



Steve White | Product Design Leader

15+ years of experience leading product strategy, discovery, and end-to-end experience design across enterprise, B2B, and consumer products. Recognized for influencing product direction, aligning cross-functional teams, mentoring designers, and translating complex customer and business challenges into scalable solutions that improve user experiences and drive measurable business outcomes.

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Senior Product Designer

Product Strategy | Design Leadership
Enterprise Systems &
Pro Associate Tools
(2023 - 2026)

Lowe's

Functioned in a lead design capacity, driving product strategy and end-to-end experience design for enterprise platforms supporting thousands of associates across 1,700+ Lowe's stores. Partnered with Product, Engineering, Store Operations, and business leaders to drive discovery, mentor designers, and deliver scalable enterprise solutions.

- Led the redesign of Lowe's in-store Pro Quoting platform, improving workflow efficiency by 30% while reducing user errors and support tickets by 20%.
- Led the redesign of the enterprise Tasking platform, reducing average task resolution time by 28% through simplified prioritization and task workflows.
- Increased on-time task completion by 22% by redesigning task hierarchy and improving the visibility of high-priority work.
- Designed real-time operational dashboards that increased leadership visibility into store performance by 35%.
- Mentored junior and mid-level designers through coaching, design critiques, and feedback, improving design quality, team productivity, and collaboration.

Senior UX Designer III

Product Strategy | Experience Vision
Shopping & Discovery
Kindle devices and OS
(2021 - 2024)

Amazon

Owned strategic product design initiatives across the Kindle organization, partnering with Product, Engineering, Content, Legal, and Executive Leadership to shape digital reading experiences for millions of customers worldwide. Drove product strategy, research, and end-to-end design across Kindle shopping, content discovery, and long-term platform initiatives.

- Reduced Kindle e-reader storefront page latency by 40% by designing the Quick View experience, enabling faster product discovery without full page reloads.
- Led the design of bulk purchasing experiences for print and digital books, contributing to a 15% increase in average order value (AOV).
- Partnered with Product leadership on OP1 planning, PRFAQs, and three-year vision documents to shape Kindle shopping and discovery strategy.
- Helped define long-term product direction by partnering with Product and Engineering on scalable shopping and discovery experiences.
- Facilitated cross-functional design sprints and workshops to align Product, Engineering, and Design on new customer experiences.

Senior UX Designer

Product Strategy | B2B Experience
Pro Customer Experience
(2017- 2021)

The Home Depot

Led UX strategy and end-to-end product design for Home Depot's Pro digital experience, helping define a new B2B shopping platform for professional customers. Partnered with Product, Engineering, and business stakeholders to drive discovery, shape product direction, and deliver scalable experiences across web and mobile platforms.

- Led the design of a personalized Pro homepage experience for Home Depot's B2B customers, supporting a business segment representing 45% of annual company sales.
- Applied customer research, analytics, and experimentation to improve retention by 20% and conversion by 18% for Pro customers.
- Used experimentation and iterative design to reduce bounce rates by 34% while increasing time on site by 30%.
- Mentored and guided junior designers, fostering a collaborative environment and improving the overall design team's skill set and productivity.

View More Work History ➤

Senior UX Designer
Contract
Checkout & Buyer Experience
(2025)

Senior Creative Designer
Contract
Browser Extension & Marketing
(2022)

Senior UX Designer
Contract
B2B and B2C
(2017)

UX Design Instructor
UX Design for Beginners
(2017)

Additional Product Design Experience

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.
- Partnered with Product and Engineering to define enterprise workflows supporting buyers and warehouse operations across multiple product initiatives.
- Leveraged usability testing, analytics, and A/B experimentation to identify drop-offs and optimize key revenue-driving touchpoints.

Klarna

Designed wishlist and Save to Collection experiences for Klarna's Browser Extension, owning product strategy and end-to-end design that helped customers save, organize, and rediscover products across their shopping journey.

- 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.

AT&T

Designed B2B and B2C experiences for AT&T Premier, developing engineering handoff specifications, design standards, and implementation documentation to support consistent product delivery.

Tech Talent South

Taught the fundamentals of User Experience and Interaction Design in a five-week course at Strongbox West Atlanta. Mentored aspiring designers through hands-on projects, design critiques, and collaborative workshops, helping them build foundational UX skills and confidence.

Additional Experience Available on LinkedIn:

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

Education

Art Institute of Atlanta
Bachelor of Fine Arts, Graphic Design

Skills + Expertise

Product Strategy, Product Discovery, UX Strategy, Product Design, User Experience Design, Human-Centered Design, User Research, Usability Testing, Interaction Design, Information Architecture, Enterprise Design, SaaS Products, Workflow Design, Dashboard Design, Design Systems, AI-Assisted Design, AI Prototyping, Generative AI Tools, Prompt Design, Data-Driven Design, Experimentation (A/B Testing), Accessibility (WCAG), Prototyping, Wireframing, Figma, Figma Make, Design Thinking, Design Sprints, Workshop Facilitation, Cross-Functional Leadership, Stakeholder Management, Roadmapping, Agile, Scrum, Design Leadership, Mentorship