Address: 353 Pennant Lane Fairburn, GA 30213

Mobile: (770) 990-6365 / Email: rowhite211@gmail.com / Portfolio: [www.richardwhite.co](http://www.richardwhite.co)

**Overview**

Experience design and development executive with demonstrated success working across organizations to transform and deliver sustainable, industry leading customer experiences. I have a track record of success in creating innovative programs, products, and customer experiences that combine creativity, business strategy, technology, and operations. With my expertise in leading cross-functional teams, I have managed various domains such as product management, marketing, brand strategy, creative design, business development, web/mobile development, e-commerce, operations, and technical strategy.

**Experience**

**Fleetcor Technologies, Atlanta GA // 04/2021 to 12/2023**

*Director of User Experience Design*

Responsibility is to shape the overall customer experience, drive customer satisfaction, and enhance our global business payment and product adoption, including the ability to leverage cutting-edge technology in delivering superior customer experience. With a wealth of experience managing, improving, and developing online products and services, I use research and design to craft exceptional user experiences for Fleetcor's global business payment and spending management products. I collaborate seamlessly with various teams to drive the development of new business products and services while maintaining unwavering brand consistency.

In my role, I provide guidance and oversight to C-suite, management team, UX researchers, UX designers, and development teams. I consistently encourage and motivate them to raise the bar for all our business partners. I work closely with Marketing, Account Management, Integrated Services, and our internal clients to create a culture of creativity and excellence within Fleetcor. I aim to ensure that our design efforts are directed toward serving our customers, meeting our business objectives, and creating leading digital experiences that delight our users while ensuring Fleetcor's members' financial security.

* Built a compelling business case and budget for our design organization.
* Created and passionately advocated for a company-wide digital transformation strategy.
* Established a robust, cohesive design organization culture, strategy, and engagement model.
* Oversee the development of a new Design System, enhancing design and development efficiency while ensuring a consistent user experience.
* Pioneered adopting new tools and methodologies to foster collaboration and drive efficiency.
* Successfully addressed high-risk accessibility findings and implemented a sustainable accessibility approach.
* Provided instrumental support in shaping new features and experiences across every line of business.

**RaceTrac, Atlanta GA // 01/2020 to 04/2021**

*Director of User Experience Design*

I directed all phases of creative work from research and concept development through delivery while overseeing and spearheading the redesign of Fuel Optimization, a linguistic enterprise software for fuel products. My role involved collaborating with stakeholders, department leaders, project managers, and offshore development teams to ensure brand consistency with Fuel Optimization's cloud-based platform. By providing guidance and leadership, we delivered digital workflows that improved user experiences and increased productivity for the RaceTrac fuel optimization product teams.

**Warner Music Group, New York, NY // 01/2020 to 12/2020**

*Director of User Experience Designer*

At Warner Music Group, I was vital in driving innovative UX design for enterprise applications. Specifically, I focused on developing a royalties system for artists and managers to monitor song performance across digital platforms such as Apple Music, Spotify, Pandora, and Amazon Music. Collaborating closely with other designers, I ensured that the platform maintained consistency with the products offered by Warner Music Group. Additionally, I worked closely with the engineering team to ensure that the platform was reliable and efficient in its performance.

Furthermore, I maintained regular communication with the product team to ensure that all features and user stories were consistently up-to-date and aligned with the overall objectives. To ensure optimal user experience, I conducted thorough user testing, guaranteeing that the platform was user-friendly and easy to understand.

**Southern Company, Atlanta, GA // 09/2017 to 12/2019**

*Senior User Experience Designer, Product Strategist*

Responsible for providing user research and designing energy and gas enterprise applications to elevate the customer's digital experience for Southern Company Energy, Southern Company Gas, and its local distribution companies. I worked on strategizing, brainstorming, and defining new enterprise software features as part of the portfolio's service offerings. I translated abstract ideas and requirements into tangible artifacts to enable cross-functional teams to align visions and move forward. I also researched and created information architectures, user flows, user interaction models, wireframes, prototypes, detailed designs, design briefs, design specifications, and guidelines.

