Peter Thuener

https://pthuener.github.io/design/index.html
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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.