



R. Allan White
Designer & Developer

An interdisciplinary designer and developer with 25 years of experience. Solved business problems in organizations of all sizes through communication design, branding, video, event design, product & user experience design, and web development.

Skills

UX & Product Design

I help teams clarify and prioritize business goals, strategy, and online mediums through proven Lean UX disciplines, research, content strategy, written and visual explorations, design artifacts and prototypes. I work hard to bring the right UX technique to bear (such as a card sort or journey map) and optimal level of fidelity (using tools like paper prototyping, Invision, [Codepen.io](https://codepen.io), Figma) to convey the solution effectively as fast as possible. Stickies & whiteboards are my constant companions.

UX Disciplines: Relative Strengths*



Video & Motion Graphics

Cinematography, editing, color grading and post-production, editing, motion graphics & animation. Experience in high-volume workflow design, training, and asset management. Extensive mobile production experience in challenging environments in the US, Caribbean, and Africa.

After Effects, Premiere, Flash, Davinci Resolve, Final Cut Pro X, Motion, Keynote, ProPresenter, Quartz Composer.

Digital filmmaking, sound & music editing. Podcast engineering & production.

I'm a veteran of high-stakes live events, and I learned to work very fast under intense pressure.

Design & Photography

My journey began with the disciplines of design: art direction & branding development in print, digital, and motion. I'm keenly interested in design systems, "design ops", automation, and building effective design teams through training, mentoring, and tooling. In addition to teaching photo workshops and photojournalism work, I continue to shoot professionally when time permits. This has also informed deep experience with image processing, optimization, and responsive imagery for web.

Adobe Creative Suite, Figma, Sketch, InVision, pencil & paper, Lightroom, image CDNs, Photoshop

Presentation design, public speaking, and training

A true craftsman is one who teaches and mentors others. One of my true passions is educating, training, and casting vision among clients, users and team members. I'm comfortable in front of an audience—in person, or on camera.

Keynote, ProPresenter, Screenflow, endless practice

Web, UI, Mobile Design & Development

I deliver responsive, mobile-ready websites & apps. I have developed complete solutions with a variety of CMS and build systems, such as Statamic, Contentful, Hugo, Gatsby, and more. I'm comfortable with the leading "JamStack" static site generators. I embrace leading-edge front-end development and create fast-loading, high-performance web solutions, as well as custom-built pattern libraries to empower internal development teams.

Mastery of HTML5, CSS, a wide variety of templating systems & static site generators, Markdown, and comfortable with PHP, Ruby & Javascript.

Other technical skills include Git workflow, servers, web performance, responsive imagery, web fonts, accessibility, animation, & SVG.



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Experience

Datica Health

Design Lead

January 2016 — Present

Designed and built Datica's public brand, through the [website](#), email, print, trade shows and events, video, podcasting, and even [books](#). Worked on UX insights for Datica's HIPAA-Compliant Cloud product team. Created a variety of web-based solutions for [interactive experiences](#), architected content management solutions and workflows, and conducted training & skill-building workshops. Executed on our content marketing strategy (high volume, many unique web features) that helped Datica successfully raise Series B rounds as a startup and grow from \$1m-\$5m in annual revenue.

HealthSparq

Senior User Experience Designer

October 2013 – December 2015

At HealthSparq, I created a scalable design system & pattern library for Healthsparq One apps. Our product was a search platform to help people to quickly find health care at the best quality and price. I designed [review experiences](#), [notification systems](#), our doctor profile experiences, and application style through our Ember [pattern library](#). Along the way I [designed and developed healthsparq.com](#) to empower the marketing team's efforts to move pre-qualified leads through the sales funnel, and to recruit the highest-quality talent.

Luis Palau Association

Video & Live Event Designer/Web Developer

February 2006 – July 2013 (7 years 6 months)

Web & mobile development, user experience design, all aspects of [video & motion graphics production](#), presentation design, event production, event photography, art direction, social media marketing. Helped LPA raise \$20m+ through fundraising work.

Strobeck Design, Inc.

Digital Media Director

December 2001 – February 2003 (2 years)

Directed, planned, budgeted and engineered all types of audio, video, web and interactive projects. Performed high-level content development, IA, writing and editing.

R. Allan White Design & Multimedia

Founder/Designer

June 2001 – February 2006 (4 years 9 months)

Produced and designed high-quality print, web, Flash, multimedia and video work for a variety of clients, agencies, and industries, including HP, Intel, Epicor, EMI Music, Primavera Systems, Universal Studios, Verve Records, and Copper Mountain Resorts.

Education

Harding University

BFA, Graphic Design

Emphasis in design, drawing, printmaking, and photography
Founding member, Red Brick Studios
Knights service club, mission trips

August 1991 – December 1994



Need a flexible, seasoned, and skilled full-stack designer who can see the big picture?

Contact me today.