User Experience (UX) information professionals are responsible for creating engaging designs (interaction, visual) to improve users' physical and virtual experiences in libraries, archives, and museums (LAMs). They play important roles for investigating user needs and behaviors and developing strategies that make LAM environments increasingly engaging and effective for users.

For further information on this area, please consult the advising sheet for the User Experience (UX) Information Professional pathway.
Faculty Supporting the User Experience in LAMs Area:

**Full-Time Faculty**
- Paul J. Sherman, Ph.D.
- Catherine Smith, Ph.D.
- Ben Woods, M.S. (IAKM-UxD), M.B.A.
- Marcia L. Zeng, Ph.D.
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- Sean Petiya, M.L.I.S., M.S. (IAKM-UxD)