

# Jana White

UX DESIGN LEAD

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Online portfolio: [WWW.JANAWHITE.WORK](http://WWW.JANAWHITE.WORK)

## SUMMARY

As an individual contributor Jana is an innovative, passionate and successful lead UX designer with a focus on iterative user-centered design informed by user and market research. As an interactive designer she focuses on affective influence. Jana is a holistic, systems thinker who loves solving big problems and can articulate complex solutions verbally and visually. Recognized as a talented, creative leader with a unique skill set that will support your organization's products through inception to design & development.

As an accomplished director, Jana excels in managing budgets, leading teams of creatives and developers, and guiding products through their life cycles. With exceptional problem-solving skills and effective communication abilities, Jana has a twenty-year background in development technologies spanning various industries, including cybersecurity, consumer electronics, publishing, higher education, retail, communications, technology, and medical markets.

### Specialties

Mobile and web UX design, User Centered Design, Native iOS and Android Design, Interaction Design, UI design, Information Architecture, User Research, Web Design, Creative Development, Lean UX, certified Scrum Master

### Technical Skills

*Figma, Axure, Sketch, InVision, Adobe Creative Cloud (Illustrator, Photoshop, After Effects, InDesign, Dreamweaver), Jira, Confluence, WordPress, Data Analytics, Word, Excel, PowerPoint, Miro, understanding of web, desktop, iOS and Android mobile development technologies.*

## PROFESSIONAL EXPERIENCE

### User Experience Designer

*VMware/CarbonBlack, May 2022 - April 2024*

Led the Carbon Black Alerts section of the endpoint protection cybersecurity software for enterprise corporate security analysts. Alerts is the landing page of the CB experience, integral for early endpoint threat detection and mitigation. Directed a cross-functional team using agile methodology, ensuring seamless collaboration between design, development, and QA disciplines.

- Organized and facilitated weekly product design meetings to showcase design, monitor progress and address any cross-functional challenges.
- Prepared design artifacts for weekly sessions with the project UX Content Writer and Product Owner to review and refine epic designs.
- Created task flow prototypes for user testing and usability validation, ensuring user-centric design solutions.
- Managed the design process from inception through implementation to testing and feature release.
- Tracked initiatives in Jira and maintained design requirement references linked to Figma design files.
- Attended program management meetings to support cross-functional team efforts as the Alerts UX Lead.
- Contributed to the Storybook, the CB pattern library, by creating analysis for "progress" versus "processing" UI indicators in the CB system.
- Established a new criteria for Storybook Library component inclusion: every new library UI component must include a skeleton loading graphic state.
- Designed and developed two major functions of CB Alerts:
  - Alerts detail page and threat ID alert view and grouping
  - Auto-close alerts rule library

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## Lead User Experience Designer

*MeridianLink, Jan 2021 - May 2022*

As a member of the UX design team, I led the design of a white-label online lending application for consumers, sold to banks and credit unions. This software enabled financial institutions to integrate the solution into their web presence and create fully customized online loan application experiences that reflected their brand. The consumer-facing interface was optimized for ease of use, featuring data population tools that streamlined the loan application process.

- Collaborated with cross-functional teams to deliver end-to-end UX solutions for mobile and web platforms, improving user engagement by 25%.
- Designed interfaces for cloud-based digital lending (LOS) and account opening solutions used by financial institutions (FIs) and data verification systems for consumer reporting agencies (CRAs).
- Conducted user research and usability testing to inform design decisions, ensuring intuitive interactions for both iOS and Android users.
- Developed scalable UI systems, leveraging Figma and Sketch to ensure mobile-responsive designs optimized for iOS and Android devices.
- Integrated mobile design best practices, maintaining consistency across both mobile and web platforms.

## Lead Interaction Designer

*Bose, July 2017 - July 2020*

Led a design integration into mobile software development life-cycle. I have leveraged my experience from a previous company where myself, a lead mobile designer have fully appreciated the value that lean UX have brought for mobile app design deliverables.

Liaison between dev and design team. For the past year I have guided the teams to try out different approaches of design integration; together we uncovered pain points in existing work process and addressed the following:

- Shortening design cycles; moving toward designer autonomy to make design changes
- Designer and PO participation in all scrum ceremonies, regular retrospectives and process adjustments
- Designers adopted Jira workflow, collaboration in Jira story comments, assigned stories for design reviews
- Transparent trail of design/dev decisions in Jira story comments for QA
- UI component library, consistent UI pattern implementation and rapid prototyping and development

Championed a design system for Bose mobile applications. Led a scrum team to refactor over 40 UI patterns into re-usable UI components. The library POC ended with a demonstration of integration with Bose Music apps (iOS and Android) and the app's platform micro-services.

- Each UI component built with accessibility principles and localization
- Fluidity of component display across platforms, supporting screen rotations and various devices
- Extendable for multiple application purposes
- Components documented and presented in a sample iOS and Android app
- Complex UI pattern accompanied by Automation testing scripts

Trained Consumer Electronics mobile development group (250 people) in Scrum. Received 4.5-star reviews across the group. Served as a Scrum master for a mobile platform scrum team and the mobile apps teams.

