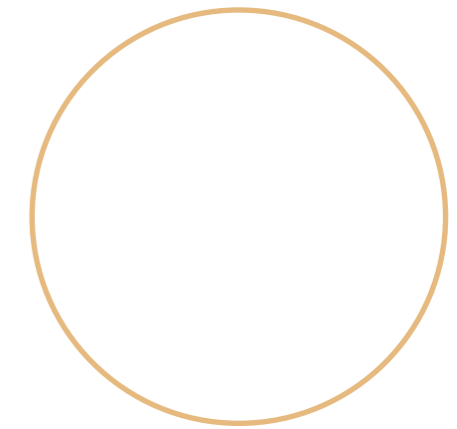


# Michael Corn

## *Portfolio*

mjcorn@gmail.com

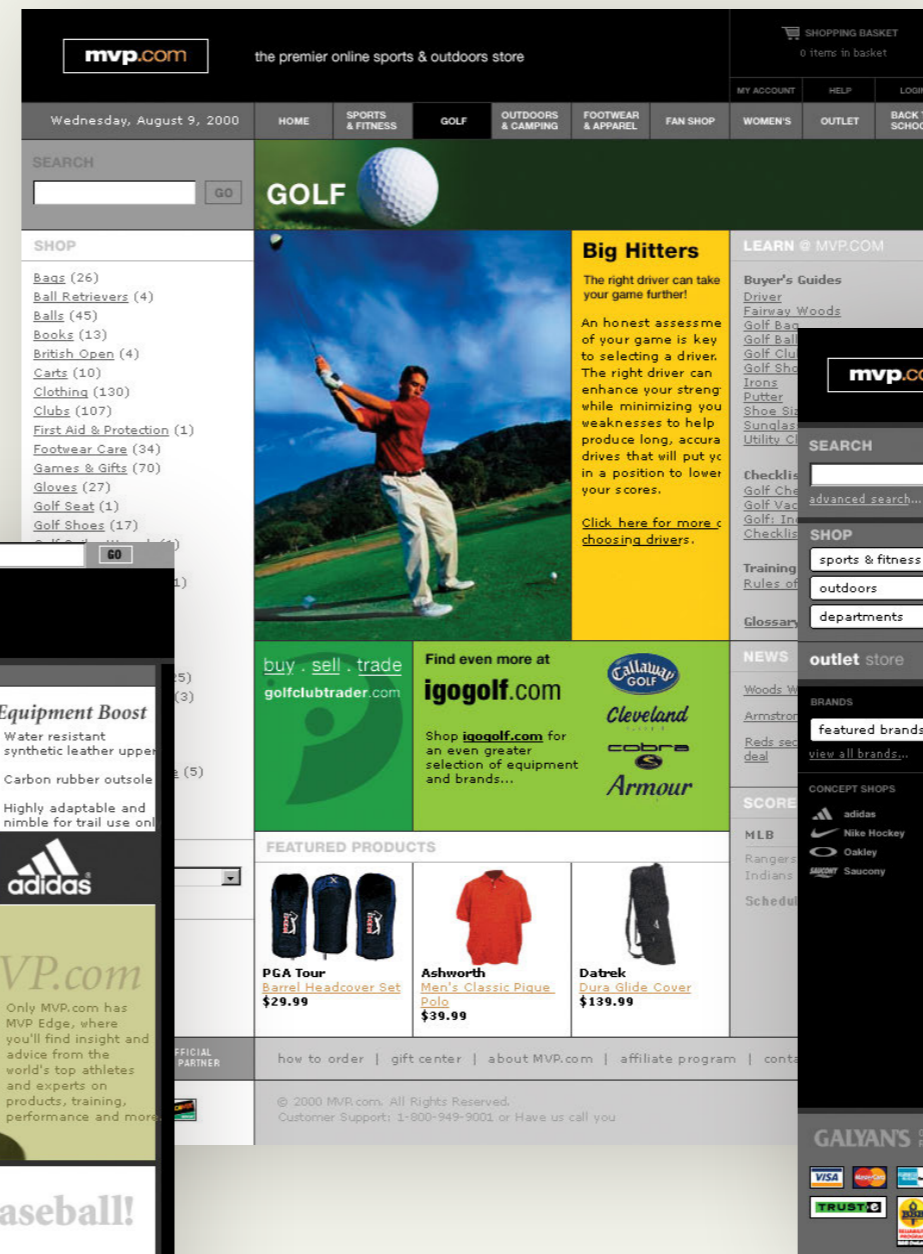
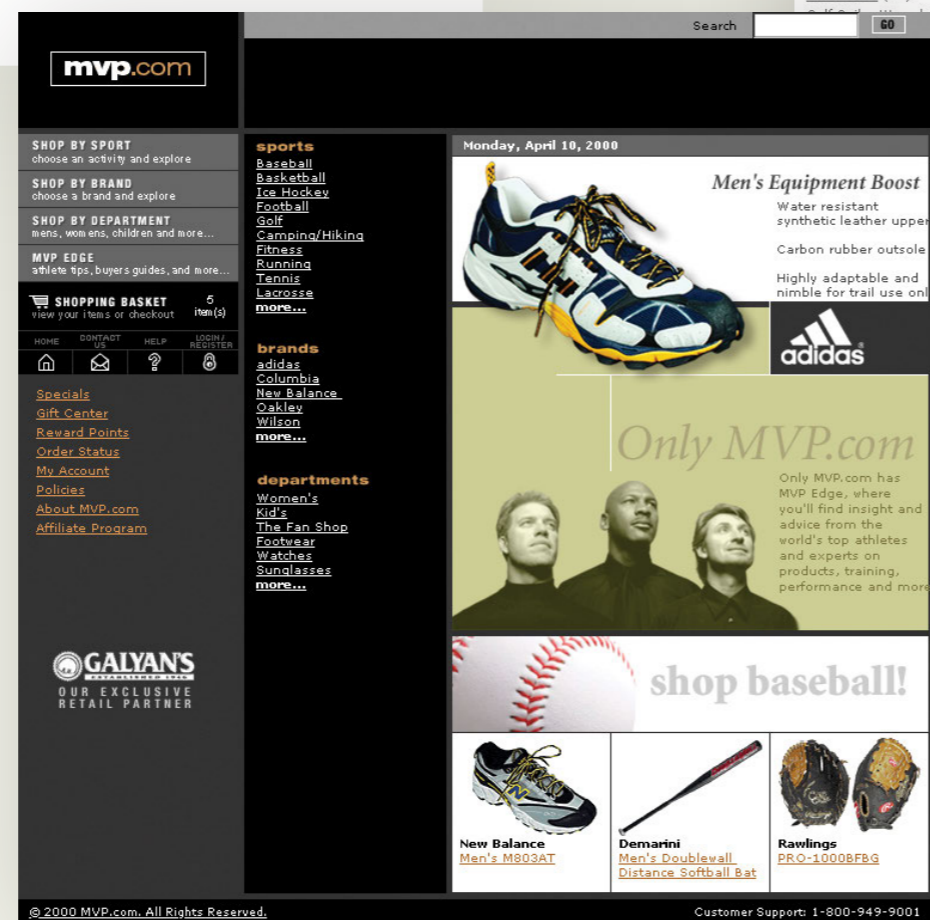
<https://linkedin.com/in/mjcorn>



# MVP.com Website

Art Director, Designer & Developer  
2000-2001

MVP.com was an e-commerce sports retailer specializing in high-end sporting goods. Using a flexible, custom CMS, the site was designed with dynamic content capabilities. It was easy to update for merchandising specials and marketing campaigns. User-centered design and information architecture were of paramount concern, keeping the site navigation intuitive and accessible while responding to user input to optimize the overall UX.





## NBA Store Website

Art Director & Designer  
2001-2002

The NBA was migrating their store to a new e-commerce platform. Styleclick worked closely with the NBA's internal marketing team in a cross-functional collaboration to maximize their brand identity and visual design while maintaining an intuitive, easy-to-use UX/UI that delivered a seamless shopping experience.





