

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 unifying the brand and streamlining the development at a big company like Laerdal, by leading their multi-level Design System project, with automatic export to code.

**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

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. He 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.

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)*.

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 !

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 & 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.

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.

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.