

## hi there

As a multidisciplinary experience designer with a background in design, computer science and economics I found my natural habitat in Silicon Valley.

I have a true passion for fusing innovative digital with physical human experiences that explore the interaction of objects, people, new technologies and services. I craft and prototype unique experiences to test and build upon – whether that means making things by hand, with machines, or using code.

Unafraid of challenging conventions, my mission is to think big picture while also focusing on the small little details that matter, always aspiring to create unique experiences that have impact and are magical.

I am happiest when I am able to collaborate with, learn from and mentor highly talented people in interdisciplinary teams that envision the future and ship great products.

I had the privilege of working with several renowned design agencies, start-ups and corporations. I designed and developed user experiences that aligned human needs and business objectives for highly distinguished and impactful brands such as Mercedes-Benz, Bowers & Wilkins, Deutsche Bank, Red Bull, Continental, Audi, to name a few.

Driven by a sense of wonder and curiosity I live to explore. I call the San Francisco Bay Area my home but also enjoy escaping into nature, travel the world whenever possible and riding any kind of board.

Cheers,  
Marco

## experience

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since NOV 2017

**PRINCIPAL PRODUCT  
DESIGNER**

Bowers & Wilkins  
Menlo Park, CA

- Build concepts, prototypes and designs for mobile, 10-ft, and physical UI in collaboration with cross-functional teams and present them to key stakeholders and teams in the organization.
- Develop information architecture, interaction patterns, prototypes and visual designs for existing and next generation products.
- Research design, society and technology trends and explore new – state of the art – luxury audio, video and home automation experiences with strategic impact for Bowers & Wilkins.
- Provide strategic design direction, thought leadership and mentorship on best practices in UX design and be an evangelist for design as a key discipline for product development and business impact within the organization.

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NOV 2016 — SEP 2017

**SR MANAGER UX DESIGN**

APR 2016 — OCT 2016

**MANAGER UX DESIGN**

Mercedes-Benz  
R&D North America  
Sunnyvale, CA

- Lead a team of 15 very talented cross-disciplinary designers and creative technologists from project ideation and conceptual development to project delivery.
- Organized and facilitated cross-team collaboration between design, engineering, user research and business strategy as well as between the different design studios around the world.
- Scaled various conceptual and visual design projects from vision to production for next generation telematics system MBUX. Roll-out with 20+ car models, starting 2018.
- Concept EQ – introduced the vision of an immersive digital space along with the vision of a map centric user interface to mitigate range anxiety and support electric mobility needs.
- Provided thought leadership with a long term vision for designing a holistic user experience across different platforms and touch points of the Mercedes-Benz brand.
- Worked cross-functionally with other team managers and stakeholders to identify opportunities for impact and product enhancement as well as product and business requirements.

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**AUG 2015 — MAR 2016**  
**PRINCIPAL UX DESIGNER**

Mercedes-Benz  
R&D North America  
Sunnyvale, CA

- Guided and mentored a vision team of cross-disciplinary designers and creative technologists.
- Explored new experiences for Mercedes-Benz with strategic impact for in-car displays, mobile devices, wearables, intelligent light, smart materials, interactive and transformable surfaces.
- Spearheaded and established tangible digital interfaces as a new design discipline within Mercedes-Benz.
- Collaborated with cross-functional teams on multi-modal interactions combining voice, gesture and gaze.
- Built concepts, prototypes and designs which I presented to key stakeholder and teams in the organization.
- Developed core information architecture, interaction patterns, prototypes and visual designs for the next generation telematics system MBUX and beyond.

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**OCT 2014 — JUL 2015**  
**SENIOR UX DESIGNER**

Mercedes-Benz  
R&D North America  
Sunnyvale, CA

- Strong individual contributor as member of the F015 core project team. Developed concepts for autonomous mobility experiences, worked on interaction and visual design, developed prototypes for evaluation and effective communication of the design vision and ensured correct implementation into the final product.

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Red Dot Design Award “Best of the Best” 2016, Engadget “Best of CES 2015”, The Verge “Best Car of CES 2015”

- Lead a small design team for demonstrating the Mercedes-Benz vision of a predictive user experience. IxDA Award 2015 shortlisted in category “Disruptive”.
- Created concepts, designs and presentations to gain alignment and drive decisions across multidisciplinary teams. Designed mockups and prototypes to effectively communicate intended interaction.
- Collaborated with designers, researchers, engineering, and communications from idea conception through execution.
- Synthesized user insights and business goals into personas, user journeys, concepts, wireframes, interaction flows and visual designs in an iterative development process.
- Developed design tools that streamlined repetitive tasks and enabled rapid iterations for the design team.
- Crafted compelling designs and experiences that met and redefined the digital brand language of Mercedes-Benz.

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**OCT 2012 — SEP 2014**

**UX DESIGNER**

Mercedes-Benz  
R&D North America  
Sunnyvale, CA

- As the lead designer for the digital user interfaces of the Concept S-Class Coupé I worked directly with software and embedded hardware engineers – from whiteboard concept stage over rapid prototyping to final polished visual design.
- Spearheaded a new collaboration model and best practices of interdisciplinary co-creation and the strategy of using show cars as proof of concept – designing and developing for real life automotive hardware in order to accelerate the transition of innovation from vision into product.
- Designed high fidelity wireframes, and clickable rapid prototypes for Instrument Cluster, Head Unit, and climate touch bar.
- Worked closely with product managers and engineers to design holistic user experiences.

