



# LORI LANGDON

ux designer

Results-driven **UX Designer/Product Designer** with 15+ years of design experience. Committed to creating impactful, intuitive digital experiences for environmentally conscious businesses. Proven **leadership and project management**, adept at applying design thinking and user-centered principles for **strategic**, visually appealing product solutions.

## CONTACT

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lorilangdon.com 

Downtown Cary, NC 

@lorilangdon 

## EDUCATION

### North Carolina State University College of Design

- + Bachelor of Art and Design
- + Concentration: Product Design
- + Minor: Communication
- + Summa Cum Laude Honors

Study Abroad:  
Staffordshire University in England  
University of Ballarat in Australia

## PROFESSIONAL EXPERIENCE

### UX/UI Designer & Graphic Designer

*Indigo Inc. | Raleigh & Cary, NC | 2016 – Present*

Provided User Experience (UX), User Interface (UI), Product, and Graphic Design to clients. Collaborated with clients and cross-functional teams, providing strategy & influencing the alignment of UX designs with business goals & user needs.

### Selected Projects:

- + RETRO MODERN FURNITURE (in progress): Revamping **user-centered design** for website & mobile app. Focusing on restructuring **information architecture** & improving the **UI design** to make shopping a delightful experience.
- + BOULDER FOOD RESCUE (2023): Improved user conversion with a **responsive, mobile-first** homepage and donation flow website redesign. Prioritized **accessibility**, including language & **WCAG standards**. Conducted extensive **user research**, encompassing interviews, heuristics evaluation, competitive analysis, and user testing to identify pain points. Implemented **iterative design** enhancements, creating wireframes & low/high-fidelity **prototypes** in **Figma**.
- + CONTINUOUS PRECISION MEDICINE (CPM) (2022): Designed **Mobile App Design** to assist patients in tracking and reducing dependence on opioids. Emphasis on **Gamification** and **Interaction Design**. **Prototyping** in **Adobe XD**.
- + Other key clients: North Carolina State University, Duke Health, W5, Larry's Coffee, & BeyondBlue Interiors.



## PROFESSIONAL EXPERIENCE (continued)

### Interior Designer

*Indigo Inc. | Raleigh & Cary, NC | 2004 - 2016*

- + Applied human-centered design principles, overhauling spaces to balance functionality & aesthetics.
- + Project Management & team collaboration for seamless design integration, aligning timelines, budgets, & resources.
- + Conducted user research to inform design decisions & optimize user experiences.
- + Utilized AutoCAD, SketchUp, and Photoshop for streamlined digital mockups and visualizations.
- + Key projects included: LGFCU Innovation Department, 42&Lawrence.

### Manager and Lead Designer

*BeyondBlue Interiors | Raleigh, NC | 2005 - 2016*

- + Managed a small team of designers, providing mentorship and integrating workflow optimizations.
- + Designed ADA accessible showroom, iteratively optimizing visual merchandising for a user-friendly experience.
- + Streamlined order tracking processes, integrating standard operating procedures for improved efficiency.
- + Key projects included: Waverly Hematology Oncology, PointSource Headquarters.

## SKILLS & EXPERTISE

**Programs:** Figma, Adobe Creative Suite including Adobe XD, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Miro/Mural, Google Suite/Google Docx, Microsoft, Zoom, familiarity with HTML/CSS and web design software.

**UX Skills:** User Experience Design, Product Design, User Interface Design, Visual Design, Graphic Design, Interaction Design, Information Architecture, UX Research, Wireframing, Low-Fidelity and High-Fidelity Prototyping, User Journey Mapping, User Persona Development, User Flows, Usability Testing, Branding Design, Accessibility Standards (WCAG), Responsive Design across platforms.

**Soft Skills:** Design Thinking, Problem Solving, User Empathy, Strategizing, Communication, Collaboration, Management, Project Management, Organization, Creativity.

## VOLUNTEER EXPERIENCE

- + Oak City Cares: visual and graphic design for donor events and promotion.
  - + Piedmont Earthskills: Board member and lead designer.
  - + NC Museum of Natural Sciences: public events relating to space exploration and sustainability education.
  - + Larry's Coffee (a B-Corp): public events relating to sustainability education.
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