

# CURRICULUM VITAE **Wolfgang Maehr**

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

PHONE +65 8533 7417

MAIL [wm@njyo.net](mailto:wm@njyo.net)

DATE OF BIRTH July 25, 1982

NATIONALITY Austria

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

## WORK EXPERIENCE

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SEP 2017–ONGOING

**Design Lead** at **PebbleRoad** in Singapore

Leading a digital transformation project at an 170,000 staff Indonesian agricultural business delivered through a performance dashboard; from silo'd and fragmented to collaborative decision making, recasting the company operation:

- Developing an **agile business operation** and mindset for the client organisation
- Leading **approach, methodology, toolkit & delivery sprints** via multi-party teams to customise & deploy Domo dashboards
- Design and product-managing an **org-wide dynamically generated dashboard** system based on a multi-dimensional business model

OCT 2014–AUG 2017

**Head of Design** at **Gumbuya** in Singapore

JAN 2013–OCT 2014

**Senior Interaction Designer** at **Gumbuya** 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. Envision, design and product manage the platform's system-level analytics capabilities. Extension of dev tools
- **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

SEP 2010–JUL 2013

**Co-Founder and Interaction Designer** at **Extra Thought** in Singapore

Design studio for digital product design, interaction design, user experience (UX), usability and user research for mobile native & web:

- **Spuul**: Leading design for Bollywood streaming site: brand, product, UX/UI
- **Appyzoo**: Game design for children's educational game, parent dashboard

AUG 2006–MAR 2010

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

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 product UI design from inception to launch 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 automated DB to PDF reporting & visualisation software in Python & Java

JUL 2000–MAR 2001

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

References available upon request.

## TOOLS

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| 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, Atlassian, Office, ...  |
| CODING           | HTML/CSS/JS, Python, Java, XML, ...   |

## HIGHER EDUCATION

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|-------------------|---|
| AUG 2005–APR 2007 | <b>Master of Science in Human-Computer Interaction and Interaction Design</b> at <a href="#">Chalmers University of Technology [IT University]</a> in [SE]<br>Masters programme in Swedish with courses on user interfaces, interaction design, design thinking, ubiquitous computing and human computer interaction:<br><b>Thesis with Opera Software:</b> UX of Mobile Web Browsing: Navigation, contextual awareness and interaction on small screens; presented at MobileHCI '07  |
| OCT 2001–SEP 2005 | <b>Diplom-Ingenieur (FH) in Information and Communication Engineering</b> at <a href="#">Vorarlberg University of Applied Sciences [AT]</a> and <a href="#">Linköping University [SE]</a><br>Undergrad in software engineering: advanced programming, software development, system architecture, leadership and business processes:<br><b>Thesis with t2i Lab at Chalmers TH [SE]:</b> eMotion—Emotion Estimation via Mouse Motions: Invention, creation and scientific evaluation of a novel way to estimate emotions via mouse movements; presented at NordiCHI '06 |

## PERSONA

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| 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 [played 3 world championships], outdoors, cultures, languages and traveling, philosophy of technology, society and politics |

## ACTIVISM

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| MAR 2018–NOW      | Member of the <a href="#">SotG Subcommittee</a> for the <a href="#">World Flying Disc Federation [WFDF]</a> . |
| SEP 2009–JUL 2018 | Head of Comms, Tech Admin and Advisory Board member for <a href="#">UPAI</a> .                                |
| JUN 2011–JUN 2013 | Creator and curator of <a href="#">DestrActions</a> , a monthly design meet-up in Singapore.                  |
| AUG 2005–APR 2007 | Lab Manager at <a href="#">t2i Lab</a> , Chalmers.  |
| JAN 2003–JAN 2004 | President of PASD, the <a href="#">FH Vorarlberg</a> student club.  |

## PUBLICATIONS

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|      |   |
|------|---|
| 2008 | W. Maehr: <a href="#">eMotion - Estimation of User's Emotional State by Mouse Motions</a> . VDM Verlag, Saarbrücken 2008. ISBN: 978-3639106688  |
| 2007 | W. Maehr, Y. Otero, L.E. Bolstad, M.Fjeld: Mobile Internet User Experience. MobileHCI, Singapore 2007.<br>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.  |