## CMXsports and CMXvision Websites

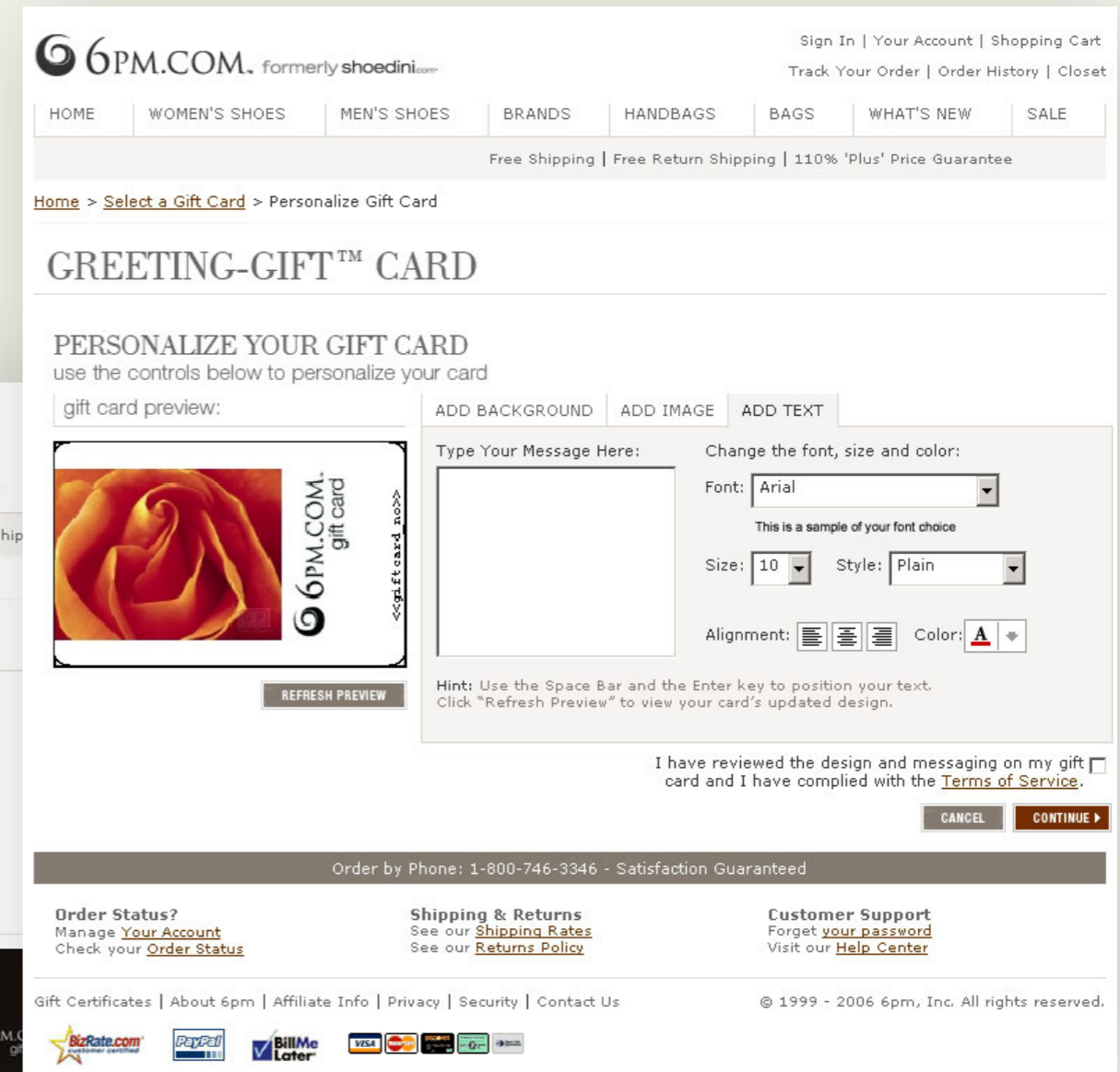
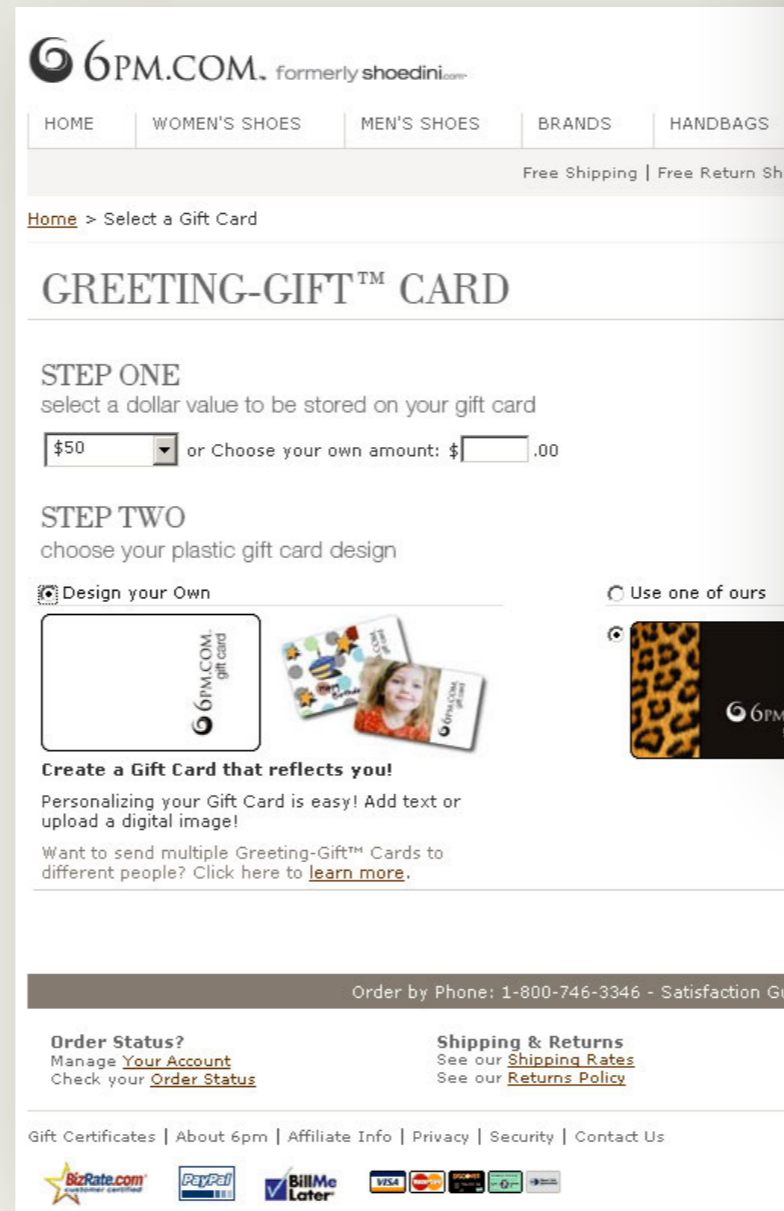
Art Director & Designer  
2004

CMX was a commodities trading company that pivoted into digital media, leveraging their success to create an entertainment network of sports and entertainment sites. The goal was to build a scalable multi-site platform focused on content monetization, including video-on-demand (VOD), pay-per-view (PPV) streaming, and a subscription membership model for audience engagement.

# 6pm.com Website

Art Director & Designer  
2005

6pm.com was a rebranding of shoe retailer Shoedini, including a full brand refresh of their e-commerce platform. As part of their new offering, Arroweye Solutions integrated a gift card service via third-party hosting, designed to seamlessly align with their new look and feel. This required a UI/UX redesign of our interface to ensure brand alignment and a cohesive shopping experience for their customers.



