

# Joel Lueders

## User Experience Designer

### SUMMARY

Since I started designing posters for musicians in college, I've been an enthusiast for visual storytelling and its power in affecting behavior. Over the years this grew into a side hustle creating marketing materials and websites for small businesses. This year I expanded my skill set by becoming certified in user experience design. My UX research has gotten nonprofits increased volunteer conversion, donations, and lowered overhead. I'm in search for my next Experience Design challenge with a team of smart people with a good sense of humor.

### EDUCATION

**User Experience Design Certification** Prime Digital Academy 2017

**BS Elementary Education, Middle School Science** University of Minnesota 2006

**Industrial Machinery Mechanic** United States Army 2002 - Top Student Award

### PROFESSIONAL EXPERIENCE

**UX Research Consultant, Let's Encrypt** (November 2017 - Present)

They are a nonprofit with the goal of encrypting the entire internet. They are looking for a way of increasing donor conversion. I am currently conducting competitive analysis of other tech nonprofits, user testing, and A/B testing prototypes.

**UX Research Consultant, MN Interfaith Power & Light** (August 2017 - November 2017)

They are a small team that enrolls people in solar gardens. Their enrollment process was confusing customers and taking away valuable recruitment time. I interviewed stakeholders and customers to create a service blueprint that showed unnecessary redundancies. I am currently wireframing an online wizard to further save time.

**UX & Visual Design Consultant, Aquatics Empowered** (August 2017 - August 2017)

They are a nonprofit that lists pools available for aquatic therapy, I interviewed potential customers to develop a business strategy. I also updated their logo, created a style guide and wireframes.

**User Experience Design Student, Greater Twin Cities United Way** (July 2017 - July 2017)

The United Way wanted a way to increase online volunteer conversion. My team designed an app which incorporated a personality quiz resulting in tripled conversion. This app is currently in development and they will be using my illustrations. Also created a physical card game to help match volunteers at live events.

**User Experience Design Student, Peace Coffee** (June 2017 - June 2017)

Peace Coffee wanted to improve their customer's experience while shopping for coffee at the grocery store. My research and prototyping resulted in a new coffee bag that increased findability 70%. I also discovered a problem bulk coffee customers were having in the stores, so I created a customer tool kit that is now in use. They have since released a new blend of coffee and the packaging based upon my research.

### PORTFOLIO

[joellueders.com](http://joellueders.com)

### CONTACT

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### METHODS / SKILLS

Listening  
Scenarios  
Journey/System Mapping  
Digital Prototyping  
Web & Mobile App Design  
Usability Testing  
Wireframing (low and high fidelity)  
Branding  
Marketing Materials  
Packaging Design  
UX Research

### TOOLS

Photoshop  
Illustrator  
Sketch  
Axure  
Invision  
HTML/CSS

## **Freelance Visual & Web Designer** (April 2017 - April 2007)

This was my side hustle before going back to school for UX Design. I was the go to art and design person for a group of musicians and small businesses. I Provided art direction, photography, illustration, and web design. Some clients include: Marbles: the brain store, Brian Just Band, Music Lab, Reach Higher Painting, MC Longshot, Ch. 3 TV.

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

I managed the stock of Peace Coffee at 24 grocery stores. Improved route and warehouse efficiency as the company quickly from 30 employees to over 100.

## **Industrial Machinery Mechanic, MN Army National Guard** (May 2002 - October 2007)

While managing a squad of mechanics I insured the quality standards of industrial machinery repair. Taught several hundred soldiers technical coursework in the classroom and the field.

## VOLUNTEER EXPERIENCE

### **Immersive Actor, The Haunted Basement** (September 2014 - November 2017)

Highly empathetic, engaging with patrons in a fully-immersive, improvisational haunted house. Supported various sized teams, goal setting, quality control, and adapting based on guest response.

## AWARDS

### **Second Place: Machine Learning Hackathon: Twin Cities Startup Week** (2017)

Concieved, designed and helped develop a machine learning web app that predicts the date of your death using government data.

### **Top Student Honor Graduate Award, U.S. Army Ordinance School** (2002)

Aberdeen Proving Grounds, Maryland

## HOBBIES

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

**Improv Theater** - In my freetime I like to take courses in improv and perform with a troupe.

## REFERENCES

"When a new project comes about, Joel is happy to take on the role of subject matter expert. No matter the topic or task, you always have the feeling that Joel has done this before. During critique, Joel can quickly pull up relevant design choices other companies made. He brings to light current, past, and future trends. From the feel of an interface, down to the interactions, Joel helps you see the pros and cons of your options."

-Jalen Even, UX Researcher, Thompson Reuters

"I was always impressed with his creativity, critical thinking and intuition. Joel knows when to push creative boundaries to their limit and when to recognize the simpler solution as the best solution. He is a problem solver, a joy to work with and a wiz at mastering new design software. Joel is a smart designer and an effective communicator-- I hope to get the chance to work together again in the near future!"

- Molly Horton, UX Designer, Allianz Life

"Joel Lueders is one of the most creative individuals I have had the pleasure of working with. He is an incredible storyteller and is able to create a relatable analogy for just about any situation. He was the first to take on the role of Scrum master and create an organized and efficient process for the team. I appreciate Joel's willingness to give and accept specific feedback graciously. He thinks about people and ideas first which allows for a safe and collaborate space to work. Joel also creates fun and dynamic visual design that will knock your socks off! I hope to have the privilege of working with Joel again someday and highly recommend him to anyone looking for a creative and empathetic team member!"

- Katie Holmes, UX Visual Designer, Best Buy

"Joel is dependable, well organized, highly creative and enjoys working to satisfy others. He knows how to reach through to people in a meaningful and humorous way. His experience, dedication, initiative and personality will make him an asset to any company."

- Nikki Halverson, Peace Coffee

Reference contacts supplied on request