

**LAURA LANDY.**

laura@lauralandy.com – www.lauralandy.com – 617.714.5775 – 20 Corporal Burns Road, Cambridge, MA 02138

**INFORMATION AND EXPERIENCE ANALYSIS AND DESIGN**

Multi-talented Information Designer and Developer with expertise in analyzing business and user needs to determine appropriate information and content architectures and technical requirements. Advanced competencies in information and instructional design and development of web-based and paper-based products. Excellent writer and editor. Team and project management experience, and passion for conceiving and creating high-quality, usable, accessible products that meet strategic business and marketing goals.

**ACCOMPLISHMENTS****Information and Experience Design**

Design and develop web and print materials for software, education, and other markets. For example,

- Consulted as user experience expert for web-deployed unassisted software evaluation package. Conceived presentation and instructional strategy and content flow. Designed and developed graphic templates, specified writing style, customized user interface, and wrote content. Designed and developed embedded website that provided guided access to relevant marketing information on the global IBM web site.
- Designed site architecture and user interface, and developed content for, small business and non-profit websites to reflect organizational identity and goals while providing accessible, usable content to target audiences.
- Collaborated to construct metadata architecture for knowledge management initiative at Computer Sciences Corporation. Translated that architecture into models and templates for single-sourcing reusable, object-oriented content to print and web platforms.
- Researched, wrote and edited content for print and web, including analytic and process documents, technical training manuals and courses, user guides, secondary and higher education academic articles, online marketing and communications content, test assessment questions. Created and edited content within Content Management System (Lotus Notes/Domino), including metadata tagging.
- Established publication layout and graphics standards for educational and publishing departments at large corporations. Designed product development prototypes and templates for technical and methodology publications that decreased development time while increasing product standardization and quality.

**Business Analysis and Management**

Analyze business problems and propose integrated solutions to improve process and results. For example,

- Managed information and instructional design projects. Defined project scope, approach, and deliverables. Coordinated teams and delivered to schedule.
- Consulted on internal projects requiring integrated business and web-based technical solutions. Analyzed business needs, mapped business processes, and specified technical requirements. Set implementation strategy, developed project plans, and led cross-functional implementation teams.
- Designed web-based publishing solution for archiving and maintaining a searchable database of competitive research business documents at the Mentor Network.
- Completed high-level business proposal and budget analysis for major intranet expansion at the Mentor Network. Defined high-level site functionality, architecture, and user interface design. Developed criteria matrix tool for defining project phases.
- Facilitated and documented process re-engineering meetings and constructed process models for Total Quality Management initiatives in Quality Assurance Department at Fidelity Corporation.

## **Instructional Design**

Design, develop, and deliver training in corporate, educational, and community settings. For example,

- Designed, wrote, and developed web-based courses for management certificate program using proprietary authoring tool. Courses: Conflict Management and Negotiation, Developing Plans and Priorities, and Management and Organization Principles.
- Created interactive web-based tutorials for software training, including designing instructional strategy for a web-deployed unassisted software evaluation package.
- Designed and developed instructor-led and self-paced training materials, including instructor and student manuals, guides, job aids, academic and encyclopedic articles. Wrote scenarios, lab exercises, and assessments. Delivered training.
- Developed curriculum for and taught graduate courses and community-based training in diversity, creative expression and group dynamics. Developed and managed creative arts therapy programs and services for adults and children.

## **EMPLOYMENT and CLIENTS**

Enablearning, Cambridge, MA, 2008-current  
Product Development Manager

Millipore Corporation, Billerica, MA, 2007  
Web Content Editor (consultant)

Write-On Writing Services, Ithaca, NY, 2006-2007  
Researcher and Writer

IBM Tivoli, SQA and Technical Publications, Westford, MA, 2005-2006  
Software Tester (consultant)

IBM Rational Software, Rational Education, Lexington, MA, 2002-2005  
User Experience Consultant, Graphic Designer/Instructional Designer Consultant

Integrated Development Enterprise, Concord, MA, 2001  
Instructional Designer, Services

Aspen Technology, Cambridge, MA, 2000-2001  
Technical Writer, Information Services (consultant)

The Mentor Network, Boston, MA, 2000  
IT Business Analyst/Project Manager, Solutions Development Group (consultant)

NYUonline, New York, NY, 1999 - 2000  
Instructional Designer (consultant)

Computer Sciences Corporation, Waltham, MA, 1997 - 1999  
Information Designer/Publications Manager, Corporate Methodology Services

Fidelity Investments, Boston, MA, 1995 - 1997  
Computer Specialist/ Information Designer (consultant)

## **TECHNICAL COMPETENCIES**

Advanced use of Windows XP, Mac OS X, MS Office Suite (Word, PowerPoint, Excel), Lotus Notes, MS Outlook, XHTML, CSS, Dreamweaver, Photoshop, Illustrator, InDesign, Acrobat, Viewlet Builder, Microsoft Visio, Omnigraffle. Intermediate use of MS Project, Apple imovie HD, Quicktime, IBM Rational ClearCase, ClearQuest, Functional Tester, RequisitePro. Basic knowledge of Flash, Linux OS, MS Access, JavaScript, PHP.

## **EDUCATION**

Certificate, Training Design and Development - Middlesex Community College.  
MA, Expressive Arts Therapies - Lesley College.  
BA, Psychology, University of Massachusetts - Boston.