

VISION

I believe a designer is an expert on an iterative creation process, who is able to adapt the activities in the process based on the needs of the thing that is being designed. Therefore I believe a wide expertise is important in order to best adapt to these needs. In addition, it seems to me that a designer should be able to communicate the design to all stakeholders and be the main facilitator of smooth multidisciplinary partnerships.

I feel a sense of disillusionment towards the power of design interventions to make fundamental changes to society, as it is governed by financial and political powers: the system world [2, 3]. Therefore, when a designer aims to foster transformation, it seems to me that the designed product-service system should take advantage of both political and business means in order for the project to take off. When value is being created for people by the design, the impact of the design is only limited by the quality of the design, the magnitude of the created value, and the ability of the designer to find others to help achieve the goal. I am excited to learn more about the Transforming Practices approach towards achieving transformation, and to embrace complexity in my design process.

I look up to Victor Papanek and his projects on housing, communication, and transport [4]. His perspective on design is fundamental to the industrial economy, but I believe his approach in tackling global issues by offering local solutions with a deep understanding of the user and his way of including research in the design process would fit the transformation economy just as well. In some ways I agree with Rutger Bregman and his perspectives on being both idealistic and ambitious [5]. Which means he believes in going all out in achieving idealistic goals. A design company I admire is MODEM, a design company with an end date. By embracing their temporary nature, they embrace risk-taking and "innovative, time-sensitive work" [6]. They work on design, design research, and business design projects (fig 1).

There are a few areas of interests where I hope to find purpose for my work. Firstly, the optimization of human health and performance, such as the effects of different kinds and levels of light exposure during the day. I believe there is an opportunity in design to supplement and accessibilize various techniques for life optimization. Another general interest is AI. Like many, I see opportunities in AI as a tool to design with and for. Its rapidly increasing influence on the world, ethics, and applications are topics for design discussion. Moreover, I have gotten interested in material-centered design during my time in Sensory Matters, as I believe it is an area in design that is able to have real impact on the world in various sustainable or innovative ways. Finally, I have been intrigued by educational systems and their effectiveness for a long time. I believe significant changes should be made (specifically in individualization of education) to the education systems used in the Netherlands.

Finally, I want to shortly share a few thoughts of mine for the far future. These are thoughts I believe design can play a role in. I dream of the abolishing of the bioindustry and trust cultured meat can be part of the solution. I believe AI can reach a point where it can completely individualize education, in the sense that every student will learn at their own pace. School can be the place to get education and learn human interaction. As a last thought, I envision that endless energy will lead to exponentially increased possibilities for the human race, and design as well as politics, engineers, and business will play a role in managing these possibilities and using them for good.

fig 1: TERRA: A companion for mindful wandering [6]



IDENTITY

I would describe myself as a creative technologist, excited by technological innovations and hopeful towards their positive implementation in design. I employ an explorative technological-making approach in my projects while taking inspiration from the Reflective Transformative Design process [1]. The way I think of my projects is often rather analytical, which I believe is one of my strengths. I choose the right activities, contemplate design decisions consciously, and communicate well with others while reflecting on my work and goals regularly. The pragmatic attitude that follows from this leads to reliable and consistent results but it is good to mention this way of working poses both benefits and drawbacks. I can be very creative as well, although my creativity often stays within the boundaries of a slight solutionist mindset. Engaging more often in artistic activities would help me think beyond this.

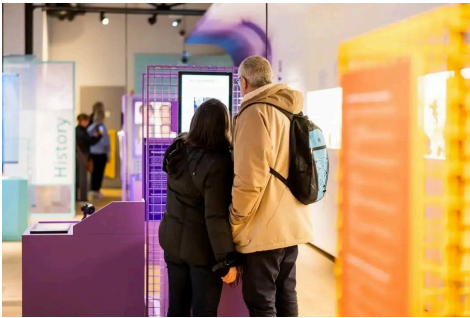


fig 2: visitors of the Philips Museum interacting with my project

During a (group) design project I am driven and opinionated, motivate myself and others, take care of scheduling, try to be a source of creativity, refer to existing research, take on technical tasks, and look for opportunities for development for both myself and my group mates. In addition, when possible, I like to take an entrepreneurial approach by looking for market opportunities and thinking in a user-centred manner. Very often, I get excited or inspired to take on a new project or project direction and thus often set ambitious goals. I believe this is a strength, but it does carry the danger of overestimating my skillset or available time to dedicate to these projects. My ideal future career would be one in a small design company co-owned by myself where I work both on client projects and on self-initiated projects that aim to result in a financial benefit to the company.

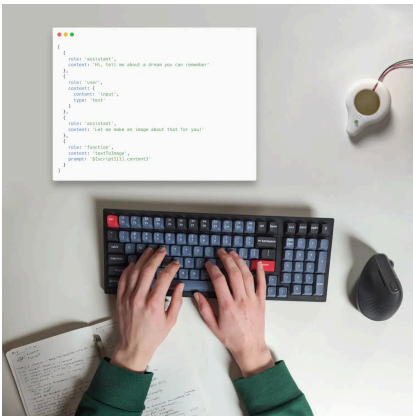


fig 3: illustration of internship project

My strongest expertise areas are T&R, which is visible in my museum experience project on AI in the Philips Museum (fig 2); MD&C, which I deepened during my internship in the Computational Design Systems cluster at TU/e by developing tools for designers to incorporate AI into any of their projects with ease (fig 3); and B&E, which I developed in courses on technology entrepreneurship, design management, product innovation, and business information systems.

Finally, to briefly list my hard-skills, I have gained experience with various programming languages and frameworks, 3D modelling, ideation techniques, design research, the material-driven design process, material research, user-centered design, user research, technology entrepreneurship, Arduino, and electronics.

GOALS

- Learn and apply new (to me) approaches to achieve larger transformation (D&RP)
- Get in contact with people in the field related to the project and work together with them (B&E)
- As part of or added to the final design, include an evaluation that lays out the business potential, including a direct plan for action (B&E)
- Gain experience with and develop a variety of (creative) tools that can be used to gather qualitative data with real users (C&A, MD&C, U&S)
- Consistently use an appropriate visual language (C&A)
- Use physical and digital making techniques to support intuition and other design actions (C&A, T&R)
- Consistently reflect on- and in action according to a consistent reflective framework developed by myself (which can for example include the different activities of a transformative design process, but also reflections on goals, development, experience and activities)
- Understand existing qualitative and quantitative research on field related to the project and apply this understanding in the design and process (MD&C, D&RP)
- Design and develop an astonishing demo (C&A, T&R)
- Throughout the process, gain a deep understanding of- and design directly for the users and use appropriate methods to get this understanding (U&S)

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