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Summary

A visionary leader with over 25 years of experience in driving digital transformation and delivering innovative technology solutions across diverse industries. Proven track record of leading cross-functional teams to develop and implement strategies that enhance operational efficiency, customer experience, and business outcomes. Expertise in overseeing complex projects, managing digital transformation initiatives, and fostering a culture of innovation and collaboration. Committed to advancing technology for public good, ensuring the successful execution of client's initiatives, and enhancing the quality of life for its citizens.

Core Strengths and Technical Competencies

- Communication and Collaboration
- Metrics and Analytics
- Innovation and Adaptability
- Digital Transformation Leadership
- Digital commerce platforms
- Strategic Planning & Execution
- Smart City Technology Implementation
- Data Management & Analytics
- Cloud-native technologies
- Cross-functional collaboration with Product and UX teams
- Agile Methodologies
- Retail or adjacent industry experience
- Stakeholder Engagement & Public-Private Partnerships
- Team Leadership & Mentoring
- Advanced IT Infrastructure Management
- User-Centered Design & Innovation
- Program & Portfolio Management
- Governance & Compliance
- Budgeting & Resource Allocation
- Modern technology delivery at scale

Figma, Adobe Creative Cloud (XD, Photoshop, Illustrator, InDesign, Lightroom), Sketch, Axure RP, JIRA, Asana, Salesforce, SAP, ServiceNow, QlikView, Tableau, Microsoft Office, Google Workspace, Google Cloud Platform (GCP)

Achievements

- Managed change management process
- experience managing on-shore and off-shore teams
- Ensuring smooth implementation of design enhancements
- Fostering seamless collaboration across departments
- Development of new design libraries and guidelines
- Improved performance
- Increased sales
- Reduced waste
- Facilitated growth
- Continuous learning

Professional Experience

Director of User Experience, Fleetcor Technologies 2021-2023

- Directed the digital transformation of customer experience, aligning with company goals and driving a 30% increase in user engagement.
- Spearheaded the development of a comprehensive digital strategy that reduced operational costs by 25% and enhanced innovation across the organization.
- Spearheaded the creation of a design system with Figma, including components, shared libraries, and branching that increased efficiency by 25% and ensured a consistent user experience.
- Led cross-functional teams in crafting interactive designs, boosting user engagement by 30%.
- Collaborated with Chief Customer & Digital Officers, C-suite stakeholders, product directors, marketing leads, and stakeholders to translate business goals into innovative design concepts.
- Championed design and visual storytelling, significantly elevating user experience quality.
- Work on modern stack and legacy systems, which aligns with the organization's need for a leader familiar with both.

Accomplishments:

- Increased leads and conversions by 20%, exceeding sales quotas by 40%.
- Implemented a company-wide digital transformation strategy, enhancing innovation and efficiency.
- Developed a comprehensive business case and budget for the design team, demonstrating strategic insight.
- Enhanced user engagement and satisfaction by 30% through innovative interface designs.
- Reduced operational costs by 25% through the deployment of new digital products.
- Received internal awards for excellence in user experience design and leadership.
- Improved user experience metrics by 45% using advanced analytics.

Director of User Experience, RaceTrac 2020-2021

- Led the digital transformation of logistics software, achieving a 48% boost in productivity and a 25% reduction in operational costs.
- Conducted user research, concept development, and prototyping with designers and developers to enhance usability.
- Managed the seamless implementation within Agile methodologies to design enhancements, delivering final Figma files, and sharing library and components with development teams.
- Experience working with third-party vendors and managing external relationships.
- Provided technical advisory for logistics application platforms, enhancing real-time support for dispatch operations across 300 processing plants and 24,000 delivery units.
- Leadership in e-commerce platforms and cloud-based systems, focusing on operational cost reduction, scalability, and modernization.

Accomplishments:

- Launched a complete creative redesign that boosted productivity by 48%, reduced operational costs by 25%, and improved user experience by 90%.
- Developed and executed a strategy to enhance the user interface, resulting in a 35% increase in user adoption and satisfaction.
- Implemented advanced user research methodologies, resulting in a 50% improvement in workflow efficiency.
- Developed a robust design framework that streamlined the user experience, contributing to a 20% increase in operational effectiveness.
- Managed the implementation of user-centered design methodologies, streamlining processes and driving a 20% increase in operational effectiveness.

