

SAM WHITE

Brand, Product & Design Lead

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PROFESSIONAL SUMMARY

Brand, product and design lead with 15+ years spanning brand identity, marketing and campaign design, and enterprise product design across B2B SaaS and eCommerce. Combines creative direction and brand-system thinking with genuine product and UX depth, and has led design teams and brand integrations through two company acquisitions, Everlytic into Vox and FM:Systems into Johnson Controls.

- Leads and mentors design teams, owning workload, quality, performance and monthly reporting to senior stakeholders.
- Works across the full range, from corporate identity and TTL campaigns to product, eCommerce and app design, holding brand relationships over years rather than one-off projects.
- Carried brands and design systems through two acquisitions, integrating identities and product experiences so the combined businesses looked and behaved as one.
- Delivers brand, campaign and product design for B2B, telecoms, and financial-services and corporate clients, and acted as the brand quality gate across a multi-subsidiary telecoms group.
- Applies systems thinking from enterprise design-system work to building scalable, documented brand and product systems.
- Brings a current, practical command of AI-assisted design and content workflows that helps teams move faster without losing craft.

SELECTED HIGHLIGHTS

- Led brand and design integration through two acquisitions, Everlytic into Vox and FM:Systems into Johnson Controls, keeping each combined business coherent.
- Delivered a full Everlytic corporate identity refresh and the brand system that carried it through acquisition and years beyond.
- Acted as brand quality gate across a multi-subsidiary telecoms group (Vox, Everlytic, Frogfoot, Braintree), spanning print, digital, product and events.
- Led enterprise product and design-system work across the IWMS portfolio at FM:Systems and Johnson Controls OpenBlue.

CORE SKILLS

Brand and Creative Direction Corporate identity and brand-system development; creative direction; visual differentiation and competitive positioning; brand governance and compliance; supplier and print-production management; events and activations.

Marketing and Campaign Design TTL campaign strategy, design and rollout; sales-enablement collateral (brochures, pitch decks, proposals and reports); custom-publication and editorial design; print, POS and packaging; infographic illustration; motion and animated content (storyboarding, animated display, social and email content).

Product, UX and Design Systems End-to-end UX and UI design; user research and journey mapping; wireframing to high-fidelity prototyping; design systems; WCAG accessibility; eCommerce and app design.

Leadership and Team Management Team management and mentoring; workload, quality and performance ownership; stakeholder presentation and reporting; campaign and design-system roadmapping; brand and product integration through acquisition.

Tools and AI Workflows Adobe CC (Photoshop, Illustrator, InDesign, XD and Acrobat Pro), Figma, Canva, Miro, WordPress, Loom, Microsoft 365 and Google Workspace. AI-assisted design and content workflows across Claude, Gemini, Copilot, Cursor and VO, including considered AI orchestration and agentic workflows.

EXPERIENCE

Design Lead and Founder, Sam White Design 11/2012 to present

Senior design partner to agencies, consultancies and founders, spanning brand, marketing and product.

- Lead brand, marketing and product design engagements end to end, from strategy and creative direction through to finished craft.
- Directed a full eCommerce rebrand and revamp for Evolutionvape, spanning marketing strategy, campaign development and design collateral.
- Created brand and visual identity systems for consumer names including African Pure, Good Leaf and Be.UP.
- Delivered product and eCommerce design across B2B and B2C, including work informing the Ackermans and Pep Stores mobile models and concept work for Debonairs.
- Supported public-policy and research organisations including GAPP-TT and the New South Institute.

Senior Product Designer, Johnson Controls 07/2023 to 11/2025

Moved into the Global Experience Design team after Johnson Controls acquired FM:Systems, leading design-system and brand integration of the acquired products into the OpenBlue platform.

- Aligned acquired products with Johnson Controls corporate identity and the Element Design System, giving customers one consistent experience across a combined portfolio.
- Led the integration of FMS:Employee with OpenBlue Companion, improving core workflows through heuristic and accessibility evaluation.
- Partnered with global engineering teams to modernise legacy platforms at enterprise scale.
- Contributed to AI-driven product features including Ask SAM, Explain SAM and the Space Activity Matrix.

