

BARRY WATTS

Principal Product Designer — Enterprise Platforms, Data-Driven UX & AI Decision Systems
Bearkar@gmail.com | 404.694.0332 | linkedin.com/in/barrywattsdesign | Bwatts.net

PROFESSIONAL SUMMARY

Principal Product Designer with 13+ years designing enterprise platforms across fintech, retail, healthcare, and SaaS environments. Specializes in data-driven UX and AI-assisted workflows that translate complex analytics, automation, and system intelligence into clear decision-support experiences. Experienced partnering with Product, Engineering, and Data teams to operationalize analytics and intelligent recommendations into usable enterprise platforms. Known for aligning user experience with business logic, system behavior, and governance needs to support confident operational and strategic decision-making.

EXPERIENCE

Principal Product Designer

The Home Depot – Atlanta, GA | November 2025 - February 2026

- Owned UX for mPulse, an enterprise pricing platform surfacing AI/ML insights for Merchant decisions
- Translated pricing logic and performance data into clear decision-support experiences
- Partnered with Product, Data Science, and Engineering to align UX with system behavior and constraints
- Created scalable UX patterns supporting explainable automation for operations users
- Improved transparency and oversight within AI-assisted pricing and merchandising environments
- Aligned product, analytics, and operations teams around shared pricing decision workflows

Senior Product Designer

Fiserv – Alpharetta, GA | June 2022 – October 2025

- Led UX for analytics-driven payment platforms integrating automation and AI-informed insights
- Designed configuration tools supporting system-driven workflows in complex enterprise environments
- Defined UX frameworks for AI-informed platform initiatives and analytics-driven decision workflows
- Established reusable UX patterns for complex enterprise systems across distributed product teams
- Championed WCAG 2.1 AA accessibility within automated, data-dense platform environments
- Mentored designers on clarity, transparency, and trust in system outputs
- Influenced roadmap direction through experience strategy and workflow modeling

UX Advisor

Fiserv – Alpharetta, GA | July 2021 – June 2022

- Advised enterprise automation initiatives introducing AI-assisted workflows toward user-centered design
- Facilitated workshops aligning business goals with system transparency and user mental models
- Guided teams in reducing friction across automation-driven journeys through research-informed design
- Defined UX standards supporting scalable intelligent systems across distributed product teams
- Supported roadmap planning through research synthesis and actionable enterprise recommendations
- Defined experience guardrails for automation-driven decision flows ensuring consistency at scale

Senior UX Designer

Ping – Atlanta, GA | December 2019 – June 2021

- Led UX for analytics-driven enterprise engagement platforms serving a large-scale B2B user base
- Designed interaction models making complex insights actionable for users in data-rich environments
- Partnered with Product to explore intelligent feature direction grounded in user behavior and data
- Built scalable UX frameworks for data-rich experiences across multiple product lines
- Influenced roadmap evolution through systems thinking and experience-led product advocacy
- Improved adoption of analytics-driven product capabilities across enterprise engagement platforms

UX Design Lead

Online Insight – Atlanta, GA | April 2018 – November 2019

- Led UX for healthcare onboarding and engagement platforms serving a broad multi-segment user base
- Conducted research and usability testing to surface friction across complex healthcare decision paths
- Created journey maps for complex healthcare decision paths that drove iterative platform improvements
- Delivered interaction and visual design end-to-end from concept through launch
- Improved comprehension across multi-step patient journeys through iterative testing

UX Designer

WebMD – Atlanta, GA | November 2013 – March 2018

- Led UX for large-scale healthcare onboarding platforms reaching a broad national user base
- Conducted research and usability testing to improve comprehension across diverse user populations
- Simplified complex healthcare journeys through iterative, research-validated design
- Delivered interaction and visual design from concept to launch

EDUCATION & CERTIFICATIONS

- B.A. Graphic Design, A.A. Studio Art | Anderson University
- Generative AI Strategy & Leadership Program | Vanderbilt University
- Human-Computer Interaction for User Experience Design, Designing and Building AI Products and Services | MIT
- Interaction Design Foundation (IxDF)
- Nielsen Norman Group (NNG)

Core Tools: Figma • FigJam • UXPin • Miro • Power BI • Tableau • Pendo • Google Analytics • ChatGPT • Notion

Core Capabilities: AI Workflow Design • Decision Support UX • Data Visualization • Enterprise Platform Design • Accessibility (WCAG 2.1 AA)