

# Lukas Guschlbauer

Lead Product Designer focused on systems, strategy, and rapid prototyping.  
15+ years designing complex digital products across web and mobile – turning complexity into clear, scalable user experiences.

Portfolio  
[der-lukas.net](https://der-lukas.net)

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## Experience

StudySmarter 2022 — Present

### Lead Product Designer

Led the end-to-end redesign of the learning platform across web and mobile, redefining IA, interaction patterns, and visual design. Spearheaded the product's transition to an AI-first learning experience, integrating AI into core user workflows. Partnered closely with product leadership to define product vision and strategy. Mentored two product design teams and rebuilt the design org from the ground up following layoffs. Established design standards, systems, and ways of working across the team.

Freelance 2009 — 2022

### Product & Digital Designer

Ran an independent practice for 15+ years, delivering web, product, and branding work for companies and startups. Clients range from early-stage startups to established businesses across Austria and internationally.

moodley interactive 2018 — 2022

### Senior Designer

Led design for digital products across web and mobile, spearheading design system development and high-fidelity prototyping. Work recognized with Austriacus Gold and Green Panther Gold awards.

Unycom 2016 — 2018

### UX Designer / Frontend Developer

Led product design for a microservices ecosystem, defining UX, visual design, and frontend implementation of the design system. Conducted user interviews and prototype testing to validate design decisions.

Arland Group 2014 — 2015

### UI Designer / Frontend Developer

Conceptualized and developed digital campaigns and marketing platforms, and led the redesign of the company's brand and digital touchpoints across the organization.

## Education

FH Joanneum 2011 — 2013

### Master of Arts, Interaction Design

FH Joanneum 2008 — 2011

### Bachelor of Arts, Information Design

## Skills

Product Design

Product Strategy

Design Systems

User Research

Design Direction

Design Ops

Design Leadership

Prototyping

Frontend Development

## Tools

Figma

Cursor

Claude

Lovable

Git

ChatGPT

Framer

Miro

Jira

## Languages

German

Native

English

Proficient

HTML / CSS / JS

Conversational

## Features

Sneak Peek

Design Process Feature

Lovers Magazine

Designer Profile Feature

## Speaking

Fifteen Seconds Festival

Graz

Sketch Munich Meetup

Remote

Framer Meetups

Graz/Munich/London