

Experience 11+ years

**Strategy & Experience
Design Lead + Founder**

Arrivals + Effective Creatives
Netherlands Sept '18 – Present

Together with the clients and users, I help realize impactful services & products with memorable experiences. From startup Serac's webshop and strategy (the clothing startup). To designing innovative ways of working and nurture cultures, unifying brands and streamlining the development at big organizations like Laerdal, Aftenposten, Schibsted, NAV and Idean.

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

Idean Enterprises
Norway Aug '17 – Aug '18
Now as remote freelancer

We successfully established this studio and 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 Google Design Sprints & workshops, generating new work. Our studio was most profitable of all in our first year and started a second hiring round.

**Lead User Experience for
Product + Service design**

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 the 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

Help with brand identity and design of website and promotional material. 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. These brought in the first clients of the company and today they are one of the leading players in mobile payment.

**Service & Product
Designer + Founder**

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

Helped various startup- & scale-up teams to work LEAN & design people-centered. My work helped sign their first clients, from banks to private users, increase their engagement and conversation rates. Helping map their holistic customer journey and connect business strategies to users, followed by rapid prototyping ideas to lower risk and increase certainty.

**UX Designer +
Jr. Creative director**

Kroma AS
Norway Mar '12 – May '13

Helped reshape a “flash focused” company to mobile first and educated the team. My work brought in many clients and they got bought by another agency which wanted 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. I 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.
Today I coach and educate others, to multiply their impact and reduce stress and costs.

Skills

Strategy / Service Design

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

Product Design

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

Leadership & Culture

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 & Mid, level Norwegian | Design, HTML&CSS, basic jQuery, back-end theory

How is it to work with me?

Read about what others think

Recommendations

Bjarte Vosseteig

Head of Studio Oslo
Idean Norway

Robin was involved in building the culture in the team and the design practices that we continue to evolve. As a person Robin has the charm and flair of a laid back designer, but with the discipline and structure that it takes to drive projects forward in a team. His strategic way of working coupled with a high productivity is an asset for any future projects that he might take on. He has a holistic approach to insights, concepts, and solutions, with the ability to go deep in each of the disciplines.

Jannicke Sætre

Design Lead & UX designer
Degree AS

Robin has a great way of seeing what you need as help, input or guidance to be able to get where you want or need to be as a design lead and UX designer. He has given me the confidence and tools to see myself as a valuable asset in my company at scale.

Steinar Haugberg

Senior Consultant
Capgemini

Robin was lead designer on our project to deliver a digital design system concept for a major health care company, and I can highly recommend him. Robin has a superior overview of design system pros and cons, and is additionally highly skilled in communicating design system concepts and ideas. He is also a great motivator and educator, helping our client build successful strategies for internal adoption of the new system.

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
Squla

I worked closely with Robin on some major UX re-design projects at Squla. 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.

Awards, mentions & more

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.

Books

I got interviewed as expert for an upcoming book about design systems and scaling design.

Coaching, workshops & talks

Besides helping companies effectively realizing ideas, I enjoy teaching my way of working to others. On a regular basis i speak about "Done eats perfect", "User moments", culture, strategy, design and process.

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.