

PERSONAL As a human being, I want to be able to make a real change. One of the main reasons I became an industrial design engineer is the fact that I have a personal drive to create innovations where real needs and technical opportunities collide.

As a passionate designer I have always refused to simply create yet another product, solely for fiscal advantages. No, the product, service -or a systematical combination of the two- needs to become a real addition to the life of the targeted consumer. Therefore, instead of *creating* consumer needs & wishes through a series of horny looking product designs, I've always tried to convince myself that I really am looking for existing problems first, and solving those by a series of even more horny but honest designs. The creation of bridges - in between real consumer needs, (locally available) technological advancements and company profit – is in my eyes the job of a designer, and the job I have always wanted. From a professional point of view I try to remain as close as possible to all aspects that revolve around any type of (product-) development. Maintaining an intimate relation with the target group, keeping short lines to clientele and production personnel, while gaining hands-on experience with relevant technologies through experimental prototyping; all aspects which determine macro scale boundaries for creative innovation. During the course of studying and sole proprietorship I have been able to indulge myself in all of the mentioned subjects of communication, research and prototyping, while having the privilege of making many mistakes early in my career.

More importantly, such innovation is only truly possible by teamwork in between inspiring professionals and challenging people, sharing a common vision and direction. Without such a team I am nothing. Sharing and combining intrinsic motivation and many different perspectives to a single problem gives rise to a more complete product in the end, already in the beginning. Either way, for the right cause I am a very driven person, a passionate designer, with a wish to change the world.

SOLARBEAR I initiated "[Solarbear](#)" – the design and development of a (solar) refrigeration system for a world in development. The system creates ice by using solar heat as input, meant to empower local entrepreneurs by offering affordable and decentralized refrigeration in those parts of the world which currently live without electricity. The targeted groups lose around 30-40% of their produce due to breaks in the cold chain. Over the course of around 2,5 years I have been end responsible for the technical- and market validation, the design, prototyping, funding, vision and problem statements, realization and continuation, guided and worked closely together with at least 6 different student teams and a graduate. At present, my role is independent advisor for the project's continuation. **INTERACTIVE TRASH CAN** Currently, I am working on an interactive trash bin to stimulate young kids around a high school to throw trash in the bin instead of in the park. The proposal was approved by a Dutch municipality, and I involved 2 other graduated engineers in order to redesign and realize the [original](#) concept meant for a completely different target group. **FLOATING URBANIZATION** The [concept](#) development and business plan proposal of floating urbanization in the Dutch wetland areas. The design was built up systematically, using only currently available technical solutions; leading to an almost completely self-sufficient modular floating district. **OTHER** Top assignments for university including a carbon fiber monocoque wind sail recumbent [bicycle design and prototype build](#), an online waste management [system](#) for the huge Dutch harbor area (the project is currently evaluated by architects), a (tap-)water enrichment [device](#) for Phillips, and many more.