

Joel Wisneski

Senior Product Designer

Based in Honolulu, Hawaii | West Coast hours (PST/PDT)

Portfolio

DesignsByJoel.com | Password: Hello

Contact

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Work experience

Senior Product Designer/Service Designer – Fintech

Super.com

Remote from Honolulu, Hawaii

January 2023 – August 2024

- Uncovered key moments, opportunities to define a design strategy and overlapping work across 3 business lines by leading customer journey mapping exercises and translating insights to a shared visual resource
- Translated product research insights to design direction for a 4-person design team by synthesizing past research, user interviews, building surveys and conducting usability tests for new design concepts
- Added financial education to increase card spending 21% for a 0 - 1 product in a super-savings themed mobile app (Android / iOS) by synthesizing data from Amplitude, usability studies and customer interviews
- Migrated a customer service chatbot to provide customers with answers for 41 questions across 3 product verticals by collaborating with Product Managers and Engineers from wireframes and design patterns to interactive prototypes

Senior Product Designer – The Possible Card

Possible Finance

Remote from Honolulu, Hawaii

April 2021 – September 2022

- 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, screens customer journeys and institutional knowledge with Product Managers, Engineers and Leadership while defining 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, Legal and Leadership for iOS, Android, and web apps with an 89% customer satisfaction rate
- 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

Senior Product Designer – Cart and Checkout

Kohl's Department Stores

Remote from Milwaukee, Wisconsin

October 2018 – April 2021

- Increased conversion by 217% and improved the customer experience in 3 months by introducing a Save for Later feature on a responsive e-commerce website informed by 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 Management, Engineers, Researchers, Content Designers and Business Stakeholders
- 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 project to smaller, iterative experiments

Product Design Lead – The Nationwide App

Nationwide Mutual Insurance

On site in Columbus, Ohio

April 2017 – September 2018

- Increased the app store review from 3.3 to 4.5 stars for a Fortune 100 insurance app (Android and iOS) while budgeting time and resources for a billable design team
- Managed relationships with 120 stakeholders across Business, Product, Design and Engineering while leading a 6-person Agile design squad
- Built a design system to maintain consistency across 3 designers and 7 engineering teams as the product scaled the app from an initial release to a company-wide initiative

Education

Master of Science in Human Computer Interaction Design

Indiana University Bloomington

Graduated May 2015

Bachelor of Science in Informatics

Indiana University Bloomington

Graduated May 2013

Professional skills

Design - Product design, Interaction design, User Experience design, UX, User Interface Design, UI, Design thinking, 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, Retail, Payments, Transactions, Fulfillment, Pricing, Marketing, Customer loyalty, B2C

Discovery – User Research, Prioritization, Sketching, Whiteboarding, Design documentation, Defining requirements, Affinity mapping, Journey mapping, Service blueprints, Competitive analysis, Stakeholder mapping, Flow diagrams, Information architecture, Survey design, Communicating rationale

Delivery – Usability testing, Wireframing, Rapid prototyping, UI design, Design specifications, Design Sprints, Agile Environment, Building and maintaining design systems, Design critique, Design presentations, Storytelling, Jobs-to-be-Done framework, Personas

Tools – Figma, Notion, Slack, Miro, Sketch, UserZoom, Zeplin, Axure, UXPin, Adobe Creative Suite, Adobe XD, Webflow, Wordpress