TransUnion Marketing Services Workbench

Michael Com | Options | Log Out | Decisioning | Attribute Builder | Backend

ACTIVE JOB: 115974 MC CitiBank Extract | Save Job | Save Version | Run Job | New Job

Decisioning | Search | Job Details | Levels | Attributes | Job Summary | Reports | Scheduling

Level 3 Details > Topic 1 Details

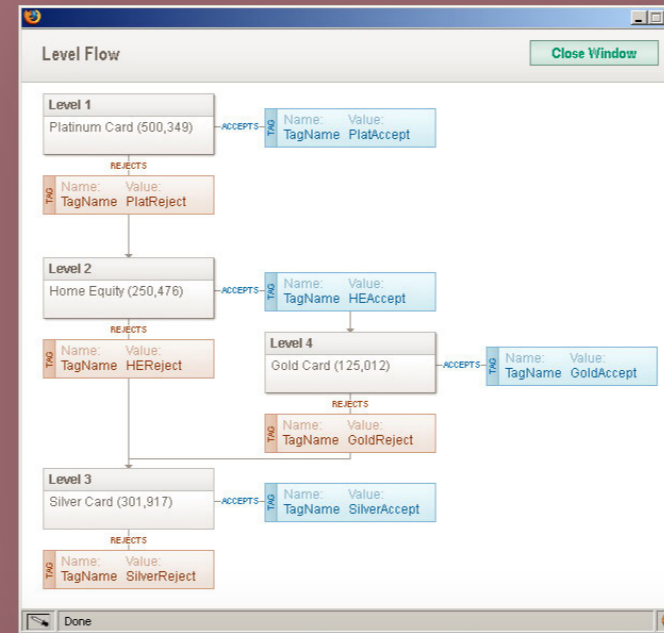
Drag Criteria to Add them to the Topic: | Edit Criteria for Acceptance in Topic - Level 3, Topic 1:

( Opt\_Out = 'N' )  
AND  
( Apartment = 'N' )  
AND  
( No\_of\_Trades > 5 )

Validate Statement

Save Topic | Cancel

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TransUnion Marketing Services Workbench

Michael Com | Options | Log Out | Decisioning | Attribute Builder | Backend

ACTIVE JOB: 115974 MC CitiBank Extract | Save Job | Save Version | Run Job | New Job

Decisioning | Search | Job Details | Levels | Attributes | Job Summary | Reports | Scheduling

Create New Level | View Level Flow

Level 1: Platinum Card (500,349) | Edit Level Details

Level 2: Home Equity (250,476) | Edit Level Details

Level 3: Silver Card (301,917) | Edit Level Details

Level 4: Gold Card (250,476) | Edit Level Details

Level 3 Details: Add New Topic

Topic 1: (100,349) | Edit

Topic 2: (50,476) | Edit

Topic 3: (20,316) | Edit

Topic 4: (41,483) | Edit

Topic 5: (80,215) | Edit

GO59 < 5 | Edit

## TransUnion Decisioning Tool

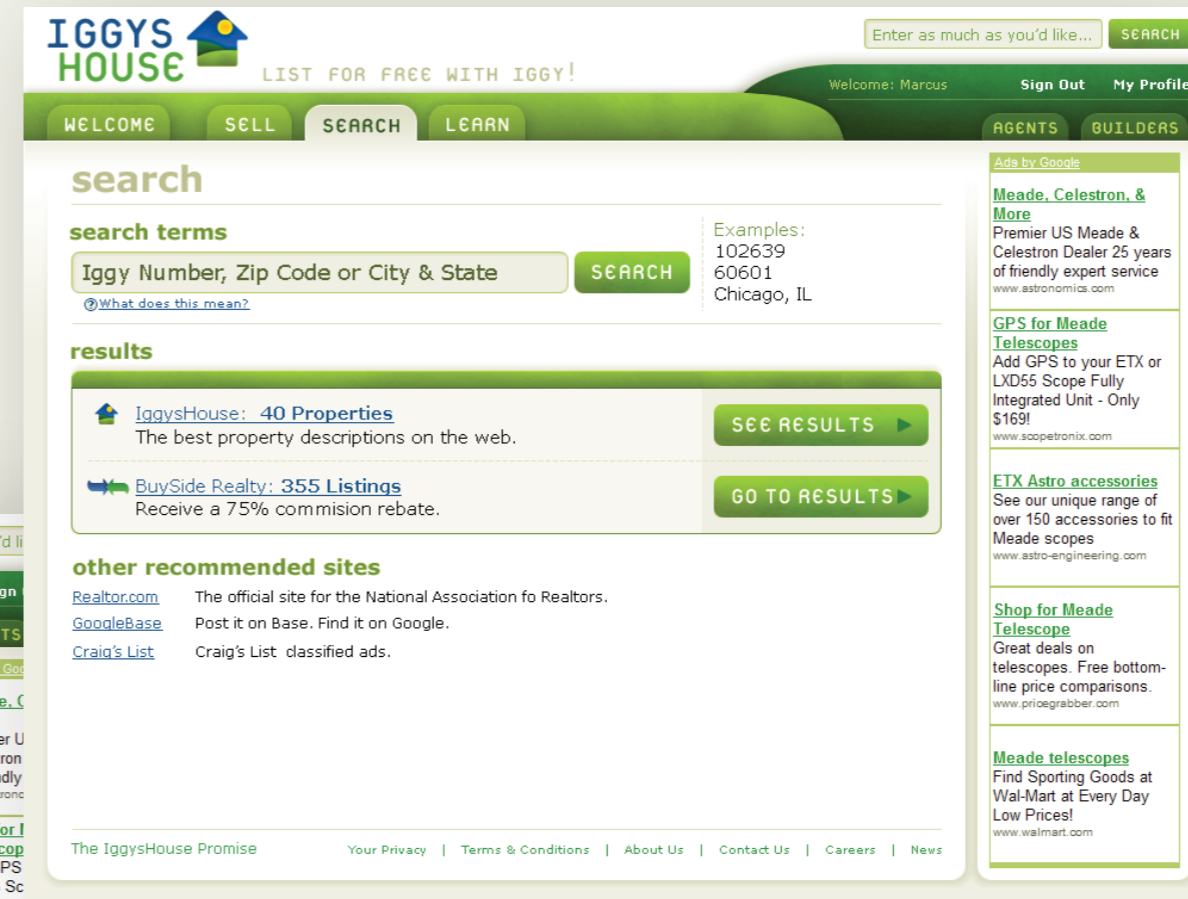
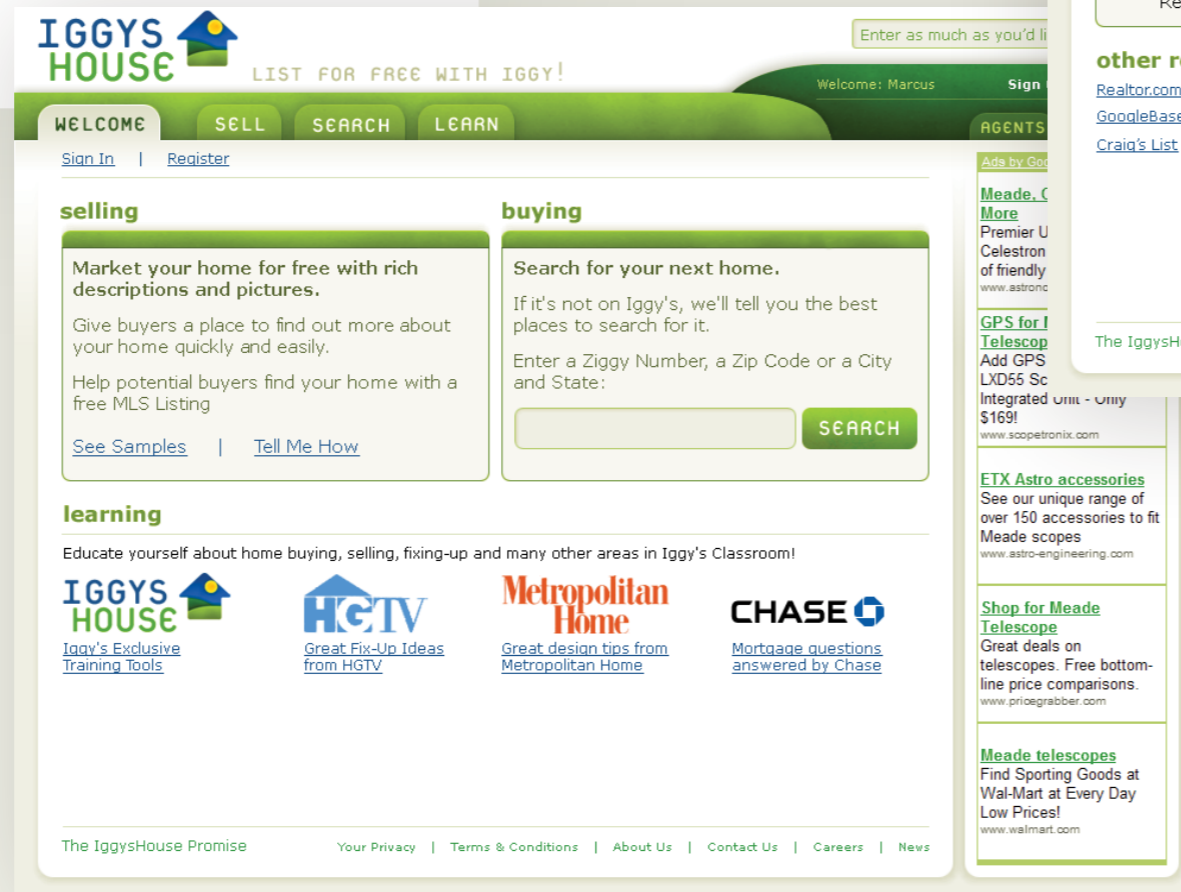
Designer & Developer  
2006

