

Walker McBain

Product Design Leader

Strategic Design Leadership:
From Process to Profit

01

About me

02

Lowe’s

03

Uplevel

04

Connect

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.

\$250M

Incremental Sales Margin over the next 3 years

How did we get here?

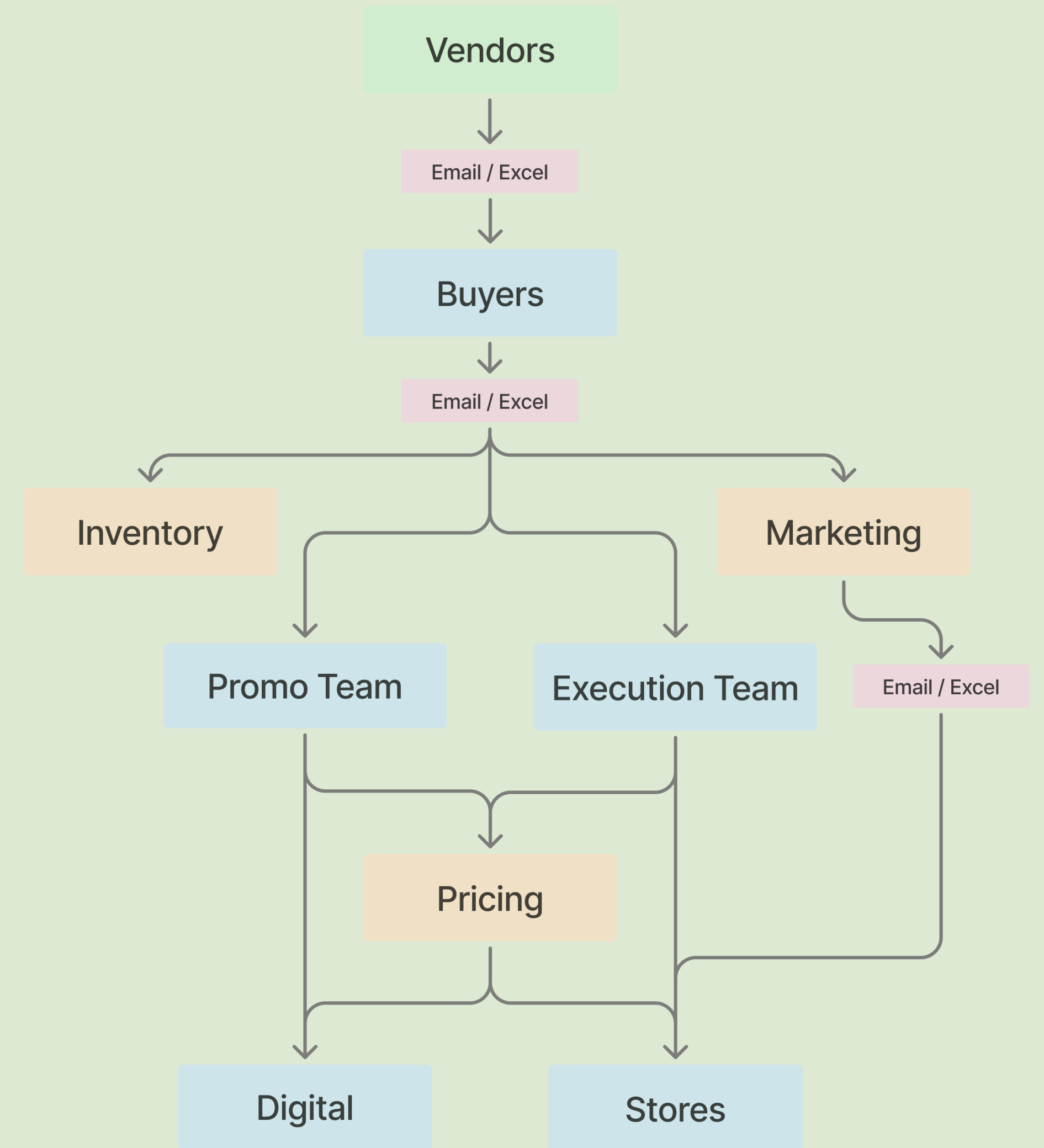
Lowe's: The Problem of Fragmented Promotions

