

Alan Long

alanlong.design

I’m a member of the digital products design team at Interbrand. Previously I led the design and development of digital platforms at Cheerful Twentyfirst. Notable clients include Google, Mercedes-Benz, Samsung and WSJ.

Experience

Interbrand – Agency

UX/UI Designer | 2021 – Ongoing

- Led the design of digital products for a number of clients across a breadth of industries.
- Deliverables included UX audits, large scale token based multi-platform design systems, complex b2b products operating in highly regulated industries and brand lead consumer facing products.
- Experienced working with user researchers, product manager/owners and developers in agile teams.
- Client commissioned new projects based on their experience working with me.
- Client facing, presenting work to a range of stakeholders including leadership.

Cheerful Twentyfirst – Agency

Design Engineer | 2020 – 2021

- Lead design and development of digital platforms.
- Client commissioned new projects based on their experience working with me.
- Client facing from pitch, to project completion.
- Created 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 pitch focused prototype for investors.
- Designed a low-fidelity MVP for developers.

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.

Education

University of the West of England

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

2016 – 2019

Volunteering/Extra responsibilities

Mentoring

Ongoing mentoring of graduate designers building a career in product design.

Interbrand Horizon Board 2023-24

One of ten Interbrand employees who consult with Interbrand’s executive team. I focused on the impact AI will have on Interbrand’s business.

Cambridge University

Created the brand and online presence for Cambridge University’s open-source ventilator system initiative.

Bath University

Provided UX expertise to Gitbuilding, an open-source hardware Git tool.

Tools/Skills

Design

Figma, Framer, Sketch, Webflow (Advanced)
Photoshop, Illustrator, InDesign (Advanced)
After Effects, Premier, Blender (Basic)

Development

HTML, CSS (Advanced)
Javascript, PHP, Vue, React, Git (Basic)