

CURRICULUM VITAE

Wolfgang Maehr

Product Architect — MSc., Dipl.Ing.(FH)

PHONE +65 8533 7417
MAIL wm@njyo.net

DATE OF BIRTH July 25, 1982
NATIONALITY Austria

CREDO *Design must elevate, not merely delight.*

WORK EXPERIENCE

- MAY 2022–AUG 2025 **Co-Founder and Head of Product** at **SeaBoard** in Singapore
Open banking for maritime, financially empowering seafarers and marine organisations.
- SEP 2017–MAY 2022 **Design/Product Lead**, then **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-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 to understand, define and test value propositions for a holistic and longitudinal elderly care platform. Leading the platform from zero to one.
 - **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 an **org-wide dynamically generated dashboard** from a multi-dimensional business model
- JAN 2013–AUG 2017 **Senior Interaction Designer**, then **Head of Design** 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 ACTIVITIES	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, Fibery, Figma, Miro, Confluence/JIRA, Notion, OmniGraffle ...
CODING	HTML/CSS/JS, Python, Java, XML, SQL, Objective-C, ...

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, confident
LANGUAGES	English [primary], German [native], Swedish/Norwegian [fluent], Finnish [fluent speaking, basic writing], French [basic], Spanish [basic]
INTERESTS	Ultimate Frisbee [played 6 world championships for SGP and IND], outdoors, travelling and cultures, philosophy of technology, society and politics

ACTIVISM

2020–'21 & 2024–'25	SOTG Commission chair and board member, World Flying Disc Federation [WFDF]
2018–NOW	SOTG Commission member, 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.