

Joel Schellenberger (he/him)

Multidisciplinary designer passionate about building products and services that help people solve problems

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Experience

Ontario Digital Service

Product designer, user researcher | 2020-Present

- Led over 120 usability tests and feedback sessions
- Trusted with leading research & operations, journey & empathy mapping, rapid prototyping, workshop facilitation, and coaching user-centered design
- Lead designer responsible for creating service delivery framework and interface components for enterprise-wide chat support standard on Ontario.ca

Ultucup

UX design and research lead | 2019-2020

- Worked closely with CEO, PR/content team and sales team to re-design and develop new e-commerce site
- Conducted feedback sessions with potential customers
- Re-built the site completely to be mobile friendly
- Improved Google PageSpeed score from 32 to 98
- Decreased abandonment rate by over 20%

Concourse Global

UX designer, researcher | 2018

- Designed a dashboard empowering university recruiters to connect with prospective international applicants
- Created wire-frames and prototypes in sprints
- Hosted dozens of usability tests and feedback sessions with internal stakeholders and external clients
- Worked with devs to build on-time and under-budget

Wilfrid Laurier University

Multiple paid co-curricular roles | 2017-Present

- Facilitated workshops with high school students as representative of Laurier's UX program (2019-Present)
- Editor-in-Chief, The Carnegie [Yearbook] (2017-2020)
- Digital Production & Outreach Coordinator, Athletics (2019-2020)
- Residence Life Don [R.A.] (2018-2019)
- Coach & Captain, Extramural Volleyball (2017-Current)

Education

Wilfrid Laurier University

Honours B.Des, User Experience Design

Minor in Philosophy

Graduation: 2022

Awards & achievements

- Dean's Honour Role (2020)
- Golden Hawk of the Year (2020)
- Extramural Award of Excellence (2020)
- Alumni Association Award of Merit (2018)
- Code/Design to Win Finalist [4th Place] (Communitech, 2018)

Skills

- Leading feedback sessions
- Collaboration
- Research operations
- Interface design
- Persona building
- Wire-framing
- Rapid prototyping
- Journey & empathy mapping
- Receiving feedback
- Taking action and ownership
- Time/priority management
- Facilitating workshops
- Creating cool stuff

Software proficiency

- | | |
|--------------------|---------------|
| • Adobe XD, | • Zeplin |
| • Illustrator, | • Webflow |
| • Photoshop, | • InVision |
| • InDesign | • OptimalSort |
| • Microsoft Office | • Wordpress |
| • Figma | • Github |
| • Sketch | • HTML |
| • Miro | • CSS |