

Luke Schenker

Product Designer

7+ years experience with a passion for strategy, systems, and leadership.

Work History - See portfolio website for more

Anew / Founder · Product Design & Strategy Lead

2020 - 2025, 5 years 3 months. Pittsburgh, PA.

- **Drove measurable impact** producing Anew OS, an app that modifies the stock Android experience, and provides features and guided self-treatment aimed at addressing negative behavioral and mental health effects of phone use. Pilot research achieved a **49% reduction in daily user anxiety**, clinically validated within a \$11B market (+4% YoY).
- **Authored *The Nonobvious Fix*** (255 pg), a book codifying Anew's research frameworks, design theory, and outlining the product's design system.
- **Defined and executed product strategy** - owned design, research, product, and engineering integration from initial concept through pixel-perfect execution and commercialization.
- **Led end-to-end design and research** from low-fidelity exploration to high-fidelity commercialization, employing a hybrid methodology that combined psychological research with user experience (UX) research to improve both treatment efficacy and product experience.
- **Structured and managed 6 masters-level internships** with Carnegie Mellon masters graduates across design, research, and engineering - accelerating production and cutting ~8 months off dev/research timeline.
- **Created and tested low and high-fidelity prototypes**, and developed in Kotlin + Jetpack Compose with Firebase + S3 stack; integrated research findings into production MVP in under 3 months.

Uber ATG / Senior Interaction Designer

2018 - 2020, 1 year 5 months. Pittsburgh, PA.

- **Increased mapper efficiency by 27% overall**, saving \$72k/month in Pittsburgh and projecting **\$400k+/month total savings** with coming India expansion, through the design and launch of a scalable hotkey schema with rapid onboarding.
- **Improved key annotation workflows by up to 70%** (conflicts) and 60%+ (portions + snapping), cutting user friction and rework, reducing critical operational risk and directly enabling expansion.
- **Owned product design strategy** as the sole designer for Map Maker, the core internal tool transforming raw AV data into high-accuracy maps. Partnered closely with product managers, engineers, and cross-functional stakeholders to align product goals with technical feasibility.
- **Drove cross-functional alignment** by leading weekly stakeholder reviews and iterative design sessions with 4 senior engineers, resolving concerns (e.g., data integrity, zoom functionality) before development which reduced rework and design/technical debt.
- **Directed research with 40+ full-time users** through daily observation, interviews, usability tests, and collaborative brainstorming (including QA and engineering co-research), ensuring solutions were validated, adopted smoothly upon release, and loved by our users.

John Hancock Financial / UX Designer

2016 - 2017, 1 year. Boston, MA.

- **Delivered competitive advantage** leading design on an insurance shopping app, outperforming 3 global divisions' products in an internal competition.
- **Led UX research and design for two new initiatives:** an internal forex trading app and an external insurance shopping app.
- **Established design practice from scratch**, as 1 of 3 first design hires, by teaching and embedding UX research and design best practices into PM and engineering workflows.

lukeschenker.com

luke@lukeschenker.com

+1 412 944 8850

linkedin.com/in/luke-schenker

Pittsburgh, PA (Open to relocation)

Education

Carnegie Mellon University

BA - Software, Art, and Entrepreneurship (HCI/CS)

2011 - 2015. Pittsburgh, PA.

- Led HCI capstone team; project **received \$1.4M in further government funding.**
- Co-founded startup that raised **\$125k in angel investment.**

Selected Achievements

Wake Forest University guest speaker

on leadership and executive communication, repeatedly.

Mentor in career and skill growth to previous interns and CMU students.

Skills

Design: Design Systems, Interaction Design, Reusable Component Design, Design Processes, Brand Integration

Research: Mixed-Methods UX Research, Study Design, Usability Testing & Iterative Feedback, Surveys, Interviews

Prototyping: Exploratory Design Interviews, Paper/Lofi Prototyping, Custom Lean Functional Prototyping

Collaboration & Leadership: Cross-Functional Leadership, Stakeholder Alignment & Facilitation, Mentorship

Tools & Technologies

- Figma
- Kotlin/Compose
- HTML/CSS/JS
- Cloud Infrastructure (Firebase, AWS)
- AI (Development, Research)

Uncommon differentiators

- Deep software development experience
- Founding experience
- Hiring / Team building
- Pitching VC / Stakeholders
- Both autonomous and aligned