



Nick
Sturkenbaum
MSc. Industrial
Design

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Design Vision

Design is much more than a great looking product, design is the means to connect brand experience with people. Design focuses on creating and expressing a user centered vision for brands that reflects people's values and ideals, whilst standing at the heart of innovation.

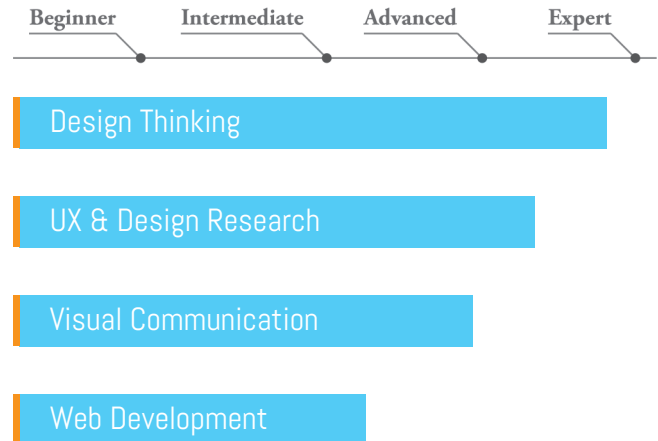
Design should therefore be executed throughout corporate strategy, services and products so that people may build stable, long lasting relationships with brands. Brands of which they can trust to go beyond desire, fulfill their needs and reflect their ideals. My drive is to make that happen.

Designer specialties: Design Thinking, Service Design, UX Design, Branding.

Background

2014 - Present	Freelance Designer
2013 - 2014	Design Researcher at TU/e, employed by CRISP Grey but Mobile
2013 - August	Interim: Lead Designer at Luvion Premium Babyproducts, managing all design activities.
2012 - 2014	Grey But Mobile : Facilitating within Product Service System development of a real life collaborative network, resulting in 2 scientific publications on design innovation in Aalto PIN-C & Cambridge CADMC conference.
2011	Presenting paper at Desire Conference on the strategic value of design.
2010	Interactive Art Exhibition 'Next Door' in Istanbul.
2010 - 2012	Master Industrial Design TU/e : Designing intelligent product, services and systems, TU/e is a leading university in a reflective transformative design process.
2009 - 2010	Philips Research : Performing user research and conceptual design within the area of sustainability & energy.
2009	Design Exposition of Windesheim at Milano Design fair. Acquired a space through a selected audition.
2008	KH Berlin- Weissensee : Emotional design project for elderly in Berlin, acquired through a selected audition.
2006-2010	Bachelor Industrial Design Windesheim University

Skills



References

Anna Pohlmeier - Assistant Professor at TU Delft:
at Kunsthochschule Berlin-Weissensee, Nick was an exceptionally curious and talented student. I was impressed by his ambition to combine his excellent skills as an industrial designer with a research-oriented approach. Moreover, the subject "Emotional Design for Older Users" was a tough challenge, which he mastered with ease. The final design, a health care monitoring system, was a well thought out and highly appealing solution.

Paul Shrubsole - Senior Research Scientist at Philips Research
Nick worked for me in the department of Philips Research, Eindhoven on two projects in the area of sustainability and energy conservation. He demonstrated a very good aptitude and had a good insight into his work both as an industrial designer as well as a more technically-oriented engineer. He put his skills to great use in the first project where he developed an ambient display for providing feedback to consumers on energy consumption. On his second design (graduation) project, he worked on a sustainability concept for children where he looked at the design problem from many different perspectives to create a very engaging result. It was a great pleasure to work with Nick and I would recommend him as a budding designer with a lot of potential and enthusiasm to any employer who is looking for these important qualities.

dr. J.M.L Kint - Teaching position at TU/e
Independent experts assessed the Next Door Istanbul 2010 project as following: "Europe is looking for new talents, the topic of combining Industrial Design, Visual Arts and Media students with students of TU Istanbul is very new". I am very proud of the participation of TU/e students. They made and make the difference. I appreciated Nick's coming up of alternative and highly unusual solutions; looking for a physical interface for an interactive soundscape, resulted in Istanbul in a very intriguing installation with a rabbit interacting with your musical platform by way of moving around. Nick has a very good research profile, perfectly in tune with the reflective transformative design process that distinguishes TU/e from other educations.