



Lori Lundy

user experience designer

I am a passionate designer with a human-centered approach. My avid curiosity and team-oriented nature enable me to identify business opportunities and craft creative solutions to help people accomplish their goals.

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EDUCATION

University of Dayton

AUGUST 2011–MAY 2015 | DAYTON, OHIO

BFA in Graphic Design, Minor in Marketing

3.97/4.00 GPA, Summa Cum Laude

Academic Honors

President's Merit Scholarship | 2011–2015

Chaminade Scholars Program | 2011–2015

University Honors Program | 2011–2015

Relevant Coursework

Design | Interaction Design, Advanced Web Design, Typography I & II, Digital Processes I & II, Design Science Synthesis, Graphic Design I, II & III

Marketing | Digital Marketing, Principles of Selling, Advertising, Global Marketing

SKILLS

Personal | Highly motivated, detail-oriented, collaborative, passionate leader, visionary thinker, innovative designer, effective project manager and communicator, strategic planner

Proficiencies | Adobe CS: Illustrator, Photoshop, InDesign, XD; Sketch; Figma; HTML5, CSS

MEMBERSHIP

Columbus IxDA Leadership Team | 2016–2018

AIGA, Cincinnati Chapter | 2015

Students Today Alumni Tomorrow | 2013–2015

Campus Ministry Lighthouse Retreat Team | 2014

DESIGN EXPERIENCE

Huntington National Bank

INTERACTION DESIGNER, 2017–2019 | COLUMBUS, OHIO

Leveraged a user-centered design process to create multi-channel experiences for customers. Collaborated with UX colleagues, product managers, brand partners, and IT teams to develop a full understanding of the Huntington customer journey. Led multiple projects in the digital portfolio while creating IA diagrams, wireframes, and prototypes that informed requirements discussions and supported usability testing.

Crown Equipment Corporation

INTERACTION DESIGNER, 2015–2017 | NEW BREMEN, OHIO

Was responsible for research, user experience, and interface design of Crown's next-generation warehouse management software. Created wireframes, prototypes, and high-fidelity mockups to share vision with stakeholders. Interfaced with project leads, business analysts, and developers to create cohesive user experiences.

Procter and Gamble

BRAND IDENTITY DESIGN CO-OP, SUMMER 2014 | CINCINNATI, OHIO

Managed the redesign of the Joy brand: conducted research, wrote and presented brief to Marketing Director and Brand Manager, and provided vision and feedback to design agency. Created brand timelines to be utilized in brand guideline books and stored in P&G Archives Center. Presented final projects to Design Managers.

Orpheus Art & Literary Magazine

SENIOR DESIGN EDITOR, 2013–2015 | DAYTON, OHIO

Chosen to design, produce, and coordinate printing of four bi-annual publications of submissions for UD's oldest student organization while managing timeline and budget.

AWARDS AND EXHIBITIONS

AIGA Cincinnati Portfolio Review | 2015

Awarded "Best Portfolio in Show"

AAF Regional Awards | 2015

Awarded gold for Fall 2014 issue of the *Orpheus*

AAF Dayton Addy Awards | 2013, 2015

One silver and three bronze awards

AICUO Award for Excellence in the Visual Arts | 2014

One of two UD seniors selected by faculty

Bella and Josephine Horvath Scholarship | 2013

Awarded for excellent performance in second year review

Short North Gallery Hop, 2015 | COLUMBUS, OHIO

Work displayed in Marcia Evans Gallery window

Stander Symposium Exhibit, 2013, 2014 | DAYTON, OHIO

Collaborative project for a geological mini-museum

Horvath Student Exhibition, 2012, 2013 | DAYTON, OHIO

Two single entries for juried student exhibition

ADDITIONAL EMPLOYMENT

Housing and Residence Life

NEIGHBORHOOD FELLOW, 2014–2015 | RESIDENT ASSISTANT, 2013–2014 | DAYTON, OHIO

Fostered student growth through community development, mentoring, and creative programming while serving as a liaison between peers and the university.

Normal Parks and Recreation

AQUATICS MANAGER, SUMMER 2013 | LIFEGUARD, SUMMERS 2008–2012 | NORMAL, ILLINOIS

Supervised over 100 employees, oversaw operations, planned and executed training, and worked with management staff.