



inspires to be creative.

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CURRICULUM VITAE

Neele Kistemaker

User-centered designer

DESIGNING
=
ASKING THE RIGHT
QUESTIONS



Neele Joanne Kistemaker



23/12/1980



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From an early stage on I developed a strong affinity with the human side of design, conducting research into wishes and needs of users to be able to bridge the gap between clients and customers and develop solutions that fit both sides.

This passion is shaped into projects at Muzus in which the user plays a central role and insights into people & context are translated into designs.

Project Experience

2011

Bridge the gap between salesman and entrepreneur by service design

Energy in the Netherlands is a commodity. Competition focus on the lowest price solely. How can we use services to attract and bind SME companies to E.ON?

Client: E.ON Benelux, Energy supplier

2010

Construct the world of construction

In the world of insurances the focus lies on statistic risk. But what if you want to develop insurance products for constructors? What do they perceive as risk and how can this be incorporated into solutions?

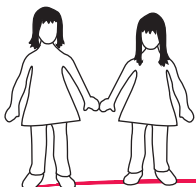
Client: Centraal Beheer Achmea, Insurance company

2009

Your target group as an inspiration for policy

Every five year a letter with advice for future policy is written to the house of parliament, in this case focused on retail. What do retail entrepreneurs find important? what annoys them? What is their day like? And for the other side, what do consumers find important? Empathy for the target group inspired the policy makers.

Client: Ministry of Economic Affairs



2008

Grandma blogs without a computer

Intensive contact with endusers, grandparents and grandchildren, lead to insight into their context and needs. This served as the base for a product-service combination that suits the experience of both generations: a physical book with a scanner integrated, in which elderly write their stories with pen on paper, and put them on a weblog with one button. The elderly do not need a computer, they can see the weblog on their television. The product is being finalized for market introduction.

Client: Vodafone

Career

2007 - today

Muzus - The Hague

CEO & user-centered designer

2007 - today

Faculty of Industrial Design, Delft University of Technology

Initiative, organisation and tutor for the elective 'Rich Insights'

Several guest lectures for master courses

2011

Noventum service management - London

Qualitative research expert during round tables with clients

2007

Several occasions

Lecturer on the user's perspective on sustainable car design in the future

2007

Philips Design, Eindhoven

Graduate

2005-2008

Streetlife - Leiden

Communication & Design. Streetlife is a design agency for street furniture

Education

2004 - 2007

Faculty of Industrial Design, Delft University of Technology

Master Design for Interaction

Master Integrated Product Design

1999 - 2003

Faculty of Industrial Design, Delft University of Technology

Bachelor Industrial Design Engineering

1993 - 1999

Twickel College, Hengelo

Atheneum (high school)

