

Aaron K. White

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Summary

Accomplished Product and Design Leader specializing in enterprise SaaS products, with over ten years of experience in leadership roles, including the past five years at the executive level. Expertise in defining product strategy and vision, scaling high-performing design teams, and implementing frameworks and methodologies to drive successful business outcomes. Proven track record of establishing product-market fit, scaling teams and companies, and driving significant business growth. Passionate about leading high-performing teams and creating developer-centric experiences. I am skilled in aligning product, design, and engineering to meet customers' evolving needs and achieve company objectives.

Specialties

Strategic Visioning, Product Strategy, Design Leadership, Scaling Teams, Cross-Functional Collaboration, Process Improvement, Product Discovery, Agile Methodologies, Mentorship, Design Systems, User Research.

Experience

VP of Design & User Experience | stackhawk 2020 — present

As the VP of Design and User Experience at StackHawk, I lead the product and design team focused on redefining application security testing for developers and application security professionals. I built and established the product and design function from the ground up. I successfully launched initial MVPs, established product-market fit, and defined a holistic brand and product experience encompassing digital, visual, and IRL design. My focus on applying modern DevOps principles modernized application security testing, empowering developers by creating experiences that met them where they are and significantly contributed to our rapid growth from \$0 to \$5M ARR.

As we scaled, I implemented robust design and development frameworks and established key processes such as project kickoffs, design reviews, customer discovery sessions, and quarterly planning. These efforts foster a collaborative and creative work environment, ensuring alignment across product, design, and engineering, driving continuous improvement and innovation. My contributions have been instrumental in building and growing the entire company, helping StackHawk evolve to meet the demands of a growing customer base.

UX Manager | gitlab 2019

As a UX Manager, I was responsible for overseeing the user experience of the Configure, APM, and Health stages within GitLab. This included hiring technical designers for each stage, collaborating with cross-functional teams to expand the Monitor products, and leading the design direction for the Incident Management platform. My main focus was to ensure that all of these areas provided a seamless and intuitive experience for all GitLab customers.

Director of UX / UX Manager | victorops / splunk 2016 — 2019

As the Director of User Experience at VictorOps, I oversaw the design of user experiences across web and mobile platforms, working with cross-functional teams such as engineering, QA, and marketing to deliver informed and iterative design solutions. My role involved defining the vision and direction for our design efforts, managing a team of designers, and ensuring they had the necessary resources and support. Additionally, I was responsible for defining overall strategy, managing the roadmap, budget, and resources for our mobile products. I collaborated closely with customers and stakeholders to gather feedback and insights, continually seeking opportunities to improve the mobile experience and drive business growth.



Principal UX Designer | workiva 2012 — 2016

As a member of the UX leadership team, I was responsible for ensuring that user experience was at the forefront of all product development efforts. To achieve this, I worked to establish UX as a key partner with product management and engineering, playing a key role in expanding the team to include a diverse range of designers, researchers, and content writers. I emphasized user-centered design and promoted the use of product discovery, design thinking, and lean UX methodologies within the organization. My ultimate goal was to create products that were designed to meet the needs of our customers in a seamless and intuitive way, resulting in a positive and valuable user experience.

UX Design Lead | empireavenue 2010 — 2012

In my role, I was involved in all aspects of the design and development process, including conceiving features, creating wireframes, developing HTML prototypes, designing visuals, and implementing designs through front-end development. I introduced a user-centered design and development process that incorporated user interviews, surveys, web analytics, A/B testing, heat maps, and extensive user testing for feature releases. I also worked closely with engineers using Agile methodology in a custom PHP/MVC environment to create a top-quality web experience.

Additional Experience

Web Designer | mysql

2008 - 2010

Web Analyst | grant thornton

2008

Sr. Support Analyst | tek systems / bank of america

2008 - 2010

IT Analyst | whole foods market

2005 - 2006

Web Developer | sun microsystems

2001 - 2005

Education

B.S. Computer Science | regis university

2001 - 2005

Skills

Toolbelt: Design Sprints, Google Slides, Heavy Card Stock, Figma, Illustrator, Keynote, Miro, #2 Pencils, Sharpies, Sketch, Story Mapping, Super Sticky Post-It's, V-Board Master Markers

Technical: *nix, Astro, CSS/SASS, Docker, Git, HTML/5, Hugo, Javascript/jQuery, Jekyll, Markdown, MySQL, PHP, Rails, React, SQL, Storybook, Tailwind