

**emily lordahl**  
—  
Designer & UX Developer;  
typography nerd and  
Dachshund lover  
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## experience

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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.*

## 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*