

Alan Long

alanlong.design

I’m a member of the design team at HYD and serve on Interbrand’s Horizon Board. Previously I led the design and development of digital platforms at Cheerful Twentyfirst. Notable clients include Google, Samsung, WSJ and GSK.

Experience

HYD – Agency (Partnered with Interbrand)

UX/UI Designer | 2021 – Ongoing

- Led the design of digital products for a number of clients across a breadth of industries.
- Typically working in agile multi-disciplinary product teams, composed of a UX research, UX design, development team and product owner/manager.
- Deliverables included UX audits, cross-platform design systems, complex b2b products operating in highly regulated industries and brand lead consumer facing products.
- Client facing, presenting work to a range of stakeholders including leadership.

Cheerful Twentyfirst – Agency

Design Engineer | 2020 – 2021

- Lead UX and UI design for digital platforms.
- Lead the development of digital platforms (HTML/CSS/JS).
- Client commissioned new projects based on their experience working with me.
- Client facing from pitch, to project completion.
- Create static and motion assets for projects across the agency.

Axis Investment – Start-up

Product Designer | 2019

- Developed a business plan into a product specification.
- Designed a high-fidelity prototype for investors.
- Designed a low-fidelity MVP for developers.
- Defined an identity for Mercury investment platform.

Freelance designer and developer

Designer & Developer | 2017 – 2020

- Designed and built websites for a range of clients.
- Designed apps for iOS and Android.
- Created identities for businesses and products.

Leadership

Interbrand Horizon Board

One of twelve Interbrand employees 2023-24 who consult with Interbrand’s executive team on a range of topics. I’ve focused on the impact AI will have on Interbrand’s business.

Education

University of the West of England

Digital Media BSc (Honours) – First class
Second year spent at ITU Copenhagen

2016 – 2019

Hard skills

Figma, Framer, Sketch, Webflow
HTML CSS (Advanced)
Javascript, PHP, Java (Basic).
Vue, React, Git, Android Studio
Photoshop, Illustrator, InDesign
After Effects, Premier, Blender

Soft skills

Working Independently
Workshop facilitation
Pitching & presenting
Cross-disciplinary collaboration