

# KATIE WILLIAMSON SEBKHI

Director of Product Experience | AI-Enabled Product Systems | Enterprise Strategy

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Director of Product Experience driving AI-enabled product systems at enterprise scale. Founder of UX Intelligence, embedding structured signal pipelines and automation into product decision workflows — scaling user empathy without sacrificing speed. Builder of high-performing teams and operating models that connect insight, strategy, and measurable business impact across enterprise and PLG environments.

## SKILLS

### // PROFESSIONAL:

- AI-Enabled UX Systems
- Organizational Design & Team Scaling
- Product-Led Growth Alignment
- Cross-Functional Leadership
- Experimentation & Optimization

### // TECHNICAL:

- Insight Pipelines & Signal Analysis
- AI Agents & Automation Workflows
- UX Architecture & Content Systems
- Data-Informed Design
- Prototyping & Product Validation
- Design Systems & Governance

## EDUCATION

Savannah College of Art & Design  
**Master of Arts** | Advertising

University of Mississippi  
**Bachelor of Journalism** | Multi-Media Reporting

**Bachelor of Arts** | Fine Art & Anthropology

## EARLY CAREER

**Journalism & Brand Strategy Roles (2010–2017)**  
Foundation in research-driven, audience-centered systems thinking.

## PROFESSIONAL EXPERIENCE

### Cloudflare

#### Director of Product Experience Strategy

Official Title: Director, UX Content Strategy

2025 - Present

- Scaled UX Intelligence into an AI-enabled product operating model across 200+ surfaces, reducing insight cycle time by 99%.
- Embedded experience systems into AI infrastructure, influencing enterprise roadmap strategy.
- Designed automation agents to scale decision-making beyond linear headcount growth.

#### Senior Manager, Product Experience Strategy

Official Title: Senior Manager, UX Content Strategy

2022 - 2025

- Founded centralized Product Experience function and embedded strategy into SDLC enterprise-wide.
- Standardized user signal intake and prioritization frameworks supporting PLG initiatives.

### Calendly

2020 - 2022

#### Team Lead & Manager, UX Content Strategy

- Built and scaled Product Experience systems across 15+ product squads in PLG SaaS environment.
- Partnered with Product & Growth on experimentation and onboarding optimization.

### ADP

2018 - 2020

#### UX Team Lead

- Led cross-functional UX initiatives within enterprise payroll modernization programs
- Influenced roadmap decisions through research-driven prototypes and executive presentations

#### Sr. UX Designer & Content Architect

- Architected scalable UX systems translating complex payroll data models into intuitive B2B and B2C experiences
- Designed executive-level prototypes guiding modernization strategy
- Introduced content-first design methodology within regulated financial systems