

Joel Wisneski

Product Designer

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Experience

User Experience Design Lead

Nationwide Mutual

Spring 2017 - Now

Own the experience while empowering a team of 7 UX specialists for an app with over 1 million unique downloads and continuous releases

Driving customer-focused conversations with 100+ stakeholders across 6 teams by using wireframes, user flows and research plans

Customer Experience Designer

Kohl's Department Stores

Fall 2015 - Spring 2017

Conducted 2 week iterative testing with real customers to simplify the discount model increasing sales by \$100 million in the first year

Designed a shopping bag preview enhancement that reduced a step in checkout for online customers resulting in a 7% decrease in page views

User Experience Designer/Developer

Image Matters LLC

Summer - Fall 2015

Rebranded a 27 page website in 3 months using a design system with components that could be updated by non-technical employees

Education

Master of Science

Human-Computer Interaction Design

Fall 2013 - Spring 2015

Indiana University

While earning the degree worked at the Salesforce Marketing Cloud, 2 small startups and taught a design focused entrepreneurship class

Portfolio

joelski.design

Toolkit

Sketches, flows, screens, storyboards and diagrams

Tools including InVision, Sketch, Axure, Adobe CS

Guerrilla usability studies, interviews and surveys

HTML, CSS and JavaScript with a focus on design

Side gigs

Designing icons

Playing guitar

Building/modifying video games