# Michael Corn Portfolio

mjcorn@chicagodesignfoundry.com



# **MVP.com Website**

# Art Director, Designer & Developer 2000-2001

MVP.com was an internet only sports retailer specializing in high-end sporting goods. The site was designed to be easily updated for merchandising specials and marketing campaigns. Ease of use was also of para- mount concern, keeping the site navigation up to date and responding to user input.

mvp.com

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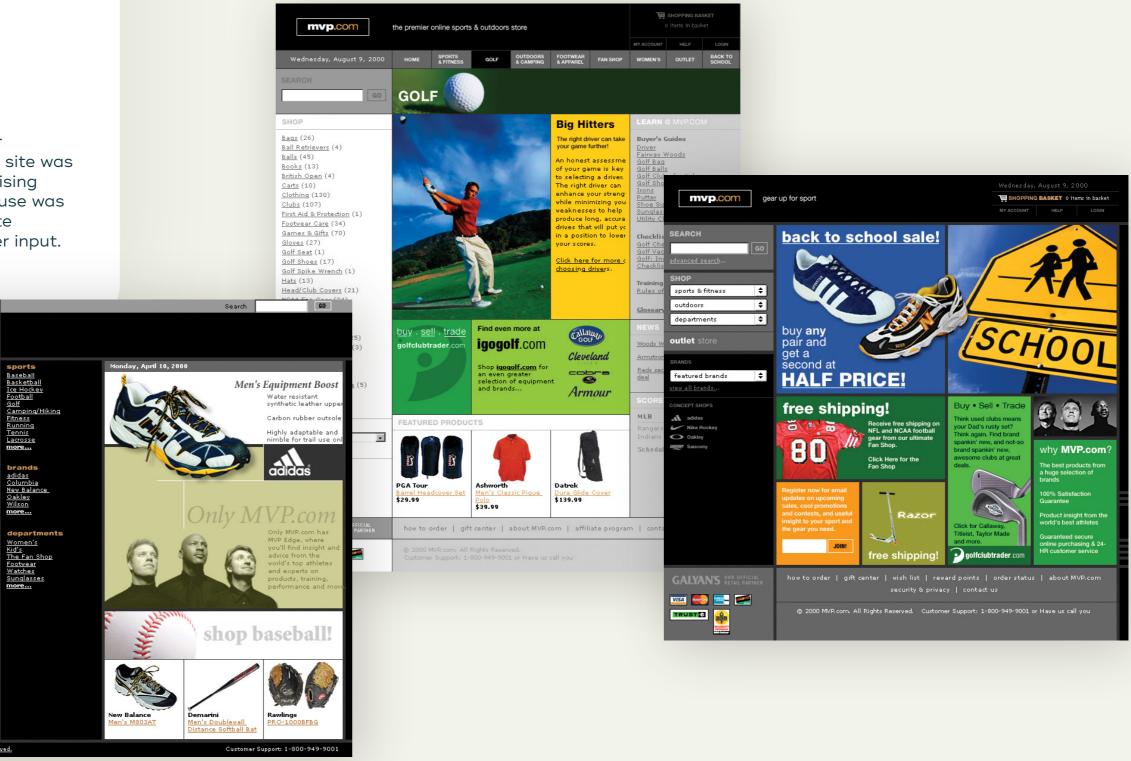
OUR EXCLUSIVE RETAIL PARTNER

