

# Joel Wisneski

website

hi@joelski.design

email

## Experience

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### Nationwide Mutual Insurance Company

User Experience Design Lead

*Spring 2017 - Now*

Coordinating a team of 8 cross discipline UX specialists on the flagship mobile app used by over 2.3 million customers per year

Facilitating conversations with 50+ stakeholders to determine customer needs, business objectives, budgets and allocations

Establishing design sprints and introducing new tools such as Sketch and InVision

### Kohl's Department Stores

Experience Designer

*Fall 2015 - Spring 2017*

Crafted and refined concepts, with rapid iterative testing, for a project estimated to increase sales by \$108 million over 3 years

### Image Matters, LLC

Contract Web Designer

*Summer - Fall 2015*

Audited, organized and composed the current website information into a customer centric layout and architecture with Wordpress

## Education

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### Master of Science

*Spring 2015*

Human-Computer Interaction Design at Indiana University Bloomington

## Toolkit

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I have roughly a dozen sketchbooks

My preferred workflow is Sketch and InVision

I use tools and methods that get the job done

## Everything else

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I design for customers, not my portfolio

I can work with HTML, CSS and JavaScript but my focus is on design

I make icons, furniture and homemade soda