

# Martijn Jansen

## Personal Information

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## Education

sept 2003 - apr 2010 [MSc. and BSc. Industrial Design, Technische Universiteit Eindhoven](#)  
Competency-based studies, focused on the user-centered design of interactive intelligent products and systems. The studies included projects for clients like Adidas, Philips and Unilever. Projects were done individually as well within multi-disciplinary and -cultural teams.

1997 - 2003 [Atheneum degree, O.S.G. Northgo, Noordwijk](#)  
Profile: Nature & Technology with chosen subjects: Mathematics B1 and B2, Chemistry, Physics, Economics and Computer Science.

## Work Experience

nov 2010 - present [Philips Lighting \(contractor via Brunel\), Eindhoven](#)  
As a **Product Designer** I am responsible for the creation of mechanical concepts and prototyping of next generation LED-products. Additionally, I have organized a Young Professional Event, co-invented 4 patents and participated in pitch rounds for funding of projects that I proposed. One of the proposals was to do a preliminary study into LED-products for aquaculture and this research initiated the internal venture AquaLED.

sept - dec 2009 [Digital World Research Centre, Guildford, UK](#)  
As **Visiting Research Fellow** I conducted user and literature research for my graduation project on enriching photographs.

sept - dec 2007 [Bang & Olufsen, Struer, Denmark](#)  
An internship as **Concept Designer** of digital products at the IdeaFactory department of B&O. Activities included: identifying strategic business opportunities, writing of project briefs, visualization of concepts, prototyping and presenting. Additionally I ran my own project running across different departments.

sept 2006 - sept 2007

### [Study Association Lucid, Eindhoven](#)

**Chairman** of the study association of Industrial Design Eindhoven. Lucid is an association with 500+ members and organizes activities such as study trips, workshops, lectures, excursions and social activities. As chairman I coordinated the board and the activities and chaired board and general member meetings.

2005 & 2006

### [Industrial Design, Technische Universiteit Eindhoven](#)

**Chairman** of the committee organizing the student exhibition 'Hocus Pocus User Focus' for the Dutch Design Week 2005 and **Coordinator** of the exhibition 'Design United' in 2006,. 'Design United' was a collaboration between the three Industrial Design departments of Dutch Universities of Technology.

## Courses

2012

### [HTO course, Philips Lighting](#)

An eight-day course about the technology and businesses of Philips Lighting.

## Publications

2013

### [Paper publication in Personal and Ubiquitous Computing Journal](#)

*"Pearl: living media enabled by interactive photo projection"*

2012 - 2013

### [4 Patent filings \(confidential\)](#)

2009

### [Paper publication in Proceedings of 3rd Int. Conference, INTETAIN 2009](#)

*"Swinxsbee: a shared interactive play object to stimulate children's social play behaviour and physical exercise"*

## Personal Skills & Interests

Competences

*People:* qualitative people research, persona creation, user testing  
*Design:* user experience design, product design, concept visualization  
*Technology:* mechanics, electronics, programming, prototyping  
*Business:* market research, business model development

Meta-skills

Presenting/pitching, multi-disciplinary teamwork, organizing

Languages

Dutch (native), English (fluent), German (basic), Spanish (basic)

Software programs

Microsoft Office, Adobe Creative Suite, 3D CAD software

Driving license

Yes

Hobbies

Sports (soccer and running), travelling, photography, guitar playing