

Amsterdam, NL born April 25 1990, Heerhugowaard, NL

ABOUT

Passionate about beautiful things and smart user experiences. I do interaction design aiming to make certain moments that much more enjoyable, fluent or memorable. When not designing, you can find me on the water - sailing or teaching others to sail.

WORK EXPERIENCE

Interaction Designer - Conversie Partners | 2013 - current part time

Responsible for setting up the companies' design approach, workflow and designing websites and webshops, with a focus on conversion. Introduced and emphasized user centered design and design thinking. Whenever I was not occupied with my Interaction Design study, I worked for Conversie Partners.

Chief Instructor - Sailing School 'Het Uitgeestermeer' | 2006 - Current

As a sailing instructor I teach people of ages 6 to 60 to handle different types of sailboats. In 2008 I joined the management and my responsibilities expanded with selecting and training new instructors, setting and maintaining quality standards and organizing sailing camps. Managing people and material plays a big role.

User Experience Designer - Motek Medical, Ottawa, Canada | March - July 2014

After being recommended to Motek as a result of the ReLoop project (see Awards & Exhibitions), I was asked to work on this abroad project to create physical rehabilitation solutions for The Ottawa Hospital Rehabilitation Centre that offered enjoyable and immersive experiences to patients. This was put on hold due to other circumstances.

Interaction Designer - De Nieuwe Buren | 2010 - 2011 full time

De Nieuwe Buren was a cross medial design company I ran together with other design students as part of my graduation project for Interactive Design. My responsibilities included designing websites, branding, communication and applications, customer relations, as well as general management of the projects and company.

Interaction Designer - NR6 | January - July 2010 full time

Web- and RIA design for several companies, including HEMA, Sanex, Robeco and Yarden. Responsibilities and activities included wireframing, prototyping, visual design, user testing, bug testing and pitching.

Web Designer - Trefnet | August 2009 - January 2010 full time

Designing websites for local automotive companies. Bug testing and front-end development.

EDUCATION

M.A. Creative Design for Digital Cultures, Interaction Design - Utrecht School of the Arts 2014 - 2015

B.A. Interaction Design - Utrecht School of the Arts 2011 - 2015

Hosted seminar 'Go Pro', a 3 week hands-on workshop during which I taught first and second year students how to create their own, personal brand with which to enter the working field after their studies. I set up the contents and did the speaking, organizing and managing.

Interactive Design - Grafisch Lyceum Amsterdam 2007 - 2011

Office Sales Worker - Horizon College Heerhugowaard 2006 - 2007

AWARDS & EXHIBITIONS

Exhibition HKU Exposure 2015, 'Intu'

Intu is my graduation project for my Master of Arts study - an exploration of touch screen intuitiveness on smart devices. Based on months of research I built an interactive prototype of a messaging app with an interface designed according to my research results. The project got me invited by the IXDA to give a talk about my findings at the local 'Design by Fire' conferences.

Dutch Game Awards Nomination 2014 - Best Applied Game Design, 'ReLoop'

Dutch Game Awards Nomination 2014 - Best Co-Production, 'ReLoop'

Control Industry Awards 2014 Honorable Mention, 'ReLoop'

Agali Mert, Colonel, Consultant at National Military Rehabilitation Center: *"ReLoop is a gait adaptability trainer, with which Rob really figured out what the core elements of gait training are and how they*

translate into an attractive gaming environment. The concept was thought so valuable that the company Motek (Medical) Forcelink used it to develop a specific hardware platform for it (ReGait)".

Exhibition HKU Showcase 2014, 'Umu'

Volunteer Interaction Conference 2014, Amsterdam

Exhibition Klaverkade 2012, 'Balancity'

Feature article in Compres Magazine, 2011, 'Print is Dood' ('Print is Dead').

SKILLS, SPECIALTIES AND INTERESTS

I love to make road or city trips, meeting and discovering new people, cultures and customs along the way. I think that in order to be able to design for the world, one needs to know that world and as much of what it has to offer.

I can talk about interfaces or the way a mobile device feels and handles for hours, both praising and criticizing it and coming up with suggestions or ideas for improvement.

More keywords:

Usability

Accessibility

Empathy

Contextual Design

Interaction Design

User Experience

Visual Design

Gadgets, tech and developments

Psychology

Teaching

(Rapid) Prototyping

Team management

User Centered Design

SOFTWARE SKILLS

Photoshop

Axure RP

Illustrator

Sketch

After Effects

InDesign

HTML

CSS3

Proto.io

LANGUAGES

Dutch - Native, written and spoken

English - Fluent, written and spoken

German - Fair, written and spoken

I have a driver's licence.