

# Curriculum Vitae

## Wolfgang Maehr

Interaction Designer — MSc., Dipl.Ing.(FH)

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Born July 25, 1982  
Nationality Austrian  
Marital Status Single

Credo Good design makes people care. Worthwhile design creates altruism.

### Work Experience

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Sep 2010–current

**Co-Founder and Interaction Designer at Extra Thought** in Singapore, SG.

Started and led a design studio focussing on mobile apps (iOS, Android, HTML5) and web applications. The various client projects spanned the whole design process. Our main projects:

— **Spuul** ([www.spuul.com](http://www.spuul.com)): Lead the overall and detail design (branding, UI, interaction, graphics) for this Bollywood streaming web site.

— **Appyzoo** ([www.stickeryapp.com](http://www.stickeryapp.com)): Closely collaborated with this start-up taking ownership over all matters UX of Mermaid Waters, a children's educational game. Covered various parts from game and story design to interaction and graphic design of the app's parental zone and presentation of the child's performance reports and more.

Aug 2006–Mar 2010

**Interaction Designer and Project Manager at Opera Software** in Oslo, NO and Chandigarh, IN.

Researched the user experience of mobile web browsers, worked on ways to improve on this and presented the solutions internally and externally. Designed a variety of client- and server-side products for Opera and its partners running on mobile phones, desktop and TV set-top boxes. Led the Indian development team and represented the company externally at conferences and other outreach.

— **Opera Dragonfly** ([dragonfly.opera.com](http://dragonfly.opera.com)): Led the UI design from product start past the first release doing user research, product design and specification, interaction design and testing. Opera Dragonfly has over 100.000 daily users.

— **Opera Widgets** ([widgets.opera.com](http://widgets.opera.com)): Designed and delivered the UI for over 20 widgets for mobile, desktop and TV as well as some of the back-end distribution systems (app-store). Led the development of over a dozen of these widgets as project manager, some with over half a million downloads.

— **Project Management**: Led the Indian widget development team of 11 employees. Grew and developed the team while working on high-profile projects. Improved the quality and timeliness of project deliveries.

Jul 2004–Jan 2005

**Software Developer Intern at IBM Research** in Zurich, CH: Built an automated reporting software in Python and Java to create PDF reports and data visualisation straight from any database.

Jul 2000–Mar 2001

Completed mandatory army service at 2. BVS St.Johann i. Tirol, AT.

### Workflow

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Design Activities

User research and system analysis, conceptualisation and prototyping, product design and specification, interaction design, wireframing, development support, UX reviews and user testing

Tools

Pen & paper, whiteboards, OmniGraffle, Photoshop, Eclipse, vi, Office

Technologies

HTML/CSS/JS, Python, Java/JSP/Servlets, C/C++/Obj-C, SQL, XML/XSD

## Higher Education

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Aug 2005–Apr 2007

Master of Science in **Human-Computer Interaction and Interaction Design** at **Chalmers TH** (IT University), SE.

Courses and projects on principles of user interface design, user research, user centred design, design methodology, and ubiquitous computing. Learned how to craft good user experience for systems, services and products.

– **Thesis: User Experience of Mobile Web Browsing:** Researched ways to address the problems of limited orientation and on-page navigation combined with various modes of interaction on mobile phones. Presented at MobileHCI '07.

– **BoxVox:** Group project to create a new musical instrument with an expression beyond traditional instruments. Project management and crafting of the physical instrument body.

– **Boink:** Group project to create five interactive balls motivating children to spend more time to play freely and creatively. Team leadership, concept development, technical guidance and prototyping.

Oct 2001–Sep 2005

Diplom-Ingenieur (FH) in **Information and Communication Engineering** at **FH Vorarlberg**, AT and **Linköping University**, SE.

Courses and projects on advanced programming, software development, system architecture, leadership and business processes. Learned how to build (software) systems.

– **Thesis: eMotion – Emotion Estimation via Mouse Motions:** Invention, design, development and scientific testing of a novel way to estimate emotions by using mouse motions. The results showed that a user's varying arousal levels can be measured through the computer mouse. Presented at NordiCHI '06.

## Persona

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Personality	Team player, ambitious, curious, positive, self-confident
Languages	German (native), English (fluent), Swedish/Norwegian (fluent), Finnish (fluent speaking, basic writing), French (intermediate), Spanish (intermediate)
Interests	Ultimate frisbee, outdoors, languages and traveling, photography, books, meeting people, cooking, technology and society

## Activism

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Jun 2011–current	Curator of DestrActions ( <a href="http://www.dactions.org">www.dactions.org</a> ), a monthly design meet-up in Singapore.
Sep 2009–current	Active involvement in the growth of Ultimate Frisbee in India.
Aug 2005–Apr 2007	Lab Manager at t2i Lab, Chalmers.
Jan 2003–Jan 2004	President of PASD, the FH Vorarlberg student club.

## Publications

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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.

References Available upon request.