
PERSONName **Baecker, Timo** (Diplom Designer)Address **Riehler Straße 23, 50668 Cologne, Germany**

PROFILE

As an energetic, experimental and communicative person, I love to observe, analyze and design new value generating systems, services and products. Conceptual design in a systematic way and from early stage is my passion, always keeping the people and not just the user in mind. Discovering day-to-day issues which are not obvious, continually scrutinizing and generating scalable solutions for and with people in need is my aim.

EDUCATION

2005 – 2011

Diplom Designer (University)

School of Art and Design Kassel, 34121 Kassel, Germany, February 2011

Specialization: System design

EXPERIENCE

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|-------------------|---|
| 07/2011 – today | denkwerk GmbH , Cologne, Germany
Information Architect Specialist |
| 10/2008 – 10/2009 | chilli mind GmbH , Kassel, Germany
Working student <ul style="list-style-type: none">- Collaborated in the entire user-centred innovation processes- Created fresh mobile services, web-portals and user guides- Worked in diverse and multidisciplinary teams |
| 02/2008 – 04/2008 | Deutsche Telekom AG Laboratories , Berlin, Germany
Design researcher <ul style="list-style-type: none">- Did service design research on systematic development of mobile services- Created more than 100 cutting-edge services in three months- Presented the results to the head of the Design Research Lab and delivered a documentation |
| 08/2007 – 12/2007 | chilli mind GmbH , Kassel, Germany
Intern <ul style="list-style-type: none">- Generated mobile solutions for commuters- Concerned in conception, content, layout, production and disposal of a cross-medial experience cookbook |
| 07/2007 – 11/2007 | School of Art and Design Kassel (Faculty of industrial design) , Kassel, Germany
Student assistant <ul style="list-style-type: none">- Built up a micro architecture and relaxation space for stressed fairgoer at Tendence Lifestyle 2007, Frankfurt on the Main- Supported the coordination of a trade-fair appearance and an international artist camp during the 'documenta 12' in Kassel, Germany |
| 07/2006 – 09/2006 | Bayer MaterialScience AG , Leverkusen, Germany
Intern <ul style="list-style-type: none">- Tested the usage of polyurethanes primarily for the automotive sector- Constructed and maintained pilot plants |

ALTERNATIVE SERVICE	09/2004 – 05/2005	Foundation ‘Die Gute Hand - Haus Agathaberg Quantum’ - Socio-educational instruction of persons with autism in the daily work of a carpentry - Supported persons with autism in managing and structuring their everyday life
FOREIGN TRAVEL	04/2010 – 06/2010	Two-month research expedition to India and the USA Conducted Interviews, joined conferences and workshops and gained stunning experiences within the scope of the diploma thesis ‘Shifting Minds’. Met lots of interesting people in the big cities as well as in rural areas. Visited corporations, universities, NGOs and social entrepreneurs to sharpen the picture of ‘Social Design’.
SKILLS	Language	German (native), English (fluent)
	Computer Proficiency	Adobe Photoshop, InDesign and Illustrator - fast and efficient MS Powerpoint, Word, Excel, Apple Keynote, Pages - in no uncertain terms Mac OS, Microsoft Windows No worries about unknown software
INTERESTS	Design	Critical design discourse, Design Thinking, Social Design, Social Innovation, User Experience, Human Centered Design, Social Entrepreneurship Intersection of business, innovation, design and social issues
	Other	Skiing (whenever it is possible, unfortunately far too rarely), Badminton, enthusiastic guitar play and singing, reggae music, literature (nebulous spy thrillers keep me awake)
PUBLICATIONS	2009	Baecker, T. & Reetz, D. (2009). ‘ Lufthansa ’ and ‘ brand eins ’. In T. Sommerlatte (ed.), Praxis des Design-Managements. Düsseldorf: Symposion.
TALKS	November 2011	Social Design - An expedition to its possibilities World Usability Day 2011, Kassel, Germany
	April 2011	Shifting Minds - Systemic innovation through Social Design Within the scope of the ‘Braunschweiger Innovationsfoyer’ Braunschweig University of Art, Braunschweig, Germany
TEACHING	May 2011	Shifting Minds - Systemic innovation through Social Design Workshop in the program ‘Master of Arts in Design’ Lucerne University of Applied Sciences and Arts, Lucerne, Switzerland
	Summer term 2011	Shifting Minds - Systemic innovation through Social Design Workshop in the masters program ‘Transportation Design’ Braunschweig University of Art, Braunschweig, Germany
HONORS	2008	Involved as a team member in the cross-medial project ‘genie essen’, which was rewarded with the IF Gold Award 2009 , with the German printing industry’s innovation award 2009 and with the special award 2008 for the most creative cookbook by the GAD e. V.
	2007	Elite-sponsorship by the University of Kassel - Release of tuition fees in summer term 2007 and in winter term 2007/2008
	2007	Winner of the tender exercise: Conception of an interior design for the Hessian state representativeness

*Projects are depicted in my portfolio
References available upon request*