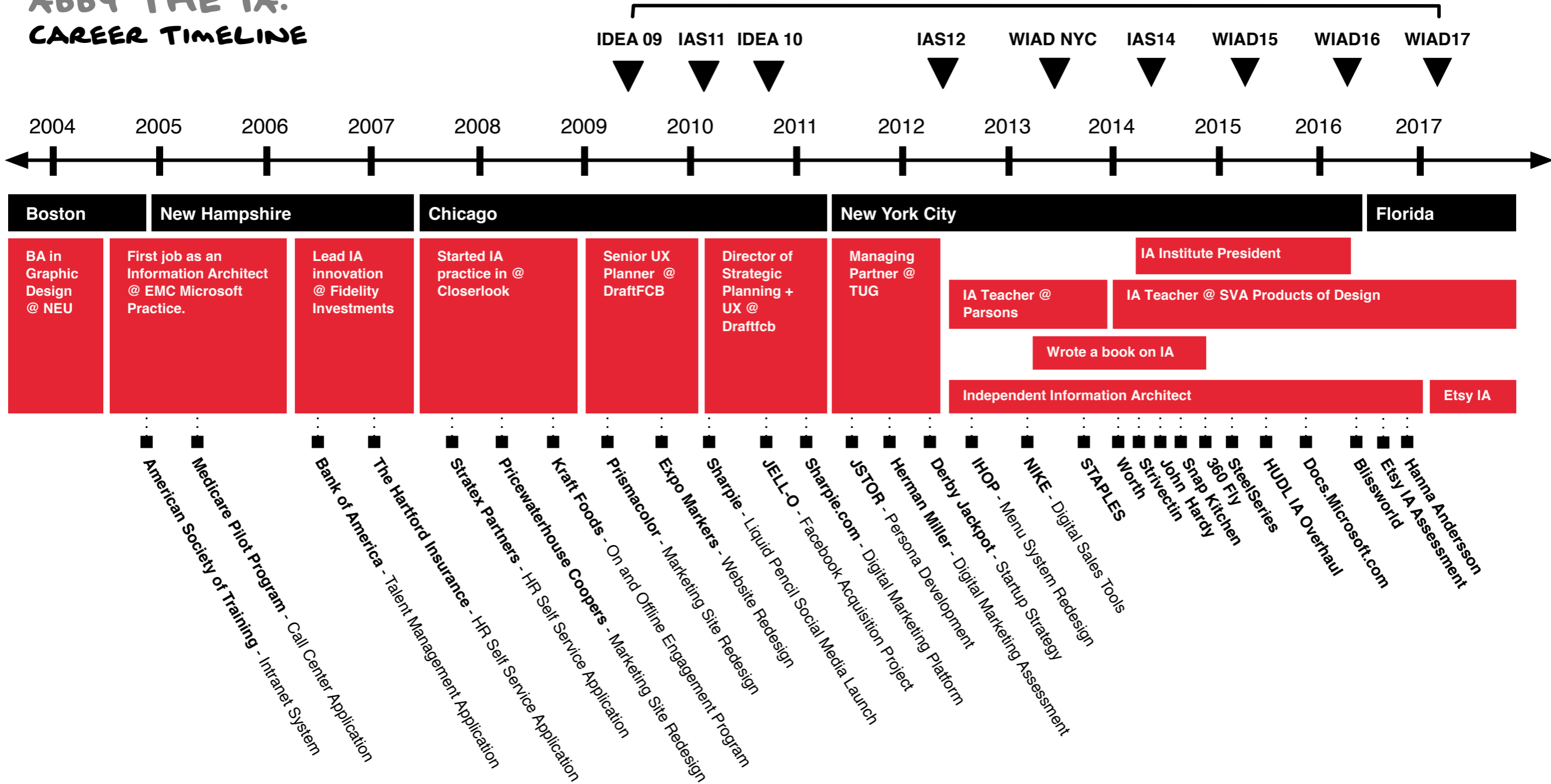


**I MAKE  
SENSE OF  
INFORMATION  
MESSSES**

**ABBY COVERT**

# ABBY THE IA: CAREER TIMELINE

## Information Architecture Events Abby helped lead



Etsy

 Microsoft

**STAPLES**

 **hudl**

**bliss**

  
JOHN HARDY

sn̄ap  
KITCHEN

  
steelseries

**IHOP**  
RESTAURANT



**WORTH**  
NEW YORK

**SVA**  **NYC**

**GA** **GENERAL ASSEMBLY**

**Fidelity**  **Investments**

PRICEWATERHOUSECOOPERS 

 Herman Miller

**THE NEW SCHOOL**  
A UNIVERSITY

**K**  
kmart.

Bank of America 

 Health Dialog

**PRISMACOLOR**

**DRAFTFCB**

 kraft foods

**JELL-O**

*Sharpie.*  
Uncap what's inside.

**EXPO.**

 ANN ARBOR.COM

**availability**  
Patients. Not paperwork.

got milk?

