Robert A. Paauwe — Curriculum Vitae

Design Lead • Design Strategist • Senior UX/UI Designer

Hi, I'm Robert! I'm an experienced design lead with a strong focus on teambuilding, stakeholder management, and complex problem solving. Domains I've worked in include pharma, energy, healthcare, finance, and government. My background in design and entrepreneurship helps me identify key opportunities to improve the user's experience, add business value, and finding the right balance between costs and benefits.

I have strong focus on UX/UI, teambuilding, stakeholder management, and product development. I am driven, methodical, a sponge for new knowledge, a real team player, and not afraid to venture into the unknown.

- Experience in large corporates as well as startups.
- Focus on design strategy & creating measurable impact.
- Specialized in digital product design, from concept to implementation.
- Extensive knowledge of software development, roadmaps and product management.
- Lead for product teams (both design and development).

About

Name:	Robert A. Paauwe
Day of birth:	October 2, 1987
Nationality:	Dutch
Residence:	Apeldoorn, the Netherlands
Languages:	Dutch, English, German
Other interests:	Illustration, hiking, videogames, playing guitar, robotics, woodworking, prototyping

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Portfolio:	https://www.robertpaauwe.com

Skills & Tools

UX / UI	Design	Code / Prototyping	3D / CAD
• Figma	• Adobe Illustrator	• Python	• AutoCAD
• Sketch	• Adobe Photoshop	• JavaScript	• SolidWorks
• Adobe XD	• Adobe InDesign	• Arduino / Processing	• Rhinoceros
• Invision	• Adobe Premiere	• R	• Maya
• Zeplin	• HTML / CSS	• Git	

Experience

Design Lead
Rabobank • Full-time
Juni 2021 — Present, Utrecht, The Netherlands

Design Lead – Insurance & Pension
Rabobank • Full-time
Feb 2021 — Present, Utrecht, The Netherlands

As a design lead at Rabobank, I'm responsible for the design team working on all insurance (verzekeren) customer journeys within the Rabobank Design Chapter. As the design lead, I am responsible for the team, design quality, improving existing journeys, and developing new journeys.

Design Lead – Digital Platform Consumers (interim)
Rabobank • Interim / Full-time
Feb 2023 – July 2023, Utrecht, The Netherlands

Interim role during maternity leave of a colleague. I was responsible for the design team working on the digital design & experience in the Rabobank app for consumers. Topics included app-navigation, insights, transaction timeline, and onboarding.

Senior UX/UI Designer
RMDY Creative • Full-time
Feb 2020 — May 2021, Antwerp, Belgium

At RMDY, I am a senior UX/UI consultant that focuses on conceptual and technological design of digital products. From idea to implementation with additional technical expertise in product management, roadmaps, and software development (Python, JavaScript, Node.js). Besides designing great user-experiences, I plan and manage feasible technical roadmaps towards successful implementation.

Senior UX/UI Designer
VDAB • Contract
Feb 2021 — May 2021, Brussels, Belgium

Product Lead
Johnson & Johnson • Contract
Sep 2020 — Dec 2020, US / Belgium

Within J&J, I was responsible as product & UX lead for a React webapp that supported the collection, cleaning, and submission of data to an operational database. Within this short project, my key responsibilities were determining the (technical) roadmap & UX, management of the backlog in JIRA, and leading the product team. Other tasks included determining the tech stack, updating the designs based on user feedback, managing different stakeholders, and the management, documentation, and testing of the webapp implementation

Senior UX/UI Designer
Atrias • Contract
Sep 2020 — Dec 2020, Brussels, Belgium

My responsibilities at Atrias are developing their first design system and preparing the organization to include design & design thinking in future projects. The Atrias design system includes guidelines and component documentation, a new Figma library and a React package for Atrias to kickstart new projects. In parallel to the design system, I redesigned the Atrias public website (go-live September 2020).

Advisory Board Member - AAL Guardian
AAL • Freelance
Sep 2020 — Mar 2023

The AAL GUARDIAN advisory board meets several times each year to reflect on progress, milestones, and next steps for the European program Active Assisted Living (AAL) project GUARDIAN. The project consists of a cloud platform that connects a social robot companion and caregiver apps to support home care nurses and helps seniors to maintain independence in their own homes.

Lead designer, product owner & co-founder
Tinybots • Full-time
Oct 2015 — Sept 2019, Rotterdam / Nijmegen, The Netherlands

At Tinybots, we developed Tessa; a small social robot that supports people with dementia and people with other cognitive impairments. As one of the co-founders of Tinybots, I have been involved with the company from day one. My primary role was leading the product team and managing the roadmap. Other core tasks include interaction and design of the robot, as well as designing UX and the UI of the accompanying app.

Visiting Lecturer
Glasgow School of Art • Contract
Oct 2011 — Sep 2017, Glasgow, Scotland, United Kingdom

I designed and taught a course on interaction design and prototyping using Arduino for second year B.Sc. design students. The course taught students how to design different interactions and learn how to prototype and program using Arduino. The 1-week course was part of the standard design curriculum at GSoA.

