

Mathew Lincoln

Executive UX Product Design and Innovation Leader

Bridging UX, AI/ML, and Business Strategy - Agentic AI Design Systems - VP/Director

Dallas, Texas | [214-893-0832](tel:214-893-0832) | me@mathew-lincoln.com | [linkedin.com/in/lincolnstudios](https://www.linkedin.com/in/lincolnstudios) | mathew-lincoln.com

Executive Summary

Board-trusted UX/Product Design and Innovation leader with a track record across Fortune 100, mid-market, and high-growth startups. Applies startup methodologies to combine UX and Engineering AI strategies into a unified operating model, driving rapid experimentation, validated learning, and efficient scaling.

Stood up a lean Innovation Lab that ships patentable MVPs in 30-60 days (10x faster, 90% lower per-MVP cost than comparable internal programs), earning CEO and board-level recognition. Partnered directly with executive leadership to shape \$52M+ in annual capital plans, while independently aligning AI/ML roadmaps with business strategy.

Founded and scaled human-centered, organization-wide design systems at Albertsons, Walmart, Bank of America, Quorum, and TMX. At Albertsons, architected the Unified Design System as an agentic AI-enabled company-mandated standard, quickly adopted by 20+ teams across 14 business units. Achieved 30% engineering-velocity gains and \$500K+ in annual hard savings (self-funded via an internal chargeback model). Applied the system to the Merchant & Supplier Portal to cut supplier onboarding service level agreement (SLA) from 21 to 5 days (76% reduction), reduce errors by 23%, and increase Net Promoter Score (NPS) by 15 points.

Regularly brief boards and C-suite leaders on generative and agentic AI governance and enterprise AI developer tool strategy (use-case intake, guardrails, ROI measurement), driving 93% activation of AI coding assistants and measurable policy compliance.

Core Competencies

Leadership and Strategy: Board/C-suite advisory, portfolio and capital planning, innovation lab operations, organizational design, cross-functional leadership, change management, enterprise transformation and modernization

UX and Product: Enterprise AI enhanced design systems (tokens, governance), design-to-code CI/CD, product discovery and roadmapping, DesignOps, accessibility (WCAG 2.2), human-centered design, research and validation

AI/ML and Technology: Agentic AI (UI assembly), AI coding assistants and developer tools (e.g., GitHub Copilot, Cursor), AI governance and compliance, data-science UX, MLOps integration, Figma-to-code (Locofy.ai), LLM toolchains (Claude, Gemini, ChatGPT, Grok)

Business Impact: OKRs and value realization, ROI measurement, internal chargeback models (monetization), P&L influence, portfolio governance, vendor and stakeholder management

Professional Experience

Albertsons Companies, Inc. | Plano, TX

Feb 2022 - Present

Director of UX Product Design and Innovation (Design System Owner)

Role and scope

- Report to VP of IT Merchandising; lead a 25+ person end-to-end product organization spanning Product Design, Research, Engineering (front-end/back-end), Data Science/Analytics, Product Management, and Scrum, and instituted a unified delivery cadence across cross-functional squads
- Own platform architecture for Merchandising and the UX operating model (portfolio governance, stage gates, OKRs, value-realization dashboards) with Product, Engineering, Data, and Business Operations; embed DesignOps cadences, intake-sizing, and accessibility guardrails (shift-left testing, vendor compliance)
- Secure funding and adoption via executive briefings to GVPs, SVPs, and the C-suite; scale the organization with hiring plans and career ladders

Unified Design System | governance and scale

- Established an agentic AI-assisted design-to-code CI/CD pipeline (Locofy.ai and Cursor) that automates the flow from Figma tokens to coded React/Storybook components to semantically versioned packages with human-in-the-loop reviews and unit/visual-regression tests; cut design-to-dev handoff time by 35% and lowered PR rework by 18%
- Own enterprise design-system strategy and governance (design tokens and variables, contribution model, WCAG 2.2 compliance, release gates); chair the Design System Council and cross-business-unit working groups
- Engineered a privacy-safe synthetic persona generator using GANs and integrated it into the Design System; paired with agentic UI assembly to auto-compose token-compliant page scaffolds and flows under human review, cutting first-page scaffold time by 45% and increasing internal adoption by approximately 2.5x within two quarters

- Formalized the component lifecycle: Request for Comments (RFC), design/accessibility review, code QA, release, and deprecation; implemented telemetry for adoption, quality, and performance, plus a centralized documentation hub with usage analytics to reduce onboarding friction

Innovation Lab | one-sixth the budget, enterprise standard

- Created an Innovation Lab operating at \$1M, compared with \$6M peer programs (one-sixth of the budget), while exceeding enterprise KPIs
- Codified 0-to-1 (intake, triage, resourcing, risk and controls, funding, MVP build) and 1-to-N (hardening, governance, scale-out, product handoff) playbooks became the enterprise standard for pilots
- Managed a cross-functional pod to deliver patentable applications, reducing concept-to-MVP rework by 12% while staying within lean constraints

