

# JEANINE WHITE

Product Designer | Experience Designer | New York, NY

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## PROFILE SUMMARY

Product designer with over 7 years of experience designing end-to-end digital experiences for Web, iOS, and Android with an entrepreneurial approach. I offer a unique perspective with experience across branding, startups, healthcare, wellness, e-commerce, and luxury fashion. My design solutions drive measurable growth for independent businesses.

## PROFESSIONAL EXPERIENCE

### User Experience Designer (UX/UI), Institute for Integrative Nutrition

*Wellness and Nutrition Health Coaching School*

**5/24 - Present**

- **Optimize** the e-commerce website by redesigning Product Detail Page (PDP) templates for courses, blogs, webinars, and events like the Wellbeing Summit 2024, resulting in **improved usability, engagement, and conversion rates**.
- **Establish a scalable design system** in Figma and a documentation process for developer handoffs, streamlining the creation of reusable components and **Hubspot modules for efficient web development**.
- Design and present high-fidelity mockups and interactive prototypes to stakeholders, securing approvals for new features and aligning designs with cohesive branding guidelines.
- Partner with cross-functional teams to **implement data-driven A/B testing strategies** using Crazy Egg, identifying optimization opportunities and enhancing **Conversion Rate Optimization (CRO)** across digital properties.

### Experience Designer, Siegel + Gale

*Brand Experience Agency*

**9/21 -10/23**

- 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.

### Lead Product Designer, DC Capital Connector

*GovTech AI-powered Mobile App + Web Platform Marketplace*

**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) engineering 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**.

## Lead Product Designer, Wellthi Tech

Social Financial (FinTech) Mobile App + Web platform

10/19 - 9/21

- 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 engineering 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 advocate for users to drive actionable improvements.

## Lead Product Designer, HellaBlack

eCommerce Marketplace Start-Up

3/19 - 2/21

- 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 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**.

## Senior Product Designer (Contract), Mack Weldon

Men's Apparel eCommerce Start-Up

1/20 - 3/20

- 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, prototypes, and responsive UI mockups; Communicated design requirements and implementation standards to the Product manager and **Shopify** development team.
- Conducted **12 internal quantitative stakeholder** interviews to identify pain points, prioritizing UX efforts.
- Analyzed site data 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**.

## SKILLS

**Design & Research:** Wireframes, Prototyping, Site Maps, Information Architecture, User Flows, User Interviews, Personas, Usability Testing, Journey Mapping, User Task Analysis

**Tools:** Figma, Adobe Creative Suite, Sketch, Zeplin, Full Story, User Testing Platform, Miro

**Project Management:** Asana, Jira, Notion

## EDUCATION

**BBA Fashion Merchandising**, LIM College

**UXDI Certificate of Completion**, General Assembly

## CERTIFICATIONS

[Enterprise Design Thinking Practitioner](#), IBM

[Team Essentials for AI](#), IBM