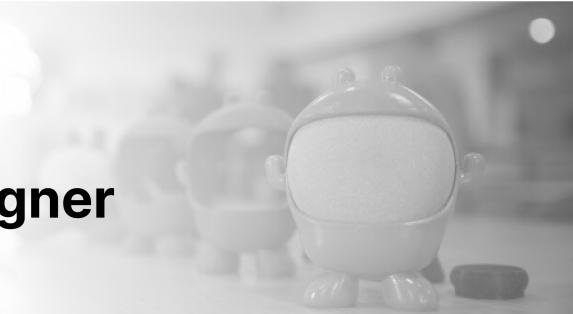




# Hi, I am Sander

## A Multidisciplinary Product Designer

Specializing in User Experience Design



### About me

My passion is combining physical **product and experience design**, creating empowering product experiences through a combination of physical and digital design elements.

My goal is to create product experiences that ensure **humans feel confident**, and are able to, **tackle challenges** that were previously outside of their personal scope of capabilities.

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## Professional Experience

### Industrial Designer

Keynius, Sliedrecht | May 2023 - Current



SolidWorks



KeyShot



Adobe



Figma



Testpad



Miro

Research and Development

Product Design

User Experience Design

Prototyping

Mentoring

### Product Research and Development

- Designing, prototyping, and testing new product concepts.
- Conducting research to inform the design aesthetics of new products, integrating stakeholder requirements, and analyzing competitors, patents, and trends for strategic design decisions.
- Coordinating the production process of multiple products with our overseas mechanical engineers and production facility, ensuring design adjustments align with our product strategy.

### Product Renders

- Producing renders for marketing and sales renders of tender concept locker walls.

### Product Documentation

- Produced detailed product installation manuals and collaborated cross-functionally on the installation manual templates.
- Defined product installation steps and crafted work instruction documents for the graphic design department, maintaining quality, and facilitated discussions with graphic designers to ensure alignment with project goals.
- Developed visually impactful SolidWorks assemblies, ensuring consistency in rendering for the instruction manuals.

### User Experience (UX) and User Interface (UI) Design

- Collaborating closely with the software design team to creatively address and solve UX and UI design challenges, thereby enhancing the overall user experience for our products.
- Discovered and addressed critical UX challenges, proposing and implementing effective ad hoc solutions for immediate digital and physical product improvement.
- Mentoring the Junior UI Designer with weekly UI and UX guidance, empowering them to create future-proof designs and facilitating their professional growth.

### Process Improvement Initiatives

- Initiated and collaborated to create a constructive product-code documentation system for seamless collaboration between company departments with insights into product version compatibility
- Initiated and established testing protocols and bug reporting systems based on available structures for a new digital product.
- Initiated and created hardware testing documentation templates for our testers for future reference and to aid in clear communication between the product-testers and designers.

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## Education

### Master | Industrial Design (Incomplete)

Eindhoven University of Technology | Sept 2021- Dec 2022  
During my Master's in Industrial Design at TU/e (Eindhoven University of Technology), I've honed skills in blending aesthetics, functionality, and user experience. The multidisciplinary approach integrates engineering, psychology, and business, fostering well-rounded design.

### Pre-Master | Industrial Design

Eindhoven University of Technology | Sept 2020- Jun 2021 (Graduated)

### Bachelor | Communication & Multimedia Design (Graduated)

Avans Hogeschool Breda | Sept 2016 - Jun 2020  
In the Bachelor's in Communication and Multimedia Design, I explored digital communication and design's intersection. Through projects, I crafted engaging digital experiences with a focus on usability and accessibility. Equipped with skills in user research, interaction design, and content creation, I developed versatile problem-solving abilities.

