MATHEW DOUGLAS LINCOLN

DYNAMIC IT EXECUTIVE DRIVING EXCELLENCE IN DESIGN, ENGINEERING, DATA SCIENCE, AND INNOVATION
Cross-functional Leadership | High-performance Team Building | Innovation Lab Management

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PROFESSIONAL SUMMARY

Experienced professional with over 30 years in design, development, and innovation across diverse industries. Expert in deconstructing complex challenges into practical, sustainable solutions, resulting in a 20% reduction in project turnaround times. Combines technical expertise with creative thinking and logic to deliver effective results, driving a 25% increase in project success rates, and quickly adapting to changing demands in both professional and personal settings.

CORE COMPETENCIES

Leadership and Team Management
- Proven expertise in building and leading high-performing teams, consistently achieving a 40% increase in productivity and a 20% reduction in project delivery time.
- Launched a resource-sharing platform that facilitated the exchange of best practices among 20+ teams, fostering collaboration and generating a culture of continuous improvement across the organization.
- Orchestrated initiatives to elevate stakeholder satisfaction by implementing quarterly feedback loops, resulting in an increase in positive stakeholder feedback scores and fostering a culture of continuous improvement within the organization.
- Conducted one-on-one coaching sessions with team members to address work-life balance challenges, resulting in measurable improvements in personal productivity and a tangible reduction in reported stress levels across the team.

Strategic Vision and Planning
- Formulated a comprehensive strategic plan that aligned with corporate goals, resulting in a 30% increase in the number of projects successfully delivered on time.
- Drove sustainable growth and organizational success, resulting in significant revenue increases and substantial improvements in overall operational efficiency.

Critical Thinking and Innovation
- Expert in breaking down complex challenges and formulating sustainable solutions, leading to the successful resolution of high-impact issues and a reduction in project turnaround time by days/weeks.
- Ensures meaningful impacts on projects through creative and logical approaches, consistently resolving high-impact challenges and reducing project turnaround times.

Design and Development
- Developed and executed a comprehensive product strategy that engaged 100+ stakeholders during development phases, ensuring alignment with market needs and enhancing cross-functional collaboration and innovation.
- Deep understanding of industry intricacies across all business aspects, leading to optimized operations and a measurable increase in the success of product launches.

Entrepreneur and Advocate
- Create and promote impactful solutions that inspire and enrich lives, leading to widespread adoption and a measurable increase in customer engagement and satisfaction.
- Dedicated to making a meaningful difference within and beyond the workplace, resulting in increased employee engagement and contributing to community initiatives that positively impacted many individuals.

SKILLS / EXPERTISE

Design System & UX Leadership, Product Roadmap Development & Technology Feasibility Assessment, Resource Optimization & Team Efficiency Enhancement, ROI Analysis & Revenue Generation, UI/UX Design, Development & ADA Compliance, Brand & Marketing Strategy, Project Management, IT Infrastructure Design, Customer Experience

PROFESSIONAL EXPERIENCE

Albertsons Companies, *Plano, Texas • **IT Director** - Innovation & Design Systems*   *02/2022 - Present*

Accomplished IT Director with a proven track record in Innovation and Design Systems, leading initiatives that drive technological advancements and organizational success. Expertise in developing cutting-edge applications that significantly increased operational efficiency and founding the Unified Design System, which achieved company-wide adoption within one year.

Innovation Lab Leadership
- Led an Innovation Lab in close partnership with Business Leaders, successfully bridging the gap between business and.
- Recognized by the CEO for creating valuable patentable assets utilizing technologies such as OpenAI, GenAI, ChatGPT, Machine Learning, CoPilot, and other aspects of Data Science previously absent within the Merchandising realm.

Unified Design System Initiative
- Assembled and managed an award-winning Design System team, comprising, specialized professionals, all with a niche for building design systems.
- Directed all UX efforts within the Merchandising pillars, ensuring cohesive and innovative design solutions that adhered to system patterns and processes while ensuring compliance with ADA standards.

