

# Zachary Lincoln

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## Summary

Highly accomplished and results-oriented professional with a strong background in product management, UI/UX development, and Agile leadership. Proven ability to drive product strategy, collaborate with cross-functional teams, and deliver successful, user-centric products. Adept at leveraging data analysis, market research, and design systems to optimize product performance and user experience. Seeking to apply a blend of technical expertise, business acumen, and leadership skills to a challenging Product Manager role.

## Skills

<b>Agile Execution</b>	Agile Product Management   Scrum   Backlog Management   MVP / Iterative Delivery   Cross-functional Collaboration   Roadmapping
<b>Usability Collaboration</b>	User Journey Mapping   User Acceptance Testing   Prototyping (Figma) Design Systems   Accessibility   Interaction Design

## Professional Experience

**Retail Product Owner** | GBI | New York, NY (Remote)

January 2023 - March 2025 (2 yrs 3 mos)

- **Scaled Agile delivery across three globally distributed Scrum teams**, establishing shared ceremonies and a unified Definition of Done that raised predictability, velocity, and release quality.
- **Brokered MVP scope between engineering, cross-functional stakeholders, and the C-suite**, balancing time-to-market with technical feasibility to accelerate product launches.
- **Directed an end-to-end analytics pipeline (event instrumentation, CRM sync, marketing-automation, and funnel visualization)**, empowering teams to pinpoint abandonment hotspots and prioritize data-driven fixes.
- **Produced concise executive reporting and migration playbooks** that kept leadership aligned and frontline teams coordinated during a large-scale user transition from a legacy platform to a modern system.
- **Embedded financial-compliance, regulatory, and QA controls throughout the development lifecycle**, partnering with Engineering, Legal, and Risk to ensure every release met audit-ready standards.

- **Orchestrated product enhancements in lockstep with external modernization and service teams**, synchronizing roadmaps to deliver seamless customer experiences and minimize downtime.

#### **Project Manager & Design Lead** | GBI | New York, NY (Remote)

June 2017 - December 2022 (6 yrs)

- **Designed and engineered an entire customer-facing and administrative front-end for a new direct-to-consumer e-commerce platform**, which included content, product, and order-management services.
- **Gathered requirements and iterated UX/UI prototypes with stakeholders**, delivering a production-ready design system that set the standard for later products.
- **Hand-picked to lead the project after a tech-stack change**; managed two cross-functional engineering teams to re-implement the platform on the new architecture, completing all functionality and hand-off materials that were ultimately repurposed into the company's white-label offering.

#### **Web Developer** | Daft Labs | Burlington, VT (Hybrid)

September 2014 - May 2017 (2 yrs 9 mos)

- **Engineered responsive, interactive front-end UIs and custom admin dashboards**, empowering clients to update site content independently long after launch.
- **Directed client communication and project management through release**, converting requirements into clear deliverables, issuing regular status updates, and sustaining high client satisfaction.

## Education

**Full Sail University**      Bachelor of Science, Web Design & Development (2012 - 2014)

**University of Vermont**      Bachelor of Business Administration, Marketing (2007 - 2011)

## Credentials & Proficiencies

**Certifications**      Advanced Certified Scrum Product Owner (A-CSPO)  
Certified Scrum Master (CSM)

**Tool Experience**      Azure Devops | JIRA | HubSpot | Figma | VWO | Power BI | Notion |  
Microsoft Power Automate | Zendesk | ChatGPT | Claude | Windsurf |  
Hotjar | Cloudflare | Looker | Confluence | ChatPRD