



Derek J. Long

UX/UI/PRODUCT DESIGN PROFESSIONAL



NEWARK, DE



DJLGRAPHICS.COM



DJLONG55@COMCAST.NET



302.743.5331

PROGRESSION

Senior UX Designer
TA Instruments
Aug 2025 - Nov 2025
(Contract-Hybrid) **2025**

Manager of Transformation - AI
Mind Over Machines
Mar 2024 - June 2025
(Remote) **2024**

AVP Digital Experience
Barclays
Feb 2019 - Nov 2023
Wilmington, DE
(Hybrid) **2022**

Senior Digital Designer
Salesforce
Apr 2019 - Jun 2020
(Remote) **2019**

Senior UX/UI Designer
R2integrated
July 2012 - Feb 2019
Baltimore, MD
(On-site) **2012**

About Me

I specialize in human-centered design to transform brands' UX/UI, improve customer end-to-end journeys, develop product strategies, and create client-centric design systems. My focus is on visually striking experiences that connect, engage, and inspire audiences by enhancing brand messages and overall digital experiences.

Experience

Mind Over Machines (Senior UX/UI Design Lead) (AI Transformation - Manager)

Mind Over Machines is a data and software consultancy with a human-centric, partnered approach to solving complex business technology issues.

- Created a formulated CoPilot Studio integration with multiple partners accessing various tools to implement into their front-end and back-end systems for efficiency.
- Began a new re-brand system for MOM keeping them up-to-date with new trends
- Built out multiple UI dashboard solutions for partners such as John Hopkins, Constellation and more...
- Steered the product lifecycles, business process, mapping process, into a formulated diagram guide

Barclays (UX/UI Design Lead) (AVP of Digital Experience)

Barclays is a major global financial services provider engaged in retail banking, credit cards, corporate and investment banking and wealth management.

- Developed API library UI for seamless integration of partner apps like JetBlue, GAP, and more.
- Implemented digital banking features for enhanced user experience, including Loans Cross Sell and Loyalty Rewards for GAP.
- Enriched Blueprint Design Library with versatile components for efficient project execution in Sketch & Figma.
- Enhanced partner credit card transactions with brands like Breeze Airways, AARP, Xbox, and others.
- Streamlined digital banking services with Credit Line Increase, KYC Program, and Easy Pay Calculator.
- Facilitated Mobile Adoption for increased app downloads and improved user engagement.
- Optimized payments and rewards systems for seamless customer experience.
- Customized credit card solutions for Wyndham Hotels, Carnival Cruises, Emirates, and more.

R2integrated (Senior UX/UI Designer)

R2i, a Protiviti company, is a digital experience agency that creates digital solutions that connect and accelerate customer experiences to drive impact for brands.

- Led Digital UX/UI project strategy for Microsoft, overseeing campaigns for Office for iPad, Surface Pro, Xbox, and more.
- Developed responsive web designs, social platforms, email marketing, and brand systems for clients such as Microsoft, Under Armour, Volvo, Chesapeake Employers Insurance, MyEyeDr, and more.

REFERENCES

Matthew D'Erasmio
VP, Lead Product Manager | Barclays
matthewderasmio@yahoo.com

Dana Wagner
Digital Creative Director | R2integrated
dana.wagner24@gmail.com

Mike Jensen
VP of Customer Success | MangoApps
mjandsj@gmail.com

CERTIFICATIONS

Enterprise Design Thinking Facilitator
Mastercard / Issued: July 2023

Enterprise Design Thinking Practitioner
IBM / Issued: July 2021

Technical Skills

Confluence / Agile JIRA

Usability Testing

ADA Accessibility

Figma / FigJam / FigMake

Invision / Studio

Adobe Creative Suite

HTML / CSS / React

Sketch

Axure RP Pro

Interactive Prototyping

Wireframing

Motion Design

CoPilot / CoPilot Studio

Microsoft Office 365

Education

Corcoran School of the Arts & Design at The George Washington University
(B.F.A.) Graphic Design & Digital Media
2007-2012 | Washington, D.C.

Delaware College of Art & Design
(A.F.A.) Graphic Design & Digital Media
2005-2007 | Wilmington, D.E.