***Mathew Douglas Lincoln***

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***LEADING EDGE***

***UX / UI ENGINEER / ARCHITECT FOR DATA SCIENCE, MACHINE LEARNING, AI & IOT***

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| --- | --- |
| ***UI/UX Design/Development***  ***Visual Collateral***  ***Brand Development IT Infrastructure Design***  ***Marketing Strategy***  ***Interaction Design***  ***Project Management  Team Leadership***  ***Revenue Generation***  ***Rapid Prototyping***  ***Customer Experience***  ***Artificial Intelligence iOT Devices*** | *An accomplished creative and technical professional with over 25 years in the industry and a unique combination of UX* */ UI design / development, Data Science, visual design, and IT programming skills.*  *Possess a demonstrated ability to give organizations a competitive edge by building comprehensive front and back-end architecture, including branding efforts, database development, and social media / web strategy.*  *Acknowledged for exceeding expectations by applying keen attention to detail and producing superior high-quality imagery and design while still maintaining standard agile methodology.*  *Expertise in intercultural design infused within an abundance of creative endeavors. Strong knowledge in all facets of design with over 17 years of abroad work in Asia and Europe.*  *Highly adaptable team player with experience in coordinating objectives with clients and design teams to* *create fresh, logical, readable, and seamless UI & UX solutions.*  ***Objective:*** *Opportunity to both challenge and showcase natural talents and skills. Seeking long-term stability with room for advancement.* |

***Client List***

***JAPAN:*** *Dentsu, Amana Images, Getty Images, 123RF, Swingmail, BHI, Fujitsu, Softbank, Hakuhodo, Kodansha, Konami, Nissan, PayLess Images, Trek, Cannondale, NeilPryde, Heineken, Digital Archive Japan, Shinoyama Kishin, Tokyo Jewelers, Guru Navi*

***USA:*** *L.L. Bean, Dexter shoes, Brookstone, John Rutter Photography, Cameron Diaz, Maxim Magazine, A.Bragg Design, Lynn Parks Photography, Sony Entertainment, Citibank, Unum Insurance, Fairchild Semiconductor, National Semiconductor, Amores Motorsports, Roos Photography, Axon Design Management, C.C. Bill, PayPal, Key Bank, Maine Photo Co-op, Maine Bank & Trust, Portland Public Market, Portland Sea Dogs, Portland Photographics, PDT Architects*

***Technical Competencies***

|  |  |
| --- | --- |
| ***Tools:*** | *Python, C++, HTML 5.0, CSS 3.0, SASS, LESS, JavaScript, jQuery, React, Angular, PHP, MySQL, Unix, Linux,**Centos, WHM, cPanel, UXPin, Optimizely, Grid & Layout, Bootstrap****,*** *E-Commerce Platform, Analytics, Responsive Design, Git / GitHub,* *AWS, CMS (Content Management System), WordPress, Joomla, WooCommerce, OpenCart,* *Magento, Shopify, VirtueMart, BigCommerce, Shipping Easy, ChannelAdvisor, Sellbrite.* |
| ***Software:*** | *Sketch, Photoshop,* *Adobe CQ / AEM,* *Adobe XD,* *Balsamiq,* *OmniGraffle, Visio, Axure, Visual Website Optimizer, Fireworks, Capture One, Illustrator, InDesign, Dreamweaver, BBEdit, Espresso, MAMP Pro, After Effects, Logic Pro, Final Cut Pro, Word, Excel, PowerPoint, Xcode, Swift, Apple Terminal.* |
| ***Skills:*** | *Google Analytics, SEO, iOS & Android Responsive Sites, UI/UX (User Interface & User Experience Design**), Wireframing, Prototyping, A/B Testing (split testing), Agile Methodology, Scrum Management, Analytics, Competitive analysis, User interviews, Usability testing, Remote testing, Surveys, Scenarios, Sitemapping, Heuristic evaluation, Diagramming, Concept modeling, Card sorting, Personalization, Information architecture, Stakeholder interviews, Personas, Create device-aware content, Storyboards, Design principles, API development and management, Web Design & Front-end/Back-end Development, Photography, Photo Editing & Manipulation Skills, Digital ­­­­Editing, Photo Composition, Typography, Video Production / Video Editing, E-Commerce Platform, Color theory knowledge, WordPress Expert, Channels Master for Walmart, Ebay, Amazon, Rakuten, Sears, Jet.com.* |

