

ELEANOR OPDAHL, CMI

MEDICAL ILLUSTRATOR | DIGITAL ASSET LIBRARIAN

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EDUCATION

- 2017** **The Johns Hopkins University School of Medicine**
Master of Arts, Medical & Biological Illustration
- 2015** **Mississippi State University**
Bachelor of Fine Arts, Drawing - *summa cum laude*
Biology Undergraduate Research Program

EXPERIENCE

May 2024 - present **SENIOR MEDICAL ILLUSTRATOR & ANIMATOR**
WebMD Ignite - Remote

Sept. 2017 - April 2024 **SENIOR MEDICAL ILLUSTRATOR**
Healthwise - Boise, ID/Remote

- Created a diverse library of award-winning patient education illustrations, adhering to the style guide (style-matching).
- Collaborated with a creative team in weekly critiques, providing and eliciting feedback to ensure cohesion and brand adherence.
- Developed and iterated on workflows for multiple asset types, from assignment to production, review, and publication, and ensured cross-team alignment to meet organizational goals.
- Trained and supervised others on style-matching, file structure, asset management, and operational processes.

SPECIAL PROJECTS:

- **Diversity & Representation Project** — Designed and executed the development of a diverse library of human figures made for re-use in new assets. Utilized asset management tools to monitor and improve diversity across content subsets. Created documentation and guidelines around our approach to diversity in visual content.
- **Digital Asset Management (DAM)** — Consulted stakeholders to create a DAM taxonomy that supports a broad variety of visual assets. Leveraged metadata to assess health and status of assets and plan future content.
- **Continuing Education** — Facilitated trainings for all content creators on topics such as medical evidence standards, accessibility guidelines, inclusive content for non-binary audiences, and diversity in visual content.

May 2017 - Sept. 2017 **PATIENT EDUCATION SPECIALIST**
Johns Hopkins Hospital - Baltimore, MD

- Created friendly, accessible illustrations for patients, simplifying the communication of complex vascular conditions to aid in shared decision-making between patients and providers.
- Wrote and edited text content to meet the Plain Language (6th-8th grade reading level) requirement, making it accessible to adult patients regardless of educational background.

TECHNOLOGY

Digital Asset Management — Adobe Experience Manager, Cloudinary, Kontent.ai
Adobe Creative Cloud — Photoshop, Illustrator, InDesign, After Effects
Office — Word and Google Docs, PowerPoint/Slides, Excel/Sheets
Additional — Wrike, Mural, Wordpress, AirTable, Jira, Monday, Canva

STATEMENT

I use empathy and creativity to create user-centered educational content that empowers people. I use my love of logic to build intuitive taxonomies for visual assets. I am team-oriented and focus on maximizing the strengths of each member.

SKILLS

- Collaboration + team building
- User-centered design
- Project management
- Workflow creation and optimization
- Digital asset management, taxonomy development
- Design, typography
- Written, spoken, presentational expertise
- Medical research, parsing complex information
- Medical illustration, medical-legal illustration, technical illustration, patient education
- Dynamically filling roles to meet team needs

AWARDS

- **Digital Health Awards**
 - **Gold Award, 2022**
Spinal and Epidural Anesthesia
 - **Merit Award, 2022**
Assisted Cough: Abdominal Thrust Assist
 - **Bronze Award, 2021**
Pediatric Inhaler Use
 - **Gold Award, 2021**
Asthma in Children
 - **Merit Award, 2021**
Lichen Planus on Skin
- Association of Medical Illustrators
 - **Merit Award, 2017**
Infantile Hemangioma Patient Education