

# FLORIAN LACHNER

✉ lachner@cdtm.de 📞 +49 176 83144866

🌐 <https://www.florianlachner.com/>

## EDUCATION

**Dr. rer. nat. | PhD Human-Computer Interaction**  
**University of Munich (LMU), GER**

Expected 10/2018 | Dissertation in the fields of qualitative UX evaluation, method triangulation, design research & culturally sensitive UX design

**Visiting Student Researcher**

**UC Berkeley, Berkeley, CA, USA**

04/2018 | Term abroad with training in principles of interface aesthetics, usability evaluation & data science

**M.Sc. Mechanical Engineering & Management**

**Technical University of Munich (TUM), GER**

03/2015 | Grade point average: 1.3 (1.0 best | top 10%),

**Visiting Research Fellow**

**Royal Melbourne Institute of Technology, AU**

01/2015 | RMIT Exertion Games Lab, Master Thesis  
"User Experience Design - A Comparison of Australia, China, Germany, and Vietnam"

**B.Sc. Mechanical Engineering**

**Technical University of Munich (TUM), GER**

03/2012 | Grade point average: 2.1 (1.0 best | top 15%),

**General Matriculation Standard (Abitur)**

**Gymnasium Grafing (High School), GER**

06/2008 | Graduation: 1.2 (1.0 best | top 5%)

## AWARDS & CERTIFICATES

**Proceedings of the 2018 CHI Conference**

04/2018 | Honourable Mention Paper Award (Top 5%)

**BMBF | Software Campus, Holtzbrinck Group**

02/2018 | 100.000€ funding for the research project  
"Machine Learning based UX Evaluation (MLUX)"

**Bavarian Elite Academy (Scholarship)**

11/2014 | 2 years add-on program in intercultural acting, leadership & interdisciplinary collaboration

**International TRIZ Association (MATRIZ)**

04/2013 | TRIZ innovation methodology (Level 1)

**German Project Management Association**

02/2011 | Basic certificate 'Project Management' (IPMA)

**Bildung & Begabung gemeinnützige GmbH**

06/2007 | 1<sup>st</sup> prize national competition for Mathematics (Bundeswettbewerb Mathematik)

## HOBBIES & INTERESTS

Photography

Freeletics

Squash

Traveling

Handball

Cooking

"I am a passionate UX researcher with a focus on gathering, understanding, and communicating qualitative user insights in cross-functional teams as well as culturally sensitive UX design."

## SKILLS & QUALIFICATIONS

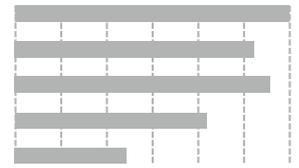
Empathize with Users

Storytelling/Communication

Coordination of Groups

Design/Creativity

Data Science/Analytics



**Languages:** German (mother tongue), English (business fluent), French (basic), Portuguese (basic)

**Software:** Microsoft Office (expert knowledge), HTML/CSS (working knowledge), InDesign/Sketch (basic knowledge), Python/R/SPSS (basic knowledge)

## WORK EXPERIENCE

**Management Team and Lecturer**

**Center for Digital Technology and Management (CDTM), Munich, GER**

06/2015 – 10/2018 | Teaching Trend Research, UX Evaluation, and HCI. Responsible for marketing & branding initiatives (leading a team of 16 students)

**Growth Hacking and UX Strategist**

**vioventi GmbH, Munich, GER**

02/2015 – 05/2015 | Working Student. Developed Personas and defined the inbound marketing strategy

**Innovation Management & Patent Analysis**

**TUM School of Management, Munich, GER**

08/2013 – 02/2014 | Research Assistant

**Innovation Engineering & Business Development**

**Detecon, Inc., San Francisco, USA**

03/2012 – 09/2012 | Intern

**Strategy and Structure Planning**

**BMW AG, Munich, GER**

10/2011 – 03/2012 | Intern

**Research and Market Analysis**

**Bain & Company, Inc., Munich, GER**

04/2010 – 03/2012 | Working Student

## SELECTED RESEARCH PROJECTS

**Empathy in Digitally-Mediated User Research**

Conducted a focus group study to develop a software tool that nurtures empathy for long-term UX studies

**Ethnographic Field Research in India**

Led a team of 7 researchers for a 2-day interview study to investigate the perception of privacy in India

**Deriving UX Metrics from Web Analytics**

Derived UX metrics based on the HEART framework through log analysis to communicate momentary UX