

Dominic White

Product & service designer

A designer who builds. 12+ years across developer tooling, retail banking, consumer SaaS and design systems — taking work from research to a shipped, full-stack product.

EXPERIENCE

Statecraft · Founder & Designer 2026 — present

A design tool that reads a product's real user journeys straight from live code, so the map of how it works stops depreciating the moment it's drawn. Research, brand, full-stack app and launch — solo.

Independent · Writing & Product May 25 — Dec 25

Building wipp.work, a platform for design feedback.
Writing on design theory and political economy.

Humanitec · Product Design Principal Apr 22 — May 25

UX for a complex Kubernetes platform, CLI and API. Led an information-architecture rebuild and an onboarding redesign, built a product-experimentation framework, and ran design research on AI / LLMs.

Jimdo · Senior Product Designer Apr 20 — Mar 22

Introducing design sprints and workshops to product.
Running rapid testing and iteration programmes.

The Co-operative Bank · Senior Product Designer Mar 19 — May 20

Led on creating a cross-platform design system.
Matching design to regulatory and business requirements.

The Good Lab · Service Designer Mar 17 — Aug 18

onHand: led a care marketplace's rebrand away from the word "care", and rebuilt the volunteer background check from hundreds of pounds per volunteer down to about thirty. Rapid product experimentation and startup launches.

Freelance · Product & Service Design Mar 17 — Aug 18

Web and service design for VC firms, national non-profit campaigns and organisational design agencies.

Fluxx · Consultant Oct 16 — May 17

Design consulting with European telecoms, financial services and retail companies.

Freelance · Product Design Aug 14 — Apr 15

RECLAIM · Innovation Lead (*inter alia*) Jan 12 — Aug 14

EDUCATION

Hyper Island — MA, Digital Media Management · 2015

Keele University — BA (Hons) Politics & American Studies · 2011

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