

WORK EXPERIENCE

Product Designer – Lowe's

Jul 2020 – Present

Collaborate within 3 agile, 2-8 person teams of product managers, designers, developers, and content strategists to create end-to-end design solutions that increase store profitability, task efficiency, and customer/associate satisfaction.

- Partnered with product managers, engineers, and content strategists to produce a Lowe's associate facing tech support platform that resulted in a 30% reduction in service desk calls, 40% faster response times to chats and calls, a 30% increase in live-chat usage after release and was the first ever support application deployed to in-store handheld devices.
- Developed a store guidebook platform that allowed associates to navigate to guidebooks 30% faster, allowed managers to perform multi-store resource assignments in all US and Canadian Lowe's locations.
- Connect work with other related initiatives across the company to drive collaboration and consistency.
- Design flows and experiences that simplify and distill down complex actions into usable and scalable interfaces that are integrated within all 1700+ U.S. Lowe's locations.
- Conduct in-store user testing, prototype testing, benchmarking, data visualization on task satisfaction, efficiency, and relevance.
- Mentor 2 junior designers on team participation, goal setting, articulating design decisions, and overcoming personal limits.

Undergraduate Research Assistant – North Carolina A&T Center of Excellence in Product Design & Advanced Manufacturing

Sep 2019 – Dec 2019

- Partnered with 2 university professors to design and curate a new center of learning that supported the entire technology department.

Designer – NCDOT Business 40

Aug 2018 – Oct 2018

- Collaborated with NCDOT and Business 40 liaisons.
- Created bilingually accessible and visually clear deliverables to inform residents of changing traffic patterns.
- Increased community awareness and reduced potential traffic jams and accidents.

EDUCATION

North Carolina A&T University - B.S. Graphic Design Technology

Aug 2016 – May 2020

IBM Enterprise Design Thinking Practitioner

Mar 2019

Mento UX Design Academy

May 2021 – Oct 2021

Todd McCauley

Product Designer

Durham, North Carolina
Open to Relocate

CONTACT

toddcmccauley@gmail.com
(919) 519 - 9728
Portfolio: toddmccauley.net
Case Study Password: **Lws123**

SKILLS

UI Design
User Research
Visual Design
Interaction Design
Rapid Prototyping
Typography & Layout
Accessibility
Wireframing
User Testing

TOOLS & SOFTWARE

Figma
Sketch
Adobe Illustrator & Photoshop
Miro
Jira
Confluence
Prototyping
Optimal Workshop
User Testing

HOBBIES

Mentorship
Youth athletics & fitness
Self-Improvement
Great movies