Enterprise AI platforms, coding assistants, and AI governance

- Own the platform portfolio and roadmap; prioritize with Finance and Strategy; sustain work via internal chargeback and asset monetization
- Delivered via the Innovation Lab: Cost Guard (real-time vendor cost transparency; 8,000+ vendor models), Category Allocation and Margin Optimization (pricing and promotion forecasting), Display Planner/Studio (end-cap planning digitization), Action-Packed Dataset (actionable analytics layer)
- Defined model governance, data contracts, change control, and auditability with Legal, Compliance, and Security
- Stood up enterprise Copilot strategy (use case intake, guardrails, red-teaming, prompt/evaluation guidelines, change management); implemented role-based training and an adoption dashboard tied to OKRs

Supplier onboarding transformation | Merchant & Supplier Portal

- Directed the operating-model redesign: defined the supplier onboarding SLA, instituted quality gates, standardized data requirements, and moved approvals from email to managed workflow
- Drove cross-functional accountability via shared OKRs, escalation paths, and an executive review cadence
- Produced 76% SLA reduction (21 to 5 days), 23% error reduction, and +15 NPS

Walmart Inc. | Plano, TX

Oct 2019 - Feb 2022

Lead UX Technologist (Data Science Platforms)

Role and scope

- Reported to the SVP of Technology; guided a team of 8 (4 direct reports) and served as UX lead for internal AI/ML and data science platforms supporting merchandising and store operations
- Introduced the UX operating model for data science products (experience architecture, 2-year product roadmaps, design standards, cross-functional governance with Product, Engineering, and Analytics)
- Partnered with product executives and business leaders to align platform priorities and secure sponsorship for high-visibility initiatives

Data science platforms | strategy and adoption

- Designed and scaled UX for enterprise data science platforms, driving a 15% adoption increase and faster analytics-driven decisions across merchandising and operations
- Introduced division-wide templates and standards (experiment design, dashboards, model explainability) used across the technology division to improve consistency and time to insight
- Translated behavioral and operational data into decision workflows, increasing task completion and internal user satisfaction

Innovation and emerging tech | Maker Labs

- Developed an augmented reality (AR) prototype demoed to CEO Doug McMillon; informed smart-store strategy and earned enterprise hackathon recognition
- Stood up a rapid-prototyping pipeline (IoT, computer vision pilots, 3D printing) that lowered prototyping time by 30% and cost by 25%; methods replicated across innovation teams
- Launched proof-of-concept pilots that de-risked investments and fed the data science platform roadmap

7-Eleven, Inc. | Irving, TX

Jan 2019 - Sep 2019

Product Design Lead (Innovation Lab)

Role and scope

- Selected by R&D to accelerate autonomous retail; led a 6-person team (3 direct reports) operating at startup speed within Fortune 100 governance; work informed a \$1B+ digital transformation roadmap

R&D Innovation Lab | outcomes and methodology

- Shipped a working cashierless store prototype in under 30 days (concept to functional model), integrating computer vision, IoT sensors, and compliance; praised by the CEO as a cornerstone of smart-retail strategy
- Set up a rapid-experimentation methodology (3D printing, micro-electronics, custom apps), cutting cycle time by 30% and prototype cost by 25%; adopted division-wide
- Served as UX subject-matter expert across AI, AR, IoT, and computer-vision pilots; translated findings into decision frameworks and product backlogs

TMX Finance LLC | Carrollton, TX

Aug 2018 - Jan 2019

Lead UX Product Designer (Mobile Platform)

- Led product design for the flagship mobile app; +25% engagement via research-driven roadmap and reusable components

Quorum Business Solutions, LLC | Dallas, TX

Jun 2017 - Jul 2018

Principal UX/UI Architect (Enterprise SaaS)

- Modernized design-system standards and component libraries; 30% developer-velocity improvement and reduced front-end tech debt

Bank of America, N.A. | Plano, TX

Feb 2017 - Jun 2017

Senior UX Designer (ERICA AI Platform)

- Original UX design lead for ERICA; conversational flows across mobile/desktop; contributed to 30% engagement lift, 25% support-ticket reduction, 20% satisfaction increase

Sunglass Monster LLC | Carrollton, TX

Mar 2016 - Feb 2017

Digital E-Commerce Manager (Omni-Channel Marketing)

- Managed omnichannel e-commerce operations across Amazon, eBay, and Walmart; scaled revenue to \$1M+ in 90 days; built automation reducing external costs by \$7K/month

Education

University of Southern Maine | Portland, Maine

Major: Asian Studies | Minor: Japanese

Kent State University | Kent, Ohio

Major: Psychology | Minor: Mathematics

Awards & Credentials

- Enterprise Innovation Award, Albertsons for first production AI deployment in Merchandising; CEO recognition
- Design System Leadership Award, Albertsons for establishing a single source of truth and enterprise adoption
- Enterprise Hackathon Winner, Walmart for AR/smart-store innovation
- Founded a full-service Maker Lab at 7-Eleven R&D, increased onsite collaboration and employee engagement
- Harvard CS50, Introduction to Computer Science (certificate)
- High Impact Presentations, Dale Carnegie Training
- **Financial and regulatory compliance training:** ADA Web Accessibility, FCRA, Digital Banking Compliance, Fair Lending, UDAP, Enterprise Information Protection, Financial Crimes Compliance, Global Privacy Awareness and Personal Information, Business Continuity Awareness, Regulation GG (Unlawful Internet Gambling Enforcement Act), Anti-Bribery/Anti-Corruption

Languages

English | Native Speaker

Japanese | Conversational