

# Walker McBain

## Product Design Leader

Strategic Design Leadership:  
From Process to Profit

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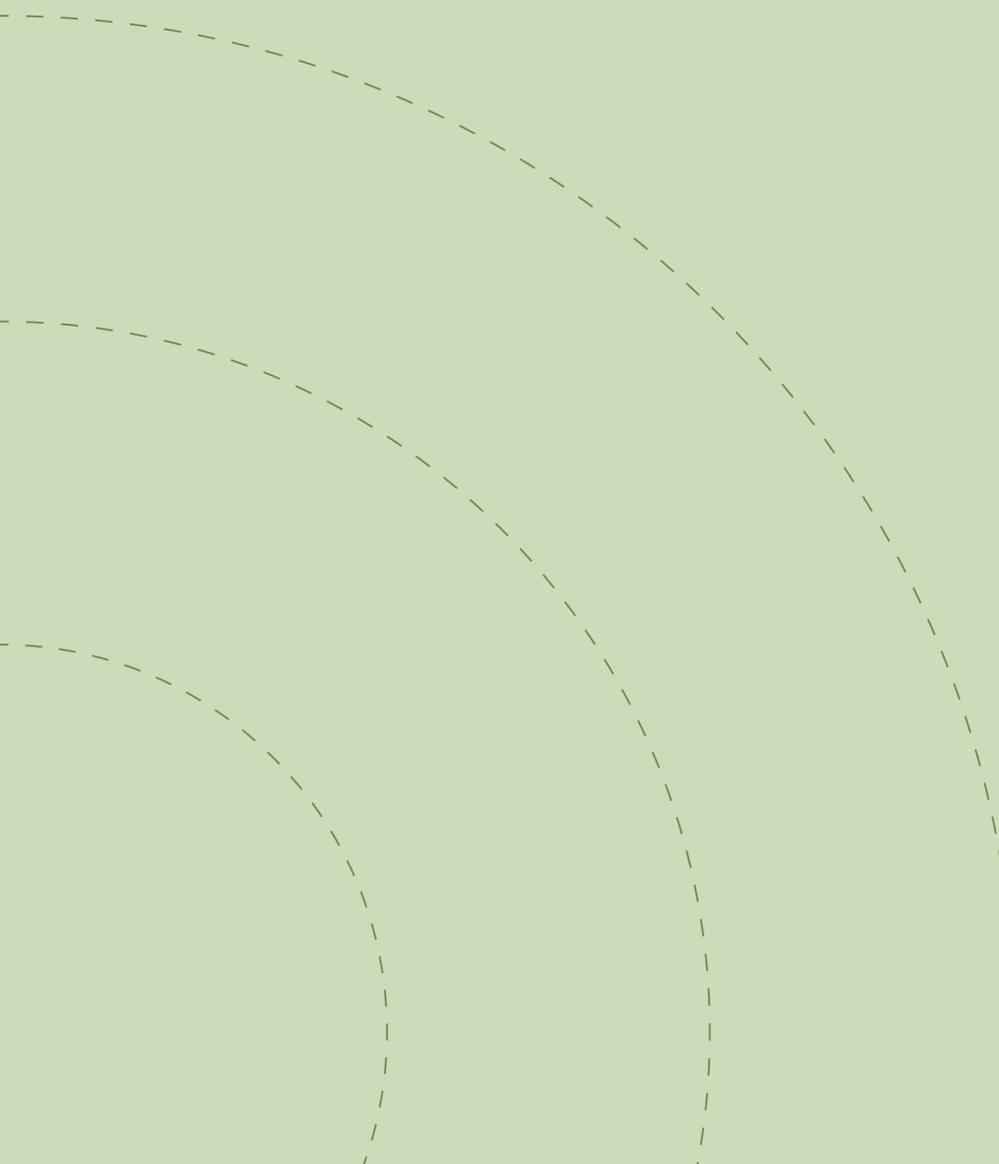
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# Design as a Business Driver

## My Philosophy

Leading high-pressure, customer-facing establishments (Michelin Star / James Beard restaurants) has instilled a unique approach, treating user experience as a critical business operation.

