Ashlyn Watters

Product designer with a founder's mindset and platform-scale execution.
Creative and action-oriented design leader with 10+ years of experience shaping early-stage product strategy and designing user-centered solutions in complex, fast-moving environments. Passionate about bringing clarity to ambiguity, connecting dots across systems, and using design to uncover new opportunities for growth. Experienced in AI, developer tools, and platform; energized by scrappy teams with bold ideas.

Recent Work Experience

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 from zero to beta launch. 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.

  • Created a design narrative and user journey maps to align engineering, PM, and executives around phased product, technology, and design system delivery.

  • Introduced lightweight design ops practices (e.g., pod model, async feedback loops) to improve velocity and eliminate team bottlenecks.

  • Drove alignment and trust across teams by facilitating conversations between design systems, AI teams, and Platform to ensure we were building the right thing — not just building it right.

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 design 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 design 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

Salesforce, San Francisco CA

Senior Product Design, Industries | June 2016 - February 2019
- Helped established 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

California Polytechnic State University, San Luis Obispo, California | 2008-2012
Bachelor of Science Graphic Communication, Concentration in Design Reproduction Technology
Minor in Music

Volunteering

NICA Youth Mountain Bike Coach | 2022 - Present
Mentoring middle and highschool 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.