

SAM WHITE

Design Specialist | Digital Product Design | UX/UI | Brand Development | Graphic Design

Johannesburg, South Africa

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Professional Summary

Design Specialist with over 10 years' experience across Software as a Service (SaaS), Integrated Workplace Management Systems (IWMS), space & environmental analytics software & eCommerce platforms in both B2B and B2C. Skilled in UX and UI research, development and design, with a versatile background in TTL marketing and agency work. Experience spans print and digital design, publications, retail POS and packaging, Corporate Identity, brand development, marketing campaigns, events and activations. Creative direction and mentoring. Strong in cross-functional team leadership, collaboration and stakeholder management. Uses AI tools in a thoughtful, practical way.

Core Skills

Research & Strategy

User research, product performance data analysis, persona development, usability testing, information architecture, user journey mapping, heuristic evaluation, WCAG accessibility audits, discovery workshops, product integration, marketing campaigns, events and activations, cross-functional team leadership, collaboration and stakeholder management, creative direction and mentoring.

Design

Wire-framing, low to high-fidelity prototyping, scalable interaction design system development and maintenance, developer handoff, corporate identity and brand development, custom publication design, print and digital design, infographic illustration, retail POS and packaging, campaign collateral design and roll-out.

Tools

Adobe CC (Photoshop, Illustrator, InDesign, XD, Acrobat Pro), Microsoft (Word, Excel, PowerPoint), Google Workplace, Loom, WordPress, Figma, FigJam, Figma Make, Figma Dev Mode, Miro, Zeplin, GlassBox, Stark, Level Access, Galileo, SpecAI, Gemini, Copilot, ChatGPT, thoughtfully considered AI assistance.

Experience

Independent Contractor | Product Designer | UX/UI | Graphic Designer – Sam White Design

2019–Present

- Freelance UX, UI, Digital Product and Graphic Designer supporting individuals, agencies and consultancies with senior level design solutions.
- Deliver end to end UX and UI product research and design for SaaS and eCommerce across B2B and B2C environments.
- Contributed to the Ackermans mobile eCommerce platform, informing the Pep Stores mobile app model.
- Developed innovation concepts and pitch work for Debonairs.
- Led full eCommerce website revamp, marketing strategy, campaign development and design collateral for Evolutionvape.
- Provided branding and visual design for consumer brands including African Pure, Good Leaf and Be.UP.
- Delivered design support for public policy and research organisations, including GAPP-TT and the New South Institute.

Senior UX/UI Designer & UX/UI Team Lead – FM:Systems / Johnson Controls

(FM:Systems acquired by Johnson Controls)

2022–2025

FM:Systems was acquired by Johnson Controls, after which I continued in a Senior UX/UI Designer role supporting the integration of FM:Systems products into Johnson Controls' enterprise OpenBlue platform.

- Led UX research and UI design across FM:Systems' core product suites (Workplace, Employee, Insights), delivering user-centred solutions for facilities management, hybrid work, and analytics platforms. Drove the UX/UI integration of FM:Systems products into the Johnson Controls OpenBlue ecosystem, enabling a unified, enterprise-scale cross-product experience aligned with the Element Design System.
- Modernised legacy interfaces and improved workflow efficiency through the redesign and integration of FMS:Employee with OpenBlue Companion.
- Delivered UX and UI strategy and design for AI powered assistants (Ask SAM, Explain SAM), improving user guidance, insight discovery and data interpretation within the FMS:Insights and OpenBlue Insights platform.
- Conducted competitor analysis, user-requirements research, usability testing, heuristic evaluations, and accessibility audits to inform product strategy and evidence-based design decisions.

- Produced comprehensive UX documentation, design specifications, and accessibility guidelines to support cross-functional alignment, WCAG compliance, and high-quality development handoff.
- Developed personas, mapped end-to-end user journeys, and communicated insights through clear reporting and stakeholder presentations to support executive and product decision-making.
- Collaborated closely with product management, engineering, and business stakeholders across an enterprise environment to ensure design consistency, scalability, and usability.
- Recognised with consecutive Hackathon awards (Most Impactful 2022, Innovation 2023) for accessibility-focused and future-oriented product concepts.

Senior Digital Designer & Design Team Lead – Everlytic / Vox

(Everlytic acquired by Vox)

2015–2019

Everlytic was acquired by Vox Telecom, after which I stepped into a Senior Digital Designer and Design Team Lead role, integrating Everlytic's design function into Vox's central Marketing Department and supporting group-wide digital product, platform, and customer-experience initiatives.

