

Joel Schellenberger

Honors Bachelor of Design, User Experience Design

joelschellenberger.com

hello@joelschellenberger.com

519.500.0644



Experience

Product Designer at Ontario Digital Service

May 2020 - Present

- Working in a small prototyping lab team with partners throughout the government to design, test, and improve on services at various points in their development.
- I've lead projects and teams, and personally conducted dozens of feedback sessions / usability tests with the public.
- Facilitated workshops and took on a teaching role, coaching business stakeholders to understand the value of human-centered design and user research.

UX Designer at UltuCup

May 2019 - April 2020

- As the sole designer and researcher at the company, I fully re-designed and developed the e-commerce website.
- Identifying user needs to make informed decisions, I worked closely with the CEO, and with sales and marketing departments to advocate for users.
- The site saw marked improvements in customer retention, sales conversions, and overall user satisfaction after launch.
- I led workshops, created documentation, and coached my teammates on the value of human-centered design.

UX Designer at Concourse Global

May 2018 - December 2018

- Designed a dashboard to enable university recruiters to connect with international high-school students.
- Worked with the company CEO and other key business stakeholders to understand company objectives and balance them with research insights from users.
- Created wire-frames, prototypes of various fidelities, usability testing frameworks, and thorough hand-off documentation to deliver the dashboard on-time and under budget.



Proficiencies

Software

- Figma
- Sketch
- Miro
- Zeplin
- Webflow
- Adobe Creative Cloud (Photoshop, Illustrator, InDesign, XD, After Effects, Premiere Pro & Lightroom)
- Microsoft Office Suite
- InVision
- OptimalSort
- Wordpress
- Github
- HTML
- CSS

Skills

- Leading feedback sessions
- Collaboration, teamwork
- Research operations
- User interface design
- Persona building
- Wire-framing
- Rapid prototyping
- Journey/empathy mapping
- Receiving feedback
- Leadership
- Time/priority management
- Facilitating workshops
- Teaching the value of design to stakeholders

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Education (& Co-curricular)

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Wilfrid Laurier University, Ontario, Canada (2022)

- On track to graduate with Distinction, minor in Philosophy
- Worked with community organizations such as S.H.O.R.E. and the World Council on City Data to generate high-quality deliverables in student project groups
- Lived in residence as a Residence Life Don (or R.A.) [2018]
- Represented my program at the Ontario Universities Fair
- Facilitated multiple design challenges for high school students within the Waterloo Region utilizing 'Extraordinaries' game on behalf of Wilfrid Laurier University
- Worked with a small group of peers to facilitate a design sprint at Google's Waterloo campus during Fluxible 2018 on behalf of Wilfrid Laurier University

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

2017-Present

- Developed a multi-year strategic plan to add value to the student experience through high-quality digital and print media publications.
- I've directed a team of photographers and designers through the production of high-quality print and digital media production, and delivered high quality digital and print yearbooks on-time and under budget.

Digital Production and Outreach Coordinator, Laurier Athletics

2019-2020

- Worked with staff and students in the Department of Athletics to create content for media and campus presence.
- Strengthened our brand presence through on-line posts built in Sketch, Adobe Illustrator, Adobe InDesign and Adobe After Effects, adapting and expanding an existing brand identity.
- Co-created a face-filter for Instagram using SparkAR.



Awards

Golden Hawk of the Year

(Laurier Athletics, 2020)

- Awarded to one student annually in recognition of their outstanding contributions to athletics

Extramural Award of Excellence

(Laurier Athletics, 2020)

Code/Design to Win 4th Place

(Communitech, 2018)

- Placed 4th in a competition hosted by Canada's leading tech hub, participated in by hundreds of designers

Award of Merit (Laurier Alumni

Association, 2018)

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

Designer/Photographer of

the Year (Laurier Student Publications, 2020)

Community Representative of the Year (Laurier First Year Leadership Program, 2018)