

# JOSLYN LODDER

UX DESIGNER

## CONTACT

📞 801-828-5579  
✉️ joslyn.lodder@gmail.com  
📍 Lehi, UT  
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## PROFILE SUMMARY

Motivated and detail-oriented User Experience Designer with a strong background in human systems engineering, graphic design, and technical writing. Passionate about creating intuitive, accessible, and visually engaging digital experiences that connect user needs with business goals. Skilled in user research, usability testing, information architecture, and interaction design. Adept at collaborating across disciplines to deliver thoughtful, data-driven solutions that enhance usability and satisfaction.

## EDUCATION

2023-2025

ARIZONA STATE UNIVERSITY

- Master of User Experience

2003-2007

UTAH VALLEY UNIVERSITY

- Bachelor of English Literature/  
Secondary Education
- GPA: 3.8 / 4.0

## SKILLS

- User research & analysis
- Wireframing & prototyping
- Interaction design (IxD)
- Information architecture (IA)
- Usability testing
- User journey mapping
- Persona development
- Accessibility & inclusive design
- Design thinking
- User-centered design (UCD)
- HTML/ CSS Basics
- Figma /Figma
- Adobe XD Adobe Photoshop
- Adobe Illustrator
- Notion

## WORK EXPERIENCE

Skyridge Football

2024 - PRESENT

Board of Directors Multimedia/ Social Media/ Merchandise

- Directed cross-functional teams in merchandise, social media, and multimedia, to create products and strengthen the program's brand presence.
- Coordinated the design and production of the official Media Guide and player cards by collaborating with artists, printers, and team leadership.
- Managed multiple project timelines, ensuring deliverables were completed on schedule and met quality standards.
- Oversaw the development of branded team merchandise, maintaining consistency in design and reinforcing the team's identity.

Crowd OX

2017-2018

Technical Writer

- Researched and wrote product-focused articles to highlight items delivered through Crowd Ox, enhancing customer engagement.
- Captured and edited product photography to complement written content and improve visual storytelling.
- Contributed to marketing efforts by producing clear, engaging content that supported brand messaging and customer trust.

## PORTFOLIO LINK

- <https://drive.google.com/drive/folders/1mhK0PtF0XAgokSEbc5ozfZxcIHRI6VRR?usp=sharing>