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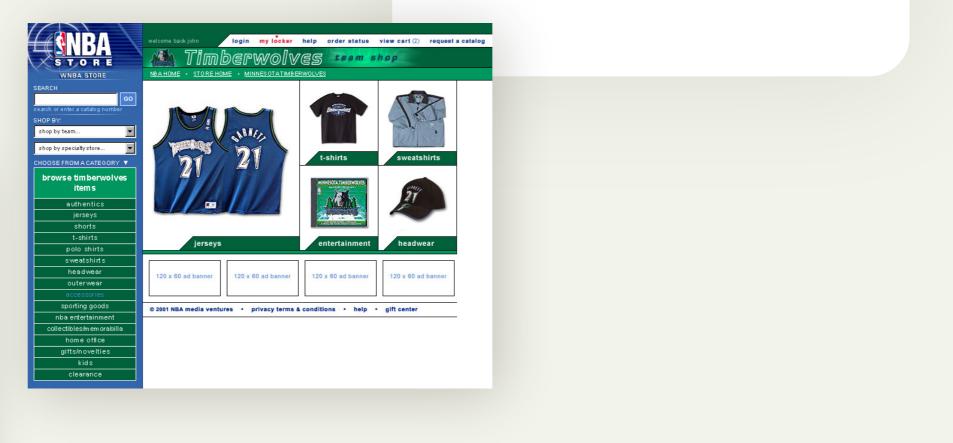
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# **NBA Store Website**

Art Director & Designer 2001-2002

The NBA was moving their store to a new ecommerce platform. Styleclick worked with the NBA's internal marketing team to maximize their brand representation while maintaining an easy to use store.



# **CMXsports and CMXvision Websites**

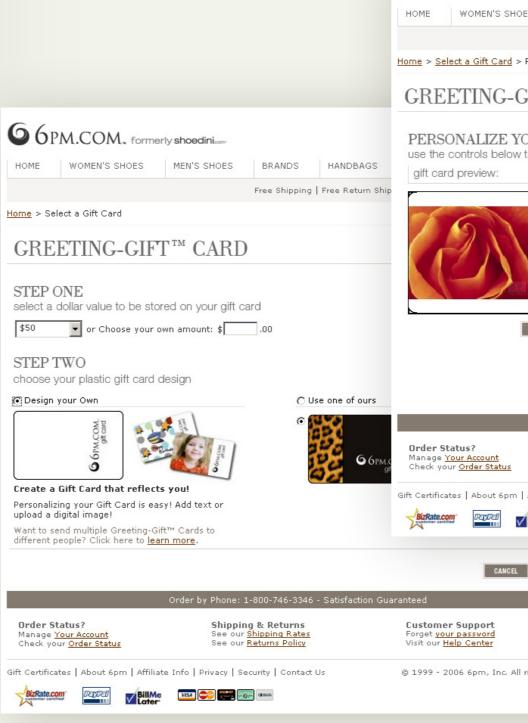
# Art Director & Designer 2004

CMX was a commodities trading company that was flush with their success on the Internet. The owner's interest in sports and entertainment led him to create a network of entertainment sites with the eventual goal of downloadable pay-per-view style videos and memberships.

