
PERSON

Name **Baecker, Timo** (Diplom Designer)

Address **Sachsenring 67, 50677 Köln, Germany**

EDUCATION

2005 – 2011 **Diplom Designer (University)**
School of Art and Design Kassel, 34121 Kassel, Germany,
Specialization: System design

EXPERIENCE

- 04/2014 – 12/2014 **IXDS GmbH, München**
Design Lead
- Lead of Service Design projects for international companies
 - Acquired three new clients from scratch (no pitches)
 - Supervised the design team during the research and creation process
 - Involved in shaping the company's direction and in defining its way of work
- 07/2011 – 03/2014 **denkwerk GmbH, Cologne, Germany**
Information Architect
- Created digital services for big and small companies
 - Initiated and conducted own projects constantly
 - Created future concepts as a member of the innovation laboratory „denkwerk think“
- 10/2008 – 10/2009 **chilli mind GmbH, Kassel, Germany**
Working student
- 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
- Did service design research on systematic development of mobile services
 - Created more than 100 digital services in three months
 - Presented the results to the head of the Design Research Lab and delivered a detailed documentation
- 08/2007 – 12/2007 **chilli mind GmbH, Kassel, Germany**
Intern
- 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
- 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
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BEYOND THAT	10/2014 – 02/2015	Mentor within the Service Design Award ‘Hans Sauer Award 2015’ The european competition for the Hans Sauer Award 2015 honours Social Design concepts that have a clear perspective on innovation: They aim at a long-term, measurable effect and sustainable implementation. I was advising and judging one of the candidates during the different steps of the process and on her way to the final decision.
	07/2011 – 08/2013	Co-founder of the Socialbar Cologne The Socialbar Cologne is a regular and established conference format which brings together the sustainability scene of cologne to present and discuss recent social innovation as well as initiating collaboration. The Socialbar is a place of conversation and collaboration.
	Since 11/2012	Member of the MENT-Initiative Germany An initiative which fosters the collaboration between Social Entrepreneurs and small and medium-sized enterprises. The aim is to create new models of social innovation. The initiative is sponsored by the Federal Ministry of Labour and Social Affairs and the European Social Fund.
	Since 02/2011	Member of the German Society for Design Theory and Research (DGTF) The DGTF is a forum for exchange and discussion strengthening and sharpening the field of design theory and design research. Furthermore the association and its members work on positioning the field of design research in public.

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
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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’. The visit of corporations, universities, NGOs and social entrepreneurs in the big cities as well as in rural areas sharpened the picture of ‘Social Design’.
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LANGUAGE	German (native), English (fluent)
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INTERESTS	Design	Critical design discourse, Digital Service Design, Social Design, Ideas, Systemic Innovation, Entrepreneurship, Social Business
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PUBLICATIONS	2009	Baecker, T. & Reetz, D. (2009). ‘Lufthansa’ and ‘brand eins’. In T. Sommerlatte (ed.), Praxis des Design-Managements. Düsseldorf: Symposium.
	2013	Baecker, T. & Zauche, M. (2013). Fast Forward: Innovationsberatung mit denkwerk. White paper. denkwerk: Köln

TALKS

- 07/2014 **Innovation through Co-Creation**
Within the scope of the Social Entrepreneurship program “Startrampe”
Impact Hub Munich
- 05/2014 **Innovation through Co-Creation**
Conference “User in focus – Basics of user centered design”
User Interface Design GmbH, Munich
- 11/2013 **Design and Social Entrepreneurship - An impulse**
Entrepreneur School
Hochschule Furtwangen University, Furtwangen
- 06/2013 **Digital Service Design - How much romanticism is permitted?**
media.camp Furtwangen
Hochschule Furtwangen University, Furtwangen
- 05/2013 **Digital Social Design - Designing quality of life**
Hochschule für Gestaltung, University of Applied Sciences, Schwäbisch Gmünd
- 09/2012 **Clash of Worlds - Cooperation models of clients and agencies**
dmexco2012 - Digital Marketing Conference, Cologne
- 11/2011 **Social Design - An expedition to its possibilities**
World Usability Day 2011, Kassel
- 04/2011 **Shifting Minds - Systemic innovation through Social Design**
Braunschweiger Innovationsfoyer
Braunschweig University of Art, Braunschweig
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TEACHING

- 11/2014 **Ideation & Creativity**
Workshop for master students within the scope of the workshop series “Applied
Business Venturing”
Technische Universität München
- Summer term
2014 **By methodology - Or about evolution and disruption in ideation**
Lectureship in the bachelors program ‘Media Design’
Rheinische Fachhochschule, University of Applied Sciences, Cologne
- 11/2013 **Idea lounge - Wandering from topic to topic. In high speed**
Idea generation workshop for school-leavers, apprentices, and students
Within the scope of the Forum Mediendesign 2013, in collaboration with
Rheinische Fachhochschule, University of Applied Sciences, Cologne
- Summer term
2013 **Digital Social Design - Designing quality of life**
Mentorship in the project ‘Student Research Teams’
Hochschule für Gestaltung, University of Applied Sciences, Schwäbisch Gmünd
- 04/2012 **Digital Service Design - A website never comes singly**
& 09/2012 Workshop in the bachelors program ‘Media design’
Rheinische Fachhochschule, University of Applied Sciences, Cologne
- 05/2011 **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
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