# Peter Thuener

**https://www.heypt.net/**
peterthuener@gmail.com

## SKILLS

**Areas of Expertise**
Intuitive product interfaces
Cross-platform and native design systems
Conversion optimization & testing
Integration & collaboration with dev teams
User acquisition & retention

**Design Methods**
UX, UI, Copywriting
Executing on product vision
Research, experience mapping
Prototyping in code or via tools

**Tools & Processes**
Sketch App
Adobe CC
Optimizely & Mixpanel
Invision
Zeplin
Visual Studio Code
Terminal
Agile / Scrum

**Development**
PHP/SCSS
HTML/CSS
Javascript
Git, Github
Bootstrap
Flex

## EDUCATION

**Academy of Art University**
**Computer Arts & New Media**
2006-2010

**Certificate**
**Multimedia Design**
Silicon Valley Occupational Center
2003

**GED**
Saratoga High School
2003

## EXPERIENCE

**Senior Product Designer**
*GoFormz, San Diego | Jan 2018 - Present*
Leading Product Design and optimization for 3 mobile applications
and 1 web application that span 178 countries and 30,000 active users.
Ownership of design, front-development, and analytics for GoFormz'
website properties reaching 20k unique visitors per month.

**Senior Designer**
*LQ Digital, Oakland | Dec 2016 - Jan 2018*
Lead design for McAfee and USAA's online marketing efforts resulting
in 23% and 21% increased ROI through testing, validation, and
iteration.

**Senior Designer**
*Cue Health, San Diego | June 2016 - Nov 2016*
Lead Designer supervising the end-to-end product design of 3 iOS
apps, (for both iPhone and iPad). Included writing design and software
specifications, conducting user research & user testing, creating
wireframes, interaction models, final visual design, and QA.

**Design Director**
*Caring.com, San Mateo | May 2013 - May 2016*
In charge of Product Design. Lead the original design of SaaS
applications and a brand redesign. Helped product manage new and
ongoing feature requests and continued to optimize seo and sem.

**Localization Developer**
*Google, Mountain View | Sep 2012 - May 2013*
Localization Developer for Google's email marketing program.

**Web Designer**
*Mixbook, Palo Alto | Dec 2011 - Aug 2012*
Website design, conversion optimization, email marketing,
affiliate marketing.

**Senior Production Designer**
*Apple, Cupertino | Oct 2011 - Dec 2011*
Page Layout and Production Design for interactive educational content
for the iPad.

**Web Production Artist**
*Match.com / Speeddate.com, Cupertino | April 2011 - Oct 2011*
Conversion optimization, email marketing and affiliate marketing.