Ruben Kos

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"Ruben is a phenomenal designer that pushes the boundaries of user experience. He takes a user-centric approach and is comfortable engaging with users on a regular basis to ground his work in user data and validation. He establishes a modern and bold point of view but is always open to feedback from the team and is able to adjust to business needs. He works well in an agile environment, sprinting collaboratively with developers and is always an advocate for improving process and practice. I've had the pleasure of having Ruben on my team for a couple of years now and have always been impressed by his concepts and his pixel perfect designs."

— Salman Sheikh, Design Director at IBM

Experience.

IBM Design, Dublin
Product Design Lead (UX & Visual)

2016 — recent

IBM Design was created to steer one of the largest technology companies, into a design-driven culture. With a strong design philosophy and some of the best thought-leaders in design and in the industry, IBM has disrupted some of the largest markets in the world.

- Responsible for the IBM Cloud Partner experience for partners to grow and scale their business using IBM Cloud
- Responsible for the release of a new experience for IBM Talent Assessments, to over 50,000 users
- Improve processes and partnerships for cross-functional Agile collaboration
- Implement Design Thinking methodology across cross-functional teams
- Facilitate numerous on-site and remote Design Thinking workshops
- Responsible for the quality of work produced by 15 designers all over the world
- Advocate for the use of a unified Design System for designers and engineers
- Acting as a mentor for early-career UX and Visual Designers

ebow, Dublin
Senior Designer (UX & Visual)

2015 — 2016

One of Ireland's leading creative digital agencies, located in the heart of Dublin. ebow specializes in digital marketing and design for prestigious clients. Having in-house specialists for many digital facets, gives ebow a unique position in the market.

- Raised the quality of work within the agency with intuitive solutions
- Led a team of four UX and Visual Designers to ensure a higher level of quality
- Challenged development to become more involved in the Design Process
- Won multiple pitches to retrieve new clients with creative concepts
- Developed a new online presence for Kerrygold with tailored content for over 10 regions
- Created various online platforms for Dublin Airport Authority

Experience.

Buyerminds, Amsterdam
Medior Designer (UX & Visual)

2013 — 2015

Buyerminds specializes in behavioral psychology for digital products. By applying these techniques, Buyerminds is able to maximize conversion rates, boost retention and more. Due to their unique approach, they have grown into an agency with multiple offices around the world.

- Used psychology theories to improve consumer behavior
- Led the full re-design of SEAT's online presence
- Increased numbers of test drives by 20% for Mercedes-Benz in collaboration with N=5
- Won the award of Best Health Insurance Website with a redesign for Zilveren Kruis
- Increased online conversion by 35% for Flying Blue - American Express charge cards
- Helped multiple start-ups to increase their conversions

Ogilvy, Amsterdam
Medior Visual Designer

2011 — 2013

Ogilvy is one of the largest advertising agencies in the world. The office in Amsterdam is focused on making brands matter. Something that sounds simple, but is actually one of the greatest challenges in today's very fragmented communications world.

- Won multiple digital pitches to retrieve new large accounts
- Increased online influence for Ford Ka in the Netherlands
- Created online awareness for Philips as a partner of the Rijksmuseum
- Increased brand awareness for Nescafé
- Created multiple online campaigns for American Express
- Designed and developed an online social campaign for IBM

Expertise.

Agile Methodology	Design Direction	Product Strategy
Brand Experience	Design Research	Prototypes
Complex Problem Solving	Design Systems	Stakeholder Management
Conceptual Storytelling	Design Thinking	User Experience Design
Cross-functional Collaboration	Front-end Development	User Journeys
Cross-platform	Interaction Design	Visual Design
Data Analysis	Motion Design	Wireframes

Education.

Mediacollege Amsterdam, Interactive Design

2009 — 2012

Hogeschool van Amsterdam, Interactive Media

2008 — 2009