### Minor | Smart Materials for Behavioral Change

Rotterdam Hogeschool | Sept 2019 - Feb 2020  
*Letter of recommendation available on request*  
*Grade: 8.0*

*As part of my Minor in Smart Materials for Behavioral Change at Hogeschool Rotterdam, we developed a product that showcases auditory decibel levels in enclosed spaces, pushing the boundaries of Nitinol technology and human-computer interaction.*

### Internship | Voice User Interface Design

Kaliber Interactive | Jan 2019 - Jun 2019  
*Grade: 9.0*

*At Kaliber, together with a friend, we developed a "talk buddy" project, creating an conversational app to teach language skills for non-Dutch-speaking children. Creating on a custom dialog system, we crafted a compelling sales pitch and promotional material to showcase our product.*

### Bachelor | Industrial Design

Saxxion Hogeschool Enschede | Sept 2014 - Feb 2015  
(Incomplete)

## Software Skills



SolidWorks



Fusion 360



KeyShot



Adobe



Figma



Testpad



Miro



Processing



Arduino



DialogFlow



C-Sharp



JavaScript

## References

**Servaas Van Elteren** | Architectenbureau Van Elteren  
Contact details available on request

**Dr. Andrea Minuto** | Docent Informatica Rotterdam Hogeschool  
Letter of recommendation available on request

## Projects

### Communication Strategy Advisor

TU/ecomotive, TU/e Student Team | Jun 2022 - Current

### Brand Designer and Communication Strategy Advisor

TU/ecomotive, TU/e Student Team | Oct 2021 - Jun 2022

As a member of Eindhoven University of Technology's TU/ecomotive team, I led the rebranding effort to reflect our collective vision. Through research and collaboration, we refined our brand identity, including the logo and color scheme, to align with our commitment to innovation and sustainability. I oversaw the redesign of our website, creating a modern platform to showcase our pioneering projects in sustainable mobility solutions.

### Sound Experience Designer

Games-XL.com | Aug 2018 - Jun 2019

Thijs Eerens, my former teacher, introduced me to Games XL by inviting students to assist with Balloon Battle Space Race at the Lowlands 2018 festival. I led the crafting of the sound experience, ensuring seamless looping and collaborating closely with the software developer for integration, while also handling setup and gameplay oversight as part of our small team.

### All-round Engineer

Polymorf, Design Collective | Feb 2017 - Jun 2017

I contributed to Thermo Corpus, a groundbreaking multisensory experience utilizing temperature pixels from Peltier elements. My tasks involved distributing the pixels, various technical jobs, culminating in its debut at the STRP Biënnale - Senses & Sensors 2017 festival in Eindhoven Strijp. I continued my involvement in its evolution, participating in Cosmic Sleep's development and assisting in assembling a complete clone.

### Restoration Assistant

Van Elteren | Architect | Oct 2015 - Dec 2022

Holistic design

Analytical Thinking

Connecting

Design Thinking

UX & VUI & UI Design

Industrial Design

Creative Ideation

## Fun Facts

### Offroad Cycling

Every cyclist enjoys the wind at their back, but my excitement peaks when the trail slopes downhill. Shred on!

### Medieval Restoration

For the past 8 years, I've been involved in restoring a pile of rocks into a house located in the north of Spain. I love visiting there during my holidays.

### Soft G

While I was born and raised in Gelderland, living in North Brabant for nearly a decade has certainly influenced my accent!



# Conversational buddy Pom

## Encouraging kids to talk more using a chatbuddy

Pom is a conversational companion designed for kids, aimed at promoting free-flowing conversation in the home environment. Developed during my internship at Kaliber Interactive, the project is the result of their long-standing partnership with De VoorleesExpress, and serves as an experiment for the company.

Avans Hogeschool  
Internship

**Project details** Research / User Testing / VUX Design / Product Dev.

Time: 6.5 Months

1 Team member

### Background

The concept for Pom was developed based on research conducted by the VoorleesExpress, which revealed that parents with limited Dutch speaking abilities often struggle to communicate with their children. This can result in children having less exposure to language at a critical stage in their development.

