

# ROBYN PORTER WHITE

## CONTENT DESIGN LEADER | UX DIRECTOR

+ Expert in AI-Powered Content Strategy & Global Team Leadership

312.286.4766 | rporterwhite@gmail.com | LinkedIn | www.robbyn-white-ux.com

## PROFESSIONAL SUMMARY

Content design leader with 15+ years scaling global teams and translating complex information into intuitive user experiences. Launched production AI writing assistant powered by OpenAI LLMs, achieving 60-70% adoption. Built design system adopted across 10 product teams, accelerating development by 75%. Scaled teams from 5 to 37 people across three continents, generating \$38M in measurable business impact.

UX Strategy & Vision	Content Design Leadership	Cross-Functional Collaboration	Storytelling
Growth Mindset	Data-Driven Experimentation	Design Systems	User Research
Agile Environments	Team Building & Mentorship	Data-Driven Design	AI & LLM Integrations

## WORK EXPERIENCE

**Director of UX/UI** | Balsam Brands, Redwood City, CA

July 2024 – Mar. 2025

*Balsam Brands is a \$290M+ global e-commerce retailer with roots in holiday and home décor.*

- Led global UX/UI team of 6 across US and Philippines for 6-country e-commerce platform; served as sole UX writer while directing team strategy.
- Championed AfterPay integration across checkout and soft cart experiences, generating \$11M+ incremental revenue in Q4 through strategic content design and user flow optimization.
- Drove 3% sales lift during peak season through rapid out-of-stock content recovery strategy; testing and launched in one week.
- Conducted user research initiative uncovering need for category-specific shopping flows; secured executive investment for journey redesign based on data-driven insights.
- Oversaw department budget, resource allocation, and performance metrics; reported directly to executive leadership on UX impact and ROI.

**Director of UX** | JustAnswer.com, LLC, San Francisco, CA

Mar. 2019 – Aug. 2023

*JustAnswer ([www.justanswer.com](http://www.justanswer.com)) is the world's leading expert marketplace, with \$350M+ in annual revenue.*

- Led end-to-end UX and content strategy for business model transformation from pay-per-question to membership subscription, enabling 15% YoY growth over four years and predictable revenue forecasting.
- Scaled UX team from 5 to 37 designers, writers, and researchers across US, Ukraine, and India with near-zero attrition, maintaining high employee engagement and fostering internal promotions.
- Built modular, WCAG-compliant design system with structured content approach adopted across 10 product teams, accelerating development cycles by 75% and standardizing customer experience.
- Launched AI writing assistant powered by OpenAI LLMs, achieving 60-70% adoption, while improve response quality and velocity.
- Experimented with LLM models to optimize content for search, discovery, and user engagement, informing product roadmap and content strategy.
- Directed redesign of marketplace tools across web, mobile, and app platforms, reducing expert response times and increasing customer satisfaction scores.
- Founded "Content Con," cross-functional initiative uniting UX content, marketing, and chatbot writers to align strategies, share best practices, and foster innovation.
- Partnered with SEO, product, engineering, marketing, analytics, and legal teams to align content strategies with business goals while ensuring accuracy and compliance.

**Sr. UX Writer & Content Strategist** | JustAnswer.com, LLC

Oct. 2015 – Mar. 2019

- Increased conversion rates by 20% through machine learning-driven chatbot optimization and rigorous UX experimentation, analysts to refine content performance.
- Developed content frameworks and information architecture supporting multi-channel user journeys across web, mobile, and emerging platforms.
- Supported white-label core product launch for enterprise partners including eBay Motors; authored interface copy, onboarding instructions, and legal disclosures enabling successful adoption.

**Senior Copywriter & Editor** | Shutterstock Inc., Redwood City, CA

May 2014 – Oct. 2015

- Led multi-year strategic planning and execution of seasonal and holiday marketing campaigns, crafting and writing cohesive themes and comprehensive toolkits reaching 19.4M customers.
- Drove \$27.3M incremental holiday campaign revenue, 3% above forecast, through strategic content planning and cross-channel execution.
- Designed innovative in-package marketing materials and impactful direct-mail pieces to increase engagement.
- Authored influential home decor catalogs that successfully introduced personalized home goods, contributing to business expansion.

**Creative Manager** | Hewlett-Packard, Snapfish, San Francisco, CA

Feb. 2009 – May 2014

- Directed and mentored a team of 5 writers and fostered productive relationships with an external creative agency to extend team capabilities.
- Oversaw the strategic development of seasonal and holiday marketing over five years, which included creating marketing toolkits and catalogs, showcasing a clear vision, and effective planning.
- Managed all customer relationship management (CRM) content, including email, website content, direct mail, and social, ensuring consistent voice and messaging.
- Led Global UX content writing and strategy for all new product offerings, including home decor, in-product mail service, international cart, and first customer app.

**Senior Copywriter** | JWT Inside, San Francisco, CA

Sept. 2006 – Oct. 2008

- Created and implemented effective digital and print marketing campaigns for major clients: Seagate, Providence Health, Dreyer's Ice Cream, Catholic Healthcare West, and Centura Health.

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**EDUCATION**

Bachelor of Arts, International Relations | Agnes Scott College, Atlanta, GA

Portfolio Degree | Miami Ad School, Miami Beach, FL

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**PROFESSIONAL DEVELOPMENT**

Professional Development Program, Journalism | Northwestern University School of Continuing Studies, Chicago, IL

Prompt Engineering for ChatGPT Certificate | Vanderbilt University

Content Strategy Certificate | HubSpot Academy

Google UX Design Professional Certificate | Google