

Walker McBain

Lead Product Designer |
UX Strategy & Digital Transformation

walkermcbain.com
walkermcbain@gmail.com
linkedin.com/in/walkermcbain
(312) 833-1763, Chicago, IL

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 and zero to 1 experiences. Leveraging data to drive \$250M+ in incremental revenue. Recognized for cross-functional leadership and the ability to influence C-Suite stakeholders across product, engineering, and business domains.

Core Competencies

- Strategy: Product Vision & Roadmap, MVP Definition, Design Systems, SaaS Transformation.
- Execution: Rapid Prototyping (AI-Integrated), User Research (A/B Testing), Agile Methodologies.
- Leadership: Mentorship & Coaching, Stakeholder Management, Cross-Functional Alignment.

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

- Generated \$250M in projected incremental revenue over 3 years by spearheading strategic initiatives for a total promo reinvention platform.
- Reduced tool fragmentation by 80% and sunset 15+ legacy systems by owning the end-to-end, zero to 1 vision for a unified Enterprise Promotional suite.
- Onboarded 300+ Buyers to a new offer creation ecosystem, achieving a 98% adoption rate for high stakes events including Black Friday and Cyber Monday 2025.
- Accelerated operational efficiency from days to minutes by designing streamlined workflows that transformed how Buyers and Promo Support teams create offers.
- Aligned 12+ cross-functional teams (Marketing, Pricing, Analytics) around a unified product roadmap to resolve siloed problem-solving and de-risk key decisions.
- Directed MVP scope and prioritized 12+ iterative prototypes, ensuring high-value delivery and technical feasibility across the Pricing and Promo organization.
- Utilized AI-integrated workflows to reduce design lead times and accelerate the transition from low-fidelity concepts to production ready prototypes.

Product Designer | Uplevel | October 2020 – January 2023

- Secured \$20M Series A funding by leading the platform redesign from a static CMS to a fully interactive, data-driven SaaS product.
- Drove 10% month-over-month sales growth for 8 consecutive months through user-centric design improvements and strategic product pivots.
- Led comprehensive user research efforts, including interviews and usability testing, to validate product strategy and inform design decisions.
- Collaborated with C-Suite and Marketing to define core requirements and ensure successful market launches under Agile methodologies.

Walker McBain

Lead Product Designer |
UX Strategy & Digital Transformation

walkermcbain.com
walkermcbain@gmail.com
linkedin.com/in/walkermcbain
(312) 833-1763, Chicago, IL

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

- Defined digital product strategies for diverse enterprise clients, delivering responsive web experiences aligned with specific business KPIs.
- Executed end-to-end design processes, from initial concept and wireframing to high-fidelity prototyping and final developer QA.

Prior Professional Experience

General Manager | Multiple Locations | January 2004 - December 2018

- Led operations for Michelin Star and James Beard Award-winning establishments, managing high-volume logistics and high-pressure decision-making.
 - Drove operational improvements resulting in a 5% month-over-month increase in gross profit for 18 consecutive months.
 - Managed and mentored a 25-member team, fostering a high-performance culture and service excellence.
-

Education & Certificates

- Bachelor of Science in Management – Arizona State University
- Digital Leadership Certificate – Cornell Online
- Design Thinking and Innovation Certificate – Harvard Business School Online