

Four and a half years working the upstream half of product for an enterprise CCaaS platform: **framing problems, establishing their scale, defining MVP scope, and calling launch readiness** across Service, Voice, CFM, Advertising, reporting, mobile, and builder/configuration tooling. I originated a zero-to-one product concept from support and implementation evidence, hold assigned ownership on an in-flight MVP, and converted a broad mobile mandate into **9 epics and 40+ engineering-ready stories**. I came into product from four years in B2B SaaS revenue roles — MDR through Account Executive — so I frame customer problems as renewal, expansion, and deal risk, and I've had to defend that framing to people carrying a number.

OPERATES ON Zero-to-one discovery & opportunity framing · Problem sizing from operational evidence · MVP definition, phasing & guardrails · Requirements, epics & acceptance criteria · Roadmap sequencing · Launch readiness · Enterprise AI strategy · Service design & ecosystem mapping

Sprinklr — Senior UX Researcher, Product Experience 2021 — Present · Remote (Austin, TX)

Product discovery and strategy partner across **20+ pods**, working with Product, Design, Engineering, Implementation, Support, Solution Consulting, Customer Success, and enterprise accounts.

ZERO-TO-ONE & PRODUCT DEFINITION

- **Implementation Copilot — originated the opportunity.** Reframed recurring implementation complaints from a documentation-and-feature-gap story into a systemic one: configuration decisions losing their rationale, context decaying across handoffs, and customers becoming permanently support-dependent. Sized it from operational evidence — a **20,000-seat environment generating ~200 support tickets per week**, and a single enterprise implementation consuming **~600 services hours** — triangulated the pattern across Support, Implementation, Solution Consulting, and Product, then defined a **constrained, guardrail-first MVP**: intent intake, baseline guidance, high-risk decision guardrails, and preservation of configuration rationale.
- **Agent Voice Experience Assurance — assigned product ownership.** Built a cross-product decision-support model (**Monitor → Orient → Diagnose → Explain → Act**) from research across Voice Insights, Supervisor Mobile, Social Care, and Service Reporting. Product adopted it into the MVP as **Detect → Diagnose → Recommend** and assigned me ownership of persona workflow validation, orientation and explainability requirements, and dashboard decision-support validation.
- **Supervisor Mobile — MVP definition.** Turned a directional “we need mobile” mandate with no defined problem into **See → Decide → Act**: supervisor jobs, information hierarchy, monitoring triggers, and alert-to-action workflows. Became the product architecture — three personas, **9 epics, 40+ engineering-ready stories** that shipped without re-scoping.

PRIORITIZATION & COMMERCIAL DIRECTION

- **Separated customer delivery from net-new product investment** on an enterprise mobile and tablet program with a national automotive service retailer, structuring findings into existing-capability value realization, proof-of-concept enablement, unmet product need, and operating-model validation so each routed to the right decision owner. Framed against an account-team estimate of a **\$15M three-year expansion opportunity** and a future-state model spanning **~2,200 company-owned facilities** — used as prioritization context, not as a roadmap commitment.
- **Turned one account’s evidence into a product candidate.** Carried a Social Care reporting engagement at a national beauty retailer into an initiative to first improve that customer’s value realization, then evaluate a standardized reporting experience for the wider Social Care base.
- **VoiceConnect — GA readiness.** Owned the launch-readiness assessment on a new product introduction, combining heuristics, infrastructure-team input, and cross-functional issue tracking. **Supported GA above the internal 3.5 quality threshold** with explicit post-launch conditions, then mapped findings into shipped work across **releases 20.1 through 26.7**.

SYSTEMS DEPTH & CROSS-FUNCTIONAL LEADERSHIP

- **Reframed builder usability as a lifecycle problem.** Across Care Console Builder, Groovy and Guided Workflows, Unified Routing, IVR, and assignment logic, connected early configuration choices to later implementation friction, support dependency, knowledge loss, and customers afraid to change working systems — moving the product conversation from simplifying screens to preserving intent.
- **Shaped AI direction toward augmentation over unsupported automation.** Documented Agent Copilot usability honestly when new customer evidence warranted it (**USE 2.4 → 2.0 against a 3.0 internal bar, 45 violations**) and pushed requirements toward explainability, confidence, evidence linkage, human-in-the-loop governance, and fallback planning.
- **Operationalized findings into prioritized Jira inputs** — personas, day-in-the-life scenarios, problem framing, scope, acceptance criteria, and recommended priority — structured for direct roadmap comparison against in-flight work rather than requiring teams to repeat the discovery.

EARLIER — B2B SAAS REVENUE ROLES

SailPoint	Inside Sales Representative. Enterprise identity security. Analyzed user problems, personas, and business needs to identify target accounts and build the case for each opportunity across security and IT buying committees. Exemplary performance award.	2020 — 2021
Qualia	Account Executive; Industry Relations Representative, Midwest. Real-estate settlement SaaS. Promoted into a quota-carrying seat; contributed to \$500K in sales growth and coordinated cross-functional projects across sales, marketing, customer success, and engineering.	2018 — 2020
OutboundEngine	Market Development Representative. Promoted to the enterprise/national team as top performer. Rebuilt the sales script system around user personas, then trained and interviewed new hires against it.	2017 — 2018

DOMAIN	Enterprise CCaaS & contact center operations · AI-enabled enterprise workflows · Voice/SIP & IVR · WFM · Social Care · Reporting & analytics · Builder, routing & configuration
PRACTICE	Opportunity framing · MVP scope & phasing · Roadmap sequencing · Requirements / acceptance criteria · Launch readiness · Service blueprinting · Persona & JTBD modeling · Prototyping for alignment · Jira · Confluence · Figma
EDUCATION	UX Design Certificate — General Assembly (2021) · BFA, Fine Art (Minor, Photocommunications) — St. Edward's University