



# Lino Wiehen

## Creative Director / Art Director

highly skilled, hands on, and award winning user-centered designer with industrial design and consulting background

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www.wiehen.com

### education

Rhode Island School of Design// BFA Industrial Design 1992  
Vitra Design Museum Workshop// Stainless Steel Furniture w Ron Arad  
UCLA Extension Evening Courses// Maya 6.0 Modeling, After Effects

### experience

Nov 2014 -Present

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

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

Nov 2014 -Feb 2015

#### Belkin Qode App / Creative Lead

UI and UX for app to change settings and shortcuts with keyboard cases

2011-Nov 2013

#### Yahoo Video / Design Lead

Worked on the Yahoo homepage redesign and minimal video player  
Redesigned Yahoo Food and Style



2009-2011

#### eHow / Demand Media / Art Director

Redesigned eHow.com with multiple verticals styled like individual magazines; Food, Style, Money, Health, etc. and homepage, Rachael Ray Food site

2008-2009

#### MySpace Music / Creative Director

Directed the design team on Music Homepage, Artist Pages Music Players

2006-2008

#### 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



2000-2006

#### Sapient Munich with relocation to Sapient Los Angeles

UI and UX design development for numerous clients, won Addy award for Quicken, site design and development for Nissan and Infiniti

1998-1999

#### gr2 Munich / Art director

designed presentations for BMW design group. Smart Car launch in Barcelona with interactive displays and press presentation technical graphics

2000

#### activ8 Cologne / Co-founder

Interactive presentations for Ron Arad and Ingo Maurer  
work was shown at the International furniture fair in Milan



1996-2000

**wandelBar** / concept, design and production of a mobile inflatable eurolounge  
The website let visitors change colors of the actual lounge - featured in Wired

**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*