

Patrick White

Senior UX & Product Design Leader

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(password: uxd-2026)

PROFESSIONAL SUMMARY

Senior UX and product design leader with nearly 20 years of experience building enterprise-grade products across web and mobile platforms. Specializes in design systems architecture and end-to-end product UX strategy, with a background spanning network automation, healthcare, and AI-driven products. Track record leading design at the platform level, from founding design practices at early-stage companies to driving product differentiation at established enterprises.

CORE COMPETENCIES

UX Strategy	Product Design	Design Systems
Information Architecture	Visual Design	Interaction Design
Wireframing	Prototyping	Usability Testing
User Research	Cross-functional Collaboration	Agile Methodology

PROFESSIONAL EXPERIENCE

Itential - Senior UX Designer (Full Time) / January 2020 - Present

- Architected foundational UX strategy that transformed a fragmented product experience into a cohesive, enterprise-grade platform, establishing design as a core market differentiator in the competitive network automation landscape.
- Built and launched the Itential Design Language, a comprehensive design system serving as the cornerstone of visual and interaction consistency across all product lines, eliminating design inconsistencies and accelerating development workflows.
- Designed end-to-end user experience for the flagship Cloud SaaS automation platform, establishing standards that simplified onboarding, reduced the learning curve for new customers, and drove feature adoption and platform engagement.
- Championed data-informed design methodologies, integrating user insights and behavioral data into the design process to solve real user problems and build confidence in complex automation workflows.
- Collaborated with engineering and product stakeholders to translate design vision into technical implementation, managing multiple concurrent UX efforts in an agile remote environment.

Anthem, Inc. - Visual Designer (Contract) / May 2018 - December 2019

- Instrumental in establishing the core UX and visual design language for the Sydney Health mobile app, creating cohesive standards that became the foundation for the platform's mobile health experience.
- Designed comprehensive pharmacy experiences for Anthem Anywhere and IngenioRX, translating complex healthcare workflows into intuitive interfaces that improved medication management and prescription processes across all product lines.
- Collaborated with multiple UX teams and researchers to refine visual design elements that enhanced user engagement and usability across all product touch-points in a fast-paced remote environment.

PowWow Mobile - UX / UI Designer (Contract) / July 2016 - April 2017

- Facilitated seamless product IP transition following acquisition of StarMobile, documenting design systems and integrating product assets into PowWow Mobile's platform ecosystem.
- Managed ongoing client projects and customer transition work, maintaining design standards while adapting to an expanded product portfolio and organizational structure.
- Collaborated with marketing to develop brand materials and visual assets communicating unified messaging across the combined entity.

StarMobile, Inc. - Lead UX / UI Designer (Full Time) / October 2013 - May 2016

- Built the design practice from the ground up, establishing creative standards and workflows governing all customer-facing touch-points, product interfaces, and marketing materials across the organization.
- Managed a small design team in close collaboration with engineering, delivering user-centered interfaces for mobile products and conducting user research and usability testing to drive product improvements.
- Led end-to-end design strategy spanning product UX, customer experience, and marketing, creating a cohesive brand identity and design language that differentiated StarMobile in the mobile technology market.

Thrust Interactive - UX / UI Designer (Full Time) / April 2011 – April 2013

- Designed interfaces for mobile and web video games and marketing materials, collaborating cross-functionally to improve interactivity and user engagement in a high-volume production environment.

Macquarium - Associate Designer (Full Time) / November 2009 – August 2010

- Collaborated with the design team on web, motion graphics, and interactive projects within a large-scale agency environment.

Freelance - UX / UI Designer / April 2007 - December 2019

- Maintained an independent design practice in parallel with full-time roles, taking on UX and UI projects across a range of clients and industries throughout career.

TOOLS & TECHNICAL SKILLS

Design: Figma, Balsamiq, Sketch, Adobe Creative Suite

Artificial Intelligence (AI): Figma Make, Claude, ChatGPT

Collaboration: JIRA, Confluence, FigJam, Miro

Specializations: UX / UI, Visual Design, Design Systems, User Research, Usability Testing

EDUCATION

Bachelor of Science, Digital Art & Design

Full Sail University