Verena Christina Maier
Born June 6th, 1990
Pfarrkirchen, Bavaria, Germany

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“ I count on detailed conceptual design as well as I believe in design methods and a user centered design process. I like to visualize ideas in an analog and digital form to make them experienceable for everyone outside my thoughts. I use agile prototyping and realistic testing to receive a consistent system up to the last detail. ”

Skills

.indd	.html	creativity
.ai	.css	teamwork
.psd	.js	responsibility
.aep	.pde	perfectionism
.prproj	.ino	customer care
.fwd	.v4p	time mgmt
.swf	.rp	organisation
.c4d	.flinto	
.key	framer.js	

Language

de en fr

Interests

travelling, scrapbooking, fitness, photography, typography, hiking

Voluntary Activities

since 03 / 2015
Member of the Students’ Union, Student representative on the Parliament and Student Assistant of the „helpdesk“
University of Applied Sciences Schwäbisch Gmünd

Education & Work Experience

since 10 / 2014
Interaction Design Student, University of Applied Sciences Schwäbisch Gmünd
B. A. expected in June 2018

06 / 2011 – 02 / 2014
Apprenticeship as a Digital Media Designer, Fritzsche Werbeagentur GmbH and BSZ Alois Senefelder
focus on creation and technique, final grade 2.1

09 / 2010 – 02 / 2011
Internship, MediaQuartier
Conceptual design of business stationery, actualisation of website content

09 / 2001 – 06 / 2010
A-levels, Tassilo-Gymnasium
final grade 2.1

07 / 2015 – 09 / 2015
Student trainee, Wacker Chemie AG
Surveillance of the machine work and quantity calculation

03 / 2014 – 10 / 2014
Digital Media Designer, Fritzsche Werbeagentur GmbH
Conceptual design and layout of diverse print media, print data creation

02 / 2011 – 05 / 2011
Temporary employee in the service area, Gasthof zur Post
Waitress in the gourmet restaurant, multi-course menues with accompanying wines

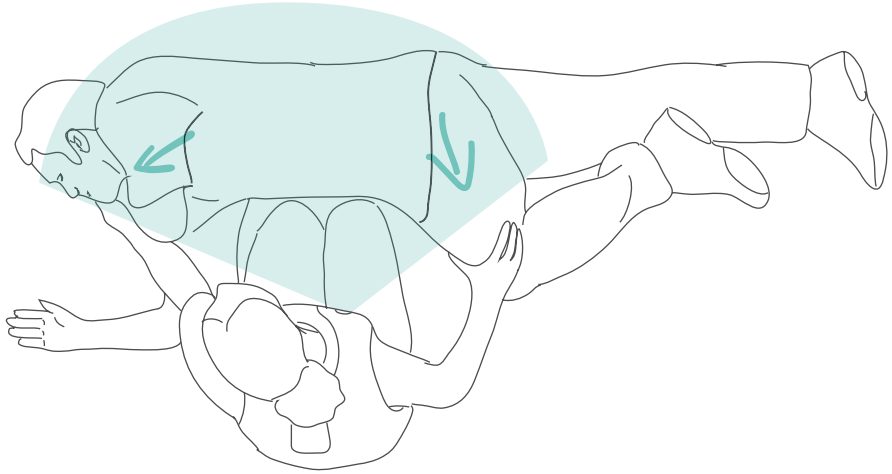
07 / 2008 – 08 / 2010
Temporary employee in the service area, Gasthof zur Post
Waitress in the beer garden and the restaurant, preparation of bigger events

AssistAid

The scenario is going to take place in 2035. Each car is going to be equipped with one of the modern reflective vests. The vest's benefit shouldn't just be to be visible to other vehicles but also to receive useful assistance in such an extreme situation.

The solution should be a first aid instruction which motivates the people to make the first move to help in an extreme situation. This system uses additionally to the existing aural instruction a visual component. The future reflective vest is going to be equipped with a hands-free telephone, a camera with integrated image stabilisation, a mini-projector, an emergency button and a CPU.

The control operator is able to interact with the touchscreen-display in front of him. This display also shows him the live broadcast of the accident location. Instructions which are drawn by the operator on the display are then exported directly at the location via projection. Therefore the first aider is able to see the instructions in a simple form.



Project
3rd semester, Invention Design 1
with A. T. Ha, M. Wichert
mentoring by Prof. Jörg Beck

Video
https://vimeo.com/155671704

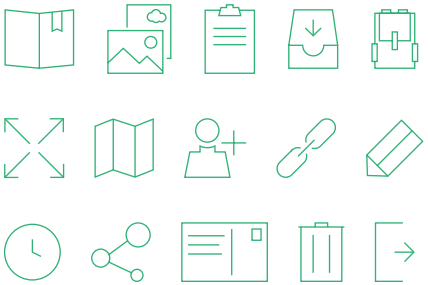
Trip Journal

Do you miss the old feeling of your travel book where you collect all the pictures from your journeys around the world? Trip Journal does exactly that, but in a digital form.

Trip Journal lets you collect and store all your notes and photos from your adventures around the world. It organizes and backs up all your important memories, so you can focus on what matters.

