

# Joel Wisneski

website

hi@joelski.design

email

## Experience

---

### Nationwide Mutual Insurance Company

User Experience Design Lead

*Spring 2017 - Now*

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

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

Establishing design sprints and documentation methods to build a consistent workflow with 3 to 5 agile development teams

### 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

---

### Master of Science

*Spring 2015*

Human-Computer Interaction Design

Indiana University

## Toolkit

---

I sketch hourly and have a dozen used sketchbooks

My current workflow uses Sketch and InVision

I have experience conducting guerrilla research studies

## Fun facts

---

I design for customers, not for my portfolio

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

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