TransUnion was undergoing a digital transformation, replacing legacy mainframe applications with modern web-based enterprise software running on open systems. TransUnion's business processes are extremely complex, requiring thoughtful information architecture and interaction design. The goal of each application was to make complexity manageable for novice users through intuitive UX design, while giving experienced users full access to the tool's capabilities

# Iggy's House Website

Designer & Developer  
2006-2007

Iggy's House was a brand launch for a new for-sale-by-owner (FSBO) real estate platform. A new brand identity was created emphasizing comfort and home, establishing a warm and inviting visual design. The UX/UI design needed to balance display advertising for ad revenue optimization while maintaining an intuitive, friendly user experience – ensuring that monetization never compromised ease of use or user engagement.



## TransUnion Decisioning Tool

Designer & Developer  
2011

TransUnion introduced a new credit decisioning system built on modernized back-end technology. Leveraging an iterative design process, we incorporated ongoing user feedback from previous systems alongside UX best practices to inform the new interface. We also introduced a more dynamic UI using DOM manipulation and AJAX to create a seamless, integrated user experience. This moved toward a more single-page application (SPA) approach that improved workflow efficiency and user adoption.

TransUnion. BFE Linear Fulfillment Environment LFE 2

ACTIVE CONFIGURATION

100056 Copy of Test From Sid

SUBSCRIBER 23VH001 B AND K LIST SERVICES

VERSION 0.1 STATUS Production

THIS CONFIG USES ENHANCED DATA

Save Config Cancel Changes Check In Check In To Test Undo Check Out

Your configuration has changed and you should save.

DOWNLOADS

Config Details Internal Layout Processor Layout Client Layout

Basic Info Fulfillment Workflow Attribute Forms Test Schedule Reports

Fulfillment Workflow

• DENOTES A REQUIRED FIELD

Enhanced Data

Add Step

Input

SB168

Opt Out

Criteria Nth Filter

Selection Criteria

Best Nth

Derived Fields

Output

Selection Criteria

Selection Criteria Audit Forms

DRAG AND DROP LEVELS & TOPICS TO REORDER

New Level

Some Obvious Level

A: Accept File R: Test Level

Test Level

Level Name & Description

New Level 0

New Level

Accept Tag & Destination: Default

ACCNew Level 0

Accept File

Reject Tag & Destination: Default

REJNew Level 0

Reject File

Test Level Details

New Topic 0

Topic Name & Description: New Topic 0

Accept Tag: ACCNew Topic 0

Reject Tag: REJNew Topic 0

Selection Criteria: criteria :=

If criteria are met: Accept Reject

New Topic 1

Accept File

Customer Support: 312-985-4357 | support@transunion.com

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# TransUnion Prama Insights

Art Director & Designer  
2016

In 2016, TransUnion launched Prama, a new data and analytics group focused on empowering clients with actionable insights. Their first product, Insights, was an analytics dashboard and data visualization tool built to identify market trends, analyze relevant customer segments, and support data-driven decision making. The platform served as a business intelligence (BI) solution, helping clients make informed adjustments and strategic decisions based on real-time data.

TransUnion PRAMA Insights

66%  
of lenders say data analytics are evolving faster than their internal capabilities

Show only my products

Industry

- MI Market Insights
- VI Vintage-Industry View
- BI Benchmarking-Industry View

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TransUnion PRAMA Insights

Card Benchmarking Defined Peers | ?

VIEW CHARACTERISTICS DELINQUENCY VIEW ROLL RATE VIEW SCORE MIGRATION RETURN TO FILTER CONTROLS

Metrics  
Number of Accounts

Measure Units Selector  
\$ Delinquent

Filters

Relationship Type Selector  
Mortgage

Archive Month ID (copy)  
(Multiple Values)

Account Status  
(All)

Credit Tier  
(All)

Origination Credit Tier  
(All)

Credit Limit  
(All)

Consumer Age  
(All)

State  
(All)

