

Bob van Iersel

Curriculum Vitae

Bob van Iersel

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About

I like to see myself as a maker, I get great satisfaction from building things, either from scratch or on top of a great foundation! Be it a hardware product, a user interface, a team, or a business.

My interests are spread wide, and my biggest professional goal in life is to be seen one day as a 'jack of all trades, **and** master of some'.

Work Experience

Co-Founder / RAKE

Mar 2019 - present

Responsible for the design, sourcing, and manufacturing of the RAKE waterproof swimming shorts, and the design of the webshop. Also co-responsible for the day-to-day business (marketing, sales, growth, customer support).

www.ra-ke.com

User Interface Lead, Industrial Designer / Ola Electric (formerly Etergo)

Jan 2019 - present

Responsible for the design and development of the AppScooter's user interface, as well as lead engineer / project manager for several hardware parts (design, development and production).

UX Designer / Etergo

Aug 2017 - Jan 2019

Responsible for the UX & UI design of the AppScooter's user interface

Graduate Student / Fairphone

Jul 2016 - Apr 2017

Working on possible future products for Fairphone to expand their portfolio. The final result being a visual and functional prototype of a pair of headphones which is able to record binaural (3D) audio, presented together with a marketing and business rationale.

Product Design Intern / Senz Umbrellas

January 2011 - April 2012

Working on existing and future senz° product(line)s.

Education

Delft University of Technology / Msc. Design for Interaction

(graduated with a 9)

2013 - 2017

Delft University of Technology / Msc. Integrated Product Design

(graduated with a 9)

2013 - 2017

Delft University of Technology / Bsc. Industrial Design Engineering

(graduated with a 9)

2009 - 2012

Extra Curricular Activities

T500 / The Next Web

2017

"A shortlist of the most ambitious, talented people under 25 in the Dutch digital scene" launched by TNW

2nd Place Imagine Cup / Microsoft

2012

Awarded the prize for designing and developing a mobile game for Windows Phone with no previous (C#) coding experience

National Student Rugby Player / NSRB

2015 - 2016

Played competitive rugby for the Dutch national team

Board Member / SRC Thor

Aug 2010 - Sep 2011

Secretary of SRC Thor, Delft's student rugby club