

# Ashlyn Watters

ashlyn.m.watters@gmail.com

(707) 330-0047

## Product Leader with Deep UX & Platform Expertise

Strategic designer interested in expanding Product Management expertise with 10+ years of experience driving roadmap strategy, platform scalability, and AI innovation. Known for translating ambiguous vision into roadmaps, while aligning stakeholders across silos from concept through delivery. Skilled at shaping product direction through user insight, technical collaboration, and structured problem-solving.

## Recent Work Experience

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### Salesforce, San Francisco CA

*Product Design Architect, Platform AI AppDev* | December 2023 - Present

- Defined and led the foundational strategy for Salesforce's AI AppDev initiative. Partnered with executive leadership to secure funding by facilitating multi-org workshops to envision how AI might improve our customer's time to value when trying new Salesforce technologies.
- Scaled Platform UX operations by introducing pod-based working groups, streamlined onboarding, and implementing fail-safe collaboration models to eliminate single points of failure and meet tight deadlines.
- Developed storytelling framework to drive cross-org buy-in for AI implementation strategy; partnered with engineering and design systems to phase roadmap delivery ahead of core component readiness.

*Product Design Architect, AppExchange* | April 2021 - December 2023

- Co-owned strategy for Salesforce's ISV marketplace focused on improving solution discoverability tooling and increasing quality leads for our partners.
- Collaborated with PMs to break down epic-level initiatives into phased deliverables, focusing on scalable system architecture and "off-core" design system.
- Worked deeply with research to develop new strategic projects to reduce time to market for new partners and improve overall onboarding and support.

*Principle Product Designer, Quip* | February 2019 - April 2021

- Help lead long-range planning and roadmap prioritization for Quip-Salesforce integrations.
- Translated high-impact customer use cases into strategic product initiatives that contributed to the team achieving its first net-positive revenue quarters since its acquisition.
- Directed junior designers and coordinated alignment between Salesforce Design System team with Quip's design language.

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## Recent Work Continued

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### Salesforce, San Francisco CA

*Senior Product Design, Industries* | August 2017 - February 2021

- Helped establish short and long term feature planning for Financial Services Cloud and Manufacturing Cloud.
- Facilitated customer feedback sessions to define personas, journey maps, and roadmap priorities.

### Zenefits, San Francisco CA

*UI Engineer* | September 2015 - June 2016

- Built reusable Ember.js components and partnered with designers and PMs to launch customer-facing features.

## Education

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**California Polytechnic State University, San Luis Obispo, California** | 2008-2012

Bachelor of Science Graphic Communication, Concentration in Design Reproduction Technology

*Minor in Music*

## Volunteering

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**NICA Youth Mountain Bike Coach** | 2022 - Present

Mentoring middle and high school youth to build confidence, resilience, friendships, and a healthy lifestyle habits through mountain biking.

**4-H STEM Education Advisory Board, UC Davis** | 2014 - 2020

Educator for youth development team that traveled across the state to promote more opportunities for youth to engage in STEM programs. Specifically focused on organizing, leading, and facilitating "Girls Who Code" virtual camps.