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Northern Virginia



# Devon Martin

Sr. Product Designer

## Education & Certifications

**Bachelors of Arts, Multimedia Communications**

**Bachelors of Arts, History**

Virginia Tech | 2013

**Certification in UX Design (100 hrs.)**

Springboard | 2018

**Advanced Leadership Program**

Lowe's Companies, Inc. | 2025

## Awards & Recognition

**Aspiring Leader Recognition**

Lowe's Companies, Inc. | 2025

**Key Contributor Award**

Lowe's Companies, Inc. | 2024

**Excellence Award**

Whereoware | 2019

## Skills

- Figma Design
- Prototyping
- Figma Make
- Usability Testing
- AI
- Qualitative Research
- Design Workshops
- Leadership & Mentoring
- Strategy & Planning
- Requirement Gathering

## References

**Lindsay Uribe**

Director, UX | Lowe's Companies, Inc.

Email: lindsay.uribe@lowes.com

**Sean Laughlin**

Senior Manager, UX | Lowe's Companies, Inc.

Email: sean.laughlin@lowes.com

## Profile

Senior UX & Product Designer with experience spanning design, product management, and engineering. Known for solving complex problems and turning ambiguity into scalable, user-centered solutions that drive business impact. Adaptable, collaborative, and comfortable leading cross-functional teams to deliver meaningful products.

## Experience

**Senior Product Designer | Lowe's Companies, Inc.**

Jan 2023 - Feb 2026

Remote | Virginia

- Led end-to-end design strategy and execution across Omni-Projects, Services, and Specialty Selling verticals.
- Delivered user flows, low- and high-fidelity designs, prototypes, and detailed interaction documentation.
- Leveraged AI tools to accelerate research synthesis, ideation, prototyping, and design validation—improving efficiency and decision-making.
- Planned and conducted usability testing and field observations to validate and refine solutions throughout the design process.
- Collaborated closely with designers, product owners, engineers, and business partners to deliver projects on time; Provided creative direction and design approvals for junior designers.
- Designed experiences for mobile apps, lowes.com, and internal tools using a mobile-first, omni-channel approach.
- Scaled design systems and component libraries while promoting modern, AI-enabled workflows.
- Recognized as a Key Contributor and selected as one of 30 associates for Lowe's Advanced Leadership Program for Aspiring Leaders.

**UX/UI Designer | Juniper by IMC**

Jan 2020 - Nov 2022

Remote | Virginia

- Served as design lead across multiple SaaS products within the digital suite, designing new features for three established platforms and leading the end-to-end design of a new Sales product.
- Applied continuous discovery and user feedback to validate and refine solutions.
- Partnered with product, engineering, and business teams to ensure successful implementation and delivery.
- Led qualitative and quantitative UX research to inform strategy and stakeholder decisions.
- Leveraged design systems and industry standards to deliver scalable, consistent experiences.

**Product Designer | Whereoware**

Mar 2019 - Jan 2020

Chantilly, Virginia

- Sole designer across four concurrent SaaS products, delivering scalable, user-centered solutions.
- Partnered with product, engineering, and business teams to build integrated, cross-platform experiences.
- Led end-to-end design from research and ideation to wireframes, prototypes, and high-fidelity delivery.
- Combined strategic thinking with hands-on execution to translate complex requirements into intuitive solutions.

**Digital Project Manager | Whereoware**

May 2016 - Mar 2019

**Marketing Coordinator | Commonwealth Architects**

July 2015 - May 2016

**UX Designer | Workshop Digital**

July 2014 - May 2015