

Service Designer / Innovation / Strategy / Digital

Personal Data

Family name: de Kraker
First name: Reinout
Title: Master of Science
Date of birth: 8th April 1981
Marital status: Single
Nationality: Dutch

Professional experience / Freelancer

2016-2017 Service designer in accelerator teams ING Bank, headquarters, the Netherlands

I worked 10 months freelance for ING Bank, working as a full member of three teams each developing a new proposition. I coach these three groups in the application of various innovation canvasses, and the use of quick validation and iteration loops.

Living

Challenge: The mortgage offering market is hostile, and customers tend to shop for a mortgage when their bid for a house is already accepted.

A less than ideal situation to compete in. So we made a deep dive into the customer journey before the bidding. We created a real added value service that will hit the market next summer to bind the customer much sooner in a trusting and committed relation.

Start-up Squat.

Challenge: Today's start-ups might be tomorrow's corporate client. And informal investors are interested. But ING's business rules, rule out a direct investment in start-ups. How to be of value? We interviewed several dozens of startup entrepreneurs and informal investors, and arrived at a beautiful service that excites both sides and will probably go live this summer.

Digital 20

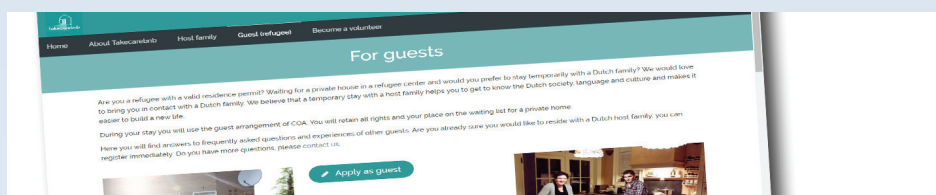
ING is still ahead in personal-mobile-banking, but for how long? **Challenge:** Left and right fin-tech startups close in. We tested a series of opportunities, created a roadmap of which step 1 will be life later this year as a new-to-world service that will help customers keep track of their financials and save the average customer 50-250 euro's per year.

2015-2017 Founder and manager of Takecarebnb, Amsterdam, the Netherlands

I believe that when people meet and get the opportunity to talk 1-on-1, mutual understanding will lead to appreciation, opportunities and value.

In practice this means **Takecarebnb** helps Dutch families host legal refugees. They are enabled to get refugees out of current depressing facilities and provide a room. This way integration starts fast in an intimate and positive environment.

From February 2015 on I initiated, designed and developed the concept of Takecarebnb. In November I founded the foundation and installed a 3-people management team. I inspired a group, now consisting of more than 20 enthusiastic volunteers. After evaluating the pilot where 15 refugees are hosted, we now have a paid and professional 1,5 FTE management team and resources to secure a durable impact.



Screenshot of the [page](#) that explains refugees how to participate. An Arabic version is available through [Facebook](#)



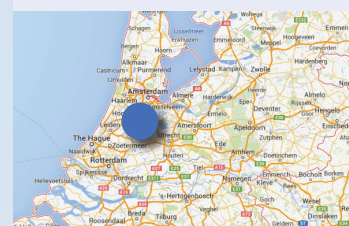
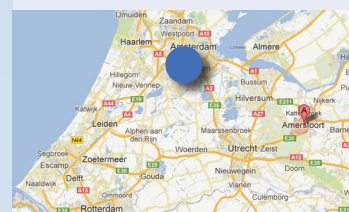
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[online portfolio](#)



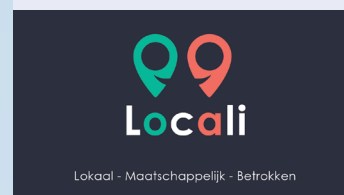
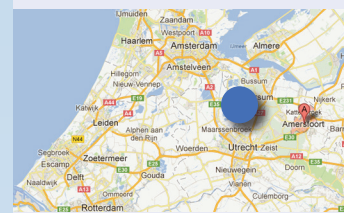
2015-2016

Service designer at Locali, Hilversum, the Netherlands

Locali is a movement, based on the redesign of local news: The transformation of how national and international news works, has not completed yet on a local level. Local media almost disappeared, but there is no real suitable replacement yet. Citizens do not know what is happening in their neighborhood, local politicians have trouble reaching their audience and retailers loose personal contact: Their last advantage to online competition.

