

CURRICULUM VITAE

Wolfgang MAEHR, MSc., Dipl.Ing.(FH)

Product Architect: Designer plus engineer for 0 to 1 innovation to empower people.

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NATIONALITY Austria
LOCATION Europe (Barcelona)

CREDO ***Our work must elevate, not merely delight.***

WORK *References available upon request.*

MAY '22–AUG '25

Co-Founder and Head of Product at **SeaBoard** in Singapore

Open banking platform corporate venture for maritime to financially empower seafarers and marine organisations by providing digital multi-currency wallets to hold USD with international remittance to 40+ countries and Mastercard program.

- **Co-led the company** supporting the CEO regarding investor management, strategic and financial planning. Set up internal systems, processes, operational practices and drove culture development. After POC, supported the absorption into [CDV Wealth](#).
- **Led the platform architecture, development and deployment from idea to proof of concept** with 2000+ seafarers, 100+k monthly wage disbursement and 2+M USD total money disbursement. Drove the product architecture of the consumer apps, back-office platform, backend and admin tools on top of 3rd party BaaS and AWS stack. Oversaw partner migrations and operational hardening.
- **Sourced, hired and led the product team** entailing designers, engineers and product managers to build, deploy and operate the platform. Provided the customer support team with all technical troubleshooting and operational support.

SEP '17–MAY '22

Engagement Lead, first Design/Product Lead at **PebbleRoad** in Singapore

Leading digital transformation projects through product strategy and platform architecture via agile methodologies and user-centred design:

- **Process innovation prototyping** for [HSA](#) (Health Sciences Authority, SG) to streamline and rejuvenate digital operations built on a complex, high-risk medical device approval process developing configurable machine learning automation.
- **Innovation strategy consulting** for an Indonesian agri-food business setting up an innovation team as the foundation to becoming a DigiCorp.
- **Strategic product ownership and platform coaching** for [MOHT](#) (Ministry of Health Transformation, SG) team from 0→1 to understand, define and test value propositions for a holistic and longitudinal elderly care platform, which received the [HIMMS AsiaPac '19 award](#).
- **Transforming business operations** for an Indonesian agri-business (170k staff) via performance dashboards: Building agile business operation mindset; leading approach, methodology, toolkit & delivery sprints via multi-party teams to customise & deploy Domo dashboards; Design and product-managing a POC for an org-wide dynamically generated dashboard on top of a multi-dimensional business model.

JAN '13–AUG '17

Head of Design, first Senior Interaction Designer at **Gumbuya** in Singapore

Leadership for a cloud-based SaaS and app platform running on a semantic graph:

- **Product and UI/UX design** of platform, tooling (e.g. system-level analytics, dev tools, etc.) and customer products and prototypes.
- **Methodology development** for industrialised software build, technical sales and training/onboarding of customers and partners.
- **Design and content** for go-to-market materials: website, pitches, templates, etc.

SEP '10–JUL '13

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 applications such as the first version of [Spuu!](#), a streaming site for Bollywood movies.

AUG '06–MAR '10

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

Leading product, UI design and delivery for client- and server-side products for phones, desktop and TV set-top boxes. Led and grew a 11-person Indian dev team working on high-profile projects such as developer tools (100k DAU) and widgets and apps (500k

- downloads], significantly improving delivery speed and quality.
- JUL '04–JAN '05 **Software Development Intern** at **IBM Research** in Switzerland
Developed a flexible DB to PDF reporting & visualisation software in Python & Java.
- JUL '00–MAR '01 **Mandatory military service** at 2. BVS St.Johann i. Tirol in Austria

EDUCATION

- AUG '05–APR '07 **Master of Science** in **Human-Computer Interaction and Interaction Design**
at [Chalmers University of Technology](#) [IT University] in [SE]
– **Thesis with Opera Software:** UX of Mobile Web Browsing: Navigation, contextual awareness and interaction on small screens; presented at MobileHCI '07
- OCT 2001–SEP 2005 **Diplom-Ingenieur (FH)** in **Information and Communication Engineering**
at [Vorarlberg University of Applied Sciences](#) [AT] and [Linköping University](#) [SE]
– **Thesis with t2i Lab at Chalmers TH [SE]:** 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.

EXPERTISE

ENGINEERING	Software architecture, modelling, development (Python, Java, HTML/CSS/JS, XML, SQL,...)
DESIGN	User research & testing, system analysis, concepts & prototyping, interaction/UX design
PRODUCT	Product roadmaps, product architecture, conceptualisation & specification
INNOVATION	Digital transformation, innovation portfolios & accounting, strategic consulting & workshops, startup & corporate ventures
LEADERSHIP	Building flat, diverse and collaborative teams, fostering growth culture, radical candour

PERSONA

PERSONALITY	Team player, ambitious, curious, positive, confident, frank & aspirational
LANGUAGES	English [primary], German [native], Swedish/Norwegian [fluent], Finnish [fluent speaking, basic writing], Spanish [basic], French [basic]
INTERESTS	Ultimate frisbee [played 7 world and 2 continental championships for SGP and IND], outdoors, travelling, cultures and history, philosophy of technology, society and politics

ACTIVISM

- '20–'21, '24–NOW [SOTG Commission](#) Chair and Board Member, [World Flying Disc \[WFDF\]](#).
- '18–NOW [SOTG Commission](#) member, [World Flying Disc \[WFDF\]](#).
- '10–NOW Founder, admin, captain and/or coach of various Ultimate club and national teams.
- '09–'18 Head of Comms, Tech Admin and Advisory Board member for [India Ultimate \[UPAI\]](#).
- '11–'13 Creator, organiser and curator of [DestrActions](#), a monthly design meet-up in Singapore.
- '05–'07 Lab Manager at [t2i Lab](#), Chalmers.
- '03–'04 President of PASD, the [FH Vorarlberg](#) student club.

PUBLICATIONS

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