

Objective

Use my years of experience in managing, marketing, and communications to help organizations succeed, communities thrive, and people connect in meaningful ways.

Education and Certifications

2010 BA Liberal Studies, (Magna Cum Laude) Portland State University
2007 Certified by the National Speakers Association
1996 Multimedia Certificate, Portland State University
1993 Prior Learning Assessment, Marylhurst University

Profile

Decisive Leader: diplomatic, forthright, realistic — able to inspire staff, build effective teams, prioritize needs, set goals, facilitate change and achieve results.

Talented Communicator: creative, persuasive, convincing — strong writer, public speaker, skilled in marketing, messaging, design for traditional press and social media.

Skilled Strategist: logical, wholistic, critical thinker — unique ability to quickly grasp the big picture, see multiple connections, and weave together the details of a comprehensive strategy or solution.

Creative Thinker: analytical, innovative, perceptive — proficient in concept development, research, and visualization, with a demonstrated ability to bring people together to work towards common goals.

Effective Advocate: tactful, insightful, collaborative — a skilled organizer and community builder with business acumen and an excellent rapport with diverse people.

Specialties

Writing. Speaking. Presenting. Building consensus through empathy. Gaining insights through research. Creating visual interpretations of complex ideas. Facilitating. Training.

Professional Experience

Principal 2001 – 2008

Humanize Technology (Consultancy) — Primary Clients: Intel and Microsoft

Motivated by the belief that human goals and desires drive business innovation, I was the liaison between stakeholders aligning business strategies with the needs and behaviors of their customers. I helped organizations understand their customers' needs and, working collaboratively, developed strategies to improve communications, product designs, and business practices. This was done through research, face-to-face meetings, and deliverables that articulated design, market, and business affinities which translated into increased profitability and better management communication.

Value Added and Results Achieved

- Facilitated multi-level user experience training sessions for Microsoft research and design teams that enabled over 400 employees to conduct ethnographic research
- Identified and resolved problems in a key enterprise application used in the localization and globalization process
- Executed an enhanced management communications program to ensure up-stream communication and action
- Contributed to redesign of Intel's intranet, including development of taxonomy to support corporate culture and branding goals that enabled sales metrics to be met

Director of User Experience (Information Architecture, Research, Strategy) 1998 – 2001

agency.com (Full Service Interactive Agency) — Primary Clients: HP, Intel, 3M, Merck

Working as the advocate for the customer 'voice' across business disciplines, I built world-class products that were aligned with people's needs, strategic objectives, and creative visions. I collaborated with senior management, clients, sales, and internal cross-discipline teams while managing a team of UX strategists.

Value Added and Results Achieved

- Increased revenue opportunities for projects ranging from \$50K - \$3M (clients included: 3M, Compaq, Intel, HP) by identifying and solving business problems and fostering communication
- Developed, designed and delivered design 'best practices' sessions that brought together over 1,600 employees and aligned the company's brand strategy

Intranet Strategist 1996 – 1998

Philips Electron Optics dba FEI Company (Leader in Nanoscale Scientific Instrumentation)

I built an intranet system that brought the newly-merged Philips Electronic Optics and FEI together as a cohesive company and gave them an easy-to-use tool for the sales staff around the world. I managed executive team reporting, strategic planning, research, development, and rollout of this system, aligning it with the business's market position and emerging corporate culture.

Value Added and Results Achieved

- Developed the foundational concept for a global intranet, created a business case for cost-effectiveness and value, and won executive endorsement
- Was responsible for the overall integrated project plan including the linkage between project sub-teams and managing each project's critical path
- Stimulated the use of the intranet through company-wide information sessions with a focus on sales, conducting training workshops, and developing the human resources, hardware, and database infrastructure that supported growth and innovation

Volunteer Work

Executive Director 2004 – Present

Portland Story Theater (Non-Profit)

Driven by a passion for connecting people in the community, combined with a keen ability to listen, collaborate, and organize,

I provide thought leadership and responsibility for the brand experience. I have delivered:

- Presentations to over 6,000 people who come from all walks of life: corporate workers, adults, students, and families
- Learning sessions to teach people how to observe, listen, write, and speak
- Marketing collateral (digital and print) for social media, internet, public relations, proposals
- Analysis of support base to identify key relationships and formulate comprehensive development plan

Social Media Manager | UX Designer 2001 – Present

Earthen Hand Natural Building (Green Design and Building)

Passionate about sustainability and alternative urban architecture, I support the vision of this organization by:

- Rebranding the website with updated information architecture to increase awareness and accessibility to sustainable green building within the Portland metro area and around the globe
- Building online community through postings via Twitter while coordinating content with print and other digital media sources
- Developing collateral for international publications to promote participation in workshops in Africa, Thailand, Mexico, and USA

Lynne A. Duddy

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Endorsements

“Lynne is a powerful force of community building. She enables creativity, expanding her own borders and the borders of those around her.”

Ryan Stroud, Storyteller

“Lynne Duddy exceeded my expectations. She is very personable, sharp and easy to work with. I would hire her again in a heartbeat.”

Yulia Smirnova, Marketing Manager, eBay

“Lynne is committed to doing a great job, and dives in quickly to figure out what needs to be done to deliver satisfying results.”

Arnie Lund, Director of UX, Microsoft

References

Donna Flynn

Humanize Technology (client)

Corrie Bates

agency.com (direct report)

Nancy Dobbs

Timberline (peer)

Frodo Okulam

Portland State University (professor)

Penny Walter

Portland Story Theater (board member)

Walt Schaefer

Portland Storytellers Guild (former president)