90+ DPD - On and Off Us by Credit Tier

Dimension Selector  
Credit Tier

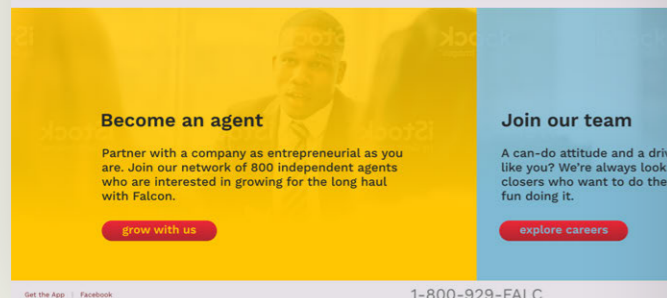
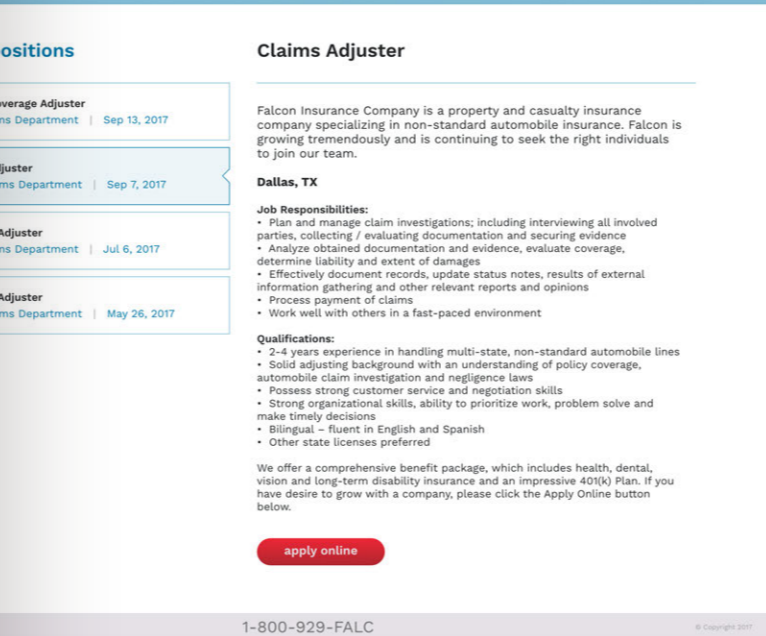
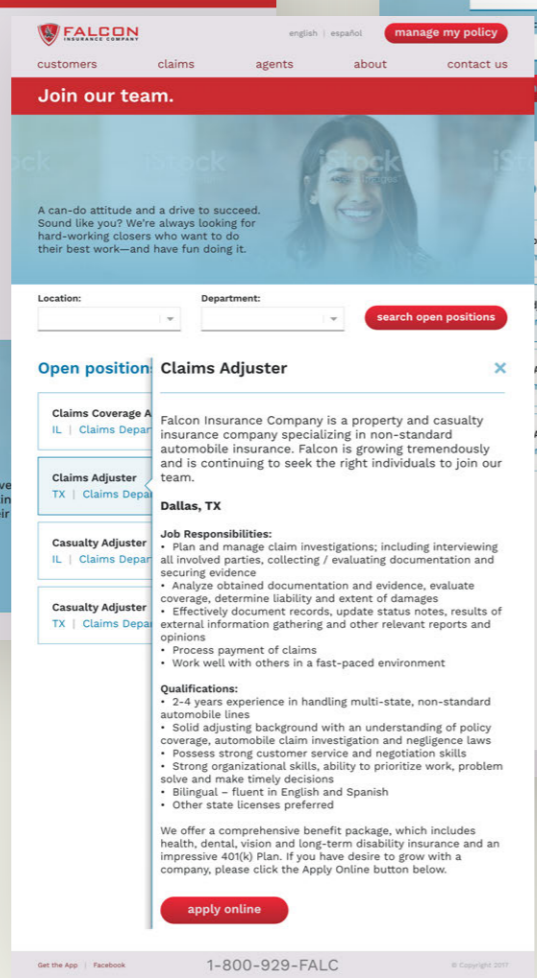
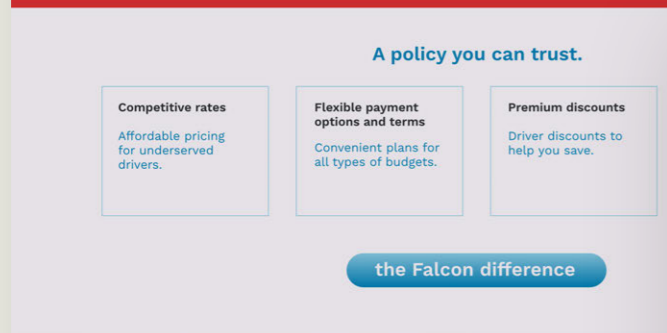
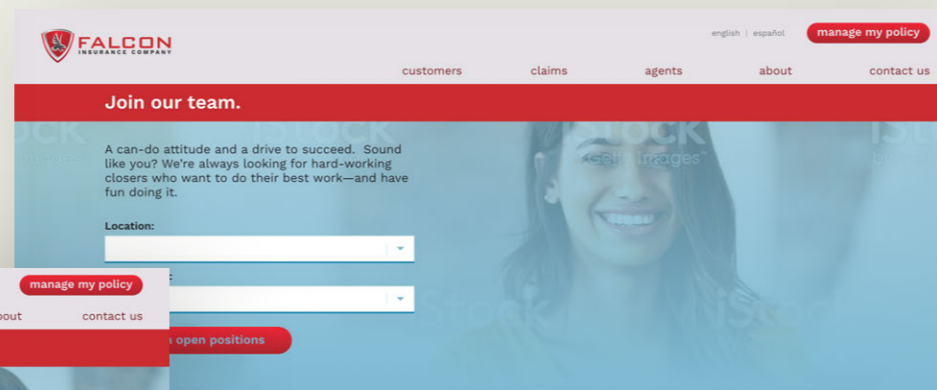
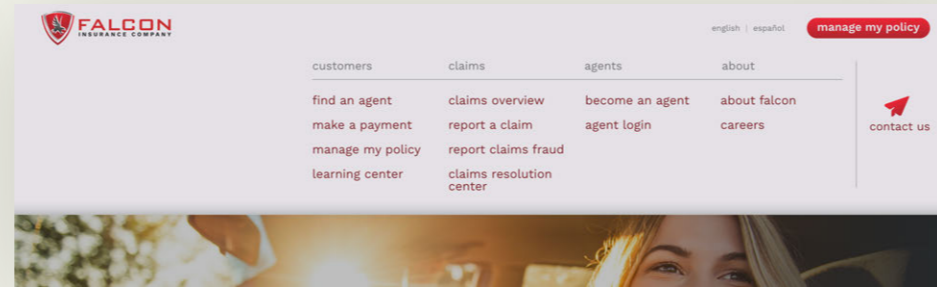
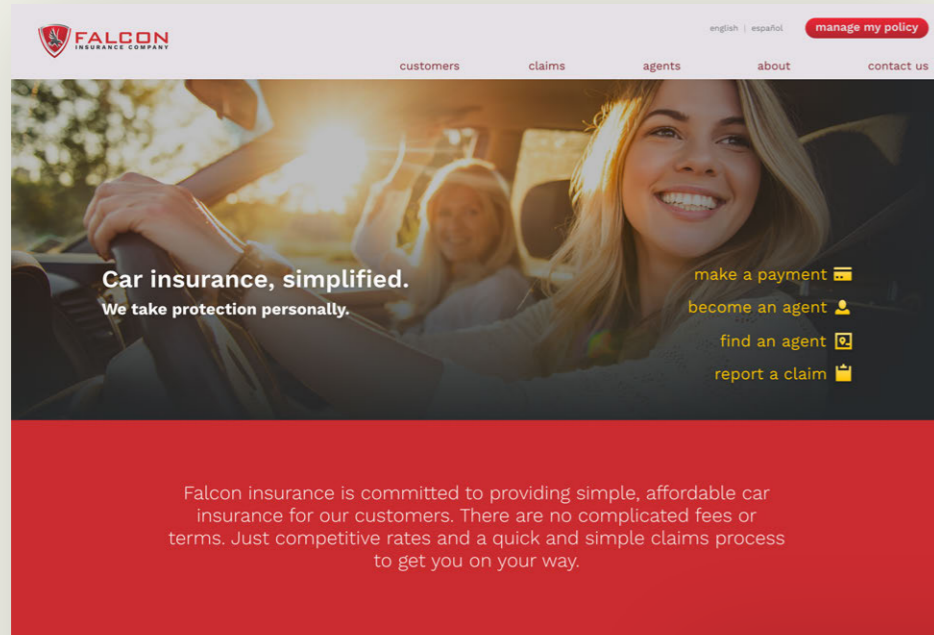
Unscorable Subprime 300-600 Near Prime 601-660 Prime 661-720 Prime Plus 721-780 Super Prime 781-850

90+ DPD by State

90+ DPD by Relationship  
By Relationship

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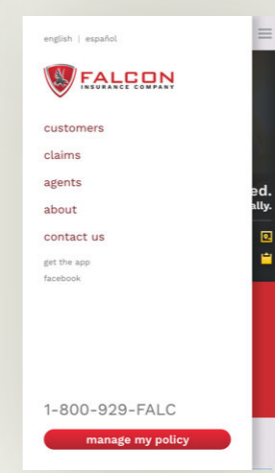
TransUnion.com Privacy Policy Terms of Us