- Fostered a collaborative and high-performing creative environment through effective leadership and mentorship.

Senior User Experience Designer, Warner Music Group 2019-2020

- Spearheaded the development of an intuitive royalties system to enhance the user experience for artists and managers across major digital platforms.
- Led digital transformation and innovative UX designs with Figma files for enterprise applications, ensuring a seamless and engaging user experience.
- Facilitated collaboration with design and engineering teams to maintain consistency within Warner Music Group's product offerings.
- Collaborated with product owners, designers, and developers in creating a groundbreaking synchronization license application for song-image alignment in TV, film, and ads.

Accomplishments:

- Developed a royalties system that monitored song performance on Apple Music, Spotify, Pandora, YouTube, TikTok, and Amazon Music, enhancing user satisfaction and streamlining operations.
- Created synchronization license applications for music rights across various multimedia platforms in the entertainment and advertising industries.
- Ensured consistency in product offerings and brand voice by collaborating with cross-functional teams, including engineering, marketing, and product management.

Senior User Experience Designer, Southern Company 2017-2019

- Directed the development of digital transformation strategies, integrating innovative design solutions into enterprise applications.
- Led user research and designed enterprise applications with a mobile-first experience to enhance the digital experience and ensure highly intuitive and effective user experiences.
- Collaborated with stakeholders to design prototypes and implement a Smart City initiative pilot program, focusing on enhancing user experience and data-driven decision-making.
- Transformed abstract ideas and requirements into tangible user stories, establishing alignment among cross-functional teams.
- Launched new features for the enterprise software portfolio's service offerings, contributing to increased user engagement by 30%.
- Introduced several innovative new products, earning recognition for outstanding UX contributions and enhancing overall user engagement.
- Led a diverse team in sponsorship and alliance development, managing all third-party relationships.
- Defined, prototyped, and evolved customer journeys, interaction flows, UX architecture, and design patterns, shared libraries for multiple end-to-end retail experiences.

Accomplishments:

- Increased leads and conversion rates by 20%, surpassing monthly sales quotas by 40%.
- Implemented a digital transformation strategy that drove organizational innovation and efficiency.
- Enhanced user engagement by 30% through innovative user interface designs.
- Reduced operational costs by 25% with new digital product deployments.

Senior Manager, User Experience, Deloitte Consulting LLP 2013-2016

- Established and led the iLab department, driving the adoption of new technologies and contributing to Deloitte's innovation and digital transformation efforts.
- Managed complex projects and R&D budgets, ensuring alignment with business goals and enhancing product development capabilities.

- Established a new iLab department, including hiring, training, and mentoring the iLab UX/UI team.
- Developed cloud-based applications, visually compelling frameworks, data management & analytics, and mobile solutions to assess viability and business requirements.
- Influenced stakeholders with concepts and prototypes, evangelizing new customer experiences, and driving product experience strategy, interaction design, creative direction, and craftsmanship.
- Evolved the design system, ensuring design coherence across teams to create beautiful, inclusive, and accessible experiences.
- Drove collaboration across disciplines from early product stages to implementation, understanding user behaviors, motivations, and needs to develop impactful experiences.
- Proposed creative solutions to complex user experience journeys, mapping end-to-end experiences and identifying new opportunities to improve processes, products, governance, and culture.
- Improved UX through the creation of interaction models, acting as a liaison between users and products.
- Told compelling product stories to a variety of audiences, influencing buy-in from key stakeholders.

Accomplishments:

- Established and led a new iLab department, significantly enhancing Deloitte's product development capabilities.
- Led cross-functional teams in the creation of innovative, user-centered solutions, enhancing customer engagement and driving significant business growth.
- Developed innovative cloud-based applications and mobile solutions, streamlining business processes and improving user engagement.

Awards

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

Education

- University of East London, Masters of Business Administration, MBA
- New York City College of Technology, Bachelor of Art in Communication Design, BA

Certificates

- Environmental Social Governance (ESG) Certificate
- Nielsen Norman Group, User Experience Certificate
- Georgia Institute of Technology, Certificate in Project Management
- The New School, Certificate in New Media Management
- New York University, Certificate in Business Management

Military Service, United States Army