



LORI LANGDON

ux designer

Results-driven UX/Product Designer with **20 years** of design experience, including **5 years specializing in UX/UI**, creating intuitive, impactful digital experiences. Skilled in leadership, project management, & applying design thinking & user-centered principles to **deliver strategic, visually engaging product solutions**.

CONTACT

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lorilangdon.com 

@lorilangdon 

EDUCATION

North Carolina State University College of Design

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

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

COURSES & AFFILIATIONS

- + Member of UXPA & IxDF
- + AI for Designers | IxDF
- + Design for the 21st Century with Don Norman (*Nielsen Norman*) | IxDF
- + Advanced Accessibility: How to Design for All | IxDF
- + Open Design | Duke University
- + Google UX Design Specialization

PROFESSIONAL EXPERIENCE

UX/UI Designer

Indigo Inc. | 02/2016 – Present

Provide User Experience (UX), User Interface (UI), Product, & Graphic Design to clients. Collaborate with clients & **cross-functional teams** to strategize designs **achieve business goals & meet user needs**.

Selected Projects:

- + **RETRO MODERN FURNITURE:**
Revamped an **e-commerce website** with a **responsive, user-centered design**, restructuring the **information architecture** & enhancing the **UI** design. Results included:
 - › **217% increase** in conversion rates (YoY)
 - › **175% growth** in checkout completion (YoY)
- + **BOULDER FOOD RESCUE:**
Designed a **mobile-first, responsive homepage & donation flow** while prioritizing **accessibility (WCAG standards & inclusive language)**. Key contributions:
 - › Conducted **user interviews, heuristic evaluations, competitive analyses, & usability testing** to identify pain points
 - › Developed **wireframes & low/high-fidelity prototypes** in **Figma**, with iterative enhancements
- + **CONTINUOUS PRECISION MEDICINE (CPM):**
Designed a **mobile app** in Adobe XD helping patients track & reduce opioid dependence through **gamification, data visualization, & interaction design**.
- + Other key clients: North Carolina State University, Duke Health, W5, and Larry's Coffee.



PROFESSIONAL EXPERIENCE (continued)

Visual/Graphic Designer

North Carolina State University | 01/2019 - Present

- + Create engaging, user-centered solutions with **design thinking & inclusive design principles**.
- + Collaborate with **cross-functional teams & stakeholders** aligning user needs & project goals.
- + Ensure designs meet **WCAG accessibility** standards & foster **inclusive design** for diverse users.
- + Develop cohesive **design systems** aligned with **brand guidelines** for cohesiveness across media.
- + Solve complex design challenges with strong **communication, problem-solving**, & brainstorming.

Lead Designer and Manager

BeyondBlue | 06/2005 - 02/2016

- + Led a **design team** and optimized **business operations**, providing **mentorship** and fostering a **collaborative** environment.
- + **Streamlined workflows**, inventory, and order tracking to improve efficiency.
- + **Designed** hundreds of **targeted assets**, including **websites, email newsletters**, and **magazine ads**, ensuring **brand consistency** and meeting **audience engagement goals**.
- + **Collaborated with developers** to launch new **e-commerce websites**, overseeing **design integration** and conducting **functionality testing** to optimize **user experience**.

SKILLS & EXPERTISE

Programs:

Figma, Adobe Creative Suite (XD, Illustrator, Photoshop, InDesign, Acrobat), Figjam, Miro, Mural, familiarity with HTML/CSS, web design software, Shopify, Email Marketing campaigns, Microsoft Office, Google Suite

UX Skills:

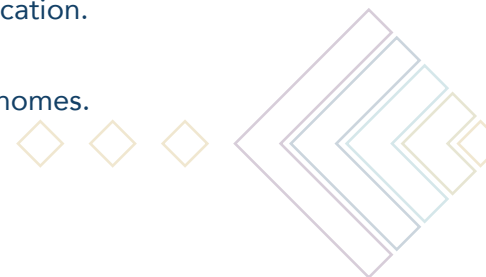
User Experience Design (UX), Product Design, UX Research, User Interface Design (UI), Visual Design, Graphic Design, UI & UX methodologies, Data Visualization, Interaction Design, Information Architecture, Wireframing, Low & High-Fidelity Prototyping, Journey Mapping, User Persona Development, User Flows, Usability Testing, Branding Design, Accessibility Standards (WCAG), Responsive Design across platforms

Soft Skills:

Design Thinking, Problem Solving, Cross-functional Collaboration, Teamwork, User Empathy, Strategizing, Communication, Project Management, Organization, Creativity, Leadership, Mentoring & Coaching

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 environmental education.
- + Larry's Coffee (a B-Corp): public events relating to sustainability education.
- + Neuse River Golden Retriever Rescue: Foster helping dogs find their forever homes.



what's it like to work with me?

I have worked with many designers over the years, and Lori is by far my favorite! She really listens and "gets it".

I would define our working relationship as a true partnership.



Tiffany McLean
Director of Recruitment,
NC State University CNR

I value Lori's perspective and ask for her feedback on ideas moving forward with our business.



Mike Sanderson
Founder, Piedmont Earthskills

People like Lori leave a lasting impression and I'm so grateful for the time I got to spend learning from and producing beautiful designs with her.



Paula Harrod
Paper Science and Engineering
Pulp and Paper Advisory Board,
NC State University

Lori is a patient and thoughtful designer, a master brand tactician and a delightful person. Her talent is rare, and she has been an integral part of our success.



Larry Larson
Founder & President,
Larry's Coffee Beans, INC
and 42 & Lawrence

Lori is not only an amazing designer who has mastered our brand — she is a great problem solver.

She goes above and beyond to understand the project goals and user needs. She has stellar attention to detail and is a pleasure to work with!



Sarah Corica
Director of Marketing and
Communications,
NC State University

Any organization would be lucky to have Lori on their team! She's an excellent communicator, well organized and a very talented UX/UI designer.



Steven Walther
CEO & Co-Founder,
Continuous Precision Medicine

Excellence, patience and innovation PERSONIFIED — That is Lori!



Gabriel Baker
Oak City Cares