## Bridging Strategy & Execution

Strategy: Defining product vision & influencing C-Suite.

Efficiency: Eliminating legacy processes for time savings.

People: Coaching teams & scaling design influence.

# Core Competencies

## Product Vision

Expertise in aligning design work with Enterprise-level strategic goals, defining MVP scope, and prioritizing iterative development.

## Operational Efficiency

Driving measurable improvements, exemplified by converting multi-day legacy workflows into minutes, through change management and intuitive design.

## Cross-Functional Leadership

Proven ability to drive alignment across Product, Engineering, and Business to resolve roadblocks.

# Lowe's

Enterprise Promo

Power Tools

Spring Fest

Q2 Forecast

### Dashboard

Welcome back, John. Here's what's happening today.

Live Sales

**\$145,000**

+12% YoY

Forecasted Units

**45,000**

units

Avg. Margin

**28.5%**

Warning

Active Promos

**12**

Campaigns

#### Sales Performance vs. Margin

Visualizing unit volume against profitability trends.

Date	Units (k)	Margin %
Aug 20	4.0	24.0%
Aug 22	3.0	25.0%
Aug 24	2.0	26.0%
Aug 26	3.0	27.0%
Aug 28	2.0	28.0%
Aug 30	2.5	27.0%
Sep 01	3.5	28.0%
Sep 03 (Labor Day Weekend)	8.5	24.0%
Sep 05	6.0	25.0%
Sep 07	4.5	26.0%
Sep 09	4.0	27.0%
Sep 11	3.5	28.0%

#### Upcoming Promotions

Promo Name	Event	Division	Dates	Forecasted Sales	Margin %	Status
Makita Drill BOGO	Spring Fest	Power Tools	Apr 10 - Apr 24	\$125,000	22.4%	Live
Lumber Bulk Buy	Spring Cleanup	Building Materials	May 01 - May 15	\$85,000	18%	Scheduled
Outdoor Furniture 20% Off	Memorial Day	Lawn & Garden	May 25 - Jun 01	\$210,000	35.2%	Draft
Paint Roller Bundle	DIY Weekend	Paint	Apr 15 - Apr 18	\$15,000	42.1%	Live

JD John Doe john@hardware.com

Enterprise Promo

← Create New Promotion
Draft mode • Last saved 2 mins ago

Cancel
Save Promotion

#### Campaign Details

Define the core parameters of your promotion.

Promotion Type

Loyalties

Promotion Name

Division

Event

Description

Start Date

End Date

Included Products

Select products to include in this campaign. + Add SKUs

Product Name	SKU	Base Price	Margin
DeWalt 20V Max Cordless Drill	DW-20V-CD	\$129.00	28%
Milwaukee M18 Fuel Impact Driver	MW-M18-ID	\$149.00	32%
Makita LXT Brushless Circular Saw	MK-LXT-CS	\$199.00	25%
Ryobi One+ 18V Battery 2-Pack	RY-18V-B2	\$79.00	40%

#### Goals & Forecast

Forecasted Units Auto-calculated

Revenue Goal

Target Margin %

 %
 

! **Margin Warning**

Current forecast is 2.5% below category average for Power Tools.

Settings

Auto-Approval

Notify Team

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**\$250M**

Incremental Sales Margin over the next 3 years

How did we get here?

