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PERSONAL DEVELOPMENT PLAN

Eindhoven University of Technology
Industrial Design
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Professional Identity

I design products and systems that make people's everyday lives easier and more fun. I believe creating these designs will have the most impact with an user-centered design approach. I would describe myself as an empathic designer, who wants to work with and for people. As a designer, I believe it is important to incorporate potential users in the design process, so the target group and their values are known. Also, to improve the usability and user experience, I believe that co-creation sessions are important.

Besides, I create visual designs such as logos, app designs, layouts, animations, and 3d renders. In my opinion, these visuals are really useful when involving users in the design process. It could help them to understand the design and to test the user experience.
I am a perfectionistic worker who pays attention to all details so that the final design looks taken care of. Especially, when designing products for everyday usage, it is important to make sure they will fit in the users' lives and look good.

My structured way of working helps me to keep the overview of the design process and to create a plan for future steps. Also, while working in a team, I like to take the role of keeping the overview of the process. These organizational skills help me to work structured, which gives calmness.

Vision

I would like to think of a future with new inventions which make everyday life easier and more fun. I think this can only be accomplished when we start thinking more outside the box. Therefore, I believe it is important that we do not always choose the easiest solution to solve the short-term issue but take a holistic view.

This becomes even more important because of rapidly changing technologies such as AI. These technologies could take over people's decision-making, leading to a society in which people are less connected to the world and each other. People will rush through their lives instead of enjoying it. Designers should combine these new technologies with the values and needs of the users. This way, new inventions make our lives easier and more fun in a way that keeps us living in the moment.

Designing for everyday life, I consider it important that products fit seamlessly into the users' lives. Products should be adjusted to the users' needs instead of the other way around. Therefore, I believe products should become more personalized so they meet the users' values and aesthetics. New technologies in combination with user-centered design processes will help to achieve this more and more.

Goals

In general, I want to find out more about who I want to become as a desidgner and where I see myself in the future. Therefore, I have chosen the squads health and vitality to find out of these specific dierections are what I want to do in the future.

I have already discovered I am most interested in the expertise areas User & Society, Creativity & Aesthetics and Technology & realization so I want to focus myself the most on these expertise areas. I will do this by choosing electives that contribute to my development in these areas and within project 2.

1 Making the technical aspects of a prototype work within a design project (T&R)

I want to implent my technical skills in an actual design project. In From Idea To Design and Project 1 I only created prototyes without a technical part. Therefore, I want to use for example my arduino and processing skills to make sure the prototype works. I want to achieve this goal within Project 2.

2 Product modeling via solidworks (T&R, M,D&C)

My goal is to create high quality products models. I want to use Solidworks as a tool to create them. Till now, I have only created 3d sketches and models via Adobe Illustrator. I want to learn it via solidworks since those look very realistic and they are useful for 3d printing. I am planning to achieve this goal on my own, by practising a lot. In the end, I want to have at least 5 high quality 3d models.

3 Improve sketching skills: exploratory sketching (C&A)

My goal is to improve my sketching skills by learning how to cre-ate exploratory sketches. I want to learn this by practising a lot and watching videos with explenations. I want to learn these skills in the beginning of the year so I can implent my skills within Project 2. In the end, I want to create at least 20 different sketches.

4 Learning the strategic value of designing (B&E)

I am going to follow the course Design Management in quartile 1 in which I will learn the strategic value of designing. This will also help me to connect the expertise area B&E more with U&S. My goal is to use the skills I will learn during Design Management in Project 2.

5 Create a customer journey map (U&S, B&E)

In the workshop from Koos Service Design, I learned how to create a customer journey map. I believe this can be reallly valuable in a de-sign process, since you will find out all experiences of the customers. Therefore, I want to create one customer journey map for Project 2.

6 Having a co-creation session (U&S)

I believe co-creation sessions are useful since you are not only lis-tening to their needs but also empower them to design with you. Therefore, I want to have at least one co-creation session.