

Andy Cheng

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Design leader with 18+ years of experience transforming complex, ambiguous problems into intuitive, consumer-facing SaaS experiences. I believe that the most successful products are built by obsessing over human friction and leveraging technology to solve the right problems. I specialize in leading cross-functional teams alongside Product, Engineering, and Marketing partners to architect scalable systems that empower users, earn trust, and drive measurable business growth.

Core Competencies & Skills

- Design Leadership: Cross-Functional Team Mentorship, Strategic Product Vision, UX Impact Metrics, Resource Allocation.
- Product Design: Persona-Driven Architecture, Human-Centered Design, Complex SaaS Workflows, Rapid Prototyping.
- Systems & Tech: Enterprise Design Systems, AI Workflow Integration, Usability Testing, Front-End Collaboration.

Experience

Director of User Experience

TransUnion | Oct 2021 - Present

- Lead the UX strategy and product vision for the TruAudience platform, researching user friction to turn complex marketing workflows into an intuitive SaaS experience that improves customer trust and adoption.
- Direct and mentor a high-performing design team, fostering a highly collaborative environment where designers work in lockstep with engineering.
- Drove a 31% increase in Customer Satisfaction (CSAT) by defining clear UX impact metrics and utilizing that data to advocate for the user during strategic roadmap planning.
- Evolved and scaled the enterprise design system and component library, establishing rigorous platform cohesion that significantly accelerated cross-functional delivery times.
- Championed the integration of AI workflows into our design documentation and daily operational processes to help the team work smarter, iterate faster, and meet ambitious annual objectives.

Senior UI/UX Design Manager (Promoted from UI/UX Manager & Sr. Designer)

Neustar, Inc., a TransUnion Company | Feb 2014 – Sep 2021

- Led continuous design excellence through an 8-year trajectory, culminating in the company's acquisition by TransUnion.
- Directed the zero-to-one design and launch of an intuitive online training platform, which smoothed out client onboarding workflows, reduced overall time-to-value, and increased total platform adoption by 28%.
- Established a continuous feedback loop of user research and usability testing, uncovering hidden pain points that directly led to a 23% improvement in feature discoverability.
- Pioneered the company's first comprehensive design system and operationalized it across departments, giving engineering teams the modular tools to ship consistent products faster.
- Led the comprehensive redesign of the flagship application by rigorously focusing on user needs, boosting user engagement by 33% and earning industry recognition as a Leader in Marketing Measurement Tools by Forrester.
- Partnered closely with Product Managers and Engineering to conceptualize, define, and validate features for complex, next-generation marketing analytics solutions.

Earlier Career History

Foundational career experience focused on hands-on design execution, digital campaign optimization, and technical web development.

- Senior Mobile Designer & Front-End Developer | Wemo Lab | Oct 2013 – Jan 2014
- Product Designer | iMedia Communication | Oct 2008 – Sep 2013
- Senior Web Designer | CyberDefender | Jan 2008 – Sep 2008
- Web Designer | The Enthusiast Network | Apr 2006 – Dec 2007
- Designer | Napster | Aug 2005 - Feb 2006

Education

Bachelor of Fine Arts - Advertising

Art Center College of Design, Pasadena, CA