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**MAR 2012 — AUG 2012**

**UX DESIGN INTERN**

Mercedes-Benz  
R&D North America  
Sunnyvale, CA

- Pioneered creative coding as a new design tool and design discipline for rapid prototyping and concept evaluation within Mercedes-Benz.
- With a small team of designers, engineers and UX researchers we established a new collaboration model of interdisciplinary co-creation and a human-centered-design process.
- Contributed to the Mercedes-Benz digital user experience strategy and design language.

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**OCT 2011 — APR 2012**

**DESIGNER**

Spontech Spine Intelligence AG  
Stuttgart, Germany

- Worked as the design lead together with marketing and engineering on concepts, wireframes and visual designs for the innovative implant software, company website, and marketing material for web and print.
- Established a new brand and CI guidelines for this fast growing medical start-up.

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**FEB 2011 — DEC 2011**

**DESIGNER**

zum Kuckuck Digital Media  
Würzburg, Germany

- As a designer and creative technologist I worked directly with clients and developers and created concepts, designs and prototypes for innovative websites and digital experiences that pushed the envelope of established web standards.
- In a cross-disciplinary team I developed digital experiences for highly distinguished brands such as Mercedes-Benz AMG, Audi, Villeroy & Boch, Drykorn, to name a few.

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OCT 2011 — DEC 2011

OCT 2010 — DEC 2010

**DESIGN TUTOR**

University of Applied Sciences  
Würzburg, Germany

- Mentored and taught a group of 60+ undergraduate students in Adobe Illustrator. I guided the students through the software from basic to advanced features and demonstrated how the software facilitates procedural design.
- The learnings were applied in weekly sessions in groups of 15 students using real life design problems which were accompanied by weekly design exercise assignments.

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OCT 2009 — SEP 2010

**DESIGNER**

formfellows  
Frankfurt am Main, Germany

- Started as a graphic design intern and graduated into freelance graphic designer.
- As a designer I worked closely with clients to provide effective visual languages for their brand systems.
- In an interdisciplinary environment I worked directly with fashion designers, architects and copywriters and developed concepts and designs for cross-platform campaigns, exhibitions, sports wear, and more for highly distinguished brands such as Continental, Red Bull, Jewish Museum Frankfurt, to name a few.

## skills

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### DESIGN THINKING

Design Strategy, Card Sorting, Information Architecture, Mood Board, User Journey, Personas, Wireframing, Interaction Flows, Human-Centered-Design

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### DESIGN DOING

Adobe Creative Cloud, Affinity Designer, Affinity Photo, Modo, Sketch, Paper & Pencil

Confluence, Jira, Bitbucket, Slack, PNG Express, Zeplin, Design Style Guide

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### RAPID PROTOTYPING

Processing, Java, Arduino, JavaScript, Raspberry PI, Python, Qt/QML, Reactivision, Unity, Android, Keynote, Invision, Flinto, HTML, CSS, Actionscript, Flash, Paper & Cardboard, Physical Prototyping

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### LEADERSHIP

Mentoring, Coaching, Facilitating Collaboration, Effective and Transparent Communication, Managing Stakeholder Expectations, Management of Scope, Milestones, Timelines and Resources for Projects

## patents & awards

2012 — present

**Inventor on several international patents**

Mercedes-Benz

2017 **Red Dot Award “Best of the Best”**

Mercedes-Benz Style | Artemide Ameluna

2016 **Red Dot Award “Best of the Best”**

Mercedes-Benz | F015 Luxury in Motion

2015 **IxDA Interaction Award Shortlist “Disrupting”**

Mercedes-Benz | Predictive User Experience

2015 **Engadget “Best of CES” & The Verge “Best Car of CES”**

Mercedes-Benz | F015 Luxury in Motion

## exhibitions & publications

2017 **Concours d’Elegance, Pebble Beach, CA**

Mercedes-Benz | Maybach Vision 6

2017 **CES, Las Vegas**

Mercedes-Benz | Concept EQ – Intelligent Maps

2017 **Car Throttle** <https://goo.gl/GQCgQq>

Mercedes-Benz | Concept EQ

2017 **Engadget** <https://goo.gl/3KPgcd>

Mercedes-Benz | Concept EQ & AI Typewriter

2017 **Slash Gear** <https://goo.gl/szZnmU>

Mercedes-Benz | AI Typewriter

2016 **Mondiale De l’Automobile, Paris**

Mercedes-Benz | Concept EQ

2015 **International Tech Day, Sunnyvale, CA**

Mercedes-Benz | F015 Luxury in Motion

2015 **CES Asia, Shanghai**

Mercedes-Benz | F015 Luxury in Motion

2015 **CES, Las Vegas**

Mercedes-Benz | F015 Luxury in Motion

2014 **CES, Las Vegas**

Mercedes-Benz | Predictive User Experience

2013 **IAA, Frankfurt am Main**

Mercedes-Benz | Concept S-Coupé

## education

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SEP 2011 — JUL 2013  
**MASTER OF ARTS**

**Information Design**  
University of Applied Sciences  
Würzburg, Germany

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SEP 2007 — AUG 2011  
**BACHELOR OF ARTS**

**Communication Design**  
University of Applied Sciences  
Würzburg, Germany

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SEP 2004 — MAR 2006

**Business Computing**  
University of Applied Sciences  
Würzburg, Germany

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SEP 2001 — AUG 2004

**Economics**  
University of Applied Sciences  
Würzburg, Germany

## languages

Excellent communication skills in both **English** and **German**, Basic knowledge in **Spanish**, **French** and **Bulgarian**.

## references

I am happy to name references upon request.