

# HOLLY LINCOLN

## Lead Experience Designer · Product, Growth & Systems

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Lead Experience Designer with 10+ years across management consulting, digital agency strategy, and in-house product design. I work at the intersection of product, growth, and systems; designing experiences that connect to measurable commercial outcomes. Track record includes ~\$84M in attributed personalisation revenue, €1.54M from a single CRO test, and design language infrastructure adopted by 100+ designers at Booking.com. Comfortable shaping org-level operating models, leading product launches from 0→1, and running team health programmes that improve design org performance.

### SELECTED IMPACT

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- **€1.54M e-commerce business value** from a single CRO and UX optimisation test (+2% CVR, +0.61% CTR) (Decathlon)
- **~\$84M revenue** generated through a cross-channel personalisation programme for a large Australian university
- **+37% signup uplift** via cross-channel personalisation; ~\$21M attributed in a single 48-hour campaign window
- **+25% online banking applications and +69% CTR** through end-to-end service redesign and personalisation-driven lifecycle messaging
- **100+ designers** using design language systems and standards built at Booking.com
- **200 Tinka Cards activated in 5 days**; +15% app downloads and +10% engagement post-launch

### WORK EXPERIENCE

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#### ► Lead Experience Designer | Decathlon Digital

Amsterdam | 2024 – Present

##### COMMERCIAL IMPACT

- **Drove €1.54M in e-commerce business value** through a CRO test on product listing pages (+2% CVR, +0.61% CTR)

##### CONTENT & EXPERIENCE STRATEGY

- Led experience design strategy for the content ecosystem, aligning editorial UX and content architecture to commercial and audience goals across the blog and content platform

##### ORG HEALTH & TEAM LEADERSHIP

- Ran a team health and efficiency assessment for the e-commerce design organisation: diagnosed delivery blockers, collaboration friction, and team morale gaps, then delivered a structured recommendation set and improvement plan. This programme contributed to a measurable increase in design team NPS
- Championed AI-enabled design workflows through a weekly newsletter reaching 100+ designers
- Mentored designers and cross-functional product partners; introduced frameworks improving cross-team collaboration and delivery efficiency

#### ► Experience Strategy & Design Lead | Wehkamp

Amsterdam | 2022 – 2024

##### PRODUCT DESIGN & LAUNCH

- Led 0→1 design for Pay In-Store and the Tinka Card (Wehkamp's embedded fintech product): end-to-end from card discovery and onboarding through activation, verification, and first in-store use. This saw **200 cards activated in the first 5 days after launch**
- Redesigned the Tinka mobile app following a brand refresh: **+15% app downloads, +10% engagement** following launch

##### OMNICHANNEL CAMPAIGNS & CRM

- Directed omnichannel campaigns spanning TV, outdoor, email, display, and in-app touchpoints
- Built CRM architecture and lifecycle messaging programmes across email, app, and push channels

##### TEAM & SYSTEMS LEADERSHIP

- Built and led a team of designers and copywriters across product and campaign work

### DESIGN LANGUAGE & SYSTEMS

- Designed the Design Language portal (structured around design decisions rather than asset categories) used by **100+ designers and external partners** across global product teams
- Created iconography decision frameworks, brand standards, and tone-of-voice guidance (do/don't patterns with real UI examples), reducing inconsistency and repeated alignment meetings
- Validated all standards against the Flights product surface before wider rollout

### PRODUCT INNOVATION

- Led concept exploration and prototyping for Booking.com's Mystery Deal (7 directions across 3 traveller segments). This work informed a product subsequently launched in the US
- Facilitated cross-functional workshops and research to align product direction

► Senior Experience Strategy Consultant | Accordant (Denstu)

Sydney, Australia | 2016 – 2019

### COMMERCIAL OUTCOMES

- ~\$84M attributed revenue through a cross-channel personalisation programme, including ~\$21M in a single 48-hour window and a +37% uplift in signups
- +78% lead CVR, +178% apply engagement, and the client's largest Open Day on record (+43% signups) through intent-matched personalisation
- +25% application completes and +69% CTR for a financial services client through cross-channel alignment and UX improvements
- +23% free-trial registrations for a SaaS client through returning visitor personalisation

### EXPERIENCE STRATEGY & TEAM BUILDING

- Led CRO and personalisation programmes across education, finance, SaaS, and e-commerce with structured test design and conversion funnel analysis
- Designed a full operating model and audience-first team architecture for a major university: ecosystem mapping, service model, team structure, and capability roadmap
- Built the design and experience strategy function at Accordant from scratch, supporting hiring and new business development

► Management Consultant | EY

Sydney, Australia | 2015

Transformation engagements for financial services, government, and defence clients — stakeholder workshops, process mapping, and structured problem solving

## EDUCATION

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Graduate Certificate in UX & Web Design | Billy Blue College of Design

Certificate in Digital Marketing | General Assembly

Bachelor of Science & International Studies (Physics & French) | University of New South Wales

## CAPABILITIES & TOOLS

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**Experience Strategy & Systems:** Journey & service design · Design systems · Facilitation · Enablement · Omnichannel strategy

**Product & Experience Design:** UI/UX · 0→1 product · Information architecture · Prototyping · UX writing

**Growth & Optimisation:** CRO & A/B testing · Personalisation · Lifecycle & CRM · Behavioural design · Funnel optimisation

**Tools:** Figma · Framer · Adobe Target · Optimizely · Contentsquare · GA4 · Claude · V0

## LANGUAGES

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**English** - Native | **French** - Professional | **Dutch** - Basic (A2) | **Spanish** - Basic (A1)

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## KEY COMPETENCIES

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### Product & Interaction Design

Interaction design • UI/UX design • Visual design • Prototyping • Wireframing • Information architecture

### Design Systems

Design system architecture • Component libraries • Design tokens • Pattern libraries • Design enablement

### Research & Validation

User research • Usability testing • Prototyping • Experimentation • CRO • Data-driven iteration

### Product Strategy

Product thinking • 0→1 delivery • Roadmap input • Cross-functional squad work • Stakeholder alignment

### Leadership & Mentoring

Design mentorship • Team development • Cross-functional collaboration • Workshop facilitation

## TOOLS

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### Design

Figma • FigJam • Framer • Miro

### AI & Prototyping

ChatGPT • Claude • Gemini • V0

### Analytics & Optimisation

Google Analytics • Contentsquare • Hotjar • Amplitude • Adobe Target • Optimizely

### Research & Facilitation

Air table • Notion • Miro

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