Mathew Lincoln

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Summary

UX and agentic AI transformation leader partnering with internal and external counsel on AI compliance, privacy and governance. Led 25+ direct reports and built Albertsons' self-funded Unified Design System (UDS), used by 100+ teams. Unites design and engineering through agentic AI design systems, AI automation and shared production development. Design-system experience spans Albertsons, Walmart, Community Choice Financial and Quorum, with innovation across software, hardware and data science.

Professional Experience

Albertsons Companies, Inc. | Plano, Texas

Director of UX Product Design and Innovation | Feb 2022 - Present

Ongoing relationship includes intermittent contract engagements. Design System Owner, IT Merchandising.

- Led 25+ direct reports across Design, Research, Engineering, Data Science, Product and Scrum; shaped investment plans totaling $7M-$13M within a shared $52M director-level portfolio.
- Built UDS into the company-wide standard for 100+ teams, sustained by internal chargeback for design-system expertise and delivery support. Chaired the Design System Council.
- Replaced Figma/Figma Make and engineering rebuilds with a shared AI product-development workflow in Codex and Claude Code, aligning UX and engineering on the same tools. UX built production frontend code and user flows; engineers developed APIs/backend services. Retained UX quality reviews before release.
- Evolved UDS into a Markdown-based agentic AI design system: guides, agent skills and automated checks enforced shared design and architecture standards, components, design tokens and light/dark themes.
- Integrated local code-knowledge-graph tooling through MCP to support AI-assisted repository analysis.
- Trained the UX team in research-led AI delivery; enabled product managers and leaders to contribute within shared design and engineering rules.
- Cut AI token consumption tenfold through agent orchestration, consolidated prompts, persistent memory and context compaction.
- Established responsive grid layouts and UX release reviews across desktop, tablet, mobile and foldable screen sizes, with accessibility and design-system checks.
- Mentored a backend engineer into leading teams under my direction; developed hiring plans and career ladders. Prioritized investment and delivery with Finance and Strategy.
- Expanded AI practices across the organization. Governed component contributions, testing, releases, usage monitoring and retirement to support continued investment and adoption.
- Built an AI chatbot prototype over a weekend that became the foundation for the Merchandising chatbot. Developed Pi Tools, in-app diagnostics that automatically turn detected errors into AI repair prompts, with verification before accepting fixes.
- Directed supplier-onboarding workflow redesign, quality gates and cross-functional accountability: service-level target reduced from 21 to 5 days, errors down 23% and Net Promoter Score up 15 points.
- Created a lean $1M Innovation Lab with a small team; led Cost Guard delivery supporting 8,000+ supplier cost models for negotiations. Defined AI governance and auditability with Legal, Compliance and Security.

Walmart Inc. | Plano, Texas

Lead UX Technologist, Data Science Platforms | Oct 2019 - Feb 2022

- Guided an eight-person team, including four direct reports, designing internal AI, machine-learning and data-science platforms; increased platform adoption by 15%.
- Led UX for the Unity design system, uniting design assets with reusable production-code components for Data Science tools. Co-designed dashboards with merchants and store operators; established two-year roadmaps and cross-functional governance.
- Developed an AR smart-store prototype presented to CEO Doug McMillon; Enterprise Hackathon winner. Established prototyping methods spanning connected devices, computer vision and 3D printing.

Professional Experience Continued

7-Eleven, Inc. | Irving, Texas

Product Design Lead, Innovation Lab | Contract | Jan 2019 - Sep 2019

- Led a six-person team, including three direct reports, and helped deliver a working cashierless-store prototype in under 30 days, combining computer vision, connected devices and customer experience.
- Established a Maker Lab for hardware and software prototyping using 3D printing, microelectronics and custom applications; cashierless-store work earned CEO recognition.

Community Choice Financial Family of Brands (formerly TMX Finance) | Carrollton, Texas

Lead UX Product Designer, Mobile Platform | Aug 2018 - Jan 2019

Built a mobile design system and reusable asset libraries. Used UX research to redesign fee and repayment experiences; led flagship-app design and roadmap priorities, increasing user engagement by 25%.

Quorum Business Solutions, LLC | Dallas, Texas

Principal UX/UI Architect, Enterprise SaaS | Jun 2017 - Jul 2018

Established design-system standards and reusable coded components with engineering across enterprise software products; validated web, mobile and tablet workflows through field research.

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

Senior UX Designer, Erica AI Platform | Contract | Feb 2017 - Jun 2017

Led early UX design for Erica, the AI banking assistant. Designed conversational banking flows and prototypes. Completed training in fair lending, digital banking compliance, privacy and ADA web accessibility.

Sunglass Monster LLC | Carrollton, Texas

Digital E-Commerce Manager | Mar 2016 - Feb 2017

Scaled revenue across sales channels to $1M+ within 90 days; led marketplace operations and creative production. Built image-processing automation reducing external production costs by $7,000 per month.

