Dan Lang

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EXPERIENCE

pMD   **June 2018 – Present**
Senior UX Designer
- Designed the UI and user journey for pMD's first Telehealth product (33K+ patients in 3 weeks)
- Created the design and flow for pMD's first user self-sign up process on iOS and Android
- Executed cross-platform product design for iOS, Android, and desktop website experiences

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

Arbour Hospital   **2015 – 2017**
Mental Health Associate
- Collaborated with a team of physicians, psychiatrists, and RNs to provide care to 25-patient units
- Applied conversational interview techniques to identify psychiatric and emotional triggers

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, personas, 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