

# HASS VIAJAR LUNSFORD

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## About me

As a designer, I love to work on projects where I can minimize complexity. I most recently worked for Couchsurfing, where I contributed to the social travel network's 2014 technical relaunch by redesigning the iOS/Android apps and entire web platform. I've been designing consumer mobile and web products for over 7 years, working on launches or updates to apps and sites that changed the experience of millions of users. I've been told I'm a highly productive contributor with a strong curiosity and readiness to learn new skills/tools by product and engineering people I've had the pleasure to work alongside.

## I'm really good at

- Re-conceptualizing issues to discover practical solutions to hard problems
- Working quickly to produce mockups/prototypes and figure out solutions on the fly
- Listening carefully and focusing on solutions once a problem has been made clear

## Experience

### **LEAD DESIGNER, COUCHSURFING; SAN FRANCISCO – JAN 2013-JUN 2015**

- Redesigned the Couchsurfing iOS/Android apps and entire web platform as part of its 2014 technical relaunch (contributing to user growth from 6 million in 2013 to over 10 million in 2015)
- Helped increase company revenues to record daily levels through design iteration and experimentation on the company's subscription product, rolling out display/sponsored advertising sitewide through revised and refined page layouts, and designing partner promotions into app user interface screens
- Contributed to community ecosystem by turning email updates (millions sent per day) into fully responsive templates, conducting user research and performing usability testing, and creating brand/corporate graphics

**SENIOR USER EXPERIENCE DESIGNER, TWIST; SAN FRANCISCO – 2012-2013**

- Joined as the first full-time designer, bringing the social GPS app out of beta into its first App Store release
- Designed major new features into the iOS app and shepherded release of the Android App (phonegap)
- Eventually part of a three-person design team servicing a peak of ~10K DAUs

**SENIOR UX DESIGNER, BITTORRENT; SAN FRANCISCO – 2011-2012**

- Lead designer for the uTorrent Mac/Windows app (250mm+ users worldwide) as part of a seven-person design team covering user research and other products
- Designed the company's first paid, freemium subscription product uTorrent Plus (now uTorrent Pro)
- Contributed to the UI design of uTorrent Android, and BitTorrent TV app

**UI/UX DESIGNER, TELENV; SUNNYVALE – 2010-2011**

- Lead designer for the automotive GPS unit interface and voice-recognition app Evie
- Interaction designer for the five-person design team that redesigned the company's flagship TeleNav GPS Navigation across iOS/Android/BlackBerry platforms
- Designed the mileage tracking freemium subscription feature into iOS TeleNav GPS Navigation app

**CREATIVE DIRECTOR, ACUITY MOBILE; WASHINGTON, D.C. – 2008-2009**

- First designer at a mobile marketing agency providing SMS/app/mobile web solutions for brand advertisers, eventually hiring and managing a junior designer
- Notable projects included HR Block's first mobile website and apps/mobile websites for various Las Vegas casinos
- Pioneered a way to export assets from one source file into required artwork for multiple screen sizes and app platforms (WAP, BlackBerry, iOS)

**ART DIRECTOR & SR. MARKETING MANAGER, MAXJET AIRWAYS; WASHINGTON, D.C. – 2004-2007**

- Developed and directed production/execution of print, online and outdoor ad campaigns in the US and UK for an international, all-business-class airline startup
- Collaborated with New York City and London based ad and branding agencies
- Ads and print materials appeared on billboards and other out-of-home media (radio, buses, taxis), in aircraft interiors, at airports, in newspapers/magazines and on travel and news websites

## Education

Purdue University, School of Technology – Bachelor of Science, 2004

Center for Digital Imaging and Arts, Boston University - Design Certificate, 2008

## Skills

Im involved in the end-to-end creation of digital, interactive experiences. I work well in small design groups, cross-functional teams and on my own if needed; I'm flexible and can contribute to whatever areas of design are needed in building a mobile or web product.

- User research and usability testing
- Product definition and feature requirements
- Interaction design and wireframing
- Prototyping and user flows
- Visual design and production of mockups/final artwork/UI specs