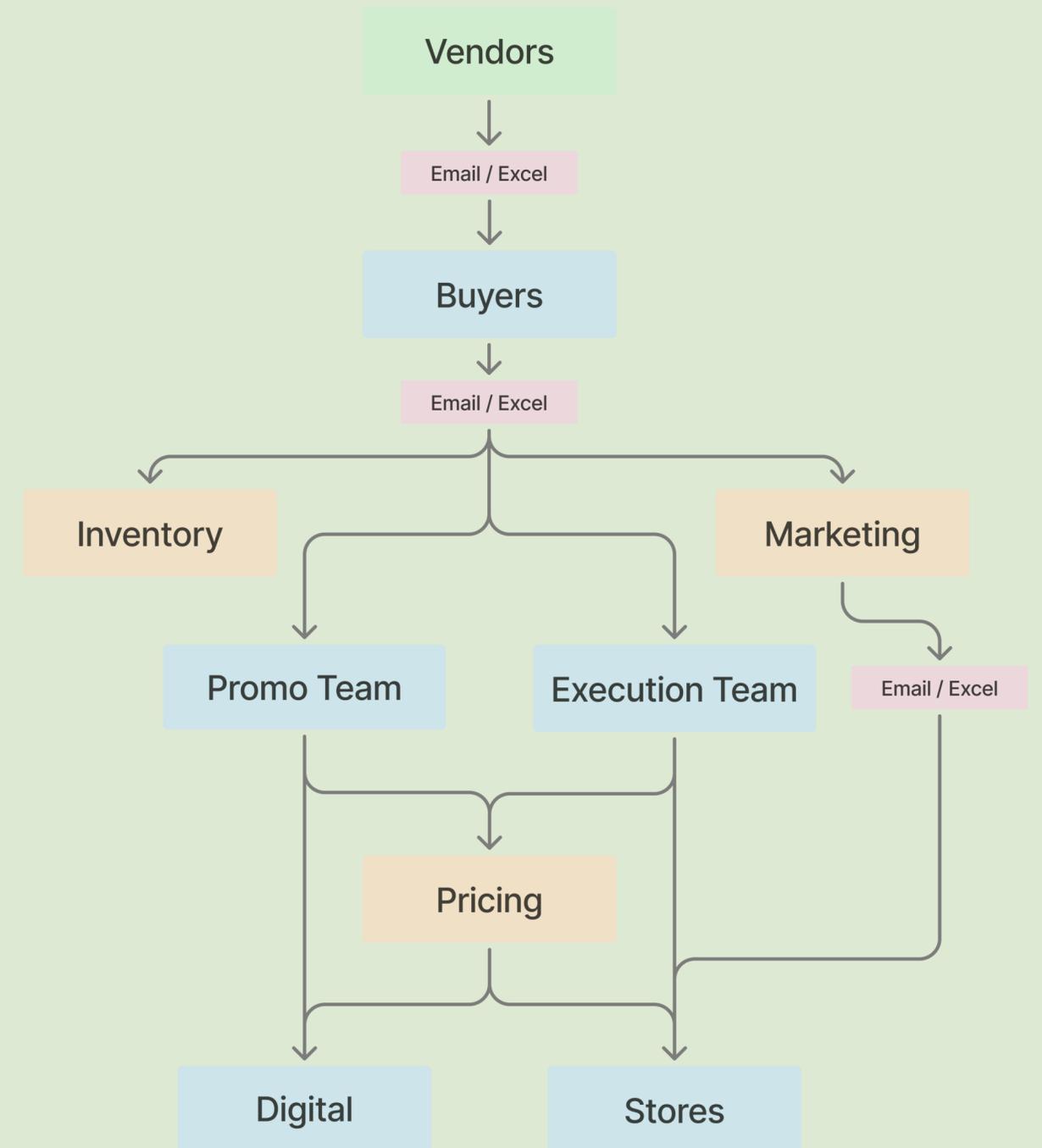
# Lowe's: The Problem of Fragmented Promotions

## The Challenge

The ecosystem for Buyers and Promo Support teams was fractured and disorganized, leading to lost productivity and high operational risk.

- Tool Overload: 15+ legacy tools created immense complexity and maintenance debt.
- Efficiency Drag: Simple promotion creation took days/hours, bottlenecking speed to market.
- Data Blindness: No central source of truth for planning, execution, or performance tracking.

