

Walker McBain

Product Design Leader

Strategic Design Leadership:
From Process to Profit

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Beyond the Pixel



I live in Park Ridge, Il with my wife and our two girls. Outside of Figma life is faster paced than it is inside. I'm a hockey player, a casual cyclist, and a former restaurant pro who still obsesses over a fabulously tailored meal and tasty beverage. On the weekends when we aren't going between each kid event, my wife and I head back into the city to explore any restaurant we can.

I traded forks for pixels, but bring that same hunger for craft and service to everything I create.

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 working with my Product and Engineering partners to drive clarity and build a cohesive team.

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 with Product, Engineering, and Business to resolve roadblocks.



Lowe's - Enterprise Promo Tool

Enterprise Promo

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Create Promo
Reports

Division ▾

Sub Division ▾

Brand ▾

Event ▾

Home

Welcome Sarah

Sales

\$84.2K

↗ +12%

Forecast Promo Units

1.2K

↗ +8%

Forecast Promo Margin

\$24.5K

↗ +8%

Forecast Promo Sales ROI

325%

↗ +5%

Forecast Discount Depth

18.5%

Avg.

Offer Effectiveness

Discount Depth (%) vs. Sales ROI

Base vs. Incremental

Comparison across key metrics

Promo Table

Promo Name	Promo Date	Event	Forecast Promo Sales	Forecast Promo Units	Forecast Promo Margin	Forecast Promo Sales ROI	Forecast Discount Depth
Buy 2 get \$20 off Drills	4/16/26 - 4/29/26	SpringFest 2026	\$20,112	30,321	\$5,345	238%	12%
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SB Sarah Buyer SarahB@hardware.com

Enterprise Promo

Home
Create Promo
Reports

What promo do you want to create?

Promo Type

Who is this for?

What is the promotion name?

Division

Brand

Event

Promo Dates

Condition Type

Condition Value

Reward Value

How do you want to Add items ?

Add Items

Enter Items

Item Table

Items Names	SKU Number	Base Price	Promo Price
Cordless Drill	12345678	\$129.99	\$99.99
20v Cordless Drill	12345678	\$129.99	\$99.99
Drill and Battery pack	12345678	\$129.99	\$99.99
18v Cordless Drill	12345678	\$129.99	\$99.99
22v Cordless Drill	12345678	\$129.99	\$99.99

SB Sarah Buyer SarahB@hardware.com

\$250M

Incremental Sales Margin over the next 3 years

How did we get here?

