

Douglas Bonneville

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Employment History

The Rhody Weekender, Owner, Product Manager, AI Developer 2024 - 2025

- Designed and implemented automated end-to-end AI agents and workflow for data aggregation, content, and art creation
- Built and scaled a weekly digital events platform from concept to 22K subscribers within 10 months (SOLD 2025)
- Defined product strategy and roadmap while managing design, development, analytics, and marketing execution
- Ran A/B tested Meta campaigns and analytics programs that reduced CAC by 93 percent and CTR of over 50%
- Delivered full product lifecycle from MVP to successful sale, combining product management and technical implementation
- Analyzed KPIs and user feedback through polls and surveys to guide product iteration and increase engagement

Fidelity Investments, Principal UX Designer & Developer 2021 - 2024

- Led AI research, strategy and implementation for Fidelity internal UX/design agency that met strict compliance guidelines
- Led senior leadership UX workshops for Corporate Affairs, developed UX for Fidelity.com, including Fidelity Annual Reports
- Led research, design, developer relations for development efforts for CMS and PM platforms, decreasing admin time by 50%
- Created net new design system in Figma for the ServiceNow based "MyHR" portal, for a 90% reduced low-code solution
- Designed and developed accessible solutions in Figma with custom design systems, AI, HTML, CSS, JavaScript

Cervello / Kearney, Manager of UX Design & Development 2013 - 2021

- Conducted 100+ UX workshops for Fortune 500 executive teams (Walmart, Walgreens, Department of Defense)
- Designed and developed 200+ analytic, web, and mobile analytics experiences while maintaining compliance guidelines
- Created 100+ wireframes and prototypes from research, serving as Developer Advocate to ensure technical feasibility
- Developer Relations on Jive platform for documentation and community

Fidelity Investments / Pyramis, Principal UX & Product Manager 2006 - 2013

- Lead UX development and product manager on Fidelity marketing sites, facilitating growth from \$160B to \$1.2T
- Cross-functional UX Consultant and developer advocate aligning marketing and engineering on design-build strategy.
- Recruited and managed CMS contractors, onboarding them with internal API documentation and SDK samples.

BonFX, Owner, UX Designer & Developer 2000 - 2025

- 200+ CMS (Wordpress, Tridion, Custom), UX, UI, full-stack development, print, and branding projects over two decades
- Editing, book publishing (20+ books), illustration
- Edited 175+ developer tutorial and community & technical content articles for Smashing Magazine, CMS Panel of Experts

Side Projects / Publishing

- "UX for Cats: 50+ Illustrated UX Terms So Simple Your Cat Can Understand Them", GotoCats Press (May 2024)
- "The Big Book of Font Combinations", BonFX Press (10,000+ copies sold)
- Authored 200+ articles on UX, graphic design, AI, and art on BonFX.com

Skills

AI / UX: Claude Code, ChatGPT, Hermes, OpenClaw AI Prompt Engineering, AI Agent Programming, Cursor, UX Strategy, User Journeys, Prototyping, Wireframes, UX Workshops, User Personas, Design Thinking, Information Architecture

Technical / Creative: Figma, Illustrator, InDesign, HTML, CSS, JavaScript, Python, Typography, Accessibility, Adobe Creative Cloud, CMS Development, Wordpress, Data Analysis, Agile, Lean, Procreate, Git, Notion, Zapier, Developer Relations, Technical Writing