

Ashley Catan

UX Strategist, Research-Driven Product Strategy, AI Experiences, Enterprise SaaS

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Atlanta, GA

PROFESSIONAL SUMMARY

UX Strategist with 8+ years of experience helping enterprise organizations make better product decisions through user research, customer insights, AI evaluation, and cross-functional strategy. Experienced leading discovery, influencing roadmaps, validating concepts, and translating evidence into digital experiences that improve customer outcomes and business performance. Expertise in simplifying highly regulated, technically complex enterprise systems.

STRATEGY & DISCOVERY

- Product Strategy
- UX Strategy
- Product Discovery
- Customer Insights
- Voice of Customer
- Journey Mapping
- Stakeholder Workshops
- Service Design
- Opportunity Identification
- Feature Prioritization

RESEARCH

- User Interviews
- Usability Testing
- Surveys
- Competitive Analysis
- A/B Testing
- Behavioral Analysis
- Human Factors
- Concept Testing

DESIGN

- Interaction Design
- Information Architecture
- Prototyping
- Design Systems
- Accessibility

WORK EXPERIENCE

Senior UX Designer

FORTNA | May 2023 - Jan 2026

- Led UX research for an AI-powered workflow guidance solution, evaluating trust, explainability, context-aware recommendations, and human-AI interactions to improve usability, decision confidence, and strategic initiatives.
- Translated research findings into design enhancements that reduced clicks by 52%, decreased screens per task by 45%, and improved task completion efficiency by 36% to meet product roadmap objectives and improve customer outcomes.
- Spearheaded a digital transformation of end-to-end enterprise workflows in Figma, translating customer research into intuitive user experience designs for end users.
- Used rapid prototyping to validate product direction prior to engineering investment.
- Facilitated cross-functional design workshops to align stakeholders on customer

insights, workflow improvements, and product direction.

- Identified usability barriers that informed product strategy and reduced implementation risk to meet business objectives.
- Led customer experience research initiatives to understand user behaviors, operational challenges, and unmet needs within enterprise warehouse solutions.
- Synthesized customer research into personas and journey maps that influenced feature prioritization and roadmap decisions.
- Facilitated concept evaluation sessions to assess customer adoption, usability, and value perception of new product capabilities.
- Partnered with Product Managers to prioritize roadmap initiatives based on customer evidence.
- Balanced customer needs, business goals, and technical constraints to guide product direction.

UX Researcher II

Honeywell | July 2022 - Feb 2023

- Conducted customer experience and market research to support the development of Honeywell Forge, an enterprise SaaS platform.
- Led user interviews, usability studies, concept testing, and competitive analysis to uncover customer needs and inform product strategy.
- Created customer personas, journey maps, and opportunity frameworks that guided design and product decisions.
- Evaluated customer interactions across digital workflows, translating insights into recommendations that improved user experience and product adoption.
- Influenced executive stakeholders through research-backed recommendations.

User Experience Analyst

Leidos Inc. | Jan 2021 – June 2022

- Executed customer research programs including interviews, surveys, focus groups, and usability testing across multiple enterprise platforms.
- Analyzed customer feedback and behavioral data to identify pain points and opportunities to improve digital experiences.
- Synthesized research findings into strategic recommendations that informed product roadmap decisions.
- Collaborated with cross-functional teams to ensure customer insights were incorporated throughout the product development lifecycle.

EDUCATION & CERTIFICATIONS

OOUX Strategist Certificate, OOUX

MBA with Computer Information Systems concentration, Georgia State University

B.S., Electromechanical Engineering, Wentworth Institute of Technology