### Before Enterprise Promo Tool



# Foundational Execution & Debt Reduction

## Strategy One: Zero to One

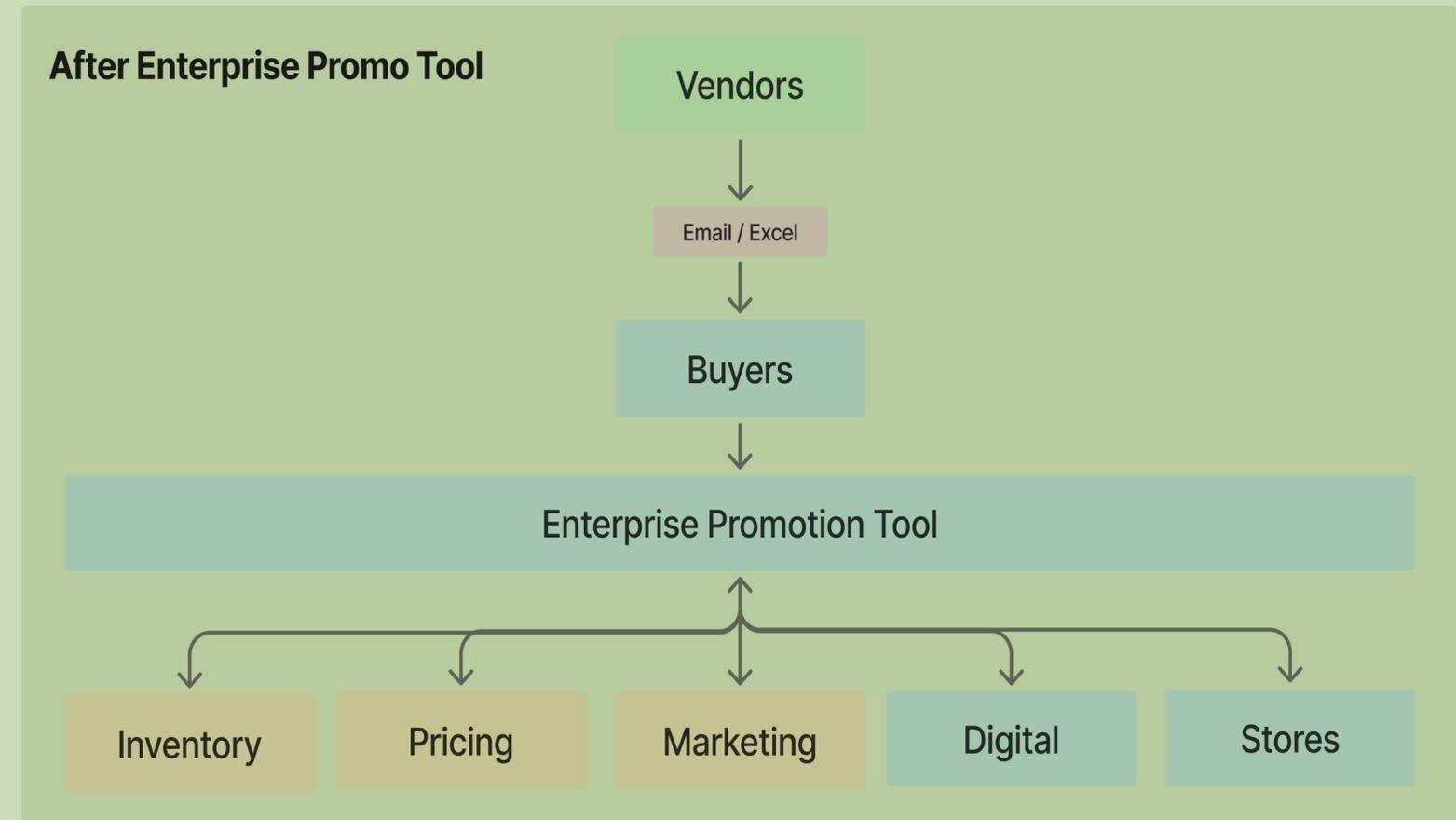
- **Business Simplification:** Led the systemic consolidation of 18+ disparate offer types into 4 core, flexible offer types. Simplifying maintenance and enabling more complex strategies through dynamic offer creation.
- **Sun-setting Legacy Systems:** Championed the vision for a unified Enterprise Promotional tool, driving the sun-setting of 15+ legacy tools to eliminate 80% of tool fragmentation.
- **Efficiency:** Designed streamlined workflows using Lowe's design system that improved promotion creation efficiency from days/hours to minutes, maximizing Promo Support team productivity.
- **Defining MVP Scope:** Led product discovery to define MVP for the new Enterprise Promotional tool, ensuring immediate high-value delivery while setting a path for future capabilities.

