

Joel Wisneski

User Experience Designer

[check out my portfolio](#)

hi@joelski.design

[send me an email](#)

Experience

Mobile 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 to develop strategies for an app that is future-facing 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

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

Contract 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

Spring 2015

Indiana University

Toolkit

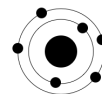
Sketches, flows, screens, storyboards and diagrams

Tools including InVision, Sketch, Axure, Adobe CS

Guerrilla usability studies, interviews and surveys

HTML, CSS and JavaScript with a focus on design

Side gigs



Making icons



Playing guitar



Building/modding video games