***Career Progression***

**WALMART •** Plano, TX **2019-Present**

**Senior UX Engineer - Technology (Data Science UX) – Full Time***Walmart Technology Department - develop industry-changing innovations to make in-store and online shopping a more seamless experience for millions of daily shoppers, including employees. Hands on collaboration with Data Science Engineers working with Machine Learning, Artificial Intelligence and iOT devices.*

* Supports and leads User Experience strategy and innovation by evaluating the current competitive landscape for compelling customer & employee experiences.
* Analyzing future trends and forecasts in related fields.
* Construct compelling artifacts outlining present conditions and proposed solutions.
* Present information within and across the organization to gain strategic alignment and encourage change.
* Support the continuous improvement of and lead the creation of user experience tools, documentation, and processes by maintaining a holistic viewpoint when tackling project decisions.
* Lead project design definition activities which include defining methods to be used, including competitive audits and secondary research, driving creation of designs and specs that will advance the company's merchandising, business, marketing, and branding.
* In charge of building out and managing the Maker Labs within Walmart. This includes the setup of 3D printers and designing 3D models for prototyping iOT and Computer Vision automation devices.

**7-ELEVEN •** Irving, TX **2019-2019**

**Sr. UX Designer / Architect for Research & Development Department***7-Eleven being on the forefront of proprietary platforms that unlock the power of AI-based cognitive applications, including and not limited to Machine Learning, Augmented Reality and The Internet of Things.*

* Product concept, design, wireframing, and prototyping.
* Influence product, design, and engineering executives through storytelling and analytics.
* Present a broad set of potential designs for every R&D project.
* Design and development of new systems for clients, including internal projects.
* Lead UX efforts per project, driving discussion and activities, while participating in delivery, planning and coordination efforts.
* Leverage, foster and extend the use of established UX techniques and deliverables.
* Serve as a subject matter expert and thought leader on user experience design for new ideas and bringing them to life.
* Empathizing with the needs and behaviors of the customers and the business, and how to solve for them through design.
* Partners with product management and leaders to develop UX design visions for new innovations of the next generation of mobile applications.

**TMX FINANCE •** Carrollton, TX **2018-2019**

**Lead UX Designer / Architect***Successfully filled two positions of Interaction and Visual Designer while also completing projects in other departments and taking control of investment and marketing material.*

* Collaborate with Product Management and Engineering to define and implement innovative solutions for the product direction, visuals and experience for the mobile app.
* Investigate and gather requirements directly from users and stakeholders through interviews, workshops, and other forums to give the best possible experience for the users.
* Conceptualize original ideas that bring simplicity and user friendliness to complex design roadblocks.
* Create and build mockups, storyboards, wireframes, comps and interactive prototypes for solutions and apps used on web and mobile design platforms.
* Produce original graphic assets such as icons, buttons, banners, animations, etc., including marketing and other promotional assets as needed.
* Establish and promote design guidelines, best practices and overall standards in UX across the company.
* Prepare and present rough drafts to internal teams, key stakeholders and investors to build the company footprint and advance further in the production of the mobile app.

**QUORUM BUSINESS SOLUTIONS •** Dallas, TX **2017-2018**

**Principal UX / UI Design Architect***Responsible for design and building the web architecture platform and technology stack.  Collaborate with Platform Architects on the overall technical design and implementation as well as mentor developers and software engineers.*

* Own and drive complex technical projects from the planning stage through to execution.
* Design and implement new user-facing features and functionality on all platforms including web, mobile and tablet apps.
* Write client-side code for web-based applications, create fast, easy-to-use, high volume production applications.
* Build the libraries and frameworks that support large, complex web applications that will be utilized across an entire application suite with a focus on scalability and usability.
* Define and enforce the standards and best practices for the rest of the development organization to follow, with a focus on UI/UX patterns.
* Collaborate with a team of middleware architects to set specifications for and help deliver an enterprise class solution with a world class User experience.
* Work with a team of software architects to create testable components that are well documented and easy for others to build, debug, test and consume.
* Help navigate technical challenges such as cross browser compatibility, networking/deployment challenges in understandable and reusable ways, while also identifying and automating tasks.

