experience
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Conversocial • Marketing Engineer
New York, NY • January 2016–Present
Responsible for building and deploying web-based marketing tools to increase team productivity and achieve quarterly targets and opportunity goals.

- *Collaborated with the marketing team to design and deliver a lead-generating interactive quiz.*
- *Refactored and deploy the company's proof-of-concept product demo environment to accommodate multiple industry narratives using HTML5, CSS3, JavaScript and jQuery.*
- *Worked with the design team to redesign and deploy the company home page and product page to communicate new mesaging, 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 asssments 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 sprints practicing agile methodologies.*

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. Duties included concept development, storyboarding, design execution and production management 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.

Touch Three • Graphic Designer
Fairfax, VA • July 2011–October 2012
Designed and produced multiple association editorial publications; managed all production responsibilities for magazines and event marketing collateral.

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

education
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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
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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
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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