



Derek J. Long

UX/UI DESIGN WIZARD



TOWNSEND, DE



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TIMELINE

Manager of Transformation - AI Mind Over Machines Mar 2024 - Present (Remote)	2025
AVP Digital Experience Barclays Feb 2022 - Nov 2023 Wilmington, DE	2023
UX/UI Design Lead Barclays July 2019 - Feb 2022 Wilmington, DE	2019
Senior Digital Designer Salesforce Apr 2019 - Jun 2020 (Remote)	2019
Senior UX/UI Designer R2integrated July 2012 - Feb 2019 Baltimore, MD	2012
Lead UX/UI Designer Sponto Aug 2011 - Dec 2011 Washington, D.C.	2011

REFERENCES

Matthew D’Erasmio
VP, Lead Product Manager | Barclays
matthewderasmo@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

About Me

I specialize in human-centered design to transform brands' UX/UI, improve customer 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 experience. When not working, I enjoy building Legos, collecting movies, gaming, and spending time with my wife, son, and four dogs.

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.

Technical Skills

Confluence / Agile JIRA	Usability Testing
ADA Accessibility	Figma / FigJam
Invision / Studio	Adobe Creative Suite / XD
HTML / CSS / React	Sketch
Axure RP	Interactive Prototyping
Wireframing	Motion Design / C4D
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.