



CV Roy de Groot

General information

Nationality:
Date of Birth: 12-12-1995
Drivers license: AM - B

Expertise

Future visioning. Pitching. Storytelling.
Concept design. Branding. Framing.
Service Design. Graphic Design.

Skills

Creative fascilitation (Co-creation sessions)
Entrepreneurship.
Notion. Adobe Suite. Sketch.

Education

2019 - juli

FlightCase
Panasonic, Ricoh, DCM
Japan

I got selected to join the multi master international project FlightCase. Where we worked for leading Japanese companies in, helping them answer the question 'whats next?'.

2018 - current

University of Technology
MSc Strategic Product Design
TU Delft, Delft

2017 - september

Double first class universtity
10 day design exchange
Donghua University, Shanghai, China

At the competition held during the trip I had the honour to win the prize for 'most impactful product'.

2013 - 2017

University of Applied Sciences
Cum Laude BSc,
Industrieel product ontwerpen
Hogeschool Rotterdam, Rotterdam

Roy de Groot - 2019

Internships

2019 | august - november

Some design agency

2017 | februari - juli 2017

Industrial Product Design Graduate
InMarket
Den Haag

Researched a new market opportunity in the catering sector. Pivoted from electricity savings thanks to research. Afterwards choose, researched and designed a new direction and product/service.

2016 | september 2015 - februari 2016

Industrial Product Design Intern
MMID
Delft

First internship. Was part of the producibility product development team. Designed test setups, build prototypes and designed a product.

Work experience

extracurricular

2019 | september 2018 - current

Founder & Design Strategist
invert.
Rotterdam

With invert., we can explore the different directions of design that inspire us. We help corporate Vanderlande with internal new ventures and build UX Design capabilities in Development teams. Our next frontier, polar partnerships for new ventures.

Achievements

Startup Branding & Presentation
Communication Strategy for Vanderlande FLEET
UX Design Capability Building workshop

2018 | september 2018 - september 2019

Strategy & Brand-development
Vanderlande
Veghel

I have the honour to be part of the FLEET team that is "rewriting the airport baggage handling book". Through workshops and explorative design I helped the team shape the value proposition story and sales presentation.

Achievements

Internal brand positioning shift.
Redesigned sales presentation in use globally.

2017 | september 2017 - februari 2018

UX & Webdesigner
Heycop Smart Innovations
Nieuwegein

Helped developing the back-end of the Heycop Systemen webshop. For Heycop Smart Innovation I designed a new brand identity and was UX designer for new products from clients.

Achievements

Website front-end design implemented.
Webshop back-end setup and implemented.
Brand identity used overall.

2017 | september 2017 - februari 2018

Webdesigner / Front- & Back-end
Fairf
Rotterdam

Supported a start-up fairf with both web- and product development. Setup the back-end of their webshop and designed the front-end of their new website.

Achievements

Website front-end design implemented.
Webshop back-end setup and implemented.

2016 | februari 2016 - januari 2017

Founder & Designer
Cuppler
Rotterdam

A start-up with the mission to reduce waste generated from to-go products. We sold a travel coffee mug with which you could get a discount at local shops. I was responsible for brand, product, web and marketing.

Achievements

Brand identity designed and implemented.
Product branding implemented.
Website used.