BARRY WATTS

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PROFESSIONAL SUMMARY

Principal-level UX Strategist and Senior IC with 12+ years shaping enterprise platforms, decision-support systems, and data-intensive workflows across retail, fintech, healthcare, and SaaS. Expert in translating ambiguity, complex logic, and cross-functional constraints into clear product direction, scalable UX frameworks, and intuitive experiences. Trusted partner to Product, Engineering, and Data teams with deep experience in systems thinking, accessibility, and AI-assisted workflows.

PROFESSIONAL EXPERIENCE

Senior UX Designer
The Home Depot – Atlanta, GA | November 2025 - present
• Lead UX strategy and experience design for internal merchandising and pricing platforms supporting enterprise decision-making
• Translate ambiguous requirements, complex pricing logic, and analytics workflows into clear interaction models, flows, and prototypes
• Drive discovery synthesis, persona development, journey mapping, and workflow modeling to align teams on shared understanding
• Partner closely with Product, Engineering, and Data to reduce ambiguity and accelerate concept-to-delivery cycles
• Design scalable UX frameworks, components, and patterns aligned with enterprise design systems and governance standards
• Support early framing of AI-assisted decision-support workflows with focus on explainability, trust, and operational clarity

UX Manager / Senior Product Designer
Fiserv – Alpharetta, GA | June 2022 – October 2025
• Led UX strategy and hands-on design for enterprise payment platforms, dashboards, and global financial workflows
• Owned end-to-end experience definition from discovery through delivery across multiple initiatives
• Designed complex configuration and operational tools improving usability, efficiency, and adoption
• Established and governed scalable design system patterns across distributed product teams
• Championed accessibility and inclusive design, achieving WCAG 2.1 AA compliance
• Mentored designers through critique, systems thinking, and strategic design decision-making

UX Advisor
Fiserv – Alpharetta, GA | July 2021 – June 2022
• Served as senior UX advisor across enterprise platform and payments initiatives
• Helped teams navigate ambiguity and define experience direction early in the lifecycle
• Facilitated stakeholder workshops aligning business goals, user needs, and success metrics
• Provided design strategy guidance reducing downstream rework and misalignment
• Contributed to UX standards and patterns supporting platform scalability
• Supported roadmap planning through research synthesis and system-level analysis

Senior UX Designer / UX Lead
Ping – Atlanta, GA | December 2019 – June 2021
• Led UX strategy and execution for analytics and engagement platforms
• Designed interaction patterns balancing complex data with clarity and usability
• Partnered with Product and Research to explore new capabilities and product directions
• Created scalable UX frameworks supporting platform growth and consistency
• Presented design rationale to cross-functional and executive stakeholders
• Influenced product evolution through systems thinking and iterative refinement

UX Design Lead
Online Insight – Atlanta, GA | April 2018 – November 2019
• Led UX design for onboarding, conversion flows, and enterprise B2B portals
• Conducted user research and usability testing to inform experience decisions
• Created journey maps and experience models guiding product strategy
• Delivered interaction and visual design from concept through launch
• Improved usability and engagement through iterative testing and refinement
• Supported teams with clear UX documentation and handoff artifacts

Senior UX Designer
WebMD – Atlanta, GA | November 2013 – March 2018
• Led UX design for large-scale, consumer-facing healthcare platforms
• Translated complex medical information into clear, usable digital experiences
• Designed end-to-end flows and interaction models using wireframes and prototypes
• Partnered with product, engineering, research, and content teams
• Applied accessibility and usability standards to improve trust and inclusivity
• Supported iterative delivery through analytics-informed refinements

EDUCATION & CERTIFICATIONS
• **B.A. Graphic Design, A.A. Studio Art | Anderson University**
• **Prompt Engineering for ChatGPT | Vanderbilt University**
• **IxDF** – UX Management: Strategy & Tactics
• **Nielsen Norman Group** – UX Management Certification (UXC)
• **MIT** – HCI & AI Product Design

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