

Joel Wisneski

Senior Product Designer

Based in Honolulu, Hawaii | Pacific Daylight Time Zone

Website

DesignsByJoel.com

Contact

Hi@DesignsByJoel.com

Work experience

Senior Product Designer

Remote from Honolulu, Hawaii

- Designed and launched a flagship credit card product from start to finish for a mission driven, Series C Fintech improving the financial situations for 300,000 customers with bad credit
- Mapped workflows, customer journeys and institutional knowledge with Product Managers, Engineers and Leadership while advancing the go-to-market plans for a 3,000-customer pilot test
- Defined a flexible navigation model by collaborating with a fully remote team of Product Managers, Engineers and Leadership for iOS, Android, and web apps with an 89% customer satisfaction rate
- Collaborated with Marketing and 4 external companies to print an on-brand physical credit card and mailer to accompany the app experience
- Established the design process, design system and communication with engineering stakeholders across 6 separate initiatives and was the sole designer during a period of Product leadership changes

Possible Finance

April 2021 – September 2022

Senior Product Designer

Remote from Milwaukee, Wisconsin

- Increased conversion by 217% in 3 months by introducing a Save for Later feature informed 200 hours of customer research, customer interviews and rapid prototypes
- Realized \$100 million in sales with a user centered approach to an e-commerce Cart and Checkout experience by collaborating with Product Managers, Engineers, Researchers and Business Stakeholders
- Pivoted from a 2-year redesign project to 14 separate A/B test initiatives by synthesizing customer insights and prioritizing features that would improve the user experience and achieve business goals
- Delivered 600 pages of design specifications based on customer feedback and research insights while supporting research initiatives and mentoring a junior designer

Kohl's Department Stores

October 2018 – April 2021

Product Design Lead

On site in Columbus, Ohio

- Increased the App Store review from 3.3 to 4.5 stars for a mobile app by working closely with engineering teams to deliver a blue-sky vision pitched by the UX team
- Budgeted time and resources for a billable team that delivered wireframes, visual design, copy and code to 7 engineering teams while maintaining a consultative relationship with Product Managers and Business Leadership
- Managed relationships and expectations across 120 Business, Product, Engineering and Research stakeholders while defining a roadmap
- Optimized the design-development hand off by creating a design system that allowed 2 designers to produce work for 50 engineers

Nationwide Mutual Insurance

April 2017 – October 2018

Customer Experience Designer

On site in Milwaukee, Wisconsin

- Unified the way Kohl's displays discounts across 5 retail channels by defining mobile-first design patterns
- Updated a persistent shopping bag preview with key options and information that decreased page views by 7% and shortened the distance to checkout

Kohl's Department Stores

September 2015 – March 2017

Education

Master of Science in Human Computer Interaction Design

Indiana University Bloomington

May 2015

- Mentored student designers and critiqued assignments 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