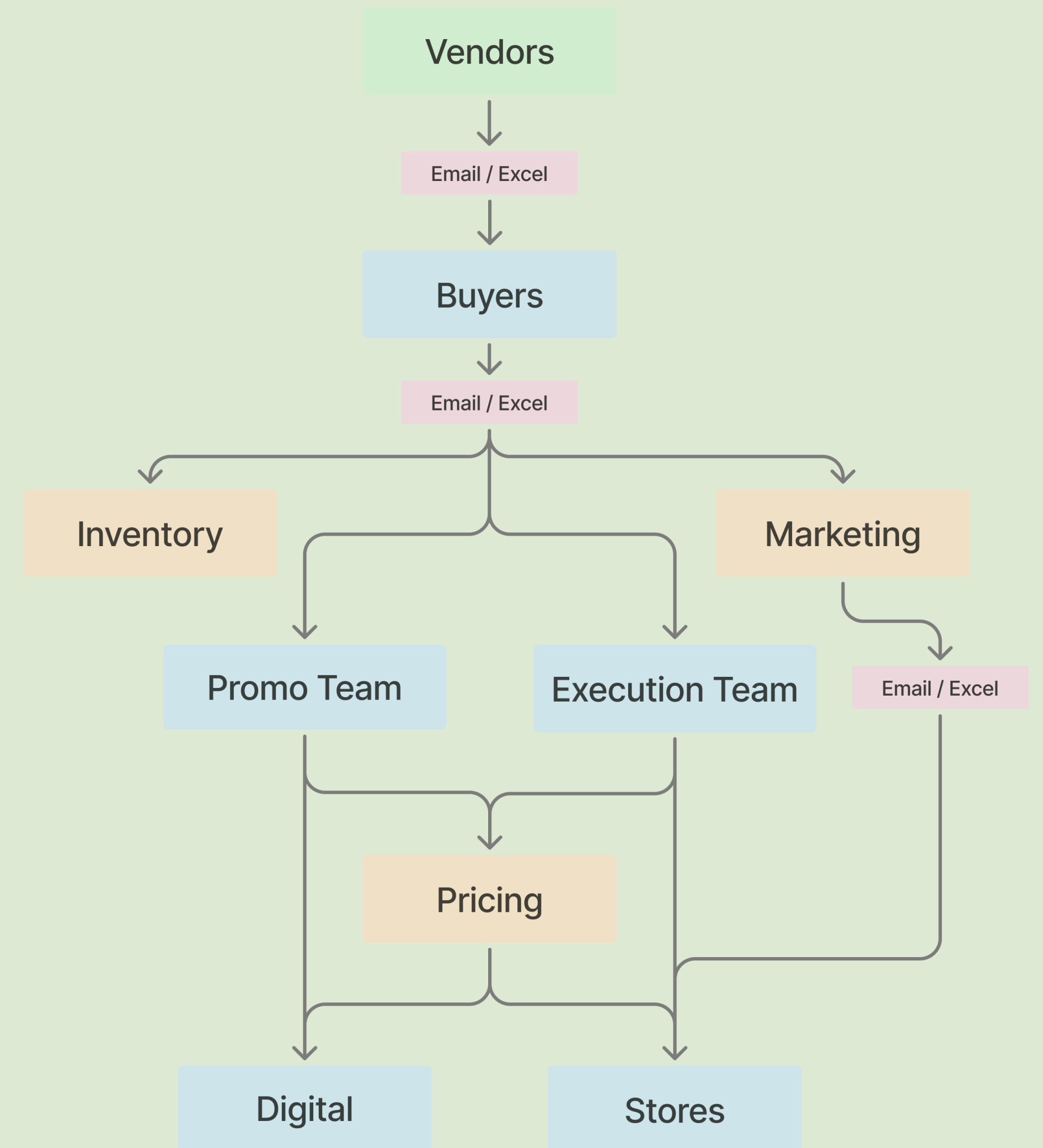
Lowe's: The Problem of Fragmented Promotions

