

Tim Maiura

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USA

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Work Experience

Lowe's Compaines, Inc.

User Experience Architect

2014 - Present

Responsibilities include UX strategy, wireframes, prototypes, user flows, product research and project management for lowes.com. Collaborate with product managers, interaction designers and usability researchers for each project to ensure we're delivering the best experience while meeting business goals.

TEKSystems – Contractor at TIAA-CREF

Principal Designer

2013 - 2014

Responsibilities include wireframing, visual design, user flows and project management for public facing pages on tiaa-cref.org. Work closely with standards, usability and accessibility teams to make sure all pages are on brand and meet compliance guidelines.

Lowe's Compaines, Inc.

Interaction Designer

2011 - 2013

Responsibilities include maintaining style guide and component library for lowes.com, to unify website's look and improve users' experience using repeatable design patterns. Redesigned site category pages to streamline focus on visual navigation resulting in a 10% increase of online sales. Created new features such as editable how-to projects and revamped MyLowe's (Lowe's online tool) to help provide a seamless multi-channel customer experience.

Freelancer

Interaction Designer

2007 - Present

Clients include the PGA Tour, Carolina Panthers and Blue Harbor Bank. Lead projects and managed timelines, client relationships, creative design and front-end development.

Ettain Group - Contractor at Lowe's

Web Designer

2009 - 2011

Responsibilities included creating templates and style guides for lowes.com to allow for a more user-friendly experience and a unified look to site as well as allow design and front-end development teams to work more efficiently. Also revamped email template designs, which reached more than 3 million customers and increased email generated sales by 1400%.

Luquire George Andrews, Inc.

New Media Designer

2008 - 2009

Responsibilities included designing and developing websites and online ad campaigns for clients such as the NFL Physicians Society, Charlotte 49ers Football, NC State and the PGA Tour. Worked closely with account executives and art directors to complete projects on deadline according to clients' specifications.

Mass Transmit

Junior Designer

2007 - 2008

Responsibilities included designing websites and e-mail campaigns for clients such as EcoVoom, Parfums de Coeur, MetLife, Kimberly-Clark and Rain-X. Worked directly with creative director and developers.

Education

Rochester Institute of Technology

BFA, New Media Design

Minor: Communications

Certification

Certified Usability Analyst - Human Factors International

Certified User Experience Analyst - Human Factors International

Agile Trained

Software

Adobe Creative Suite, HTML/CSS, OmniGraffle, Axure & Sketch

Awards

Charlotte ADDYs