

# ROBYN PORTER WHITE

## UX WRITER | CONTENT DESIGNER

Expert in GenAI Content Strategy & Cross-Functional Collaboration

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## PROFESSIONAL SUMMARY

Content Designer with 15+ years in UX writing and hands-on experience with GenAI product development. Expertise in prompt engineering, LLM evaluation, and translating complex AI capabilities into clear user experiences. Proven track record launching AI-powered products with measurable adoption and leading cross-functional teams in Agile environments.

GenAI Content Strategy	Prompt Engineering & Model Tuning	Content Systems	Cross-Functional Leadership
UX Writing	Data-Driven Design	Microcopy	Growth Mindset
Agile Methodology	Team Building & Mentorship	LLM Evaluation	Thought Leadership

## WORK EXPERIENCE

**Principal** | Running for the Bus Productions, Mill Valley, CA **Sept. 2024 – Present**

*AI Content Strategy & UX Consulting*

- Developed VisAibility Tool using “vibe coding” methodology to track brand visibility across AI platforms (ChatGPT, Claude, Perplexity), demonstrating hands-on GenAI product development and cross-platform LLM evaluation.
- Architecting AI-powered content workflows for B2B startup founders (Blazel); building prompt frameworks across Claude, Perplexity, and ChatGPT while contributing to proprietary tool development that streamlines multi-model content generation and evaluation.
- Designing structured content taxonomy and repository systems for enterprise AI prompt management, developing scalable frameworks for prompt organization and team collaboration.
- Contributing thought leadership on GEO through Women x AI panels at Google and industry publications, generating consulting inquiries.

**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, serving as product communications voice for 6-country e-commerce platform; served as sole UX writer while directing team strategy.
- Developed microcopy and UI text for web and mobile experiences across multiple international markets, including product pages, onboarding flows, and educational content, driving engagement and clarity.
- Crafted onboarding messaging for AfterPay integration, partnering with product, engineering, finance, and legal teams to ensure user-centered, compliant content. This drove \$11M+ incremental revenue in Q4.
- Conducted user research with Userlytics.com to test language clarity, informing content choices that increased engagement and conversion.

**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 launch strategy and communications for Text Wizard, an OpenAI-powered writing assistant, achieving 60-70% voluntary adoption among 10K+ experts through compelling narratives and clear documentation of LLM capabilities.
- Partnered with engineering and product teams to define model behaviors, evaluate LLM-generated outputs, and establish content quality measurement frameworks for AI-assisted tools.
- Scaled UX team from 5 to 37 across US, Ukraine, and India with near-zero attrition.
- Experimented with multiple LLM models for content personalization, evaluating user engagement, cost effectiveness, and technical feasibility to inform strategic product decisions.

- Crafted UI copy and microcopy for chatbots, onboarding flows, educational screens, permissions dialogs, and legal disclosures across web, app, and mobile, improving conversion and user satisfaction.
- Improved product language during business model transitions, supporting 15% YoY growth by making complex information concise and actionable.
- Built content systems, style guides, and voice principles, ensuring consistency across all customer-facing touchpoints.

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

**Oct. 2015 – Mar. 2019**

- Optimized chatbot dialogs, onboarding flows, and educational screens, achieving 20% increase in conversion through machine-learning-driven experimentation.
- Established “Content Con,” an internal initiative uniting UX writers, content designers, and marketing writers to align standards and foster collaboration.
- Supported white-label core product launch, authoring interface copy and legal disclosures enabling successful enterprise adoption by partners like eBay Motors.

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

**May 2014 – Oct. 2015**

- Led seasonal marketing initiatives reaching 19.4 million customers, generating \$27.3M incremental revenue (3% above forecast).

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

**Feb. 2009 – May 2014**

- Directed and mentored a team of 5 writers, managed all CRM content, and led global UX content writing for new product offerings, including home decor, mail service, international cart, and first customer app.
- Led seasonal marketing initiatives over five years, creating comprehensive marketing toolkits and catalogs.

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

**Sept. 2006 – Oct. 2008**

- Created digital and print marketing campaigns for major clients including 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