

Joel Wisneski

Product Designer
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Experience

User Experience Designer

Nationwide Mutual

Spring 2017 - Now

Owning the experience and leading a team of 7 UX specialists while we redesign and scale a multi-million dollar mobile application

Driving customer-focused conversations with 120+ stakeholders across 6 teams with customer feedback, flows, wireframes and design patterns

Developing a design system to consistently scale the mobile application

Customer Experience Designer

Kohl's Department Stores

Fall 2015 - Spring 2017

Listened to customers and boosted sales by \$100 million in a year, we conducted iterative, usability-focused, sprints to simplify checkout

Designed a shopping bag preview enhancement that reduced a step in checkout for online customers and decreased page views by 7%

User Experience Designer/Developer

Image Matters LLC

Summer - Fall 2015

Rebranded and built a 27 page website using a design system with Wordpress components to be used by non-technical employees

Education

Master of Science

Human-Computer Interaction Design

Fall 2013 - Spring 2015

Indiana University

While earning my degree, I interned at the Salesforce Marketing Cloud, 2 small startups and taught a design focused entrepreneurship class

Portfolio

joelski.design

Toolkit

Sketches, flows, wireframes
storyboards and diagrams

Guerrilla usability studies,
interviews and surveys

InVision, Sketch, Axure,
Adobe CS and more

HTML, CSS and JavaScript
for prototyping

Side gigs

Designing icons

Playing guitar

Building/modifying
video games