

# Joe Wheeler

## Design Research + Strategy

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## Skills

### User Research

Interviews, Surveys, Field Observation, Workshops, Usability Testing, Data Visualization

### Design Strategy

Personas, User Journey Maps, Guiding Principles, Value Propositions, Service Blueprints

### Prototyping

Information Architecture, Wireframes, Mockups

## Awards

### Co-Third Prize Team, 2020

Healthcare Innovation's Innovator Awards for InSight Care Program with MSKCC

### Pulitzer Center Grantee, 2019

Journalism Grant for What Went Wrong?

### First Prize in Immersive Storytelling, 2017

World Press Photo's Digital Storytelling Contest for THE DIG with Murmur + The Skin Deep

### Impact Africa Grant Winner, 2017

Investigative Data-journalism Grant for What Went Wrong?

### Look Different Challenge Winner, 2014

MTV's Look Different Challenge For LookDeeper.org

## Education

### MFA in Transdisciplinary Design, 2015

Parsons School of Design at The New School

### BA in Architecture + Religious Studies, 2013

Washington University in St. Louis

## Work Experience

### Lead Design Researcher

#### Independent Consultant, New York, 2018 – Present

I led small teams through the planning and execution of user research, translating quantitative and qualitative findings into actionable insights and design opportunities for product teams. I've worked with a variety of clients, from Fortune 500 companies to government agencies and nonprofits.

**Select Clients:** Fractal Analytics (Management Consulting), Openbox (Design Studio), Academy (Design Studio)

### Design Strategist

#### Memorial Sloan Kettering Cancer Center, New York, 2016 – 2018

Reimagined how patients access and receive treatment at MSK by guiding the design and piloting of three innovative new services. This involved interviewing patients, facilitating workshops with clinicians, pitching strategic recommendations to hospital leadership, and building prototypes to test concepts.

### UX Designer

#### Independent Consultant, New York, 2014 – 2016

Designed and produced dozens of digital products, from responsive websites to award-winning interactive documentaries, working on cross-functional teams in close collaboration with PMs and developers from initial concept to pixel-perfect final product.

**Select Clients:** THAT (Advertising & Marketing), Global Citizen (Nonprofit), Murmur Co. (Advertising & Marketing)

## Additional Experience

### Part-time Faculty

#### The New School, New York, 2019 – Present

Taught 'Senior Capstone Projects' and 'Data Visualization' in the Strategic Design and Management BBA Program at Parsons School of Design.

### Co-Founder & Design Lead

#### What Went Wrong? Project, Remote (Nairobi), 2015 – 2019

Designed and piloted a participatory journalism system for collecting community feedback on foreign aid projects across Kenya. We received 400+ citizen reports, which led to six investigative journalism pieces published with Devex in 2019.