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

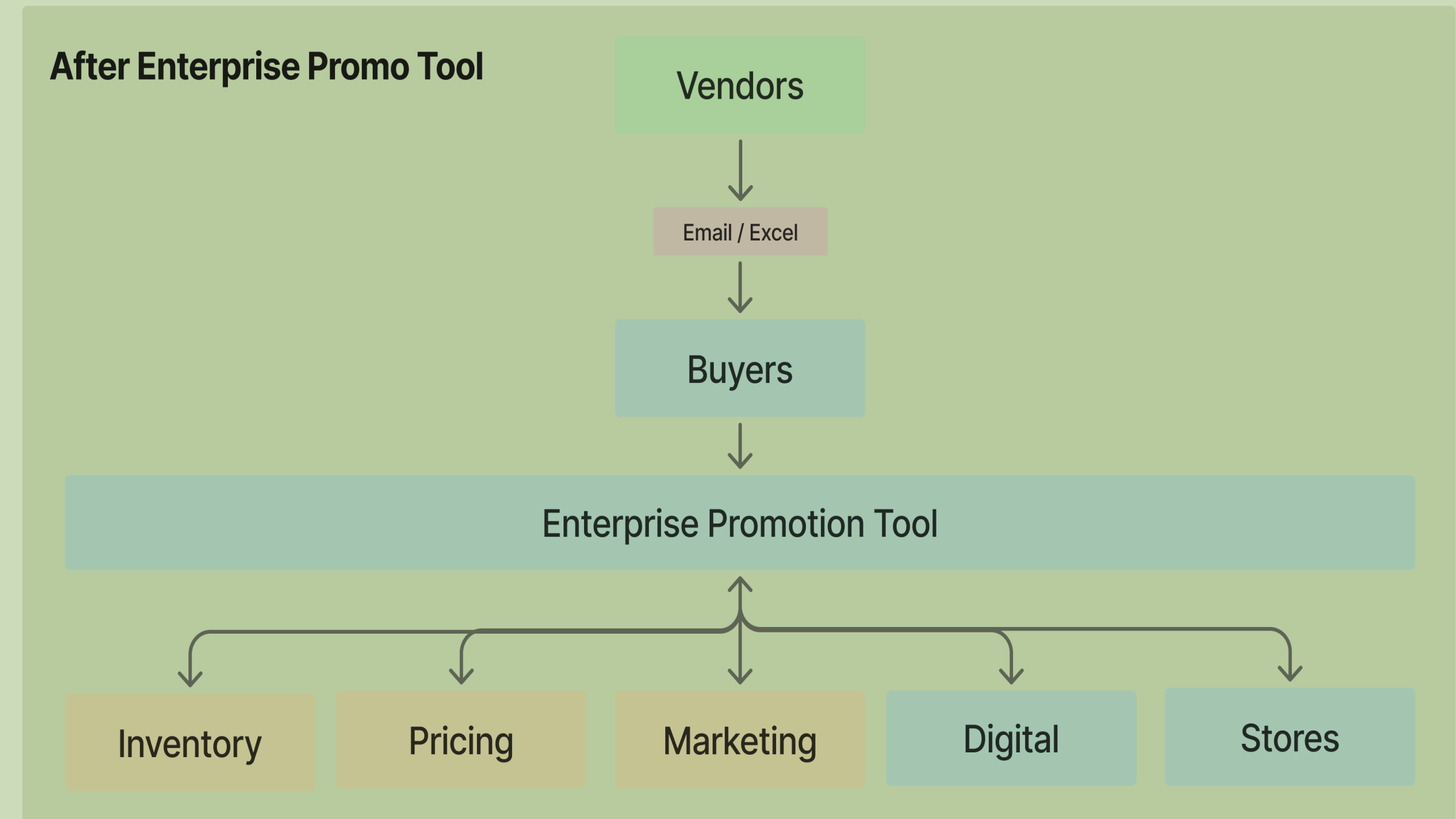
- **Business Simplification:** Led the systemic consolidation of 18+ disparate offer types into 4 core, flexible offer types. Simplifying maintenance and enabling more complex strategies through dynamic offer creation.
- **Sun-setting Legacy Systems:** Championed the vision for a unified Enterprise Promotional 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.

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.

Enterprise Promo

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Search | Division | Sub Division | Brand | Event

Home
Welcome Sarah

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Forecast Promo Margin: **\$24.5K** (+8%)
Forecast Promo Sales ROI: **325%** (+5%)
Forecast Discount Depth: **18.5%** (Avg.)

Offer Effectiveness
Discount Depth (%) vs. Sales ROI

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Create Promo

Promotion Name: 04/15/2026 - 04/30/2026 Price Promotion - \$ off DRAFT

Forecast KPIs

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Promotion Details

Promo Type: Price Promotion - \$ Off
Who is this for?: Tier 1 Loyalty
Division: Tools | Brand: Dewalt | Event: SpringFest 2026

Vendor Funding

Funding Type: Per Unit
Funding Amount: \$ / %
Merchant Signer: Sarah Merchant | Vendor Signer: Sarah Vendor