Development and Expansion
- Presented and sold to business leaders as a significant win by using an ROI system to demonstrate the value of design systems.
- Ensured the design system's adoption across Albertsons, maintaining a unified look and feel throughout the entire organization.
- Championed the development of subsequent versions of the Unified Design System, incorporating tokens and theming with patterns and templates.
- Introduced monetization opportunities to create self-sufficient teams, enhancing the overall impact on the organization.

Product Roadmap and Presentation
- Developed product roadmaps balancing functional needs, technology feasibility, and time to market.
- Incorporated persuasive presentation skills to sell ideas, gain recognition, and establish the team's reputation within the organization.

Team Building and Efficiency
- Enhanced the impact and efficiency of the design system and innovation lab.
- Built solid teams that delivered high-quality results with low overhead.
- Fostered excitement, synergy, a positive team atmosphere, and a healthy work/life balance.

Walmart Corp Headquarters, *Plano, Texas • **Lead UX Engineer** - Data Science UX*   *10/2019 – 02/2022*

Walmart Technology Department - Developed industry-changing innovations that improved customer satisfaction and increased online sales, creating a seamless in-store and online shopping experience for millions of daily shoppers and employees. Engaged hands-on with Data Science Engineers, utilizing Machine Learning, Artificial Intelligence, and IoT devices to optimize operations and enhance user experience.

User Experience Strategy and Innovation in Data Science
- Lead and support User Experience strategy by evaluating the competitive landscape to enhance customer and employee experiences.
- Analyze future trends and forecasts in related fields to stay ahead of industry developments.
- Create compelling artifacts that outline current conditions and propose innovative solutions.
- Present information across the organization to gain strategic alignment and drive change.
- Continuously improve and develop user experience tools, documentation, and processes, maintaining a holistic viewpoint on project decisions.
- Lead project design definition activities, including competitive audits, secondary research, and the creation of designs and specs to advance the company's merchandising, business, marketing, and branding efforts.
- Manage the Maker Labs within Walmart, including the setup of 3D printers and the design of 3D models for prototyping IoT and Computer Vision automation devices.

7-Eleven Corp Headquarters, *Irving, Texas • **Lead UX Designer** - R&D Department*   *01/2019 – 06/2019*

Contributed to 7-Eleven's position at the forefront of developing proprietary platforms, leading to an increase in operational efficiency and a reduction in time-to-market for new AI-based cognitive applications, including Machine Learning, Augmented Reality, and the Internet of Things.

Hands on User Experience for Research and Development in Data Science Lab
- o Lead Successfully created a fully functional prototype of an autonomous store, similar to Amazon Go, in less than a month; received high praise from the CEO.
- o Influenced product, design, and engineering executives through compelling storytelling and analytics.
- o Designed and developed new systems for clients and internal projects, presenting a broad set of potential designs for each R&D project.
- o Directed UX efforts, driving discussions and activities while participating in delivery, planning, and coordination.
- o Leveraged and extended established UX techniques and deliverables, serving as a subject matter expert and thought leader for Innovation Labs.
- o Worked closely with product management and leadership to develop UX design visions for next-generation mobile applications, empathizing with customer and business needs to solve problems through design.

TMX Finance Headquarters, *Carrollton, Texas • **Lead UX Designer / Architect** - Mobile App*   *08/2018 – 01/2019*

Successfully filled two key positions—Interaction Designer and Visual Designer—while teamed up with engineers to design and develop a customer mobile app, resulting in a 25% increase in user engagement. Additionally, completed 10+ projects in other departments and led the design of investment and marketing materials, contributing to a 20% increase in marketing efficiency.

Interactive and Visual Design for mobile app development
- o Cooperated with Product Leaders and Engineering to define and implement innovative solutions for the mobile app's direction, visuals, and user experience, while conducting user and stakeholder interviews and workshops to gather requirements and ensure optimal results.
- o Conceptualized original ideas to simplify complex design challenges, creating mock-ups, storyboards, wireframes, comps, and interactive prototypes for web and mobile platforms.
- o Produced original graphic assets (icons, buttons, banners, animations, and promotional materials).
- o Established and promoted UX design guidelines, best practices, and standards across the company.
- o Prepared and presented rough drafts to internal teams, stakeholders, and investors, advancing the mobile app's development and enhancing the company footprint.

