

**LORI E LODWICK**

Dallas, Texas

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www.lorilodwick.com

**EDUCATION:**

**ART INSTITUTE OF BOSTON**

Boston, Massachusetts

Photography with concentration in Interactive Media

**AUBURN UNIVERSITY**

Auburn, Alabama

BFA with concentration in Advertising Graphic Design

**EXPERIENCE :**

2014 – Present

**projekt202**

Dallas, TX

Experience Architect

Responsible for providing experience strategy and oversight of research, UX and visual direction for client teams. Our methodology involves observing people in context, where they work, play or live to understand goals, needs and aspirations as they go about their daily lives. Meaningful insights for experience strategy are developed within this deep, behavior-based understanding of users or customers, revealing customers' unmet needs, wants and motivations — which drives experience strategy and delivery of sophisticated software that improves any and all touchpoints across the user journey. Clients include Southwest Airlines, FedEx and Sprint in a range of enterprise and consumer custom software design.

2012-2014

**THOUGHTWORKS**

Dallas, Texas

Experience Design Lead

Responsible for experience design strategy and delivery across web, mobile and tablet applications throughout North America. Work with teams composed of clients, strategists, business analysts, developers, research and QA in a collaborative, rapid and iterative continuous design and delivery methodology. Incorporate low fidelity and high fidelity techniques to create intuitive, relevant and emotionally engaging interface designs.

2009 – 2012

**ENGAUGE**

Atlanta, Georgia

Associate Creative Director

Responsible for providing leadership, strategy and creative direction to teams in primarily web, tablet, mobile and social media, with natural extensions in traditional media. Work with clients to understand business needs and create engaging campaign solutions that resonate with consumers across multiple channels. Collaborate with account directors, brand planning, media, user experience, content strategy, research and technology to develop best of breed, award-winning work.

2007 – 2009

**LX2 DESIGNS**

Atlanta, Georgia

Creative Director

Responsible for design strategy, marketing, design direction and development of digital campaigns from concept through implementation. Work ranged from web and mobile designs to social media campaigns for small and large businesses.

2001 – 2006

**THE WEATHER CHANNEL INTERACTIVE**

Atlanta, Georgia

Creative Director

Responsible for providing leadership, creative direction and management for the TWCi Experience Design team. Define methodology for team from concept creation through final implementation for web, mobile, and desktop applications. Collaborate with Research, Marketing, Content, Technology, Ad Products, and Ad Sales teams to develop integrated strategies for more engaging product designs and more effective integration and targeting of ads. Leverage market research to better understand and develop strategies around user behavior. Work closely with marketing team to create an integrated experience across TV, web, desktop, and mobile products. Manage growth and development of experience design team. Responsible for scoping work, managing resources and quality of work, in addition to developing team structure, hiring, mentoring, coaching, and reviews.

1998 - 2001

**IXL/Razorfish**

Atlanta, Georgia

Associate Creative Director

Responsible for creative direction and brand development of e-commerce solutions for fortune 500 clients. Responsibilities included development of creative strategies in conjunction with brand and marketing leads, leadership of creative teams in branding, ideation and design, development of competitive benchmark analysis, focus group research, usability testing, and presentations to clients. Other responsibilities included defining methodologies for interface design and brand building.

**BIO**

I approach my work and life with a blend of curiosity, passion, purpose, dedication and empathy. I draw from rich expertise as a designer, artist, traveler and athlete to consistently strive for "best of experience design," pushing myself and my team to stretch from good to great solutions. I'm a strong advocate for empowering designers and teams to stretch and grow as professionals, as well as individuals.

**ONLINE PORTFOLIO:**

www.LoriLodwick.com