DAVID LUHMAN

Vice President, UX Design Lead

www.thunderfruit.com

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VP, UX Design Lead - JPMorgan & Chase
Oct 2019 - Present
Responsible for the vision of mobile banking and design system paradigms for the largest bank in the United States.

Senior Product Designer - Freelance
Apr 2017 - Present
Worked with various VC portfolios to bring early stage startups to market and architect scalable design strategies.

Product Designer - MyFitnessPal
Jul 2013 - Apr 2017
As the second designer hire, I contributed in growth in iOS, Android & Web engagements resulting in product adoption of 24 to 300 million users. App is ranked #1 in fitness and top 50 overall in Apple iTunes Store.

Design Advisor - GoodPeople
Mar 2013 - Apr 2015
Responsible for strategies targeted towards making positive environmental & social impact with partners like X Games.

UI/UX Designer - Banjo
Dec 2011 - Jun 2013
Designed viral experiences across platforms that 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
Provided 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 digital and print materials.

Knowledge

Design & Art Direction
UI/UX, web, mobile, print, branding, wireframing and prototyping.

Web
HTML, CSS

Tools
Figma, Adobe Creative Suite, Sketch, 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