Daniel Lang

(781) 354-4898 / daniel.lang@tufts.edu

danlangdesign.com

EXPERIENCE

iboss Cybersecurity   **2017 – Present**

User Experience Analyst

- Excited to improve customer satisfaction +10% by using user interviews to identify UX pain points
- Jumpstarted B2B user research process by recruiting 20 participants and documenting workflow
- Reduced development costs by working with developers and designing wireframes under Agile
- Wrote automated and manual QA test cases to decrease developer "fire drill" occurrences

Tufts Cycling Team   **2015 – 2017**

Webmaster

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

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

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

SKILLSET

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

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

Programming Languages: Limited coding experience with HTML, Javascript, CSS, for personal website

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

EDUCATION

Tufts University   **May 2017**

Biopsychology, B.S., Dean's List

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

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