TIFFANY WHITENER

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SUMMARY:

Over the past three decades, I've leveraged my expertise in leadership, UX design, information architecture, UI development, and content strategy to uncover user pain points, and translate them into product solutions that drive user satisfaction and business outcomes.

KEY SPECIALTIES:

- Leadership: Team management, mentorship, and cross-functional collaboration
- Product Strategy: Roadmap creation, feature prioritization, and business alignment
- Design & Research: User research, user flows, journey maps, service blueprints, wireframes, prototypes, usability tests
- Technical Expertise: Prompt engineering, front-end development, responsive design

TOOLS & TECHNOLOGIES:

- Generative AI: ChatGPT, Microsoft CoPilot
- Design & Prototyping: Figma, Adobe XD, Sketch, Axure, Photoshop, Illustrator, InDesign
- Development: HTML/CSS, JavaScript/jQuery
- Collaboration & PM: Jira, Confluence, Miro
- Methodologies: Agile, Lean, Design thinking

EXPERIENCE:

UX Manager
Cox Automotive — Atlanta, Georgia | May 2025 - Present

- Leading a UX team focused on elevating B2B and enterprise software across platforms.
- Driving AI adoption through collaborative AI series, thought leadership, and AI literacy.
- Exploring UX + AI workflows that enhance productivity, creativity, and cross-team collaboration.
- Partnering with cross-functional stakeholders across the enterprise to deliver strategic, user-centered solutions.
- Mentoring and developing the next generation of UX leaders through coaching, skill-building, and career development.
- Deactivated abandoned customer accounts to mitigate millions in fraud and improve data quality

User Experience Manager
Home Depot — Atlanta, Georgia | April 2022 - June 2025

- Led a team of full-stack UX designers delivering B2C/B2B products that drove customer engagement, business growth.
- Partnered with cross-functional teams to define product strategies and deliver scalable digital solutions.
- Enhanced enterprise applications for managing and using customer data to improve efficiency and increase sales
- Improved customer authentication to mitigate millions in fraud and improve customer trust
- Developed enterprise search application with new features to assist customers more effectively
- Implemented digital solutions for order preferences, permissions and account structure to help customers operate their business, which led to millions in post-conversion sales
- Deactivated abandoned customer accounts to mitigate millions in fraud and improve data quality

UX Design Manager
U.S. Bank — Atlanta, Georgia | January 2022 - April 2022

- Interviewed, hired and onboarded UX professionals for two teams as a part of expanding vertical at the fifth largest commercial bank
- Led teams in creating user-friendly products fueled by data-informed design decisions
- Mentored teams that are empowered to improve our customers' lives through design
- Partnered with product, research, A11Y and other cross functional teams to improve our products

Senior User Experience Architect
U.S. Bank — Atlanta, Georgia | May 2021 - December 2021

- Led working sessions for UX team to document current state of application to inform future iterations
- Led team in creating user-friendly enterprise solutions that meet user and business goals
- Created UX architecture deliverables, such as journey maps/blueprints, task and user flows and low-fi wireframes

• Collaborated with designers, researchers, content strategists, accessibility partners, scrum master, product owner, development and business stakeholders to get all voices heard for each aspect of the experience
• Skills: Journey maps, blueprints, task flows, wireframes, interactive prototypes
• Technical Environment: InVision, Sketch, Mural, Jira, Confluence
• Methodology: Agile

UX Mentor
Springboard | Thinkful | UX at Tiffany's | 2020 - Present
Mentor students by providing feedback on assignments, educating them on industry standards, and offering 1:1 support through weekly coaching sessions:
• Encourage UX best practices through project feedback
• Guide students in the user-centered design process
• Provide career advice for job placement and interviews
I also educate and mentor students and professionals in the field via my UX site, uxattiffanys.com via IG @uxattiffanys

UX Lead | Senior UX Generalist
State Farm - Atlanta, Georgia | October 2017 – May 2021
• Led team of professionals creating solutions that meet requirements defined in user stories
• Created strategy for, and managed 12+ user interfaces across the enterprise
• Gathered requirements, set direction for features to enhance user experiences
• UX Lead Designer/Architect creating innovative user experiences for enterprise and customer-facing products
• Collaborated with business analysts, product owners, scrum masters, creative directors, digital experience architects, designers, and developers to meet stakeholder and user needs.
• Gave presentations to key stakeholders to get buy-in for solutions to enhance user experience
• Strategized and managed products to ensure consistent and horizontal alignment
• Conducted UX reviews on final product before its released to production
• Assisted researchers in usability testing via prototype creation, documenting users' interaction with prototypes
• Led organic and official usability testing sessions during design phase to get quick feedback from users to inform designs
• Leadership: Chaired monthly UXA Roundtable for UXAs/UXGs; mentored fellow practitioners on design/architecture; UX lead for various product lines
• Deliverables: Task flows, low- and high-fidelity wireframes, interactive prototypes, journey maps, blueprints
• Technical Environment: InVision, Sketch, Axure, Photoshop, VersionOne, Mural
• Methodology: Agile

