

## Professional Experience

### Lead Designer Social Design

**ThinkPlace** (strategic design consultancy) Sept 2017 - May 2018

As the Lead Designer Social Design, I worked on projects to bring about social change, using the design process to humanise complexity, creating public value through design thinking. Keeping in mind the ability of designers to shape society, I highlighted impact and used behaviour change principles to steer behaviour in order to help tackle complex systemic challenges through a design-led approach.

### Senior Service & Interaction Designer

**fuelfor** (health & care specialist design consultancy) Feb 2015 - Dec 2016

While I started as a freelancer in 2014, I permanently joined the growing team in 2015. In my role as an interaction and service designer I was involved in various phases from initial framing and design research, to concept generation and development/implementation. In addition, I facilitated creative (co-design) workshops as well as coached in Design Thinking.

### Independent Designer

**Various clients** July 2011 - Jan 2015, Dec 2016 - Aug 2017

I started 'De Maatschappij Ontwerper' in the Netherlands ('The Societal Designer') in 2011 to design for public value in the health sector. Using 'The Societal Designer' as a vessel for my side projects, I have designed and helped implement 'Beat-it' (a tool that helps youth in psychiatry to regulate their emotion and diminish aggressive behaviour) and (re)designed and successfully produced and sold the ETE Plate (a portion control plate).

When I moved to Singapore I started 'Design for Impact' (2013, Sole Proprietor) to be able to create impact through design in Singapore. I have been part of design and innovation teams at consultancies (such as IDEO, Cresense, D-Catalyst, Fuelfor) and worked together with start-ups. Clients ranged from MNC's to (semi) government and I was able to create impact in the public and private sector. I designed for caregivers, at risk youth, patients & doctors, tourists, coffee lovers and Indian mums amongst others. I have researched -and designed for- markets in Australia, India, Netherlands and Singapore.

### Interaction Designer

**ASK community systems** (software consultancy) Sept 2011 - Dec 2012

As the first designer at ASK, I brought the human-centred design lens to the team. I was responsible for the functional requirements, user research, usability and look & feel of ASK software products.

### 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
- 2017 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 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.

## Education

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

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

## Your Notes

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