

Barry Watts

UX/UI/Art Director/
Product Designer

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404.694.0332

TOOLS

Adobe Creative Suite
(Adobe XD, Illustrator,
Photoshop) Axure,
Balsamiq, Figma,
InVision, Sketch,
UserTools, UserZoom

SKILLS

AI

Creative Direction
Digital Marketing
Human-Centered Design
Mobile Design
Product Design
Prototyping
User Research
Usability Testing
Visual Design
Wire framing

EDUCATION

Anderson University

Anderson, SC

- B.A., Graphic Design
- A.A., Studio Art

General Assembly

- User Experience
Design Circuit

**Massachusetts Institute
of Technology**

- Human-Computer
Interaction for User
Experience Design
- Designing and Building
AI Products and Services

EXPERIENCE

June 2022 - present • UX Team Manager

Fiserv • Alpharetta, GA

- Set and Manage design standards for the team and train/support the team in UX best practices.
- Review work, provide guidance, and collaborate closely with product management and engineering.
- Lead the user experience of a product from discovery to release in partnership with product team.
- Run discovery process by planning and conducting workshops, user research, creating and presenting interaction design prototypes.
- Measure implemented solutions based on agreed metrics and translating into future improvements.
- Hire, mentor and manage a team of UX Designers that is well-balanced across the different design skill sets so can deliver the best experience for payment industry users.
- Solidify overall team performance and health, resource allocation, prioritization, and building a culture of design excellence.

July, 2021 - June, 2022 • Advisor 1 - Technical User Experience Design

Fiserv • Alpharetta, GA

- Collaborated and consult with clients, team members, and other stakeholders to translate design ideas and opportunities into clear concept models, tangible prototypes, and visually elegant screen designs.
- Participated and contribute in an interdisciplinary team that includes UX Designers, Developers, Product and Marketing Managers, as well as other stakeholders throughout all phases of the user centered design and SLDC processes.
- Partnered with UX Researchers to facilitate user research and usability testing activities; contextual inquiry; affinity diagrams; card sorting; content inventory.
- Performed user feedback/testing and design revisions to create intuitive interfaces that reflect those findings and insights from user research and user interface testing.

May, 2020 - present • Consultant

DYNMC Network • Atlanta, GA

- Consult with new and existing clients on company branding and identity to develop strategies for increased ROI and presence.
- Troubleshoot and streamline client website/software and implement UX and UI methodologies for better user journey and overall experience.

November, 2019 - May, 2020 • UX/UI Engineer

Operative • Atlanta, GA

- Designed and defined the holistic user experience for company SaaS product.
- Gathered requirements from product managers, product owners and business analysts and transformed them according to user needs and business goals.
- Supervised all aspects of user experience in spec documents produced by the company.
- Designed and implemented UI library to be used in company products.

April, 2018 - Nov, 2019 • UX Specialist/Design Lead

Online Insight • Atlanta, GA

- Oversaw all UX protocol in working with internal teams and share holders to ensure seamless user experience across Reloport SaaS platform.
- Conceptualized and created UI mocks and translate to internal Web Development team for production.
- Conducted internal and external user testing, implementing UX methods such as competitive analysis, user personas, journey mapping and empathy mapping.

July, 2007 - March, 2018 • Lead/Senior Web Designer/UX/UI Designer

WebMD • Atlanta, GA

- Was responsible for creation of all co-brand site revenue programs, products, packages, tools, and imagery across WebMD B2B platform.
- Conducted UX methods with internal teams and external users including white boarding, A/B testing, user interviews, personas, user flow.
- Collaborated with all co-brand teams, including PMs, Editorial, SEO, Web Development, Publishing, and Engineering teams utilizing Agile methodology.
- Constructed both low and high fidelity prototypes to support user testing efforts for the UX research team and conducted research through usability testing, surveys, and affinity diagrams.