

Robert Vergouw

User Experience Designer



Profile

I am Robert Vergouw, a dedicated interface and user experience designer based in Amsterdam. I'm passionate about Design Thinking, believing strongly in understanding users to create designs that consistently go beyond expectations.

My expertise in Design Systems ensures smooth collaboration internally and externally. Guided by Atomic Design principles, I efficiently transform complex interfaces into modular components, speeding up development while maintaining high-quality standards.

Beyond my core expertise, I like to contribute to Design Ops, continually exploring innovative ways to streamline workflows and enhance team collaboration. I bring a unique blend of creativity and strategic thinking to every project, aiming to make a lasting impact through thoughtful design solutions.

Experience

UX/UI Designer

2021 - now

Key Agency, Amsterdam

*Fulltime designer for brands like DPG Media, Buienradar & Midocean.
Building design systems and tackling intriguing design challenges.*

UX/UI Designer

2015 - 2021

MassMovement, Amsterdam

*Fulltime, creating human-centric UX and UI for clients like Huawei,
BNP Paribas, Subaru and Nationale Nederlanden*

Info

R V Vergouw

05-05-1989

Nieuw-Vennep

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Skills

UX / UI Design

Product Design

Visual Design

Wireframing

Prototyping

Interests

Photography

Reading

Home Automation

Baking

PC Gaming

Creative Designer

2012 - 2013

MassMovement, Amsterdam

Fulltime, working on UI Design, Web Design, Graphic Design and Concepting for brands like Disney, Tefal, Quooker and D-Reizen

Junior Creative Designer

2012 - 2013

MassMovement, Oude Meer

Fulltime, helped senior designers with asset creation, wireframing and prototyping.

Education

Bachelor in Communication & Multimedia Design

2008 - 2012

Hogeschool van Amsterdam, Amsterdam

Specialisation: Development, Design & Interaction with a Minor in Ambient Interaction

Being a Designer

Strategy & Processes

Project management

Proficient in project planning, budgeting, and prioritization, coupled with effective communication and presentation skills for stakeholder engagement.

Design processes and methods

Experienced across all stages of user-centered, iterative design for interactive projects, from initial analysis and understanding to idea generation, concept development, validation, refinement, concept communication, and final presentation and delivery.

Visual

Graphic Design & Digital Design Tools

Skilled in graphic design, photo manipulation, and digital design using tools such as Sketch, Figma, Adobe Creative Suite, and Microsoft Office.

Photography, video editing

Composition, storytelling, and creative editing using tools such as Adobe After Effects, Adobe Premiere Pro, and Adobe Lightroom.

Webdesign

Basic understanding of HTML, CSS, PHP and MYSQL. Wordpress, Webflow and Strapi.

Research

Qualitative research methods

Conducting interviews and usability tests, applying card sorting and doing field studies.

Quantitative research methods

Skilled in analytics, clickstream analysis, A/B testing, and survey implementation.

Being a collaborator

Communication

Languages

Native in Dutch, fluent in English, and possess a basic understanding of German.

Presentation

Proficient in delivering engaging and informative presentations to diverse audiences.

Feedback fundamentals

Acknowledge the significance of giving and receiving valuable feedback. Create time and space for dedicated feedback moments.

Prototyping

Prototyping

Familiar with construction of working digital and physical prototypes, including IoT and basic electronics. Experienced with prototyping tools such as InVision, Figma, Origami, and hardware like Arduino.

People and culture

Coaching

Passionate about assisting designers, developers, and stakeholders in grasping essential design principles and effective tool utilization throughout the design process.

Culture Club

Helped in creating a Culture Club within Key Agency to oversee internal culture dynamics. Implemented quarterly culture surveys, conducted bi-weekly meetings, and organized events and challenges to enhance the internal atmosphere.