LONG DUONG
USER EXPERIENCE / USER INTERFACE DESIGNER

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Profile

Successful in a diverse dynamic and fast-paced internet environment (service, medical and industrial sectors) for more than 15 years. Experienced in web/software applications, user interface, print advertising, industrialized products and interaction designs. Rigorous yet creative with attention to detail to solve varied design issues in usability research, human-computer interaction, and web infrastructure. Able to apply clear understanding of business strategy for prioritization, user interface design principles, product build cycle, usability and interpersonal skills to meet tight deadlines.

Career History

Jun 2011 : Present	cPanel, Inc.	// UX/UI Designer
Jan 2005 : Dec 2013	BE7A LLC	// Co-Founder
Oct 2007 : Jun 2011	Lloyd's Register Technical Services	// UI/Web Developer
Feb 2009 : Jul 2009	Ansh Labs LLC	// UX Engineer
Jul 2001 : Oct 2007	Beckman Coulter - Diagnostic Systems Labs	// Web Designer
Jun 1999 : Jul 2001	MegaMania Interactive Inc	// Web Developer
Jun 1999 : Sept 1999	Houston Creative Connections (Aquent)	// Graphic Designer
Jul 1997 : Jun 1999	Silver Express Fine Sterling Silver	// Graphic Designer

Key Experience

// Identify and understand business issues to provide effective solutions to solve key design challenges in existing user interface that focuses on maintaining internal and external business continuity and efficient functionality.

// Participate and collaborate with clients, software developers, project managers, and researchers to refine the user experience in concept development and detailed specification of visual designs for user interfaces.

// Optimize visual designs and user interface/form designs to address business, brand, market and user requirements (including storyboard, prototype, design, and production of screen layouts, color palettes, typography, and interface elements).

// Develop, optimize, scale, execute, and maintain web applications and software deployment, test plans, and design.

// Execute, perform, and analyze qualitative usability testing.

// Experience in Agile Development approach & Scrum management methodologies.

Conferences + Seminars + Education

Mar 2018	Neilson Norman Group UX Conference - Los Angles, CA
Jun 2017	Financial Forecasting / American Management Association - Chicago, IL
Sept 2016	Mozcon / Digital Marketing - Seattle, WA
Nov 2015	Future of Web Design - New York City, NY
Jan 2014	Agile Marketing Boot Camp / American Management Association - Washington, DC
Sept 2013	User Experience Training (Kelsey Ruger) - Houston, TX
Mar 2010 & 2011	South by SouthWest Interactive (SXSWi) - Austin, TX
Oct 2008	User Interface Engineering (UIE) Conference - Boston, MA
May 1996	Bachelor of Fine Arts / Industrial Design / RIT - Rochester, NY

Abilities

multidisiplinary

User Interviews	★★★★☆
User Testing	★★★★☆
A/B Testing	★★★★☆
Rapid Prototype	★★★★★
Grid Based Layout	★★★★★
Behavior Analysis	★★★★☆
Responsive Design	★★★★★
Info Architecture	★★★★★
Wireframe	★★★★★
Digital Marketing	★★★☆☆

development code

HTML5	★★★★☆
CSS3	★★★★☆
PHP	★★★☆☆
jQuery	★★★☆☆
Javascript	★★☆☆☆
Scss/Sass	★★★☆☆
Less	★★★☆☆
NPM/NodeJS	★★☆☆☆
Command Line	★★☆☆☆
GulpJS/GruntJS	★★☆☆☆
Wordpress	★★★★☆
Bootstrap	★★★★★
Foundation	★★★★★
Jekyll Static Gen	★★★★☆

software tools

VS Code/Atom	★★★★☆
Git/Github	★★★☆☆
MAMP/Xamp	★★★☆☆
Optimizely	★★★★☆
Hotjar/CrazyEgg	★★★★☆
UsabilityHub	★★★☆☆
Google Analytics	★★★☆☆
Photoshop	★★★★☆
Illustrator	★★★★☆
Experience Design	★★★★☆
Indesign	★★★☆☆
SimplyCast	★★★☆☆
SurveyGizmo	★★★☆☆
MS Office	★★★☆☆
Apple iWorks	★★★☆☆

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Career History

UX/UI Designer
Jun 2011 : Present

cPanel, Inc.
Provide web hosting software that automates the intricate workings of web hosting servers.

Lead & collaborate usability research, information structure, wireframe prototype, design, develop, and maintain more than 15 websites and 2 software applications. • Perform and analyze A/B Testing stats. • Design, develop & assemble general user experience library to unify a consistent brand and improve how teams build experiences. • Continually optimize and automate digital communication for both internal & external stakeholders.

Co-Founder
Jan 2005 : Dec 2013

BE7A LLC
A part time consultant and lead designer.

Led the creative vision, user experience, and web development. • Managed web development & architected website redesign in Wordpress. • Successfully built a community of thousands of unique visitors on a minimal budget. • Analyzed stats and optimized features for conversion and usability. • Catered to over 15 clients life-to-date.

UI/Web Developer
Oct 2007 : Jun 2011

Lloyd's Register Technical Services
A risk-based asset management and task plan strategies.

Led UI developer for Arivu & Arivu Modelor - an asset maintenance plan based on web application technology for Energy business sector. • Developed, maintained, and improved usability and accessibility of modules, administrative interface, and overall structure workflow. • Developed and customized CSS templates framework to accommodate business' brand.

UX Engineer
Feb 2009 : Jul 2009

Ansh Labs LLC
Medical Devices Industry

Researched, analyzed, and developed user experience design of medical devices software, instrumentation interfaces, web, and mobile application. • Defined and improved information/visual architecture.

Web Designer
Jul 2001 : Oct 2007

Beckman Coulter
A specialty technology for reproductive endocrinology and cardiovascular risk assessment.

Successfully implemented over 20 internet and email marketing campaigns. • Managed $150,000 - $300,000 budget with over 20 publishers, 15 exhibit meetings, and 10 online advertising campaigns. • Designed and distributed over 15,000 product catalogs and listings on yearly basis. • Conceptualized and designed instrumentation and package design from initial stage to final products. • Designed and improved software Graphic User Interface (GUI), web-based applications, component designs, site navigation, and keypad user interfaces.

Web Developer
Jun 1999 : Jul 2001

MegaMania Interactive Inc
A web design services, ecommerce solutions, application development and hosting provider.

Collaborated on developing, designing, improving, and hand-coding the infrastructure of 123city.net (geographic local search engine). • Established, customized & implemented internet/intranet solutions on variety of projects. • Designed more than 25 web base templates, 30 banner/billboard ads, and 10 electronic animated greeting cards.

Graphic Designer
Jun 1999 : Sept 1999

Houston Creative Connections (Known as Aquent)
A professional firm in helping companies to make use of people, processes, and tech more effectively.

Graphic Designer
Jul 1997 : Jun 1999

Silver Express Fine Sterling Silver
A manufacturer of sterling silver, stone, and bead jewelry.

References

Aaron Phillips
Chief Strategy Officer
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Stephen Brent May
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