



Steve White | Lead / Staff Product Designer

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PROFESSIONAL SUMMARY

Steve White is a Lead / Staff Product Designer with 15+ years of experience trusted by Fortune 100 companies including Amazon, Lowe's, and The Home Depot to shape customer-facing products and enterprise systems that deliver measurable results. Deep expertise in experience strategy, product discovery, future-state vision, and end-to-end experience design, with a proven track record of turning ambiguous opportunities into clear, validated product direction. Transforms complex customer, business, and technical challenges into scalable experiences that drive business growth. Defines experience strategy, influences roadmaps, aligns teams around future-state vision, and uses research, experimentation, and early validation to reduce risk and guide product investment.

CORE EXPERTISE

Product Strategy & Vision - Experience/Product Strategy • Future-State Vision • Product Discovery • Service Design • Roadmapping

Design Leadership - Cross-Functional Leadership • Stakeholder Influence • Executive Alignment • Workshop Facilitation • Mentorship

Research & Validation - Research Synthesis • Customer Research • Journey Mapping • Prototyping • Experimentation • Hypothesis Validation

AI & Emerging Technology - AI-Assisted Design • Generative AI • AI Prototyping • Prompt Design • AI Workflow Optimization

Enterprise & Product Design - Enterprise UX • B2B & B2C E-commerce • SaaS • Design Systems • Platform Design

Feb 2023

Lowe's

Apr 2026

Senior Product Designer Enterprise Systems & Pro Associate Tools

FULL TIME

In a lead design capacity, drove product strategy, discovery, and end-to-end experience design for enterprise platforms supporting thousands of associates across 1,700+ stores. Shaped product and business strategy, influenced roadmaps, mentored designers, and aligned teams from early discovery through validation and delivery. Brought customer, operational, business, and technical needs together to guide strategic decisions and create scalable experiences across complex store environments.

KEY PROJECTS & IMPACT

+ **Enterprise Tasking Platform** - Led the redesign of Lowe's enterprise tasking platform, using associate research and workflow mapping to simplify prioritization and improve operational visibility. **Impact:** 28% faster task resolution • 22% increase in on-time completion • 35% improvement in operational visibility.

+ **Pro Quoting Platform** - Led experience strategy and redesign of the Pro quoting workflow, simplifying complex sales scenarios and improving associate efficiency. **Impact:** 30% improvement in workflow efficiency • 20% fewer user errors • 20% fewer support tickets.

+ **Design Leadership** - Mentored junior and mid-level designers through regular coaching, design critiques, project guidance, and career development. Helped shape product and business strategy, facilitated cross-functional discovery workshops, influenced roadmap decisions, and aligned teams around customer, operational, and business priorities.

Apr 2021

Amazon

Jun 2024

Senior User Experience Designer III Shopping & Discovery | Kindle Devices & OS

FULL TIME

Owned UX strategy, product design, and strategic discovery at staff-level scope across Kindle experiences serving millions of customers. Led ambiguous, forward-looking initiatives from problem framing and customer discovery through concept development, validation, executive alignment, and phased product strategy. Translated customer evidence, business needs, and technical considerations into future-state experience strategies that influenced product direction and investment.

KEY PROJECTS & IMPACT

+ **Series Discovery** - Led discovery and future-state experience strategy for helping Kindle customers recognize, discover, and navigate book series. Used customer research, concept development, prototyping, and cross-functional workshops to validate critical assumptions and align teams around a three-year product direction. **Impact:** Defined a 3-year product vision • Influenced product roadmap • Earned executive alignment • Reduced investment risk through early validation.

+ **Quick View** - Designed a lightweight Kindle shopping experience that simplified product evaluation while improving storefront performance. **Impact:** 40% reduction in product-detail latency • Reduced friction between browsing and product evaluation • Created a faster path for customers to evaluate content while remaining within the shopping journey.

+ **Bulk Purchasing** - Designed purchasing workflows that simplified larger print and digital book orders across the Kindle shopping experience. **Impact:** 15% increase in average order value.

+ **Design Leadership** - Led strategic discovery workshops, contributed to PRFAQs, PRDs, BRDs, and OP1 planning, and synthesized customer evidence into recommendations that aligned teams and leadership around future product direction.

Nov 2017
Apr 2021
FULL TIME

The Home Depot

Senior Product Designer Pro Customer Experience

Shaped product design strategy for The Home Depot's Pro digital experience, supporting professional customers within one of the company's most valuable business segments. Partnered with Product, Engineering, Research, and business teams to differentiate professional customer needs from traditional consumer shopping behaviors and translate those insights into personalized B2B experiences. Used customer research, behavioral data, and experimentation to influence product direction and improve engagement across the Pro ecosystem.

