

Alayne Cross

alaynecross.com
(331) 625-9956
alaynecross@gmail.com

Work Experience

TransUnion – Senior Product Designer

Aug 2022 – Present | Remote

End-to-End Ownership: Driving the redesign of the online credit dispute process, from discovery through prototyping and testing. Facilitate cross-functional reviews with product, legal, business analysts, and engineers, aligning concepts to reduce friction and improve user trust.

Actionable Data Insights: Collaborated with data scientists to reframe an identity protection feature, reorganizing recommendations by risk type. This increased clarity, reduced overwhelm, and contributed to a successful sale to a major business partner.

Research & Testing: Conduct usability tests via Usertesting.com, conduct tree testing for navigation, and synthesize qualitative findings with affinity mapping. Shape research briefs and hypotheses that guide UX research strategy.

Design Systems: Build and maintain Figma prototypes and components; contribute to enterprise-wide design system. Ensure accessibility and visual consistency across multiple products.

Presentation & Storytelling: Regularly present designs to executives, senior leaders, and large internal groups (80–100 people). Tailor presentations for diverse audiences, narrativizing projects to drive buy-in and celebrate team impact.

Beau-Coup.com – Graphic Designer

Oct 2018 – Jul 2020 | Hybrid

UX Design: Delivered multiple UX improvements across the platform, including a major overhaul of a personalization tool (reduced order time by 80%), redesign of navigation, and enhancements to workflows such as photo upload.

Creative Direction & Visual Design: Collaborated on high-impact creative projects including merchandise graphics, mood-boards for photoshoots, photography/editing, and marketing assets for the website. Several merchandise designs were among the company's highest grossing.

Education

Post-Baccalaureate Certificate in Data Science

Northwestern University – 2024
Cumulative GPA: 4.0

Data analysis & visualization, database design & engineering, predictive modeling & machine learning

Developed a deep understanding of data-heavy applications, data visualization, and database interactions, allowing for stronger collaboration with engineers and more effective design of data-driven interfaces.

B.A. in Visual Communication

Northern Illinois University – 2019

Specialized in graphic design, information design, and UX principles.

Skills

UX & Product Design: Interaction design, information architecture, usability testing, end-to-end feature design

Design Systems: Figma, Storybook, component libraries, accessibility best practices

Data Tools: SQL, Python (Pandas, Matplotlib), Tableau, database design, data visualization

Collaboration: Cross-functional facilitation, executive presentations, stakeholder alignment

Other: Prototyping, UI polish, mobile-first design, research synthesis, narrative storytelling