Daniel Lang

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EXPERIENCE

iboss Cybersecurity   **August 2017 – Present**

User Experience Analyst

- Improved customer satisfaction +10% by using user interviews to identify UX pain points
- Jumpstarted B2B user research at iboss by recruiting 20 participants for first research study
- Designed and executed 18 research initiatives to obtain internal and client-facing insights
- Created wireframes based on research and worked with developers to push them to production

ACG Boston   **Spring 2017**

Marketing Consultant

- Analyzed membership stats to develop a pricing strategy for increasing gross revenue by 10%
- Created 4 targeted buyer personas and a demo reel based on interviews with over 30 customers
- Presented actionable recommendations for reducing membership churn to executive directors

Tufts Cycling Team   **2015 – 2017**

Webmaster

- Redesigned website and received 10 new requests to join the team through website link
- Increased Instagram and Facebook engagement with 3% semester-over-semester growth
- Improved team strength by leading 50-mile training rides and placing top 5 in over 50% of races

Children's Hospital, Waltham Clinic   **Fall 2016**

Product Designer

- Modified children's electric car to meet accessibility needs of patients with Cerebral Palsy
- Rewired the car with a new aux input to accept commonly used assistive control buttons
- Developed user requirements and design input matrices to ensure an effective outcome

TECHNICAL SKILLS

UX Research & Design: high proficiency with user interviews, usability tests, creating user stories and personas, strategic planning, wireframes (Sketch), prototypes (Invisionapp), Agile methodology

Software and Tools: proficient with Illustrator, Adobe XD, Photoshop, Qualtrics, draw.io, Balsamiq

Programming Languages: limited coding experience with HTML, Javascript, CSS (danlangdesign.com)

Languages: complete fluency in English and Mandarin Chinese

EDUCATION

Tufts University   **May 2017**

Biopsychology, B.S., Dean's List

Relevant Coursework: Human Factors and Ergonomics, Assistive Technology, Web Programming, Data Structures, Statistics in Behavioral Psychology, Experimental Psychology, Entrepreneurial Marketing

Continued Education: CFA Exam Level I Candidate, Hubspot Inbound Marketing, iboss Certified Professional