Everything is presented in a clean and chronological way, so you don´t have to sort your photos when you get home. If you want to make a personal message to your loved ones at home Trip Journal lets you create and send a postcard directly from inside the app. Are you travelling in a group, you will be able to create a group journal, where you can share notes and pictures with each other.

Trip Journal – make the moment count.



Project
3rd semester, Application Design 1
with A. Birk, A. Kiilerich
mentoring by Jürgen Graef

Video
https://vimeo.com/161288193

Peripheral Vision

Currently existing dashboards in the interior of automotives often seem overloaded because of many different items. This is an essential insight used for a redesign of this important part in a very simple way just consisting of the main features needed while driving.

The aim was to create a new interface supporting the driver in giving him relevant information and not attracting his attention. This should be achieved by including the aspect of peripheral vision.

A digital display enables a dynamic, intuitive interface and allows to include the users' demands. The current consistency of the speedo was seen as a challenge to develop new possibilities of its presentation. It was agreed to place the features with the most importance in the center. The relevance of the separate elements diminishes towards the periphery which is in direct relation to the peripheral vision.

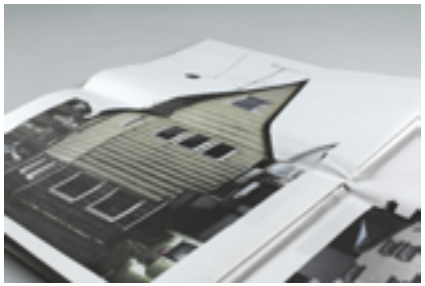
Project
2nd semester, Interface Design 1
with S. Kurz, Y. Peschke, M. Reichert
mentoring by Thomas Techert

Deceptive packaging

The house wherein my appartment is, might exist since the Second World War. Of course some memorabilia of earlier residents can be found and the material shows diversial traces of usage.

I was primarily interested in these details of my appartment. In contrast I shot relicts from me and my roommates I recognized during the development of my project. These remnants can more be seen as traces for life which are removed regularly.

To give the whole project a broader perspective I enlarged my radius and included the exterior view of old buildings. The exciting contrast here was, that it will never be found out if the houses look similar indoors or completely different as their face. This thought led to the title "Deceptive packaging".



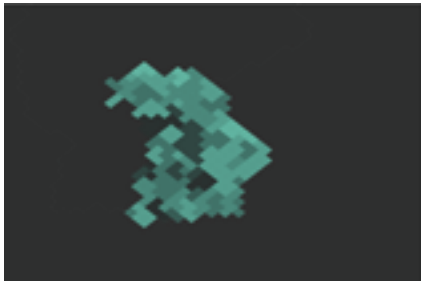
Project
2nd semester, Photography
mentoring by Oliver Jung

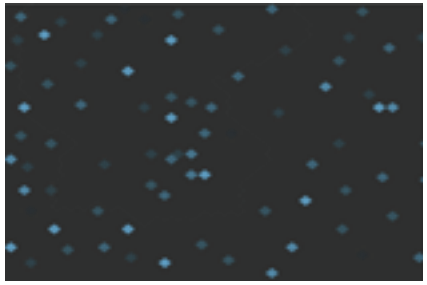
Overnight visitors

In the course Programmed Design 2 it was the aim to deal with a calendar to a self-chosen topic. A conclusive and consistent system had to be developped which contains chronological and defined data. These data should be visualised by shape, systematic use of color and well-thought arrangement. The whole system should be experienceable by a dynamic and interactive surface.

Based on the huge data set from the Federal Statistical Office the topic of the calendar was decided: overnight visitors in Germany. The criteria were the number of stays shown at the exact location spread across the year and the division into natives and foreigners. Moreover additional information was considered such as where the foreigners came from and how long their arrival took place.

A rhombus was taken as basic shape and thereby created a grid out of it. The application consists of two levels – an overview of Germany where you can navigate through the months and a more detailed view where separate states are displayed.





Project
2nd semester, Programmed Design 2
mentoring by Prof. Jens Döring,
Prof. Hartmut Bohnacker

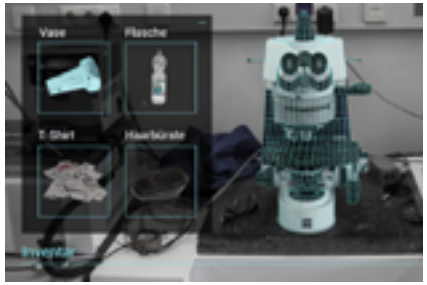
Video
https://vimeo.com/162255905

Forensic

Future visitors of a museum shall be caught by the gamificational character of the application introducing to forensic. It includes how the analysts save traces at a crime scene, which traces can be found on the different objects and how they can be analysed.

The application is combined with two real existing scenes in the museum which take place in two different rooms – a crime scene and a laboratory. Therefore the visitor has a digital and a real component in front of him.

The visitor has to hold his device in front of the objects where he suspects traces. As soon as the device recognizes its position in front of such an object, it becomes highlighted. The shown live scene is expanded by so-called Augmented Reality – additional digital information. The inventory can be analysed in the laboratory where the visitor experiences how the investigation is done and of which bricks the traces consist of.



Project
2nd semester, Interactive Communication Systems 1
with M. Kirsch, M. Reichert
mentoring by Roger Walk