

# Lino Wiehen

*Creative Director / UI UX Designer / Prototyper*

## **Thought leader, creator with industrial design and consulting background**

Designing experiences that delight across multiple platforms and devices like iOS, Android, Web, PS4 and CTV. Able to quickly set up and run user testing to measure and improve layout and interaction success. Fast prototyper with video and animation experience for creating the best experiences and communicating those ideas to developers and stakeholders.

## *SPECIALTIES*

- design and interaction across multiple platforms including consoles and TVs
- user centered and responsive design
- digital video and music
- social networking
- prototyping with Principle and Sketch, using symbols in Sketch
- limited 3d modeling experience with Cinema4d, Maya

## *EDUCATION*

Rhode Island School of Design // BFA Industrial Design 1992  
Vitra Design Museum Workshop // Stainless Steel Furniture w Ron Arad  
UCLA Extension Evening Courses // After Effects, Maya Modeling

## *EXPERIENCE*

**Sony Pictures Entertainment** Culver City Jan 2017 - present

### **Sony Crackle Website Redesign**

Define a next generation video watching experience for web and mobile with a responsive site. Increase interaction on the homepage and surface content in an easily browseable manner.

### **Sony Animax Japan PS4 video app**

Design Japan PS4 app to allow for live streaming video as well as VOD and a subscription service through PS Wallet. Design and define all flows and work with Asia team to implement app with collection of Anime videos. Iterate designs to improve subscriptions working with the Japan team.

### **Sony Animax Login and Register**

Defined flows for Fortumo, an international log-in and payments vendor, for Android, iOS and web through direct billing to your cell provider.

### **Sony Animax Asia Redesign - Web, iOS, Android and Mobileweb**

Define colors, interactions and screens for an international launch of the Crackle platform for the Asian market. Adjust the app to fit the new market and new types of anime videos.

### **Prototypes Animax Asia and Japan**

Make it easy for stakeholders to understand design by building prototypes with video and functional navigation using Principle. This was instrumental in communicating the sign in process and changes to navigation.

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**Peq App / Co-founder / Creative Lead**

Mobile App concept, UI & UX design of emoji messaging app

Spearheaded design from Proof Of Concept to working app in 8 months. Using prototypes and wireframes, developed fast approach to execute design with quick user testing sessions to validate our ideas. Worked closely with developer to develop flows and communicate functionality.

Concepted and wireframed an app to chat with emoji using external libraries. The emoji would be suggested as you type and be presented in a carousel to quickly choose and continue typing. The concept was to allow for client editing of emoji, event related emoji and in-app purchases.

Partnered with Dick Clark productions to feature live updates from the Billboard Music Awards live event in Las Vegas. Organized a music journalist to live broadcast “peq’s” during the event.

**Belkin Qode iPad App / Design & UX Lead**

UI and UX for iOS app to change settings and shortcuts for Belkin Qode Keyboard case. The app allows for easy shortcut creation, language switching and setup.

**Yahoo Video / Design Lead**

Challenged team to get playing video into the Yahoo homepage redesign. Designed minimal video player and created branded video players for NFL.com and others.

**eHow / Demand Media / Art Director**

Redesigned eHow.com with multiple sections styled like individual magazines. Rachael Ray was the first celebrity to host the Food site.

**MySpace Music / Creative Director**

Directed the design team on Music Homepage, Artist Pages, Music Players. Presented to the CEO weekly to push the development of the Artist Pages.

**Yahoo Music / Art Director**

Art direct and manage a team of designers working on several music apps; Facebook Music Videos, Webplayer, Playlisting, Patent for Yahoo Media Player

**Sapient Munich with relocation to Sapient Los Angeles**

Designed an interactive iPad device for news, email and weather for Yello Strom’s clients, site design and ux for Nissan and Infiniti.

*PUBLICATIONS*

“Site of the week” on Communication Arts, Wired Magazine, Design Magazine, Sueddeutsche Zeitung “Gallery Tip” for wandelBar exhibit

*EXHIBITIONS*

Vitra Design Museum, Galerie Karin Sachs Munich, Typo 2000 Berlin, Red Bull Party Berlin, Kurzfilmfesttage Oberhausen, Passagen Cologne

*SOFTWARE*

sketch, zeplin, principle, adobe cc, keynote, css, after effects, html5

I love... cycling, triathlons, drawing, painting, surfing, printmaking, beer and cooking