

Andy Cheng

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Design leader with 18+ years of experience transforming complex enterprise workflows into intuitive, high-adoption SaaS products. Director of UX at TransUnion leading a team of 6 across TruAudience, balancing executive product strategy and cross-functional alignment with active craft in design systems, AI-accelerated prototyping, and usability validation.

Core Competencies & Skills

- Design Leadership & Strategy: Cross-Functional Alignment (Product/Eng), Team Mentorship & Hiring, DesignOps, UX Metrics (CSAT/WAU), Enterprise SaaS Architecture.
- Craft & Systems: Enterprise Design Systems (Tokens), AI-Assisted Prototyping, Usability & A/B Testing, WCAG 2.2, Front-End Collaboration.

Experience

Director of User Experience

TransUnion | Oct 2021 - Present

- Spearhead the UX strategy and product vision for the TruAudience platform, researching user friction to turn complex workflows into an intuitive SaaS experience that improves customer trust and adoption.
- Direct a team of 6 designers as a hands-on player-coach, partnering with 20+ PMs across 5 product pillars. Scaled and mentored the team through strategic hiring and onboarding while actively contributing to core systems architecture and high-fidelity prototyping.
- Led the comprehensive redesign and rollout of the TruAudience platform; drove CSAT from the 60s to the 80s within one year post-launch, earning enthusiastic commendations from Fortune 50 enterprise client teams.
- Re-architected the enterprise design system from foundational tokens up over 6 months to support rebrand initiatives. Integrated AI-assisted coding into design workflows to ship coded component variants to front-end teams, reducing handoff friction.
- Lead UX for Search & Discovery across the Audience pillar. Shipped the base experience late last year; currently shipping an AI mode that enriches results and helps refine audience lists. Designing Propensity Score, due end of year: real-time modeling that scores audiences into high, medium, and low tiers, trading precision for reach.

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

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

- Joined MarketShare as founding designer; promoted to lead the design organization following its acquisition by Neustar and scaled the team across public, private, and TransUnion eras, managing up to 9 product designers and 5 front-end UI engineers.
- Conceived and launched a zero-to-one in-app customer academy and guided onboarding ecosystem (contextual walkthroughs, self-paced certifications, gamification), deflecting high-touch support overhead; drove a 28% increase in platform adoption (Pendo-tracked) and a 23% lift in feature discoverability.
- Pioneered the company's first design system and rolled it out across departments, giving engineering modular components to ship consistent products faster.
- Directed the end-to-end redesign of the flagship analytics application (shipped 2018–2020), driving a 33% increase in Weekly Active Usage; platform was repeatedly recognized as a Leader in the Forrester Wave™ for Marketing Measurement Tools.

Community Leadership & Speaking

Host & Speaker — Regional UI/UX & Front-End Hackathons (Los Angeles, CA)

- Organized and hosted community hackathons bringing together 100+ UI developers and designers per event.
- Delivered keynotes on modern design-engineering collaboration, and leveraged events as an employer-branding channel to source and recruit engineering and design talent.

Earlier Career

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