

**Norbert Neumeister**  
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## CURRICULUM VITAE

### AREAS OF EXPERTISE

#### User Experience and Interaction Design.

### Experience

#### **Different | Sydney, Australia | 6/2008 – present**

##### SENIOR EXPERIENCE ARCHITECT

Creating user centred design solutions for retail clients, public broadcasters and the financial industry such as Harvey Norman, National Australia Bank, Westpac, Macquarie, Westfield, ABC radio and others.

- Qualitative research, contextual enquiries, affinity diagramming, persona development, scenarios, workshop facilitation
- Task modelling, concept workshops, concept development, user requirements, wire framing, information architecture, interaction specifications, concept and usability testing
- Supervise and cooperate with visual designers, technical teams, colleagues and managing associate experience architects to assure high quality outcomes

#### **The Learning Group | Sydney, Australia | 9/2007 – 06/2008**

##### SENIOR INTERFACE / INTERACTION DESIGNER

Interface design, prototyping and production of e-Learning solutions for clients such as AMP, Allianz, Deutsche Bank, Department of Defence and Queensland Transport.

- Designed and produced e-Learning interfaces and interactions for various clients
- Closely cooperated with instructional designers and developers to assure high quality outcomes
- Developed generic style guides for e-Learning courses
- Educated and preached the value of user centred design methodology to the organisation

#### **University of Newcastle | Newcastle, Australia | 8/2006 – 09/2007**

##### SENIOR WEB USER EXPERIENCE DESIGNER

Conceptual development and interface design for the re-branded launch of the University's web site (Launched 04/2007).

- Conducted high level content inventory and designed high level information architecture
- Analysed web analytics and developed primary personas
- Liaised with different stakeholders and brand agency to gather business and brand requirements
- Developed design concept/framework (wireframes & interface) for migration into new CMS
- Analysed/optimised university wide search - search logs analysis, developing best bets & search interface design paradigms

#### **Tactics Consulting Pty Ltd | Sydney, Australia | 6/2005 – 8/2006**

##### SENIOR DESIGN CONSULTANT

Interface design and prototyping for e-Learning solutions for clients such as Blackmores, KAZ, Ernst & Young, Commonwealth Bank, ResMed and Transport Infoline.

- Designed e-Learning interfaces for various clients according to brand
- Documented interface design specs for overseas development
- Supervised off-shore production (India) to assure high quality outcomes
- Conducted usability/ design integrity reviews of web sites (heuristic evaluation)

#### **Freelance | Germany/Australia | 12/2004 – 03/2005**

##### WEB/ INTERFACE DESIGNER

Corporate Design and Web Design for "Exchange\*ME", an online barter platform in Berlin, Germany.

#### **Vodafone - Group Marketing | Düsseldorf, Germany | 7/2004 – 12/2004**

##### USER EXPERIENCE DESIGNER

Mobile User Experience Design for future services of mobile appliances. The work included conceptual development (use cases, requirements, specification and task flows) in cooperation with the different Vodafone services and other vendors such as NOKIA and Siemens.

- Liaised with different stakeholders and service managers
- Conducted workshops with service managers to evaluate existing group management concepts
- Designed one integrated/unified group management approach across existing services
- Delivered and presented report on strength and weaknesses of proposed group management concept

## Experience

Continued

**Freelance | University of Newcastle | Newcastle, Australia | 6/2003 – 6/2004**

### GRAPHIC DESIGNER / WEB DESIGNER / EXPLORER

Design, development and production of marketing communications for Newcastle University, involving concept development and the application of these design solutions across all media. Web Design for the Hunter Valley vineyard “Gabriel’s Paddocks”, tutoring German and exploring the antipodes.

**Cutup GmbH, Bertelsmann Media Company | Cologne, Germany | 12/1999 - 4/2003**

### INTERACTION / INFORMATION DESIGNER

Interactive Media Designer, in charge of Web, Interactive Media and Interface design projects, including the development of conceptual basis for the Sheikh Zayed Knowledge Center in the United Arab Emirates. Other clients: Bertelsmann, Bertelsmann Foundation, Arvato, Deutsche Telekom, Wolters Kluwer, Microsoft and RTL (Radio Tele Luxembourg) among others.

**Freelance | MBP (Michael Basche & Partner) | Cologne, Germany | 1/1999 – 9/1999**

### GRAPHIC DESIGNER

Art Direction and graphic design for special interest motor-sport magazine for Ford. Responsibilities included design and pre press. (print run 10000, 5 times/year)

**Freelance | Cologne/Düsseldorf, Germany | 1995 – 1999**

### GRAPHIC/ INTERFACE DESIGNER

Graphic Designer, working for advertising agencies (DMB&B D’arcy Masius Benton & Bowles, Düsseldorf & Agentur Butter, Düsseldorf) and others. Interface consultant and prototyping for WDR (West German Radio).

### Internships

- » **Leo Burnett – Starship** | Frankfurt am Main, Germany | 08 -10/1998
- » **RTL - Television Köln**, broadcast design, Cologne, Germany | 1996
- » **Cutup mixed media**, media design GmbH | Cologne, Germany | 1995
- » **DMB&B Imparc**, advertising agency | Düsseldorf, Germany | 1994 - 1995
- » **Bildwerk**, digital film design and post-production | Frankfurt/Main, Germany | 1994

## Education

**KISD – Köln International School of Design | Cologne, Germany | 10/1995 - 6/2001**  
(former University of Applied Science, Department of Design)

### DIPLOM DESIGNER

Degree Project: Personalised Library Information Environment (conducted by Prof. Gui Bonsiepe). Conceptual and research work on the use of adaptive methods in digital libraries – design of information architecture and interface schematics.

**CTEH Holon, Design Department | TelAviv, Israel | 9/1997 – 3/1998**  
exchange semester

## Skills

### LANGUAGES

German » native | English » fluent | Italian » basic

### SOFTWARE

Expert: Adobe CS4 (InDesign, Illustrator, Photoshop, Fireworks, Acrobat), BBEdit, OmniGraffle, Microsoft Visio, Office, Excel, Power Point, and fair knowledge of Html and CSS.

Intermediate: Morae, Adobe AfterEffects, Dreamweaver, Flash

E-Learning: Articulate, Mohive, Smart Assist (smart@ss)

Platform: Apple Macintosh and PC

### PERSONAL

- > Strong analytical, conceptual, research and problem solving skills
- > Good communication, organisational and interpersonal skills
- > Experienced with multi-disciplinary and cross-cultural team environments
- > Excellent formal presentation skills
- > Passion for creating engaging user experiences
- > Ability and willingness to learn.

## Memberships

The Interaction Design Association – [www.ixda.org](http://www.ixda.org)  
The Information Architecture Institute – [www.iainstitute.org](http://www.iainstitute.org)  
AYP Toastmasters - [www.toastmasters.org](http://www.toastmasters.org)

## References

Available upon request