



# Joel Lueders

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(612) 208-6753

## Capabilities

- TOOLS** Adobe Creative Cloud (Photoshop, Illustrator, XD, Premiere), Sketch, Invision, Axure, HTML, and CSS
- DESIGN** Mobile & Responsive UI Design, Wireframing, Prototyping, Logo, Illustration, Creative Direction, Art Direction
- RESEARCH** Kano Analysis, Usability Testing, Journey Mapping, Participant Led Testing, Remote Testing

## Experience

**UX DESIGN CONSULTANT**  
Aquatics Empowered

**AUG 2017 - AUG 2017**  
Devised a 12 month UX design strategy. Created a style guide to be used by the development team. Logo redesign using Adobe Illustrator.

**UX DESIGN STUDENT**  
Prime Digital Academy

**MAR 2017 - JUL 2017**  
Greater Twin Cities United Way - Group Project  
Designed a volunteer recommender system and it's logic with the goal of increasing conversion. Created illustrations of cartoon characters .

**Peace Coffee - Solo Project**  
Redesigned packaging and in-store experience based upon user research: Kano survey, competitive analysis, participant led inquiry, and ethnographic study.

**ROUTE SALES / DELIVERY**  
Peace Coffee

**NOV 2010 - MAR 2017**  
Coordinated delivery with 24 grocery stores with a team of four.

**WEB & VISUAL DESIGNER**  
Freelance

**SEP 2010 - SEP2015**  
Wireframed and designed websites for musicians and artists with custom Weebly and Squarespace sites. Provided interface, creative, photo, and art direction. Photo editing done with Photoshop. Designed album covers. Print design and illustration.

**IMMERSIVE THEATRE ACTOR**  
The Haunted Basement

**SEP 2013 - NOV 2016**  
Testing and redesigning rooms to improve patron experience. Journeymapping. Terrifying patrons in a unique fully-immersive, improvisational, artist created haunted house.

**SQUAD LEADER**  
Minnesota Army National Guard

**MAY 2002 - JUN 2007**  
Lead a team of 10 mechanics, managed their time, gave orders, solved problems. Adapted to budget and resource availability, missing equipment and personnel loss. Taught 300 solders how to drive and shoot an M-16 simultaneously.

## Education

Prime Digital Academy  
UX Design Certification  
2017

University of Minnesota  
BS: Elementary Education  
A/V Club  
2007

US Army Ordnance School  
63J Certification  
Top Student Award  
2002

Fort Leonardwood  
Army Basic Training  
Honor Graduate  
2002

MCAD  
Generals  
2000-2001

## Community

MN Interfaith Power & Light  
Design Thinking Consultant

UXPA  
Member & Volunteer

Huge Improv Theater  
Volunteer Usher

CH.3 TV  
Associate Producer

TC Marathon  
Finisher