

# Robert A. Paauwe — Curriculum Vitae

Design Lead • Senior UX/UI Designer • Social Robot Expert • Digital Innovator • Prototyper

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I'm an experienced UX/UI designer, with a strong focus on design and development of digital products and services. 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
- Specialized in digital product design, from concept to implementation
- Extensive knowledge of software development, roadmaps and product management
- Team lead for product teams (dev and creative)

## About

**Name:** Robert A. Paauwe  
**Day of birth:** October 2, 1987  
**Nationality:** Dutch  
**Residence:** Antwerp, Belgium  
**Languages:** Dutch, English, German  
**Other interests:** Illustration, hiking, videogames, playing guitar, Dungeons & Dragons, woodworking, prototyping

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**Portfolio:** <https://www.robertpaauwe.com>



## Skills & Tools

### UX / UI

- Figma
- Sketch
- Adobe XD
- Invision
- Zeplin

### Design

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Premiere
- HTML / CSS

### Code / Prototyping

- Python
- JavaScript
- Arduino / Processing
- R
- Git

### 3D / CAD

- AutoCAD
- SolidWorks
- Rhinoceros
- Maya

## **Experience**

### **Design Lead - Insurance**

Rabobank • Full-time

Juni 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.

### **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 – Present

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 pursue 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

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 Digitallity 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