KEY PROJECTS & IMPACT

- + **Personalized Pro Experience** - Led the design of a personalized Pro homepage tailored to professional customer behaviors, workflows, and purchasing needs. **Impact:** 20% increase in retention • 18% increase in conversion • 34% reduction in bounce rate • 30% increase in time on site • Strengthened differentiation between Pro and traditional consumer experiences.
- + **Strategic Contributions** - Synthesized customer research, behavioral data, and business context to shape Pro experience strategy, influence product decisions, and advocate for B2B-specific experiences across the broader ecosystem.
- + **Design Leadership** - Partnered across Product, Engineering, Research, and business teams to align customer needs with business priorities and advocate for Pro-specific experiences rather than adapting traditional consumer shopping patterns.

ADDITIONAL PRODUCT DESIGN EXPERIENCE

Aug 2024
Jan 2026
FULL TIME
CONTRACT

TCGplayer (an eBay company)

Senior UX Designer Checkout & Buyer Experience

Designed across TCGplayer's customer marketplace and enterprise warehouse ecosystem, spanning inventory, order management, checkout, and buyer experiences. Partnered with Product and Engineering to simplify complex commerce and operational workflows while connecting warehouse needs with the customer-facing marketplace experience.

KEY PROJECTS & IMPACT

- + **Warehouse Operations** - Designed enterprise workflows for inventory search, container management, cycle counts, and order processing. **Impact:** Simplified warehouse workflows • Improved inventory visibility • Reduced operational complexity.
- + **Marketplace Experience** - Improved checkout, order history, and buyer experiences across the TCGplayer marketplace. **Impact:** Simplified purchase workflows • Improved information hierarchy • Created clearer order-management experiences.
- + **Strategic Influence** - Connected warehouse operations with customer-facing marketplace needs, contributed to PRDs and BRDs, and helped align product requirements across inventory, fulfillment, purchasing, and order management.

Apr 2022
Dec 2022
FULL TIME
CONTRACT

Klarna

Senior Creative Designer Browser Extension & Marketing

Owned product strategy and end-to-end design for Klarna's Browser Extension, helping customers save, organize, rediscover, and purchase products throughout their online shopping journey. Partnered with Product and Engineering to increase engagement and re-engagement with previously discovered products. Helped evolve the extension beyond a transactional utility into a more persistent shopping experience.

KEY PROJECTS & IMPACT

- + **Save to Collection** - Designed a persistent re-shopping experience allowing customers to save products from across the web and return to them later. **Impact:** 17% increase in collection purchases • 34% increase in products saved • 28% increase in feature adoption from pilot to launch.
- + **Strategic Influence** - Helped evolve the Browser Extension beyond a transactional shopping tool by connecting product discovery, saving, and re-engagement into a more persistent customer shopping experience.
- + **Product Validation** - Used pilot performance and customer behavior to validate the experience, refine the product, and inform broader launch decisions.

2017
FULL TIME
CONTRACT

AT&T

Senior UX Designer B2B & B2C

Designed enterprise and consumer experiences across AT&T digital products, including the Premier platform for business customers. Partnered with Product and Engineering to simplify complex telecommunications workflows, establish consistent interaction patterns, and improve experiences across enterprise products.

KEY PROJECTS & IMPACT

+ **AT&T Premier** - Designed B2B workflows helping business customers manage wireless services, accounts, devices, and related operations. **Impact:** Simplified complex enterprise workflows • Established reusable design standards • Improved design-to-engineering collaboration.

2017
PART TIME

Tech Talent South

UX Design Instructor UX Design for Beginners

Taught user experience and interaction design through a five-week hands-on course, mentoring aspiring designers across research, interaction design, prototyping, and critique. **Impact:** Led UX workshops • Mentored emerging designers • Taught research, prototyping, and product-thinking fundamentals.

ADDITIONAL EXPERIENCE AVAILABLE ON LINKEDIN:

www.linkedin.com/in/stevewhitestl

EDUCATION

Art Institute of Atlanta

Atlanta, GA - Bachelor of Fine Arts, Graphic Design

SKILLS & EXPERTISE

Product Strategy • UX Strategy • Product Discovery • Product Vision • Experience Strategy • Roadmapping • Design Leadership • Cross-Functional Leadership • Stakeholder Management • Workshop Facilitation • Design Thinking • Human-Centered Design • User Research • Customer Interviews • Journey Mapping • Competitive Analysis • Usability Testing • Concept Testing • A/B Testing • Experimentation • Data-Informed Design • End-to-End Product Design • Interaction Design • Information Architecture • User Flows • Wireframing • Prototyping • Enterprise UX • Enterprise SaaS • B2B Commerce • B2C Commerce • Retail Technology • Marketplace Design • E-commerce • Personalization • Complex Workflows • Dashboard Design • Design Systems • Accessibility / WCAG • Responsive Design • AI-Assisted Design • Generative AI • AI Prototyping • Figma Make • Figma • FigJam • Adobe Creative Suite • Agile • Scrum • Technical Fluency • HTML • CSS • JavaScript • Front-End Development • Design-to-Engineering Collaboration • Experience Strategy • Service Design • Research Synthesis • Problem Framing • Hypothesis Validation • Strategic Facilitation