

JEANINE WHITE

Product Designer | Experience Designer | New York, NY

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PROFILE SUMMARY

User Experience Designer with 8+ years of cross-functional experience creating thoughtful, scalable solutions across Web, iOS, and Android platforms. I bring a unique perspective blending UX strategy, research, and visual design with deep empathy for users and business needs. Experienced in collaborating with C-level stakeholders, product teams, and engineers to deliver engaging digital products in health, education, government, and eCommerce.

PROFESSIONAL EXPERIENCE

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

Wellness and Nutrition Health Coaching School

5/24 - Present

- **Redesigned key web experiences**—including homepage, blog, course catalog, foundation and enrichment course PDPs, events pages, and video content flows—contributing to a **140% month-over-month increase** in daily users, reaching **125 K**.
- **Created and managed a unified design system in Figma** across web, tablet, and mobile breakpoints—building reusable **components, instances, and variables**; implementing **documentation** guidelines; and streamlining developer handoffs.
- **Presented high-fidelity designs to executive stakeholders** for implementation approval, and led monthly design marketing presentations to showcase upcoming web features and page launches.
- **Collaborated on A/B testing initiatives** by designing test variants, **defining UX-focused KPIs**, and partnering with the testing team to validate design decisions and inform data-driven improvements.
- **Define UX strategy aligned with go-to-market and business objectives**, creating detailed project briefs with executive summaries, timelines, milestone plans, and team assignments; collaborated closely with the Product Manager, VP, Product Owner, and CTO to shape and **refine the product roadmap**.

Experience Designer, Siegel + Gale

Brand Experience Agency

9/21 - 10/23

- **Translated business and brand objectives** into user-centered strategies and design solutions for client websites and digital products, **driving a 30% increase in customer satisfaction scores** through improved UX execution.
- **Advised high-profile clients including 3M, Bristol Myers Squibb (BMS), and MD Anderson**, delivering strategic design recommendations that aligned with business goals and informed tactical UX decisions.
- **Led UX discovery** through persona development, heuristic audits, wireframes, and site mapping, identifying over **40 actionable experience improvements** that extended client engagements and drove additional service requests.
- **Streamlined the BMS web experience** by refining brand guidelines and **developing a simplified Figma-based design system**—aligning **50+ components** across desktop, tablet, and mobile breakpoints, brand color palettes, and typography styles to accelerate development workflows and ensure brand consistency.

Lead Product Designer, DC Capital Connector

GovTech AI-powered Mobile App + Web Platform Marketplace

3/20 - 9/21

- **Led end-to-end UX design for a cross-platform iOS/Android mobile app**, integrating generative AI to enhance the user experience—owning user flow mapping, survey design, visual design, and unmoderated usability testing via Apple TestFlight; partnered with the CTO and engineering to execute seamless Zeplin handoffs.
- **Created an interactive mobile app prototype**, presented to the DC Department of Small and Local Business Development (**DSLBD**) for approval; received commendation from Mayor Muriel Bowser as a key tool supporting D.C.'s strategic economic recovery plan.

- Designed high-fidelity **dashboards for government and business service providers**, enabling enterprise-level data exploration of lead matches generated from small business onboarding surveys.
- Partnered with the AI/ML data analytics team to refine mobile app onboarding survey questions, improving real-time match accuracy for B2B and B2G marketplace users.
- **Designed, developed, and maintained a responsive marketing website** in WordPress, aligned with the 2020 mobile app launch on the Google Play Store to support user acquisition and visibility.

Lead Product Designer, Wellthi Tech

Social Financial (FinTech) Mobile App + Web platform

10/19 - 9/21

- **Designed and no-code developed** a responsive WordPress marketing site, resulting in a **50% increase in traffic** and over **250 unique daily visitors** during 2020.
- Led end-to-end product design for the **Wellthi iOS MVP**, including user interviews, flow mapping, wireframes, and prototypes—contributing to a **30% increase in investor interest and partnership inquiries**.
- **Presented interactive prototypes in investor demos**, helping secure over **\$1M in funding** by building confidence among VC firms and private investors.
- Partnered with cross-functional teams across **16 sprints**, including PMs and international engineers, to align product roadmaps and deliver pixel-perfect designs via Zeplin; led usability testing with **25 participants**, translating insights into actionable product enhancements.

Lead Product Designer, HellaBlack

eCommerce Marketplace Start-Up

3/19 - 2/21

- **Led product design for the startup's online presence**, delivering a cohesive, responsive user experience grounded in eCommerce best practices.
- **Collaborated directly with the CEO to design campaign assets** that contributed to a successful Kickstarter video, exceeding the **\$50K seed funding goal**.
- **Conceptualized and launched the HellaRich Hub and Vendor Directory**, an entrepreneur-focused learning platform that drove a **35% increase in vendor signups** and user engagement.

Senior Product Designer (Contract), Mack Weldon

Men's Apparel eCommerce Start-Up

1/20 - 3/20

- **Optimized the Product Detail Page using FullStory behavioral analytics and site data**, improving size guide visibility, accessibility, and user flow—resulting in a **15% increase in add-to-cart actions**, a **30% drop in bounce rate**, and a **15% lift in average order value**.
- **Created wireframes, prototypes, and responsive UI mockups** aligned with brand guidelines; communicated implementation standards to the Product Manager and Shopify development team for seamless execution.
- **Conducted 12 internal stakeholder interviews** to uncover usability pain points and inform UX priorities across the shopping experience.

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,

Project Management: Miro, 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