



# SAM WHITE

DIGITAL PRODUCT DESIGN | UX/UI | BRAND



+27(0)82 648 9113



sam@samwhitedesign.online



samwhitedesign.online



linkedin.com/in/sam-white-b06042a/



1279 Weltevreden Park, Roodepoort,  
1709, Gauteng, South Africa

## About Me

- Multidisciplinary expertise (2007 - 2025):
  - Digital product design (UX/UI) across SaaS products and eCommerce platforms
  - Design system development
  - Branding, corporate identity development
  - Custom publication design
  - Packaging design
  - Point-of-sale material design
  - Social media, digital display design
  - Photography
  - Art direction
  - Marketing
- 10+ years of experience designing SaaS solutions (B2B & B2C), delivering user-focused, innovative designs that optimize UX/UI and drive business growth across SaaS products and eCommerce platforms.
- Proven ability to combine strategic thinking with deep understanding of user behavior for impactful design outcomes.
- Strong focus on AI integration and accessibility standards (WCAG) to ensure inclusive, future-ready designs.
- Committed to staying ahead of design trends and emerging technologies.
- Goal-oriented: continuously evolving as a designer, fostering cross functional team collaboration, and shaping experiences that resonate with users.

## Employment History

Company:	<b>Sam White Design</b>
Duration:	June 2019 – Present
Company:	<b>Johnson Controls</b>
Nature of Business:	Global provider of digital solutions for smart buildings and energy systems, supporting user-centered design in sustainable technology environments.
Position:	Senior UX/UI Designer
Duration:	July 2023 – November 2025
Company:	<b>FM:Systems</b>
Nature of Business:	An integrated space and facility management platform, enhancing space planning, hybrid work solutions, and user engagement in high-performance environments. (Johnson Controls acquired FM:Systems in 2023)
Position:	Senior UX/UI Designer and Team Lead
Duration:	May 2022 – November 2025

Company:	<b>Vox</b>
Nature of Business:	End-to-end integrated ICT and infrastructure provider and telecommunications company.
Position:	Senior Digital Designer and Design Team Lead Vox Marketing
Duration:	January 2016 – May 2019
Company:	<b>Everlytic</b>
Nature of Business:	Marketing Automation Software (Vox acquired Everlytic in 2016)
Position:	Senior Digital Designer and Design Team Lead Everlytic Marketing
Duration:	April 2015 – March 2018

For a full overview of my professional experience, please visit [my LinkedIn profile](#).

## Education and Training

Tertiary Institution:	The Design School of Southern Africa (Now The IIE-Vega School)
Degree:	BA Graphic Design & Multimedia
Year:	2007
Course:	Digital Marketing Essentials
Institution:	IAB South Africa
Year:	2015
Course:	Web Design Course
Institution:	University of Cape Town
Year:	Passed with distinction with a score of 82% 2015
Course:	User Experience Design Course
Institution:	University of Cape Town
Year:	Passed with distinction with a score of 84% 2018
Course:	AI for Designers
Institution:	Interaction Design Foundation
Year:	Achieved a top 10% distinction with a score of 96% 2025
Course:	GenAI Fundamentals for UX Designers + Researchers
Institution:	Udemy
Year:	2025
Course:	Web Accessibility Training Course WCAG 2.1 & 2.2 Compliance
Institution:	Udemy
Year:	In Progress

## Tools of Trade

- Microsoft Office:
  - Outlook
  - Word
  - Excel
  - Powerpoint
  - Teams
- Jira & Confluence
  - Miro
  - Figma
  - Level Access
  - GlassBox
  - Copilot
- Adobe CC
  - Photoshop
  - Illustrator
  - Indesign
  - XD
  - Acrobat Pro

## Honours and Awards

- FM:Systems 2022 Hackathon Champion: Dark Mode
- FM:Systems 2023 Hackathon Champion: FMS:Agriculture
- Everlytic Top Performer Q1 2016
- Top Graphic Design Student 2005, The Design School of Southern Africa  
(Now The IIE-Vega School)

## References

Name:	Nicole Anne Madison
Position:	Senior Manager, Global Experience Design at Johnson Controls
LinkedIn:	linkedin.com/in/nicolemadison
Email:	nicole.ann.madison@jci.com
Name:	Travis Kemp
Position:	Vice President Of Product Management at FM:Systems
LinkedIn:	linkedin.com/in/travis-kemp-5350b02
Email:	tekemp@gmail.com
Name:	Timothy Betts
Position:	Vice President of Engineering at FM:Systems
LinkedIn:	linkedin.com/in/timothy-betts
Email:	placeyourbetts25@outlook.com