



I'm Steve White,

UX Design Leader with 15+ years of experience shaping intuitive customer facing experiences for Top Fortune 100 companies. I focus on user-friendly interfaces that achieve measurable results and lead teams to deliver solutions across web, mobile, and other critical touchpoints, elevating customer satisfaction and driving long-term business value.

Large Brand Experience:

Amazon, Lowe's, The Home Depot, eBay, Klarna + more

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Senior Product Designer + AI Design Strategist Enterprise Systems & Pro Associate Tools (2023 - Present)

Lowe's

Redesigned the in-store tasking platform, streamlining daily workflows for store managers, assistant managers, and department supervisors. Improved the Pro quoting platform, increasing speed and efficiency for Pro associates in generating price quotes for Pro customers.

- Led the redesign of the in-store Pro quoting system, improving efficiency by 30% and reducing user errors and support tickets by 20%.
- Conducted user research and usability testing to gather insights from Pro customers and DIYers, informing critical design decisions.
- Collaborated with a large cross-functional team to deploy ongoing design enhancements to customer- and associate-facing in-store platforms.
- Mentored and led junior designers on the team—providing design direction, conducting critiques, strengthening UX craft quality, and guiding them through research, stakeholder alignment, and delivery to ensure consistent, high-impact outcomes.

Senior UX Designer Shopping & Discovery Kindle devices and OS (2020 - 2023)

Amazon

Supported personalized Books shopping and discovery experiences in the Amazon book store for physical books, digital books and Audible customers. Worked on Kindle books experiences which included the series detail page, book series experiences and digital and print book initiatives across the Kindle App, Amazon App and Mobile web and desktop surfaces. Lead UX design for the E-reader quick view experience, ensuring a seamless and efficient interface for customers to instantly preview book content throughout their shopping experience.

- Decreased page to page latency 40% across the e-reader Kindle storefront by designing and implementing quick view.
- Curated bulk purchasing experiences for the print and digital book customer which resulted in a 15% increase in AOV for books purchases.
- Designed and planned complex yearly plans and organizational goals with product partners which included OP1 docs, 3 year visions and PRFAQs.
- Collaborated and facilitated design sprints, workshops and other design related initiatives.

Lead UX Designer (Consultant) Checkout & Buyer Experience (2024-2025)

TCGplayer (an eBay company)

Designed and improved core purchasing experiences within a high-volume online marketplace, focusing on checkout flows, payment experiences, and purchase history. Worked closely with product managers, engineers, and UX researchers to create seamless, trustworthy, and scalable customer journeys that balanced business objectives with human-centered design. Used qualitative research, quantitative data analysis, and A/B testing to reduce friction in transaction workflows and improve conversion, accessibility, and overall user satisfaction.

- Led UX for checkout, payments, and purchase history in a high-volume eCommerce marketplace, contributing to PRDs and BRDs and driving measurable improvements in conversion and transaction clarity.
- Simplified complex business rules into intuitive, scalable workflows, reducing checkout friction and improving completion rates.
- Leveraged usability testing, analytics, and A/B experimentation to identify drop-offs and optimize key revenue-driving touchpoints.

[View More Work History >](#)

Lead UX Designer (Consultant)
Browser Extension & Marketing
(2023-2024)

Klarna

As part of the Browser Extension & Marketing team at Klarna, I designed and built wishlist and save to collection products for the browser extension that enabled customers to shop, save money, and manage their finances seamlessly. I lead a small teams design vision and execution within specific problem spaces, collaborating closely with Product Managers, Engineers, Designers, UX Researchers, and UX Writers to deliver exceptional customer experiences.

- Increased wishlist and collection purchasing within the browser extension by 17% across various age ranges and user types with the new and intuitive featureset and designs.
- Designed flows, prototypes, sketches, and testing for new browser extension features.
- Collaborative with mulitple teams across various timezones in order to launch and test browser extension features and enhancements across the Google Chrome Web Store.

Senior UX Designer
Pro + Enterprise Design
(2017- 2020)

The Home Depot

I led Pro initiatives to create an all new online shopping experience for Pro B2B customers. My role involved strategic collaboration, innovative design, and mentorship to drive improvements in user engagement and satisfaction for the Pro B2B customers. These experiences included the THD App, Desktop and mobile surfaces including non-b2b (consumer facing enhancements).

- Spearheaded an industry-first initiative for Home Depot Pro B2B customers, creating a personalized homepage experience that catered to Pro users which account for 45% of Home Depot's total annual sales.
- Utilized data-driven insights to inform design decisions, resulting in a 20% increase in user retention and a 18% improvement in conversion rates for Pro B2B customers.
- Implemented A/B testing and iterative design processes, leading to a 34% reduction in bounce rates and a 30% increase in time spent on site.
- Mentored and guided junior designers, fostering a collaborative environment and improving the overall design team's skill set and productivity.

Senior UX Designer (Consultant)
B2B and B2C
(2017)

AT&T

I worked as a consultant to AT&T as a UX Designer. I was responsible for high-level designing, prototyping and wire-framing of enhancements made to a AT&T premier B2B and B2C websites.

UX Design Instructor
UX Design for Beginners
(2017)

Tech Talent South

I taught the fundamentals of User Experience and Interaction Design for a 5 week course at Strongbox West Atlanta.

More Work History Available On LinkedIn:

[linkedin.com/in/stevewhitestl](https://www.linkedin.com/in/stevewhitestl)

Education

Art Institute of Atlanta
Bachelor of Fine Arts, Graphic Design
(2005 Graduate)

Skills + Expertise

User research and analysis, AI tools, information architecture, interaction design, visual design, prototyping and wireframing, agile/scrum design methodologies, UI/UX design, design thinking and problem solving, usability and accessibility, design systems and component libraries, performance and optimization, project and team leadership, industry tools and software proficiency, ethical and inclusive design, accessibility design, lead design team leadership.