

Lukas Hurwitz

Experience & Visual
Designer

Contact

hurwitzlukas@gmail.com
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lukashurwitz.com
+1 480 907 4766
Santa Cruz, CA

Skills

Strategy
Features & Flows
Wireframing
Visual & UI Design
Choreographing Stakeholders
Dashboards & Data
iOS & Android
Material Design

Industries

Life Science
AgTech
IoT Home
Enterprise Logistics
Automotive
Pro Audio

Tools

Sketch
InVision
Zeplin
Figma
Keynote

I’m Lukas — an **Experience and Visual Designer** with 4+ years experience designing B2B **web & mobile apps** for IoT & SaaS products.

I’m skilled in **product strategy, wireframing, and interface design** — with industry experience in Life Sciences, AgTech, IoT-Home and Logistics.

Experience

Contract — UX/UI Designer
2020 – 2022 | SF Bay Area, CA

Collaborated with multiple brands to help them meet experience and visual-design goals — focusing on the needs of both stakeholders and end-users.

Consulting services in user experience and visual design for web & mobile products.

Impekable — UX Designer
2018 – 2020 | San Jose, CA

Worked from concept through development on 6 enterprise mobile & web IoT products.

Lead designer on agency projects for Google X, Bio-Rad, Arable Labs and Electric Power Research Inst.

Wheatstone Audio — Sales Engineer
2015 – 2017 | Remote, CA

Enterprise sales for Broadcast-Audio & TV systems. Major clients included CBS, NPR and iHeart Radio. Sold and ran post-sales training for engineering staff.

Functionize — Product Designer
2014 – 2015 | San Francisco, CA

Played a pivotal role in founding stages of a software-testing SaaS startup that went on to raise \$16M in funding

Owned the product’s feature definition, UX and UI design.
Project details on Behance

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Experience continued

Inovonics — Sales & Marketing Manager
2010 – 2014 | Santa Cruz, CA

Increased annual sales by 20% 3 years in-a-row for a boutique broadcast-audio firm.

Drove 4-key product redesigns while refocusing marketing & brand efforts on a more premium market segment.

Education

Eastman School of Music
BM — Violin Performance

Longy School of Music
Violin / Viola Performance