**Evan Lange** 408.829.2353 | Dunbarton, NH 03046

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**Director of Product Design**

***Agile Design | Re-Engineering through Automation | Builds High-Performance Teams***

Adept Technical Leader and Design Expert recognized as a strong unifier, bringing together the complexities of product design, development, and engineering into a cohesive project plan with actionable insights for all levels. Strategizes business and operations improvements for unique product lines, improving timelines and strengthening both the customer and team member experience through automation in design processes.

**Core Competencies**

*Agile Product Design | Human-Centered Design | Team Coordination | Public Speaking | Agile Product Development | Brand Development | Process Improvement | Strategic Planning | Creative Meeting Facilitation | Lean Iteration Practices | Workflow Management | Research & Development Facilitation | Design Systems |*

**Professional Experience**

Advisor360° January 2023 – February 2024

**Manager of Product Design**

Managed a team of six product designers, overseeing platform-wide product design processes and delivery. Developed and rolled out programs designed to shift the product organization from waterfall to agile practices. Established Design Thinking training to speed design delivery & Product/Engineering/Design alignment. Built & led a repeating user council panel for ongoing user immersion & research. Individual contribution to platform roadmap features and products. Unified B2B product line and proprietary engineering processes; Training & development for multiple teams.

InMarket July 2020 – July 2022

**Senior Director of UX**

Oversaw team of four controlling company-wide product design needs, including user interface (UI) assets and design roadmap across more than six Software as a Service (SaaS) products. Designs contributed to consistent 60-120% year over year (YoY) business growth. Planned, built, and managed User Experience (UX) Design team of three. Redesigned InMarket Audiences and Attribution products.

* Unified B2B product line and proprietary engineering processes; developed and utilized customer personas to produce clickable prototype for internal team coordination. Built Unified Platform Product team developing software to combine disparate products, including shared data architecture.
* As Product Manager, established proprietary “InMarKit” UI kit/design system, ensuring compatibility across four SaaS products.
* Following internal review of Performance Report products’ operations, developed automated Dashboard Generator controlling reporting across unified platforms, replacing 80% of manual operations.
* Led Tiger Team throughout 1.5-month alpha project, Data Visualizer. Project improved Performance Reports’ margins from 55% to 88%, strengthened employee retention, and improved customer experience with interactive, on-demand customer reports.

NinthDecimal *(Acquired by InMarket in 2020)* April 2016 – July 2020

**Executive Director of UX**

Oversaw team of six managing company-wide product design, including UI assets and design roadmap across five SaaS products in the advertising data space. Coordinated product design projects across Engineering, Marketing, Customer Service, Data Science, and Product departments. Managed Front End Engineering team across three continents.

* Designed location conversion index (LCI) measurement dashboard, Audience Generator, and Campaign Manager products.
* Created pixel generator, discovery and custom reporting tools, and custom reporting dashboard, as well as single sign-on and user management across legacy systems. Reduced manual overhead 80% by replacing manual procedures with downloadable, on-demand interface reports.
* As Head of User Research, promoted design thinking principles, interactive data visualization design, and UI kit design. Performed field research with internal/external users, conducting fact-finding interviews with users and developing user personas.
* Upgraded SaaS frontend/backend libraries and frameworks, such as migrating multiple frameworks to React.

Equilar November 2013 – March 2016

**Director of UX & Design**

Managed team of five throughout organization-wide design operations and brand refresh, including design assets and roadmaps in Product & Marketing. Led branding discussions with executives to develop visual strategy and brand definition, ensuring smooth logo and visual brand design across products, collateral, and documentation. Built and managed Design team for product, website, and marketing. Established proprietary design system for software products.

* Developed comprehensive brand guide, including message strategy, design guidelines, and visual language for all marketing and sales materials.
* As Product Manager for Equilar.com, designed and directed sales website design, aligning strategy within marketing, sales, product, and Design teams in agile iteration.
* Built out BoardEdge tablet/desktop application, a searchable database of corporate executives.
* Spearheaded UX design and launch for BoardEdge, Equilar Insight, and Engage digital products, ensuring alignment with marketing, product, and design. Designed interactions, wireframes, and user flows, as well as user and customer personas. Solved use case issues. Created user interview and usability testing. Directed data visualization upgrades.
* Designed and planned hosting and/or company attendance for conferences, conventions, annual EquilarSummit event, and trade shows following rebrand.
* Oversaw Marketing video series production; managed production and post-production contractors, liaised with Marketing to develop script, and directed shoot.

CouchSurfing August 2013 – October 2013

**Product Designer**

Oversaw brand and product lines’ visual design, UI interactions and deliverables for web, Android, and Apple mobile applications. Developed Android and iOS application deliverables and design.

SideReel March 2013 – August 2013

**Senior Visual Designer**

Controlled visual design and rebrand for three-platform digital product; developed tablet application and redesigned product website for mobile and desktop.

GoPure November 2011 – January 2013

**Chief Creative Officer**

Controlled design assets and roadmaps in Product & Marketing for sustainable restaurant search application. Designed UX/UI for Android and Apple mobile applications. Executed print, signage, and promotional projects. Led forward-facing creative discussions, design, and ideation, keeping a firm handle on company brand guidelines. Maintained design asset file structure.

Lange Brand & Design July 2003 – May 2011

**Principal Owner – Consulting Designer**

Developed all-inclusive brand guidelines and marketing deliverables for small- and medium-sized businesses. Provided design, branding, and coaching, developing a strong foundation with internal structure and materials.

*Additional experience as* ***Production Development*** *and* ***Administrative Assistant*** *at Infantino.*

**Education & Professional Development**

**Bachelor of Arts (B.A.) in Film** *|* Columbia College Chicago

**Leadership & Transformation Coach** | Hendricks Institute

**Human Centered Design Certifications** | IDEO

Technical Proficiencies

Adobe Creative Suite & Figma Toolkits | Atlassian Project Management Suite (Jira, Confluence)

Award

Best Advertising Measurement Platform | 5th Annual MarTech Breakthrough Awards | 2022