

PRODUCT DESIGNER

ALYSSA DURLING

alyssadurling.com | (310) 721 - 4083 | alyssa.a.durling@gmail.com

Solutions-oriented Product Designer with 7 years of experience in global interdisciplinary teams, with a focus on blending innovative design principles with user-centered, feedback-driven methodologies and crafting elegant, high-impact digital experiences across more than 50 enterprise, eCommerce, and SaaS platforms.

SKILLS & TOOLS

UX/UI Design:

Iterative Design, High-Fidelity Prototypes, Component Libraries

Tools & Technology:

Miro, Figma, Sketch, AI/ChatGPT, JIRA, Confluence, Adobe Suite, Canva

User Research & Strategy:

AI Integrations, Product Roadmap, User Persona Research, Accessibility

Branding & Visuals:

Brand Development, Interaction Design, Typography, Digital Storytelling

EMPLOYMENT

TRANSCEND DIGITAL

2022 – 2024

PRODUCT DESIGNER

- Directed end-to-end design strategy and implementation of 20+ SaaS and eCom projects.
- Championed user advocacy in all decisions, ensured design solutions balanced regulatory requirements with intuitive, user-centered flows.
- Moderated asynchronous teams, fostered cross-functional communication to streamline workflows and collaboration.
- Managed 4 junior designers, scaled the company's capacity to meet design demands of a growing client base.

2020 – 2022

LEAD UX/UI DESIGNER

- Owned UX/UI development and execution for mobile and web applications.
- Delivered UX strategies and high-fidelity prototypes to C-suite executives.
- Regularly facilitated design reviews and sought interdepartmental feedback to refine concepts, challenge assumptions, and deepen alignment.
- Drove rapid prototyping cycles with product and engineering, enabled quick learning and iterative improvements in usability.

BUILDING BLOCKS

2018 – 2020

LEAD UX/UI DESIGNER

- Responsible for all UX/UI design efforts on 15+ projects.
- Led interdisciplinary collaboration with developers ensuring accuracy and delivery.
- Conducted UX audits to guarantee consistency in user experience across platforms.
- Mentored a team of 2 UX designers, established best practices, created a culture of creativity and team efficiency.

SAYLO CLASSROOM

2017 – 2018

UX/UI DESIGNER

- Raised UI design standards for improved usability, increasing user engagement.
- Guided user testing and integrated findings into future feature development.
- Designed branding materials and digital assets for product launch.

EDUCATION

2014-2018

LOYOLA MARYMOUNT UNIVERSITY

BA Studio Arts | Multimedia Arts Image Emphasis

2024-Current

CERTIFICATIONS & CONTINUOUS LEARNING

Advanced UX/UI & Responsive Design, Udemy (Completed, 2024)
AI/ChatGPT Workflow Integrations (Completed, 2024)
UX/UI: AI Design Strategies with ChatGPT (Completed 2025)
Figma Megacourse, Udemy (In Progress)
ChatGPT Prompt Engineering for UX Design (In Progress)