



ALEC LINTON

Digital Product and Design Leader

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Director, Product Design

Self Service Platforms
October 2021 - Current

Throughout various leadership roles at **Spectrum**, I have empowered teams to design and deliver best in class self-service experiences. I have managed and mentored designers, developers, test engineers, products owners, and other leaders. Notable highlights include:

Launching an authenticated speed test that simplified the user experience while also directly contributing to over 3000 internet upgrades resulting in a \$1M revenue increase for 2021. This experience now contributes to over 10% of all internet upgrades completed through the Spectrum web portal.

Director, Troubleshooting Products

Self Service Platforms
April 2020 - October 2021

Implementing service appointment management capabilities to all legacy footprints which reduced yearly call center expenses by over \$1.1m by allowing customers to cancel and reschedule their appointments with ease.

Principal, Experience Design

Self Service Platforms
November 2018 - April 2020

Expanded the size and scope of my organization to launch an urgent multi-dwelling-unit initiative. This included planning and managing a \$5M+ budget to on-board over 35 resources across our parent organization. Under my direct leadership, we brought the product to market in under 11 months with no overages.

Utilized customer data to launch a redesigned bill pay flow that reduced call in rate, duplicate payments, and abandonment. My team then validated the effectiveness of this experience through App Store ratings, customer reviews, and analytics.



Sr Consultant

April 2018 - November 2018

As a Sr. UX Consultant at **ProKarma**, I was instrumental in adopting a more data-centric approach to design strategy for an array of clients in multiple verticals and industries.

To deliver effectively in a lean manner, I standardized UX processes and deliverables for our design team. This focused on more data utilization and promoted consistency across our design practice. I also led efforts to bring Agile practices to offshore development teams.



UX Strategist

Mobile and In-Vehicle Products
June 2016 - April 2018

At **General Motors**, I successfully helped lead an experimental cross-disciplinary 'Pod' team to launch the MyChevrolet Apple Watch app with lean but effective resources. By working closely with product owners and customer research analysts, I effectively gained consensus to revisit the feature list and business requirements. By utilizing wearable app benchmarking, Apple's HIG, and customer data, we successfully reduced the proposal of 20+ features down to 3. This resulted in a wearable app that was easier to navigate and use.

I took over as design lead for the MyChevrolet in-vehicle app half way through the design phase as it was projected to be delivered outside of its planned timeline and budget. By implementing leaner and more collaborative processes to steer the project back on track, I facilitated the delivery of final designs on time without hiring extra resources.

I led efforts to enhance cross-disciplinary collaboration and communication by organizing design thinking workshops, whiteboard sessions, and experiments where designers and developers worked side by side. One particular experiment prescribed designer and developer collaboration that reduced front end design bugs by 21%.

Internally, I also led an initiative to create and implement a pattern library for UX and UI design deliverables. This tool helped cut down the time our team spent iterating design artifacts by 25%. Part of this effort included adoption of agile methodology in a design setting, including utilization of Jira by designers.

Product Design Consultant

Mobile and Web Products
June 2015 - June 2016



Digital Product Consultant

Various Clients and Industries
October 2014 - June 2015

I utilized customer data to steer design concepts for **Subaru's** 2017 IHU through a contract with **Harman International** (now Samsung). I facilitated and participated in design workshops with company leaders.

I implemented design thinking methodologies while collaborating with the executive team at **Purchase Point** in a campaign to revitalize their branding and launch a new website. I worked with the CEO and Director of Operations to plan their budget, strategy, and delivery timeline.

I worked as an interaction designer and front-end developer to help **Skidmore Studio** launch their redesigned customer facing website.



Product Designer/Developer

December 2010 - October 2014

I was an integral contributor in shifting **Art Van Furniture's** website from an informational catalog to a dynamic E-Commerce platform. E-Commerce contributed to almost \$50m of \$650m in revenue for 2015.

I worked with cross-disciplinary partners as both a designer and a front-end developer to rapidly build, test, and deploy user interfaces. I served as a bridge between the business, design, and development teams, redefining working processes and bolstering collaboration.

About Me

I'm a strategy focused product and design leader who has been working with digital interfaces since 2010. I am a great cross-channel communicator with a proven track record of bolstering working relationships between business, design, and development units.

I believe that good design is built on data interpretation. I believe that a valuable product is built on good design.

Empathetic, data driven, collaborative.

Volunteer and Community Work

SME, Speaker, Design Consultant

Spectrum Design Principles Conference (internal), 2020

SME, Curriculum Evaluation, Portfolio Reviews

General Assembly, 2019-2020

Videographer, Creative Consultant

Colorado Mountain Bike Association, 2019

SME, Juror

Scholastic Art and Writing Awards, Digital Art and Design, 2015

Education

Associate of Applied Science: Technical Science
Oakland Community College

Expertise

- Design and Product Strategy
- Process Efficiency
- Information Architecture
- People Leading and Mentorship
- Design Thinking (Stanford)
- Human Centered Design
- Product Design
- User Research
- Cross Functional Teams
- Adapted Agile for Design

Toolbox

