RICHARD O. WHITE

ENTERPRISE TRANSFORMATION | CUSTOMER EXPERIENCE | GROWTH

Atlanta, GA • 770-990-6365 • rowhite211@gmail.com • linkedin.com/in/whiterichard • richardwhite.co

EXECUTIVE PROFILE

Transformation and customer experience executive with 30+ years spanning enterprise consulting, financial services, payments, technology, energy, healthcare, and media. Connects business strategy, customer and employee experience, product innovation, and emerging technology to modernize complex products and operations and drive growth. Proven in advising senior stakeholders, leading multidisciplinary teams, building innovation capabilities, and guiding digital initiatives from discovery through delivery. Founder of Rowhouse Digital; MBA; U.S. Army veteran.

EXECUTIVE CAPABILITIES

Digital Transformation & Modernization • Enterprise CX / UX Strategy • Product & Platform Strategy • AI-Enabled Experience Innovation • Strategic Planning • Change Management • Executive Stakeholder Engagement • Cross-Functional Leadership • Design Systems & Governance • Customer Research & Analytics • SaaS / E-Commerce / Payments • Innovation Labs & Prototyping

SELECTED LEADERSHIP HIGHLIGHTS

- Built Deloitte's iLab innovation capability: hired, managed, and mentored UX designers and researchers, and led development that cut customer-product time-to-market by 40%.
- Helped lead Sony Music creative operations across New York, Nashville, and Los Angeles, with approximately 85 employees, managers, specialists, and partners in scope; expanded interactive, web, and motion graphics capabilities.
- Led experience modernization for RaceTrac's logistics and retail technology, including dispatch workflows, kiosk experiences, and a scalable design system.
- Guided experience strategy across financial technology SaaS platforms, including billing, payments, reporting, and enterprise workflows at Fleetcor/Corpay.

PROFESSIONAL EXPERIENCE

Founder & Principal | Apr 2020–Present | Rowhouse Digital • Atlanta, GA

- Founded an advisory and innovation practice focused on digital strategy, customer experience, technology modernization, product innovation, and business growth.
- Develop strategies, research-informed roadmaps, business concepts, and commercialization plans across enterprise, entrepreneurial, nonprofit, healthcare, public-sector, and government initiatives.
- Coordinate multidisciplinary contributors and advise on customer journeys, digital ecosystems, technology opportunities, and emerging AI applications.

Experience Design & Strategy Consultant | UX Lead, Global Payment Products | Jun 2025–Present | U.S. Bank / Elavon

- Lead experience strategy and UX initiatives across enterprise payments products, aligning business objectives, customer needs, technical architecture, and accessible product experiences.
- Fusebox Gateway: UX lead for a React/Material-based frontend modernization of a major payments gateway; support reusable component development, accessibility efforts, and usability improvements while preserving business-critical functionality.
- Centralized Identity & Access Management: Developed UX strategy for single sign-on across previously siloed Elavon SaaS applications; aligned architects, product teams, operations, and marketing around a shared experience vision.
- Self-Service Merchant Onboarding: Designed online card-payment application workflows for small and midsize businesses, supporting internationalization, white labeling, and regulatory requirements.
- Partner with product, technology, operations, and design stakeholders to advance design standards, scalable workflows, and cross-functional product alignment.

Senior User Experience Designer | Apr 2021–Dec 2024 | Fleetcor Technologies / Corpay

- Guided UX strategy for enterprise SaaS, e-commerce, billing, payments, and financial reporting experiences; partnered across product, engineering, finance, and operations.
- Presented strategic recommendations and product roadmaps to senior leaders; facilitated stakeholder workshops and mentored design talent.

- Developed scalable design systems and data-informed improvements that increased engagement and delivery efficiency.

Lead User Experience Designer | Jan–Apr 2021 | Blackstone

- Led research, experience strategy, and interface modernization across digital properties; audited eight sites and developed a unified design system.
- Supported the transition from WordPress to Adobe Experience Manager and related marketing technology integration.

Lead User Experience Designer (contract through Appistoki Americas) | RaceTrac Petroleum / Energy Dispatch | 2020–2021

- Managed two UX designers and led experience modernization for logistics, dispatch, e-commerce, and retail touchpoints; aligned operational workflows with technology and user needs.
- Partnered with internal stakeholders and technology providers on kiosk and digital commerce initiatives; created reusable Figma-based design standards.

Senior User Experience Designer | Apr 2019–Mar 2020 | Warner Music Group

- Led experience strategy for music-industry digital products and workflows; worked across product and technology stakeholders, including regular collaboration with a Japan-based team.

Senior User Experience Designer | Sep 2017–Apr 2019 | Southern Company

- Advanced human-centered product strategy across complex utility and enterprise experiences; contributed to recurring portfolio discussions with senior leadership.

Lead User Experience Designer | Aug 2016–Aug 2017 | Accenture

- Advised enterprise client teams on digital experience strategy, user research, product concepts, and transformation roadmaps.

Senior Manager, User Experience | Mar 2013–Aug 2016 | Deloitte Consulting LLP

- Established and led the iLab innovation capability, bringing together research, UX, technology, and rapid prototyping to address enterprise challenges.
- Managed innovation initiatives, project pipeline, multidisciplinary collaboration, and research-driven product strategy; facilitated executive workshops.
- Hired, managed, and mentored UX designers and researchers; introduced Lean UX practices that cut customer-product time-to-market by 40%.

EARLIER CAREER — CREATIVE & DIGITAL LEADERSHIP

Saatchi & Saatchi — Integrated creative direction and campaign strategy; contributed to pitches for a $75M Ameriprise Financial Advisors campaign and a $10M Air Tahiti Tours account.

HBO — Art Director (Jun 2001–May 2002); promotional design, network programming, and early interactive experiences.

Sony Music Entertainment — Associate Studio Director (Jan 1991–Jun 2001); progressed from graphic production through art direction into studio leadership. Supported multi-location creative operations, international music campaigns, desktop publishing modernization, and new digital media capabilities.

EDUCATION & CREDENTIALS

MBA — University of East London | BA, Communication Design — New York City College of Technology

Project Management Certificate — Georgia Institute of Technology | Business Management — New York University | New Media Management — The New School | UX Certificate — Nielsen Norman Group

RECOGNITION & SERVICE

Graphic Artist, Grammy-winning Miles Davis & Gil Evans box set (1997) | U.S. Army Veteran