Wolfgang Maehr

Systems Designer — MSc., Dipl.Ing.[FH]

PHONE	+65 8533 7417	DATE OF BIRTH	July 25, 1982
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CREDO **_Design must elevate, not merely delight._**

WORK EXPERIENCE

SEP 2017–_NOW_   **Design/Product and Engagement Lead** at **PebbleRoad** in Singapore

Leading digital transformation projects through product vision, agile methodologies:

- **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-foods business doing an innovation audit, building an innovation pipeline and 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 to understand, define and test value propositions for a holistic and longitudinal elderly care platform. Leading the platform design across releases building a SaaS platform team structure and mindset from vision to delivery.
- **Transforming an Indonesian agricultural business** [170,000 staff] operations via a performance dashboard: Developing an agile business operation 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** from a multi-dimensional business model

JAN 2013–AUG 2017   **Head of Design** [started as **Senior Interaction Designer**] at **Gumbuya** in Singapore

Design leadership for a cloud-based app platform running on a semantic graph:

- **UI/UX and product design** of SaaS platform, tooling and customer products. Envision, design and product manage the system-level analytics and dev tools
- **Conception of methodology** for industrialised software build and technical sales and training/onboarding of customers and partners
- **Design and content** for go-to-market materials: website, pitches, templates, etc.

SEP 2010–JUL 2013   **Co-Founder/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 Spuul, a streaming site for Bollywood movies

AUG 2006–MAR 2010   **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, significantly improving delivery speed and quality.

- **Opera Dragonfly:** Lead product design from inception to launch for 100k DAU
- **Opera Widgets:** Project lead and design of app-stores and 20+ mobile, desktop and TV apps with up to 500k downloads

JUL 2004–JAN 2005   **Software Development Intern** at **IBM Research** in Switzerland

Developed a flexible 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 & wire-framing, UX reviews & user testing
TOOLS	Whiteboards, Whimsical, Figma, Miro, Atlassian Confluence/JIRA, Notion, OmniGraffle ...
CODING	HTML/CSS/JS, Python, Java, XML, SQL ...

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 for SGP and IND], outdoors, cultures, languages and traveling, philosophy of technology, society and politics

ACTIVISM

2020–NOW	SOTG Committee chair and board member for the World Flying Disc Federation [WFDF]
2018–NOW	SOTG Committee member for the World Flying Disc Federation [WFDF]
2009–2018	Head of Comms, Tech Admin and Advisory Board member for UPAI
2011–2013	Creator and curator of DestrActions, a monthly design meet-up in Singapore
2005–2007	Lab Manager at t2i Lab, Chalmers
2003–2004	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.