



JOHN LONG DESIGN

CLEAN. SHARP. INTENTIONAL.

PRODUCT DESIGNER & DEVELOPER

Contributed to Bio-Techne's growth from a \$300 million to a \$1 billion annual revenue company by driving e-commerce improvements and enhancing customer engagement and retention strategies.

GET IN TOUCH:



PORTFOLIO

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EMPLOYMENT

2018 – Present
Centennial, CO

BIO-TECHNE



Product Designer and Developer

Researching and prototyping innovative UI/UX component flows to enhance customer experience.

Collaboration with product engineering teams to transform concepts into high-fidelity designs, ensuring seamless user interactions.

Conduct user testing, collect feedback, and refine layouts to create an intuitive, and visually captivating experience.

Establish and maintain a cohesive design language, style guides, and pattern libraries.

Work closely with stakeholders to ensure design solutions align with user needs, product goals, and broader business objectives.

2017 – 2018
Aurora, CO

UCHEALTH



Product Designer and Developer

Create designs and enhancements for UC Health marketing promotional pages for various *Live Extraordinary* events and workshops. Including research, development, and sign-up functionalities.

Provided UX flows and development for internal editable microsite templates that standardized branding for any newly created UCHealth branded service line microsities.

2014 – 2017
Lakewood, CO

DIGITAL FUSION, LLC



Product Designer and Developer

Experienced product designer and developer specializing in responsive UX design, crafting wireframe flows for client websites and creating custom site themes.

Skilled in developing microsite sweepstakes and executing a variety of email marketing campaigns and delivered responsive UX design and development for custom preference centers, managing subscriber subscriptions and enabling targeted marketing initiatives.

EDUCATION

2010

BACHELOR OF FINE ARTS

Communication Design

Texas State University - San Marcos

2008

CERTIFICATIONS AND TRAINING

Fall 2008 Dean's List

Texas State University - San Marcos

RELATED EXPERIENCE

Adobe Creative

Suite CC

Figma

Adobe XD

Drupal

WordPress

GIT

Bootstrap

Advanced

CustomFields

HTML5

SASS/LESS CSS

Javascript

Jquery

PHP

NPM/Bower

REFERENCES

Bryan Fertig
Director of IT
Bio-Techne
(720) 628-0606

Aaron Mikulich
UX Manager
Bio-Techne
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Creative Director
UCHealth
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