

BARRY WATTS
Product Experience Leader | Enterprise Platforms | AI & Decision Systems
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PROFESSIONAL SUMMARY

Product Experience Leader with 13+ years guiding UX strategy across fintech, retail, healthcare, and SaaS environments. Leads end-to-end product experience for enterprise platforms, configuration systems, and AI-assisted workflows. Specializes in translating complex data, system logic, and machine learning outputs into clear, actionable experiences that support operational decision-making. Proven ability to align Product, Engineering, and Data teams to deliver scalable systems and drive cross-functional execution.

EXPERIENCE

Principal Product Designer | AI Pricing & Decision Platform

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

- Led UX strategy for an enterprise AI/ML pricing platform supporting merchandising teams managing thousands of SKUs
- Partnered with Product, Engineering, and Pricing leadership to align experience with operational needs
- Defined interaction patterns for data visualization, AI-generated insights, and decision-support workflows
- Designed interaction frameworks supporting explainability, human oversight, and trust in AI-assisted pricing systems
- Delivered personas, journey maps, and usability studies grounding AI features in validated user needs
- Defined future-state UX enabling proactive AI-generated pricing insights and faster decision-making
- Partnered with Product and Engineering on story writing and backlog development

Senior Product Designer | Enterprise Analytics & Payment Platforms

Fiserv – Alpharetta, GA | June 2022 – October 2025

- Led UX for enterprise analytics and payment platforms serving 10-15 major financial institutions
- Managed and mentored 5-6 designers across distributed product teams, improving design quality and delivery consistency
- Designed dashboards and configuration tools supporting complex financial workflows and enterprise data environments
- Established a reusable UX pattern library adopted enterprise-wide across distributed product teams
- Championed WCAG 2.1 AA accessibility across enterprise systems organization-wide
- Simplified data-heavy dashboards by reducing cognitive load and improving decision clarity for enterprise users
- Influenced product direction through workflow modeling, surfacing system-level experience gaps ahead of development

UX Advisor

Fiserv – Alpharetta, GA | July 2021 – June 2022

- Advised enterprise platform initiatives introducing AI-assisted workflows and automation
- Facilitated workshops aligning business and user needs across a large distributed organization
- Guided teams in reducing friction across high-frequency operational journeys
- Guided teams from feature-driven to workflow-driven design, improving alignment between user needs and system capabilities
- Synthesized research insights into strategic roadmap recommendations across enterprise workstreams
- Defined experience guardrails supporting scalable automation and analytics-driven platform initiatives

Senior UX Designer

Ping – Atlanta, GA | December 2019 – June 2021

- Led end-to-end UX for an enterprise configuration and deployment platform for complex B2B environments
- Built interaction models translating configuration data, dependencies, and system signals into actionable decision workflows
- Developed scalable UX frameworks supporting validation, deployment, and system management across product lines
- Partnered with Product and Engineering to define platform behavior and align feature direction with system requirements
- Influenced roadmap direction through systems thinking and experience-led product strategy
- Increased adoption of platform capabilities by improving clarity of decision-making workflows and reducing user uncertainty

UX Design Lead

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

- Led UX for healthcare onboarding platforms serving a broad patient and provider user base
- Conducted research and usability testing to validate decisions and reduce onboarding friction
- Created journey maps reflecting complex user needs that drove platform-wide workflow improvements
- Delivered interaction and visual design end-to-end from concept through launch

UX Designer

WebMD – Atlanta, GA | November 2013 – March 2018

- Designed large-scale healthcare onboarding experiences for national audiences across web and mobile
- Conducted research and usability testing to simplify complex healthcare journeys
- 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 • Miro • Power BI • Tableau • Pendo • Google Analytics • Notion • ChatGPT • Claude • UX Pilot

Core Capabilities: Enterprise Platforms • Product Strategy • UX Strategy • AI-Assisted Workflows • Decision Systems • Analytics UX • Data Visualization • Design Systems • Accessibility (WCAG 2.1 AA) • Human-Centered Design • Agile/Scrum • Stakeholder Management