

Beck Tench's **Professional Biography**

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Beck Tench is ever-searching for the clarity that comes from a solid understanding of information architecture, cognitive behavior and beautiful design.

She was formally trained as a graphics designer at the University of North Carolina's School of Journalism and Mass Communication and has spent the time since designing and building websites for higher education, non-profit and corporate organizations. She is currently an information architect for the Raleigh-based hesketh.com/inc.

Beck is a member of the Information Architecture Institute, the Triangle Usability Professionals Association and her local Refreshing Cities chapter, Refresh the Triangle. In October of 2007, she was awarded "Best of Track" for her presentation "Designing Compelling User Experiences (in Higher Ed)" at the Higher Education Web Development conference in Rochester, NY.

She currently resides in a treehaus near the heart of Durham, NC, USA.