



I'm Steve White,

Product Design Leader with 15+ years shaping digital products for leading Fortune 100 companies including Amazon, Lowe's, and The Home Depot. I partner with product, engineering, and research teams to turn complex business and customer needs into intuitive, scalable experiences that improve usability while driving measurable results. I bring teams together around real user problems to guide product decisions and turn ideas into better products.

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Senior Product Designer
+ AI Design Strategist
Enterprise Systems &
Pro Associate Tools
(2023 - 2026)

Lowe's

Redesigned the in-store tasking platform to simplify and streamline daily workflows for store managers, assistant managers, and department supervisors. I also improved the Pro quoting platform, enabling Pro associates to generate price quotes faster and more efficiently.

- Led the redesign of the in-store Pro quoting system, improving efficiency by 30% and reducing user errors and support tickets by 20%.
- Reduced average task resolution time by 28% by simplifying prioritization and task workflows.
- Increased on-time task completion by 22% by clarifying task hierarchy and surfacing high-priority work.
- Improved operational visibility with real-time reporting dashboards, increasing leadership insight into store performance by 35%.
- Mentored junior designers through design critiques, feedback sessions, and collaborative problem solving, helping elevate design quality across the team.

Senior UX Designer
Shopping & Discovery
Kindle devices and OS
(2021 - 2024)

Amazon

Supported personalized book shopping and discovery experiences in the Amazon bookstore for physical books, digital books, and Audible customers. Worked on Kindle book experiences which included the series detail page, book series experiences and digital and print initiatives across the Kindle app, Amazon app, and mobile web and desktop. Led UX design for the Kindle 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 by 40% across the Kindle e-reader 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 book purchases.
- Partnered with product leadership on OP1 planning, PRFAQs, and 3-year vision documents shaping Kindle shopping and discovery experiences.
- Influenced product direction by partnering with product leadership on long-term experience strategy for Kindle shopping and discovery.
- Facilitated cross-team design sprints and workshops to align product and engineering on new Kindle shopping experiences.

Senior UX Designer
Checkout & Buyer Experience
(2025)

TCGplayer (an eBay company)

Led UX design for multiple customer and operational systems at TCGplayer, including a redesign of the Order Management and Order Details experience across desktop and mobile, a warehouse inventory search and container management system, and a task-driven cycle count application used by warehouse associates to maintain inventory accuracy.

- Led UX for checkout, payments, and purchase history in a high-volume e-commerce 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 >](#)

Senior UX Designer
Browser Extension & Marketing
(2024)

Klarna

Designed and built wishlist and Save to Collection features for the browser extension that enabled customers to shop, save money, and manage their finances seamlessly. Led design vision and execution within the Browser Extension product team.

- Increased wishlist and collection-driven purchases by 17% across user segments after launching the redesigned collection framework.
- Increased products saved per active user by 34% by introducing contextual save entry points.
- Drove 28% adoption of the Save to Collection feature in the first release cycle.
- Collaborated with multiple teams across various time zones in order to launch and test browser extension features and enhancements across the Google Chrome Web Store.

Senior UX Designer
Pro + Enterprise Design
(2017- 2021)

The Home Depot

Led Pro initiatives to create an all-new online shopping experience for Pro B2B customers. Partnered cross-functionally to drive improvements in engagement and satisfaction for Pro users. These experiences spanned The Home Depot app, web, and mobile surfaces, as well as consumer-facing enhancements.

- Spearheaded an industry-first initiative for The Home Depot Pro B2B customers, creating a personalized homepage experience that catered to Pro users who account for 45% of The Home Depot's total annual sales.
- Utilized data-driven insights to inform design decisions, resulting in a 20% increase in user retention and an 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
B2B and B2C
(2017)

AT&T

Designed B2B and B2C experiences for AT&T Premier, creating prototypes and interaction patterns that improved enterprise account management workflows.

UX Design Instructor
UX Design for Beginners
(2017)

Tech Talent South

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

Generative AI Tools, AI-Assisted Design, AI Prototyping, AI Interaction Design, AI Workflow Design, Prompt Design, Product Design, UX/UI Design, UX Strategy, Product Strategy, Product Discovery, Human-Centered Design, Interaction Design, Information Architecture, Design Systems, User Research, Usability Testing, Accessibility (WCAG), Experimentation (A/B Testing), Data-Driven Design, Prototyping, Wireframing, Figma, Figma Make, Design Thinking, Design Sprints, Workshops, Agile / Scrum, Cross-Functional Collaboration, Stakeholder Alignment, Roadmapping, UX Leadership