

Alec Linton

Product & UX Leadership | Design Systems & Research | AI-First Design Strategy
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PROFILE

Product and UX executive with 15+ years building and leading multi-disciplinary design organizations that raise product quality and move the business. Currently a Senior Director at DAT Freight & Analytics, leading a blended organization of designers, researchers, product managers, and engineers while owning design strategy across the company. Founded DAT's design system and led an AI-first transformation across design and research, from tooling and design-system automation to research synthesis. Ties design leadership to adoption, retention, and revenue, and sets org-wide AI strategy that puts emerging tools to work in everyday design, research, and development workflows.

CORE COMPETENCIES

UX & Design Leadership · Design Systems & Standards · AI-First Design & Research Strategy · UX Research & Synthesis · Design-to-Engineering Delivery · Product Strategy & Roadmapping · Revenue, Retention & Adoption · Cross-Functional & Matrix Leadership · Executive & Customer Partnership

EXPERIENCE

DAT Freight and Analytics - Denver, CO

Senior Director, Technology & Design	<i>March 2026 – Present</i>
Senior Director, User Experience	<i>March 2025 – March 2026</i>
Director, User Experience	<i>July 2022 – March 2025</i>

Promoted twice since joining, expanding scope from design leadership to a blended organization of designers, researchers, product managers, and engineers. Restructured the design practice to cut \$1.5 million from annual spend while increasing impact through intentional team building, tooling adoption, and AI-first design strategy. Owns design strategy across the company alongside product and technology strategy for a core business segment.

- Led an AI-first transformation of the product design organization, vetting and standardizing on an AI-first toolchain with Claude Design as the team's default and Figma as secondary. Built an MCP server for the design system so AI-generated outputs stay on brand and consistent with the live product UI, moved designers onto Git-based version control through GitHub, and stood up a fully functional replica of the flagship product so designers can prototype against real product behavior. Together these are modernizing the design-to-engineering workflow.
- Transitioned the UX research practice to an AI-enabled workflow that accelerated research reports and readouts, and built an automated pipeline that synthesizes a full year of research into an action-oriented executive summary used to inform upcoming business strategy.
- Founded CARGO, DAT's design system, as a bootstrapped effort with no dedicated budget, growing it into a company standard and single source of truth adopted by design and engineering teams across DAT's core platforms and raising the baseline quality of every experience DAT ships. Organized a cross-functional hackathon that helped convert DAT's front-end engineering group into a dedicated, fully staffed team.

- Repositioned DAT.com from a static marketing site into a revenue-generating product following DAT's acquisitions of Trucker Tools, Outgo, and the Convoy platform, authoring the enterprise brand and product strategy. Partnered across marketing, analytics, and the business on a go-to-market launch for Outgo, DAT's factoring product, that made the homepage responsible for roughly one-sixth of Outgo's monthly lead volume and helped sustain revenue growth more than 20% ahead of plan in 2026.
- Owned the full product lifecycle for DAT's carrier trust and safety platform, scaling it from an early scoring MVP through several strategic iterations into the current vetting, onboarding, and monitoring product, including a load posting redesign that cut fraudulent contact information in load comments by 95%.
- Lead planning and roadmap development for the carrier product and technology organization, authoring the group's investment case and resourcing plan while directing initiatives targeting tens of thousands of new accounts alongside multi-million dollar ARR growth and retention goals in 2026. The segment is currently outperforming forecast by over \$1M through net-new customer growth and reduced churn.
- Serve on DAT's Expanded Leadership Team, partnering directly with the C-Suite on strategic initiatives, including contributing competitive analysis to DAT's executive whitepaper on how AI and automation will reshape the freight industry, and a company-wide effort that translated third-party market analysis into DAT-specific terms and identified more than \$100 million in missed revenue opportunities on an aggressive timeline.

Spectrum (Charter) Denver, CO

Director, User Experience	<i>October 2021 – July 2022</i>
Director, Technology	<i>April 2020 – October 2021</i>
Principal, User Experience	<i>November 2018 – April 2020</i>

Held both Technology and User Experience leadership roles across a matrixed organization, directing cross-functional engineering, design, and product teams to deliver large-scale consumer-facing platforms.

- Launched a redesigned bill pay flow using customer and product data that reduced call-in rate, duplicate payments, and abandonment, validating impact through App Store ratings, customer reviews, and analytics.
- Led a cross-functional team to launch an authenticated speed test that simplified the self-service experience and drove a \$1 million revenue increase in internet upgrades in a single quarter, scaling to more than 10% of all upgrades completed through the Spectrum web portal.
- Expanded a blended product, engineering, and design organization to launch an urgent multi-dwelling-unit initiative, planning and managing a \$5 million-plus budget and onboarding more than 35 resources across the parent organization, and brought the product to market in under 11 months with no budget overages.
- Directed technical delivery of service appointment management across all legacy platform footprints, enabling self-service cancellation and rescheduling and reducing yearly call center costs by more than \$1.1 million.

Earlier Career

General Motors, Product Strategy and Design 2015-2018

- Led design and delivery of GM's first Apple Watch app and took over design leadership of the related in-vehicle app to bring it back on schedule; introduced a UX/UI pattern library and Agile practices that cut design iteration time by 25% and reduced front-end bugs by 21%.

Product Consulting 2014-2018

- Delivered design strategy and research-driven concepts for enterprise clients including Subaru (via Harman International), Purchase Point, and Skidmore Studio.

Art Van Furniture, Web Design and Development 2010-2014

- Helped shift the company's website from an informational catalog into a dynamic e-commerce platform that contributed close to \$50 million of \$650 million total revenue in 2015.

Education

Oakland County Community College

Associate of Applied Science, Technical Science and Photography

Wayne State University

Fine and Studio Arts