

Eric White

Design Lead
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PORTFOLIO

EricCleverWhite.com

SUMMARY

Hands-on design lead and creative strategist with deep experience building products, brands and teams. Leverages design thinking and full-stack design expertise to create delightful user experiences within agile frameworks and methodologies. Well-versed in IA, UX, UI, visual design and rapid prototyping. Thrives in fast-paced, collaborative, multi-disciplinary work environments.

SKILLS & EXPERTISE

Sketch, Zeplin, Invision, Miro, Adobe Creative Suite and Atlassian products. HTML, CSS and Javascript enthusiast.

WORK EXPERIENCE**Design Lead / Silvercar by Audi** (7/2018 - present)

Collaboration with core scrum team to optimize and improve the Silvercar user experience within agile environment. Leveraging analytics and user testing to level-up product for responsive web, native iOS and Android while solidifying design systems, core components and ux patterns for scalability. Collaborating with business, marketing and customer success leads to encourage design-thinking across the organization.

Design Lead / Mutual Mobile (11/2016 - 7/2018)

Multiple mobile app design projects from ground-floor strategy and UX planning and documentation through interaction and visual design. Worked closely with clients and in-house developers in agile environment.

Freelance UX/UI Design (5/2016 - 11/2016)

Various design projects for mobile and web

Design Lead / Atlas Wearables (1/2015 - 5/2016)

UX strategy and design of device firmware and mobile apps. Hands-on UI design for mobile and web. Visual design and brand development across multiple disciplines and media.

Freelance Creative (5/2014 - 12/2014)

High Wide & Handsome, moved from CA to TX

Creative Director / CollierSimon (1/2012 - 5/2014)

Integrated campaigns, UX/UI and brand dev for multiple clients

Freelance Creative (11/2010 - 1/2012)

CollierSimon, North Social, High Wide & Handsome

Digital Creative Director / Dailey (5/2008 - 11/2010)

Integrated campaigns, UX/UI and brand dev for multiple clients. Managed team of 5 and interfaced consistently with client while implementing large online campaigns.

Freelance Creative (11/2007 - 4/2008)

Veoh Networks, Dailey

Associate Creative Director / Ignited (2003 - 2007)

Integrated campaigns and brand dev for multiple clients

EDUCATION

Academy of Art College, San Francisco / 1994 BFA in Design

San Diego State University (1988 – 1990) Liberal Arts