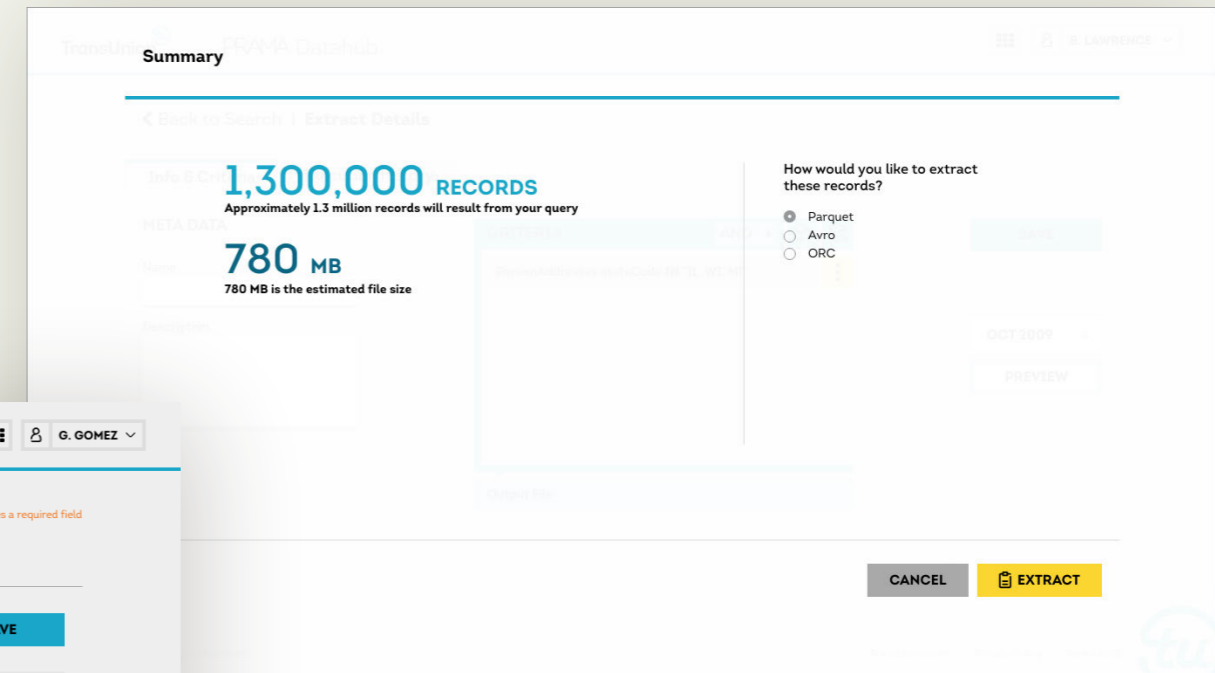
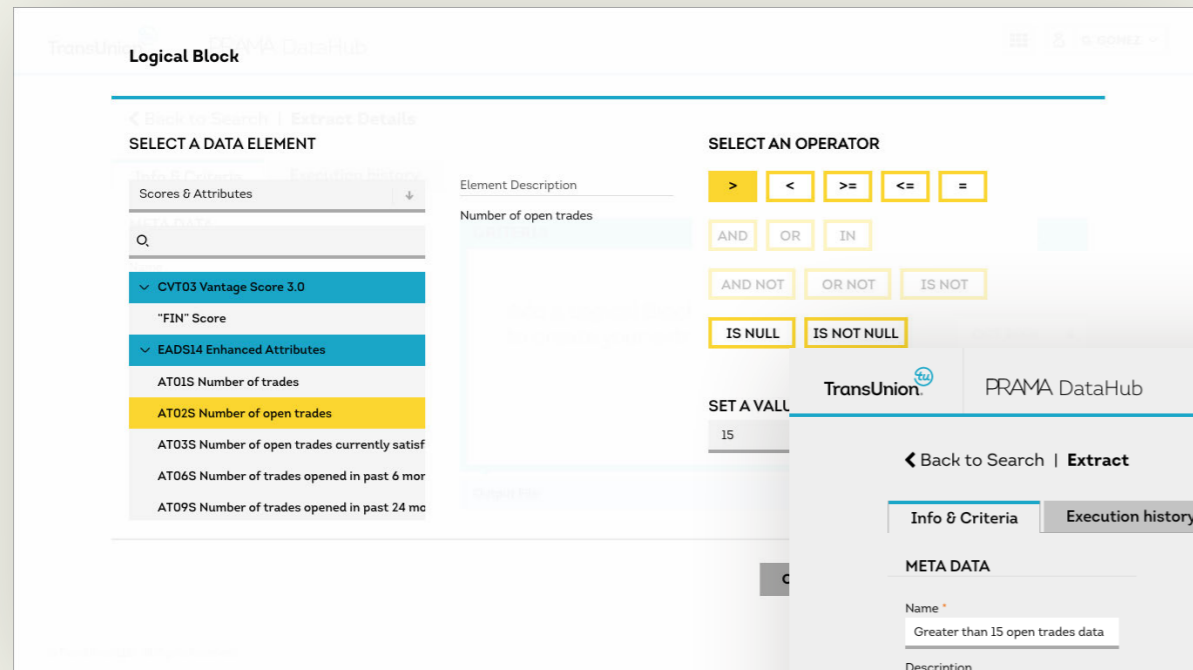


# Falcon Insurance Group

## Designer & Developer 2017

Falcon Insurance Group needed to update their web presence to better reflect an evolved business focus, transitioning from an insurance startup to an established player focused on improving both service and image within the insurance industry. A key consideration was responsive design, as a significant portion of their customers accessed the site exclusively via mobile devices. The two primary goals of this digital transformation were building an agent locator to connect customers with insurance agents, and developing a self-service claims management portal to allow customers to easily file claims online. Neither of those functions had been possible before. The result was a more accessible, mobile-first experience that improved customer engagement and streamlined core business functions.





## TransUnion Prama DataHub

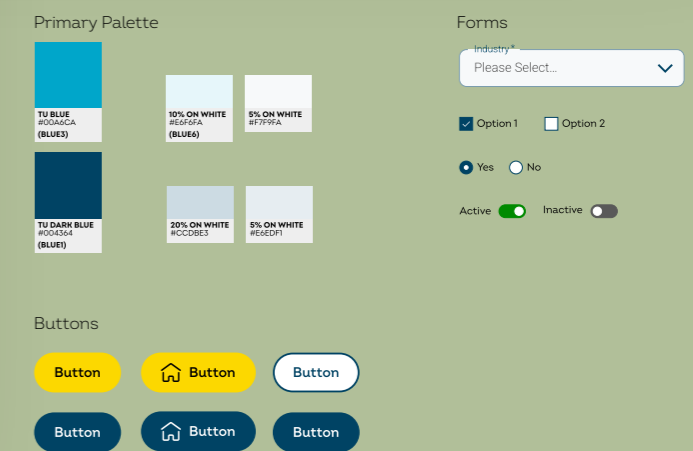
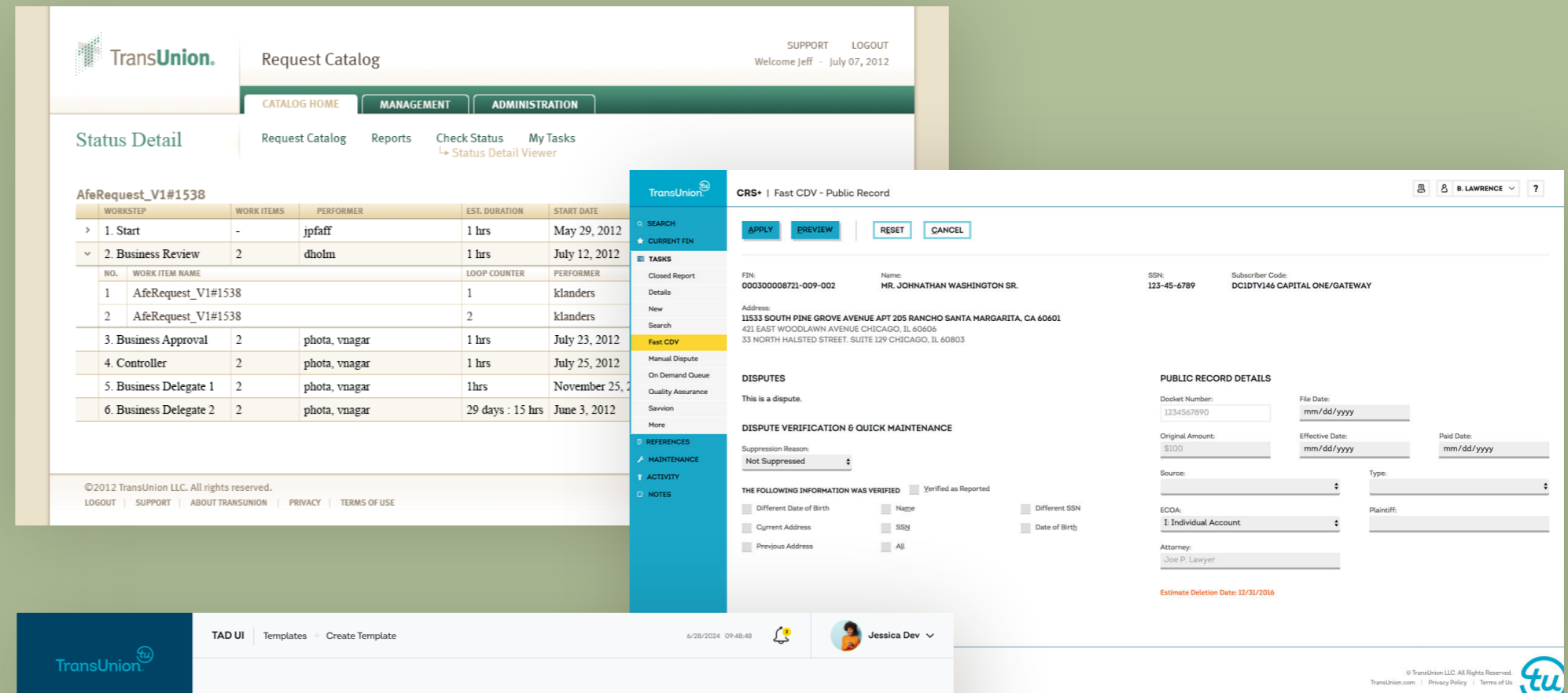
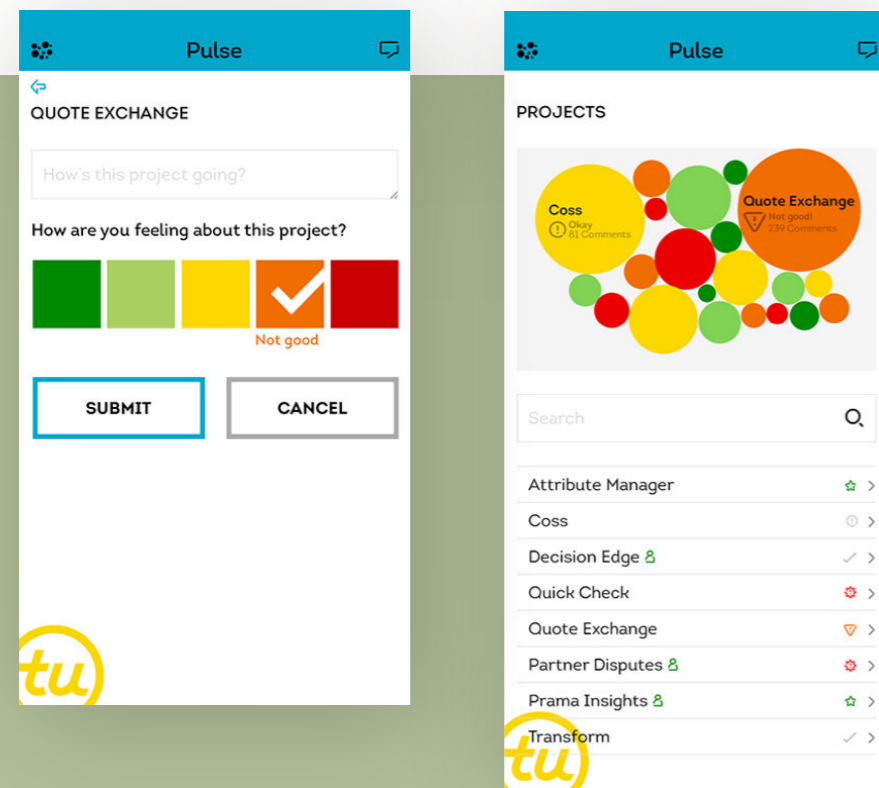
Art Director & Designer  
2017

