experience
—
Conversocial • UX Developer
New York, NY • July 2017–Present
Worked with product managers and designers to turn product ideas and wireframes into interactive prototypes using modern tools such as InVision and Axure; Conducted user interviews to validate prototypes using various test methods; Iterated on ideas and wireframes based on test findings to deliver the best user experience across product offerings.

Conversocial • Marketing Engineer
New York, NY • January 2016–June 2017
Built and deployed web-based marketing tools to increase team productivity and achieve quarterly targets and opportunity goals; Refactored and deployed the company's proof-of-concept product demo environment to accommodate multiple industry narratives using HTML, CSS, JavaScript and jQuery; Worked with the design team to redesign and deploy the company's best website pages to communicate new messaging, establish competitive positioning and drive conversion.

General Assembly • Web Development Instructor
New York, NY • July–October 2015
Worked alongside instructional leads to teach, design lessons and mentor adult students in full-stack web development using JavaScript and Ruby; Introduced and developed daily assignments, exercises and assessments to check for student understanding of programming concepts; Performed daily code reviews and provided students with regular feedback on code quality.

General Assembly • Web Development Immersive
New York, NY • February–May 2015
Rigorously learned the fundamentals of full-stack web development over 12 weeks through JavaScript, Ruby and numerous other modern web technologies; Autonomously and collaboratively built three full-stack web applications over week-long agile sprints.

GRAPHEK • Graphic Designer
Tysons Corner, VA • May 2013–July 2014
Designed solutions individually and collaboratively for non-profits, associations and private sector clients from sketch to completion in print and web media; Developed concepts, storyboards, design executions and production schedules to meet clients' goals and expectations.

LivingSocial • Graphic Designer
Washington, DC • October–December 2012
Concepted, designed and revised various collateral projects for both merchants and consumers that consistently maintained the LivingSocial brand.

emily lordahl
—
Designer & UX Developer;
Typography nerd and
Dachshund lover
—
emily.lordahl@gmail.com
703.606.0303
emilylordahl.is

education
—
James Madison University
School of Art, Design and Art History
Bachelor of Fine Arts in Graphic Design
Minor in Art History
Cum Laude
Harrisonburg, VA • May 2011

Umbau School of Architecture
Vienna, Austria • May–June 2011

skills
—
InDesign	• • • • •
Photoshop	• • • • •
Illustrator	• • • • •
Sketch App	• • • • ◦
InVision	• • • • ◦
Typography	• • • • •
Grid-based Design	• • • • •
Conceptual Thinking	• • • • •
UI/UX Design	• • • ◦ ◦
Wireframing	• • • ◦ ◦
Web Development	• • • ◦ ◦
HTML5	• • • • ◦
CSS3	• • • • ◦
SCSS	• • ◦ ◦ ◦
JavaScript	• • • • ◦
jQuery	• • • • ◦
React	• ◦ ◦ ◦ ◦
Git/GitHub	• • • ◦ ◦
HubSpot COS	• • • ◦ ◦

honors & achievements
—
AIGA50 • 2016
The AIGA50 design competition celebrates the best design created in the DC area over a two year period. GRAPHEK's holiday self-promo received one of the fifty awards given out to DC creatives.
AM&P Excel Awards • 2014–2015
Recognition for design excellence in association client projects for The National Campaign to Prevent Teen & Unplanned Pregnancy, (Gold) and The American Society for Parenteral & Enteral Nutrition (Silver).
American Graphic Design Awards • 2014
Recognition for design excellence across numerous categories for clients including Oxford Finance, American Society of Association Executives, AG Bell Association, The National Campaign to Prevent Teen & Unplanned Pregnancy and GRAPHEK.
Award of Merit & Scholarship • 2008
JMU Juried Undergraduate Art Exhibition
Dean's List • 2008–2010
James Madison University