Joel Wisneski

Senior Product Designer

Based in Honolulu, Hawaii

Website

DesignsByJoel.com

Contact

Hi@DesignsByJoel.com

Work experience

Senior Product Designer
Remote from Honolulu, Hawaii

Possible Finance
April 2021 – September 2022

- Launched a 0 to 1 flagship credit card product to 200,000 customers for a mission driven, Series C Fintech improving financial wellbeing for customers with bad or no credit
- Defined a North Star vision and design principles to develop, proof and print a physical credit card and mailer for a 3,000 customer pilot test
- Defined the navigation model and design patterns for new products across iOS, Android, and web apps with a 89% customer satisfaction rate
- Improved the design process, interviewed candidates, and built Figma resources for a team scaling from 1 to 5 Product Designers
- Built and documented institutional knowledge and collaborated with Product Managers and Engineers to improve the design process and inform a 6-month roadmap

Senior Product Designer
Remote from Milwaukee, Wisconsin

Kohl's Department Stores
October 2018 – April 2021

- Increased conversion by 217% by introducing Save for Later to help customers manage budgets and help Kohl's save the sale
- Drove 20.1 million interactions in the first quarter of 2021 through a Save for Later MVP while mentoring junior designers during the first steps in a long design career
- Realized $100 million in sales with a customer centric approach to an end-to-end transaction experience refresh while forming lasting relationships with 20+ Business Stakeholders and Kohl's leadership
- Partnered with Product Managers and Business stakeholders to establish a strategic vision, define a direction and prioritize iterative projects after pivoting from a 2-year redesign
- Delivered over 600 pages of documentation, use cases, diagrams, design specifications and a design system based on customer feedback and research insights

Lead Product Designer
On site in Columbus, Ohio

Nationwide Mutual Insurance
April 2017 – October 2018

- Increased the app store review from 3.3 to 4.5 stars for a Fortune 100 mobile insurance app based on a blue-sky vision
- Budgeted time and resources for a billable team delivering design assets in 2-week agile sprints and provided work for 7 development teams
- Consolidated patterns into a design system so 4 designers could quickly create consistent app experiences
- Managed relationships and expectations across 120 Business, Product and Engineering stakeholders while leading a 6-person Agile design squad

Education

Master of Science in Human Computer Interaction Design
Indiana University Bloomington   **May 2015**

- Mentored student designers and critiqued deliverables as an Associate instructor for 4 semesters

Bachelor of Science in Informatics
Indiana University Bloomington   **May 2013**

- Concentration in Digital Art and Minor in Telecommunications

Professional skills

General - Product design, Interaction design, User Experience (UX) design, North star visioning, road-mapping Customer research, HTML/CSS/JavaScript, Human-Computer Interaction Design, Visual communication, Internal consultation, Design Ops, Strategy, 0 to 1 development

Industry – FinTech, Credit, Customer Service, E-commerce, Payments, Transactions, Fulfillment, Pricing, Marketing, Customer loyalty

Discovery - Prioritization, Sketching, Whiteboarding, Design documentation, Building operational insight, Affinity mapping, Journey mapping, Service blueprints, Competitive analysis, Stakeholder mapping, Flow diagrams, Design exercises, Survey design, Communicating rationale, Research planning

Delivery – Usability testing, Wireframing, Rapid prototyping, Visual design, Design specifications, Print, Agile, Building and maintaining design systems, Design critique, Design presentations

Tools – Figma , Miro, Sketch, UserZoom, InVision, Axure, UXPin, Adobe Creative Suite, Adobe XD, Webflow, Wordpress