

BARRY WATTS

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PROFESSIONAL SUMMARY

UX Manager & Senior Designer with 12+ years shaping enterprise-scale fintech, healthcare, and SaaS platforms. Expert in design systems, AI-driven UX, service design, accessibility, and cross-functional leadership. Proven success building high-performing teams, scaling design operations, and delivering measurable outcomes that enhance usability, accelerate delivery, and future-proof digital ecosystems. Equally strong as a hands-on designer in Figma and as a strategic leader driving UX maturity and vision.

PROFESSIONAL EXPERIENCE

UX Design Manager

Fiserv – Alpharetta, GA | June 2022 – September 2025

- Built and mentored a high-performing design team, improving collaboration, retention, and delivery speed.
- Led end-to-end design strategy and execution across global payment workflows and enterprise SaaS products.
- Established Figma-based design system governance, reducing handoff time by 40% and improving brand consistency.
- Integrated AI analytics and service design frameworks into the design lifecycle, improving user flow efficiency by 35%.
- Championed accessibility and compliance, achieving WCAG 2.1 AA certification across core products.
- Partnered with product, engineering, and compliance in agile sprints to align business objectives with user outcomes.
- Delivered metrics-driven UX dashboards to visualize adoption, ROI, and design performance.
- Applied service design principles to optimize end-to-end user journeys across digital platforms

UX Advisor

Fiserv – Alpharetta, GA | July 2021 – June 2022

- Supported enterprise UX initiatives using Figma, Miro, and AI-powered research tools.
- Partnered with executives to define UX strategy for global payment workflows and scalable components.
- Facilitated design thinking workshops aligning business goals with user-centered outcomes.
- Authored cross-product design system guidelines, driving adoption and consistency across global teams.

Senior UX Designer/UX Lead

Ping – Atlanta, GA | May 2020 – July 2021

- Directed UX strategy and hands-on design for authentication and identity platforms.
- Prototyped and tested AI-driven features in Figma, enabling predictive personalization and reducing iteration cycles.
- Executed end-to-end design in Figma, creating reusable components and real-time collaboration workflows.
- Conducted research and usability testing that informed a key product pivot and improved engagement by 20%.
- Partnered with engineering to deliver AI-personalized and accessible user experiences across mobile and desktop.
- Advocated for responsive design and inclusive design standards across teams.

Senior UX/UI Designer

Operative – Atlanta, GA | Nov 2019 – May 2020

- Built and managed a 200+ component Figma library, scaling design across 8 agile teams.
- Introduced design tokens that reduced white-label deployment cycles by 30%.
- Partnered with QA and PMs to embed UX acceptance criteria, improving pre-release usability.
- Authored reusable interaction patterns that reduced design debt and improved implementation speed.

UX Design Lead

Online Insight – Atlanta, GA | Apr 2018 – Nov 2019

- Directed research, testing, and design strategy that improved onboarding conversion and retention.
- Facilitated executive design thinking sessions to align business goals with customer experience outcomes.
- Defined accessibility and responsive design standards, improving consistency across platforms.

Principal UX/UI Designer

WebMD – Atlanta, GA | Jul 2013 – Mar 2018

- Designed responsive B2B healthcare interfaces validated through usability testing and analytics.
- Championed enterprise-wide accessibility and UX standards, achieving WCAG 2.1 AA compliance.
- Partnered with analytics and product teams to translate data into actionable UX insights.
- Mentored junior designers and built review frameworks that advanced organizational UX maturity.

EDUCATION & CERTIFICATIONS

- B.A. Graphic Design, A.A. Studio Art | Anderson University
- Nielsen Norman Group – UX Management Certification (UXC)
- MIT – HCI & AI Product Design
- IBM – Enterprise Design Thinking