Leyendeckerstr. 69a
50825 Cologne
Germany

m@martin-gude.com
Mobile: +49 163 6316525
Skype: martin.gude

Martin Gude

Curriculum Vitae

User Experience Consultant
Digital Strategist
Information Architect

Born on 20th of July 1979 in Engelskirchen.

Professional Experience

Since Oct. 2011 — Freelancer

Senior User Experience Consultant

Working as a freelance senior user experience consultant I mainly focused on user experience design, information architecture and concept design, as well as strategic consulting.

The main target platforms of my work included desktop applications, mobile applications and web applications. I also did social media consulting and marketing communication.

I have worked for Fortune 500 companies like Deutsche Telekom and Daimler and for small companies like the game publisher Red 5 Studios.

Customers

Deutsche Telekom

Daimler (via Syzygy, Frankfurt)

BASF (Pitch), Direct Line Versicherung (via triplesense, Frankfurt)

Red 5 Studios (via AKQA, Berlin)

Congstar – Deutsche Telekom Group (via B+D interactive, Cologne)

n-tv – RTL Group (via B+D interactive, Cologne)

May 2014-June 2015 — P.R. Agentur

Chief Experience Officer & Head of Product

P.R. Agentur is the in-house agency of the glass fittings company KL-megla. I was responsible for strategic planning and development of the group's software products.

My main focus there was to setup a team that creates a new software product (TEYIA) that helps glaziers to plan, create and leverage glass installations. As a Head of Product, it was my responsibility to translate customer needs into product requirements, user stories and epics. Furthermore, I steered the development of the product.

I was also involved in business development aspects like forecasting and staffing to setup a new company, which would then produce TEYIA.

Tasks

TEYIA – a glass construction software

Setup a new team for the development of TEYIA

Develop early concepts of the software and envision a MVP

Manage the requirements in a Scrum process

Mar. 2013-Oct.2013 — SapientNitro

Senior Information Architect

SapientNitro is one the world's leading agencies. Its Cologne based studio specialises in mobile projects for large clients.

During my work there, I integrated and extended the interactive experience of our clients to mobile platforms. This ranged from laying out strategic basics to creating fine specifications and interactive prototypes.

Customers

REWE Supermarket

Aegean Airlines

Lufthansa German Airlines

Miles & More (Lufthansa Group)

AUDI

May 2008-Sep. 2011 — nexum

Consultant and Concept Designer

In my work at nexum – a digital agency and consultancy based in Cologne (Germany) – as a consultant and concept designer I specialised in user experience design for web applications.

My most important project was the website relaunch for the biggest Swiss retailer Coop. I was responsible for the overall conceptual design and the interaction design of most web applications.

I was part of the editorial team that launched ux·zentrisch – one of the leading German user experience blogs.

Projects

Concept Design for Coop (Switzerland), REWE, Telefónica O2 Germany, Soennecken, Hertha BSC Berlin and Deutsche Eishockey Liga (German Ice Hockey League)

Several pitches for major customers

User Experience Blog ux·zentrisch

Dec. 2003-Feb. 2010	Freelancer	**Concept Designer and Web Developer**	**Customers**
		Whilst studying media informatics, I started to work as a freelance concept designer and web developer. Starting with smaller local clients, I worked later on for my upcoming employer nexum. After being permanently employed by nexum, I reduced my freelance projects to a minimum. In most of my projects, I was responsible for the whole development process starting with user experience design, information architecture and interface design heading over to html implementation and CMS development.	Samsung Electronics (Mobilers Germany) KL®megla, Eitorf FDP and Junge Liberale Oberberg Junge Union Oberberg nexum, Cologne Agentur Lichtblick, Nümbrecht/Eitorf Agentur BO-TE, Wiehl
Jan. 2007-Nov. 2007	Pixelpark	**Graduand: Consulting and Concept Design**	**Projects**
		I worked at Pixelpark as a graduand in the consulting and conceptual design department. I mainly worked within the European Union Information Society Technologies research project »LIVE – staging of Media Events«. I designed and developed a model for recommending interactive live television to viewers. This work served as a basis for my Master's Thesis.	Designing and developing a recommendation engine for interactive live TV – EU research project »LIVE – staging of Media Events« Pitch: re-launch the website of a major European computer manufacturer
Jan. 2006-Dec 2006	Pixelpark	**Student Assistant**	**Projects**
		I was responsible for the content management for Lufthansa WorldShop – Lufthansa's brand shop. Furthermore, I did the travel expenses for the Pixelpark staff.	Content management Lufthansa WorldShop Travel expenses
May 2005-July 2005	Sun Microsystems GmbH	**Student Assistant**	**Projects**
		Sun Microsystems and Cologne University of Applied Sciences partnered in the MyFH project that developed a central LDAP based directory server for the university. I was responsible for the interaction and interface design of the service.	MyFH project to develop a central directory server at Cologne University of Applied Sciences
Feb. 2004-Sep. 2004	Prof. Dr. Friedrich Wilke MdL NRW	**Personal Assistant**	**Tasks**
		At Landtag Nordrhein-Westfalen (Parliament of the German state North Rhine-Westphalia) I worked as personal assistant for Member of Parliament Prof. Dr. Friedrich Wilke. I supported him in campaign planning, higher education policy, and public relations.	Concept design: advertising municipal elections NRW 2004 Constituency communications
Jan. 2000-June 2003	webpromotor internet services	**Managing Partner**	**Projects and Customers**
		webpromotor internet services was a 5 people internet agency focusing on small local clients. I was responsible for web development and concept design.	oberberg24, my-sauerland fussball oberberg ILT Industrie-Luftfiltertechnik GmbH, Ruppichteroth Sport Haselbach, Waldbröl
July 2002-Oct. 2002	Prof. Dr. Friedrich Wilke MdL NRW	**Intern**	**Tasks**
		I supported the Member of Parliament Prof. Dr. Friedrich Wilke in his main field of politics – higher education policy – and in his public relations.	Constituency communications Website development