# Cross-Functional Alignment and Influence

## Strategy Two: Scaling Design Influence

The solution required aligning over 12 stakeholder teams, each with conflicting priorities and roadmaps. My role was to align product visions across teams to deliver an enterprise solution.

- Roadmap Alignment: Coordinated cross-functional roadmaps across Product, Engineering, Business, Marketing, Replenishment and Analytics to ensure seamless integration and deployment.
- De-risking Decisions: Proactively identified and resolved roadblocks caused by siloed problem-solving, using iterative prototyping and user validation to de-risk key product decisions.



- Unified Vision: Aligned 12+ teams around a unified product roadmap that was directly tied to incremental revenue targets.



**Create New Promotion**  
Draft mode • Last saved 2 mins ago

Cancel Save Promo

**Campaign Details**  
Define the core parameters of your promotion.

Promotion Name  
e.g., Summer Power Tools Blowout

Division: Select Division | Event: Select Event

Description  
Internal notes about the strategy for this promotion...

**Goals & Forecast**

Forecasted Units: 5,200 (Auto-calculated)

Revenue Goal: \$ 145,000

Target Margin %: 28.5%

# Pivoting from Process to Profit

## Strategy Three: Empowering Buyers & Driving Revenue

The final phase was shifting the platform's focus from execution to a planning solution driving strategic business decisions by the Buyers themselves.

- The Financial Impact: Drove initiatives projected to deliver **\$250M** in incremental sales margin over the next three years.
- New User Group: Pivoted platform focus from "Execution Team" to the strategic Buyer, a high-value user group.
- Data-Driven Empowerment: Equipped Buyers with integrated sales and competitive intelligence insights to build quality, data-backed promotions.

# Quantifiable Results

80%

Reduction in Tool Fragmentation

\$250M

Incremental Sales Margin in the next 3 years

15+

Legacy Tools Depreciated

300

Buyers successfully onboarded and entering Q1 2026 offers

Minutes

New Offer Creation Time Avg (was Days/Hours)