**BANK OF AMERICA CORPORATION •** Plano, TX **2017-2017**

**UX Visual Design Architect for Artificial Intelligence (Erica)***Focus on building out the new platform Erica - AI (Artificial Intelligence) component to all digital capabilities across the banks enterprise. Erica uses artificial intelligence, predictive analytics and cognitive messaging to help customers to have the best user experience at Bank of America.*

* Visual / Interaction Hybrid Designer partnering with UX Design, Editorial, and Usability Teams, along with business and technology partners to provide overall web / online User Interface direction around Artificial Intelligence (AI) in mobile applications as well as web based applications.
* Continually evolving user-centric design expertise and industry recognized usability concepts and best practices. Responsible for production of user interface deliverables including concept demos, site maps, flows and wireframes that clearly represent the on-screen user experience for Erica.
* Expertise in User Experience, UI development, web and mobile design and usability principles.
* Creation of all wireframes, user flows and content matrix deliverables in Sketch, Axure, Excel, Framer and After Effects, while also using Photoshop and Illustrator for detailed or customized additions to wires.
* Staying on top of the Agile team's workflow with the use of Rally and Sharepoint.
* Responsibilities in this role include: supporting the overall User Experience discipline within the organization, performing industry analysis on web user behavior, engaging with business partners in the requirements phase of the project life cycle to review and improve screen design and flow, performing analysis on user behavior across the sites, and collaborating with technology in designing new user interface elements or solutions to solve existing problems and address future opportunities.

**SUNGLASS MONSTER LLC** **•** Dallas, TX **2016-2017**

**Web UI Designer & Marketing Manager - Channel Master for E-Commerce***Developed successful online retail sales company by managing the development of both branding (through graphic design and web development) and backend development. Enabled successful, cross-platform sales on EBay, Amazon, Rakuten, Sears, Jet.com, and Walmart.*

* Guided all programming/server development and maintenance, building solid infrastructure from the ground up.
* Planned and conducted usability tests, advised on layout and navigation design for all aspects of site research and development with real-time Sketch previews, trained staff where help was needed in the completion of all projects.
* Used Angular JS as the development framework to build a single-page application.
* Achieved creativity and efficiency goals by creating in-house photo studio, training staff (including contractors and freelancers) to shoot products, and managing image editing/uploading for 4K+ photos across channels.
* Slashed costs by more than $7K per month by creating action scripts, smart layers, and templates in Photoshop for all staff, freelancers, and outsourcing agencies to use. Positioned business to earn million-dollar status by using marketing objectives and strategies, social media and SEO.
* Boosted SEO by creating a multitude of responsive ecommerce sites in several key categories and managed dedicated server for all domains and sites, while directing traffic to the main site.

**WEB HOSTING JAPAN •** Tokyo, Japan **2005-2016**

**IT Server Administrator & UI / UX Designer / Developer**

*Developed and preserved web applications that handled daily catalog requests using PHP and MySQL. Performed wide-ranging database administration, including monitoring and addressing system performance, database integrity, audit issues, and user permissions and roles. Provided on-site and remote assistance and translated technical information for a non-technical audience.*

* Led user experience strategy, user research, information architecture, interaction design and usability testing for desktop and mobile (web & native) B2B and B2C products and services for all clients across multiple industries.
* Delivered high quality design mockups in Sketch while also delivering, sitemaps, user flows, wireframes, and prototypes to each hosted client.
* Planned, constructed and iterated upon a contacts management single-page application and custom REST API using AngularJS.
* Prevented loss by creating customer internal web applications that integrated with databases to facilitate recovery of information by programmers.
* Improved system performance, functionality, and productivity by writing programs, scripts, and procedures that automated tasks.

