

ANNET BRUIL is an experienced designer who helps solve societal problems by designing products & services that create positive impact on individuals & communities to become healthier, safer, stronger, better.

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She applies design in order to create positive impact and behavioural change. User experience, context of use & usability are key factors that she always keeps in mind.

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Professional Experience

Independent Interaction Designer

Interaction and Service Designer

fuelfor Feb 2015 - Dec 2016

In my role as an interaction and service designer I'm involved in various phases from initial framing and design research, to concept generation and development/ implementation. In addition, I facilitate creative (co-design) workshops as well as coach in Design Thinking.

Independent Interaction Designer

Various clients Jan 2013 - Jan 2015, Dec 2016- Current

Started in 2013, Design for Impact (Sole Proprietorship) enabled me to create impact through design in Singapore.

I have worked together with IDEO, Cresense, D-Catalyst, Fuelfor as well as with several start-ups to create impact for MNC's, in healthcare and for the governmental sector. I have researched -and designed for- markets in Singapore, Australia and India.

Social Designer / Owner

De Maatschappij Ontwerper July 2011 - Dec 2014

As 'The Societal Designer' implemented 'Beat-it' (a tool that helps youth in psychiatry to regulate their emotion and diminish aggressive behaviour).

Interaction Designer

ASK community systems Sept 2011 - Dec 2012

I was responsible for the functional requirements, usability and look & feel of ASK software products. I conducted user research and made design proposals.

Intern Designer

2010 **Muzus** (Sept-Dec)

2009 **IVANKA concrete design** (Budapest, Hungary) (July - Aug)

2008 **Senz Umbrellas** (Sept- Jan)

Honors & Awards

2012 The Time Out! app was awarded with the Marie Kamphuis Prize.

2010 3th place HEMA Design competition (HEMA ontwerpwedstrijd) with packaging 'Sap op stap'.

2011/12 Nominated for the Inaugural World Design Impact Prize from the International Council of Societies of Industrial Design (Icsid) with two projects; 'Project Trigger' (with product 'Beat-it') & 'ETE'.

Other Experiences

2016 Co-Speaker at Smart Hospital & Healthcare of the future APAC 2016, Singapore

Current - 2015 Running a web shop to sell the ETE plate online. I have worked together with a Chinese manufacturer to produce the ETE Plate and packaging, am managing the logistics (export, import, direct sales) and am responsible for the social media, web shop design and business development.

2015 Successfully crowd funded the ETE Plate on Indiegogo (target: \$12.500,-). Set-up the campaign page, shot and edited the campaign movie and approached media. ETE Plate was featured on FastCompany, Bright, Lifehack and Brit & Co amongst others.

2014 Speaker at UXSG 2014 (Conference on Experience Design), Singapore.

Your Notes

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Education

Master Design for Interaction (MSc.) Delft University of Technology, 2009-2011, Delft.

Bachelor Industrial Design Engineering (BSc.) Delft University of Technology, 2005-2008, Delft.