**Accenture, Atlanta, GA // 09/2016 to 09/2017**

*Senior User Experience Consultant, UX Architect*

I was responsible for driving innovative design thinking across technology to support the human experience and make technology invaluable to the end-user. I stimulated creative thinking by developing and implementing relevant tools, sharing best practices, and coaching and training team members on new media. I also partnered with AT&T's senior leadership to design, develop, and implement the company's Organizational Change Management, training, and internal communications strategies. I created and managed enterprise applications for AT&T's DirecTV, U-verse merger acquisition, and wired and wireless software products for desktop and mobile devices. Additionally, I researched and executed technology strategy and architecture recommendations for digital projects and products and participated in brainstorming and enhancing new/old business opportunities.

**Deloitte Consulting LLP, Atlanta, GA // 08/2013 to 09/2016**

*Senior Manager, UX Architect*

As a leader, I was responsible for driving the enterprise's adoption of new technologies, processes, and culture. I designed and developed various cloud-based applications and mobile solutions to assess their viability. I also established the iLab UX/UI team, hired, trained, mentored, and motivated UX/UI designers, researchers, and developers, and led cross-functional teams on various projects. I reported the R&D budget and project pipeline to partners and senior managers. I maintained and fostered relationships with multiple business units through effective relationship management. I established a design-thinking culture that rapidly turned ideas into beautiful, engaging, and intuitively usable front-end designs for Deloitte iLab Products and Solutions. I worked with the product strategy team to translate business requirements into intuitive user interfaces. I drove the development of visually compelling frameworks that described critical aspects of a proposed experience and how it reconciled business and user needs. I executed top-level deliverables based on user-centered design techniques. I interfaced with business and technical delivery teams to shape, estimate, and define the programs that turned ideas into fully designed and functional systems. I brought Lean UX practices and Agile methodologies and processes to the forefront of our lab. I oversaw and provided thought leadership in assessing existing applications/products and experiences for usefulness, usability, visual design, content, and branding. Additionally, I designed and produced pixel-perfect user interface design, user experience research, prototypes, and wireframes. I have a working knowledge of supply chain management, Oracle EBS, Qlikview, Tableau, Salesforce, SAP, and Fiori.

• **Clients:** American Express, Anthem, Delta, IBM, Walmart, Wellstar Health System

**InComm, Atlanta, GA // 10/2012 – 08/2013**

*Senior User Experience Designer, Product Owner*

My responsibilities include effectively communicating the overall vision and goals of the company and products to the development team ensuring a shared understanding of the objectives. In addition to crafting interactive user experience designs for enterprise applications, mobile apps, online advertising, and social media, I also possess experience in prepaid gift cards, Visa, and Mastercard. In an agile environment, I've collaborated with multidisciplinary teams, engaging in an end-to-end process encompassing user research, requirements gathering, creativity, user experience design, usability testing, and iterative improvements. Furthermore, I've contributed to developing rich and interactive eCommerce consumer products.

• **Clients:** American Express Serve, Bluebird, MyVanilla, Walmart, Home Depot, PayPal, CVS Pharmacy, 7-Eleven

**Rowhouse Design, Atlanta, GA // 03/2011 – 10/2012**

*Creative Director*

As a strategic digital experience leader, I work with global companies to develop and design digital experiences across web, mobile, digital television, data visualization, and social media platforms. My role involves mentoring digital design teams to adopt human-centered design methodologies, identifying user experience opportunities for Fortune 500 companies through corporate and partnership deals, and managing end-to-end programs/projects in an Agile environment, including defining tasks, budgets, dependencies, and resources.

I also specialize in creating identity platforms for corporate and non-profit organizations, which includes designing websites, signage, collateral, and merchandising. Additionally, I oversee project teams in integrated marketing execution, covering digital media, microsites, banner ads, viral/social marketing, mobile apps, and print ads.

• **Clients:** Winn-Dixie, Delta Private Jets, and CapitalOne.

**RR Donnelley, Atlanta, GA // 03/2010 – 03/2011**

*Creative Director*

As Creative Director, I provided creative leadership in copy and design, aligning innovation with business strategy. I led diverse teams, including graphic designers, UX researchers, copywriters, web developers, videographers, and photographers, overseeing project planning and implementation while aligning with core business objectives and brand guidelines. Serving as the primary liaison to the development team, I clarified user stories, resolved ambiguities, and contributed creative solutions within Agile project management. I also led multidisciplinary teams, delivering exceptional user experiences and collaborating with global digital media teams.

