

Dr Jurgen Spangl

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Summary

I'm a passionate User Experience designer with over 12 years experience leading teams and creating user experiences for mobiles, the web, software, and physical products. I'm a highly skilled UX leader with a proven ability to inspire, lead and mentor others. I'm a strong proponent of a holistic view on product development — including the product as whole and above all the human perspective within the social and environmental context. With a solid and balanced understanding of the complex relationship between design, business and technology I act as a catalyst among the parties involved in product development.

I constantly improve the integration of user centered design methods into plan driven and agile software development processes, by encouraging collaboration and design thinking within the team.

I'm dedicated to promote the discipline of user experience design. I'm teaching human computer interaction and user interface design and I'm the co-founder of the interaction design get-together Vienna and the usability round table Hamburg.

Work Experience

since 08.2009

Head of Experience Architecture

Vodafone Hutchison Australia, Sydney, www.vodafone.com.au

- _ Responsible for the experience across all digital touch points including mobile, online, iPhone and Android applications, and intranet
- _ Formed a strong internal UX team (grew the team from 4 to 10 members within a year) and led them through the merger of Vodafone and 3
- _ Empower and mentor the team to meet their individual and team goals
- _ Champion lean and agile practices: Influence the wider Online team and key stakeholders, such as Technology and PMO, to successfully apply agile methodologies cross functionally
- _ Driving the digital experience and transformation strategy

since 04.2009

Guest Lecturer for Interaction Design

University of Sydney, Sydney, www.usyd.edu.au

01.2009–07.2009

User Experience Consultant

Vodafone Australia, Sydney, www.vodafone.com.au

- _ Responsible for online user experience vision and strategy
- _ Increased the profile and understanding of user centered design
- _ Evangelized a holistic design approach
- _ Developed user experience standards and guidelines
- _ Initiated and managed the Vodafone Design Challenge in co-operation with the University of Sydney

- 10.2003–02.2009 **Managing Partner and Interaction Designer**
 GP designpartners, Vienna, www.gp.co.at
 GP designpartners is an international team of highly motivated industrial and interaction designers who are eager to embrace the challenge of creating outstanding products for their clients.
 _ Led and managed international project teams
 _ Responsible for proposal, scope, budget and time line of interaction design projects
 _ Coached and mentored team members in interaction design and project management
 _ User research, requirements engineering, scenario and concept development
 _ Development of use cases, functional specifications and prototypes
 Clients: Hutchison 3G, Ikarus Software, Matrixware, Ministry of Finance, Otto Bock Healthcare, Philips, Sagem Communication, Siemens
- 02.2005–01.2009 **Lecturer for Human Computer Interaction**
 University of Applied Sciences Vienna, www.fh-wien.ac.at
 _ Lecture in »Software-Systems and Human Interfaces«
 _ Lecture in »Human Computer Interaction«
 _ Lecture in »Application Development«
 _ Supervising graduate students
- 02.2005–07.2007 **Lecturer for User Interface Design and Usability**
 University of Applied Sciences Burgenland, www.fh-burgenland.at
 _ Lecture in »User Interface Design«
 _ Lecture in »Usability«
- 08.2000–08.2001 **Project Experience Lead and Information Architect**
 Razorfish, Hamburg, razorfish.com
 _ Led the Experience team (Information Architects, Designers, Writers) for the worldwide website relaunch for Audi
 _ Project planning and controlling
 _ Concept and scenario development
 _ Created site maps, page schematics, use cases, functional specifications
 _ Planned and conducted usability tests
 _ Development and coordination of the experience team Germany for mobile solutions
 Clients: Audi, Bayerische Landesbank, HypoVereinsbank
- 09.1999–07.2000 **User Interface Designer and Software Engineer**
 User Interface Design-Lab at the Design and Assessment of Technology Institute, University of Technology, Vienna
 _ Created concepts, user interface design studies and prototypes
 _ Developed software and databases
 Clients: Trenkwalder, Fabasoft
- 10.1995–08.1998 **Software Engineer** (self employed)
 _ Development and maintenance of møbelhus, a client/server based business application for a mid-sized company
- 09.1992–08.1996 **Assistant to the Head of the Department and Assistant Teacher**
 College of Engineering (HTL) St. Pölten

Additional Experience and Activities

- 08.2009 **Speaker at UX Australia 2009**
- 10.2004–10.2008 **Co-Founder and Organizer Interaction Design Get-together Vienna**
Organizing the monthly face-to-face events for the local community in Vienna; member of the translation team for the website www.ixda.org
- 09.2004–07.2008 **Member of the Academy of Life, Siemens**
An initiative from Siemens that brings »high potentials« into contact with people who have led a life of exceptional achievement
- 09.2001–03.2003 **Working Visa Canada and traveling in Australia, China and Nepal**
Technician in the tourism industry (Vancouver)
- 03.2001–08.2001 **Co-Founder and Organizer Usability Round Table Hamburg**
- 09.1998–08.1999 **Traveling in Asia, Australia, New Zealand and South America**
Spanish course in Bolivia
- 06.1997–05.1998 **Paramedic/Ambulance Driver (Alternative civilian service)**
- 07.1996–08.1996 **Development assistance project in Guatemala**

Education

- 10.2004–10.2008 **PhD in Interaction Design/Computer Science** with distinction
Vienna University of Technology
Thesis: »The Catalyst Kit — Encouraging collaboration and design thinking in interactive systems development«
The Catalyst Kit is a deck of cards to foster design thinking by focusing on the collaboration within the team and by providing methods and tools to improve the transition from concepts to the final product.
- 10.1992–03.1998 **Master in Computer Science (M.Sc.)**
Vienna University of Technology
Thesis: »Devices for Experimental Human-Computer Interaction«
- 10.1994–06.1997 **Study of Business Administration**
Vienna University of Economics and Business Administration
- 09.1987–05.1992 **College of Engineering (HTL) St. Pölten, Austria**
Department for Mechanical Engineering