

CURRICULUM VITAE **Wolfgang Maehr**

Interaction Designer — MSc., Dipl.Ing.(FH)

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DATE OF BIRTH July 25, 1982
NATIONALITY Austria

CREDO ***Design must elevate, not merely delight.***

WORK EXPERIENCE

OCT 2014–NOW

Head of Design at Gumbuya Inc. in Singapore

Leading design for a cloud-based application platform running on a semantic graph:

- UI/UX and product design of SaaS platform, tooling and customer products.
- Conception of methodology for industrialised software build.
- Design and content for go-to-market materials: website, pitches, templates, etc.
- Technical sales and training/onboarding of customers and partners.

JAN 2013–OCT 2014

Senior Interaction Designer at Gumbuya Inc. in Singapore

UI/UX design for the next generation digital engagement cloud platform: Envision, design and product manage the platform's system-level analytics capabilities, creation of proof-of-concept analytics visualisations. Design of dev tools.

SEP 2010–JUL 2013

Co-Founder and Interaction Designer at Extra Thought in Singapore

Design studio for mobile (iOS, Android, HTML5) covering digital product design, interaction design, user experience (UX), usability and user research:

- Spuul: Leading design vision and detail for this Bollywood streaming site: brand, product, UX/UI, usability and user research.
- Appyzoo: Leading design matters for this startup creating a children's educational game: Game & story, interaction & UI in game and parent dashboard.

AUG 2006–MAR 2010

Interaction Designer, Project Manager at Opera Software in Norway & India

Research into improving mobile web browsing. Designing client- and server-side products for Opera and partners running on mobile phones, desktop and TV set-top boxes. Led and grew a 11-person Indian dev team working on high-profile projects, significantly improving delivery speed and quality.

- Opera Dragonfly: Leading UI design from inception to launch for this product with over 100k daily users: user research, product & UI design, specification and testing.
- Opera Widgets: Project lead, design and delivery of UIs for app-store distribution systems and 20+ mobile, desktop and TV apps, some with over 500k downloads.

JUL 2004–JAN 2005

Software Development Intern at IBM Research in Switzerland

Developed an automated reporting software in Python and Java to create PDF reports and data visualisation straight from any database.

JUL 2000–MAR 2001

Mandatory military service at 2. BVS St.Johann i. Tirol in Austria

WORKFLOW

DESIGN WORKSHOPS

Conceptualisation, modelling, and design review workshops with clients

DESIGN TOOLS

User research & system analysis, conceptualisation & prototyping, product design & specification, interaction design & wireframing, UX reviews & user testing

TOOLS

Pen & paper, whiteboards, OmniGraffle, Sketch, Affinity Designer, Office, etc.

CODING

HTML/CSS/JS, Python, Java, XML, ...

HIGHER EDUCATION

AUG 2005–APR 2007

Master of Science in Human-Computer Interaction and Interaction Design

at Chalmers University of Technology (IT University) in Sweden.

Masters programme in Swedish with courses in user interfaces, interaction design, design thinking, ubiquitous computing and human computer interaction: How to craft good user experience for systems, services and products.

- Thesis: User Experience of Mobile Web Browsing: Research to solve the problems of limited screen estate and on-page navigation with various modes of interaction on mobile devices. Collaboration with Opera Software; presented at MobileHCI '07.
- BoxVox: Creating an instrument with an expression beyond traditional instruments.
- Boink: Creating interactive balls for children's free play.

OCT 2001–SEP 2005

Diplom-Ingenieur (FH) in Information and Communication Engineering

at FH Vorarlberg in Austria and Linköping University in Sweden.

Undergrad education for software engineering with courses in advanced programming, software development, system architecture, leadership and business processes: How to build software systems.

- Thesis: eMotion—Emotion Estimation via Mouse Motions: Invention, creation and scientific evaluation of a novel way to estimate emotions by using mouse motions. In collaboration with t2i Lab at Chalmers TH; presented at NordiCHI '06.

PERSONA

PERSONALITY Team player, ambitious, curious, positive, self-confident

LANGUAGES English [primary], German [native], Swedish/Norwegian [fluent], Finnish [fluent speaking, basic writing], French [basic], Spanish [basic]

INTERESTS Ultimate frisbee, outdoors, cultures, languages and traveling, technology and society

ACTIVISM

SEP 2009–NOW Active involvement in the growth of Ultimate Frisbee in India: UPAI Head of Communications, Advisory Board member and tech administrator.

JUN 2011–JUN 2013 Creator and curator of DestrActions, a monthly design meet-up in Singapore.

AUG 2005–APR 2007 Lab Manager at t2i Lab, Chalmers.

JAN 2003–JAN 2004 President of PASD, the FH Vorarlberg student club.

PUBLICATIONS

2008 W. Maehr: eMotion - Estimation of User's Emotional State by Mouse Motions. VDM Verlag, Saarbrücken 2008. ISBN: 978-3639106688

2007 W. Maehr, Y. Otero, L.E. Bolstad, M.Fjeld: Mobile Internet User Experience. MobileHCI, Singapore 2007.

Y. Otero, W. Maehr, M. Herrera, M.I. Castillo: Mobile Internet User Experience in Latin America. MobileHCI, Singapore 2007.

2006 W. Maehr, R. Carlsson, J. Fredriksson, O. Maul, M. Fjeld: Tabletop Interaction: Research Alert. NordiCHI, Oslo 2006.

References available upon request.