## Senior Mobile UX Designer

*Intralinks, Waltham, MA; February 2015 - July 2017*

As the lead UX designer for Intralinks and Intralinks VIA mobile apps, I focused on re-architecting the iOS and Android app user experiences, establishing a product vision, and supporting complex document management and permissions feature within a highly sensitive Virtual Data Room environment.

- Led the iOS and Android mobile app UX re-design, creating a native design strategy that supported iPhone and iPad resolutions, screen rotations, split screens, and modern iOS interactions.
- Initially focused as the dedicated iOS UX designer, I was later tasked with leading both iOS and Android UX efforts from December 2016 onwards.
- Collaborated with cross-functional teams to ensure consistency in product experience across web, desktop, and mobile channels, while maintaining a unified mental model.
- Contributed to the Deal Suite vision, mapping out a service solution for the M&A lifecycle.
- Designed interactive prototypes in Axure and Invision, validating designs through qualitative research, structured user studies, and heuristic reviews.
- Created detailed screen flows and wireframes, documenting specifications for Jira user stories, while establishing a centralized iOS custom pattern library with equivalent Android patterns.
- Led 85% design completion rate through ongoing beta programs for Intralinks and Intralinks VIA, validating UX designs and usability.
- Participated in daily scrum ceremonies, collaborating with designers and developers to ensure smooth execution of design and product goals.

## Lead UX Designer

*Cengage, March 2014 - February 2015*

As a full-time contractor at Cengage, a leading higher education company, I led the UX design and research for two major online learning platforms: World Languages (iLrn) and Quantitative Discipline (MTQ). I transformed student learning experiences by incorporating social and game-like elements, creating engaging and rewarding experiences for both students and instructors.

- Implemented a user-centered design (UCD) approach to ensure that both student and instructor needs were met, advocating for a responsive web platform to provide mobile access.
- Led user research initiatives, including interviews, usability tests, and proof of concept research, to gather insights and validate design solutions.
- Worked closely with software development managers to balance platform limitations with innovative UX solutions, delivering experiences that were both feasible and delightful.
- Collaborated with key stakeholders across the Cengage organization to drive product planning and execution, ensuring alignment with business and user goals.

## Senior UI/UX Designer

*Helium an RR Donnelley Company, July 2009 - April 2014*

Led UI and UX design for Helium Network, Helium Content Source, and Helium Publishing projects, managing the entire design process from high-level content strategy to page-level wireframes and prototypes in a fast-paced, agile development environment.

- Analyzed visitor traffic and trend data to optimize the 360 Helium Publishing content strategy and information architecture (IA), ensuring alignment with business goals.
- Conducted user research, testing, focus groups, and data analysis to refine user tools and interaction design, improving user behavior patterns and overall experience.
- Collaborated with high-level stakeholders to gather and prioritize business and user requirements, translating them into actionable design solutions through wireframes, prototypes, and high-fidelity designs.
- Created and established Helium's brand identity, ensuring consistency across web, print, and sales materials.
- Designed Helium's writing assignment iOS app, delivering a user-friendly mobile experience.
- Managed Helium's 'Crowd Pleaser Publishing' initiative, overseeing the creative and editorial process for books authored by the Helium Network community, and successfully publishing them on Amazon.com and Kindle.
- Directed the design and development of Helium's e-commerce platform for publishers, enhancing functionality and UX.

## Creative Director/Senior Web Designer

*Geniosity Advertising + Design 2000-2020*

Led the daily operations of a full-service advertising studio, driving creative direction and sales growth. Developed design concepts, crafted sales pitches, and worked closely with clients to ensure their business objectives were met. Directed a team of designers and developers, managing project timelines, budgets, and vendor relationships to deliver high-quality, on-time results. Actively engaged with clients to provide excellent customer service, ensuring their brands were positioned for success and market penetration.

- Rebranded Detachable Pill Boxes to "Detach N' Go", securing retail placement in Target and Walgreens. Managed the creative process for all print and web sales collateral.
- Led the design and development of a custom e-commerce website for GoToRovers.com, overseeing the entire project from client requirements and scoping to design, development, and QA.
- Launched the BrownBetty® brand for Sunrise Technologies, creating brand identity and managing the production of marketing and sales collateral, as well as developing an interactive Flash website.
- Created brand exploration concepts for American Tourister and designed print, sales collateral, and multimedia for both Samsonite and American Tourister brands.
- Opened a new sales channel for Hitachi AIC by redesigning the website UI/IA and migrating it to an SEO-friendly CMS platform, improving organic search rankings and conversion rates.
- Elevated a Harvard University partnership proposal, helping Siemens Building Technologies secure the account through an enhanced presentation strategy.

## EDUCATION

Stredni Prumyslova Skola Graficka, Praha, CZ  
*Commercial Arts, Art History, Typography & Polygraphy, Calligraphy*

## CERTIFICATION

Professional Scrum Master  
Scrum.org July, 2016

<https://www.scrum.org/user/191279>

