

# Joel Wisneski

[check out my portfolio](#)

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

[send me an email](#)

## Experience

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### Mobile User Experience Design Lead

Nationwide Mutual

*Spring 2017 - Now*

Coordinating a team of 5 cross discipline UX specialists on the mobile app with over 1 million downloads since January 2018

Facilitating conversations with 80+ stakeholders to determine customer needs, business objectives, budgets and timelines

Establishing documentation methods to build a consistent workflow with 6 separate agile development and business teams

### Customer Experience Designer

Kohl's Department Stores

*Fall 2015 - Spring 2017*

Crafted and refined concepts, through rapid iterative testing, for a checkout project resulting in \$100 million since April 2017

### Contract Experience Designer/Developer

Image Matters, LLC

*Summer - Fall 2015*

Rebranded a small government contractor's website, with the CMO, based on competitive analysis and heuristic evaluations.

## Education

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### Master of Science

Human-Computer Interaction Design

*Spring 2015*

Indiana University

## Toolkit

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I sketch everything: flows, storyboards, diagrams and screen components

I design for customers, not for my portfolio

I stay informed with design tools, methods and trends

I have experience with quick guerrilla usability studies

## Fun facts

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

I make icons, furniture and play guitar in my free time