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

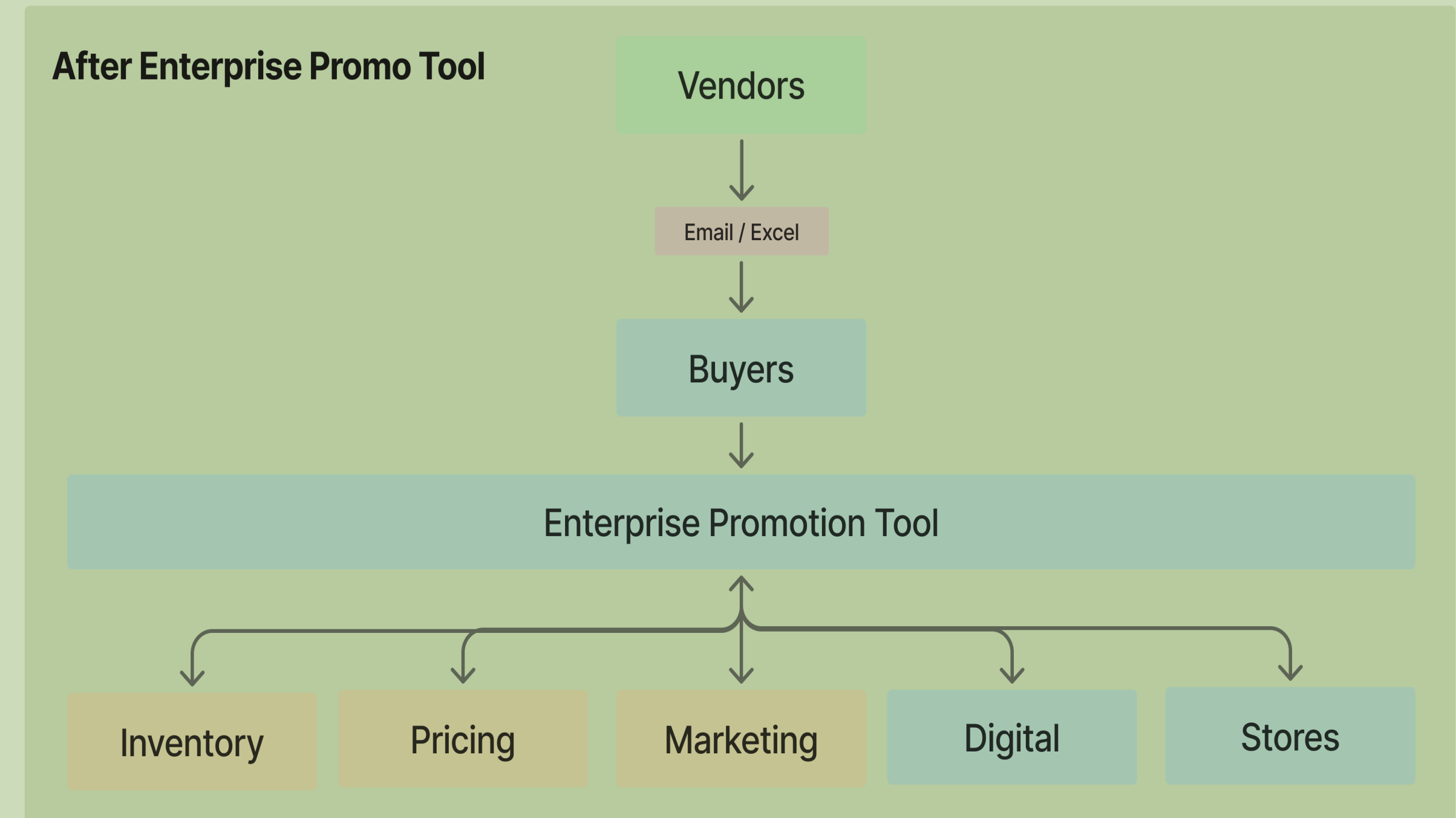
- Business Simplification: Led the systemic consolidation of 20+ disparate offer types into 4 core, flexible offer types. Simplifying maintenance and enabling more complex strategies through dynamic offer creation.
- Sun-setting Legacy Systems: Championed the vision for a unified Enterprise Promotional 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

