

Russell White

Product designer with 10+ years across enterprise employee platforms and consumer products. I turn fragmented workflows into clear, reusable systems, aligning research, product strategy, interaction design, and engineering delivery.

Portland, Oregon • russell.white.ux@gmail.com • (434) 470-0996 • <https://www.whiterussell.com>

EXPERIENCE

Senior UX Designer, Best Buy

Portland, Oregon • April 2021 to present

- Led design across Best Buy Connect, the company's internal employee platform, turning paper processes and disconnected tools into coherent mobile and web workflows.
- Designed People360, a shared employee list and profile foundation for coaching, search, learning, scheduling, permissions, and related actions.
- Designed store-level coaching insights. An internal Q3 to Q4 comparison reported 51% more coaching interactions, 34% more leaders providing recognition, and 70% more employees receiving recognition.
- Digitized sales certification into a resumable mobile workflow. A later operating report recorded 90,309 certifications across 20,889 employees and 47 active types.

UI/UX Designer, NBC Sports GolfNow

Orlando, Florida • October 2015 to April 2021

- Designed responsive web, iOS, and Android experiences across GolfNow and related NBC Sports products.
- Created interaction models, prototypes, interface systems, and campaign experiences across six brands.
- Worked with product, marketing, and engineering to turn business goals into accessible, shippable experiences.

Graphic Designer, NBC Sports Golf Channel

Orlando, Florida • April 2014 to October 2015

- Designed printed campaign assets for major televised golf events, including banners produced for The Masters, U.S. Open, and PGA Championship broadcasts.

Digital Marketing Graphics Intern, NBC Sports Golf Channel

Orlando, Florida • January 2014 to April 2014

- Designed social graphics across Facebook, Twitter, Instagram, and YouTube to grow audience engagement for golf broadcasts.

CORE STRENGTHS

Product strategy
Product architecture
Complex workflow design
Systems thinking
Design systems
Research synthesis
Workshop facilitation
Cross-functional alignment

TOOLS

Figma, FigJam, Miro, Jira, Confluence, UserTesting, Adobe Creative Suite, HTML, CSS, Claude, ChatGPT, Figma Make

EDUCATION

B.S. Computer Animation
Full Sail University
November 2013