Locali solves this by mending this network. We start by facilitating local governments in inviting their citizens to join the conversation in a trustworthy and effective way.

In the summer of 2015 I quit working at Achmea because I wanted a more direct influence on the impact I was making. From September on I assisted the people of media producer [The Broadcaster](#) in developing and improving the idea "Locali". We won a press-innovation competition: This kicked-off the new enterprise and secured my job as service & business developer at Locali.



Professional experience / Contracted

2013-2015

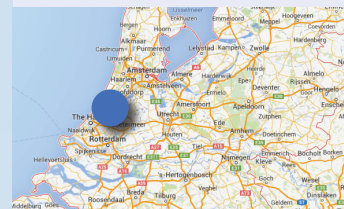
Senior Web Manager at Achmea, the Netherlands

As Senior Web Manager and Product Owner of the community platform, I design services and orchestrate pilot projects that enable the modernization of customer service. I lead agile development teams and creatives to realize superior service experience and cooperate with the newly initiated "Greenfield" department of 60+ FTE to pilot solutions.

The greatest achievement we realized is the breaching of silo walls separating Marketing, Customer Service and Online. This paves the road to collaborations, indispensable for relevant commercial campaigns, consumer communities and strategic shifts.

*I initiated, designed and managed project [After Call E-mail](#) and secured a **decrease of personal help desk use of 14%, an increase of online channels of 35% and an NPS increase of 19 point**. This result could be replicated and directly assigned to this initiative.*

Next to this I fulfill the function of Technical Lead in the implementation and integration of the community platform provider [Lithium](#). The more interesting challenge is to get the platform to change the way we work: more transparent, more efficient and closer to our consumers.



Vision on the development of customer dialogue through an online community



2010-2013

New Business Consultant at Achmea, the Netherlands

My open application brought me to the Commercial Development and Innovation dept. at Achmea, the largest health insurer of the Netherlands with 5.5 million customers.

I was responsible for initiating and supporting innovation from a outside-in perspective; not common where open market dynamics only came to be in 2006. Insurers still find themselves in the predicament where people do not see distinctive value in the most profitable products.

The demand for these continues to decrease, within a landscape of ever growing costs and slow economy: Solidarity is under pressure and with it the entire system.

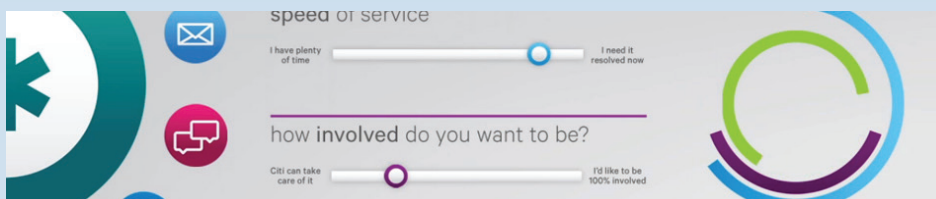
The project I am most proud of is "[the Tripartite Agreement](#)". An life-style changing network solution that paid for itself by prevention of health care costs. Prevention of illnesses to avert costs seem commonsense, but the business case hardly ever works out for insurers: the returns on investment land elsewhere. I succeeded in creating a crosslinked ecosystem where employers, employees, commercial care-providers and Achmea all invest and gain mutual benefits. [Dutch presentation video](#).

2012

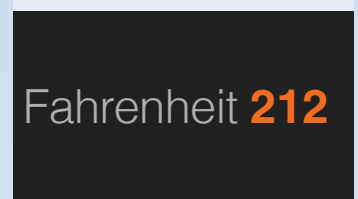
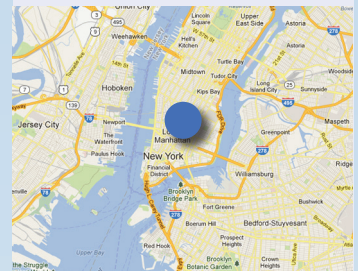
Two month summer internship at Fahrenheit-212.

Ever since I graduated in 2007 I maintained contact with consultancy Fahrenheit-212. Reassessing my professional future I convinced Achmea to support my nine week internship. During this time I got a unique great sneak-preview in the methods and style of this high performer. One of the three tasks within the assessment I performed to get the position, was to present oneself by designing a new drink.

