Dan Lang

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EXPERIENCE

pMD   **June 2018 – Present**
Senior UX Designer
- Driving redesign of entire web platform from old UI to a new responsive UI with improved user flows
- Designed the UI and user journey for pMD's Telehealth product (33K+ active patients in 3 weeks)
- Created the visual design and user journey for the user sign-up flow on iOS and Android (10k+ new users)
- Executed cross-platform product design enhancements to iOS, Android, and desktop website experiences
- Managed external engineering resources to update public website updates and hit tight timelines

iboss Cybersecurity   **2017 – May 2018**
UX Analyst / UX Researcher
- Improved customer satisfaction 10% by identifying UX pain points with user interviews
- Executed 18 market and customer research initiatives to improve overall user experience
- Lead UX research process; wrote 94 TestRail cases to eliminate broken UI elements

ACG Boston   **Spring 2017**
Marketing Consultant
- Analyzed membership stats to develop a pricing strategy to increase gross revenue by 10%
- Created 4 targeted buyer personas and a demo reel based on interviews with over 30 customers

Children's Hospital, Waltham Clinic   **Fall 2016**
Assistive Technology Product Design
- Modified children's electric car to meet accessibility needs of patients with Cerebral Palsy
- Designed and implemented the project car with aux jack to accept accessible control inputs

SKILLS

UX Research & Design: highly proficient with user interviews, usability tests, strategic planning, wireframes, prototyping, UX writing, market research, survey design, and Agile development (Jira, Confluence)

Software and Tools: highly proficient with Sketch & Figma, Illustrator, Adobe XD, Photoshop, Qualtrics

Programming Languages: proficient with HTML, Javascript, CSS

Languages: master in English and Mandarin Chinese (fluent speaker)

EDUCATION

Tufts University   **May 2017**
Biopsychology, B.S., Dean's List

Relevant Experience: Assistive Technology Design, Human Factors and Ergonomics, Web Programming, Data Structures, Behavioral Psychology, Experimental Psychology, Entrepreneurial Marketing

Certifications: CFA Exam Level I Candidate, , Hubspot Inbound Marketing, iboss-certified cybersecurity