

Ashley Catan

UX Researcher, UX Designer, Service Design, AI Experiences

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Atlanta, GA

ABOUT ASHLEY

UX Researcher and Designer, living in Atlanta, GA with 8 years of UX experience, and over 10+ years across Supply Chain, Manufacturing, Warehouse and Operations. Before UX, I was a manufacturing engineer, so I am no stranger to solving complex problems. In my most recent role I designed an end-to-end warehouse decant software solution, used by H&M. I conducted user interviews, contextual inquiries, created high fidelity designs, and conducted usability tests. One project resulted in an increase in task speed by 36%. I enjoy talking to end users, and problem solving in the technology space. My background in engineering and user experience give me a unique perspective on real world operations.

USER EXPERIENCE

- Customer Journey Mapping
- Prototyping
- Qualitative Research
- User Research
- Voice of Customer (VoC)
- Workflow Optimization
- Agile Methodology
- Stakeholder Management
- End-to-End Product Design
- Digital Transformation
- Requirements Gathering
- Warehouse Management Systems (WMS)
- Usability Testing
- Human-Centered Design
- Systems Thinking
- Cross-functional Collaboration

MANUFACTURING ENGINEERING

- End-to-End Process Design
- Process Improvement
- Data-Driven Decision Making
- Vendor Management
- Lean Six Sigma
- Cost Reduction
- Root Cause Analysis
- KPI / Metrics Development
- Supply Chain Management
- Standard Operating Procedures (SOPs)
- Continuous Improvement
- FMEA Analysis (Design & Process)

WORK EXPERIENCE

Senior UX Designer

FORTNA | May 2023 - Jan 2026

- Translated research into design enhancements that reduced clicks by 52%, decreased screens per task by 45%, and improved task completion efficiency by 36% through workflow optimization and process improvement to meet roadmap objectives and

improve user experiences.

- Digital transformation design owner of decant workflows in Figma, transforming multiple custom decant projects into a standardized, product-based Warehouse Management Systems (WMS) module through Voice of Customer (VoC) research and User Experience (UX) design.
- Conducted on-site touchpoint analysis, observation studies, and journey mapping at Macy's warehouse that informed product strategy and reduced implementation risk to meet business objectives and improve operational efficiency for warehouse operators.
- Led user research for an AI-powered guidance solution, evaluating context-aware recommendations, to improve usability and human-centered design in decant module.
- Managed stakeholders through cross-functional workshops to align on H&M retail requirements, research insights, workflow improvements, and product direction for cycle count, decant, and product navigation experiences
- Partnered with product managers through cross-functional collaboration to prioritize roadmap initiatives based on customer evidence and requirements gathering.

UX Researcher II

Honeywell | July 2022 - Feb 2023

- Conducted user research to support the development of Honeywell Forge, an enterprise SaaS platform.
- Led qualitative research, including user interviews, usability testing, concept testing, and competitive analysis to uncover customer needs and inform product strategy for Predictive Maintenance product and Honeywell Forge.
- Created customer personas, customer journey mapping, and opportunity frameworks that guided design and product decisions using human-centered design.
- Evaluated customer interactions across digital workflows through touchpoint analysis, translating insights into recommendations that improved user experience and product adoption.
- Influenced executive stakeholders through research-backed recommendations, applying stakeholder management and data-driven decision making to product decisions.

User Experience Analyst

Leidos Inc. | Jan 2021 – June 2022

- Executed user 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 for process improvement and improved digital experiences.
- Synthesized research findings into strategic recommendations using data-driven decision making to inform product roadmap decisions.
- Collaborated with cross-functional teams to ensure customer insights were incorporated throughout the product development lifecycle.

UX Researcher / Senior Quality Engineer

L3Harris Technologies | Jan 2020 - Jan 2021

- Improved staff operations management via an internal Information Hub on SharePoint to improve employee experience, user engagement, and skills among quality engineering members. Research methods included user interviews, skills assessment surveys, usability testing on iterative designs, and competitive analysis.
- Created consistency and eliminated the need for tribal knowledge within the COE (Center of Excellence) team by creating, organizing, and maintaining a centralized SharePoint location for quality engineering information and conversations regarding government and security programs for the global research and development department segment.
- Conducted root cause analysis and corrective action for nonconforming display and electronics units, supporting continuous improvement and process improvement.

Global Supplier Quality Engineer

AGCO Corporation | Nov 2016 - Sept 2019

- Improved 2018 global PPM by 150 points after creating the first internal KPI / metrics development dashboard to assess Supply Chain Management performance and support data-driven decision making to optimize supply chain by a 4% vendor reduction.
- Trained over 120 internal and external users on AGCO's new supplier quality data management system, APEX, and created standard operating procedures (SOPs) and training documents visible to all users.
- Improved employee experience through dashboard creation for Quality Managers, Commodity Managers, and Directors to use to auto-evaluate supplier performance, supporting operational efficiency and vendor management.

Associate Project Engineer

Carrier Corporation | June 2014 – Nov 2016

- Executed Cost Reduction projects for electromechanical components, saving UTC over \$1.4M in 2 years and improving operational efficiency.
- Created standard operating procedures (SOPs) for warranty data and PPM analysis to support process improvement and operational consistency.
- Completed process maps, value stream maps, 5 Why's, FMEA, DFMEA, and PFMEA as part of business process reengineering, root cause analysis, and end-to-end process design, along with test plans for HVAC cost reduction components on refrigeration units

EDUCATION

MBA with Computer Information Systems concentration, Georgia State University
B.S., Electromechanical Engineering, Wentworth Institute of Technology