

Joel Lueders

UX & Visual Designer

Portfolio - www.joellueders.com

Email - joel.lueders@gmail.com

Phone - (612) 208-6753

Design - Mobile, Responsive, Graphic, Print, Typography, Brand, Packaging, Wireframes

Tools - Sketch, Invision, Illustrator, Photoshop, XD, Premiere, Axure

PROFESSIONAL EXPERIENCE

VR Concierge - REM5 Virtual Reality Laboratory 2018 - Present

- Match customer's interests and experience level, and recommending relevant VR content.

UX & Web Designer - Freelance 2015 - Present

- Improve online customer experience through research and advocating design changes.
- Produce visual assets, wireframes, and websites for desktop and mobile for usability testing
- Design wireframes in Sketch for usability testing.
- Collaborating with developers, owners, and copywriters.
- Conduct user interviews, usability testing, and competitive analysis.
- Clients Include: Greater Twin Cities United Way, Haunted Basement, Reach Higher Painting, Minnesota Interfaith Power & Light, Aquatics Empowered, Brian Just Music

Visual Designer & Illustrator - Freelance 2007 - Present

- Provide graphic design, illustration, photography, branding, naming, logo design to clients.
- Clients include: Marbles: the brain store, Wonderly, Music Lab, MC Longshot, Ch. 3 TV.

Team Lead / Software Instructor - Rust Consulting 2006 - 2010

- Established clear standards for effective performance by creating the company's first SOP and new employee training manuals.
- Made lively and effective presentations to large audiences, turning dry software instructions into something emotionally resonant.
- Trained call center employees on best practices resulting in fewer escalations and shorter call times.

Squad Leader / Instructor - MN Army National Guard 2002 - 2007

- Taught hundreds of soldiers in the classroom and in the field.
- Effectively motivated subordinates to attain organizational goals.

EDUCATION

User Experience Design Certification Prime Digital Academy 2017

Improv Theater Training Huge Theater 2015-2016

Bachelor of Science: Elementary Education University of Minnesota 2006

Industrial Machinery Repair Certification United States Army 2002

Graphic Design Generals Minneapolis College of Art and Design 2000-01

AWARDS

Second Place - AI Hackathon - Twin Cities Startup Week (2017)

Top Student Honor Graduate Award - U.S. Army Ordinance School (2002)

WORK RELATED ACTIVITIES

UX Whiteboard Challenge Meetup - Creator and Host (January 2018 - Present)

UXPA - Member since April 2017