

Joel Lueders

User Experience Designer

CAPABILITIES

Research

User Interviews, Kano Analysis, Usability Testing, Comparative Analysis, Journey Mapping, Heuristic Analysis, Participant Led Testing

Design

Competitive Analysis, Mobile, Interface Design, Branding, Product Design, Experience Design, Wireframing, Prototyping, Logo Design, Illustration, Creative Direction, Art Direction, Photo Direction

Tools

Photoshop, Illustrator, Sketch, InVision, Axure, Keynote, HTML, CSS

EDUCATION

User Experience Design Certification - Prime Digital Academy, 2017

BS Elementary Education, Specialty in Science - University of Minnesota, Twin Cities, 2006

Industrial Machinery Mechanic Certification - United States Army, 2002

PROFESSIONAL EXPERIENCE

Freelance UX Researcher & Website Designer (October 2017 - Present)

Brian Just Music

- Designed album packaging by adapting preexisting artwork.
- Built eCommerce website
- Conducted remote usability testing and used findings to inform design.

Reach Higher Painting

- Lead a design workshop for clients and customers.
- Perform competitive and comparative research to determine design.
- Created custom graphics, illustrations, logos using Photoshop and Illustrator.

Nano Nore Artworks

- Conducted a competitive analysis, heuristic evaluation, and contextual inquiry with the client.
- Simplified website to show the artwork first, increasing user certainty.
- Designed and published the website using Weebly and custom HTML and CSS.

Freelance UX Research Consultant (July 2017 - November 2017)

MN Interfaith Power & Light

- Interviewed stakeholders and customers.
- Built a service blueprint based on research.
- Redesigned on-boarding for a smoother process.

Aquatics Empowered

- Created 12 month product strategy.
- Redesigned site and logo based upon competitive analysis.
- Designed a style guide for developers.

User Experience Design Student (June 2017 - July 2017)

Greater Twin Cities United Way

- Designed an app which incorporated a personality quiz resulting in increased conversion.
- Created the recommender systems logic based on dating apps and motivation fundamentals.
- This app is currently in development and they will be using my illustrations.

Peace Coffee

- Increased packaging findability 70% through user testing and kano survey.
- Conducted an ethnographic study at different types of grocery stores.
- Redesigned packaging.

Freelance Digital Designer (April 2017 - April 2007)

- Specializing in visual solutions (both digital and in print) for musicians and small businesses.
- Provided graphic design, art direction, photography, branding, naming, logo design
- Clients: Marbles: the brain store, Brian Just Band, Music Lab, MC Longshot, Ch. 3 TV.

Route Sales, Peace Coffee (October 2011 - April 2017)

- Coordinated delivery with 24 different grocery store managers and hundreds of customers.
- Improved route efficiency by introducing mobile technology.
- Adapted to dramatic company growth.

Squad Leader, MN Army National Guard (May 2002 - October 2007)

- Lead a team of mechanics.
- Taught instructional courses to hundreds of soldiers.

AWARDS

Second Place: Artificial Intelligence Hackathon: Twin Cities Startup Week (2017)

Conceived, designed and helped develop a machine learning web app that predicts the date of your death using government data and the Nexosis Artificial Intelligence API.

Top Student Honor Graduate Award, U.S. Army Ordinance School (2002) Aberdeen Proving Grounds, Maryland

HOBBIES

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

Marathon Running -Twin Cities Marathon 2016, 2017. Grandma's Marathon 2017.