

# Joel Wisneski

Experience Designer

[check out my portfolio](#)

[hi@joelski.design](mailto:hi@joelski.design)

[send me an email](#)

## Experience

---

### Mobile User Experience Design Lead

Nationwide Mutual

*Spring 2017 - Now*

Own the experience while leading a team of 7 UX specialists for an app with over 1 million downloads and many overlapping releases

Driving customer-focused conversations with 100+ stakeholders to develop strategies for an app that is delightful but practical

Building wireframes, user flows and research plans consumed by 6 separate agile development teams on 5 separate product lines

### Customer Experience Designer

Kohl's Department Stores

*Fall 2015 - Spring 2017*

Let customers lead us through iterative testing to redefine the checkout process resulting in sales of \$100 million in a year

### Contract Experience Designer/Developer

Image Matters LLC

*Summer - Fall 2015*

Rebranded and developed a 27 page website in 3 months with scalable and reusable Wordpress components

## Education

---

### Master of Science

Human-Computer Interaction Design

*Spring 2015*

Indiana University

## Toolkit

---

Sketches, flows, screens, storyboards and diagrams

Tools that get the job done like InVision and Sketch

Guerrilla usability studies, interviews and surveys

HTML, CSS and JavaScript with a focus is on design

## Side gigs

---



Making icons



Playing guitar



Building/modding video games