**Rowhouse Design, Atlanta, GA // 02/2006 – 03/2010**

*Creative Director*

Managed and directed teams to develop solutions using technology with a user-centered design approach to digital media, interface design, and content, creating a meaningful connection between people, ideas, art, and technology. Provided direction to designers and production staff; liaised with sales and clients on presentations that bring technology and art together.

• **Clients:** Exmark, Jackman Financial Group, Mars, Nationwide Warehouse, Jim Ellis Automotive (Porsche, Audi, and Volkswagen)

**Saatchi & Saatchi Advertising, New York, NY // 10/2004 – 01/2006**

*Art Director*

Directed the creative process for advertising across print, television, interactive, and social media. Managed on-brand and on-strategy creative projects for assigned accounts.

• Collaborated on concept and strategy pitch efforts, resulting in the client's award of Ameriprise Financial Advisors for a national television campaign with a $100 million budget.

• Supported new business development, pitched, and won Air Tahiti Tours $10 million campaign.

• **Clients:** Procter & Gamble, General Mills, Pampers, Reynolds Wrap, Brahma Beer, Toyota, Baby Bel, 1-800-Pack Rat, Home Café

**AGT-Seven Worldwide, New York, NY // 5/2003 – 10/2004**

*Senior Art Director*

Responsible for strategy and creative design concepts for AGT-Seven's clients. Leading brainstorming sessions with designs, information technology, and copywriting teams. Active role in managing designers, offering innovative ideas, formats, and process improvements to ensure the creative product met corporate standards and delivered the corporate brand message.

• Created and managed a new in-house design department.

• Developed, managed, and promoted systems and protocols to optimize studio efficiencies to increase profitability.

• **Clients:** AT&T, V-Tech, Anna Sui, Esselte, Lietz, Oxford, Pentaflex, Janssen Pharmaceutical, Johnson & Johnson, Merck & Co., Omas Pens, Schick Wilkinson Sword, Tag Heuer, and Thomson Financial.

**HBO, New York, NY // 07/2002 – 04/2003**

*Senior Art Director*

Created and developed promotional print and web designs for HBO original programming and events. Research and collaborate with program producers and HBO management for network projects.

• Provided strategic design consultation for HBO's product managers and executives.

* Design projects: Six Feet Under, Sopranos, Sex in the City, Curb Your Enthusiasm, Mind of a Married Man, OZ, HBO Sports, HBO Films, and Pay Per View.

**Sony Music Entertainment, New York, NY // 01/1991 – 06/2002**

*Associate Studio Director*

As the head of the in-house design studio, I oversaw all the studio's projects, digital media, and external contractors. I managed digital asset management for our in-house system and led and motivated our team of designers. I supervised a global creative team and mentored user interface staff. I focused on developing packaging, interactive websites, digital media, advertising, and point-of-purchase materials for Columbia Records, Epic Records, and subsidiary brands/artists under 500 Records. I also created and managed creative teams for interactive, web, and motion graphic projects, including graphic designers, photo retouchers, traffic coordinators, proofreaders, writers, and account/product managers.

**Awards**

Grammy, Best Package Design, Miles Davis; Creativity, Packaging Design, HBO Original Movie and Series; International Design Awards & Association of Graphic Communications for Leading the Art Direction for Print Campaigns

**Software Skills**

Adobe Creative Suite, XD, Figma, Sketch, InVision, Axure, QlikView, Tableau, SAP Fiori, Microsoft Office

**Education**

University of East London, Ducere Business School, Masters of Business Administration (MBA)

New York City College of Technology, Bachelor of Arts, Communication Design (BA)

**Certificates**

Nielsen Norman Group, User Experience Certificated, 2020

Georgia Institute of Technology, Certificate in Project Management, 2011

The New School, Certificate in New Media Management, 1996

New York University, Certificate in Business Management 1995

**Military Service**

US Army, Reserves; Technical Civil Engineer, 1987-1992

Persian Gulf War Veteran, Operation Desert Storm/Shield, 1990-1991

US Army, Active; Restaurant Manager, Food Services Specialist, Pastry Chef, 1984-1987