

Walker McBain

Lead Product Designer

walkermcbain.com
walkermcbain@gmail.com
(312) 833-1763

Highly accomplished Lead Product Designer with a proven ability to bridge design thinking and business strategy to deliver impactful digital products.

Expertise in defining product vision, shaping end-to-end experiences, and leveraging data and user insights to drive prioritization and measurable results.

Recognized for cross-functional leadership, team mentorship, and the ability to influence stakeholders across product, engineering, and business domains.

Utilizes current AI tools to iterate more quickly, accelerate prototyping, reduce lead times, and enhance workflows across scrum teams and key stakeholders.

Lead Product Designer | Lowe's | March 2023 – February 2026

- Owned end-to-end product vision for Enterprise Promotional and Competitive Intelligence tools, driving the sun-setting of 15+ legacy tools and improving promotion creation efficiency from days and hours to minutes, directly impacting Buyer and Promo Support productivity.
- Collaborated to define MVP scope and prioritized 12+ iterative prototypes for Enterprise Promotion tool, aligning cross-functional teams around a unified roadmap that reduced promotional tool fragmentation by 80%.
- Proactively identified and resolved potential project roadblocks for Enterprise Promotional tool, such as siloed problem-solving and ad-hoc design requests, by coordinating cross-functional efforts, facilitating clear communication, and establishing defined roles and responsibilities.
- Facilitated design reviews across Promo and Pro teams, providing constructive feedback to designers to promote skill development and ensure high-quality output.
- Collaborated with cross-functional business and internal stakeholders (12+ teams) to drive key strategic initiatives for a 3 year promo reinvention that will deliver \$250M in incremental revenue.
- Mentored and guided design team members within the promotions team and across all Promo and Pricing Organization to enhance deliverable quality and consistency, ensuring adherence to design standards and best practices.
- Provided mentorship and support to fellow leads, product managers and Promo and Pricing Organization team members, helping them navigate tight timelines and deliver high-quality work.

Product Designer | Uplevel | October 2020 – January 2023

- Led the redesign of the platform from a CMS to a fully interactive SaaS product, resulting in 10% month-over-month sales growth for 8 months and contributing to Series A funding.
- Drove collaboration with cross-functional teams (Development, Marketing, Customer Success, and C-Suite) to define product strategy, gather requirements, and ensure successful product launches.
- Led user research efforts, including user interviews, usability testing, and A/B testing, to inform design decisions and improve user experience.
- Applied Agile methodologies to drive efficient project execution and timely delivery.

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UX Designer | Contract (Third and Grove | MT Sobek | Qured) | May 2018 – July 2021

- Designed responsive web experiences for clients across diverse industries, focusing on user needs and business objectives.
- Collaborated closely with stakeholders and development teams throughout the design process, from concept to QA.
- Defined digital product strategies and roadmaps, aligning design solutions with client goals.
- Conducted user research, created wireframes and prototypes, and implemented branding guidelines to ensure cohesive user experiences.

UX Designer | The Art of Good | May 2020 – January 2022

- Advocated for user needs while balancing business and technical constraints.
- Conducted user validation and usability testing, along with qualitative and quantitative research to guide design improvements.
- Performed competitive analyses to identify best practices and innovation opportunities.

General Manager | Multiple Locations | January 2004 - December 2017

- Led operations for multiple high-volume, high-profile restaurants (including James Beard Award and Michelin Star establishments in New York and London).
 - Drove operational improvements resulting in a 5% month-over-month increase in gross profit for 18 consecutive months.
 - Managed and resolved a wide range of customer and vendor issues, demonstrating strong problem-solving and stakeholder management skills.
 - Led, coached, and mentored a 25-member front-of-house team, fostering a culture of performance and service excellence.
 - Managed purchasing, inventory control, and logistics across multiple venues with strong organizational precision.
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Education

Bachelor of Science - Management
Arizona State University
May 2010

Certificates

Design Thinking and Innovation
Harvard Business School Online
Apr 2022

Digital Leadership Certificate
Cornell Online
Nov 2025