

Lori A. C. LeDoux

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Communications/User Experience professional with experience in web and print design, usability, writing and editing.
Proven ability to communicate clearly, to ask the right questions, and to help define goals in the context of design.
Proven ability to lead teams and manage projects.

EXPERIENCE

Undergraduate Program

Administrator

04/2020 – Present

University of Massachusetts
Boston | English Department
Boston, MA

- Write content for and maintain department website.
- Design all print material that communicates English programs to students.
- Communicate upcoming events and information through weekly emails.
- Administer contests, scholarship submissions, and surveys using online forms.
- Assisted in writing and executing a grant related to English Alumni.
- Documented office procedures.

Office Manager

1/2019 – 6/2019

6-month contract

Magical Moon Foundation
Marshfield, MA

- Provided office support for small non-profit organization.
- Wrote and submitted grant proposals.
- Managed monthly reporting and budget for state grants.
- Managed CORI application process and defined CORI Policy for staff.
- Developed application forms for summer programs.

Substitute Teacher/Office Admin

10/2018 – 04/2020

Marshfield Public Schools
Marshfield, MA

- Substitute elementary teacher 2-3 days/week, from pre-school to grade 5.
- Manage classrooms and deliver daily curriculum on a variety of subject matter.
- Substitute for Office Administrator, handling daily front office activities.

User Experience Researcher

9/2015 – 7/2017

User Experience Design Group
Fidelity Investments, Boston, MA

- Conducted in-person, end-user research with Fidelity customers to identify usability problems with web designs. Documented outcomes, formulated recommendations, and presented findings to design teams and business partners.
- Conducted online user research using a variety of online testing tools. Analyzed data with Excel. Presented outcomes to design teams and business partners.
- Conducted strategic research to support Web Design Standards. Toggle Button research was presented at the UX Professionals Association 2016 conference.
- Developed a research library to inform design decisions.

Director, Web Style Guide

1/2006 – 9/2015

User Experience Design Group
Fidelity Investments, Boston, MA

- Product owner of the online Style Guide used by information architects and visual designers to promote design consistency across Fidelity's websites.
 - Documented design decisions, with the goal of promoting efficiency and freeing design leadership to solve more complex problems.
 - Managed the Governance process that drove the evolution of the guidelines: Facilitated weekly cross-disciplinary meeting. Set agenda. Drove decision making. Published Meeting Minutes.
 - Managed the people who consulted with design teams to apply existing standards and evolve new ones.
 - Collaborated with designers to set breakpoints on responsive web components.
 - Collaborated with developers to ensure that coded components were built to spec. Provided creative direction related to the application of standards.
 - Managed conversion of large content site to a new platform using Wordpress.
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Architect, User Interface Design
10/2002 – 1/2006

Human Interface Design Group
Fidelity Investments, Boston, MA

- Senior-level consultant and individual contributor in an organization that provided Usability testing services and conducted research.
- Maintained the group's intranet site, including creation and administration of monthly "Study-of-the-Month" contest, an online survey used to collect data on a variety of user interface issues.
- Editor, designer, and primary content writer for the group's quarterly newsletter, *Usable Bits*, which received an Honorable Mention from the Society of Technical Communication.
- Conducted focus groups to gather user feedback on designs and requirements.

Architect, End User Documentation
7/1996 – 10/2002

Human Interface Design Group
Fidelity Investments, Boston, MA

- Managed a team of technical writers, creating online Help systems for MS-Windows-based and Web-based software. Responsible for project estimation, hiring, resource allocation, standard setting, and editing.
- Developed end-user documentation, including User's Guides and a variety of reference materials.
- Explored new tools and technology for the team.

Senior Technical Advisor
7/1992 – 7/1996

Human Interface Design Group
Fidelity Investments, Boston, MA

User Interface (UI) Designer

- Designed graphical user interfaces for PC-based applications using interactive prototyping. Provided consulting services to development organizations. Used Microsoft Visual Basic to create prototypes. Conducted usability tests, analyzed results and presented recommendations to development teams.
- Designed UI for MAXXESS, Fidelity's own real-time quote and market information system, used by Fidelity representatives and sold to external clients.
- Wrote and presented a "GUI Basics" lecture for developers.
- Wrote UI specification documents for development.

Online Help Developer

- Developed the online MS-Windows Help system for MAXXESS (see above).
- Developed the *Online Help Style Guide*, a Windows Help system that provided style standards and basic information about help authoring for our writing staff.

Project Leader
7/1990 – 7/1992

Documentation Services Group
Fidelity Investments, Boston, MA

- Supervised four technical writers, including resource planning and editing.
- Wrote the user's manual for Fidelity On-line XpressSM, a portfolio management software package developed by Fidelity for retail sale.
- Conducted a usability study of the FOX product. Analyzed results and presented recommendations to project sponsors.
- Developed the *Standards for End User Documentation* for Fidelity.

Sr. Documentation Specialist
7/1989 – 7/1990

Documentation Specialist

2/1987 – 7/1989

Documentation Services Group
Fidelity Investments, Boston, MA

- Wrote end-user documentation including manuals and reference cards. Used graphic design experience to create page layouts, graphics, and logos.
 - Coordinated multiple writers on large documentation projects.
 - Edited all work produced by the group.
 - Wrote the user's manual for the Proxy EdgeSM System, a proxy tracking system developed by Fidelity and sold to external clients.
 - Wrote the user's manual for Fidelity Investors EXPRESSTM, a precursor to Fidelity On-line XpressSM. This software was awarded the Smithsonian Institute Award for Innovative Use of Technology, 1989.
 - Developed the archiving procedures for completed projects.
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Associate Programmer/Analyst
10/1986 – 2/1987

Fidelity Investments, Boston, MA

Developed system enhancements to the shareholder accounting application, the primary system for customer account handling. (COBOL, IBM/MVS)

Application Programmer
8/1985 – 10/1986

John Hancock Mutual Life

Insurance Company, Boston, MA

- Used structured programming methodology to develop General Accounting and Outstanding Refund applications for the Hanstar 2 Claims Payment System. (PL/1, IBM/MVS)
- Completed Hancock's three-month programmer training course.

SOFTWARE SKILLS

Microsoft Office Suite, Adobe DreamWeaver, Adobe Photoshop, Adobe Fireworks, Adobe Acrobat, WordPress, Confluence, Expression Engine, Google Suite

Personal use of Facebook and Instagram

EDUCATION

Master of Technical and Professional Writing
Graphic Design Concentration

Northeastern University, Boston, MA

Bachelor of Science, Computer Science

Framingham State College, Framingham, MA

ADDITIONAL SKILLS

Management of a rental property: Scheduling, Rental Contracts, Payments, Finances

I am an artist at heart and am happiest when I'm creating or in a studio environment.

Mosaic Artist, Glass Artist, Jewelry Maker, Painter, Quilter
