



# Mario Rieker

Strategic Designer

## ABOUT ME

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With the help of my diverse knowledge of user-centered design, I would like to solve the complex problems of our time.

I am particularly enthusiastic about the future of mobility and new technologies. I therefore particularly enjoy working on these topics in exciting projects.

As a semester representative and member of the study committee, I also enjoyed the opportunity to play an active and committed role at the university.

## EDUCATION

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Master of Arts 2021-2022

### Hochschule für Gestaltung Schwäbisch Gmünd

I recently finished my Master's degree in *Strategic Design*. In addition to a holistic understanding of design, I expanded my skills in research, management, business modelling and strategic service and process design.

Bachelor of Arts 2016-2020

### Hochschule für Gestaltung Schwäbisch Gmünd

In the course *Internet of Things - Design of Networked Systems* I learned my core competencies in UX research, user-centered design and design thinking process.

## WORK EXPERIENCE

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Lecturer & digital staff 2020-2021

### Hochschule für Gestaltung Schwäbisch Gmünd

As a lecturer, I was involved in online teaching in the Interaction Design, Internet of Things and Communication Design courses. Also responsible for onboarding and support of digital teaching and the digital semester exhibition.

Intern & working student 2018-2019

### Robert Bosch Powertools

In my internship, I was able to contribute to the *New Digital Business* Team of Measurement Technology. There, I worked in research and conception on a companion app with cloud connection. As a working student, I supported a Bosch Accelerator Team with the Lean Startup approach in business model development.

UX Designer 2020-2021

### JERY

I assisted the JERY team in planning, preparing, and facilitating a design thinking workshop focusing on ideation for an analog product with an accompanying software application.

Research Project 2017-2018

### Bosch-Siemens-Hausgeräte

In this project, I worked with three other students on new innovative concepts for the connected kitchen of the future. We explored new ways of interacting with different kitchen appliances.