Senior UX Designer
InterContinental Hotels Group (IHG) - Atlanta, Georgia | April 2017 – October 2017
• Created user experiences for enterprise applications via high-fidelity wireframes/interactive prototypes
• Designed responsive applications that solve user and business goals
• Collaborated with project managers, business analysts, designers, developers and product stakeholders
• Gave design presentations to product and development stakeholders
• Conducted UX reviews on final product
• Answered questions for QA and UAT to assist with validation of design patterns and UX guidelines
• Wrote specs for new design patterns
• Skills: Wireframing, interaction design, prototyping, UI design, user flows, ideation, usability testing
• Technical environment: Axure, Photoshop, CA Agile (Rally), Slack
• Methodology: Agile

User Experience Architect Senior
TSYS - Alpharetta, Georgia | June 2015 – April 2017
• Started department's first usability lab and led usability sessions for new implementations
• Created desktop and mobile user experiences that solve user and business goals
• Created responsive e-mails for company clients to improve brand loyalty and increase redemptions
• Delivered presentations to client stakeholders on user experiences
• Led company e-mail initiative from creation to execution
• Worked with designers, developers, product owners and project managers to meet clients' needs
• Led sessions with designers and developers to ensure standards across all clients
• Technical environment: HTML/CSS, jQuery/Java Script, Photoshop, Illustrator, Site Manager, Mac environment• Led company e-mail initiative from creation to execution • Worked with designers, developers, product owners and project managers to meet clients' needs
• Led sessions with designers and developers to ensure standards across all clients

• Technical environment: HTML/CSS, jQuery/Java Script, Photoshop, Illustrator, Site Manager, Mac environment

Creative Director | Senior UX Designer & Architect | UI Developer
Immanuel Designs, LLC — Atlanta, Georgia | April 2009 - Present
Design and develop mobile-first, responsive solutions for corporations, nonprofits, and small businesses, utilizing Photoshop, Adobe XD, Sketch, Axure, and HTML/CSS:

• Create user flows, journey maps, blueprints, and prototypes to meet user and business goals
• Created custom social media backgrounds for clients, enhancing online presence and branding
• Redesigned a newspaper, including mastheads, resulting in increase in readership

Homepage Editor | Digital Content Manager
The Weather Channel - Atlanta, Georgia | July 2012 – June 2015
• Managed team of homepage editors, keeping everyone on same page regarding standards and programming, via training, coaching and leadership
• Led digital content and video teams to record-breaking page views and video views, via strategic story selection, promotion, programming and A/B testing
• Quadrupled CTR for homepage by mastering real-time metrics and audience interest
• Wrote compelling headlines for homepage, via adjusting story selection, teases and images to boost CTR
• Collaborated with content teams to meet traffic trade and sponsorship goals
• Technical environment: Drupal, Percussion, Dice, Photoshop, HTML/CSS, Mac and Windows environment

Interactive Developer
Pure Red Creative: GAPRC Group - Stone Mountain, Georgia | October 2011 – March 2012
• Created user experiences for large company clients such as Safeway, Duane Reade and Dollar Genera • Solved user and business goals with compelling design solution
• Technical environment: XHTML/CSS, jQuery, Teamsite, SharePoint, Photoshop, Illustrator, Coda, Mac environment

Designer/Developer
Georgia Power: Southern Company - Atlanta, Georgia | December 2010 – October 2011 and March 2012 – June 2012
• Created user experiences for company clients
• Solved user and business goals with compelling design solution
• Technical environment: XHTML/CSS, jQuery, Team site 7.2, Photoshop, Dreamweaver, Windows environment

Developer
Care USA - Atlanta, Georgia | October 2010 – December 2010
• Provided maintenance, design and development for nonprofit organization's web site
• Designed solutions to enhance user experiences and meet business goal of increasing contributions
• Technical environment: XHTML/CSS, jQuery, Teamsite, Photoshop, Illustrator, NotePad, Windows environment

Designer
The Atlanta Journal-Constitution: Cox Communications - Atlanta Georgia | April 2008 – April 2009
• Designed front page and other section fronts for the largest newspaper in the Southeast
• Collaborated with key stakeholders to ensure newspaper presentation meets needs of its target audience
• Technical environment: InDesign, Photoshop, DTI, Windows environment Experienced

Designer
St. Petersburg Times: Times Publishing Company - St. Petersburg, Florida | June 2006 – April 2008
• Designed front page and other sections for the largest newspaper in Florida
• Collaborated with key stakeholders to ensure newspaper presentation meets needs of its target audience
• Technical environment: InDesign, Photoshop, DTI, Windows environment

Page Designer | Assistant News Editor | Copy Editor
The News-Press: Gannett - Fort Myers, Florida | 1994 – 2006
• Designed front page and other section fronts for Gannett newspaper
• Collaborated with key stakeholders to ensure newspaper presentation meets needs of its target audience
• Managed Features publications and supervise dayside staff of copy editors/designers on universal copy desk
• Performed yearly evaluations, coaching/mentoring staff to meet department goals
• Edited stories, write headlines for a variety of sections
• Technical environment: QuarkXPress, QPS, Photoshop, Mac environment

EDUCATION:
• Associate of Arts in Web Design and Interactive Media *(Art Institute of Atlanta, 2010)*
• Bachelor of Science in Journalism and Mass Communications *(University of Kansas, 1994)*
• Bachelor of Arts in English *(University of Kansas, 1994)*