



## Reinout de Kraker

I am Reinout de Kraker, a 40-year-old father living with my partner and two sons in Rotterdam. I have been a service designer for 15 years. I established two companies that continue to impact, being thankful for the teams that enabled me to do so.

The other 95% of my ideas have failed beautifully in some way or another :)

I love to go beyond and to infinity, create adventures with my family, play football on a social level at my beloved "FC Steeds Hooger" and like to [paint animals on walls](#).

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## Education:

2004-2007 MSc Strategic Product Development, Delft University of Technology  
1999-2004 BSc Industrial Design Engineering, Delft University of Technology

## Why:

Life is a woven fabric from information, experiences, empowerment, rewards, and thresholds. These elements determine how people act.

I believe these elements are designed. Therefore refined design nourishes positive behaviour, trust, inclusion, hope and results in happiness. Bad design can result in inequality, mistrust, and unhealthy behaviour.

By creating the right scene, I would like to enable people to do the right thing. Help each other. Live a healthy and fulfilling life. Find purpose. I believe my entrepreneurial spirit, positivity, and creativity are powerful assets in battling the challenges we face today.

I will help the team to create a new situation where people are enabled to do what feels right. This will be something we will both be proud of.

Switching roles between a service designer, coach and entrepreneur, we will dream, dance and deliver.

Dream: Search, imagine, sketch, strategize.

Dance: Find a common rhythm, way of working.

Deliver: Action & measurable outcomes that make an impact.

## 2017-2022 Grow a Pair

High-paced, action based innovation agency

Founded with a friend, experiments and user research for SVB, Centraal Beheer, De Belastingdienst, ING Bank, UWV, Zorgbalans and many more.

## 2015-2017 ING Bank

Coached 5 teams through 17 week search-validate-build-test cycles.

During those years within the ICEC location, we enjoyed a dynamic and positive atmosphere: "If we don't change, we won't be there in 10 years".

## 2015 TakecareBnB

Founded the organization that offers a systemic, but above all human solution for refugees looking for a place to stay. Within the "logeerregeling" Takecarebnb has matched more than 600 people where refugees stay over with local families for 3 months. Unfortunately this expertise was sought after in incredible numbers again in 2022.

## 2010-2015 Zilveren Kruis Achmea

2010-2013 New Business Developer: amongst many other projects I executed a 200 participants 1 year pilot to couple health gain with a business model.

2013-2015 Senior Web manager: Led various experiments to couple lower costs with a increasing customer satisfaction.

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| 2012        | Summer intern-ship at New York based innovation consultancy Fahrenheit-212. It was awesome to experience their "Money & Magic" approach. |
| 2008 - 2010 | Favela Fabric - Co-creation designer. I contributed to the methodology and tools of this online co-creation pioneer.                     |
| 2007-2008   | BrainStore, Switzerland - Graphic Designer to support their max-speed ideation process.  |

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