Independent Product Development

Lincoln Studios LLC | Founder | United States

- **UX Prototype:** Designed, engineered and launched a design-system platform for AI-assisted development with interactive components, tokens, themes, an MCP server, JSON uploads and Figma-plugin connections. Added downloadable AI design-system packages with guardrails, agent skills, rules, guidelines and retrieval-ready references. ux-prototype.com
- **UserX:** AI consulting website helping organizations adopt agentic AI workflows and design systems, align UX and engineering, and turn experimentation into practical delivery with security, governance and control. userx.us
- **Your RV LLC, Founder, Apr 2025 - Present:** Built the mobile app, Supabase data/authentication, Cloudflare AI services and Sentry monitoring. Integrated Harvey LLM assistance with document-grounded retrieval, OCR and document extraction and user-reviewed actions; connected RV hardware and validated the system in my RV. Automatically diagnoses and corrects RV system issues, including connected equipment. your-rv.com
- **Fiesta! Bingo:** Independently designed, built and released an iOS/Android app with a Flutter interface, QR scanning, on-device OCR, multiplayer infrastructure on Cloudflare Workers/Durable Objects and monetization. fiestabingo.app
- **Additional work:** MIDI/audio software, CAD, dimensional fit validation, functional 3D printing and product visualization.

Innovation and Recognition

Albertsons: named inventor on company-owned patents. Received the Enterprise Innovation Award and CEO recognition for the first production AI deployment in Merchandising, plus the Design System Leadership Award.
Independent innovation: named inventor and owner of 12 separate provisional patent applications for connected-vehicle and asset technology (patent pending).

Skills

UX strategy; product discovery; user research; usability testing; DesignOps; portfolio planning; change management; AI governance; agentic AI design systems; AI automation; Model Context Protocol (MCP); AI token/context management; accessibility; Figma; React; Flutter; native mobile development. RAG; OCR; speech-to-text/text-to-speech; tool calling and human approvals; Python (PyTorch, TensorFlow, Hugging Face); REST APIs; GitHub Actions CI.

Education & Professional Development

University of Southern Maine: Bachelor of Arts (B.A.), Asian Studies/Japanese.
Kent State University: Bachelor of Arts (B.A.), Psychology; additional mathematics study.
Harvard CS50 certificate; Dale Carnegie High Impact Presentations.
Languages: English (native), Japanese (conversational).

Earlier Career and Additional Capabilities

Factory Water Design | Tokyo, Japan

Design Team Manager | Jun 2008 - Jul 2012

- Directed multidisciplinary design and production teams for national and international campaigns; managed budgets, deliverables and creative execution across print, television and product launches.
- Developed up to six e-commerce websites from concept through launch, combining experience design, creative production and implementation.

Amana Images | Tokyo, Japan

Lead Stock Photographer and Producer | Apr 2005 - Jul 2006

- Led and photographed stock photo shoots from whiteboard concept development through final delivery, managing creative direction, budgets, logistics and production schedules.
- Reduced production costs by 35% by commissioning freelance photographers in target countries instead of flying crews from Japan, aligning shoots with the content production roadmap.

Lincoln Studios Japan | Tokyo, Japan

Founder and Creative Business Leadership | Business founded Jun 1994

Founded and led a registered Japanese corporation in commercial photography, stock production and creative services; rented out the studio for Amana Images photo shoots. This business is separate from the U.S. Lincoln Studios LLC, which supports AI consulting and independent product development.

Additional AI Delivery and Leadership Examples

- Enabled a senior executive (GVP) to contribute changes in an isolated copy of the code and hand work to UX for refinement without engineering assistance for that iteration. Shared architecture and design rules defined how each role could contribute.
- Automated Jira ticket creation and closure, then simplified task coordination as AI delivery accelerated. Teams coordinated concurrent AI tasks and daily code audits around shared standards.
- Coached a Pricing designer into shared navigation and design-system work through regular quality reviews. Extended team capability from design artifacts to research-led, AI-assisted production application delivery.

Selected Technical and Research Capabilities

Design and research: Figma, Storybook, conversational UX, interviews, journey mapping, usability testing, field research, prototyping and information architecture.

Application delivery: React, Next.js, Astro, Flutter and native mobile development; REST APIs; Supabase/PostgreSQL data and authentication; Cloudflare Workers and Durable Objects; Sentry; Git and GitHub Actions CI checks.

Applied AI and agent workflows: LLM integration, retrieval-augmented generation (RAG), OCR/document understanding, speech-to-text/text-to-speech, tool calling and human approvals; Codex and Claude Code; MCP server implementation, reusable agent skills, agent instructions, persistent memory and context management; Python with PyTorch, TensorFlow and Hugging Face.

Physical products: connected-device integration, MIDI/audio tooling, CAD, dimensional fit validation, functional 3D printing and production-product visualization.

Audience Development

Built a Facebook presence of 50K+ followers spanning personal and Your RV activity, alongside independent product design, development and marketing.

Original workflows and proposed AI alternatives: mathew-lincoln.com/work