



# John Long

Product Designer | UX Strategy | Design Systems

Senior Product Designer with 10+ years of experience leading enterprise UX, e-commerce initiatives, and cross-functional product development.

## CONTACT

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## EDUCATION

BFA - Communication Design  
Texas State University, San Marcos, TX

## CERTIFICATIONS

UX Deliverables — Nielsen Norman Group (NN/g)

Web Page UX Design — Nielsen Norman Group (NN/g)

Visual Design Fundamentals — Nielsen Norman Group (NN/g)

Human-First AI: Building AI Products That People Actually Use — LinkedIn Learning

CSS Layouts: From Float to Flexbox and Grid — LinkedIn Learning

## Work Experience

**Bio-Techne** 2018 – Present  
Product Designer Centennial, CO



- Led UX strategy and interaction design for enterprise e-commerce platforms serving researchers worldwide, partnering with engineering, marketing, and business stakeholders to improve customer engagement and digital experiences.
- Collaborated with cross-functional teams to prioritize features, balance technical constraints with user needs, and deliver scalable product enhancements aligned with business goals.
- Planned and conducted user research and usability testing, translating qualitative insights into product improvements that streamlined customer workflows and informed design decisions.
- Established and evolved design systems, component libraries, and UX standards to improve consistency, scalability, and development efficiency across digital products.
- Influenced product direction by presenting design concepts, facilitating stakeholder discussions, and aligning user experience decisions with business objectives and technical feasibility.

**UCHealth** 2017–18  
Product Designer Aurora, CO



- Designed and developed responsive digital experiences for UCHealth's Live Extraordinary campaigns, creating promotional landing pages that supported patient engagement, event registration, and healthcare education initiatives.
- Designed UX workflows and reusable microsite templates that standardized branding and accelerated the launch of new UCHealth service line websites while enabling non-technical teams to manage content more efficiently.
- Partnered with marketing and internal stakeholders to translate campaign objectives into user-centered digital experiences that balanced branding, usability, and accessibility.