



Derek J. Long

DIGITAL UX/UI DESIGN PROFESSIONAL



TOWNSEND, DE



DJLONG55@COMCAST.NET



302.743.5331



DJLGRAPHICS.COM

EXPERIENCE

AVP Digital Experience Barclays Feb 2022 - Nov 2023 Wilmington, DE	2023
UX/UI Design Lead Barclays July 2019 - Feb 2022 Wilmington, DE	2019
Senior Designer Salesforce Apr 2019 - June 2020 (Remote)	2019
Senior UX Designer R2integrated July 2012 - Feb 2019 Baltimore, MD	2012
Digital Designer ONE Campaign Jan 2012 - May 2012 Washington, D.C.	2012
UX/UI Designer Sponto Sep 2011 - Nov 2011 Washington, D.C.	2011
Mac Specialist Apple Sep 2007 - Feb 2008 Pentagon City, VA	2007

About Me

I hone in on human centered design approaches, with a focus on design transformation of a brands UX/UI experience, customer journey's, product strategy, and client/partner centric design systems. Specializing in creating visually striking end-to-end experiences that connect, engage, and inspire audiences while enhancing the brand messages, and overall digital experience. When I'm not performing digital wizardry I can be found actively building legos, collecting movies, gaming, and most importantly spending time with my wife, son, and four dogs of all shapes and sizes.

Experience

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.

- Created an applicable API library UI used for current partner app integration solutions that resulted in new and existing partner handshakes such as JetBlue, American Airlines, Breeze Airways, AARP, GAP, Xbox, Hawaiian Airlines, Wyndham, Carnival Cruises, Emirates, Priceline and many more.
- Designed a Loans Cross Sell, Credit Line Increase, and Mobile Adoption experiences through a series of testing, cross team functionality, and a unified Blueprint design system. In which mobile adoption conversion rates soared over 120% and launched our appstore reviews to a 4.8 star rating to date.
- Developed a new 'Easy Pay' system for customers that can choose there thresholds in paying off large purchases or investments down over time using an interactive calculator and selection process.
- Expanded our Blueprint design library that utilizes branded multi-functional components and systems that could be applied in our teams daily projects through Sketch & Figma for faster solution's.
- Helped grow a team of 2 into a team of 10 and guiding 4 designers under my wing while also running scrum meetings and team retros to assign projects and build upon team growth initiatives.
- Established a UX/UI app integration design system for the Business Development team, and my own, that became the primary backbone for landing new partnerships through our RFP presentations.

R2integrated (Senior Digital 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.

- Designed and solution-ed all Microsoft led projects which included Office for iPad, Surface Pro, WhyMicrosoft, Social media presence, SQL, OneDrive and various other Microsoft products and software.
- Created responsive interactive prototypes and user testing surveys for various clients such as Chesapeake Employers Insurance, MyEyeDr, Microsoft, Fortis College, Seattle U, and many more.
- Created RFP centric UI design solutions for clients such as MTV, NFL, Microsoft, Winchester, Volvo and more...

Salesforce (Senior Digital Designer)

Salesforce provides customer relationship management software and applications focused on sales, customer service, marketing automation, e-commerce, analytics, and application development.

- Responsible for visual design of various campaign deliverables which included interactive presentations for power summits, social ads, animations, ebooks, and more for Trailblazer App Exchange, Leading Edge, Partner Pathfinder

Technical Skills

Confluence / JIRA	Usability Testing
Accessibility	Figma / FigJam
Invision / Studio	Adobe Creative Suite
Adobe XD	Sketch
Axure RP	Wireframing
Component Libraries	Brand Management
Animation	Interactive Prototyping

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, DE

REFERENCES

Matthew D'Erasmus
VP, Lead Product Manager | Barclays
Email: matthewderasmo@yahoo.com

James Wilson
VP, UX/UI Design Lead | Barclays
Email: jwilson@barclaycardus.com

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

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

CERTIFICATIONS

Enterprise Design Thinking Practitioner
IBM / Issued: July 2021

Enterprise Design Thinking Facilitator
Mastercard / Issued: July 2023



WWW.DJLGRAPHICS.COM

Be

in

