Daniel Lang

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EXPERIENCE

iboss Cybersecurity   **August 2017 – Present**
UX Analyst

- Improved customer satisfaction 10% by identifying UX pain points with user interviews
- Redesigned wireframes and wrote detailed UX copy to smooth user flow for SaaS product
- Executed 18 market and customer research initiatives to improve overall user experience
- Launched 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
- Presented actionable recommendations for reducing membership churn to executive directors

Arbour Hospital   **2015 – 2017**
Mental Health Associate

- Collaborated with a team of physicians, psychiatrists, and RNs to provide care to 25 patients/unit
- Applied conversational interview techniques to identify psychiatric and emotional triggers
- Lead therapy sessions to build empathy between patients of different cultures and backgrounds

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

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

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

Languages: fluent in English and Mandarin Chinese, exposure to Brazilian Portuguese

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