Quorum Business Solutions, *Dallas, Texas • **Principal UX / UI Architect** - Oil & Gas Software*   *06/2017 – 04/2018*

Designed the web architecture platform and technology stack for Oil and Gas software solutions, resulting in significant improvements in system performance and reductions in development time. Partnered with Platform Architects on the overall technical design and implementation, achieving a 20% increase in team productivity.

UX Architecture for Oil & Gas Software, Reimagined
- o Design and implement new user-facing features and functionality on all platforms, including web, mobile, and tablet apps.
- o Build libraries and frameworks that support large, complex web applications used across an entire application suite, with a focus on scalability and usability.
- o Define and enforce standards and best practices for the development organization, focusing on UI/UX patterns.
- o Advised software engineers to create testable components that are well-documented and easy to build, debug, test, and consume.
- o Navigate technical challenges such as cross-browser compatibility and networking/deployment issues in understandable and reusable ways while identifying and automating tasks.

Bank of America Corporation, *Plano, Texas • UX Design Architect for AI (ERICA)*   *02/2017 – 05/2017*

Focused on building out the new platform Erica, the AI component for all digital capabilities across the bank's enterprise, resulting in a 30% increase in customer engagement and a 25% reduction in support inquiries. Erica leverages artificial intelligence, predictive analytics, and cognitive messaging to enhance the user experience at Bank of America, contributing to a 20% improvement in overall customer satisfaction.

UX Architecture and Design for Artificial Intelligence Chatbot
- o 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.
- o 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.
- o Expertise in User Experience, UI development, web and mobile design and usability principles.
- o 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.
- o Stayed on top of the Agile team's workflow with the use of Rally and SharePoint.
- o 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, Texas • Web Design & Marketing Manager - E-commerce*   *03/2016 – 02/2017*

Built a thriving online retail business by leading the development of both brand identity (through graphic design and web development) and backend infrastructure, resulting in a 40% increase in online sales. Successfully enabled cross-platform sales on major marketplaces, including eBay, Amazon, Rakuten, Sears, Jet.com, and Walmart, which Influenced a 50% growth in overall revenue, taking the business to the million-dollar mark in less than 3 months.

Channel Master for e-commerce
- o Guided all programming/server development and maintenance, building solid infrastructure from the ground up.
- o 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.
- o 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.
- o 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.
- o Positioned business to earn million-dollar status by using marketing objectives and strategies, social media and SEO.

ENTREPRENEURIAL LEADERSHIP

Zenna LLC, *Dallas, Texas • Founder | CEO - Startup Mobile App*   *07/2022 - Present*

Led the architecture, design, and development of an innovative mobile app that guides users through every stage of home ownership, from buying to selling. Additionally, spearheaded the app's marketing strategy, including social media and website promotions. Our guiding principle: "Think Zen, Live Zen, Become Zen. The Zen of House Buying."

Lincoln Studios, *Japan / USA* • **_President | CEO_** *- IT Tech & Studio Photography*   *06/1994 - Present*

As the working Director and Producer at Lincoln Studios, responsible for overseeing a wide array of technology, design and photography projects across diverse industries, including fashion, travel, real estate, food, commercial, education, conceptual, and retail. Committed to driving innovation through inclusive and diverse design practices, ensuring that every product aligns with and exceeds client goals and expectations. Known for meticulous attention to detail and strong organizational skills, consistently striving to implement process efficiencies that enhance project outcomes.

CLIENTS - USA / JAPAN

USA *- L.L. Bean, Dexter Shoes, Brookstone, Cameron Diaz, Maxim Magazine, Sony Entertainment, Citibank, Unum Insurance, Fairchild Semiconductor, National Semiconductor, PayPal, Key Bank, Maine Bank & Trust*

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

LANGUAGES

English *| Native speaker*
Japanese *| Conversational*

EDUCATION

Asian Studies & Japanese *• UNIVERSITY OF SOUTHERN MAINE, Portland, Maine*

Psychology & Mathematics *• KENT STATE UNIVERSITY, Kent, Ohio*