

JEANINE LEDOUX

UX RESEARCH, INSIGHTS, STRATEGY



CONTACT

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PROFILE

I am a mixed methods UX researcher with a background in clinical nutrition who combines multiple sources of qualitative & quantitative data to form rich, multi-faceted insights that enable product discovery and de-risk product development. I work closely & collaboratively with product, design, and marketing leaders as a trusted thought partner and help to drive positive, empathy-fueled relationships with external stakeholders and end users.

EDUCATION

Certificate, UX Design

CareerFoundry
2017-2018

MS, Clinical Nutrition

Boston University
2009-2012

BS, Biochemistry & Molecular Biology

Univ. of Massachusetts, Amherst
2005-2008

SKILLS

Generative User Research
Evaluative User Research
Iterative Research
Personas & Journey Maps
Service Design Blueprints
Product Discovery
Workshop Facilitation
Concept testing
Design Thinking
UX and Product Strategy
Research Ops & Processes
Vendor Management
Insight Repositories
Scaling Teams

EXPERIENCE

LEAD UX RESEARCHER

Memora Health | Mar. 2022- Present

Lead UXR initiatives with demonstrated impact to product roadmaps & commercial strategy, operations in an early-stage product start-up.

- Scaled UXR practice & took on management of multiple UXD/UXR FTEs
- Conducted concept validation study that changed trajectory of B2B product roadmap to better meet user needs & optimize eng resources
- Combined quant usage data & qual insights to develop rich understanding of user behavior, informing design & development of multiple features for customer web application & internal user tools

SR. UX RESEARCHER

Lumedic | June 2020- Feb. 2022

Led mixed-methods UX research efforts for B2B & B2C products. Led the organization in cross-functional product discovery sprints.

- Collaborated in the launch of mobile app Beta test. Conducted lean usability testing; created & executed usage analysis of >200 users
- Leveraged remote & in-person ethnography to create service design blueprints & personas, preparing teams for beta launch of a complex B2B2C blockchain-based identity verification suite of products
- Created company-wide communications process & repository for research insights, regularly engaging >50% colleagues

SR. UX RESEARCHER

Medullan | Feb. 2018- June 2020

Designed & conducted mixed-methods research studies across multiple stages of digital health product discovery & development.

- Worked collaboratively with clinical research & product teams to conduct an IRB-approved study with COPD patients. Conducted >20 qualitative interviews & collaborated with data analyst to drive insights on engagement, clinical outcomes, & user feedback.
- Collaborated closely with product lead to conceptualize and create a product roadmap for a novel digital health application utilizing LLM.
- Conducted qualitative interviews & qual/quant survey to >300 potential users of a digital EAP services app, leading to changes in the product roadmap to better meet users' needs & preferences.