Joel Schellenberger

Bachelor of Design, User Experience Design Program

RELATED EXPERIENCE

UX Designer @ Ultumum Sales & Marketing Innovations Inc.

May 2019 - Present

- Responsible for user research, information design, website mockups, front-end web development, and usability testing.
- I work closely with the company CEO and strategy teams to develop website content, as well as brand personas, journey maps, and purchase flows to better understand users and their needs.

UX Designer @ Concourse Global

May 2018 - December 2018

- Responsible for user research, ideation, prototyping, UI design, developer handoff documentation and usability testing.
- I worked collaboratively with internal stakeholders as well as a third-party team of developers to deploy 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, as well as on-campus advertising.
- I develop our brand presence on-line through high-quality posts built in both Sketch and 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 throughout the year: 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 athletics, automotive, and entertainment to develop websites, branding, graphics and other content for both print and digital production. I've built a custom portfolio website using Github where you can view a majority of this work: http://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

INTANGIBLES

- Feedback Driven
- Strong Communication Skills
- Teamwork Oriented
- Experience Managing Projects
- Experience In Leadership Roles
- Experience Strategic Planning
- Strong Time & Priority Management

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RELATED EXPERIENCE (CONTINUED)

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)

- Responsible for researching, ideating, designing, prototyping and testing interface designs for a large-scale data information and visualization platform to be built for desktop.
- Also 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)

- Working individual on ideating, prototyping and testing a platform for students and alumni of Laurier's UX Design program to connect with each other to share experiences and portfolio work while building community and providing feedback on projects.
- Also responsible for intensive project process documentation.

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

2017 (Coursework; Community Partnership)

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

OTHER EXPERIENCE

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

AWARDS / ACHIEVEMENTS

Code / Design to Win Finalist (4th Place)

Communitech

2018

- Placed 4th at the finals of a national design sprint competition, with the initial round having been participated in by approximately 1000 students.

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

Community Representative of the Year

Laurier FYLP Residence Athletic Council

2018

Blake Tales Award

Cameron Heights Collegiate Institute

2017

- Awarded annually to a senior student in recognition of their outstanding contributions to the athletics program at Cameron Heights.

Graphic Design Award

Cameron Heights Collegiate Institute

2017

Ontario Scholar (90% Average)

Cameron Heights Collegiate Institute

2017