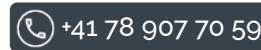


Paolo Rüegg | Product Designer

Summary I create physical and digital tools as a product designer, developer and maker. I am interested in human-centred innovation and creating products that help people achieve a task instead of glueing them to the screen.

Links



Education

2015 - 2019 **Imperial College London** | *Master of Engineering (MEng) in Design Engineering*

- Highest ranking student of the year (78 of 100); First-Class Honours degree (summa cum laude); univeristy repeatedly ranked in the top ten universities worldwide
- Design (Design-Led Innovation, Communication in Design, Enterprise Management, ...), Computing (Physical Computing, IoT, Algorithms, Big Data, ...), Engineering (Mechanics, Electronics, Robotics, ...)

2014 **Realgymnasium Rämibühl** | *Swiss Matura and International Baccalaureate (IB)*

Experience

2023 - **Creaholic** | *Biel* | *Design and Innovation Agency*

- UX design and creative technologist for various clients

2021 - 2023 **Felfel** | *Zürich* | *Food Tech Startup*

- Research, design and product management for all digital and physical UX touchpoints incl. iOS and Android apps, ca. 1'000 IoT-enabled vending machines and several web apps. Grew user base by 500% to 100k.
- Helped lead the company from the start-up phase to commercial success in its own, new market segment

2021 **Dezentrum** | *Zürich* | *Think & Do Tank for Digitalisation and Society*

- Raised CHF 53k for developing a social enterprise to increase political participation: [Forum for Inclusion](#)

2020 - 2021 **Fjord + Accenture Liquid Studio** | *Zürich* | *Design and Tech Consultancy*

- Creative technologist and product-related role for a [digital collaboration platform](#) in response to COVID-19
- Clients included Google, BMW, CES, governmental bodies, universities and others

2019 - 2020 **Nomoko** | *Zürich* | *Smart City Software Startup*

- Frontend developer and UX role for building apps using city-scale, 3D datasets

2018 **FESTO Bionics** | *Stuttgart* | *Bionic Robot Development*

- Engineering placement in soft robotics with a focus on UX, sensing and interaction ([Soft Hand](#), [Fin Wave](#))

2017 **Gravity Sketch** | *London* | *Virtual Reality Startup*

- Summer internship as a developer and interaction researcher

Volunteering **TEDxZürich** (Creative Technologist), [Kusunda](#) (VR Documentary), [Breathe](#) (Medical Device Startup)

Awards & Honors

Dean's List Top 10% of cohort over the entire degree and winning the *Head of School Greatest Achievement Prize*

IDE / DESIRE *Institute of Engineering Designers Prize* for [Behind the Gap](#) | *Design Engineering Innovation Reward* for [Air](#)

Key Skills

Languages English (excellent), German (native), Italian (advanced) | TypeScript, JavaScript, HTML, CSS, Python

Software Adobe (Id, Ai, Ps, Xd), Figma, Solidworks, Unity, Keyshot

Software Dev. Frontend frameworks (React, React Native), version control (git, GitLab), express.js, three.js, aframe, etc.

Product Dev. UX research, design thinking, product management, evidence-based management, certified PSPO I & PSM I

Interests Making music, designing gadgets and applications, politics and always learning new things!