

SAM WHITE

Senior Product Designer | UX/UI | Brand Development | Graphic Design

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Professional Summary

- Senior UX/UI & Product Designer with 10+ years' experience in Enterprise SaaS and eCommerce (B2B & B2C)
- Applies systems thinking, user research, and data-driven insights
- Led UX strategy, competitive analysis, and scalable design system development
- Leveraged branding expertise to create cohesive cross-channel product experiences
- Designed end-to-end customer journeys across acquisition, engagement, and retention
- Collaborated with and mentored cross-functional teams across product, engineering, and business
- Expanding expertise in AI and Product Management to drive product and business outcomes

Core Skills

Research & Strategy

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

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 365, Google Workplace, Loom, WordPress, Figma, FigJam, Figma Make, Figma Dev Mode, Miro, GlassBox, Stark, Level Access, SpecAI, Zeplin, GetMulti, Perplexity, Numerous, Claude, Grok, Gemini, Copilot, thoughtfully considered AI orchestration and assistance.

Experience

Freelance | 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 — Johnson Controls

2023–2025

In 2023, following FM: Systems' acquisition by Johnson Controls, I transitioned into the Johnson Controls Global Experience Design Department as a Senior UX/UI Designer.

- Led UX/UI integration of FM:Systems products into the Johnson Controls OpenBlue platform, ensuring a seamless, consistent cross-product experience
- Drove UX research and UI design for FMS:Employee integration with OpenBlue Companion, improving workflows and usability through heuristic and accessibility evaluations
- Partnered with external engineering teams to modernise legacy platforms, aligning products with corporate identity and the Element Design System
- Contributed to AI-driven product features, including Ask SAM, Explain SAM, and the Space Activity Matrix within the Insights and Space Management suites
- Produced comprehensive UX deliverables including wireframes, prototypes, and documentation, supporting scalable design and WCAG-compliant accessibility

Senior UX/UI Designer and UX/UI Team Lead – FM:Systems
(FM:Systems acquired by Johnson Controls 2023)
2022–2025

In 2023, following FM: Systems' acquisition by Johnson Controls, I transitioned into the Johnson Controls Global Experience Design Department as a Senior UX/UI Designer.

- Worked across the full IWMS product portfolio, contributing to enterprise workplace and facilities management solutions
- Collaborated with FMS:Workplace, FMS:Employee, and FMS:Insights teams delivering solutions across facilities, hybrid work, and analytics platforms
- Partnered with cross-functional teams and stakeholders to deliver user-centred design outcomes
- Translated complex operational workflows into clear, intuitive user experiences through research-led design
- Delivered end-to-end UX outputs including personas, wireframes, and interactive prototypes
- Led usability testing and iterated designs based on user insights and data
- Ensured WCAG-compliant accessibility aligned with the FM:Systems Design System
- Recognised with Hackathon awards: Most Impactful (2022) and Innovation (2023)

Following the acquisition of FM:Systems by Johnson Controls, I progressed into a Senior UX/UI Designer role within their Global Experience Design team.

Senior Digital Graphic Designer & Design Team Lead – Vox
2015–2019

In 2016, following Everlytic's acquisition by Vox Telecom, the Everlytic Marketing Team was integrated into Vox's Marketing Department, where I assumed the role of Senior Digital Graphic Designer and Design Team Lead.

- Led design across Vox's full product ecosystem, including connectivity, cloud, security, IoT, and data solutions, supporting multiple business units
- Collaborated with cross-functional teams including designers, developers, content creators, and product stakeholders
- Delivered cohesive TTL campaigns across print, digital, and interactive platforms, ensuring strong brand consistency
- Played a key role in aligning product, marketing, and brand experiences across subsidiaries such as Everlytic, Frogfoot, and Braintree
- Led end-to-end redesign of the Vox eCommerce website and the the Vox Customer Zone mobile app, improving usability, user journeys, and engagement
- Took ownership of the UI development and design for the new Frogfoot Networks website
- Managed team operations, reporting, and performance metrics, presenting insights to stakeholders
- Supported strategic planning and campaign development across the broader organisation

Senior Digital Graphic Designer & Design Team Lead – Everlytic
(Everlytic acquired by Vox 2016)
2015–2018

During my time with Everlytic, I led their Marketing Design Team and transitioned into the SaaS digital product space by developing a keen knowledge of all of Everlytic's product offerings and functionality.

- Directing creative strategy and execution across TTL campaigns, ensuring brand consistency by collaborating with Everlytic's Product Management, Customer Service, Sales, Product Design, and Engineering departments
- Delivered a corporate identity refresh, print and digital collateral, and animated content for social media, email, and events
- Specialised in UI/UX design, user journey research, and workflow development
- Presented monthly reports to stakeholders highlighting design impact and campaign performance

In 2016, Everlytic was acquired by Vox Telecom, leading to the integration of the Everlytic Marketing Team into Vox's Marketing Department. Following the acquisition, I assumed the role of Senior Digital Graphic Designer and Design Team Lead within the newly merged team.

Senior Graphic Designer – The Quartermaster Group
2013–2015

- During my time at Quartermaster, I had the opportunity to work across a broad spectrum of design disciplines, including branding, corporate identity, illustration, point-of-sale (POS) elements, campaign development and aesthetics for events and custom publication design
- My experience also includes designing leaflets, brochures, and corporate stationery, as well as photography and image retouching
- I've crafted website wireframes and aesthetics, contributed to campaign development for both digital and traditional media
- Notably, I've had the privilege of collaborating with respected organisations such as The Smile Foundation and various divisions within Waco International

Graphic Designer — Dreamstate

2010–2013

- At Dreamstate, I brought ideas to life through bold branding, expressive illustration, and impactful packaging design
- I crafted campaigns across print and digital, designed POS elements, brochures, and corporate stationery, and shaped website aesthetics with a strong visual narrative
- My creative journey also included photography and image retouching
- I'm proud to have collaborated with iconic brands like Colgate, Vodacom, Logitech, and Palmolive

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

- I played a key role in developing brand identities and corporate collateral, including leaflets and brochure design, stationery, photography, and image retouching
- My responsibilities also included designing website aesthetics, conceptualising marketing campaigns, and storyboarding for corporate videos and television advertisements

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
- Web Accessibility Training — WCAG 2.1 & 2.2 Compliance
Udemy
2024
- AI for Designers — Top 10% Distinction (96%)
IxDF - Interaction Design Foundation
2025
- GenAI Fundamentals for UX Designers & Researchers
Udemy
2025
- Design for the 21st Century with Don Norman
IxDF - Interaction Design Foundation
2026 (Completed - awaiting final results)
- IBM AI Product Manager Professional Certificate
Coursera
2026 (In progress)
- Human-Computer Interaction: The Foundations of UX Design
IxDF - Interaction Design Foundation
2026 (In progress)