Niklas Luther

Senior product designer building consumer & AI experiences.

Portfolio www.luther.studio
Mail hello@luther.studio
LinkedIn linkedin.com/in/niklas-luther

WORK EXPERIENCE

Appinio (Hamburg, Germany · Remote)

Senior Product Designer Jun 2025 – Present

Product Designer Sep 2023 – Jun 2025

Working Student Feb 2023 – Aug 2023

Intern Sep 2022 – Feb 2023

- As leading product designer, I built the app's design system from scratch and led multiple redesigns to improve the community experience, survey experience, insight quality, retention & growth, payout experience, trust & safety, and monetization.
- Helped scale the product to 50k+ MAUs across 10+ countries, with a 4.6★ App Store rating.
- Leading a junior designer and external freelancers, partnering directly with engineering, QA, PMs, marketing, and C-level stakeholders in a fast-paced scale-up environment.
- Helped shape Appinio Conversations, an AI-powered B2B research product, from 0→1, working on product architecture, design system, and AI interaction patterns within a small, cross-functional team.

Luther Studio (Ulm, Germany · Remote)

Founder Jan 2020 – Present

Worked independently with startups and growing companies on product, UX/UI, and brand design.

zeroseven design studios (Ulm, Germany)

Design Intern Sep 2019 – Feb 2020

Worked across digital, visual, and brand design projects for clients in an agency environment.

ACADEMIC

THA (Augsburg, Germany)

M. A. Interactive Media Systems (Major: Mobile Experience)

Aug 2021 – Jul 2023

THU (Ulm, Germany)

B.A. Digital Media

Sep 2017 – Jan 2021

SKILLS

Product Design
Product Strategy
UX Research
Design Systems
Prototyping
Motion Design
Onboarding & Activation
Gamification
Personalization
Habit Formation & Retention
AI Products
Consumer Apps

VOLUNTARY WORK

Pioneersclub (Remote · Ulm, Germany)

Startup Advisor Aug 2025 – Present

Advising pre-seed tech startups on product strategy and product design as part of the Pioneers Club incubator.

THU (Ulm, Germany)

Guest Lecturer May 2024 – Present

Regularly sharing industry insights and best practices with product design students from multiple semesters.