

Maxwell White

Senior Product Designer with 10+ years of experience.
Specialist in design systems and DesignOps.

EXPERIENCE

Product Designer & Design Manager, GoodNotes (2021-2022)

- ▶ Managed a high-performing team of 12 designers and researchers driving strategic design efforts and mentoring
- ▶ Led the development and rollout for “Ink” design system across iOS, iPadOS, Mac, web, Android and Windows
- ▶ Established DesignOps and ResearchOps practices, streamlining processes and fostering a culture of continuous improvement
- ▶ Demonstrated expertise crafting complex features from discovery to production, balancing user needs with business goals and collaborating closely with cross-functional teams

UI Design Lead & UI Designer, Shell (2019-2020)

- ▶ Spearheaded UI design efforts for Shell MarketHub, a global \$19b B2B e-commerce platform, managing a team of 2 UI designers remotely. Also owned the technical and accessibility review process, ensuring compliance with industry standards and brand guidelines
- ▶ Demonstrated expertise in end-to-end product design for several internal iOS and web apps. Ran field usability testing in London, Spain and Hong Kong with Shell teams
- ▶ Kickstarted Shell's first design system, "Solaris," enabling more efficient and cohesive design work across teams
- ▶ Volunteered on an internal project to evangelise human-centred design, driving adoption of user-centric design practices across the organisation

Product Designer, Hive Home (2018)

- ▶ Improved website metrics including average order value, bounce rate, and product discovery through A/B testing of new product marketing pages for hivehome.com
- ▶ Created a design system that increased efficiency and strengthened brand cohesion, using it to rapidly prototype new designs

Digital Designer, Travelbag (2017-2018)

- ▶ Developed and launched successful branded tourism marketing campaigns for long-haul B2C clients, working closely with copywriters, marketing executives, and SEO team to optimise spend and increase engagement
- ▶ Marketing design for Travelbag and netflights.com brands, contributing to the overall success of the marketing efforts.

EDUCATION

NN/g UX Certification with Interaction Design Specialty

Nielsen Norman Group certification from November 2020 virtual conference. UXC# 1041010

Cert. Communication Studies at Auckland University of Technology

With every intention, I sought a bachelor of communications — but I sold my first website design. The rest is history. New Zealand 2012.

CLIENTS / WORKED WITH

Hive, Shell, Activision, B&Q, GoodNotes, Gap, Emirates, European Union, Just Eat, United, Tartu University, FeverTree, Lego, Bikes in Schools, Cognex.

REFERENCES

Kim Feenstra Kuiper, User Researcher, GoodNotes

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Anojan Sivarajan, Sr Product Designer, GoodNotes

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Anthony Gallagher, UX Design Lead, Shell

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GET IN TOUCH

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