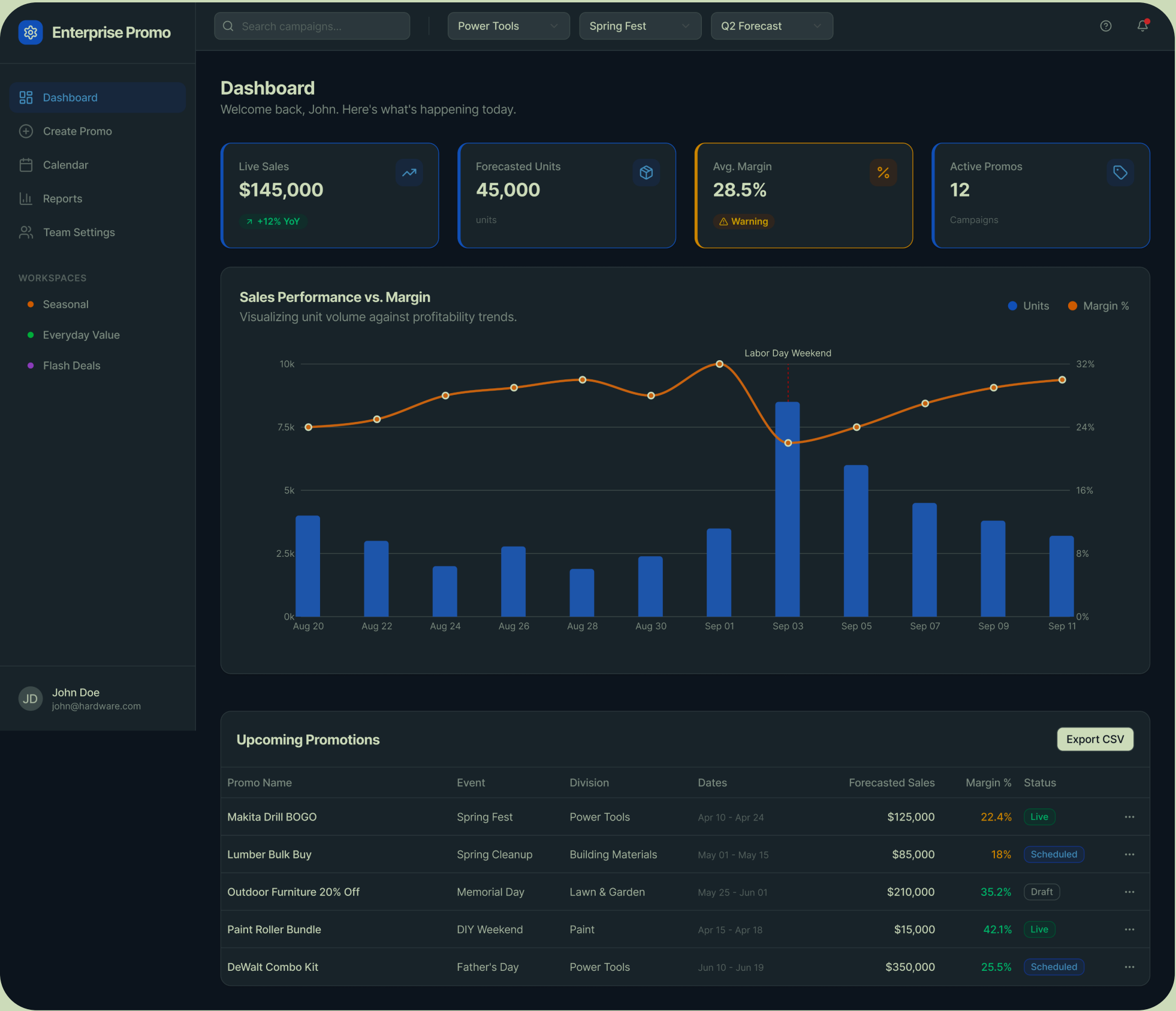
Strategy Two: Scaling Design Influence

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.



The 'Create New Promotion' form is shown in 'Draft mode'. It includes sections for 'Campaign Details' (Promotion Name, Division, Event, Description) and 'Goals & Forecast' (Forecasted Units, Revenue Goal, Target Margin %). A 'Margin Warning' is displayed at the bottom, indicating the current forecast is 2.5% below the target.

