

Lino Wiehen

Art Director / UI UX Design Lead / Prototyper

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Thought leader, creator with industrial design and design consulting background

Designing experiences that delight across multiple platforms and devices like iOS, Android, web, game consoles and smart TV's. 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 amazing experiences and communicating those ideas to developers and stakeholders.

SPECIALTIES

- design and interaction across multiple platforms including mobile apps, consoles and TV's
- agile, user centered and responsive design
- cross platform digital video and music products
- social networking with music playlisting, playback
- prototyping with Principle and Sketch
- 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

Fluid Design Munich / Sr UX Designer Munich Oct 2018- Present

Onboarding for new office telephone product. Developed flows and wireframes for onboarding, unboxing, setup and contact management of a new office telephone product. Helped conduct user testing using a simple prototype that users could click through.

Researched and developed a clean, modern box design, layout, startup animation along with simple on-screen setup for all connection types with clear paths. Developed mental model for syncing external contacts with a master directory and general contact management.

Sony Pictures Entertainment / Sr UI/UX Designer Culver City Jan 2017 - June 2018

Sony Crackle Website Redesign

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

Japan Playstation4 console 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 stakeholders 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.