



inspires to be creative.

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CURRICULUM VITAE

Sanne Kistemaker

USER INSIGHT
ADDS MAGIC
TO DESIGN



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08/07/1982



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User-centered designer

I have always been interested in the human side of design, it adds the magic for me. With Muzus I am able to put this into practice for clients.

By generating insight in and empathy for users in a sparkling and innovative way, Muzus designs valuable products and services in cocreation with her clients. When understanding people's motivations, facts come to life and solutions become meaningful.

Ervaring

2012

Urban accessibility

Municipalities know the existence and length of traffic jams, but they have no insight in the motivation of the travellers. These insights form the basis for cocreation sessions in which solutions are created, together with traveller and policymakers, to enhance the urban accessibility in a meaningful way. Client: Province of Gelderland

2011

Brand driven innovation for daycare

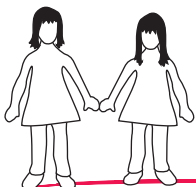
Estro is the mother company of many different daycare facilities for children. The competitive nature of the sector asks for differentiation and a strong brand definition. Insight in the motivations of parents and process of decision making combined with factual information, determines the choices for the brand identity. This resulted in several labels, serving different groups of parents. Client: Estro

2009

Risk: statistics versus perception

Insurance companies are used to insure risks from a statistic point of view. However, the statistics differ highly from the subjective risks perceived by the users. New propositions are designed, based upon empathic research on latent needs, experience and context of risks with SME entrepreneurs to serve them better.

Client: Centraal Beheer Achmea



Career

- 2007 - present **Muzus - Den Haag**
CEO & user-centered designer
- 2007 - present **Faculty Industrial Design, Technical University Delft**
Founder and design coach elective 'Rich Insights'
Design coach masterstudents, course 'Exploring Interactions'
Design coach bachelorstudents, courses 'Concept Design' & 'Design X'
- 2007 **Vodafone Group Research & Development NL, Maastricht**
Graduate student
- 2004 - 2005 **Bounce Design - New Dehli, India**
Intern

Education

- 2005 - 2007 **Faculty of Industrial Design, Technical University Delft**
Industrial Design, Master 'Design for Interaction'
Graduated with Honour
- 2000 - 2005 **Faculty of Industrial Design, Technical University Delft**
Industrial Design, Bachelor
- 1994 - 2000 **Twickel College, Hengelo**
Atheneum

