

# KATIE WILLIAMSON SEBKHI

Pioneer of UX Intelligence | Hybrid Innovator: Product Strategy + UX + AI + Team Scaling

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## PERSONAL SUMMARY

Hybrid Innovator & UX Intelligence Pioneer at the intersection of Product Strategy, AI/ML, and Design. Expert in transitioning teams from AI consumers to AI builders, delivering **\$5M+ business impact** and **99% efficiency gains** through systematic, enterprise-scale research and automation.

- Innovation: LLMs, NLP, Workers AI, Prompt Engineering, and Model Context Protocol or MCP strategy.
- Strategy: Hybrid Product/UX roadmaps and UX Intelligence systems.
- Organizational Leadership: High-performance leadership with a **95% retention rate**.

## PROFESSIONAL EXPERIENCE

### CLOUDFLARE

February 2022 - Present

Director of Content Strategy / Senior UX Manager

Promoted to architect the UX Intelligence function, leading 9 specialists supporting 100+ product spaces.

- UX Intelligence (CloudSpeaker): Engineered an AI platform using Workers AI + Llama 3 to analyze 10k+ daily interactions. Accelerated the insights cycle from 1 quarter to 5 minutes (**99% efficiency gain**) for 50+ PMs.
- Systemic Tooling (CLUE & Frameflow): Cultivated a "builder culture" by developing ML-powered content quality indices and workflow automation, resulting in a **\$5M+ business impact**.
- Operational Excellence: Reallocated 70% of team bandwidth from tactical execution to strategic innovation while maintaining a 95% retention rate and **100% promotion rate** for eligible reports.

### CALENDLY

January 2020 - February 2022

UX Manager of Product Content/UX Lead Product Content Strategist

Established Content Strategy as a permanent requirement in the product lifecycle for 15+ squads.

- Scale & Governance: Built the first content strategy team for a rapidly scaling platform, bridging gaps between Marketing, Product, and Customer Success.
- Performance: Company recognized as Top Performer (2020, 2021) for delivering measurable improvements in usability and product narrative.

### ADP

January 2018 - December 2019

UX Team Lead/Sr. UX Designer

Led UX for next-generation enterprise payroll tech, aligning complex financial workflows across mobile/web through systematic research.

### TECHNICAL SKILLS

**AI/ML:** Workers AI, LLM Classification, NLP, MCP Strategy, Prompt Engineering, AI Product Management Certified.

**Product & Design:** Product Management, System Architecture, UXR, Service Design, Product Strategy, Amplitude, Figma, Jira, GitHub, Adobe, Scrum Certified.

**Personal:** Shidokan Karate Black Belt; Semi-Professional Football Player (Linebacker & Kicker).

### EDUCATION & AWARDS

Awards: **Robert F. Kennedy Award** for Humanitarian Journalism; Calendly Top Performer.

M.A. Advertising | Savannah College of Art and Design (2017)

B.A. Journalism, Art, Anthropology | University of Mississippi (2013)