# 6pm.com Website

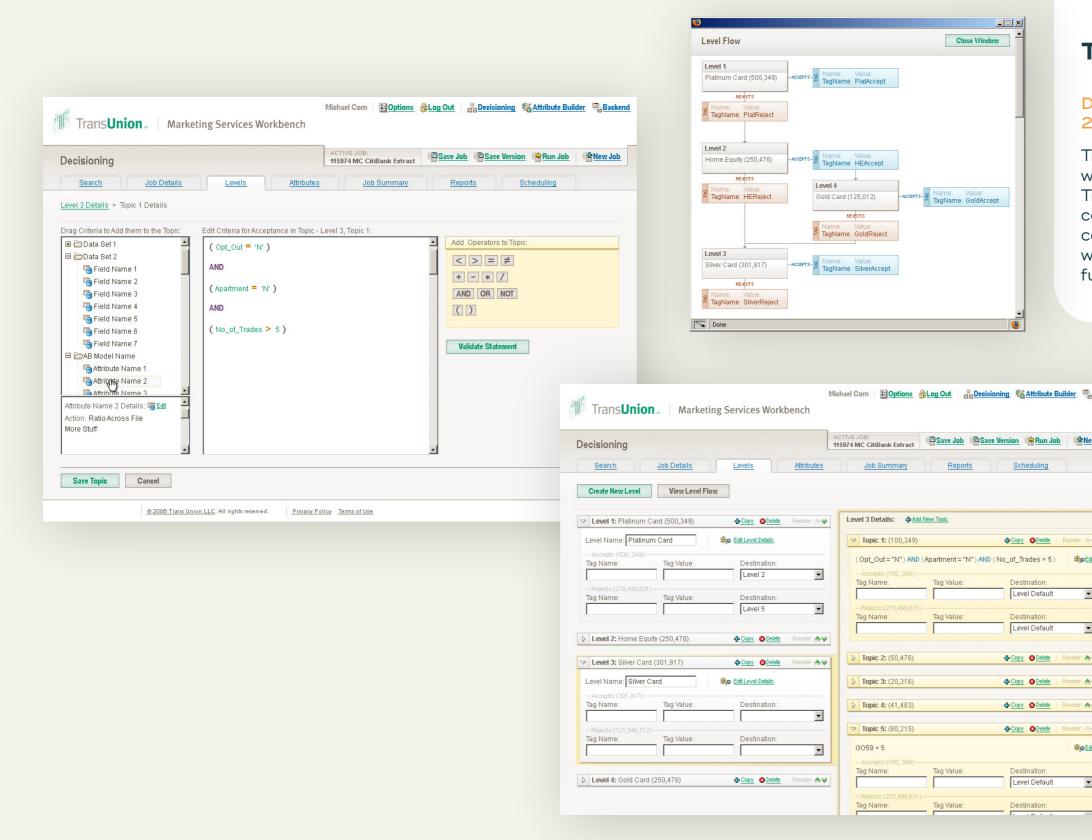
# Art Director & Designer 2005

6pm.com was a rebranding of shoe retailer Shoedini. As part of their new offering they added giftcards to tthe site. Arroweye Solutions provideed the giftcard service which we designed to seemlessly fit into their new look and feel. As part of this we redesigned our interface to better meet their needs.



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# **TransUnion Decisioning Tool**

# Designer & Developer 2006

TransUnion was replacing its mainframe applications with web based applications running on open systems. TransUnion's business processes are extremely complex. The goal of each application was to take that complexity and make it manageable for novice users, while allowing experienced users access to the tool's full capabilities.

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# Iggy's House Website

# Designer & Developer 2006-2007

Iggy's House is a new website for a homeowner selling their house. It needed to accomodate advertising for revenue while being freindly and easy to use.

		<ul> <li>▲ IggysHouse: 40 Properties The best property descriptions on the</li> <li>▲ BuySide Realty: 355 Listings Receive a 75% commision rebate.</li> </ul>
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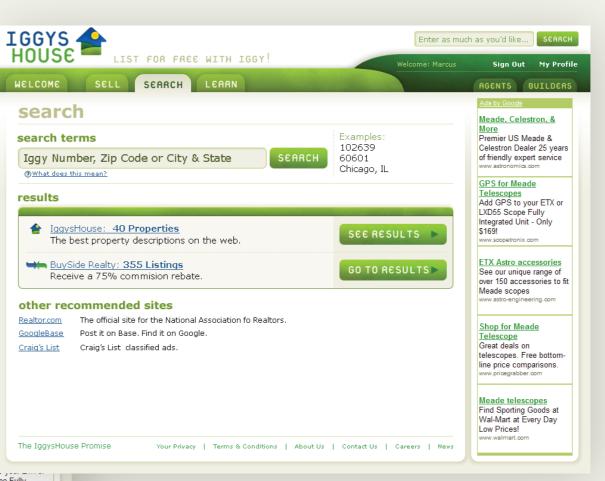
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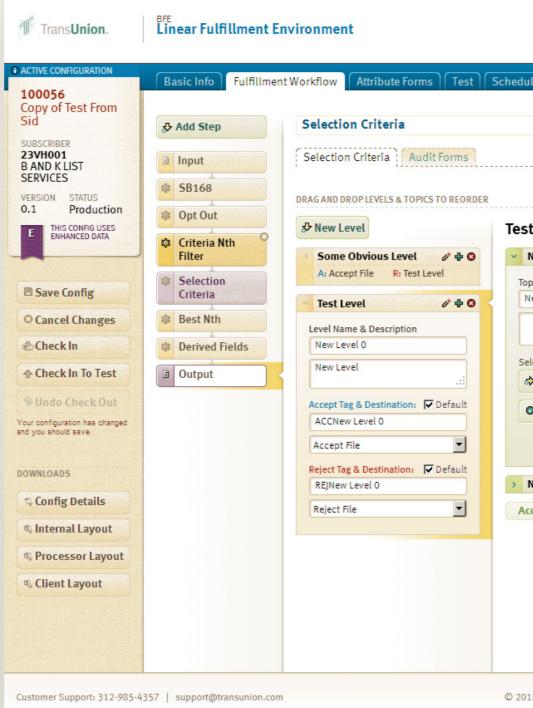




