

# Alan Long

Senior Product Designer | [alanlong.design](http://alanlong.design)

Senior IC product designer with five years at agencies in London. Currently returning to work after a year of travel. Notable clients include Google, Mercedes-Benz and GSK. I take a systems-led approach to design that runs from high-level architectural choices through to visual craft, with a front-end background that keeps me close to implementation.

## Experience

### Interbrand

UX/UI Designer (Senior IC role) | 2021 – 2025

**Senior role leading product design across complex B2B and design system projects.**

- Led design projects across pharma, automotive, engineering and consumer-facing brands, including GSK's first company-wide design system and Mercedes-Benz's paid-media analytics platform.
- Delivered UX audits, multi-platform design systems, B2B product redesigns and brand-led digital experiences for clients including Samsung, BMW and GSK.
- Worked across the full design lifecycle from research through to production handoff, often as the sole product designer on a project.
- GSK commissioned multiple new projects based on work I led.

### Internal leadership at Interbrand

- Selected for the Horizon Board (2023–24), one of ten employees consulting with the global leadership team. Focused on the impact of AI on the agency's business model.
- Co-led the adoption of Figma across the London team, enabling collaboration between brand and product teams.
- Featured in Interbrand's Best Global Brands 2023 report, contributing to a roundtable on AI's impact on brands as the only designer in a panel of senior leadership and strategists.

### Cheerful Twentyfirst

Design Engineer | 2020 – 2021

**Sole product designer and front-end engineer at the agency. Owned the design and development of digital platforms for all clients.**

- Established the agency's pattern library and component approach for event platforms, used across subsequent projects.
- Worked directly with clients from pitch through to delivery, with no design or engineering layer between me and stakeholders.
- Google and Wall Street Journal commissioned multiple new projects based on their experience working with me.

### Freelance designer and developer

Designer & Developer | 2017 – 2020

**Product design for an Axis Investment start-up, an investment app start-up, Cambridge University and the Commercial Litigators Forum.**

## Education

### University of the West of England

Digital Media BSc (Honours) – First class

Second year spent at ITU Copenhagen

2016 – 2019

## Skills

### Design

Product design, design systems and tokens, accessibility, prototyping, brand-aligned design.

### Engineering

HTML, CSS, Git. AI-assisted development workflows. Comfortable in engineering teams discussing implementation.

### Tools

Figma, Framer, Adobe Creative Suite.

## Volunteering

### Mentoring

Ongoing mentoring of graduate designers building a career in product design.

### Cambridge University

Created the brand and online presence for Cambridge University's open-source ventilator system initiative.

### Bath University

Provided UX expertise to Gitbuilding, an open-source hardware Git tool.