

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

SEP 2017–ONGOING

Design/Product Lead at **PebbleRoad** in Singapore

Leading digital transformation projects through product vision, agile methodologies:

- **Transforming an Indonesian agricultural business** (SinarMas, 170,000 staff) operations through a performance dashboard: Developing an **agile business operation** and mindset; 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
- **Strategic product ownership and coaching** for MOHT (Ministry of Health Transformation) team using lean startup sprints to understand, define and test value propositions for a platform for more holistic and longitudinal elderly care.

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 applications:

- **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

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

AUG 2005–APR 2007	Master of Science in Human-Computer Interaction and Interaction Design at Chalmers University of Technology (IT University) in [SE] Masters programme in Swedish with courses on user interfaces, interaction design, design thinking, ubiquitous computing and human computer interaction: 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) Undergrad in software engineering: advanced programming, software development, system architecture, leadership and business processes: 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

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

ACTIVISM

MAR 2018–NOW	Member of the SotG Subcommittee for the World Flying Disc Federation (WFDF) .
SEP 2009–JUL 2018	Head of Comms, Tech Admin and Advisory Board member for UPAI .
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.