# **TransUnion Decisioning Tool**

## Designer & Developer 2011

TransUnion introduced a new Decisioning System based on new back-end technology. We continued to use feedback from users of previous systems and UX best practices. We also introduced a more dynamic UI using more DOM manipulation and AJAX to create a more integrated experience.

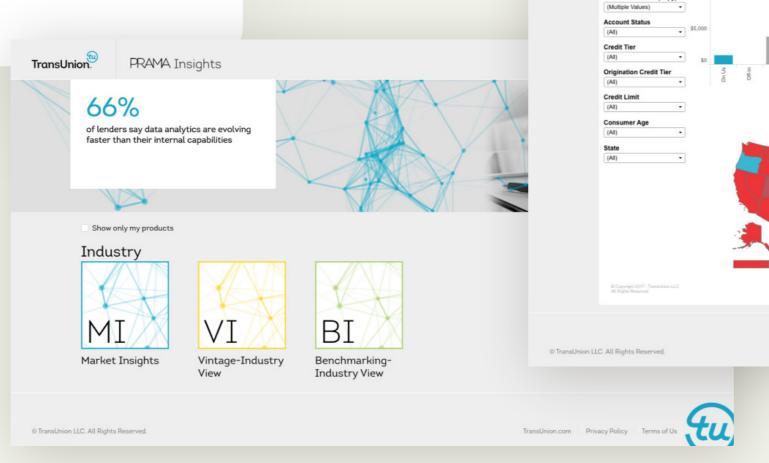


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# TransUnion Prama Insights

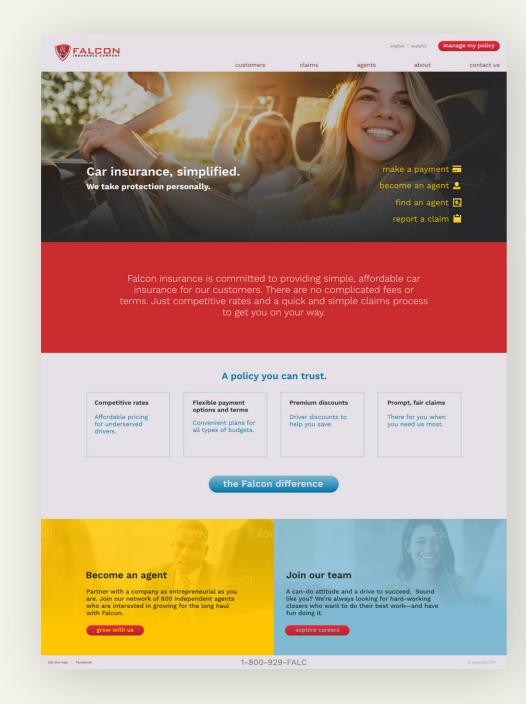
# Art Director & Designer 2016

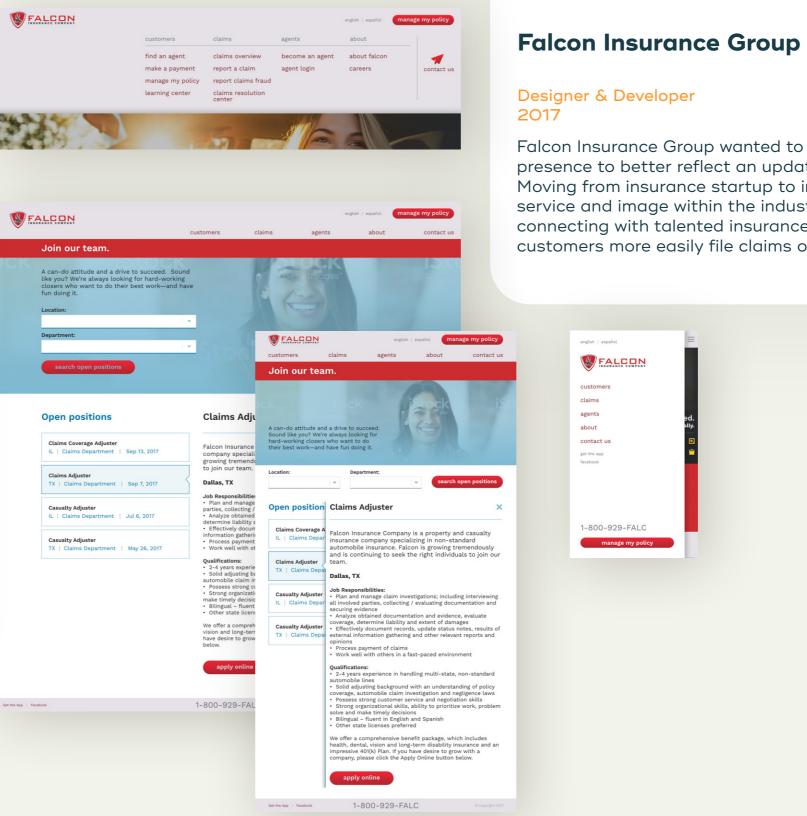
In 2016 TransUnion created a new data and analytics group called Prama. Their first product was Insights, a visualization tool to identify market trends, analyze relevant segments and help our clients make appropriate decisions and adjustments.



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Falcon Insurance Group wanted to update their web presence to better reflect an updated business focus. Moving from insurance