

# Nick Kinkaid

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Internet and mobile channel manager with over eleven years experience in designing, developing, and operating high-revenue commercial websites & mobile platforms for Fortune 100 companies.

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## Wal-Mart

September, 2010 – Present

### *Director of User Experience, Mobile and Distributed Platforms*

Responsible for domestic and international mobile and distributed platform customer experience strategy.

- Drives the customer experience for Wal-Mart's mobile and digital entertainment commercial products.

## Best Buy

December, 2007 – September, 2010

### *Mobile Channel Director*

Responsible for the P&L, product management, and customer experience strategy of Best Buy's mobile channel.

- Grew Best Buy's mobile channel from beta to a self-sustaining business generating over \$30MM in revenue with 200% annual growth.
- Developed an emerging channel forecasting model to accurately predict and measure opportunity with less than a 2% variance to actual.

### *Director of Online Experience*

Responsible for the retail customer experience and web development of Speakeasy, a \$100MM subsidiary of Best Buy.

- Managed the hardware and portal experience of Speakeasy Voice, a voice-over-IP product sold exclusively through Best Buy.

## JPMorgan Chase

September, 2002 – December, 2007

### *User Experience Manager*

Responsible for the overall user experience of JPMorgan's enterprise credit risk tool redesign for the investment bank.

## Proxicom (iCrossing)

June, 2000 – September, 2002

### *Engineering Consultant*

Front-end and middleware engineering consultant contributing to various Fortune 500 commercial websites and internal portals.

## Education

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BS, Engineering Management  
College of Mechanical Engineering  
University of Illinois at Chicago

## Certifications & Memberships

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UPA, Chicago  
UPA, Seattle  
UPA, Minneapolis  
UPA, San Francisco  
MCSO, MCAD for Microsoft .net

## Current & Recent Projects

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m.walmart.com  
Delivers a device-appropriate mobile experience to Wal-Mart customers including product info, availability, local ads, and mobile checkout.

Wal-Mart apps  
Android and iPhone mobile apps providing in-store value-add features such as shopping lists, finding in-store products, and product recommendations.

m.bestbuy.com  
Best-in-class mobile commerce solution providing QR-code based product comparison and assortment narrowing tools to on-the-go and in-store consumers.

Best Buy apps  
Distributed commerce apps for iPhone, Android, and TV widgets powered by Best Buy Remix.