- Led Everlytic's Marketing Design Team with a strong focus on user-centred digital experiences, developing a strong SaaS product and customer-journey understanding and progressively shifting the team's output from marketing-led design toward UX/UI and digital product design, improving alignment between Marketing, Product, and Engineering.
- Developed marketing strategy and design collateral for Everlytic and Vox campaigns, events and activations.
- Defined and executed experience-led creative and campaign strategies, collaborating cross-functionally with Product, Engineering, Sales, and Customer teams to ensure consistent user journeys across acquisition, onboarding, and engagement touchpoints, contributing to measurable increases in campaign engagement.
- Introduced core UX artefacts and processes including customer journey mapping, user flows, wire-frames, and early-stage usability validation, reducing design rework and improving shared understanding of user needs across stakeholders.
- Modernised Vox and Everlytic's digital identity and interface foundations, evolving visual systems, UI components, and interaction patterns that improved brand consistency while directly supporting product usability and customer engagement metrics.
- Following Everlytic's acquisition by Vox Telecom, guided a cross-functional creative team and integrated design operations into Vox's centralised Marketing Department, improving governance, delivery predictability, and cross-brand consistency across multiple business units (Everlytic, Braintree, Frogfoot Networks, Guardian Eye).
- Led experience design delivery across Vox's full product ecosystem, including Voice and Communications, Cloud and Collaboration, Hosting and Digital Services, Security and infrastructure, IoT and Managed Services, ensuring consistent interaction patterns and quality across digital platforms, while reducing duplicated effort and improving time-to-delivery.
- Directed major digital and product-adjacent initiatives, including the full redesign of the Vox eCommerce website and key customer-facing platforms such as the Vox Customer Mobile App and Frogfoot Networks website, applying usability best practices that improved task clarity, engagement, and conversion rates.
- Improved end-to-end customer experience through interface redesigns and data-informed decisions, incorporating analytics, stakeholder feedback, and usability insights to increase click-through rates, improve lead conversion, and reduce friction across key journeys.
- Oversaw team operations, delivery planning, reporting and stakeholder communication, while providing creative direction and mentoring and contributing to strategic planning and group wide digital experience initiatives within a fast growing integrated ICT provider.

Senior Graphic Designer – The Quartermaster Group

2013–2015

- Delivered multidisciplinary design across branding, corporate identity, illustration, POS, publication, campaigns, events and activations for diverse clients.
- Designed digital and print collateral – including brochures, stationery, and website wire-frames – strengthening brand communication and user engagement.
- Produced high-quality visual assets and collaborated with organisations such as The Smile Foundation and Waco International, delivering polished, high-impact creative solutions.

Graphic Designer – Dreamstate

2010–2013

- Worked across diverse design disciplines, delivering bold branding, expressive illustration, and impactful packaging design for a wide range of clients.
- Designed POS elements, brochures, corporate stationery, and multi-channel campaign assets for both print and digital platforms.
- Crafted website aesthetics and visual narratives, strengthening brand identity and user engagement across digital touchpoints.
- Produced photography and image retouching, ensuring high-quality visual assets for campaigns and publications.
- Collaborated with major brands including Colgate, Vodacom, Logitech, and Palmolive, delivering high-impact creative solutions that supported brand performance and market presence.

Graphic Designer – Syzygy Media

2009–2010

- Designed high-end custom publications for clients including Rand Merchant Bank, City Lodge & Town Lodge, and ABB.
- Delivered polished editorial layouts and print-ready assets with strong visual clarity and consistency.
- Translated complex content into engaging, user-friendly publication designs that supported communication and marketing goals.

Graphic Designer – Yellow Star Productions

2007–2009

- Delivered multidisciplinary brand, campaign, and collateral design across print and digital channels.
- Delivered marketing strategy and design collateral for client campaigns, events and activations.
- Designed website visuals and narratives that strengthened digital presence and user engagement.
- Produced high-quality photography, retouching, and storyboards to support clear, compelling visual communication.

Education & Certifications

- BA Graphic Design & Multimedia
The Design School of Southern Africa (DSSA) – now part of The Independent Institute of Education (IIE) Vega School
Graduated: 2007
- Digital Marketing Essentials
IAB South Africa
2015
- Web Design Course – Distinction (82%)
University of Cape Town
2015
- User Experience Design – Distinction (84%)
University of Cape Town
2018
- Public Speaking and Presenting at Work
Udemy
2025
- Web Accessibility Training – WCAG 2.1 & 2.2 Compliance
Udemy
2025
- Complete Figma Megacourse: UI/UX Design Beginner to Expert
Udemy
2025
- AI for Designers – Top 10% Distinction (96%)
Interaction Design Foundation
2025
- GenAI Fundamentals for UX Designers & Researchers
Udemy
2025
- Complete UI/UX Design Course 2026: Figma + AI
Udemy
2026 (In progress)