

## CURRICULUM VITAE

# Wolfgang Maehr

Product Architect — 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

- 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

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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, Fibery, Postman, Whimsical/Figma, Atlassian, Notion, OmniGraffle, ...
CODING	HTML/CSS/JS, Python, Java, XML, SQL, Objective-C, ...

## HIGHER EDUCATION

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AUG 2005–APR 2007	<b>Master of Science in Human-Computer Interaction and Interaction Design</b> at <a href="#">Chalmers University of Technology</a> [IT University] in [SE] Masters programme in Swedish with courses on user interfaces, interaction design, design thinking, ubiquitous computing and human computer interaction: <b>Thesis with Opera Software:</b> UX of Mobile Web Browsing: Navigation, contextual awareness and interaction on small screens; presented at MobileHCI '07
OCT 2001–SEP 2005	<b>Diplom-Ingenieur (FH) in Information and Communication Engineering</b> at <a href="#">Vorarlberg University of Applied Sciences</a> [AT] and <a href="#">Linköping University</a> [SE] Undergrad in software engineering: advanced programming, software development, system architecture, leadership and business processes: <b>Thesis with t2i Lab at Chalmers TH (SE):</b> <a href="#">eMotion—Emotion Estimation via Mouse Motions</a> : Invention, creation and scientific evaluation of a novel way to estimate emotions via mouse movements; presented at NordiCHI '06

## PERSONA

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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

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2020–'21 & 2024–'25	<a href="#">SOTG Commission</a> chair and board member, <a href="#">World Flying Disc Federation [WFDF]</a>
2018–NOW	<a href="#">SOTG Commission</a> member, <a href="#">World Flying Disc Federation [WFDF]</a>
2009–2018	Head of Comms, Tech Admin and Advisory Board member for <a href="#">UPAI</a>
2011–2013	Creator and curator of <a href="#">DestrActions</a> , a monthly design meet-up in Singapore
2005–2007	Lab Manager at <a href="#">t2i Lab</a> , Chalmers
2003–2004	President of PASD, the <a href="#">FH Vorarlberg</a> student club

## PUBLICATIONS

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– 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.