



LORI LANGDON

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SUMMARY

Senior Product Designer with **20 years of design experience**, including **7+ years** specializing in UX/UI and digital product design for complex digital products. Experienced in translating ambiguous business and technical requirements into intuitive, accessible experiences by combining user research, interaction design, information architecture, visual design, and systems thinking. Comfortable owning design end-to-end in cross-functional environments, partnering closely with product, engineering, and business stakeholders to deliver measurable improvements in usability, engagement, and business outcomes.

EXPERIENCE

DIGITAL PRODUCT DESIGNER

RBC Bank | 04/2025 – present

Lead end-to-end product design across both customer-facing digital products and the public website, from discovery, research, and content strategy through interaction design and developer handoff. Collaborate in an Agile environment to deliver intuitive, accessible web and mobile experiences at enterprise scale.

Key projects and responsibilities:

- Designed *Easy Account Open* flows, creating prefilled, low-friction web and mobile experiences for existing clients using authenticated banking data to streamline ID verification and account opening.
- Designed a cross-sell **shopping cart and channeling experiences** that guide customers to the most appropriate account-opening path, using motion, interactive UI patterns, and UX research to validate designs and iterate on the experience.
- **Scoped and served as sole designer** on a complete overhaul of a ~30-page cross-border real estate site and sales funnel, including **information architecture (IA)**, content strategy, AI-assisted content development, four calculators, and two six-page guides; introduced a Mortgage Affordability Calculator that has **exceeded engagement targets** while still in MVP.
- Independently redesigned U.S. Cross-Border Banking pages and Bundle Builder, applying conversion-focused heuristics (MECLABS) and **SEO/AEO strategy** to improve product comparison clarity and drive **+96%** page-to-cart, **+174%** cart-to-account opening, and **+180%** cross-rate conversion.
- Redesigned homepage and U.S. Bank Accounts page hero/CTA experiences, contributing to a **50% lift** in CTA conversion.
- Conducted **usability testing** and **design validation**; partner with analytics teams to tag interactive elements and evaluate Google Analytics data to inform design iteration.
- Partnered with product, engineering, legal, compliance, QA, and accessibility teams to align business, regulatory, and technical requirements; contribute to the **enterprise design system** and ensure **WCAG-compliant**, inclusive design through implementation.

PRINCIPAL UX/UI DESIGNER

Indigo Inc. | 02/2016 – 04/2025

Led end-to-end UX/UI, service design, interaction design, user research, and visual design across e-commerce, nonprofit, and healthcare projects, partnering directly with founders, researchers, developers, and stakeholders to deliver responsive, accessible digital experiences.

Selected Projects:

- Revamped an e-commerce site for Retro Modern Furniture, restructuring IA and responsive UI to drive a **217% increase in conversion rate** (YoY) and **175% growth in checkout completion** (YoY).
- **Led UX design** for *Boulder Food Rescue*, collaborating with researchers to **conduct interviews, usability testing, heuristic evaluations**. Created mobile-first, **WCAG-compliant** donation flow designed to increase donor engagement through improved usability and transparency.
- Designed a patient-focused **mobile app** for *Continuous Precision Medicine (CPM)* that used **gamification** and **data visualization** to help patients track opioid use and avoid dependence.

VISUAL/GRAPHIC DESIGNER

North Carolina State University | 01/2019 – 04/2025

Created WCAG-compliant digital assets, emails, annual reports, ads and recruitment materials aligning with brand guidelines and systems. Collaborated with stakeholders to solve complex communication challenges.

LEAD DESIGNER & MANAGER

BeyondBlue | 06/2005 – 02/2016

Led design team, mentoring junior designers and optimizing business operations through streamlined workflows. Designed user-friendly e-commerce websites plus all digital and print campaigns.

EDUCATION

College of Design at North Carolina State University

BA in Art and Design – concentration in Product Design (Summa Cum Laude, Study Abroad)

Recent Certifications and Training

- Advanced Accessibility: How to Design for All | Interaction Design Foundation
- AI for Designers | Interaction Design Foundation
- Design for the 21st Century with Don Norman | Interaction Design Foundation
- Open Design | Duke University
- Google UX Design Specialization | Coursera

PROFESSIONAL AFFILIATIONS

Triangle UXPA — Board Secretary, Executive Council

SKILLS

Tools:

Figma, Adobe Creative Suite (XD, Illustrator, Photoshop, InDesign), Miro, Mural, AI-assisted design tools, familiarity with HTML/CSS

UX/UI Skills:

User Research, Usability Testing, Information Architecture, Interaction Design, Prototyping, Journey Mapping, Data Visualization, Design Systems, Responsive & Enterprise Design, Developer Handoff, Agile/Scrum

Product & Accessibility:

Product Strategy, Design Thinking, Cross-functional Collaboration, WCAG Accessibility, Inclusive Design, Analytics-informed Design, Conversion Optimization, SEO/AEO (Answer Engine Optimization – for AI search)

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