



Competition and exhibition for intuitive products, services and concepts

UX Design Awards 2017

Press information: Competition Jury

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Members of the UX Design Awards Jury 2017

Christoph Becke

Head of Design Vision Range Development, Brand Siemens, B/S/H/

Following design studies at the academy of applied sciences in Munich and HFG in Schwäbisch Gmünd, Christoph Becke started his professional career in 1990 as a product designer at BSH Hausgeräte GmbH.

Mr Becke has filled leading positions in design and product development for the group's various product categories and brands. He was named head of global design development for the Siemens brand in 2014.

Among his tasks, Becke organizes competitions and collaborative projects with design education institutions. He and his team have been awarded with numerous design prizes for their work at the company.

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Registry Number: HRB 77023

Pia Betton
Partner, Edenspiekermann

Pia Betton links design thinking to business. Originally from Denmark, Pia looks back at 20 years work experience within the areas of brand development, corporate design, design research, innovation and communication.

Pia has held management positions in organizations like MetaDesign, Institute of Electronic Business, 180° Business Academy and Edenspiekermann. Her international client portfolio covers private companies from many different industries like Lego, Bosch, Bang & Olufsen, E.ON and Carlsberg and public institutions such as Deutsche Bahn, Danish Investment Fund and many more.

As an experienced lecturer, Pia covers subjects ranging from design and innovation to business, change and transformation.

Prof. Carl Frech
Partner and Chairman of the Board, Fuenfwerken Design AG

After finishing his studies at the University of Arts in Berlin, Carl Frech has been substantially involved in the development of MetaDesign AG, particularly in the fields of digital media, corporate brand strategy, innovation and new business development.

Since 2002 he has been working as a freelance business consultant for the creative industry, as a jury member, presenter and speaker. He initiated the first cooperative society in the communication industry, NEXT AT eG, and co-founded various companies such as Intuity Media Lab GmbH or dreizeichen verlag GbR.

He is chairman of the board, partner and strategic consultant at Fuenfwerken Design AG, a member of the advisory council of the Master of International Business Management (The Berlin School of Economics and Law) and of Scable Business Solution GmbH in Vienna.

Besides his voluntary engagements (gestaltBildung e.V. or International Design Center Berlin), Carl Frech is working as a teacher at the School of Design Thinking (Hasso-Plattner-Institute, Potsdam) and since 2005 as a professor for design and conception with focus on innovation at the University of Applied Sciences in Würzburg.

Ulrike Müller

Head of UX Design, Volkswagen Group Future Center Europe

Ulrike Müller studied Industrial Design at Kassel University and graduated with an art college degree. She started her career in 1984 at AUDI AG, holding successive executive positions in the fields of design, marketing and sales. In 2009 Ulrike Müller took on the subject of mobility design at Volkswagen Design Center Potsdam.

From 2010 until 2015, Mrs. Müller initiated and conducted projects for the master's degree programs Transportation and Car Design as well as mobility subjects for visual communication students at Politecnico di Milano and Scuola Politecnica di Design. Her seminars focused on vehicles as living environments and future developments in mobility.

In early 2016, Ulrike Müller took over responsibility for the UX Design department at the Future Design Center Europe, a part of Volkswagen Group.

Henrik Riess

Creative Director, User Interface Design GmbH, Berlin

After graduating in product design at the Magdeburg University of Applied Sciences, Henrik Rieß joined User Interface Design GmbH near Stuttgart as an interface designer, before moving on to a position as art director. In 2012 he moved to Berlin, where he contributed to establishing a new UID office with a core focus on interaction design and design research. As creative director, he works for renowned clients such as Daimler, Giesecke & Devrient or Vorwerk.

In design research, Henrik Rieß focuses on developing tangible and easy-to-use universal design solutions for the field of Ambient Assisted Living (AAL). His tasks also include numerous presentations and workshops at HCI conferences as well as contributions to relevant technical and scientific publications.

In addition to mentoring term papers and theses at various design schools, Henrik Rieß works as a lecturer for basic interaction and design thinking oriented projects at the Magdeburg University of Applied Sciences.

Claude Toussaint
designaffairs GmbH, Munich

After his university degree in engineering, Claude Toussaint passed his postgraduate design course at the Stuttgart State Academy of Art and Design. He started working at designaffairs GmbH in 1999 and set up the interface division.

Since March 2007 Claude Toussaint has been one of four owners and Managing Partners of designaffairs GmbH. He was head of the interdisciplinary interface team and managed projects for customers such as Porsche, MAN, Opel, Siemens, Bosch, Datev or RWE.

Claude Toussaint is a guest lecturer at HTA Luzern and speaker in international events. He published several articles about Human Centered and User Interface Design in books and journals.

Martin Wezowski
Chief Designer, SAP Innovation Center Network & Chief Innovation Office

Martin Wezowski has been loving and living design and innovation throughout his entire career. He moved across a broad range of design disciplines from visual, interaction, usability, service and system design to design as a strategic endeavor. He has been working in consumer electronics, media services and business software at companies such as Sony, Huawei and SAP in Poland, Sweden, China and Germany.

Currently Martin is on a mission to map, build and inspire a future we all want to live in. As Chief Designer and futurist for SAP's Innovation Center Network & Chief Innovation Office, Martin crafts future outlooks, strategies and products, defining and running innovation frameworks to find out what's next for SAP and the future of work.

Martin frequently shares his passion for the future of technology and design at venues such as TEDx, CES, SxSW, Webit, Ada Lovelace, CeBIT, MOBx, Grace Hopper, SIME or MLOVE. In March 2017, he was named one of 100 most innovative minds in Germany by the major financial newspaper Handelsblatt.