

# Joel Wisneski

User Experience Designer

[check out my portfolio](#)

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[send me an email](#)

## Experience

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### 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

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### Master of Science

Human-Computer Interaction Design

*Spring 2015*

Indiana University

## Toolkit

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Sketches, flows, screens, storyboards and diagrams

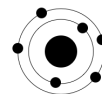
Tools including InVision, Sketch, Axure, Adobe CS

Guerrilla usability studies, interviews and surveys

HTML, CSS and JavaScript with a focus is on design

## Side gigs

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Making icons



Playing guitar



Building/modding video games