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#### Design Skills

Zeplin  
Sketch  
Webflow  
Cinema 4D  
Adobe Flash  
Adobe Premier  
Adobe InDesign  
Adobe Illustrator  
Adobe Photoshop  
Adobe AfterEffects

#### Design Methods

Ideation  
Personas  
Scenarios  
Wireframes  
Prototyping  
Storyboarding  
Interface Design  
Affinity Diagrams

#### Design Strategy

Design Thinking  
Service Exploration  
Business Model Analysis

# Heiko Maiwand

## Objective

Design intuitive, engaging, and usable products and experiences that make people's lives easier and more enjoyable.

## Education

**MS, Human-Computer Interaction/Design** 9/2008 - 5/2010

Indiana University, Bloomington, IN

**BS, Electrical Engineering, minor in Spanish** 9/2001 - 5/2005

Rose-Hulman Institute of Technology, Terre Haute, IN

## Experience

**Volkswagen Group R&D Lab (ERL)**, Belmont, CA 6/2010 - Current

*Principal Experience Designer & Strategist*

- Envisioned Group-wide ecosystem and digitalization strategy
- Written and published over 20 patents
- Localized features of the Audi MMI for the North American region
- Defined the interaction concept and GUI for many future projects
- Designed new physical interaction devices and experiences

**Harman/Becker Automotive**, Upper Saddle River, NJ 4/2006 - 8/2008

*Systems and Qualifications Engineer*

- Solely responsible for Harman/Becker's qualifications of the new Audi MMI3G multimedia navigation system in the US market
- Represented the company in the US by acting as the liaison between Audi and the Harman/Becker development

**Harman/Becker Automotive**, Martinsville, IN 7/2005 - 4/2006

*Prototype Development and System Test Engineer Intern*

- Proposed a multimedia in-vehicle touch PC-based radio unit
- Received approval to make the multimedia PC unit a fully funded project

**Free Lance Web-Designer**, Fairfax, VA 9/1999 - 8/2004

- Designed numerous corporate, private, and educational sites
- Developed an award-winning site for the ATO Fraternity chapter

## Languages

Traveled extensively abroad, proficient in:

- English – native tongue
- German – born in Germany, spoken some at home
- Spanish – 6 years in school, received minor
- Italian – lived 3 years in Italy, attended Italian school