Joel Wisneski.com

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Experience

Kohl's Department Stores

Experience Designer   *Fall 2015 - Now*

Crafting concepts, initiated by results of rapid iterative testing, for a project estimated to increase sales by $108 million over 3 years

Led the design effort on a shopping bag project reducing a step in checkout for 7% of online customers

Reinforcing customer-centric values from browsing through purchase across mobile, tablet and desktop experiences

Image Matters, LLC

Contract Web Designer   *Summer - Fall 2015*

Audited and organized the current information into a customer centric layout and architecture

Built a website platform with Wordpress allowing for easy content creation and maintenance

Salesforce Marketing Cloud

Interaction Design Intern   *Summer 2014*

Developed a marketing solution using wireframes and mock ups sending 1 billion messages/day on common social media platforms

Supported a pattern library effort with a layout audit across multiple enterprise software applications

Favorite tools

Pencil/sketchbook   Sketch   InVision

Photoshop   Illustrator   InDesign

HTML   CSS   JS

Things I enjoy

Designing for customers, not my portfolio

Taking absurd ideas and making them a reality

Co-creating with devs and customers alike

Making icons, furniture and homemade soda

Education

Master of Science

Human-Computer Interaction Design

Indiana University Bloomington

Spring 2015

Bachelor of Science

Informatics

Indiana University Bloomington

Spring 2013