



Dan Lang

San Francisco, CA • (415) 815-8094 • dan@danlangdesign.com

EXPERIENCE

pMD

June 2018 – Present

Lead UX Designer

May 2022 – Present

- Leading and mentoring the design team at pMD in the creation of a new patient wellness platform
- Led design and implementation of new patient payment feature to collect on over \$250K of patient balances
- Drove a complete redesign of pMD's public-facing website across the finish line in 3 months by fixing bugs, writing marketing content, updating layouts in Webflow, and partnering with an external developer

Senior UX Designer

Jan 2020 – Apr 2022

- Designed PMD's tele-health product on the mobile app from the ground up (33,000+ active patients)
- Led the first redesign in 10 years of the provider-facing desktop UI; implemented for all new RCM users
- Executed cross-platform product design enhancements to iOS, Android, and desktop website experiences

UX Designer

Jun 2018 – Dec 2019

- Created the visual design and onboarding path for the free version of the pMD mobile app (10k+ new users)
- Designed interactions, high-fidelity mockups, and animations for a new voice messages feature for mobile
- Crafted new icons and graphic assets for the marketing team to increase lead-gen on the public website

iboss Cybersecurity

August 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
- Led UX research process; wrote 94 TestRail cases to eliminate broken UI elements

Boston 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 input types

PERSONAL DESIGN PROJECTS

AutonomyAI

Cofounder - Design and Brand

- Creating high-fidelity mockups of mobile app UI for autonomous drones to survey and prevent wildfires

SKILLS

UX Design & Research: Highly proficient in high and low-fidelity mockups, wireframes, prototyping, UX writing, user interviews, usability tests

Software and Tools: Highly proficient in Figma, Sketch, Illustrator, Photoshop, Webflow, Qualtrics

Programming: Proficient with Javascript, HTML, CSS

Languages: English and Mandarin Chinese

EDUCATION

Tufts University

May 2017

Biopsychology, B.S.