

Mendel Broekhuijsen PhD*

User Experience & Design Thinking

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Profile

Being educated as a user experience design researcher (BSc, MSc, PhD), I combine academic skills and design thinking to understand complex problems and translate them into innovation propositions. I have expertise in identifying user needs, qualitative analysis, and to translate research insights for multiple stakeholders, including researchers, software engineers, designers, and business developers. With my excellent communication skills I can get people to understand each other's needs and advise on strategies for the future.

My ambition and determination to deliver quality in my work is demonstrated for example by my appearances at the Dutch Design Week in Eindhoven, graduating cum laude from my Masters and publishing my research at several high-quality venues.

I am currently looking for a strategic role within a multidisciplinary team of creative professionals to work on innovative projects.

Work Experience

Design Researcher (PhD / OIO)

Eindhoven University of Technology &
University of Technology Sydney | 06/2013 - present (4,5 years)

I was part of a collaboration between TU/e Eindhoven, and UTS Sydney, with frequent travels between the continents to work with the whole team on shared topics and publications. As a PhD candidate, I have been responsible for my own research project, multiple qualitative studies and design explorations. Throughout the process I chose to collaborate with others to develop prototypes, setup studies and co-author publications. My research resulted in 8 high quality publications so far, with exposure in the Netherlands, Australia, Japan, Sweden and UK.

Keywords

Communicative, enthusiastic, kind, reliable, empathic, good listener, team player, influential, strategic, independent, ambitious, determined, hard-working

Skills

- Design thinking, theoretical framing, UX design
- Design research, data analysis
- Project management
- Teaching, coaching,
- Writing, presenting, exhibiting
- Sketching, concept visualisation
- Prototyping (robust, mockups, Wizard of Oz, mobile, web & embedded programming)

Languages

- Dutch (Native)
- English (Professional working proficiency)
- German (Elementary proficiency)

Side activities

'16 Publications Chair | TEI'16
'11 TU/e SA Mathematics of Sound
'10 TU/e SA Qualitative Analysis
'07 Speed skating | E.S.S.V. ISIS
'06 Treasurer | O.M.S.G Plutarchus
'05 UM SA Statistical Analysis
'04 Vooropleiding Toneelacademie

Personal interests

Family, music, LEGO, the beach, cycling, running, speed skating, restoring vintage audio equipment, strong espresso

Lecturer & Coach

Eindhoven University of Technology | NL | 02/2015 – 07/2017 (2 years 6 months, 0.1-0.2 FTE)

Coaching involved advising BSc and MSc design student on research setup, design directions, project planning and (scientific) reporting. In 2015, I co-organised and managed a 10-week design project.

Product Manager

Atos Worldline | Ridderkerk, NL & Brussels, BE | 04/2012 – 04/2013 (1 year)

I was responsible for guiding software development for electronic payment terminals. I provided user requirements, scope documents and business insights that resulted in new or improved products. By translating the desires of account managers, service providers, municipalities and bank representatives to the software developers, we realised complex technical payment solutions.

Intern Concept and UX Design

MSc graduation project | Muziek Centrum Nederland | Amsterdam, NL | 09/2011 – 01/2012 (5 months)

In consultation with the client's content managers and graphic designer, I designed and implemented an iPhone Application, based on qualitative user interviews and online market research.

Intern Concept Development and Design

BSc internship | LEGO Education, LEGO Systems A/S | Billund, DK | 02 – 06/2009 (5 months)

I was part of the innovation team, working on ongoing projects within Research & Design. I helped steer business decisions by concept mapping, conceptualising, analysing and preparing presentations.

Assistant Lecturer

Architecture, TU/e & Industrial Design, TU/e | 09/2007 – 06/2011 (3 years 5 months, 0.1-0,2 FTE)

I assisted with the hand drawing education, including shaping the course content and supporting students. In 2008, I was responsible for one of the courses, with freedom to shape the course material.

Education

PhD User Experience Design | Joint PhD degree (*expected April 2018*)

Eindhoven University of Technology & University of Technology Sydney | 2013 - present

Joint PhD research User Experience within department of Industrial Design (TU/e) and School of Software, Faculty of Engineering & Information Technology (UTS), resulted in 8 publications.

MSc Industrial Design | *Cum Laude* | Eindhoven University of Technology | 2010 - 2012

Industrial design education with a focus on design for User Experience and design research. All four semesters completed with *Excellence* qualification (top 10%), graduated *Cum Laude* (top 5%).

BSc Industrial Design | Eindhoven University of Technology | Eindhoven, NL 2006 - 2010

(Tangible) interaction design. Focus on design processes and development of prototyping skills.

Psychology and Neuroscience | Maastricht University | Maastricht, NL 2004 - 2006

Personal focus on human processes, perception and social behaviour.