### Kickoff

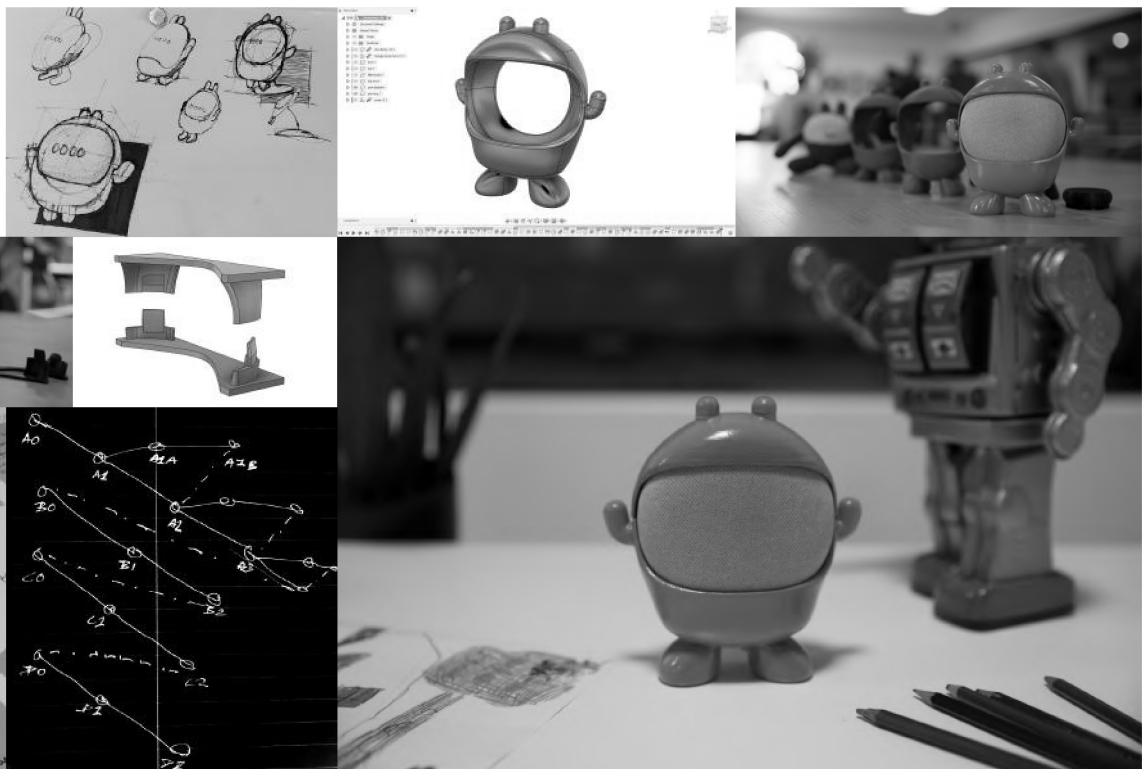
Kaliber Interactive, having limited experience in Voice User Interface (VUI) design, assigned the daunting task to two enthusiastic interns, but with the support of experienced UX designers and knowledgeable programmers, we were able to overcome the challenge.

### Software



### Process

	1	2	3	4
<b>Voice User Interface</b>	<b>Discover</b> Research current voice user interface product landscape Conduct client and user interviews	<b>Define</b> Choose VUI product and application platform	<b>Develop</b> Design the user flow Write dialogue scripts Prototype the application	<b>Deliver</b> Google Assistant Application prototype able to talk endlessly in 3 languages. Research report
<b>Product Cover</b>	Brainstorm Google Nest Mini case design with client	Sketch design study CAD design Google Nest Mini Case Design connectors	Prototype case Test and refine prototype connectors	Mass 3D printable, Google Nest Mini case.
<b>Marketing material</b>	Brainstorm product and marketing material examples with client	Storyboard	Shoot marketing material Edit photos, audio, and video	A 1 minute short introductory video. High-res product shots





# Ascite Mano

## Exposing Legaslative oversights using "dark patterns"

Introducing the next generation smartphone, designed with maximum customer convenience in mind. Inspired by the successful business model of Gillette, this smartphone features consumable parts that can be easily replaced, increasing waste and promoting an upgrade-able smartphone ecosystem economy.

