experience

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SingleCare • UX Designer
New York, NY • April 2018–Present
Elevated complex product and stakeholder requirements into valuable user experiences by sketching, designing, and prototyping key, intricate components of a Pharmacy Benefit Manager. Lead collaborative sessions that uncovered user needs and business outcomes to help define product vision.

Conversocial • UX Developer
New York, NY • July 2017–April 2018
Worked with product team to turn ideas, concepts and wireframes into rapid prototypes; Conducted user interviews to validate prototypes; Iterated on ideas and wireframes based on test findings to help deliver the best user experience across all product offerings.

Conversocial • Marketing Engineer
New York, NY • January 2016–June 2017
Built and deployed web-based marketing tools to help team achieve quarterly goals; Refactored the company's proof-of-concept product demo environment to accommodate multiple industry narratives using JavaScript; Worked with the design team on an extensive rebrand to refresh the company's visuals, communicate new messaging, establish competitive positioning and drive conversion.

General Assembly • Web Development Instructor
New York, NY • July–October 2015
Worked with instructional leads to teach, design lessons and mentor adult students in full-stack web development; Introduced and developed daily assignments, exercises and assessments to check for student understanding; Performed daily reviews and gave students 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 many other modern web technologies; Autonomously and collaboratively built three full-stack web applications over week-long sprints.

GRAPHEK • Graphic Designer
Tysons Corner, VA • May 2013–July 2014
Designed from sketch to deliverable in print and web media; Developed concepts, storyboards, visual designs and production schedules to meet clients' needs.

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

emily lordahl

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UX Developer & Designer;
Typography nerd and
Dachshund lover

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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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Adobe Creative Cloud	• • • • •
Sketch App	• • • • •
InVision	• • • • •
Balsamiq	• • • • •
Axure	• • • • ○
Origami Studio	• ○ ○ ○ ○
Typography	• • • • •
Grid-based Design	• • • • •
Conceptual Thinking	• • • • •
UI/UX Design	• • • • •
Wireframing	• • • • •
Usability Testing	• • • • ○
Web Development	• • • ○ ○
HTML5	• • • • ○
CSS3	• • • • ○
SCSS	• • ○ ○ ○
JavaScript	• • • • ○
jQuery	• • • • ○
React	• ○ ○ ○ ○

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