Quantifiable Results

80%

Reduction in Tool Fragmentation

\$250M

Incremental Sales Margin in the next 3 years

15+

Legacy Tools Depreciated

300

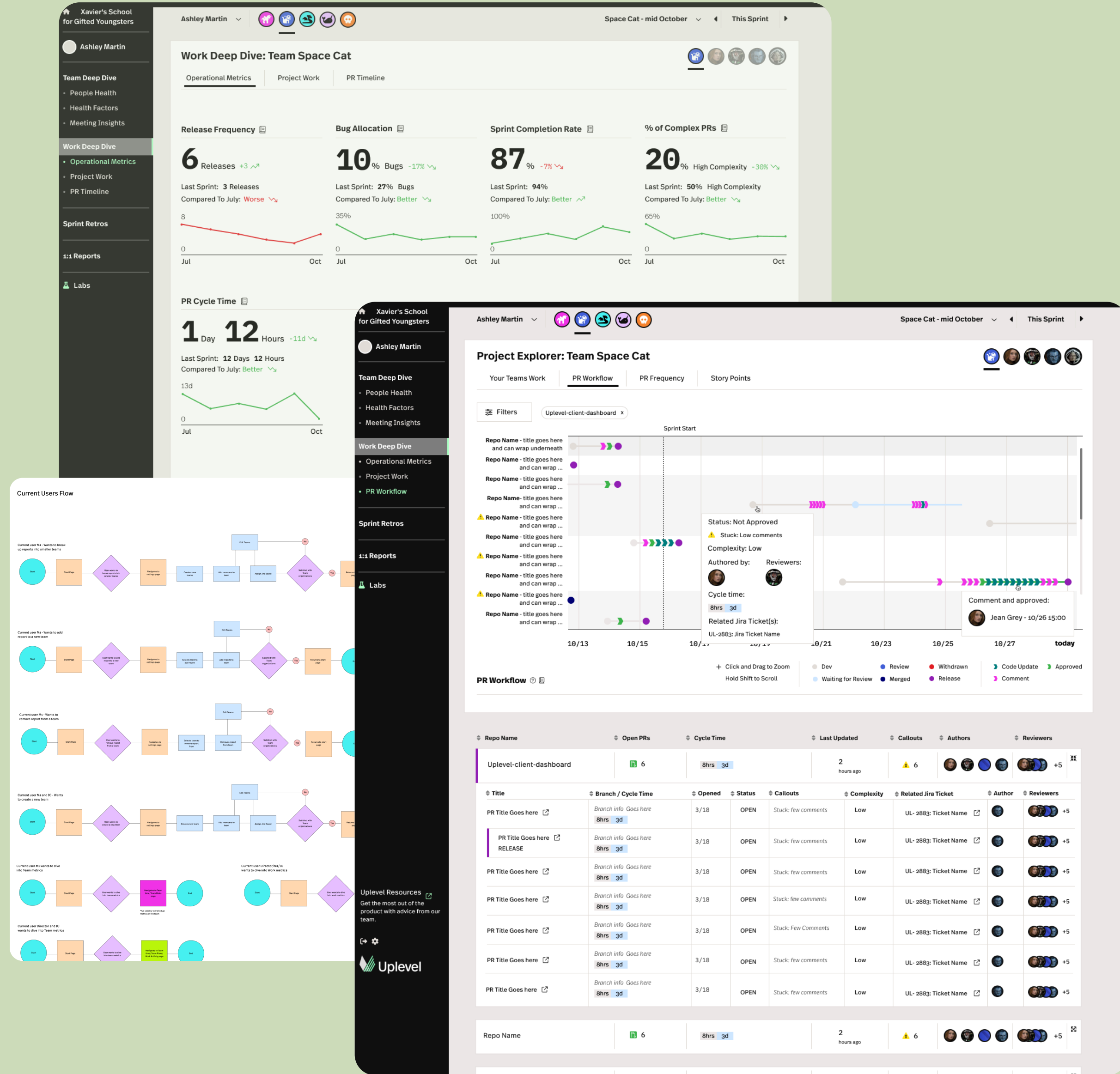
Buyers successfully onboarded and entering Q1 2026 offers

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

- 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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