



# ARNO WOLTERS

Commerce, create, collaborate.

## DETAILS

### Contact

Amsterdam, Netherlands  
[arno.wolters@gmail.com](mailto:arno.wolters@gmail.com)

### Nationality

Dutch

## PROFILE

I am a design leader with 15+ years of experience leading and mentoring multi-disciplinary teams across various domains. Combining my creative skills, technical knowledge, and business acumen allows me to bring a fresh perspective to solving challenges. I have a proven track record in developing innovative and integrated solutions from early ideas to commercial reality. I am a strategic thinker, fostering creativity and building meaningful client relationships.

## EMPLOYMENT HISTORY

### Freelance, Codd, Amsterdam

JANUARY 2025 – PRESENT

#### *Phygital design*

- Phygital product discovery
- Creative direction
- Proposition development

#### *Brand-driven design*

- Communication & brand strategy
- Infographic design
- Copy writing

#### *Design direction & research*

- Workshop facilitation
- Scoping
- User research

### Head of Design, Shell Recharge Solutions EU (former Newmotion), Amsterdam

NOVEMBER 2021 – DECEMBER 2024

#### *Team Leadership*

- Six direct reports, responsible for Shell Recharge EU-focused design and user research activities.
- Built and managed a team of 15, including different design and research disciplines.
- Encouraged a culture of creativity and cross-disciplinary teamwork to shorten development times and maximize product quality.

### *Design Strategy and Innovation*

- Created and carried out yearly design plans that matched our business goals.
- Led projects that improved & standardized our user experiences across the EU.

### *Design Operations*

- Streamline and improve internal processes to increase efficiency and collaboration with global teams.
- Managed department budgets and resources to ensure projects stay on track financially.

### *Working with Stakeholders*

- Work with executives to ensure design efforts match the company's vision.
- Maintain good relationships with clients and suppliers, ensuring successful project executions.

### *Key Achievements*

1. Established global design guidelines for hardware, digital and service design providing consistent user experience across all EV-charging services in the EU.
2. Delivered a comprehensive design system with reusable components to reduce development time.
3. Successfully implemented improved processes for design, user research & product testing to maximize product-service value.

## **Design Director (front-end innovation), Pezy Group , Houten**

SEPTEMBER 2018 – NOVEMBER 2021

- Lead clients and teams in design strategy and discovery projects.
- Co-developed and implemented an integrated design and development method for concept discovery (user-technology-development)
- Realize brand and product strategies, supporting (C-level) management to prioritize innovation opportunities by applying design thinking methods.

### *Key Achievements*

1. Realization of the Design For/From Recycling publication (see link below).
2. Managed the company's marketing strategy resulting in a focused proposition and online web presence.

## **Co-founder & MD, We Are Perspective Amsterdam, Amsterdam**

JANUARY 2010 – SEPTEMBER 2018

- Setting up a new strategic product design agency as part of Pezy Group. Merged in 2018 into Pezy Group.
- Responsible for operations, client & stakeholder management, design services, and portfolio development.
- Build a team specialized in brand-driven design, front-end innovation, and connected products (product-interface combinations).

## **EDUCATION**

### **Leadership masterclasses on business management, Rotterdam School of Management, Rotterdam**

JANUARY 2012 – JUNE 2013

### **Design management, Domus Academy Milan, Milan**

JULY 2003 – AUGUST 2003

- Summer course.

## BA industrial design, Design Academy Eindhoven, Eindhoven

AUGUST 1988 – OCTOBER 1994

- Department of Professional Product Design
- Editorial member of student association 'Studium Generale'

### LINKS

[LinkedIn](#) [Online Portfolio](#) [Book Publication](#)

### SKILLS

Leadership Skills

Decision Making

Creative direction

Interaction design

Coaching and Mentoring

Brand Strategy

Organisational Development

Front-end Innovation

Brand driven design

Project Management

Integrated Design

Account Management

Strategic Business Development

Relationship Building

### LANGUAGES

Dutch



German



English



### REFERENCES

Reinier Halbertsma from Darwin Labs

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Martin Walsh from Pod UK

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Rachael Urwin from Shell Recharge Solutions

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Daan Hittema from IDE Group

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### HOBBIES & INTERESTS

Wood working, cooking, gardening, architecture, urban landscaping, cycling, and car restoration.

### COURSES

AI for Business, Hyper Island

OCTOBER 2024 – NOVEMBER 2024

Kanban, Kanban System Improvement and Kanban Maturity Training, <https://kanban.university/>

FEBRUARY 2023 – MARCH 2023