

Hi, my name is Ruben van Bambost.

Digital & service designer

rubenvanbambost.nl

I love to design digital or physical services, enriching companies & brands with innovations based on customer insight. I would like to work for an agency that's innovative and honest to even their largest clients. One that balances being bold and humble. One that makes actual impact for them by really listening to their customers and most of all, by trying.

0.1 Work experience

2017 Livework Studio

2018 Service design intern/junior

As an intern at Livework studio, I had the chance to contribute to many diverse projects resulting in being treated like a junior. I worked on customer journey mapping, creating personas and establishing and guarding guiding principles. During this internship, I gained experience doing customer interviews, sensemaking and creating service concepts inspired by customer insight. My digital design background allowed me to assist in creating visuals to communicate our concepts and insights to the clients we've worked for.

2016 Design Innovation Group (DIG)

2017 Graduate design intern

For my thesis, I did research on how to revamp the way we make personas so that they really come alive. I dove into the theory of empathy, what makes us human and how we remember people and wrote guidelines on how to make a persona really impactful. I loved it because it was about humans, emotions, and empathy. The assessors did too. The thesis received the grade '8' from the University of Applied Sciences Utrecht.

2014 MijnSubsidie.com

2017 Digital art director & visual designer

I've worked on their rebranding in 2017 and designed their new digital home. During three years I was lead designer, working on their product and directed most of their online, visual elements. When I joined the company, designing their first website, they counted two employees. The current count is nine. The work I did is live on Mijnsubsidie.com

2014 Liters - Digital Product Studio

2015 Visual design intern

I worked as a design intern on digital projects for PostNL, Youke and the University of Wageningen. I designed an icon set, a complete website for a branding agency (brilenbaard.nl) and an infographic that was published by the National Police on Twitter, commissioned by TNO. I worked with its team's director to develop digital project management skills and gained experience working agile.

0.2 Education

2008 Havo Diploma

**2012 Corlaer College
Nijkerk**

2012 Bachelors Degree

**2017 Digital Media and Communication
University of Applied Sciences
Utrecht**

Graduated in the field of Creative Industries,
minored in Co-Design (<http://codesignstudio.strikingly.com/#our-program>)

Relevant projects

2018 **Ziggo**

Prototyping the digital self-help guide

For an innovative nursing home called 'Hogewey', I worked with a design team to improve the lives of their residents. We started looking for outside inspiration and best-practices but decided using the stories that were told by the staff as inspiring examples for the whole company. We tried to encourage a story-sharing culture that would improve and inspire staff to make different and better decisions during their job.

2015 **Infographicslab**

Infographic for citizen initiative 'Idagniet'

I designed an infographic that would be the center of attention during a nationwide campaign: 'Idagniet'. Together with the team of Infographicslab we came up with a story that could make your house burglarproof. The infographic got nationwide attention and was published by the National Police and made an appearance in daily paper 'Spectrum'.

2018 **Dur Hospitality**

Shaping a serviced appartement experience

Dur Hospitality asked us to look into what sort of experience people want to have when they stay in their serviced apartments. We did interviews with people in Saudi Arabia and used the insights to identify basic hygiene factors and wow opportunities while mapping their ultimate customer experience. After, we did prototyped several touchpoints in that journey with their ideal check-in process (with iPad) as the most prominent one.

About me

I was born May 15th, 1995 in Nijkerk, the Netherlands. I mainly like to practice service & digital design, adding the service design portion to my strong digital background. I mainly got experience designing digital in the first two years of my study and added service design after I joined the minor 'co-design studio'.

In my personal time, I enjoy seeing a good movie in the cinema and I try to immerse myself in good stories, mostly done by watching series. I'm also on top of the majority of the visual rebrands done today. My all-time favorites: the new Mastercard logo designed by Michael Bierut and the new logo for Helseutvalget done by Bielke&Yang. If you like those, we're instantly friends. I am also loving the esthetic side of cooking. I visit a lot of plating blogs and I enjoy cooking an beautiful pastry dessert. Secretly, I am still trying to become one of the best pastry chefs in the world (don't tell anyone yet).

What I bring to the table is my understanding of needs that arise when customers use a service or experience. By structuring and mapping them, I make the voice of the user concrete in every project, most of the time resulting in guiding principles. When design visuals I'm aware that simple and minimal are not the same. I love how small details can make a big change (for the good and bad) and create the unique engagement in the interaction that design creates with its users. My belief in collaboration with users helps maintain multiple perspectives. I see this as the key to working impactfully and efficiently.

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