

Joanne Wesloske

PERSONAL INFORMATION

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PROFILE

Providing businesses and corporations with product strategy and design for online and offline solutions. Designing and helping manage product software solutions for eCommerce, Industry 4.0, IoT, medical and healthcare environments. Work closely with product owners, managers, scrum masters and development in an agile environment to produce iterative releases and results. Manage and work alongside the UX team to create UX artifacts, Wiki documentation, designs, prototypes, user stories and usability testing.

TEAM LEADERSHIP AND MANAGEMENT

- Recruit, inspire and manage UX, design and intern talent.
- Collaborate with development, UX, upper management, and vendors to keep projects on task, on schedule and within budget.

CREATIVE EXPERTISE

- Product Strategy
- Product design
- Creative design
- Web and native mobile design
- Low and high-fidelity prototyping
- Graphic production & asset creation
- Branding
- Marketing

UI & UX DESIGN

- Sketches
- Wireframes
- Sitemaps
- Prototyping
- Personas
- Journey maps
- Flow maps
- Design system management
- Heuristic analysis
- Familiarization with different development environments

SOFTWARE EXPERTISE

- Adobe Creative Suite with design expertise using Photoshop and Illustrator.
- Sketch
- Maze
- InVision
- Microsoft Suite
- Confluence
- Jira
- Knowledge of HTML, CSS, and JavaScript

WORK EXPERIENCE

Dematic UX Manager for R&D and Development

Atlanta, Georgia
September-2019 to present

Responsible for inspiring and leading a team of five UX designers to produce sketches, wireframes, user flows and prototypes. Work alongside UX team to create designs, UX artifacts and documentation.

Facilitate close alignment with development product management, project management and third-party vendors.

- Hire design talent with a custom a pre-test process to find the best individuals for the intended project and skill level requirements.
- Act as a design lead as well as a manager to work on project designs and bring a sense of cohesiveness to the team.
- Initiate standups, project work reviews and jam sessions with product management, developers, and UX team.
- Oversee and participate in the research and usability testing using moderated and unmoderated processes.
- Provide lean UX processes for seamless Jira integration.

Spanx UX Manager

Atlanta, Georgia
April-2019 to September-2019

Was responsible for the delivery of sitemaps, wireframes, prototypes, design and final specifications to upper management, developers and vendors for web and mobile integration of new eCommerce purchase flow responsible for \$75m in yearly revenue.

Worked directly with development to understand, determine, and document technical limitations of software platform. Adjusted design accordingly to deliver solution for immediate integration and quality assurance testing.

- Defined new workflow processes including integration of Sketch software across multiple teams to reduce time from design to implementation by 40%.
- Managed and taught a team of two to help in the design for new product purchase pages and purchase flow.
- Facilitated integration of TurnTo, a next-gen customer ratings and review platform, as well as Zendesk a customer support SaaS platform.

Stanley Black & Decker, Inc. Senior UX Designer

Digital Accelerator
Atlanta, Georgia
June-2016 to March-2019

Was responsible for the UX and visual design for industry 4.0, IoT and customer facing software solutions. Manufacturing software solution included changing all paper-based tasks into a digital process for all manufacturing plants.

Sole UX and visual designer for DIYZ a customer facing PWA that had over a million users and included real-time advisor video chat. DIYZ was the first customer-facing digital software product showcased by the Digital Accelerator.

- Was responsible for sketches, wireframes, sitemaps, prototypes and asset production for native iOS, Android, and web PWAs.

- Participated in standups, project work reviews and jam sessions with developers to expedite iterative software releases.
- Facilitated and presented new ideas like advisor video chat with Alexa integration.
- Created presentations for upper management and leadership.

Progress Senior UX & Visual Designer

Lilburn, Georgia
May-2015 to June-2016

Collaborated directly with clients and management to discover and define project requirements and timelines. Worked with manager and other designers to create wireframes and designs.

- Created UX artifacts including high resolution designs using custom component system.
- Wrote front-end code for custom Bootstrap environment.
- Provided UI kit documentation to development for ease of integration.

PointClear Solutions Senior UX & Visual Designer

Dunwoody, Georgia
April-2013 to January-2015

Designed complex medical software for web and mobile that included electronic health records. Created detailed heuristic analysis of current customer software to determine next-gen designs. Worked with a large group including software architects, developers, business analysts and managers.

- Collaborated with business analysts and HIPPA compliance specialists to meet specific legal requirements.
- Paralleled design with development to meet tight deadlines.
- Provided Ulkit design documentation to development.

Scripps Networks Software Engineer Analyst III

Knoxville, Tennessee
April-2011 to December-2012

Created site architecture, wireframes, and designs for international web application. Requirements gathering and design reviews included meetings with senior software architects, business analysts, developers, and managers. Software application requirements included inventory selection, episode assignment, contract creation and fulfillment.

- Performed usability research including personas, flow-maps, and journey maps.
- Engaged in extensive usability testing using interactive prototypes.
- Captured user engagement with video capture software.

OTHER CAREER POSITIONS

InComm Senior Web & UX Designer
Atlanta, Georgia
March-2010 to May-2011

Maxmedia UX Designer
Atlanta, Georgia
September-2009 to October-2009

CNN International UX & Web Designer
Atlanta, Georgia
August-2009 to September-2009

Turner Sports Senior UX Designer
Atlanta, Georgia
August-2009 to September-2009

BBDO Atlanta UX & Visual Designer
Atlanta, Georgia
May-2007 to December-2008

More career information upon request.

EDUCATION

Bachelor of Design from the University of Florida
Graduated 2/1987

Associate of Art Degree from Santa Fe Community College
Graduated with Honors 6/1985