

Joel Lueders

UX/UI Designer

SUMMARY

I'm used to wearing many hats, both creative and technical. In my position as a freelance visual designer, my key challenge was to be a one-stop shop for clients. This has led me to be highly adaptable creating logos, packaging, and marketing materials. I treated my coursework for certification in UX Design at Prime Digital Academy as the next step in my growth as a designer. I've added to this by starting a hands-on meetup group for UX designers.

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

Freelance UX/UI Design (August 2017 - present)

Create digital solutions and strategies for entrepreneurs and non-profits using UX methods and design thinking workshops. Clients: **Aquatics Empowered, RachelMayerArt.com, Minnesota Interfaith Power & Light.**

- **Interaction Design** Wireframes, low-fidelity mockups, clickable prototypes and pixel perfect polished designs. As well as sitemaps, and process flows.
- **Graphic Design** Packaging design, branding, vector logos, digital product photography and photo enhancement, user interface design, illustration and drawing.
- **Communication** Writing, storytelling, design critique, as well as video and editing skills.

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

Working independently and collaboratively in an agile environment, designing a clickable prototype and proposed an innovative solution which tripled volunteer conversion. Co-created a physical card game for live events. Illustrated cartoon characters for the mobile app.

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

Increased findability 70% with new packaging design based upon usability testing. Improved in-store experience for coffee grinding customers based upon an ethnographic study and interviews.

Freelance Visual Designer (April 2017 - April 2007)

Specializing in visual solutions (both digital and in print) for musicians and small businesses using Photoshop, Illustrator, and InDesign. Provided art direction, photography and digital enhancement. Clients: **Marbles: the brain store, Brian Just Band, Music Lab, Reach Higher Painting, MC Longshot, Storyology, Ch. 3 TV.**

- **Graphic Design** Album covers and packaging (CD & LP), print and web graphics
- **Marketing** Copywriting, branding, promotional materials, posters, logos, pamphlets

PORTFOLIO

joellueders.com

CONTACT

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METHODS / SKILLS

Listening
Agile Software Development
Scenarios
Journey/System Mapping
Digital Prototyping,
Web & Mobile App Design
Usability Testing
Wireframing (low and high fidelity)
Branding
Marketing Materials

TOOLS

Photoshop
Illustrator
Axure
Sketch
Invision
InDesign

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

Highly dependable, working independantly 75% of the time. Coordinated delivery with 24 different grocery store managers and hundreds of customers. Improved route and warehouse efficiency. the company experienced dramatic growth from a small coffee roaster of 12 employees to over 100.

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

As squad leader I managed a team of 8 mechanics and insured the repair of industrial machinery. Taught several hundred soldiers coursework.

VOLUNTEER EXPERIENCE

Design Thinking Consultant, Minnesota Interfaith Power & Light (July 2017 - present)

Walked a mile in the customer's shoes by signing up for service in secret. Improved customer flow and reduced overhead for customer sign up using design thinking techniques. Created a journey map and a service blueprint to understand user flow.

Immersive Actor, The Haunted Basement (October 2014 - November 2017)

High flexibility moving from actor to designer to customer relations nightly. 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

UX Whiteboard Challenge Meetup Host

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, Freelance Craftmaker

Reference contacts supplied on request