



# Daniel Lang

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[danlangdesign.com](http://danlangdesign.com)

## EXPERIENCE

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### 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

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**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

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### 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

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**Continued Education:** CFA Exam Level I Candidate, Hubspot Inbound Marketing, iboss Certified Professional