



Joey Mueller

UX Designer & Strategist

Education

University of Minnesota - TC

Graphic Design BFA

Graduating May 2015

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Experience

Storytech

Video and animation firm specializing in commercial production.

December 2013 - Present

Web Designer, Strategist

Realize the web and app development of multiple entrepreneurial side projects. Develop and implement effective online marketing and sales strategies. Strategy consultation for web aspects of multiple projects.

WEDGE

IT, web design, and web strategy consulting firm for small businesses.

June 2014 - Present

Graphic Designer, Consultant

Work with clients to develop cohesive online and on-site solutions. Design websites and workflow with an emphasis on usability for the client. Wireframe websites and work directly with developers. Research and implement creative solutions through APIs. Execute effective marketing strategies through both print and social media.

Best Buy

Consumer electronics retailer.

November 2015 - February 2016

Contract Web Designer

Work on a team to produce new and engaging content for the Best Buy website and online promotions. Participate in brainstorming and critique sessions with focus on improving user experience and conversion rates. Communicate with vendors and adhere to brand guidelines. Generate HTML assets and work with project managers to ensure everything goes live as planned.

Droxr

Social media marketing firm with an emphasis on targeted audiences through YouTube, Vine, Twitter, and Snapchat content creators.

October 2014 - November 2015

Content Creator, Strategist

Assist in content creation for multiple high profile social media accounts. Develop and facilitate profit-driven affiliate marketing strategies utilizing social media ad platforms and cross promotion through other high profile accounts. Use analytics to track user interaction with ads on social media and improve ad performance. Wireframe and design the UI and workflow of a platform clients and brands will use to track impressions and conversions of our service.

Goldstein Museum of Design

Museum on the University of Minnesota campus displaying quarterly design-related exhibitions.

September 2013 - September 2014

Museum Staff

Assist in the planning and construction of design exhibitions. Open, close, and maintain the museum throughout exhibitions. Volunteer at design-related events and fundraisers.