

Laurens Doesborgh

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Profile

I am an industrial designer who is able to combine design with academic research, resulting in a design process in which multiple disciplines are combined, prototyped and tested. With my projects I like to aim for a high level of user-involvement and experience-ability, because I believe in design by doing.

My nature to learn new things makes me take on new projects with a lot of enthusiasm. In these projects I like to design from the perspective of design opportunities instead of 'design problems'. Analyzing the project's topic and its environment from an abstract level is one of my strengths, enabling me to see and make new and interesting connections.

I believe in the power of social interaction; designing products or services that are created to bring people together, making sure the products and services apply for a large audience.

Experience

Student Assistant, Eindhoven University of Technology, Faculty of Industrial Design – February 2009 - April 2009

The faculty of Industrial Design focuses on interaction, so a large number of papers was accepted at the Computer Human Interaction Conference (CHI) in Boston, USA. I was hired by the department to streamline the communication and practical issues between the faculty's different research groups and conference teams. Work ranged from finding innovative corporate presents, to creating schedules for all participants, development of an iPhone Application to showcase our faculty, to shipment of prototypes to the US, and all internal and external communication between parties.

Microsoft Design Expo 2008, Redmond, US - member of the winning project "Ennea" - July 2008

Each year Microsoft invites several institutions with established programs in interdisciplinary design. This year they are providing a forum around the theme: "Learning & Education" to showcase exceptional design thinking about the future of computing and interactions. Students are asked to design scenarios, user experiences and interaction prototypes, from which selected projects will be featured in a presentation and demonstration at the 2008 Microsoft Faculty Summit July 16-17, 2008 in Redmond, Washington. The Design Expo creates a forum for encouraging 'out of the box' thinking, by exploring a student's vision for the future of computing.

Industrial Designer, Philips Design, Design Probes; Eindhoven – April 2008 - July 2008

Philips Design Probes is a dedicated 'far-future' research initiative to track trends and developments that may ultimately evolve into mainstream issues that have a significant impact on business. With the aim of understanding 'lifestyle' post 2020, the program aims to identify probable systemic shifts in the social and economic domains likely to affect our business and create intellectual property in new areas. It challenges conventional ways of thinking to come up with concepts to stimulate debate. Deliverables range from scenarios and narratives to the creation of experience prototypes and IP fortressing. (www.design.philips.com) During this internship I took part in several parts of the process; idea generation and brainstorming for new Probes-directions, converging ideas into concepts and realization/prototyping of these concepts.

Student Assistant, Eindhoven University of Technology, Faculty of Industrial Design – November 2007

Creative programming of micro-controllers is part of a first-year bachelor's assignment of the Industrial Design course. I took part in the SMD-soldering and assembly of the 200 robots that were designed for this course.

Industrial Designer, POTMSTUDIOS; Venlo – March 2006 - June 2006

During this internship, which was part of the curriculum of the Bachelor's course Industrial Design, I took part in several disciplines of the company. The branding and set-up of a new company; concept creation and development of new product lines; making CAD drawings for manufacturing.

All-round Employee, Leurs Garden center; Venlo — 1998 - present

Throughout the years I did many different jobs here; ranging from salesman to deliveries to the creation of new product presentations. Since 3 years I also do a lot of work in the graphic design area. In 2006 the new website of the company was put online, which was completely designed and built by me and a colleague-student.

Education

Eindhoven University of Technology, Faculty of Industrial Design — Master of Science, 2007-2009

National University of Singapore, School of Design & Environment — July 2006 - December 2006

Eindhoven University of Technology, Faculty of Industrial Design — Bachelor of Science, 2003-2007

Valuas College Venlo, Marianum —VWO, 1997 - 2003

Skills**Language Skills:**

Dutch; Good (Native)

English; Spoken: Good; Written: Academic

German; Spoken: Good; Written: Average

Driver's License:

Full, Clean

Computer Skills:

Adobe Products, Photoshop, Illustrator, InDesign, Dreamweaver, After Effects, Premiere, Flash

Microsoft Office

Ashlar Vellum Cobalt, AutoDesk Inventor, 3DStudioMax

Hobbies:

Photography; Studio & Outdoor, portrait & product.