

ROBYN PORTER WHITE

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UX Director + Content Design Manager

Innovative UX leader with 10+ years of experience developing user-centric digital products and tools. Skilled at building and leading global teams to create impactful web, mobile, and app solutions. Expert in leveraging UXR, A/B testing, and user feedback to optimize product and tool functionality and user experience. Proficient in design systems and front-end technologies for scalable product development. Track record of successfully launching products, tools, and user experiences that drive business growth across diverse industries. Committed to creating intuitive, efficient solutions that address complex user needs.

AREAS OF EXPERTISE

Content Design & Strategy | Design Strategy | Team Leadership | Process Optimization | UXR | Customer Journey Maps | Strategic Planning | Agile Methodology | UX Writing | Multi-Platform Products | Onboarding & Training | Cross-Cultural Leadership | A/B Testing | Mentoring | Career Development | Prompt Engineering | Cross-Functional Collaboration

PROFESSIONAL EXPERIENCE

Balsam Brands - Redwood City, CA

July 2024 - Present

Industry-leading e-commerce brand for artificial Christmas trees and seasonal décor.

Director of UX/UI

- Lead a top-performing global team of UX/UI managers, designers, copywriters, and researchers.
- Oversee the UX/UI design, content, and research to support project design for user experience from ideation through to design execution, user testing, development, and deployment.
- Develop, implement, and iterate the company's UX/UI strategy. Aligning strategy with customer needs, business objectives, and industry best practices.
- Collaborate with cross-functional partners across the organization including business leads, product, marketing, and engineering.

JustAnswer.com, LLC - San Francisco, CA

October 2015 - August 2023

Online platform connecting people to professional services any time, day or night.

Director of UX

- Led end-to-end product design and content creation for diverse brands and global entities, catering to customer and marketplace expert inquiries.
- Managed a top-performing global UX team of managers and individual contributors; including the disciplines of design, content and research.
- Advanced by promotions from Sr. UX Writer & Content Strategist to Director in 2019.

Key Accomplishments:

- **Built and retained a highly skilled design and content team from 5 to 37 to meet business demand;** including hiring top talent across the US, Europe, Ukraine, and India.
- **Oversaw UX teams working on customer-facing products, marketplace products, and internal tools** for both US and international customers.
- **Successfully launched a redesign of marketplace core tools;** including a platform for professionals to easily answer customer questions across web, mobile, and apps.

- **Played a critical role in the expansion of the JustAnswer family of brands into 6+ business verticals**, including legal, health, pets, and tech support.
- **Collaborated with the engineering team to establish a design system**, which reduced development time by 75%.
- **Led customer- and enterprise-facing experimentation with AI**
- **Navigated product redesign of customer experience through two business model changes**, moving from pay-per-question to a subscription model, helping the overall business achieve 15%/YOY growth for four years.
- **Supported the white-label core product launch**, now used by partners like eBay Motors.
- **Established "Content Con,"** a conference bringing together writers from across the org, including UX content designers, marketing writers, chatbot writers, and conversation designers, to learn from each other.

Shutterfly Inc. - Redwood City, CA

May 2014 - October 2015

Industry-leading e-commerce brand for personalized products and custom designs.

Senior Copywriter & Editor

- Led seasonal/holiday marketing initiatives for a continuous two-year period, including concepting themes, and writing all seasonal toolkits, catalogs, and gift guides. Holiday catalogs had a circulation of 19.4M customers in a single drop and had an incremental revenue of \$27.3M (3% above forecast).
- Designed innovative in-package marketing materials and impactful direct-mail pieces.
- Authored captivating content for home decor catalogs, successfully introducing a range of new personalized home goods.

Hewlett-Packard, Snapfish - San Francisco, CA

February 2009 - May 2014

Leading e-commerce brand for personalized products and custom designs.

Marcom Lead & Creative Manager

- Initially contracted as a Senior Copywriter. I quickly transitioned to a full-time role as Lead Writer & Editor and was promoted to Creative Manager in 2012.
- Directed comprehensive content creation, encompassing marketing initiatives, product go-to-market strategies, and user experience (UX) enhancements.

Key Accomplishments:

- **Managed a team of 5 writers and an outside creative agency relationship.**
- **Led the development of seasonal/holiday marketing for five years**, including marketing toolkits and catalogs.
- **Responsible for all CRM content**, including email, website content, direct mail, and social.
- **UX content strategist and writer for all new product offerings**, including home decor, in-product mail service, international cart, and first customer app.

JWT Inside - San Francisco, CA

September 2006 - October 2008

A subsidiary of J. Walter Thompson Advertising focused on recruitment marketing.

Senior Copywriter

- Devised and executed impactful digital and print marketing campaigns for prominent clients: Seagate, Providence Health, Dreyer's Ice Cream, Catholic Healthcare West, & Centura Health.

EDUCATION

- **Bachelor of Arts, International Relations** - Agnes Scott College, Atlanta, GA
- **Portfolio Degree** - Miami Ad School, Miami Beach, FL
- **Credit Professional Development Program, Journalism** - Northwestern University School of Continuing Studies, Chicago, IL
- **Prompt Engineering for ChatGPT Certificate** - Vanderbilt University
- **Google UX Design Professional Certificate**

TECHNICAL SKILLS

ChatGPT, Claude, Gemini, Perplexity, Figma, FigJam, Invision, Miro, Zeroheight, Usertesting.com, MouseFlows, Eye Tracking, SurveyMonkey, Microsoft 365, Teams, PowerPoint, Excel, Asana, Zoom, Google Workspace