To extend TransUnion's Prama data analytics platform, we developed a self-service data extraction tool featuring an intuitive query builder. It allows clients to create simple queries against the credit bureau's data without technical expertise, functioning as a streamlined ETL (extract, transform, load) pipeline that pulls results directly into Prama's existing business intelligence (BI) and analytics tools. The goal was to make complex data retrieval accessible to non-technical users, empowering clients with self-service data access and enabling more data-driven decision making across their organizations.

# TransUnion Application Design Guidelines

Art Director & Designer  
2011 to 2024

The UI Group at TransUnion developed and maintains an enterprise design system to standardize and accelerate application development. The system includes a style guide, HTML/CSS frameworks, a reusable Angular component library, and mobile design patterns all built on UX best practices, accessibility (WCAG) guidelines, and brand guidelines. The result was improved developer productivity, faster time-to-market, and a measurable ability to deliver more applications with fewer resources.



## Welcome to TransUnion

You can currently access your TransUnion credit report on this site once every 24 hours



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## TransUnion Adviser Template Attributes Designer (TAD) Login

User Name

Jessica Dev

Password

Enter Password

Sign In

Version : V1.5.35-IN COMM

## TransUnion Adviser Template Designer

Art Director  
2024

Adviser is one of TransUnion's many decisioning platforms used in risk management and credit decisioning. The Template Attribute Designer is a configuration tool that empowers users to create and manage elements of the decisioning process. This includes layouts and filters created without technical expertise. The project required sophisticated enterprise UX design to make a complex rules engine accessible and intuitive, leveraging strong information architecture and interaction design to streamline workflow efficiency.

The screenshot shows the 'CREATE NEW FILTER GROUP' modal in the TAD interface. The modal has a title bar with a close button (X). The form fields are as follows:

- Filter Group Name:
- Type:  Global  Public
- Member Code:
- Filter Group Type:  And  Or

Buttons at the bottom of the modal are 'Cancel' and '+ Save'.

The screenshot shows the 'Home' dashboard in the TAD interface. The dashboard features three summary cards and two data tables.

