

Vanessa White

PRODUCT DESIGNER

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Portfolio available upon request

PROFESSIONAL SUMMARY

Experienced Product & UX Designer specializing in user-centered design, enterprise solutions, and e-commerce. Adept at creating intuitive web and mobile experiences, leading design workshops, and translating complex client needs into scalable, visually compelling solutions. Passionate about merging research insights with innovative design to enhance usability and business impact.

WORK EXPERIENCE

Design Consultant - IBM (Dallas, Texas)

February 2025-Present

IBM- Enterprise AI Solutions | UX, Strategy and Design

- Designed AI- enabled workflow prototypes to improve AI adoption across large organizations. Created interactive templates, optimized navigation, and applied a scalable design system for cohesive user experiences.

Automotive Company (EV)- Test Hypothesis | Generative Research & Design

- Developed an interactive service blueprint to streamline global content operations, improving usability and team collaboration across multiple markets.
- Created user personas to define stakeholder needs, ensuring that service improvements addressed real workflow challenges.
- Designed reusable templates and aligned deliverables with brand guidelines, enhancing in strategic discussions and presentations.

Product Designer- Dialexa (Dallas, Texas)

December 2022- January 2025

Automotive Company (EV)- Test Hypothesis | Generative Research & Design

- Facilitated 5+ user interviews and synthesized learnings with the product team to identify emergent themes and pain points for the Electric Vehicle home and public charging experience
- Created 11 Illustrations to test 5 future-state concepts and highlight key features addressing prioritized pain points in the Electric Vehicle public charging experience
- Co-designed a stylized future-state journey map with final storyboard elements significantly aiding in communicating conclusive results from concept testing and validating our stakeholder's hypothesis

Leading Insurance Provider- Future State Agent Microsite | Research & Design

- Owned the UI creation and conceptualization of the insurance agents' dashboard for a microsite editor addressing needs and sparking excitement from leadership
- Co-facilitated in-person workshops that engaged stakeholders in validating personas, conceptualizing big ideas, and gaining alignment on the future state of agent microsites
- Utilized in-house generative AI to assist in extracting pain points, goals, and needs from 20+ user interviews enabling efficient synthesis on a tight timeline

Truck Company- Product Roadmap | Strategy, Design and Storyboards

- Created 16+ hand-drawn storyboard illustrations enriching the team's future state recommendations for improving the intermodal trucker experience, resulting in positive client feedback
- Played a key role in supporting product management through designing and consolidating team efforts into visually compelling client-ready deliverables

UX Designer- (Dallas, Texas)

February 2022-December 2022

Spacee- Technology Startup Product | Research and Design

- Organized in-store field studies for the team to uncover opportunities for an interactive shopping experience that supported the direction of future-state product recommendations presented to the client
- Conducted and synthesized stakeholder interviews giving understanding of company business objectives that assisted in defining the scope of the team's outputs

SKILLS

- Product and UX Tools: Figma, Mural, Monday Planning, Slack, Notion, Jira, Google Workspace, Box, Microsoft, Adobe Creative Suite, User Testing Platforms (Userlytics etc.)
- Experience: UX Design, Enterprise Consulting, Small Business Consulting and Web Design, Education, Virtual Reality, AI

EDUCATION

- Southern Methodist University | User Experience Design Certificate 2022
- University of North Texas | B.F.A Visual Arts Studies 2016