

Amanda C. Harris

Global Enterprise UX & Product Leader

Visionary UX & product executive with 20+ years of experience leading global teams, driving innovation & delivering design-led strategies that accelerate business growth. Passionate about transforming complex challenges into scalable, customer-centric solutions through enterprise UX, digital engagement & a high-performance, design-driven culture.

Experience

Salesforce - Senior Director, Product Design-Service Cloud

Dallas, TX

12/2021 - Current

Driving UX vision & strategy for Salesforce's \$9B Service Cloud, leading AI-driven Digital Service, Engagement & Omni-Channel experiences at scale.

- Accelerated CEO-level "Customer 0" initiatives, leading enterprise tiger teams to fast-track innovation.
- Top 5 GIS favorability ratings for inclusion, diverse perspectives & psychological safety.
- 15% burnout reduction & 35-point increase in actionable feedback metrics.
- 100% vision-to-execution success rate—every UX vision created in FY24 & FY25 advanced to development/production.
- Led multi-cloud messaging & automation UX strategy, securing \$35M ACV & \$25M pipeline growth in FY25.
- Drove customer & business impact by delivering key Service Cloud innovations including Help.SF.com, Omni Supervisor, Omni Mobile Worklist, AI token streaming, real-time translation & Unified Engagement Platform.
- Track record of growing leaders; placed 3 team members with other managers & positioned each for successful ratings + promotion.
- Cloud UX Advance Planning (operational excellence) leader.

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☎ 918-208-8884

📍 Dallas / Fort Worth Metroplex

📄 [Portfolio: AmandaCornettHarris.com](https://www.AmandaCornettHarris.com)

🌐 [LinkedIn: Amanda C. Harris](https://www.linkedin.com/in/AmandaC.Harris)

Experience

- Design-driven, outcome-focused leadership
- 12+ years of people leadership, managing teams ranging from 3–17
- Experience leading cross-functional, global project teams
- Enterprise UX vision & roadmap creation
- Track record building trusted relationships across organizations
- Deep expertise in service industries
- Operational excellence & budget management
- Global teaming

Certifications

- **Certified User Experience Designer** – Salesforce, 2022
- **Certified Usability Analyst (CUA)** – Human Factors International, 2018

BNSF Railway Company - Sr. Manager II-Head of Experience Design

Fort Worth, TX

10/2019 - 12/2021

Executive-facing UX leader for North America's largest railroad, driving enterprise UX strategy, design transformation & delivery across a global, cross-functional environment.

- Built & led a 17-person UX, research & product design team, delivering innovation at scale.
- Drove UX transformation across 40+ portfolios, spanning customer service, operations, engineering, corporate & IT.
- Led 320+ design initiatives, enhancing enterprise customer experiences.
- Hosted BNSF's innovation 'Trackathon' (hackathon) resulting in 2 patents worth ~\$100M, 4 patent applications & multiple innovations deployed for field use.
- Redefined technology capital planning, implementing user-centered readiness scoring to qualify projects for a \$125M capital portfolio.
- Built team business infrastructure, implementing engagement budgets, opportunity tracking & satisfaction metrics for every UX project.

BNSF Railway Company - Sr. Manager-Digital Customer Experience

Fort Worth,

01/2016 - 10/2019

Owned digital customer experience strategy for a \$23B enterprise, leading end-to-end product innovation & delivery.

- Managed customer journey quality & change management for all customer-facing products.
- Led \$30M in technology capital requests & estimations, optimizing investment in digital transformation & Customer experience.
- Developed a customer-focused, data-driven research initiative, enabling rapid UX experimentation at scale.
- Delivered first-in-industry digital products, impacting 80K+ customer users.
- Led the first major Customer Portal UX redesign in a decade, enhancing the experience for 80K+ users.

BNSF Railway Company - Manager-Second Hand Rail Recovery

Fort Worth, TX

02/2013 - 01/2016

Drove annual used rail sale & removal portfolio, generating \$60M-\$80M annual revenues; led project teams, nation-wide operations teams, program contractors & management trainees.

- Implemented Salesforce with Communities + SAP to manage sales, inventory & invoicing processes.

Education

Texas A&M University

B.S. - Agricultural Development

Skills

- AI-driven product design
 - Multi-cloud UX integration
 - Executive influence
 - Cross-functional collaboration
 - Coaching
 - Human-centered & systems thinking
 - Talent development & culture building
 - Budgeting, resource & human capital optimization
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