

# PRODUCT DESIGNER

# ALYSSA DURLING

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Strategic and innovative Lead UX/UI Designer & Product Developer with 7 years of experience in fast-paced cross-functional teams, blending aesthetic design principles with user-centered methodologies to craft elegant, high-impact digital experiences across enterprise, eCommerce, and SaaS platforms. Strong background in iterative component-based design, high-fidelity prototypes, research workshops, and integrating AI-driven workflows to drive innovation and product success.

## SKILLS & TOOLS

### UX/UI Design:

Wireframing, Prototyping, Design Systems, Accessibility Standards

### Development & Tools:

Figma, Adobe XD, AI/ChatGPT Workflow Automation

### User Research & Strategy:

A/B Testing, User Personas, Journey Mapping, Miro

### Branding & Visuals:

Brand Development, Motion Design, Typography, Digital Storytelling

## EMPLOYMENT

### TRANSCEND DIGITAL

2022 – 2024

#### PRODUCT DESIGNER

- Directed end-to-end design strategy and implementation of 20+ projects
- Led stakeholder communication, presenting design concepts, research insights, and strategic recommendations to executives, product managers, and engineers.
- Moderated cross-functional teams, driving collaboration between design, development, and product to streamline workflows and implementation.
- Managed junior designers, scaling the company's capacity to meet design demands of a growing client base.

2020 – 2022

#### LEAD UX/UI DESIGNER

- Led UX/UI development and execution for mobile and web applications.
- Conducted in-depth design research workshops with enterprise clients.
- Presented UX strategies and high-fidelity prototypes to C-suite executives, influencing key product decisions.
- Spearheaded a company-wide rebrand, redefining the visual identity and ensuring consistency across all digital touchpoints.

### 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 usability.
- Conducted UX audits to ensure consistency in user experience across platforms.
- Mentored a team of two UX designers, establishing best practices, fostering a culture of innovation, and enhancing team efficiency.

### SAYLO CLASSROOM

2017 – 2018

#### UX/UI DESIGNER

- Revamped UI for improved usability, increasing user engagement.
- Conducted 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| 3.99 GPA

2024-Current

## CERTIFICATIONS & CONTINUOUS LEARNING

Advanced UX/UI & Responsive Design, Udemy (Completed, 2024)

AI/ChatGPT Workflow Integrations (Completed, 2024)

Figma Megacourse, Udemy (In Progress)

Motion Design in Figma, Udemy (In Progress)