Design Researcher
VU Amsterdam • Full-time
Sep 2012 — Sep 2015, Amsterdam, The Netherlands

My Ph.D. topic is about how realism in robot embodiments is perceived and designed. How does a robot's design affect the interaction between humans and robots? My research primarily focuses on robots that interact with patients with acquired brain injury. My Ph.D. is currently on hold to pursuit a more direct impact in the world.

Interaction Designer
ID StudioLab • Internship
Sep 2011 — Jul 2012, Delft, The Netherlands

In my thesis, I developed a methodology for sketching in software. For designers, the conceptual step of translating/abstracting ideas into code is often the hardest part of the programming process. Therefore, I have developed the Code Companion and the Pattern Dictionary; two tools to bridge the gap between design and code for designers.

Service Designer
DSM Innovation Center • Internship
Feb 2011 — Jul 2011, New Delhi, India

For DSM, we developed and tested new business models related to livestock feed supplements for farmers in rural India. My main responsibilities included two months of design-ethnographic fieldwork in rural India, creating new tools, and validating new business models with India's rural population across three separate states (Rajasthan, Maharashtra, Gujarat).

Industrial Design Engineer
Brunel • Full-time
Oct 2008 — Aug 2009, Zwolle, The Netherlands

> ### Industrial Design Engineer
> **Annmar Engineering • Contract**
> Oct 2008 — Aug 2009, Kraggenburg, The Netherlands
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> At Annmar, I developed interior/exterior designs of industrial and private naval vessels (yachts). My main responsibilities included engineering & CAD, yacht design, hull topology, and fairing spatial geometry.

Industrial Design Engineer
Philips Consumer Lifestyle • Internship
Mar 2008 — Aug 2008, Hoogeveen / Drachten, The Netherlands

In my graduation project, I optimized the prototyping process of the Philips Consumer Lifestyle process by using Six Sigma methodology. This included reducing the number of errors and production queues, as well as standardizing parts of the process.

Concept Artist
Maxx Marketing • Internship
Sep 2007 — Feb 2008, Hong Kong, Hong Kong

At Maxx Marketing, I created concept art for premium giveaway toys for clients such as Kellogg's and KFC. My main responsibilities were concept art & design, packaging design, and production support. Most of these toys had a production cycle of two to four weeks, and multiple products were put in production.

Education

M.Sc. Design for Interaction
Delft University of Technology
2009-2012, Delft, The Netherlands

B.Sc. Industrial Design Engineering
Windesheim, University of Applied Sciences
2004-2008, Zwolle, The Netherlands

HAVO Natuur & Techniek
Windesheim, University of Applied Sciences
1999-2004, Raalte, The Netherlands

Selected presentations

Design thinking, social technology & robotics: Tessa
Invited speaker on behalf of **This Happened!** #13
2018, Rotterdam, The Netherlands

Interaction design & prototyping with Arduino
Invited teacher for workshops on behalf of the **Glasgow School of Art**
2011-2017, Glasgow, Scotland, United Kingdom

Tessa: the social robot that is all about people
Invited speaker on behalf of the Dutch Embassy in Brazil for **Hospitalar 2017**
2017, São Paulo, Brazil

Designing for dementia
Invited speaker on behalf of the Embassy of Health during the **Dutch Design Week 2017**
2017, Eindhoven, The Netherlands

Scaling up robotics and domotica for active and assisted living
Invited speaker by ZonMW for **eHealthweek 2016**, awarded top speaker
2016, Amsterdam, The Netherlands

The science & fiction of designing robots
Invited speaker for **Creative Mornings** Turin 2015
2015, Turin, Italy

Selected publications

Minimal Requirements of Realism in Social Robots — Designing for Patients With Acquired Brain Injury
R.A. Paauwe, J.F. Hoorn, E.A. Konijn, D.V. Keyson. Proceedings of the 33rd Annual ACM Conference Extended Abstracts on Human Factors in Computing Systems
2015, Seoul, South Korea

Designing Robot Embodiments for Social Interaction: Affordances Topple Realism and Aesthetics
R.A. Paauwe, J.F. Hoorn, E.A. Konijn, D.V. Keyson. International Journal of Social Robotics 7-5
2015

Fake It or Make It? Tools and Toys for Prototyping Connected Products
R.A. Paauwe, D. de Roeck. Cover story of CRISP Magazine #3
2014

Interweaving Digitality in the Fabric of Design
D. de Roeck, A. Standaert, R.A. Paauwe, S. Verwulgen, C. Baelus, P.J. Stappers. Proceedings of the 14th International Conference on Engineering and Product Design Education
2012

Teaching Interaction Designers to Sketch in Software
R.A. Paauwe, W.A. Aprile, A. van der Helm. Proceedings of Edulearn 12
2012

Selected awards

- Winner Monuta-Sprout Challenge: 100 ideeën over afscheid
- Top speaker & session eHealthweek 2016
- Startup winner NRC Live IoT Forum
- Winner Rotterdamse Startersprijs 2016
- Best poster award 2015, GSSS Graduate School
- Exhibited designs at the Torino Eataly festival 2010 and at the London Metropolitan University