Senior UX/UI Designer and Design Team Lead, FM:Systems 05/2022 to 11/2025

Led design across the enterprise IWMS portfolio, then carried the team and products through the 2023 Johnson Controls acquisition.

- Led design across FMS:Workplace, FMS:Employee and FMS:Insights, translating complex facilities and hybrid-work operations into clear experiences.
- Owned end-to-end design, from research and personas through prototyping and usability testing.
- Maintained WCAG-compliant accessibility aligned to the FM:Systems Design System.
- Received company Hackathon awards for Most Impactful (2022) for FMS:Now UI Update & Dark Mode Theme and Innovation (2023) for FMS: Agriculture.

Senior Digital Graphic Designer and Design Team Lead, Vox 01/2016 to 03/2019

Joined through Vox's 2016 acquisition of Everlytic, leading design for the merged marketing team across a multi-subsidiary telecoms group.

- Acted as the brand quality gate across Vox, Everlytic, Frogfoot and Braintree, holding consistency across print, digital, product and events.
- Delivered TTL campaigns across the full product ecosystem, spanning connectivity, cloud, security, IoT and data.
- Led the redesign of the Vox eCommerce site, Customer Zone app and Frogfoot website — owning research and planning (IA, personas, user journeys, prototyping) and designing all wireframes and UI.
- Managed team operations, performance and reporting, presenting to senior stakeholders and supporting strategic planning.

Senior Digital Graphic Designer and Design Team Lead, Everlytic 04/2015 to 03/2018

Led the Everlytic marketing design team, then carried the brand through its 2016 acquisition by Vox and into the merged group.

- Delivered a full corporate identity refresh and the brand system that carried Everlytic through acquisition and beyond.
- Directed TTL campaign strategy and execution across print, digital, email, social and events.
- Partnered with Product, Sales, Customer Service and Engineering to align brand and product experience.
- Reported design impact and campaign performance to senior stakeholders each month.

Senior Graphic Designer, The Quartermaster Group 11/2013 to 04/2015

- Brand and corporate identity, campaigns, event and activation design, and custom-publication work for clients including The Smile Foundation and divisions of Waco International, a relationship continued from prior roles.

Graphic Designer, Dreamstate 11/2010 to 10/2013

- Branding, illustration, packaging and editorial design across print and digital for brands including Colgate, Vodacom, Logitech, Palmolive and divisions of Waco International.

Graphic Designer, Syzygy Media 09/2009 to 10/2010

- High-end custom-publication and editorial design for clients including Rand Merchant Bank, City Lodge and ABB.

Graphic Designer, Yellow Star Productions 02/2007 to 09/2009

- Brand identities, corporate collateral and campaign concepts, plus storyboarding for corporate video and television.

EDUCATION AND CERTIFICATIONS

- BA Graphic Design and Multimedia, Vega School at Emeris, 2007.
- Web Design, University of Cape Town, 2015 (Distinction, 82%).
- Digital Marketing Essentials, IAB South Africa, 2015.
- User Experience Design, University of Cape Town, 2018 (Distinction, 84%).
- Web Accessibility (WCAG 2.1 and 2.2 Compliance), Udemy, 2024.
- AI for Designers, IxDF, 2025 (Top 10% Distinction, 96%).
- GenAI Fundamentals for UX Designers and Researchers, Udemy, 2025.
- Design for the 21st Century with Don Norman, IxDF, 2026 (Top 10% Distinction, 97%).
- AI Prototyping for Designers, Maven, 2026.
- Agentic Coding for Designers and Teams, Maven, 2026.
- IBM AI Product Manager Professional Certificate, Coursera, 2026 (in progress).
- Human-Computer Interaction: The Foundations of UX Design, IxDF, 2026 (in progress).