



# Arno Wolters

## Head of Design

### Profile

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Experienced Design and Management Expert with over 25 years of leadership in design and innovation, specialising in integrated design, project management, team collaboration, and creative direction. Known for driving high-impact design processes from planning through delivery, ensuring alignment with client expectations, budget constraints, and quality standards. A strategic thinker fostering creativity and building meaningful client relationships.

### Employment history

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Head of Design, Shell Recharge Solutions (former NewMotion) , Amsterdam

November 2021 – Present

#### *Project Oversight & Resource Allocation:*

- Leading a team of 15 designers across various disciplines, effectively managing resources and schedules to meet project milestones within budgetary constraints.

#### *Operational Excellence:*

Spearheaded the implementation of design and user research operations, optimizing internal workflows and enhancing coordination with external suppliers.]

#### *Client & Stakeholder Communication:*

- Maintained high service standards through clear communication, ensuring that all project stages, from planning to delivery, were executed smoothly and aligned with strategic OKRs.

#### *Supplier Management:*

- Engaged with suppliers to negotiate terms, oversee budgets, and ensure timely invoicing, maintaining financial health and alignment with project goals.

#### *Design Strategy Development:*

- Defined and executed design strategies to align with business goals, fostering innovation and ensuring user-centric design solutions.

#### *Design Direction:*

- Provided visionary leadership in design, guiding the creative team to deliver cohesive and high-quality design solutions that enhance user experiences and align with company objectives.

### Personal details

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#### **Address**

Waterrijkweg 384, 1051 PM, Amsterdam, Netherlands

#### **Phone**

+31613003012

#### **Email**

arno.wolters@gmail.com

#### **Date of birth**

08-08-1970

#### **Birthplace**

Assen

#### **Driver's license**

EU license A and B

#### **Nationality**

Dutch

#### **Website**

<https://www.arnowolters.com/>

#### **LinkedIn**

<https://www.linkedin.com/in/arnowolters/>

#### **Languages**

Dutch - English - German

### Skills

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Resource Allocation & Budget Management

Project Management & Operational Efficiency

Design Direction

Strategic Planning

Product Experience Development

Brand Identity Creation

Recruitment & Team Building

Supplier Management & Negotiation

Design Director & Consultant Front-end Innovation, Pezy Group,  
Houten  
September 2018 – November 2021

*Strategic Planning & Execution:*

- Directed front-end strategy and design projects, guiding teams to develop innovative solutions that meet client needs and align with company goals.

*Cross-Functional Collaboration:*

- Worked closely with C-level management and execution teams to prioritize innovation opportunities and efficiently manage project delivery.

*Operational Producer Responsibilities:*

- Set up clear project roles, and supported leads in managing client expectations to ensure high-quality outputs.

*Creative Direction:*

- Directed and mentored industrial, UX/UI, and graphic designers, fostering a collaborative environment to drive innovative and high-quality design outcomes.

Co-founder & Design Director, We Are Perspective, Amsterdam  
January 2010 – September 2018

*Leadership & Team Building:*

- Established and grew a design agency, building a specialized team in brand-driven design, front-end innovation, and connected products.

*Project & Resource Management:*

- Oversaw all operational aspects, including client and stakeholder management, budget planning, and team collaboration to ensure project success.

*Creative Vision & Strategy:*

- Played a key role in defining the creative direction and operational strategy of the agency, a part of Pezy Group.

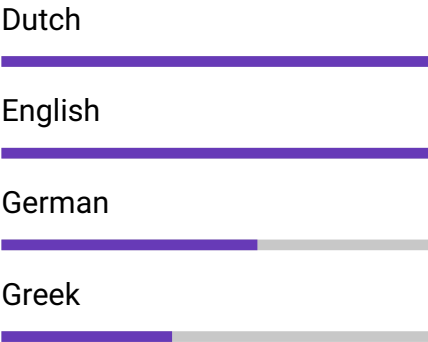
Strategic Design Lead, Spark Design & Innovation, Rotterdam  
February 2008 – January 2010

- Build out the strategic design competence of Spark.
- Directed corporate communications and branding (on- and offline).
- Lead Industrial Designer for medical, furniture, public and consumer products.

User Experience Design  
Communication Skills  
Coaching and Mentoring  
Interaction Design

**Languages**

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**Hobbies**

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- Mountain biking
- Gardening
- Cooking
- Urban Landscaping
- Architecture
- Wood working

## Senior 3D Designer & Project Lead, Storeage, Amsterdam

April 2005 – February 2008

- Managed retail design projects and multi-disciplinary design teams; graphic, communication, interior, furniture and industrial design.
- Led retail design projects for consumer, fashion and financial brands.

## Senior Industrial Designer, Springtime, Amsterdam - New York

March 1997 – February 2005

- Worked on strategic, brand-driven design projects for international consumer, micro-mobility and FMCG brands

## Product Designer, Well Design, Zeist

December 1995 – March 1997

- Designed professional, consumer, computing and furniture products for Ericsson mobile, Assenburg office furniture, Atos banking systems, Jacobs Douwe Egberts coffee systems, Mitac and Gateway computers.

## Education

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### Kanban System Improvement, <https://kanban.university/>, Online

September 2022 – October 2022

### Kanban Maturity Training , <https://kanban.university/>, Online

March 2023 – April 2023

### Management Training , Rotterdam School of Management, Onsite

October 2011 – July 2013

- Accredited leadership program on business development, ethics, and team building.

### Design Management, Domus Academy, Milan

July 2003 – August 2003

- Summer course.

### BA Industrial Design, Design Academy Eindhoven, Eindhoven

August 1988 – October 1994

- Dept. of Industrial Design, average graduation score 8.9

### Havo, CSG Vincent van Gogh, Assen

September 1982 – June 1988

- Secondary school

## References

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**Martin Walsh, Einride**

+447786541915

**Sarah Papamichalis, Shell Recharge Solutions**  
+31652532818

## **Volunteering work**

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Workshop lead , Buurtwerkplaatsen Amsterdam, Amsterdam  
February 2024 — Present

Exhibition design & design workshops, Latin American Design  
Foundation, Amsterdam - Mexico City  
September 2009 — September 2012