

Joel Schellenberger

Bachelor of Design, User Experience Design

RELATED EXPERIENCE

UX Designer @ Ultumum Sales & Marketing Innovations Inc.

May 2019 - Present

- Researching, prototyping, coding, and testing a redesigned e-commerce experience with a goal of increasing conversions.
- I work closely with the company CEO and strategy teams to develop brand personas, journey maps and purchase flows to better understand users and their needs.

UX Designer @ Concourse Global

May 2018 - December 2018

- Researching, designing, ideating, prototyping, and testing interfaces for projects on both desktop and mobile platforms.
- I primarily worked collaboratively with internal and external stakeholders to develop a platform for high school students to connect with international university recruiters.

Digital Productions & Outreach Coordinator @ Laurier Athletics

September 2019 - Present

- Working with staff and students to create content for digital and social media presence, including posts made via the Adobe Suite.
- I develop our brand presence on-line through high-quality posts built in the Adobe Suite that are monitored for performance and engagement via analytic data.

Editor-in-Chief @ the Carnegie (Laurier Brantford's Yearbook)

2017 - Present

- Developed a three-year strategic plan to add value to the student experience via high-quality digital and print media production.
- I direct a team of photographers and designers, scheduling coverage, managing deadlines and building assets to ultimately deliver a physical yearbook to students.

Freelance UX / UI / Graphic / Web Designer

2015 - Present

- Working with companies in a number of industries including automotive, catering and entertainment to develop websites, graphics packages and other content for both print and digital production. I've built a custom portfolio website using Github where you can view all of this work: idkjoel.co.

DETAILS
















Portfolio: idkjoel.co/portfolio
Email: joel@idkjoel.co
Phone: 519-500-0644

EDUCATION

Honours Bachelor of Design, User Experience Design

Wilfrid Laurier University
2017 - Present

PROFICIENCIES

-  Adobe Illustrator
-  Adobe Photoshop
-  Adobe InDesign
-  Adobe XD
-  Adobe After Effects
-  Adobe Premiere Pro
-  InVision Studio
-  Sketch
-  Zeplin
-  Wordpress
-  Github
-  HTML5
-  CSS3
-  Figma
-  Microsoft Office

AWARDS / ACHIEVEMENTS

Code / Design to Win Finalist (4th)

Communtech
2018

Placed 4th at the finals of a national design sprint competition, with the initial round having been participated in by hundreds of designers.

Joel Schellenberger

Bachelor of Design, User Experience Design

RELATED EXPERIENCE (CONT.)

Residence Life Don @ Wilfrid Laurier University

2018-2019

- Developed and facilitated educational experiences and programming for first year students.
- Exemplified strong managerial and leadership skills in a variety of contexts, such as time and priority management, communication, execution of departmental goals, and teamwork / collaboration.

UX / UI Designer @ World Council For City Data

2019 (Coursework; Community Partnership)

- Researching, ideating, designing, prototyping and testing interface designs for a large-scale data information and visualization platform built for desktop.
- Responsible for thorough documentation, including an in-depth 20+ page process / recommendations report.

UX / UI Designer @ WLU User Experience Students Association

2018 (Coursework; Community Partnership)

- Individually ideating, prototyping and testing a platform for students and alumni of WLU UX to engage and share experiences, with a focus on portfolio work and community development.
- Responsible for thorough documentation, including an in-depth 20+ page process / recommendations report.

UX / UI Designer @ S.H.O.R.E. (formerly Planned Parenthood)

2017 (Coursework; Community Partnership)

- Developed mock-ups, prototypes and strategy to engage youth with informative and factual sexual health resources across both web and mobile platforms.

OTHER EXPERIENCE

- Current Volleyball Team Captain @ Laurier Brantford
- First Year Leadership Program (Athletics) @ Laurier Brantford
- Volleyball Team Captain @ Cameron Heights Athletics
 - 1x WCSSAA, 3x CWOSSA Champion, 10th Place OFSAA
- Ice Hockey Team Captain @ Cameron Heights Athletics
- Graphics Editor @ Cameron Heights Yearbook

DETAILS

Portfolio: idkjoel.co/portfolio
Email: joel@idkjoel.co
Phone: 519-500-0644

AWARDS / ACHIEVEMENTS (CONT.)

Alumni Association Award of Merit

Wilfrid Laurier University

2018

Awarded to one student annually who demonstrates academic achievement, leadership qualities and participation in school and community activities.

Designer / Photographer of the Year

WLU Student Publications

2018

Awarded annually to the designer or photographer recognized for the greatest contributions to their publication throughout the year.

Community Representative of the Year

Laurier FYLP Residence Athletic Council

2018

Graphic Design Award (100% Mark)

Cameron Heights Collegiate Institute

2017

Ontario Scholar (90% Average)

Cameron Heights Collegiate Institute

2017

Blake Tales Award

Cameron Heights Collegiate Institute

2017

Awarded annually to a student in their senior year recognized to have made outstanding contributions to the athletics program at Cameron Heights.