Joey **Nizuk**

Principal UX Engineer & Product +
Web Developer.

Contact

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Portfolio: 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, Healess 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 / Principal UX Engineer & Web + Product Developer | Nye-Zik Creative
Apr 2017 – Present

- Designed & delivered UX/UI solutions for startups, non-profits, enterprise health 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