

# Danyang Long

User Experience Designer | Visual Designer | Interior Designer

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Multidisciplinary UX/UI Designer with 5+ years of experience across e-commerce, healthcare, and product branding. Skilled at translating user needs into intuitive digital experiences through thoughtful research, scalable design systems, and visually compelling interfaces. Proven success leading end-to-end projects and driving engagement through data-informed design decisions.

## Area of Expertise

- **UX/UI Design:** Wireframing, Prototyping, Interaction Design, Usability Testing
- **Visual & Brand Design:** Brand Identity, Design Systems, Iconography, Illustration
- **Product Strategy:** Design Thinking, User Research, Persona Development
- **E-commerce Design:** Shopify Development, Mobile Optimization, Conversion UX
- **Collaboration:** Cross-functional Teams, Agile Processes, Client Presentations
- **Accessibility & Responsive Design**

## Toolkit

- Figma
- Sketch
- Protopie
- Adobe Creative Suite
- Webflow
- Invision
- Miro
- Jira
- ChatGPT
- Microsoft Office

## Work Experience

### Founder & UX/UI Designer

May 2024 - Present

- Founded and launched a high-end handmade jewelry brand, combining visual design, branding, and e-commerce UX.
- Created a complete brand identity system including logo, typography, packaging, and art direction.
- Shot and edited all product and advertisement photography using Adobe Photoshop to ensure a polished, cohesive visual style.
- Designed and built the Shopify store from scratch, improving mobile conversion through intuitive layouts and optimized flows.
- Conducted user research and developed personas to guide content structure and product strategy.
- Grew social media to 2,000+ followers and achieved 20+ sales in the first 2 months through organic engagement.

### User Experience Designer

Feb 2022 - May 2024

Hexaware Technologies • Mycite, Otsuka

- Led redesign of cross-platform UI for mobile and web applications serving patients, caregivers, and healthcare providers.
- Developed and maintained a scalable design system used by 75+ team members, increasing design consistency and efficiency.
- Delivered high-fidelity prototypes and user flows, reducing iteration time by 30% through stakeholder-aligned testing.
- Collaborated directly with clients and product owners to translate clinical requirements into user-friendly experiences.
- Co-founded a design council to elevate team standards, mentor junior designers, and establish scalable best practices.

### Freelance Interior Designer

Dec 2016 - Jan 2025

Katie Winter Architecture

- Developed 3D models and photorealistic V-Ray renderings for interior presentations and client approvals.
- Created AutoCAD drawings and FF&E specification books for residential and commercial projects.
- Advised on materials, finishes, and spatial layout to meet functional and aesthetic goals.

## UI & UX Designer

Dec 2021 - Feb 2022

Tlancer

- Collaborated with cross-functional teams to develop a comprehensive e-learning platform, facilitating an educational environment through user-centered design principles.
- Conducted user and market research, competitive analysis, and task flow assessments to guide design decisions and enhance user experience.
- Created wireframes, designed UI elements, and developed a cohesive UI Kit, culminating in delivering functional prototypes for iterative development and testing.

## UI & UX Designer

Aug 2021 - Feb 2022

IT Expertises.com

- Designed wireframes and interactive prototypes, and user interface components to enhance user experience for various clients.
- Formulated content strategies and executed research methodologies to inform design decisions and improve product usability.

## Education

### UX Academy

Nov 2020 - Aug 2021

Designlab

### Bachelor of Fine Arts in Interior Design

Fall 2013 - Spring 2017

School of Visual Arts

## Awards and Certificates

### UX Certificate

Nov 2023

Nielsen Norman Group

### SVA Rhodes Family Award

May 2017

for Outstanding Achievement in Interior Design

### NY 11+ Exhibition

April 2017

### Decoration Club Awards

April 2016