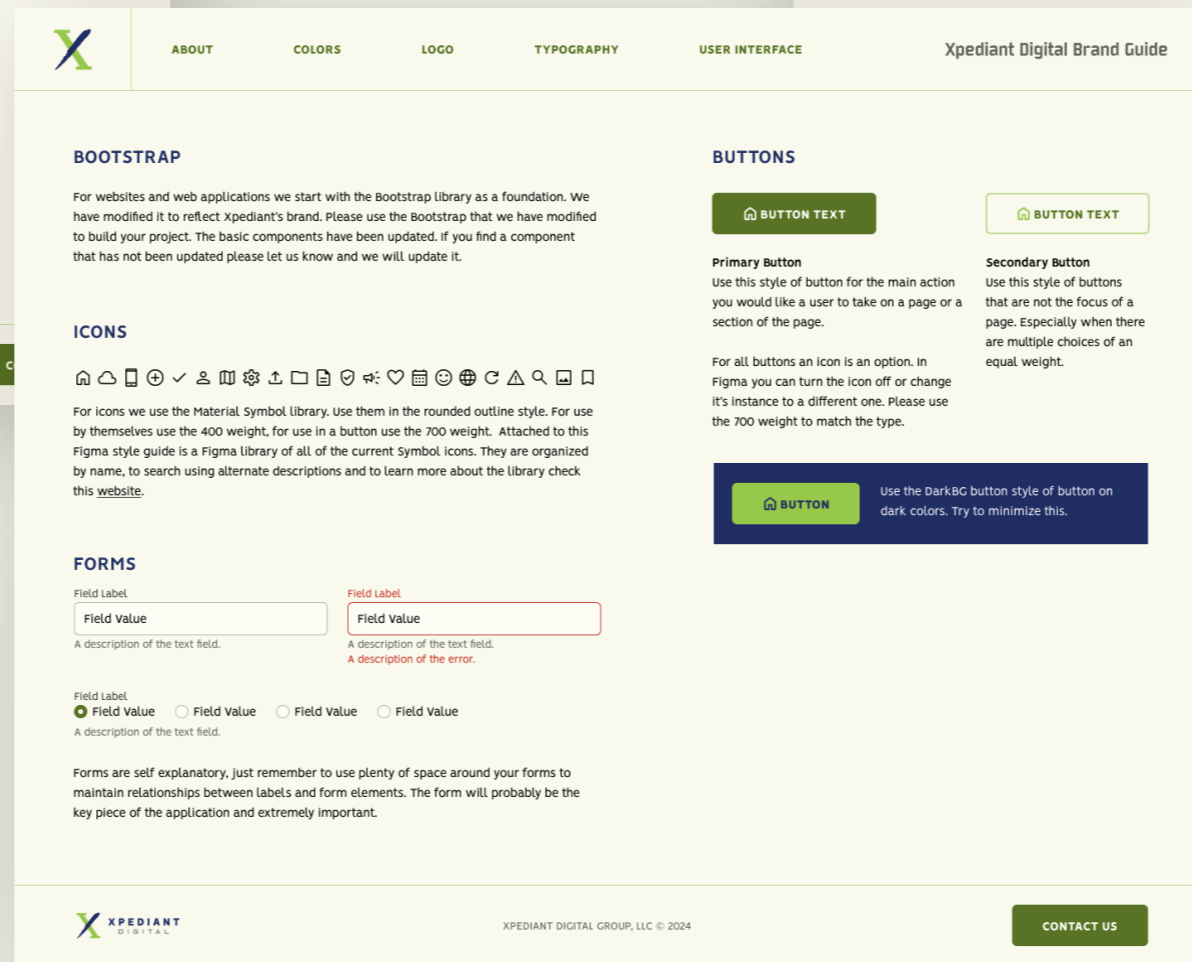
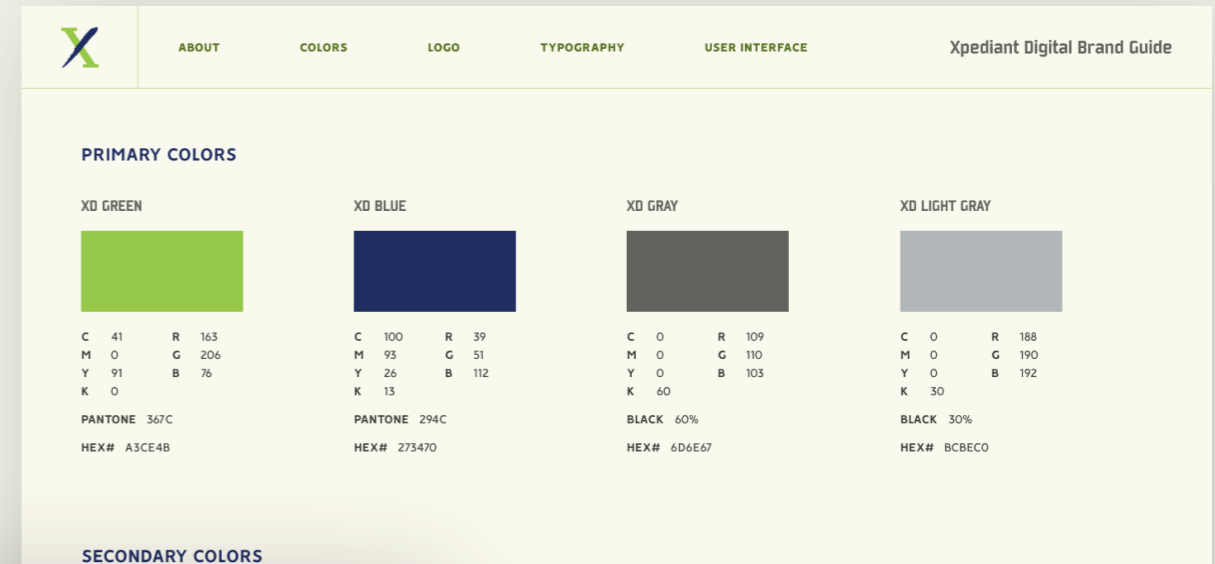
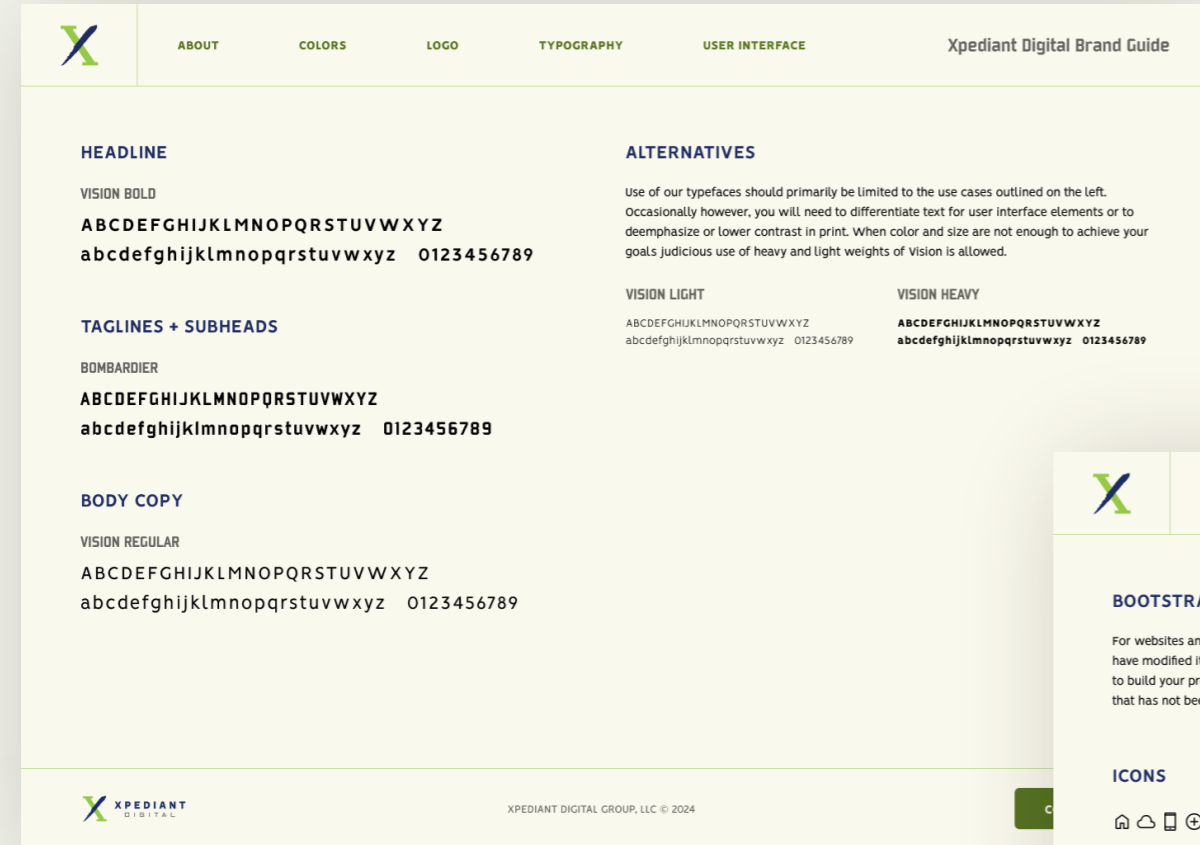
- Total Templates:** 20
- Total Filter Groups:** 22
- Total Feature Groups:** 25

**RECENT GLOBAL TEMPLATES**

TEMPLATE NAME	ID	FILTERS	MEMBER CODE	CREATED DATE
Commercial MVP1	362204	362204	BF00340002	20 / 06 / 2024 10:11:00
Commercial MVP1	362204	362204	BF00340002	20 / 06 / 2024 10:11:00
Commercial MVP1	362204	362204	BF00340002	20 / 06 / 2024 10:11:00
Commercial MVP1	362204	362204	BF00340002	20 / 06 / 2024 10:11:00

**RECENT GLOBAL Filters**

FILTER GROUP NAME	ID	MEMBER CODE	CREATED DATE
NF_CL_trust_MVPI	362204	BF00340002	20 / 06 / 2024 10:11:00
Commercial MVP1	362204	BF00340002	20 / 06 / 2024 10:11:00
Commercial MVP1	362204	BF00340002	20 / 06 / 2024 10:11:00
Commercial MVP1	362204	BF00340002	20 / 06 / 2024 10:11:00



# Xpediant Digital Style Guide

## Designer & Developer 2025

Xpediant Digital needed to update their brand guidelines to create a cohesive and scalable foundation for both their marketing website and digital product development. A comprehensive design system was developed, including updated typography, color systems, and a style guide to ensure brand consistency across all touchpoints. The refreshed brand identity supported ongoing UI modernization efforts and provided development teams with a unified framework

*Thanks*

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<https://linkedin.com/in/mjcorn>