



TONY MAURER

DIGITAL EXPERIENCE LEADER

SUMMARY

A dedicated leader focused on mentorship, active listening, and building high-performance cultures where empathy drives innovation. I am accomplished at translating complex business logic into intuitive, award-winning digital products that balance sophisticated aesthetics with effortless utility. I believe that great design is rooted in strategy, and great strategy is realized through design. I dream in high-fidelity and act with the discipline to bring bold, calculated risks to life—always in the pursuit of innovation and positive sentiment from intended audience.

PROFESSIONAL EXPERIENCE

KOMATSU

UX/UI Manager

Oct 2024 - February 2026

- Built and managed a high-performance UX team dedicated to delivering Information Architecture, Personas, User flows, User testing, Wireframes, and Prototypes for Product Owners.
- Led the UX vision for a multi-million dollar digital overhaul, unifying e-commerce, personalization, and SSO into a seamless site experience in North America and Global.
- Conducted 100+ interviews with global executives and customers (Japan/US) to align complex heavy-equipment buyer journeys with a seamless, mobile-first product tailored to equipment ownership and location-based data.
- Oversaw the design of 2,000+ screens, ensuring rigorous visual consistency and design system integrity across web, software, and autonomous industrial platforms.
- Created a personalized, consumer-facing dashboard that empowers customers upon login with AI insights and predictive e-commerce suggestions to optimize fleet management and maintenance cycles.
- Partnered with product teams and agency consultants to architect future roadmaps, leveraging emerging technologies to eliminate friction from digital products and enhance user journeys.

CONTACT



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Mequon, WI

EDUCATION

University of Wisconsin-Milwaukee

Bachelor of Fine Arts

(1998-2004)

SKILLS

UX/UI DESIGN & RESEARCH

COACHING & MENTORSHIP

OMNICHANNEL MARKETING

CONTENT CREATION & STRATEGY

CREATIVE DIRECTION

E-COMMERCE STRATEGY

C-SUITE COMMUNICATION

THOUGHT LEADERSHIP

PORTFOLIO

tonymaurer.com

TOOLS

FIGMA

ADOBE CREATIVE CLOUD

MICROSOFT 365

ADOBE EXPERIENCE MANAGER

ADOBE COMMERCE

ADOBE TARGET

ADOBE ANALYTICS

GOOGLE ANALYTICS

GITHUB COPILOT

CHATGPT

PROFESSIONAL EXPERIENCE (CONTINUED)

BADER RUTTER

Executive Director - Digital

Sep 2018 - May 2024

- Built and scaled a 20+ person Digital Experience (DX) department from the ground up, integrating Digital Engagement, UX, MarTech, Development, and Analytics to deliver the right message to the target audience at the optimal time.
- Authored the agency's internal and client-facing Ethical AI policies, successfully balancing rapid innovation with enterprise-grade security and compliance.
- Led the agency-wide shift to SAFe (Scaled Agile Framework), restructuring talent into high-velocity solution teams to increase speed-to-market for omnichannel marketing campaigns and product builds.
- Scaled a CoE proficient in SFMC, Marketo, and Eloqua; architected complex multi-channel communication strategies across SMS, email, and cloud-based environments while overseeing the development of comprehensive touchpoint maps and campaign blueprints.
- Directed initiatives for a premier roster of clients including Zoetis, Corteva, Pioneer, the Milwaukee Bucks, Case IH, Acuity Insurance, and Zoro.

CRAMER-KRASSELT

Creative Director

Sep 2015 - Sep 2018

- Designed and concepted full-scale digital marketing strategies, integrating gamification, television, and e-commerce to deliver high-impact campaigns that help change brand perception for agency clients.
- Directed ideation and execution for award-winning campaigns and oversaw online and offline production and partners.
- Led a comprehensive E-Commerce Magento transformation, architecting 100+ screens with seamless PIM and CMS integrations.
- Delivered creative and technical presentations to aide in new business development and help potential clients understand and see the value of agency services.
- Clients that I worked on include Ariens, Gravely, TIKI, Pick 'n Save, and the Milwaukee Police Department.

INTERESTS

TRIATHLON

MARATHON

CYCLING

TRAIL RUNNING

GUITAR

TEACHING

MUSIC

CINEMA

ASSOCIATIONS

MSOE: User Experience Instructional Advisory Committee (IAC) - Advisor.

Brew City UX - Mentor

AWARDS

AWWWARDS - Site of the year

FWA - Site of the day

Webby's

Effies

CommArts Interactive Annual

Adweek

Adage

The Drum

ANA

Global Ace Awards

Gold 2024

NAMA 2x Best in Show Winner -
Digital

Milwaukee 99 - Best in Show Winner

Integrated Gold - Milwaukee 99

Best in show Digital - Milwaukee 99

TRAINING

Extreme Owership -
Jocko's Leadership Training

Ascend Talent Strategies -
Executive Coaching.

PROFESSIONAL EXPERIENCE (CONTINUED)

HANSON DODGE CREATIVE

Creative Director

May 2013 - Sep 2015

- Directed the production of high-impact creative assets across an expansive ecosystem, including broadcast, print, web, and tradeshow environments.
- Re-engineered the traditional creative process to be data-informed, aligning competitive analysis with deep market research to establish creative briefs for go-to-market plans for creative teams.
- Created comprehensive brand manifestos and design guidelines for active lifestyle brands and technical products.
- Led a multidisciplinary team of designers, developers, photographers, videographers, and editors to deliver integrated, omnichannel campaigns and cool work.
- Directed creative and strategic initiatives for premium brands including Trek Bicycles, Ritchey Cycling, Legendary Whitetails, Camillus, and Wolverine.

HIEBING

Associate Creative Director

Aug 2010 - May 2013

- Led and managed a multidisciplinary group of designers, copywriters, producers, and developers to deliver integrated tactics and campaign creative for key audiences.
- Provided creative leadership and ideation to win the Culver's account; conceptualized and executed the "Welcome to Delicious" campaign across national TV, in-store digital, and mobile UX.
- Fused athletic discipline with design leadership to launch a pioneering cycling power meter. Led branding and UI/UX for the hardware-software ecosystem, delivering high-precision data visualization for elite cycling performance.
- Directed strategic creative for a diverse roster of clients, including Adidas Golf, Culver's, UW Colleges, Dean Health, and Schneider National.