

Joel Walker

UX Designer

2259 Cumberland Dr.
Troy, MI 48085

720.253.6755
joelwalker76@gmail.com
joelwalkerdesign.com

Overview

UX designer with a flair for the creative and a dedication to continuous learning. Excels in collaborative environments with teams of 3 to 40 people. Focused on mobile-first and responsive design, adeptly balancing business objectives with human-centered design principles. Committed to delivering impactful user experiences while staying abreast of industry trends and best practices.

Experience

Auto-Owners Insurance / UX Analyst

MARCH 2022 - JUNE 2024, LANSING, MI

- Directed the design strategy for two high-impact company projects, leading to a 35% surge in user satisfaction and a 15% growth in revenue. Assisted collaborative efforts on three other pivotal projects, contributing to successful design and execution
- Executed a strategic redesign of the customer portal, resulting in a 14% increase in enrollment and an 18% decrease in calls to billing representatives
- Designed and presented prototypes, mock-ups, and wireframes to communicate design concepts to project leads and internal stakeholders
- Spearheaded the implementation of design consistency guidelines and WCAG standards, resulting in a 22% decrease in user-reported accessibility issues, enhancing user experience and reinforcing brand identity
- Led user research initiatives, usability evaluations, and behavior analytics to pinpoint strategic design enhancements, leading to a 30% decrease in customer churn and a 20% boost in overall customer satisfaction levels
- Facilitated 8 usability studies over the past 16 months with over 48 agents and associates
- Stayed up to date with the latest trends, tools, and technologies in interaction design and user experience design

Proven Physical Therapy www.provenpt.com / Site Design & Development

DECEMBER 2021 - FEBRUARY 2022

Tools

Adobe Illustrator, Balsamiq, Figma, WordPress

Developed a user-centric website for a specialized Manual Physical Therapy practice, focusing on enhancing the overall user experience and adhering to industry-leading design principles.

- Conducted in-depth client consultations to comprehensively understand the needs and goals for the website

- Reviewed and benchmarked physical therapy websites to identify industry best practices and optimize content strategy; resulting in a 42% increase in online appointment requests
- Partnered with stakeholders to define a strategic roadmap for MVP launch, emphasizing critical features and setting the stage for future improvements, driving a 30% decrease in development time.
- Built the website using WordPress, ensuring a scalable and customizable platform that aligned with the client's needs and providing a smooth backend experience
- Crafted an intuitive and user-friendly appointment form that increased new patient bookings by 22% over the first 6 months

West Woods Bar & Grill / Manager

DECEMBER 2018 - JULY 2021, ARVADA, CO

- Developed and implemented specific revenue growth plans for all areas of the Food and Beverage operation, resulting in an 8% increase in overall sales within the first years
- Successfully trained and supervised over 65 staff members consisting of wait staff, bartenders, and beverage cart operators, ensuring high-quality customer service and adherence to West Woods standards
- Conducted regular training sessions and wine tastings, resulting in an improvement in customer satisfaction 15% more wine sales
- Enforced safety regulations, health standards, and cleanliness protocols resulting in a consistent compliance record and a positive health department inspection rating of 93%
- Authored point of sale layout with associated categories, food items, accompanying modifiers, and proper kitchen station routing, decreasing overall food waste by 20%

Education

Careerfoundry / UX Certificate

JANUARY 2020 - FEBRUARY 2021,

University of Colorado / Recording Arts

AUGUST 2009 - JUNE 2013, DENVER, CO

Tools & Skills

Adobe Illustrator, Axure RP, Balsamiq, Figma, Sketch, UserZoom, WordPress, Jira, Confluence, Lucid Spark

Prototyping, Facilitating Usability Studies, Wireframing, User Research, User Journeys, Leading Workshops