JEANINE WHITE

Product Designer | User Experience Designer

New York, NY

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PROFILE SUMMARY

Product designer with over 6 years of experience designing end-to-end digital experiences for Web, iOS, and Android with an entrepreneurial approach. With experience across branding, startups, healthcare, e-commerce, and luxury fashion, I offer a unique perspective. My design solutions drive measurable growth for independent businesses.

SIGNATURE QUALIFICATIONS

01 / **Strategic Thinking**: I've contributed strategic insights to product features and roadmaps, ensuring they align with both business objectives and customer needs.

02 / **User-Centered Design** : My experience crafting user flows, wireframes, and prototypes, conducting comprehensive user interviews and research, and leading robust usability testing strategies demonstrate my commitment to user-centered design principles.

03 / **Adaptability and Growth Mindset**: I thrive in a creative company culture, embracing feedback, and continuously learning about customers and industry trends to adapt and grow effectively. I am committed to continued learning and expanding my design skills and industry knowledge.

PROFESSIONAL EXPERIENCE

Siegel + Gale

Brand Experience Agency
New York, NY

Experience Designer   9/21 - Present

- Executed business and brand context transformation into user needs, experience strategies, and design deliverables for client websites and digital products; **enhanced customer satisfaction scores by 30%.**
- Consulted with client stakeholders, including **3M, Bristol Myers Squibb (BMS), and MD Anderson**, to provide constructive recommendations for tactical design solutions aligned with business goals.
- Formulated customer personas, prepared heuristic experience audits, developed tailored wireframes, and structured site maps to uncover **40+ UX enhancements**, leading to extended client engagements and increased experience service requests.
- Optimized client partner BMS web experience through refined brand guidelines and a **simplified Figma design system**. Aligned over **50 components**, brand colors, and type libraries, expediting development cycles.

DC Capital Connector

GovTech AI powered
Mobile App + Web
Platform Marketplace
Remote / Washington D.C.

Lead Product Designer   3/20 - 9/21

- Led end-to-end design for **Android** mobile app, 2020 launch to the **Google Play Store**.
- Managed the end-to-end design and development of a responsive marketing website using WordPress, resulting in a **20% increase in user engagement and lead generation**.
- Collaborated with the Artificial Intelligence (AI) / Machine Learning (ML) team to refine mobile app onboarding survey questions, enhancing real-time **B2B and B2G** marketplace matches.
- Crafted an interactive mobile prototype, aligning with DSLBD requirements; presented to stakeholders and received a commendation from Mayor Muriel Bowser for **economic development innovation** and impact in tech solutions.
- Introduced high-fidelity dashboard mockup options for partner government and business service providers, enhancing user experience and increasing engagement on platforms, resulting in a **40% increase in user interaction metrics**.

SKILLS

Design & Research

Wireframes
Prototyping
Site Maps
Information Architecture
User Flows
Stakeholder Interviews
Personas
Usability Testing
Journey Mapping
Task Analysis

Tools

Figma
Adobe CC
Zeplin
Full Story
User Testing Platform
Miro

Project Management

Business Analysis
Product Roadmap
Asana
Jira
Notion

EDUCATION

LIM College
BBA of Fashion Merchandising

General Assembly
UXDI Certificate of Completion

NYU
Creative Writing Workshop

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PROFESSIONAL EXPERIENCE cont.

Wellthi Tech	**Lead Product Designer**	10/19 - 9/21

Social FinTech Mobile App + Web platform

Remote / Washington D.C.

- Designed and no code developed the responsive WordPress marketing website, driving a **50% increase** in site visits, averaging **250+ unique daily visitors** in 2020.
- Led comprehensive product design for the Wellthi iOS MVP App, including **10 user interviews**, intricate user flow mapping, wireframes, and interactive prototypes; the outcome of a **30% increase** in investor interest and partnership inquiries.
- Presented interactive prototypes in investor demos, fostering confidence from VC firms and private investors, resulting in a **1 million dollar** plus raise in 2020.
- Partnered with a cross-functional team, including a Project Manager and an international Development team, aligning the roadmap over **16 sprints**, and facilitating seamless delivery through Zeplin handoffs.
- Implemented a usability testing strategy, Leading a **team of 5**, conducting **25 quantitative tests** via Apple TestFlight and Zoom. **Synthesized research findings** to drive actionable improvements.

Hella Black	**Lead Product Designer**	3/19 - 2/21

eCommerce Marketplace Start-Up

Remote / Washington D.C.

- Led the product design of the startup's online presence, ensuring a cohesive and responsive user experience with **eCommerce best practices**.
- Collaborated directly with the CEO and a Motion Designer to create compelling design assets pivotal to a highly successful Kickstarter campaign video, surpassing the **$50k seed funding goal**.
- Conceptualized and implemented the HellaRich Hub and Directory, an innovative learning platform for entrepreneurs, leading to a **35% increase in vendor user base**.
- Delivered comprehensive quality assurance feedback to the development team via Zeplin before launch. Optimized B2B CS cart backend improvements for dashboard and vendor uploading processes.

Mack Weldon	**Senior Product Designer (Contract)**	1/20 - 3/20

Men's Apparel eCommerce Start-Up

New York, NY

- Enhanced Product Detail Page through FullStory's behavioral analytics, boosting user feedback in product selection (size, color, add-to-cart). Achieved a **15% increase** in products added to the cart and reduced cart abandonment.
- Leveraged brand guidelines to create wireframes, prototype videos, and responsive UI mockups; Communicated design requirements and implementation standards of design elements to the Product manager and Shopify development team.
- Conducted **12 internal quantitative stakeholder** interviews to identify pain point opportunities, prioritizing UX efforts.
- Analyzed site analytics to optimize the Product Detail Page, improving size guide visibility, and enhancing accessibility, leading to a **30% decrease in bounce rate** and a **15% increase in average order value**.

Pfizer	**Experience Designer (Contract)**	10/19 - 1/20

In-house Digital Team

New York, NY

- Played a **key role in 8 projects**, spearheading the product design for an email module component library, templates, and comprehensive usage guidelines for internal email builders Canvas and Knack.
- Designed high-fidelity mockups and prototypes as workshop deliverables for the **ARS+ iOS App** and an Apple Watch. These assets played a pivotal role in securing internal funding and innovative project support.
- Conceptualized visually captivating motion design sequences for a promotional video unveiling the Pfizer 1-click medical supply ordering device, showcased to an audience of experts at the Pfizer annual conference.
- Championed the ideation and implementation of real-time design solutions, assisting in facilitating **3 global design workshops**.