

## 11 years Experience

### **User Experience Lead (CL) + Lead Service Designer**

Idean Enterprises  
Norway Aug '17 – Present

We successfully established this new studio and a design family (culture) people want to be part of. As competency lead I also mentored designers and educated clients. Helped effectively solve communication and planning conflicts. Lead important projects on tight deadlines, facilitated Design Sprints & workshops, resulting in new work. Our studio was most profitable of all in our first year and started a second hiring round.

### **Lead User Experience, Product & Service designer**

Schibsted + Aftenposten  
Norway May '15 – Jul '17

Rethinking the future of news which guided us onward, doing user research and prioritising roadmaps. Lead design on an algorithmic frontpage design which won 4 awards, the native apps and brand facelift that connects with the new generation. A design system that speed up our production and united the different departments, helped increased revenue by 400%+, user engagement & organised ux lunches.

### **Volunteer designer**

Charity Michael-Wings  
Netherlands '05 - Present

Led brand identity, design & created tools improving cooperation within the team. The charity so far, successfully enabled free wifi & laptops at 29 hospital, children departments. I received an Michael-Wings award.

### **UX & Product designer**

MeaWallet AS (startup)  
Norway Nov '14– Apr '15

We successfully created user friendly white-label apps, where I lead the user experience and visual design. It brought in the first clients of the company and today they are one of the leading players in mobile

### **Service & Product Designer + Owner**

EyenoX Media  
Netherlands  
May '13 – Nov '14  
Aug '07 – Mar '12

Helped various startup and scale-up teams to work lean & design people first. My work helped sign their first clients, from banks to many private users, increase engagement and conversation rates. Helping map their customer journeys and business strategies to users, followed by rapid prototyping their solutions to lower risk and uncertainty.

### **UX Designer + Jr. Creative director**

Kroma AS  
Norway Mar '12 – May '13

Helped reshape a “flash focused” company to mobile first. My work brought in many clients and another bought them to enter the Norway market.

### **Creative Lead + UI & Visual designer**

RG-IT SYSTEMS  
Netherlands Nov '09 – Jan '12

Successfully build and lead a small media department, our work sold itself, bringing in various clients and guided 3 internships that now have a career in media.

## Education

### **University of Applied Sciences, Amsterdam**

Bachelor of Communication & Media  
Management & Minor in Game design

**Craftsmanship.** I carefully tailored my skillset to help people innovate in a LEAN scalable way. Using 50% of 2009 to specialize and continue to read, go to conferences and started a collective.

## Skills

### **Strategy / Service Design**

Design Thinking + LEAN startup  
Google Design Sprints  
Workshop facilitation  
User research: quant. & qual.  
Service blueprint  
Journey mapping  
business + value proposition

### **Product Design**

UI + Visual design  
Algorithmic data-driven design  
Design language systems  
Emotional design  
Conversion optimization  
A/B testing, rapid prototyping  
Sketch, Adobe, Principle, Invision

### **Leadership**

Active listening + positive attitude  
Direct honest feedback  
Inspiring & encouraging others  
Culture growing  
Teach by example / hands-on  
Taking initiative, holistic thinking  
Managing change effectively

## Language

Native Dutch, Fluent English & basic Norwegian | Design, HTML&CSS, basic jQuery, back-end theory

## How is it to work with me?

Read about what others think

### Recommendations

#### Ole Andreas Sandbo

Innovation and business development  
SNO ABO Schibsted Norge AS

Robin is a rare versatile user experience and interaction designer. In terms of production, further to his creativeness, he can carry larger complex project entirely on his own including programming. He is structured and efficient. He always keeps himself updated on the newest technology He runs effective meetings. He listens, challenges, involves and delegate. I hope i will work with him again. The best recommendations for this guy !

#### Ulf Morèn

Markedssjef + brand manager  
Aftenposten

There are not many like Robin. You gain professional skills and a world-class graphical view. And equally important, you will experience a person who is burning engaged in the tasks you want to solve. Without ever putting their own ego or own opinions in front of the final goal of the task. A chat with you is always recommended, it makes you leave with new things to think about. It was a pleasure to discuss why readers actually subscribe to Aftenposten and how design can help enhance those drivers. Aftenposten brand visual profile would not be the same without your opinions and your professional knowledge. We miss you already! *(Translated to English)*.

#### Peter Hofstede

Chief Product Officer Squala

I worked closely with Robin on some major UX re-design projects at Squala. I found Robin to be of tremendous value to quickly iterate on complex projects. His lives and breathes UX and manages to align the people around him towards a common vision effectively and efficiently switching effortlessly between conceptual discussions and delivering high fidelity prototypes. I recommend Robin to any company looking to improve their product.

#### Frank Cappelle

Managing Director,  
Prime Contact  
Realtimestats.eu

I really enjoyed working with Robin. He is a real professional in the design industry, he is communicative while he can listen, he is flexible and open minded, he is creative while being structured, he is committed and effective. Robin is always an asset on a project or engagement due to his professionalism, enthusiasm and experience. I hope to continue this cooperation for many years.

#### Yaron Okun

User Experience Designer  
Idean

Thanks Robin, for taking the time - and having the patience - to mentor me on how to build design systems today. You are great at explaining stuff in different ways and making sure I understand before moving on.

### Awards & mentions

#### Awards / winnings

- **The Aftenposten algorithmic frontpage** won 4 awards "Best in Europe", 1st place "Best use of new technology to generate revenue and engage", 3rd place "Best idea to grow digital readership and engagement" in July 2018 from INMA Global Media Awards and "Improvement of the Year" from Schibsted.
- **Aftenposten Youth news app** concept won Google funding.
- Recieved a **Charity Michael-Wings award** for my volunteer work.

#### Honorable mentions

I received variours honorable mentions in online award websites like the CSS Awards, CSS {Mayo}, CSS Cutie, QNT, CSS vote, Drupal MA and Drupal Lovers.