startup to improving both their service and image within the industry. Major goals were connecting with talented insurance agents and helping customers more easily file claims online.

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# Transunion Prama Datamus

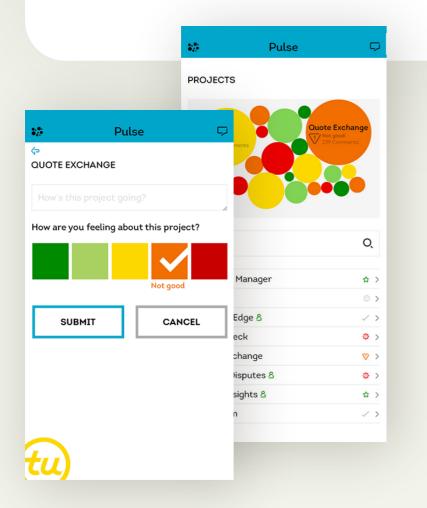
# Art Director & Designer 2017

To extend TransUnion's Prama data analytics platform we added a data extraction tool. It allows clients to create simple queries against the bureau's data and pull those results into our analytics tools.

# TransUnion Application Design Guidelines

# Art Director & Designer 2011 to 2024

For the past several years the UI Group at TransUnion has been developing and updating a visual styleguide for application development. This includes stylres and HTML for web applications; Angular components and now mobile designs. As TU grows we want to encourage development teams to follow UX best practices & our brand guidelines while making implementation as easy as possible.



