Joey **Nizuk**

Principal UX Engineer /
Design Technologist

Contact

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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, ADA/HIPAA

Tools: Figma, FigJam, Lucid, Adobe Creative Cloud, Axe Devtools

Web Development: HTML, CSS, JavaScript, WordPress Theme Development, Bootstrap, PrimeVue, Healess CMS, Salesforce

Accessibility: WCAG Compliance, Section 508 Standards, Accessibility Design

Project Management: Agile, Jira & Confluence, Client Communication, Stakeholder Collaboration

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

Emerging Skills: Tailwind CSS, React, Vue.js

Certifications

W3C Schools: HTML/CSS, JavaScript, Web Accessibility. Google Analytics HIPAA Academy: HIPAA Certified Professional (HCP)
Google UX Certificate

In Progress
IAAP CPACC (Certified Professional in Accessibility Core Competencies)
CHPSE (Certified HIPAA Privacy & Security)

Education

University of Nevada, Reno
Bachelor of Arts in Political Science
Minor in Philosophy
Graduated 2011

Work Experience

Founder & Principal UX Engineer / Design Technologist (Consultant) | Nye-Zik Creative
Apr 2017 – Present

Founded a profitable UX and product design consultancy serving startups, healthcare, government, and nonprofit clients, generating $850K+ in project revenue with 75% recurring income through WaaS and retainer models.

- Implemented scalable design systems and standardized workflows to improve efficiency and consistency.
- Conducted UX research and usability testing to drive accessibility, engagement, and satisfaction.
- Directed a distributed team of designers, developers, and copywriters to deliver high-quality digital products.

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