

# Thorsten Hayer

## Curriculum Vitae

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Current Residency  
**San Francisco, CA**

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thorstenhayer.com

## Professional Experience

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2017 - now  
**Experience Design Lead / Porsche Digital**  
Palo Alto  
Leading the product design on Porsche's digital initiatives around their vehicles and beyond.

2016  
**Principal Designer / Lucid Motors**  
Menlo Park  
Shape the interior design experience for a pre-production show car to support investor presentations.

2012 - 2016  
**Experience Design Lead / Tesla**  
Palo Alto  
Leading experience and interaction design for in-vehicle systems incl. Autopilot, trip planning, navigation and vehicle behavior systems for Model S, X and Model 3.

2012  
**Design Director / Art.sy**  
New York  
Establish visual design and experience concepts of an online platform for discovering and collecting art.

2011 - 2012  
**Interaction Design Director / AKQA**  
New York  
Leading experience design on projects for clients like Calvin Klein, TD Ameritrade, J&J and Hyundai.

2010  
**Creative Director Contractor / Design Royale**  
Sydney & New York  
Consulting U.S. clients on digital strategy, concept and new business ideas.

2009 - 2010  
**Experience Design Director / Spinifex Group**  
Sydney & Los Angeles  
Conceptual, strategic and creative thinking for interactive experiences at events, museums and public spaces.

2009  
**Senior Creative Contractor / Colman Rasic Carrasco**  
Sydney  
Senior digital creative, strategy and through the line campaign planning for clients like Coopers and Barclays.

2005 - 2009  
**Flash Developer, Deputy Creative Director / Tribal DDB**  
Sydney  
Leading creative and development processes to deliver idea and design driven results for clients like Nike, McDonald's, Volkswagen, Macquarie Bank and Wrigley's.

Managing and growing the creative team. Several new business wins like Telstra and Tourism Australia.

2002 - 2005  
**Web Developer - RTS Rieger team / TBWA Group**  
Stuttgart  
Designing and developing websites and flash-based applications for B2B clients like Metabo and Bosch.

## Education

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2002 - 2005  
**Bachelor of Arts / Hons**  
Business Information Systems  
University of Cooperative Education  
Stuttgart, Germany

2000  
**A-levels / Physics, English**  
Helfenstein Gymnasium  
Geislingen, Germany

## Misc.

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2016  
**Stanford University**  
Automotive Design Lectures

2014, 2015  
**Stuttgart, San Francisco**  
New Mobility Design Congress

2013  
**Academy of Arts, San Francisco**  
Mobile Interaction Design Semester