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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 Designer

Art Director 2024

Adviser is one of TransUnion's many decisioning platforms. The Template Attribute Designer is a tool to create elements for the decisioning process such as layouts and filters.

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TAGLINES + SUBHEADS

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XPEDIANT DIGITAL GROUP, LLC © 2024

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USER INTERFACE

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**Xpediant Digital Brand Guide** 

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## SECONDARY COLORS

ABOUT

PRIMARY COLORS

USER INTERFACE

BOOTSTRAP

ABOUT

For websites and web applications we start with the Bootstrap library as a foundation. We have modified it to reflect Xpediant's brand. Please use the Bootstrap that we have modified to build your project. The basic components have been updated. If you find a component that has not been updated please let us know and we will update it.

COLORS

1060

TYPOGRAPHY

## ICONS

FORMS

ld Labe

O Field Value O Field Value

A description of the text field. Forms are self explanatory, just maintain relationships between key piece of the application and

XPEDIANT

Field Label Field Value A description of the text field.

X

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For icons we use the Material Symbol library. Use them in the rounded outline style. For use by themselves use the 400 weight, for use in a button use the 700 weight. Attached to this Figma style guide is a Figma library of all of the current Symbol icons. They are organized by name, to search using alternate descriptions and to learn more about the library check this website.

		BUTTON	dark colors. Try to minimize this.
) Field Va	Field Label Field Value A description of the text field. A description of the error. Uncertainty Field Value		
	use plenty of space around your forms to n elements. The form will probably be the ortant.		
	XPEDIANT DIGITAL GROUP, LLC © 2024		сом

<b>Xpediant</b>	Digital	Style	Guide
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## Designer & Developer 2025

Xpediant Digital needed to update their brand guidelines to accommodate their marketing website and digital product development.

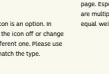
XPEDIANT

# BUTTONS

Primary Button Use this style of button for the main action you would like a user to take on a page or a section of the page.

For all buttons an icon is an option. In Figma you can turn the icon off or change it's instance to a different one. Please use the 700 weight to match the type.

that are not the focus of a equal weight.



ABOUT		

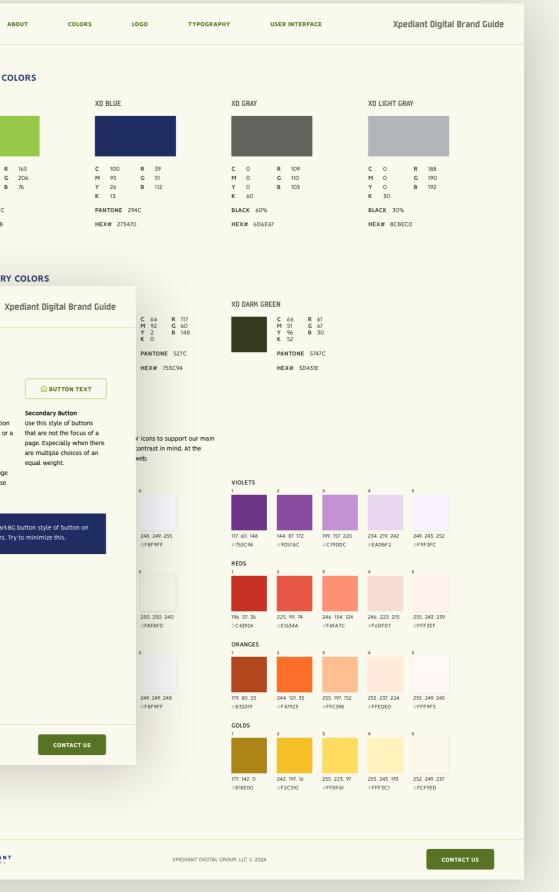
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

abcdefghijklmnopqrstuvwxyz 0123456789

abcdefghijklmnopqrstuvwxyz 0123456789

COLORS



# Thanks.

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