

Rudolf Zwieselbauer, BA (Hons.) MAS

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Objective

Passionate and highly motivated team player with a strong can-do mentality and problem solving skills. Curious and communicative multimedia arts graduate with a major in web development as well as master in user experience design and management and more than 15 years of experience as a developer, user interface & experience designer and (technical) project manager who is always seeking new challenges.

Education

September **2016** – October **2018**

Master of Advanced Studies, User Experience Management | *University of Applied Science Vienna*

- gained deeper knowledge in areas such as User Experience, Usability, Accessibility and User-centered Design which enables me to create and adjust (digital) products to user needs while keeping them in balance with stakeholders as well as business needs
- created, evaluated and assessed user interfaces by considering characteristics such as colour, typography, layout or design
- applied state-of-the-art methods of User Centered Design to different kinds of projects by professionally evaluating Usability issues as well as presenting appropriate solutions to various types of stakeholders in an appropriate manner
- learned how to advise companies and governmental institutions on topics such as User Experience and Usability as well as establishing and solidifying the importance of various areas of User Centered Design within their development and management departments to further allow the creation of products which will really satisfy the user
- written a master thesis at a scientific level as well as developed independently and self-responsibly knowledge in the field of User Experience Management (*topic: a study on how mobile GUI prototyping with "Bricks" can help to boost creativity, group work and result satisfaction in early project stages*)

2008 – 2010

Bachelor of Arts (Honours), Multimedia Arts | *Middlesex University London*

- acquired knowledge in project management, business plan writing, online publishing, authoring and marketing
- gained deeper knowledge in computing and media, advanced multimedia topics such as copyright, business and legal studies as well as cultural and industry perspectives
- acquired techniques such as storyboard writing, wireframing and prototyping as well as research and online publishing techniques
- demonstrated the full range of my previous acquired technical, creative and academic skills by mastering a research project
- obtained skills needed to conduct independent research by writing an honours thesis (*topic: The future lies within the "cloud" - a study on the use of online office suites in Austrian small and medium businesses in the IT and communications industry; rated with 2 out of 20 - UK grading system*)

2006 – 2007

Web Design and Development Diploma | *SAE Technology Institute Vienna*

Gained knowledge in areas such as:

- fundamentals of computer science media
- basics of media technology such as illustration and layout, DVD authoring, 3D modeling, texturing, animation, lighting, rendering as well as video and sound editing
- HTML, CSS, Javascript, Ajax and rich internet applications
- server-side scripting and object oriented programming, database management, content management systems and interactive animation
- principles of user interface design, communication and human-computer interaction and designing of innovative interfaces

Work experience

2012 to present

CEO & Founder

rudi.rocks – UX Design | www.rudi.rocks

- created various user experience design solutions for companies around the world
- helped companies to define UX strategies and further consulted them on how they can implement UX within their product development process
- developed various high-fidelity prototypes for companies such as Doka, VERBUND Trading and Novomatic

September **2020** to present

Lecturer @ Master's degree program Management by Innovation

New Design University St. Pölten | <http://bit.ly/ndu-master-mi>

- Teaching "prototyping" at the Master's degree program Management by Innovation

May **2019** to present

Creator, Scientific Coordinator, Student Supervisor & Lecturer @ UX Design Bootcamp | UX/UI Online Course

Talent Garden Innovation School | viennainnovationschool.talentgarden.org

- developed a three months UX design bootcamp where the students learn how to design outstanding user experiences for customers and further anything they need to know to start a career as a UX Designer
- Lecturer for the modul UX Prototyping & UX/UI Online Course
- Student Supervisor

March **2017** to May **2019**

UX Architect

VERBUND Trading GmbH | www.verbund.com – *renewable energy company – Austria*

- gained deeper knowledge in the field of renewable energy and energy trading
- co-developed an enterprise renewable energy trading platform which allows their users to trade various kinds of electricity products and to analyse the market as well as offering them accounting and user management functionalities
- audited as well as supported various company projects in regards of UX topics
- created usability reports for different types of products and projects
- gained experience within a scrum team as a Product Owner as well as knowledge as a Scrum Master by doing the Certified Scrum Master certificate

September **2015** to February **2017**

(Technical) Project Manager and Team Lead Quality Assurance, UX & Usability

MMCAAGENTUR für digitale Kommunikation GmbH | mmcagentur.at – *digital media agency – Austria*

- setting-up as well as leading the quality assurance team
- responsible for all quality assurance topics within the agency including websites, campaigns and newsletter
- management of various kinds and sizes of new media projects and international campaigns mainly for Beiersdorf int. (NIVEA and NIVEA MEN) mostly in English
- consultant for any kind of user experience, usability and accessibility topics within the agency
- authoring of user experience reports and stakeholder presentations
- created and designed wireframes as well as low- to high-fidelity interactive prototypes
- A/B- and Usability-Testing for various kinds of projects

2012 - September 2015

Project Manager, Developer and User Experience Architect

THIRD MAN Digital Solutions KG | thirdman.at – *digital media agency – Austria*

- front-/back-end development, mobile development and RIA
- user experience, user interface design, prototyping and usability testing
- project management, trainings and presentations
- SEO & SEM, online- and social media marketing
- managed and implemented a wide range of large scale digital projects for customers such as Siemens Austria, Kuoni Switzerland & Austria (Restplatzbörse/lastminute.at), Erste Bank Sparkasse, Austrian Lotteries, Novomatic Group,, National Parks Austria and many more

2009 - 2011

Full Stack Developer

Freelancer | *United Kingdom and Austria*

- front-/back-end development, newsletter programming, SEO & SEM, online- and social media marketing and prototyping of various websites and (mobile) applications for customers such as Generali Germany, Doctors Without Borders, Erste Bank Sparkasse, Austrian Lotteries, Novomatic Group, Kuoni Switzerland & Austria (Restplatzbörse/lastminute.at), Austrian Academy of Science, Caritas, Doka, Grand Hotel Vienna (MBI) and many more

2008 – 2009

Project Manager and Developer

FONDA | www.fonda.at – *new media agency – Austria*

- project management, SEO & SEM and front-/back-end development
- UX/UI design, wireframing and usability testing
- managed and implemented a wide range of websites and applications for customers such as Generali, Doctors Without Borders, Austrian Parliament, Kombucha/Red Bull and many more

Further areas of interest

My personal interests are varied but mostly related to technological topics and the area of User Experience and User-centered Design. Furthermore, I am particularly interested in cutting edge technologies such as 3D printing, AI and machine learning, augmented and virtual reality, human- computer interaction as well as web-related topics such as internet of things, cloud-, wearable- and mobile-computing, semantic web and big data. Besides this I am a passionate surfer who loves to travel and experience other cultures and make new friends.

Other skills and languages

IREB CPRE Foundation Level (CPRE-FL) goo.gl/xj4Qjb

Certified ScrumMaster® (CSM)

IBUQ® Certified Professional for Usability Engineering, Foundation Level

Adobe CS, Sketch, Scrum, Kanban, Axure RP and various prototyping tools! Native in German and fluent in English.