

# Joey Nizuk

Senior UX Engineer & Web + Product Developer

## Contact

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Portfolio: [joeynizuk.com](http://joeynizuk.com)

## Skills

**Research & Strategy:** UX Strategy, User Research, Personas, Information Architecture, Usability Testing, End-to-End Design Process, Website Audits, Strategic Website & Product Planning

**UX/UI Design:** Wireframing, Prototyping, Interaction Design, Responsive Design

**Tools:** Adobe XD, Sketch, Figma, InVision, Balsamiq, Adobe Creative Suite, Flowmap

**Web Development:** HTML, CSS, JavaScript, WordPress Theme Development, Bootstrap, Product Development, Heales CMS

**Accessibility:** WCAG Compliance, Section 508 Standards, Accessibility Design

**Project Management:** Agile, Jira, Client Communication, Stakeholder Collaboration

**Analytics:** Google Analytics, A/B Testing, Data-Driven Design, Maze

**Emerging Skills:** Tailwind CSS, React

## Certifications

W3S HTML/CSS/jQuery

Google Analytics

Hubspot Certified

W3S Bootstrap

W3S Accessibility

## In Progress

Google UX Design Certificate

W3S Javascript/React

## Education

### University of Nevada, Reno

Bachelor of Arts in Political Science

Minor in Philosophy

Graduated 2011

## Work Experience

### Founder / Senior UX Engineer & Product Developer | Nye-Zik Creative

*Apr 2017 – Present*

- Designed & delivered UX/UI solutions for startups, non-profits, enterprise and government clients, generating \$750K+ in project revenue.
- Implemented scalable design systems and workflows, enhancing team efficiency and project consistency.
- Conducted UX research and usability testing to refine designs, improving user engagement and satisfaction.
- Established and managed a Web Maintenance Retainer program, accounting for 75% of annual revenue.
- Directed a remote team of designers, developers, and copywriters to deliver exceptional project results.

### Lead UX/UI Designer & Web Developer | Click Spring

*Aug 2015 – Jul 2017*

- Led design and development projects for high-profile clients, ensuring timely delivery and alignment with business objectives.
- Established the agency's Web Care program, generating 50% of annual revenue through maintenance retainers and upsell opportunities.
- Standardized the agency's tech stack, streamlining development cycles and improving overall quality.

### UX/UI Designer & Full Stack Developer | DW Web Solutions

*Nov 2012 – Aug 2015*

- Designed and developed dynamic and eCommerce websites using
- Magento and Concrete5 CMS.
- Increased development sales by 40% through innovative UX strategies and efficient project management.
- Managed remote developers, ensuring high-quality output and adherence to deadlines.

### Co-Founder / UX/UI Designer & Front-End Developer | CareMonk

*Jun 2013 – Jul 2015*

- Designed and developed scalable, responsive interfaces for a funded startup.
- Conducted user research and created personas to inform design decisions, enhancing usability and alignment with business goals.
- Built web applications using modern frameworks such as Skeleton CSS and Twig PHP.

### Junior Web Developer | Bare Bones Work Wear

*Jan 2011 – Nov 2012*

- Developed and maintained a Magento Premium eCommerce site with 1M+ products and 1,000+ concurrent users.
- Automated product data workflows, increasing efficiency and reducing manual effort.
- Contributed to achieving \$100K+ in monthly online sales through strategic