



**Niklas  
Luther**

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## EXPERIENCE

### Pioneers Club

Startup Advisor

Aug 2025 – Present

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

### Appinio

Senior Product Designer

Jun 2025 – Present

Global opinion community combining paid surveys, social interaction, and gamification, with 50k+ MAUs and 4.6★ (65k+ reviews). I built the design system and led redesigns across the core product experience, focused on increasing engagement, retention, and insight quality.

Product Designer

Sep 2023 – Jun 2025

Working Student

Feb 2023 – Aug 2023

Intern

Sep 2022 – Feb 2023

### Luther Studio

Founder

Jan 2020 – Present

Product and brand design projects for international client companies of all sizes.

### Zeroseven Design Studios

Design Intern

Sep 2019 – Feb 2020

Working on various print and digital design projects in an agency environment.

## EDUCATION

### Technical University of Applied Sciences Ulm

Guest Lecturer

May 2024 – Present

Sharing industry insights with interaction design students from various semesters.

### Technical University of Applied Sciences Augsburg

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

Aug 2021 – Jul 2023

### Technical University of Applied Sciences Ulm

B.A. Digital Media

Sep 2017 – Jan 2021

## SKILLS

Product Design

Product Strategy

Product Psychology

UX Research & Analytics

Design Systems

AI-powered Prototyping

Motion Design

AI Workflows