Field	Value
Promotion Name	e.g., Summer Power Tools Blowout
Division	Select Division
Event	Select Event
Description	Internal notes about the strategy for this promotion...
Forecasted Units	5,200
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
Deprecated

300

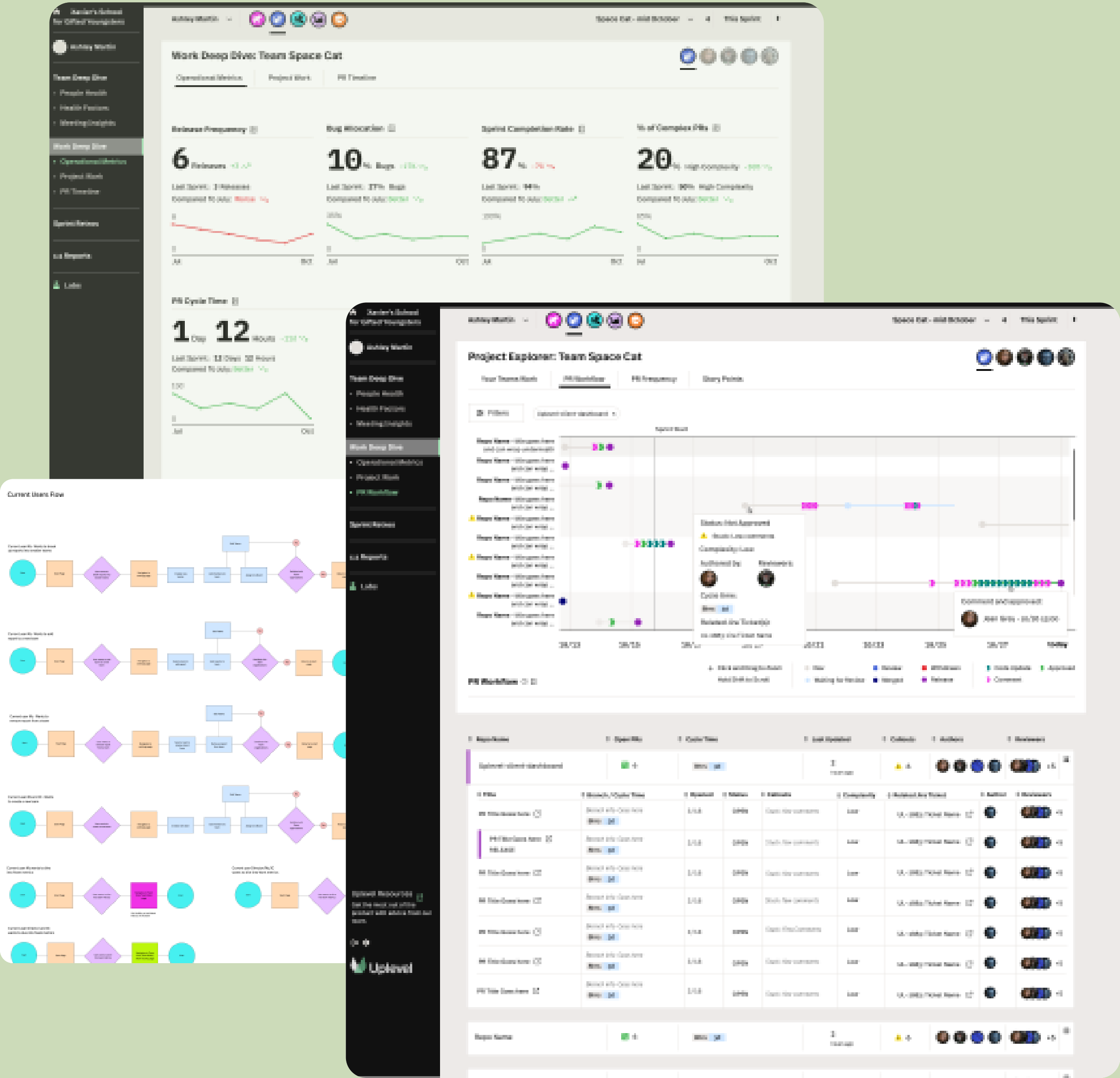
Buyers successfully onboarded
and entering Q1 2026 offers

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

walkermcbain@gmail.com

walkermcbain.com