

# MATTHIAS HINRICHS

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## Professional Summary

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Product designer and innovator with a focus on user experience, usability and workflows to make complicated tasks easy and fun for the user.

As a product manager for lighting control systems I was tasked to analyze the creative process of lighting and visual design so it can be programmed into computer systems fast and efficiently. The need to manage tens of thousands of control parameters in an easy to understand workflow is challenging but fun to solve as the final result is so stunning and inspiring.

Over the years I have worked in staging, audio, as a DJ, Lightjockey, lighting director, designer, in technical support, business development and finally as a product manager for lighting control and automated lighting fixtures.

I love dreaming up great products and ideas for the lighting industry and work with incredible teams to realize them from the napkin drawing to highly integrated manufacturing across the globe.

Music and live performances are my passion, and working with some of the most talented innovators in the entertainment business is just amazing. I am truly lucky that I made my hobby into a great career and I am thankful for all the passionate people I have crossed path with throughout the years.

## Skills

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- Control system concepts and design
- Software interfaces and feature specification
- Hardware interfaces specification
- Workflows of human machine interfaces
- Industry specific control protocol implementation
- Market research
- Technical support
- Define cost targets and pricing structures
- Technical training and seminars
- Website administration
- Product life cycle management
- Agile development environments
- Software testing, approvals and development management

## Work History

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Product Manager, Visual Control Systems

07/2009 to Current

Harman International – Los Angeles, CA  
Control system concepts and design  
Software interfaces and feature specification  
Hardware interfaces specification  
Workflows of human machine interfaces  
Industry specific control protocol implementations  
Market research  
Technical support  
Define cost targets and pricing structures  
Technical training and seminars  
Website administration  
Software testing and approvals

Business Development Manager, Show and Live Production 07/2007 to 07/2009

Martin Professional, Inc – Burbank, CA  
Business and Market Development  
Customer Relations  
Product Demonstration  
Inside and Outside product training  
Analyze and structure market feedback

Product Manager, Controllers 07/2006 to 07/2007

Martin Professional Inc – Burbank, CA

Technical Support Specialist 06/2003 to 07/2006

Martin Professional Inc – Burbank, CA

Product Launch  
Training and Education  
Technical Support  
Customer feedback to developers and product managers

## Education

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Associate of Applied Science: Theater and Event Technology 2001

Technische Fachhochschule Berlin (TFH) - Berlin, Germany

Attended University of Applied Sciences in Berlin 1998-2001 to study “Theater and Event Technology”, an entertainment based mechanical engineering degree.

Completed Associates Degree with knowledge in mechanics and kinematics, technical drafting (manual and CAD), metal and plastics manufacturing (e.g. casting, molding), structural analysis, scenic design and construction, lighting design and pyrotechnics.

Left before finishing Bachelors Degree to focus on career in Event Lighting and to run my own company "m-lite".

Abitur (High School Diploma +2 years college equivalent): History, Physics  
Gymnasium am Muehlenweg - Wilhelmshaven. Germany

1995

## Career in Arts and Entertainment

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DJ and Lighting Operator in various jobs starting in 1990

Internship at the Wilhelmshaven City Theater in Set constructions, Painting and Lighting Department in 1995

Internship in the staging department at "Phantom of the Opera" in Hamburg

Work as Stagehand and Entertainment Technician since 1994

Certified Pyrotechnics operator in Germany for Class T2 stage effects

Founded m-lite, automated lighting programming and design

Berlin, 1999-2002, Los Angeles 2002-2003

Selected Highlights:

Expo 2000 German Pavilion operation and maintenance contract through ARTLAB Berlin

Installation and maintenance of AV and Lighting systems in several exhibitions of the Expo 2000 for ARTLAB Berlin

Lighting Programming and Design for various companies in Berlin, Prague, Cologne, Hamburg

Lighting Design for Unicef GALA Berlin for the Millenium Party at the Berlin Reichstag

Lighting Designer for Irish Dance Troupe "Gaelforce Dance" for several years with tours in Europe, Hong Kong, Taiwan and South Korea and the United States

Lighting Operator for selected shows at the Hollywood Bowl 2003-2011

Freelance lighting programmer for numerous events, concerts and Television Shows (for example Phil Collins, Ricky Martin, Christina Aguilera, Deal or No Deal

## Personal Details

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- Born June 4th 1975 in Wilhelmshaven, Germany
- 13 yrs School Education in Wilhelmshaven until 1995
- Internship at Grove Cranes as a technical drafter and CAD designer
- 1995: Abitur (comparable to International Baccalaureate) at the Humboldtschule Wilhelmshaven in June 1995 with specialization in European History and Physics
- 1995-1997: voluntary Military Service in the German Navy as a Radio and Teletype Operator, promoted 4 times, left as a "Stabsgefreiter" (Staff Lance Corporal), last assignment was the Frigate

“Luebeck” which participation in the UN peace mission during the Kosovo conflict in former Yugoslavia

- Fluent in German and English, advanced degree in Latin (“Grosses Latinum”)
- 6 month Internship at an Electrical Power Plant in all aspects of mechanical and electric engineering (required for University acceptance): General metalwork like cutting, drilling, grinding, threading, Lathe Operation, manual and CNC, CNC mill programming, Welding, Electrical construction, Design of electro-mechanic industrial automation systems, Design of hydraulic and pneumatic systems
- Attended University of Applied Sciences in Berlin 1998-2001 to study “Theater and Event Technology”, an entertainment based mechanical engineering degree. · Completed Associates Degree with knowledge in mechanics and kinematics, technical drafting (manual and CAD), metal and plastics manufacturing (e.g. casting, molding), structural analysis, scenic design and construction, lighting design and pyrotechnics
- In 2000 founded my own design and programming company for lighting applications and left the university to develop a freelance career
- Married in April 2002 to US citizen in Minneapolis, immigrated to the US and moved to Los Angeles to pursue a career as a lighting programmer and designer
- Moved to Minneapolis, Minnesota for personal reasons in 2011
- Permanent Resident Status in the United States

## Additional Information

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### Conference Presentations

LED Pixelmapping Seminar, LDI, Las Vegas

LED Technology Seminar, Pro Light and Sound, Frankfurt

Harman Business Technology Conference, China

### International Experience

Throughout my career I have worked with employees, customers and manufacturers in almost every European country, United States, India, Brazil, China, Japan, Korea, Taiwan, Mexico and Australia

### Fields of Interest

Physics, Computer Science, Web Design, Graphics Design, Economics, Performing Arts, Architecture and AV technology and of course Lighting and Visual Design Interests and Activities Movies and Movie History, Theater, Music, Home Theater Design, European History, Modern Architecture

I am a member of Toastmasters International