  
BlueCross  
BlueShield

*Peterbilt*

**J**  
STOR



 **SAFETY**  
MASTERY

**DISCOVER**

 Rozerem

**Johnson**  
A FAMILY COMPANY

# WHAT IS IA?

**The way we arrange the  
parts of something to  
make sense as a whole**

**WHAT IS THE  
BEST CAREER  
ADVICE YOU'VE  
EVER GOTTEN?**

1

**GET GOOD  
AT ASKING  
QUESTIONS**

2

**REMEMBER TO  
ZOOM IN AND  
OUT ON THE  
PROBLEM**

**3**

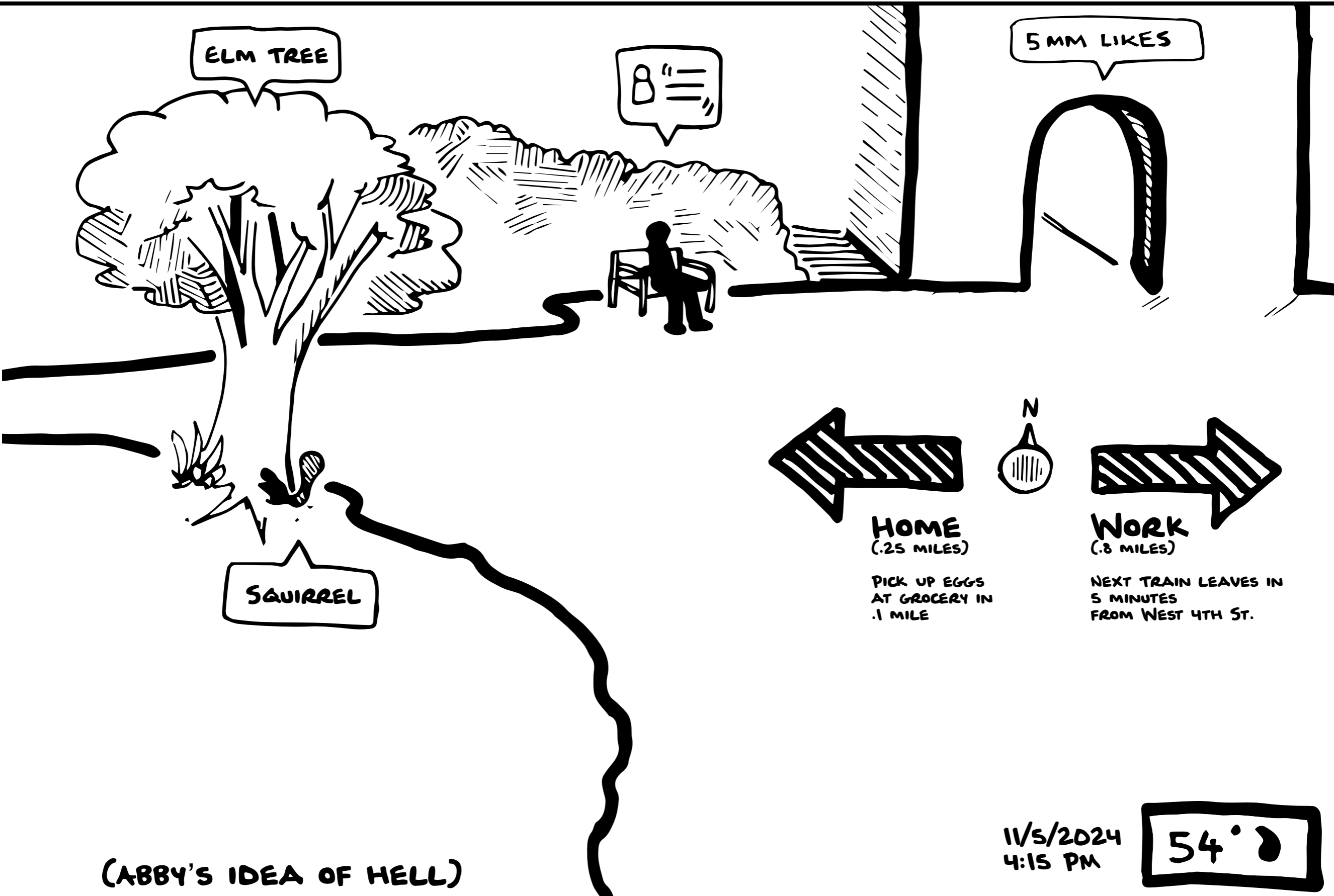
**FIND A TRIBE**



4

**GIVE AWAY  
YOUR IDEAS**

# What's the future hold?



ELM TREE

Person icon  
List icon

5MM LIKES

SQUIRREL



HOME  
(.25 MILES)

PICK UP EGGS  
AT GROCERY IN  
.1 MILE

WORK  
(.8 MILES)

NEXT TRAIN LEAVES IN  
5 MINUTES  
FROM WEST 4TH ST.

(ABBY'S IDEA OF HELL)

11/5/2024  
4:15 PM

54° ☾

# THE IA OF...

- **Augmented Reality**
- **Artificial Intelligence**
- **Voice Interfaces**
- **Virtual Reality**
- **Internet of Things**
- **Policies & Programs**

# HOW TO MAKE SENSE OF ANY MESS

**Abby Covert**

**I wrote a book  
about information  
architecture for  
everybody!**

**[http://  
abbytheia.com/  
makesense/](http://abbytheia.com/makesense/)**