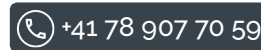


Paolo Rüegg | Product Designer

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) holding a First-Class Honours degree (summa cum laude) from an institution 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** | *Secondary Education*
- Bilingual Swiss Matura (5.58 of 6) and IB (42 of 45)

Experience

- 2021 - **Felfel** | *Zürich* | *Food Tech Startup*
- Research, design and product management for all digital and physical touchpoints incl. the iOS and Android apps, the approx. 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
 - Cients included *Google, BMW, CES*, governmental bodies, universities and others
- 2019 - 2020 **Nomoko** | *Zürich* | *Smart City Software Startup*
- Frontend developer and product-related role for building apps using city-scale, 3D datasets
 - Conducting UX research, running design sprints, translating research into product specs
- 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!