Avans Hogeschool  
**Final Bsc Project**

**Project details** Research / Interaction Design / Product Development

Time: 6 Months

Individual Project

### Background

My Bachelor's thesis challenges the status quo by presenting practical solutions for a better world. It introduces a non-sustainable smartphone inspired by Gillette's business model, featuring easily replaceable parts. My project addresses remaining loopholes and aims to raise awareness for positive change.

### Kickoff

I aim to simplify this process through a user-friendly maintenance interaction model, breaking down maintenance tasks into clear actions. This can empower individuals with limited experience to care for their possessions, saving costs and reducing waste, leading to a more sustainable society.

### Software



Fusion 360



Miro



Photoshop



Illustrator

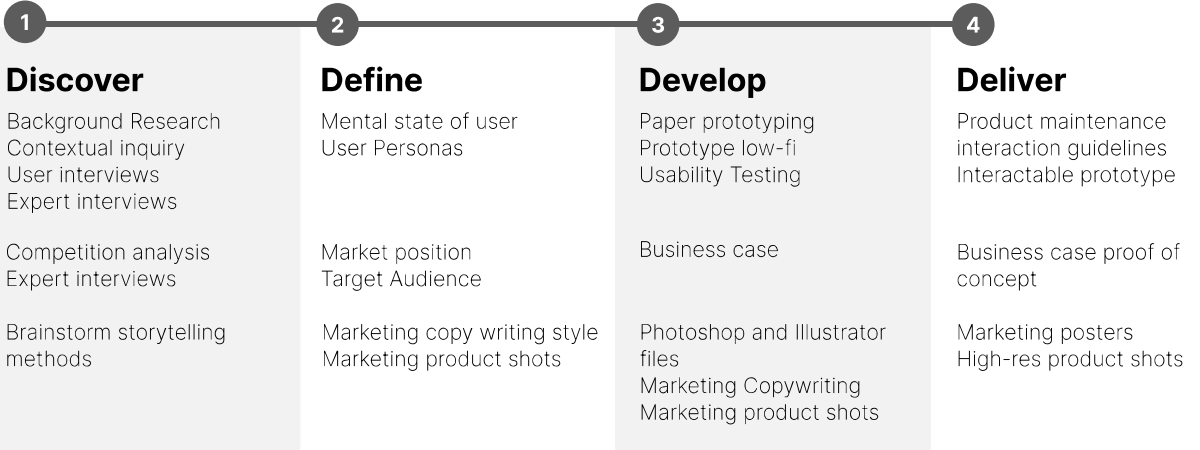


InDesign



Premiere

### Process







# Dynamic Support Shoes

## Helping healthcare workers with dynamic foot support

The P.A.M. (Pneumatic Artificial Muscles) technology could be a game-changer in the world of footwear. Designed to deliver dynamic support to the foot during the working day, this innovative technology uses air pressure to provide customized comfort and cushioning.

TU/e ID  
Pre-Master Project

**Project details** Research / User Testing / Product Development

Time: 6 Months

3 Team members

### Background

The development of this concept product was a collaborative effort that involved various stakeholders, product experts, and movement scientists. By engaging with these individuals, we were able to gather valuable insights and feedback that helped shape the direction of the project.

### Kickoff

The Pneumatic Artificial Muscles technology provided the foundation for the development of this product, but it was important to determine the most effective application area for the technology. To do this, the team conducted extensive research to identify areas where the devices could provide the greatest value.

### Software



Fusion 360



Miro



Photoshop



Illustrator



InDesign



Premiere

### Process

