

Robert Stoof

Voll Terrasse 63K, 1358 Jar, Norway

Phone +47 90508105

Mail robert@stoof.design

Portfolio [stoof.design](#)

LinkedIn [linkedin.com/in/robert-stoof](https://www.linkedin.com/in/robert-stoof)

Born

20.01.1983 in Germany

Marital status/children:

married (Norwegian wife),
no children



Summary

15+ years of professional experience as a UX/Product Designer in various industries such as automotive, e-commerce, energy, finance, healthcare, insurance and technology.

Areas of interest

Finance, energy, media, technology and real estate.

Characteristics I want to highlight

Analytical, structured, pragmatic, creative, hard-working, courageous and good at dealing with stress.

Qualities my managers/colleagues have highlighted

Solution-oriented, good understanding of business, constructive, high work ability, team player, helpful.

Areas of expertise

- Customer experience design
- UX research
- Product development
- Interface design
- Product discovery
- Design thinking
- Design systems
- Prototyping
- Art direction

Selected work experience

04.2021 – 11.2023: LichtBlick, Hamburg, Germany

Hired as freelance UX/Product Designer. *With about 1 million customers, LichtBlick is one of the largest providers of green electricity, green gas, e-mobility and solar solutions in Germany.* [lichtblick.de](https://www.lichtblick.de)

Responsibilities

- Lead UX/UI for the brand's website, electricity and gas customer checkout processes as well as the service center for existing B2C customers.
- Conducting user research, facilitating workshops, testing and gathering feedback on concepts, iterating prototypes in Figma to continuously improve the user experience.
- Onboarding of new employees in the field of digital product design.

Results

- Launch of the company's first B2C electricity spot market tariff as a product offering to meet the challenges of greater price fluctuations. Introducing more climate-friendly gas tariffs, redesigning the tariff portfolio, improving conversion and reducing complexity.
- Implementation of the EU Consumer Rights Directive.

07.2020 – 08.2021: cadooz, Hamburg, Germany

Hired as freelance UX/Product Designer. *Cadooz is an expert in incentive solutions. Covering the entire spectrum of marketing, sales management and employee motivation with intelligent products and services such as the BestChoice voucher.* cadooz.com

Responsibilities

- Creating the cadooz B2C e-commerce design system based on its new brand design. Relaunching the BestChoice e-commerce platform for redeeming vouchers. Conception of promotion, up- and cross-selling measures.
- UX Revision of processes on the B2B platform for managing employees and vouchers.

Results

- With the design system and the web construction kit, the brand now has all the tools it needs to scale its e-commerce platforms.

02.2019 – 06.2020: Mutabor, Hamburg, Germany

Hired as freelance UX/Product Designer. *Mutabor is Germany's largest independent 360° design agency & brand consultancy. Over 400 international awards and top placements in creative rankings have documented the agency's claim to creative and technical perfection for years.* mutabor.de

- **Merck Band Hub:** Launching a the digital brand hub for the science and technology group Merck. An interactive platform that acts as a central point of contact for everyone who works with the Merck brand, both internally and externally. The highlight: the generators that can be used to create assets and layouts in hundreds of variants and color combinations at the click of a button.
- **Website Relaunch for KNF Corporate:** KNF is a technology leader in the field of application-specific pumps and pump systems. The challenge was to create a modern visual design and simplify editorial maintenance. The focus was on presenting a complicated product in an appropriate and intuitive way. It is available in 16 localized versions and 10 languages and became an expression of the company's statement: One KNF.
- **"Grillitarier" app for Migros:** As part of the Migros summer campaign 2020, the leading Swiss supermarket chain has launched an app that combines everything you need for a successful barbecue summer - from recipe ideas and a shopping list to a timer that ensures the food is cooked to perfection. A challenging barbecue game adds to the excitement.

02.2015 – 05.2023: deepblue networks, Hamburg, Germany

Hired as freelance UX/Product Designer. *deepblue, a member of the Scholz & Friends family and the WPP network, is the communications agency for the digital age.* db-n.com

- **Service app for Hanseatische Krankenkasse (HEK).** HEK is one of the oldest health insurance companies in Germany. Responsible for the updated concept and interface, for the relaunch of the HEK service app. The result: easy to use and modern design with services that allow customers to exchange documents, obtain information and receive support at any time and from anywhere.
- **Design system and web construction kit for Deutsche Messe AG:** Deutsche Messe AG is one of the leading trade fair companies worldwide organizing more than 150 trade fairs and events in Germany and abroad every year. Implementation of solutions for the digital transformation of events in times of Covid, personalization and networking solutions. Design of trade fair-specific key visuals and illustrations.
- **IoT platform for OSRAM Lightelligence:** Conception and design of an open IoT platform and ecosystem that simplifies the development and unlocks the full potential of new business models. Conception of the information architecture and design system.

06.2012 – 01.2015: GGH MullenLowe, Germany

Hired as Art Director. *Creative agency that has been moving people, brands and markets since 1994.* ggh-mullenlowe.de

- **IKEA Germany:** Digital brand experiences are becoming increasingly important for IKEA. Responsible for ikea.de, the solutions are as diverse as the product range itself: As a team, we designed gamified surveys, inspiring content pages, informative newsletters and online games through to completely newly developed digital services.
- **Heinemann Duty Free & Travel Value:** Creation of the corporate presentation for the annual B2B in-house exhibition as well as for the application for the concession for all international airside retail spaces at the new Istanbul Airport.
- **NGOs:** Human rights or animal welfare issues are often sad and complex. With creative digital experiences to support petitions and generating donations, campaigns were communicated in a creative way and thus stick with the consumer and contribute to expanding their own behavior and awareness.

Education

2009 – 2012	Diploma, Art Direction Institute of Design, Hamburg, Germany Creative direction, illustration, packaging, typography, editorial design, digital design, photography and film.
2004 – 2008	Business Informatics Technical University, Darmstadt, Germany Intermediate diplomas in: statistics, economics and mathematics.
1999 – 2002	Final graduation Brühlwiesenschule, High School, Hofheim, Germany Advanced courses in computer science and electrical engineering.

Technology & Language Skills

Figma, Sketch, Adobe XD, Photoshop, Illustrator, InDesign, Acrobat.

Confluence, Jira, Trello, Hotjar, Google Analytics.

Google Material Design, Apple Human Interface Guidelines, Bootstrap.

HTML, CSS, PHP, JS, SQL.

German: native speaker. English: fluent. Norwegian: good understanding (B2), basic writing and speaking.

Awards & Recognitions

My work for clients, in collaboration with colleagues, has won several international awards:

Cannes lions: 12. D&AD: 5. The one show: 7. ADC: 17. CLIO Awards: 9. New York Festivals: 8. FWA: 1.

Interests & Hobbies

Cooking, Wine, Golf, Alpine skiing, Yoga, Running, Traveling, Reading.