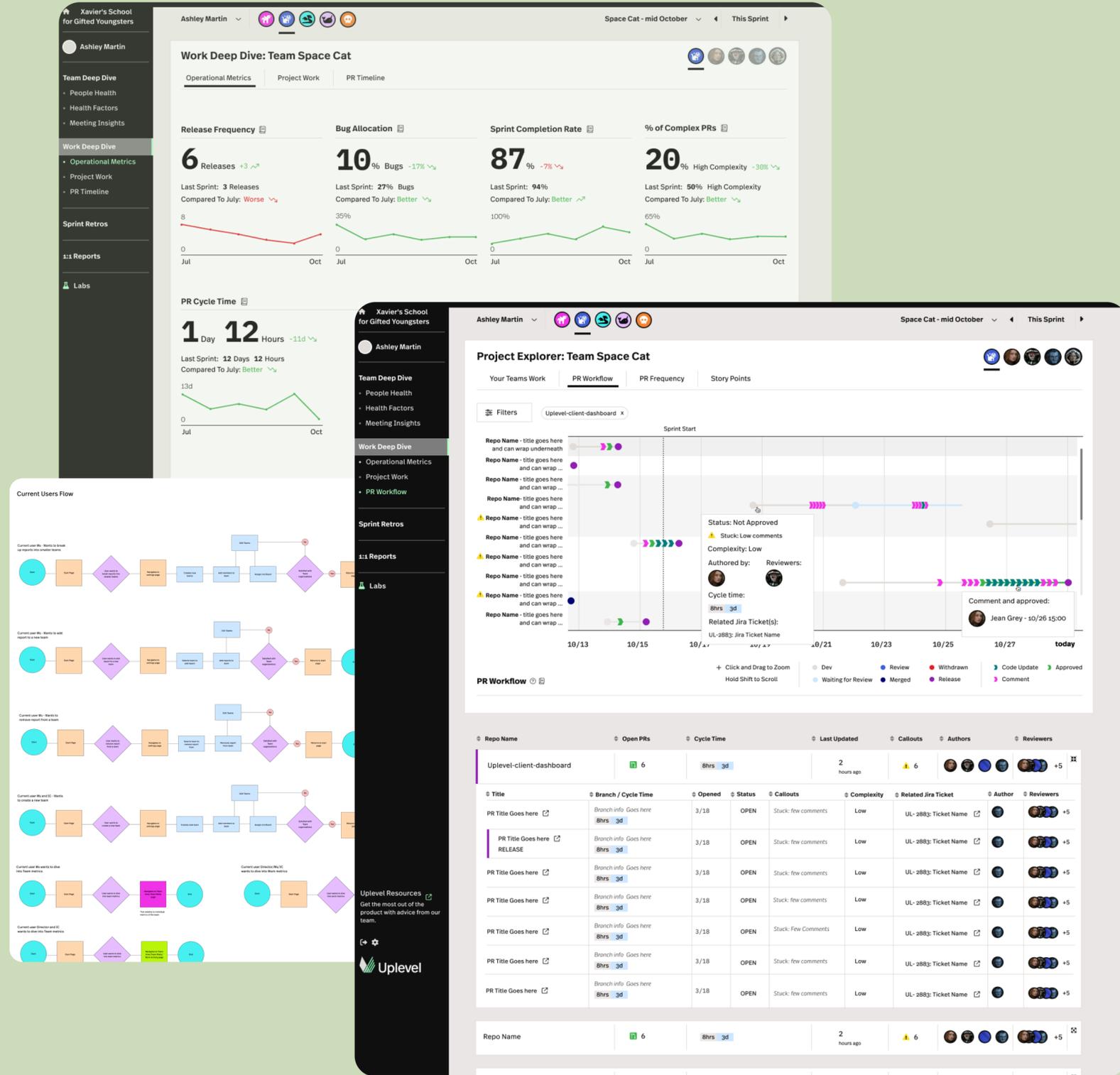
98%

Promotions for Black Friday, Cyber Monday in new tool for 2025

# Uplevel: PDF to SaaS

## Scaling a SaaS Platform

- The Pivot: Led the redesign from a static CMS to a fully interactive SaaS product.
- Business Growth: Resulted in 10% month-over-month sales growth for 8 months, that secured **\$20M** Series A funding.
- Research Led: Conducted all user research to validate the pivot and de-risk design decisions.





# Foundational Leadership

## Foundational Leadership

- **Operational Excellence:** Experience as a General Manager in high-profile establishments (Michelin Star/James Beard) honed skills in high-pressure decision-making.
- **Team Building:** Led, coached, and mentored 25-member teams, fostering a culture of performance.
- **Design Mentorship:** Facilitated design reviews across the Pricing and Promo Organization to ensure high-quality output.

# Ready to Connect

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