



Dan Lang

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SUMMARY

Design leader with 8+ years shipping cross-platform products, design systems, and AI-native experiences, including voice-driven conversational AI. Combines design craft with business ownership to lead brand marketing and increase demand generation, growing ARR pipeline to \$13.1M (153% above goal) in 2025. Native-heritage Mandarin speaker.

EXPERIENCE

pMD

June 2018 – Present

Senior Product Marketing Manager

2024 – Present

- **Brand & Positioning:** Led full product line rebrand to strengthen premium positioning, improve retention, and reduce support volume; established company-wide style, tone, and voice guidelines adopted across internal teams and external vendors
- **Demand Generation:** Generated \$13.1M in potential ARR pipeline in 2025 (\$252K/week avg), surpassing the \$100K weekly goal by 153%, as sole owner of Meta campaigns and external agency direction for all paid search
- **Sales:** Sourced and closed \$150K in new business in 2025 as primary sales contact, owning the full cycle from lead to close
- **Design Leadership:** Mentor pMD's lead product designer through design feedback sessions on customer-facing experiences; provide creative direction across product, marketing, and brand work; led brand and logo creation for a new core product feature

Lead UX Designer

May 2022 – 2024

- **Conversational AI:** Designed a voice-driven, LLM-based AI agent experience for Apple Watch where users interact via natural voice prompts on a constrained wearable form factor
- **AI Product Design:** Designed UX for an AI-powered insurance eligibility feature that eliminated manual facesheet-to-record verification, reducing overhead for medical billing teams. Designed in-product upsell placement that drove non-paying users to inquire, generating \$75K in feature usage revenue.
- **Enterprise Platform Redesign:** Sole designer on pMD's desktop physician platform (patient census, records, documentation, charge capture), partnering with the in-house physician tech lead to deliver a unified EHR and billing experience
- **Team Leadership:** Hired, managed, and mentored pMD's first junior designer, growing them into the company's lead product designer; continue to provide design direction on customer-facing experiences

Senior UX Designer

Jan 2020 – Apr 2022

- **Design System:** Built pMD's cross-platform design system spanning web, iOS, and Android, later maintained and expanded by the designer I mentored
- **0-to-1 Products:** Took pMD's telehealth product from 0 to 1 (33,000+ patient users in 3 weeks), led physician-facing web product redesign, and shipped a patient payment feature that collected \$250K in outstanding balances

UX Designer

Jun 2018 – Dec 2019

- **Mobile & Brand:** Designed onboarding and visual experience for pMD's free mobile app tier (10K+ signups), voice messaging interactions, and icon system used across marketing channels

AutonomyAI

April – August 2023

Design Co-founder

- **Product Design:** Sole design lead among three co-founders; designed brand and mobile app UX for an autonomous drone system targeting wildfire prevention and land surveying. Two technical co-founders built a working flying drone prototype, with a verbal customer commitment in place.
- **Outcome:** Applied to Y Combinator; did not advance. Venture closed after fundraising did not materialize.

iboss Cybersecurity

August 2017 – May 2018

UX Analyst / UX Researcher

- **UX Research:** Conducted user interviews and 18 research initiatives that improved customer satisfaction by 10%

SKILLS & LANGUAGES

UX Design & Research: Cross-platform design systems, AI-native interaction design, conversational UX, information architecture, design leadership, design strategy

Marketing & Business: Brand strategy, demand generation, Meta/Google Ads, sales enablement, B2B sales, vendor management

Tools: Figma, Sketch, Adobe CC, Webflow, Qualtrics, JavaScript, HTML, CSS

AI Tools: Claude (text, automation, AI-assisted prototyping), ChatGPT (text, visual), Figma AI, Adobe Firefly

Languages: English, Mandarin (conversational, native-heritage)

EDUCATION

Tufts University

Biopsychology, B.S.