**KWIK KWAK TRANSLATIONS •** Tokyo, Japan **2012-2015**

**Web Designer / Developer – Translation Management**

*Led team of Japanese and English translators to complete all work by deadline and build long lasting relationships with clients through excellent customer service and high-quality online Japanese/English translations.*

* Maintained compliance with strict regulations, including deadlines, client confidentiality, and style guidelines.
* Built and managed website and implemented a database of all translators to automate the tasks of each client.
* Use AngularJS for both single-page applications and adding enhanced functionality to PHP views

**FACTORY WATER DESIGN •** Tokyo, Japan **2008-2012**

**Design Team Manager, Web Developer & Photographer**

*Guided all phases of nationwide and international cross-channel campaigns by managing budgets, creative deliverables, and in-house/freelance design teams.*

* Managed list of clients that included major ad agencies and stock/clip-art companies.
* Built and completed six e-commerce sites from the ground up to sell all products online.
* Amplified sales efforts for retail shops while meeting strict turnaround schedule on all product campaigns.
* Realized 300% revenue increase in key channels by leveraging talent for market trend analysis, contemporary design, and online presence development.

**DIGITAL ARCHIVE JAPAN - DAJ (Amana / Getty Images) •** Tokyo, Japan **2005-2006**

**Lead Stock Photographer / Producer**

*Achieved coordinated operations by scheduling photo-shoots, setting deadlines, creating calendars, booking travel arrangements, and managing shoot budgets. Recruited production team and oversaw all model casting and usage negotiation for each shoot. Delivered products in alignment with client needs by working closely with Art Director and cross-functional teams from initial brief through delivery. Responded to changes professionally and positively.*

* Reduced costs by +35% by hiring staff on location instead of paying house staff for travel accommodations.
* Increased corporate visibility by contributing to development of company website.

**LINCOLN STUDIOS** **•** U.S & Japan **1994-Present**

**CEO**

**UI & UX Designer /** **Developer***Solve complex problems by providing logistical and innovative solutions involving design, social media, programming, IT, and hosting. Lead a team with successful implementation of technology, including mobile applications and innovation within customer experience.*

* Lead interaction design on responsive website redesigns and mobile app project, and partnered on multiple web projects with a team of interaction designers.
* Drive user research and synthesis on multiple projects: created personas and scenarios, ecosystem diagrams, and task flows; led a affinity diagramming sessions, created Sketch documents, wireframes and clickable prototypes for testing, managed remote and in-person test sessions.
* Worked in both agile (preferred) and waterfall processes to bring products from concept and testing through QA and launch, while collaborating extensively with interdisciplinary teams.
* Built client web presences from the ground up, optimizing user experience, prioritizing brand consistency, optimal speed/performance, and traffic generation through SEO.
* Embraced clients’ responsive user interface design needs by writing cross-browser/platform-compliant programs using XHTML, HTML5, PHP, CSS3 and JavaScript.

**Visual Arts***Leveraged design skills to provide brand identity, advertising, and illustration solutions to numerous diverse clients.*

* Developed magazine covers, corporate materials, product packages, websites, advertisements, and logos.
* Rebranded corporate clients by redesigning color schemes, logos, and brand elements. Designed apps and website user interfaces in alignment with corporate design goals.

**Photography**

*Produced innovative and stunning content in a myriad of creative areas, including fashion, travel, real estate, food, commercial, conceptual, and studio photography. Defined themes and applied diverse concepts of photography. Demonstrated mastery of all design functions, from post-production image optimization and editing to retouching and color management.*

* Transcended stock photography to equip each magazine, ad, and web page with its own expressive and individual look/feel, managing studio projects ranging from tabletop products to custom full production scenes.
* Improved efficiency within corporate departments by implementing cataloguing/archiving image databases that drastically improved organization and retrieval.

**Production**

*Energized and unified department in the completion of key projects for influential clients. Guided creative strategy development, task assignment, deadline monitoring, image approval, idea submission, and coordination.*

* Realized productivity and innovation goals by supporting creative teams and managing all responsibilities.
* Achieved successful photo shoots and consistent client satisfaction by arranging logistics (backgrounds, locations, etc.), preparing technical equipment, gathering requirements, and delivering final products.

***Education and Certifications***

UNIVERSITY OF SOUTHERN MAINE, Portland, ME **1995-1997**

**Asian Studies & Japanese**

KENT STATE UNIVERSITY, Kent, OH **1989-1993**

**Psychology &** **Mathematics**

***Apple Certified Technician with Hardware and Software License***