Oct. 2001-Mar. 2002	Cologne University of Applied Sciences	**Tutor** I coached the university freshmen on how to find information at the university and who to ask for help. I served as a single point of contact for them.	**Tasks** Supervision of the university freshmen
May 2000-Aug. 2000	Schumann AG	**Intern** During my internship at Schumann Unternehmensberatung AG (Systor AG) I supported the Competence Center Emerging Technologies in the development of their intranet. I developed web applications for internal task management and document management and a Lotus Notes application for hardware management.	**Tasks** Development of the intranet for the Competence Center Emerging Technologies Schumann AG

Universities

Sep. 2004-Jan. 2008	Cologne University of Applied Sciences	**Media informatics, Master of Science** In my postgrad studies at Cologne University of Applied Sciences I mainly focused on human-computer interaction, interaction design and digital media. Furthermore, I enrolled for courses in development methodology, project management and accessibility. I wrote my Master's Thesis in collaboration with Pixelpark within their research project »LIVE – staging of Media Events«. The paper based on my Master's Thesis has been accepted for EuroITV 2008.	**Projects** Master's Thesis: »Recommender Systems for Live-Transmission in interactive Television: Gathering and Rating User Feedback« MyFH project to develop a central directory server at Cologne University of Applied Sciences
Apr. 2004-Aug. 2004	University of Applied Sciences Bonn-Rhein-Sieg	**Computer Science, Master of Science** My main subjects at University of Applied Sciences Bonn-Rhein-Sieg were Colorimetry and color theory, object-oriented component architecture, medical informatics and theoretical computer science.	
Nov. 2000-Mar. 2004	Cologne University of Applied Sciences	**Media informatics, Bachelor of Science** During my Bachelor's studies, I focused in human-computer interaction, multimedia development project management and operating systems. In my Bachelor's Thesis – in cooperation with the Cologne University of Applied Sciences' Institute of Automation and Industrial IT and Siemens – I evaluated the web-based e-learning course SIMATIC-telestart.	**Projects** Bachelor's Thesis: »Usability Evaluation of a Web-based e-learning course« Mobile Media: Design an application with photo geocoding Concept design and development of an SMS server for communication between students and university

Honorary appointments

Since Apr. 2015	UX CAMP WEST	Host of the Düsseldorf/Cologne User Experience Barcamp UX CAMP WEST
Since Mar. 2014	UXCGN	Host of the Cologne User Experience Meetup UXCGN

Apr. 2011-Dec. 2014	Better Experience	Member of the organizing committee for the »Design for …« action conferences in Cologne
Jan. 2003-Jan. 2007	laut werden für Toleranz und Zivilcourage.	Vice Chairman and member of the board
Feb. 2001-Jan 2003	Junge Liberale Oberberg	Chairman of the District
Feb 2001-Mar. 2002	FDP Oberberg	Member of the board

Publications

June 2008 Predicting future user behaviour in interactive live TV

Martin Gude, Stefan M. Grünvogel & Andreas Pütz. (2008). In Tscheligi, M., Obrist, M. & Lugmayr, A. (edt.), Changing Television Environments, Lecture Notes in Computer Science, Vol. 5066, pp. 117-121, Springer Verlag

Nov. 2007 Recommender Systems for Live-Transmission in interactive Television: Gathering and Rating User Feedback

Martin Gude. Master's Thesis.

Skills & Qualifications

Languages	German (mother tongue)
	English (fluent)
	French (fluent)
	Swedish (basic knowledge)
	Dutch (basic knowledge)
Methods	Card sorting, ethnographic research and evaluation
	Personas, scenarios and use cases
	Wireframes and prototypes
Certificates	Professional Scrum Product Owner I (2014)
	IELTS General Training (2012): 7.5
Tools	Paper, pencils, flip charts, whiteboards and stickies
	Axure RP
	Microsoft Office and Visio
	Apple Keynote and OmniGraffle
	Adobe Fireworks, Illustrator and Photoshop
	HTML, CSS, JavaScript, jQuery, PHP, Python