

## Interaction Designer

**Date of Birth**

October 22, 1978

**Nationality**

German

**Marital Status**

Single

**Address**Heibargsredder 4  
23684 Schürsdorf (Germany)**Phone**+49-175-99 06 171  
+1-415-624-7818**E-mail**

me@beta-labs.com

---

### Objective

I am a versatile, creative, innovative thinking designer and developer with strong communicative skills. Besides my international study I have gathered professional experience in small to medium size projects and teams as a graphic designer as well as web developer or flash professional. Due to my scientific and interdisciplinary background my skills have never been limited to web development only. My work has always been dominated by its user focus and goal directed design and thus I would like to integrate and improve my communicative skills and holistic knowledge by working as an interaction designer.

---

### Skills

- fluent in all major graphic applications
- versatile in present design methodology (interaction, layout and typography)
- strong Flash Actionscript & Director Lingo experience
- solid working experience in HTML/XHTML/CSS
- strong communication and motivation skills
- active attentively observer
- engineering focused
- rapidly adapting new technology
- Mac OS wizard, fluent in Microsoft Windows
- fluent in office, diagramming and outlining applications
- basic C and Java experience

---

### Experience

2006 Mecglobal – mediaedge:cia digital (freelance)

Customers: Accenture, Mazda, Henkel Persil, Coupé magazine

- conducted a study about the general use of blogs as a marketing instrument
- created (layout & code) different formats of online marketing media
- developed a visual concept for the introduction of a new kind of washing powder

---

2005 Jung von Matt Hamburg (freelance)

Customers: Yello Strom, HapagLloyd/TUI, parship.de

- concept of building a videoblogging community in cooperation with a german TV-Show
- creation of a one minute video for a german football stadium ad (TUI/HapagLloyd)
- layouts of different kinds of online marketing media

2005 **Precious-forever** (freelance)  
Customer: Native Instruments  
· user interface consultant for basic architecture changes inside a software synthesizer  
· creation of paper prototypes for internal feedback

---

2003 **BBDO Hamburg** (freelance)  
Customer: BMW  
· technical consultant for the IAA Show website in 2003  
· technical realisation of the complete tradeshow website

---

2002–2005 **Fork Unstable Media** (internship & freelance)  
Customers: Beiersdorf NIVEA and 8x4, Neue Schule, adidas  
· creation (layout & code) of several advertising microsites inside the worldwide NIVEA webframework  
· adaptation of german websites for the international market (Turkey, Japan)  
· visual and technical responsibility for the MSN/NIVEA cooperation  
· concept and information architecture for the digital miAdidas community

---

2000 **Elephant Seven** (internship & freelance)  
Customers: Ravensburger Publishing, Terzio  
· assistant of the senior programmer (CD-ROM Edutainment Games)  
· creation and editing of individual game sounds  
· beta testing

---

---

## Education

2001–2003 **Danmarks Designskole Copenhagen/Denmark**  
As part of my study in Lübeck I joined the Danmarks Designskole (Departement: DigitalDesign) to gain more knowledge and experience in the field of design methodology and Interaction Design.

---

1999–2005 **University of Applied Sciences Lübeck/Germany**  
In the department of electronics I followed the international study course of Informationtechnology and Design. This course is seperated into a technology driven and design oriented section. This university focused on providing the technical education.

---

1998–1999 **Alternative National Service**  
I worked at the “Lebenshilfe Ostholstein” and looked after handicapped kids.

---

## Final Exam

I finished my studies in December 2005 and received the title **‘Diplom Ingenieur(FH)’** with an overall result of 1,1 (this equals an A). The topic of the exam was ‘Neon: A digital annotation system for Mac OS X’.

---

## Personal Interests

· photography  
· kitesurfing  
· digital audio production

---

## Additional Information

past: [portfolio.beta-labs.com](http://portfolio.beta-labs.com)  
future: [ixd.playgroundz.com](http://ixd.playgroundz.com)

# Future Directions

---

## Project 001

### Neon – A digital annotation system for Max OS X

The logo for the Neon project, consisting of the word "Neon" in a bold, black, sans-serif font inside a white square with a thin black border.

The current popular computer systems are still based on the WIMP paradigm from the beginning of the graphical user interface. In relation to today's use of computers the design requirements from that time changed a lot. There are several tasks which were natural in the past but impossible today. One of these tasks is to simply annotate an email, webpage, layout, briefing etc. People print out their digital documents to simply highlight some words or write notes in the margin. Neon is a digital annotation system that allows users to annotate every kind of content inside every document window. The annotation feature is a new property for the document window and thus independent from the application which uses this window. [continue reading...](#)

---

## Project 002

### Duration property for files

A black rounded square icon with the white text "01 27" inside, representing a duration or time value.

A common question in the daily business life is the duration of tasks. The supervisor needs to know a good approximation on the estimated time needed for the upcoming job. Since working tasks are more and more accomplished inside computers it is surprising that the current operating systems can not support the user in finding out how long he/she has been working on a specific file. This project shows one way on how to implement a duration property for files. [continue reading...](#)

---

## Project 003

### Boxes – Wrapping files



The idiom of files and folders is an important part of the daily computer experience. It continues to prove to be a very efficient and successful solution for file management. The concept of that system is from a time where the requirements for a file handling tool were quite different in comparison to today. There are some situations/tasks in which the very flexible system of files and folders creates an unnecessary redundancy which results in a time-consuming and attention-sucking interaction. One of these tasks is the documenting of received and sent out files. In the real world everybody needs to organize the inbox and outbox in a consistent and effective manner. Boxes are a logical progression to the current file and folder paradigm and support automatic documenting features. [continue reading...](#)

---

## Project 004

### iTunes Smart Tracks



Listening to music is always a linear experience. There are only two events on how to change the natural linearity: a) while a track gets played or b) after a track got played. This interrupting interaction is always a distraction of the current setting. iTunes SmartTracks are an enhancement to the current iTunes interface and enable the user to prepare semantically descriptive actions inside linear lists (i.e. playlists). These actions interrupt the natural linearity of playlists and allow the user to remain in his preferred setting. [continue reading...](#)