



JACKIE WHITE

JACKIEANNWHITE.COM

password: ux

# Creating intuitive and delightful experiences that users love to use

I am an artist and entrepreneur at heart who prefers working (and playing) in a fast paced hyper-collaborative environment. I'm passionate about people and tirelessly advocate for the end user. I shape the user experience of products and brands, bringing my visions to life and influencing industry change. I have 10+ years experience ranging from marketing creative to complex web and mobile solutions. I distill complex problems and propose simple, elegant solutions. I'm meticulous and excited about beautiful design, and love seeing products ship.

I build and lead awesome global teams of A-players. I bring a unique point of view to the table and bring out the best in my teams. I solicit feedback on my own work and add value to others' work. I love what i do!

## experience

### SENIOR DIRECTOR, CREATIVE & PRODUCT EXPERIENCE

CORNERSTONE ONDEMAND - NASDAQ: CSOD 2012-CURRENT

Define product and brand vision to drive our creative strategies and responsible for the creative direction and execution of those deliverables. Lead global teams of designers, art directors, videographers, and developers driving experience excellence to all solutions.

### SENIOR USER EXPERIENCE DESIGNER

EVERBRIDGE 2011-12

Collaboratively created the brand and product offerings. Translated high-level concepts into intuitive, highly functional and visually stunning solutions across existing and emerging technology platforms. Implemented UX best practices and trends.

### USER EXPERIENCE DESIGNER & FRONT-END DEVELOPER

INVESTOR'S BUSINESS DAILY 2009-11

Responsible for the user experience of investing software solutions and digital marketing initiatives. Developed creative for complex web and mobile applications, marketing campaigns, websites, emails, advertising, corporate identity, collateral, and more.

## words that describe me

Maker, Doer, Thinker, Curious, Teacher, Learner, Entrepreneur

## education

CALIFORNIA STATE UNIVERSITY, LONG BEACH 2000 -06

Bachelor of Fine Arts, Visual Communications

## contact

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