During my time there I joined several teams working for Fortune-500 companies concerned with innovations in the field of toys, family food, fast food and home electronics. Most time I spend on a project for Citi Bank, to which I contributed by general desk research, analysis, input in discussions and the creation of a customer journey.



Screen shot of the presentation video of the furthermore confidential results of the Citi project.



2008-2010

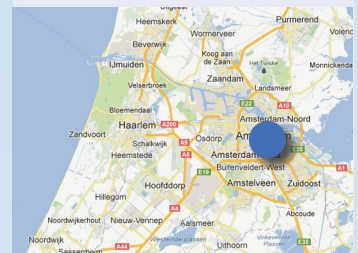
Co-creation designer at Favela Fabric in Amsterdam, the Netherlands

Favela Fabric was a young and very vivid small consultancy at the time, specialized in co-creation, founded in 2007. I contributed greatly to their methods and tools. I enjoyed my position consisting of a combination of consultancy, consumer research and creative design.

One example of my work is the TeamTopzorg (TeamTopCarem currently re-named to MedeMenz) co-creation platform we created for Menzis, another Dutch health insurer. The platform increased trust between customer and financial service provider, and gave a boost to the realization of innovative project. The platform now has 15.000 members and is still used today.



Screen shot of the presentation video of Team Topzorg



2007-2008

Designer at idea-factory BrainStore in Biel, Switzerland

BrainStore is quite unique in their proposition: they sell ideas. Fascinated by this I joined their team in 2007 as my first job, mainly acting as a graphic designer responsible for creating real-life-like images at light speed so the ideas could be compared within unique and highly paced creative sessions. I created work for over 50 large international operating firms like BASF, Bayer, Dr. Oetker, Abbott, Zürich, Deutsche Bahn and Siemens.



Education

2004-2007

Master of Science: Strategic Product Design

Faculty of Industrial Design Engineering, Technical University of Delft Concerned with general design, design strategy, branding, design thinking, marketing and design management.

1999-2004

Bachelor of Science: Industrial Design Engineering

Faculty of Industrial Design Engineering Technical University of Delft

1992-1999

High-school; Gymnasium, classical education, Ignatius Gymnasium Amsterdam



Other entrepreneurial activities

2017	Grow A Pair combines ideas with fast validation to find the real gems. With a business partner we landed our first assignment and continue to develop and sharpen our toolbox for fast and risk free validation to enable relevant and efficient innovation.
2015	Wrote a business plan and formed a team to kick-off a start-up “We-Bike” around the introduction of e-bikes into a new market: In Holland these bikes are seen as for elderly, We-Bike would introduce them as a commuting solution. Despite a lot of energy and good vibes, the analysis brought the investor to reconsider.
2014	Founded 12Minutes . I developed a business model for the sharing economy, and materialized this with a self-created website, social media presence and paying customers. Every customer offers one product for loan. By paying a small service fee, they access a network of a great collection of products you use very seldom, delivered and insured. I am currently trying to funnel my plans and experience to a transmissible proposition, for sale or temporary collaboration.
2012	Business course “Insight in Influence” to learn methods of interaction.
2008	Produced 100 Flipshirt T-shirts with a friend as promotional material for soccer championships. Video in order to sell the idea, produced in 2006
2007	Short listed at “love your earth” graphic design competition of Designboom.
2006	Published a series of paid columns on internet (in Dutch)
2004	President of the Students organizations committee: organizing trip guiding 50 fellow students through Milan and the furniture/design fair.
2003	Summer course ‘Students as teachers’, technical students teachers course.
2002	Won the national journalism competition of the newspaper ‘de Volkskrant’.
2001	Treasurer for Committee for developing yearbook at fraternity K.S.V.Sanctus Virgilius Delft.

Languages

Dutch:	Native language
English:	Fluently, conversation and reading, writing
German:	Good conversation and reading, basic writing
Spanish:	Basic conversation.

Hobbies and interests

Interest:	Talking about and envisioning unorthodox business plans, graphical design, producing and editing short movies and animations, music suggesting, editing and mixing, cooking, visiting festivals. Street/wall-art. Running my airbnb place .
Sport:	Soccer, snowboarding, cycling, running, ground hockey
Traveling:	Quite some part of Europe, Turkey, Ukraine, U.S.A. , Russia, Cuba, Sri Lanka. Vietnam, Colombia, Ecuador, Singapore + 3,5 month roadtrip through Chili & Argentina.

