

# ARVIN DANG

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With over 12 years in product development, I've worked across front-end, Rails development, design strategy, and interaction design. I've led cross-functional teams, driven product strategy, and delivered solutions that balance user needs with business goals.

## WORK

NORTHWESTERN UNIVERSITY

### SEGAL DESIGN INST.

#### Adjunct Lecturer

DSGN 241: Wireframing and App Design is a course I developed and currently teach at Northwestern, designed to meet student demand for career-focused skills in product design. The course introduces students to the fundamentals of wireframing and app design using Figma. By the end of the class, each student completes an entire app flow, fully designed and prototyped, ready to showcase in their portfolio.

2022 – PRESENT

### TXI

#### Senior Product Designer

At TXI, a Rails and React software development firm, I partnered closely with product managers and engineers to lead cross-functional teams in delivering custom software. My role involved driving product strategy, facilitating qualitative research to align user needs with business objectives, and managing the end-to-end product lifecycle. Key clients I worked with include AbbVie, McKinsey, PerkSpot, and ISACA.

APRIL 2021 – NOVEMBER 2023

### SALESFORCE

#### Senior Interaction Designer & Design Strategist

At Ignite, a client services team for Salesforce's top customers, I supported cross-functional teams, leading design strategy and execution. Key projects included a tool for all Walmart in-store employees, improving the agent experience with Farmers Insurance, and facilitating executive workshops for Mahindra & Mahindra in India.

OCTOBER 2016 – APRIL 2021

### GRAVITYTANK

#### Interaction Designer & Design Strategist

At Gravitytank, a design strategy firm, I led design for S&C Electric's field operations. I also facilitated "Work Differently" workshops, introducing clients to our design thinking philosophy and approach.

MARCH 2016 – OCTOBER 2016

## PORTFOLIO

[https://arv.in/assets/Portfolio\\_Design.pdf](https://arv.in/assets/Portfolio_Design.pdf)

## LINKS

[github.com/arvindang](https://github.com/arvindang)  
[linkedin.com/in/arvindang](https://www.linkedin.com/in/arvindang)

## WORK CONT.

### **DRAWN** (formerly MU/DAI)

#### Front-End Developer & Interaction Designer

MU/DAI (*moo-dye*) was a startup design firm. I led front-end development across projects including digital payments and student exchange.

DECEMBER 2014 – MARCH 2016

### THE STARTER LEAGUE

#### Operations, Rails & Front-End Developer

The Starter League was the first web development bootcamp, founded in Chicago. I managed admissions, supported operations, designed and built internal tools, and taught front-end development for student cohorts as large as 120 per quarter.

SEPTEMBER 2011 – MARCH 2014

## MENTORSHIP

THE UNIVERSITY OF CHICAGO

### BOOTH SCHOOL OF BUSINESS

#### Adjunct Lecturer

I held a series of storytelling and narrative workshops to guide user centered problems and solutions.

2018 – 2019

### AIGA

#### Group Lead

I led a cohort of 22 junior and associate designers through a 6-week course. Students paired on activities and left with an understanding of typical product cycles and roles.

2017

### TECHSTARS

#### Front-end Development, Design and Research

I provided front-end, design and research support for all 10 companies in the cohort.

2014

## EDUCATION

### University of California, Riverside

BA, English; Minor, Business Mgmt.