

DAVID LUHMAN

Senior Product Designer

www.thunderfruit.com

david.luhman@gmail.com

Product Designer - MyFitnessPal

Jul 2013 - Apr 2017

As the second designer hire, I championed and defined design systems, processes and platform paradigms for iOS, Android & Web. I contributed in growth, engagement, revenue strategies which resulted adoption of 30 to 200 million users and 5% to 94% mobile users. App is ranked top 80 overall in Apple iTunes Store with an averaging 4.5 stars (2 million combined reviews).

Design Advisor - GoodPeople

Mar 2013 - Present

Responsible for tactical and strategic campaigns targeted towards making positive environmental and / or social impact. I leveraged distribute teams from 2 continents to ship delightful experiences with partners like X Games.

UI/UX Designer - Banjo

Dec 2011 - Jun 2013

Collaborate with a small team of designers, product managers and engineers to build meaningful experiences across iOS, Android and web platforms. Our agile process resulted in 250k to 65 million user growth of the product and was awarded with App of the Year and Editors Choice Award.

Freelance Designer - David Luhman

Jan 2007 - Nov 2011

I work with a wide range of clients providing conceptual / creative direction branding, web, print, UI/ UX services. Clients include Samsung, Boys & Girls Club of America, Scholastic Books, Belly Bandit, Eat Club, Rodarte.

Graphic Designer - Heart Zones

Jun 2006 - Dec 2007

I reported directly to founder, responsible for design across entire enterprise product including web, marketing materials and collateral.

Knowledge

Design & Art Direction

UI/UX, web, mobile, print, branding, wireframing and prototyping.

Web

HTML, CSS

Tools

Adobe Creative Suite, Sketch, Sublime Text, Git, InVision, Principle and xCode

Awards & Recognition

Finalist, Team Lead
CodePath, 2014

Editors Choice Award
Google App Store, 2013

Innovation Award
Emirates Travel Hackathon, 2013

Semi-Finalist
Adobe DAA, 2008