

Mendel Broekhuijsen PhD

Design & Innovation

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Profile

I am a passionate product and experience designer with the ambition to make global impact with my work and contribute to a better future. With a background in user experience design (BSc, MSc, PhD) and 5+ years product management experience, I combine academic skills and design thinking to understand complex problems and translate them into innovation propositions and strategies for the future. I have expertise in design and innovation processes, identifying user needs, translate research insights for multiple stakeholders and orchestrating R&D teams to develop products from first idea to market introduction. With my excellent communication skills I can get people to understand each other's needs and innovate together.

Keywords: Communicative, enthusiastic, kind, reliable, empathic, good listener, team player, influential, strategic, independent, ambitious, determined, hard-working, optimist.

Personal interests: My children, music, vintage B&O, espresso, LEGO, Crossfit, french fries.

Work experience

Co-founder | Ecoforma | Arnhem | October 2021 - present

Since 2021 I am committed to designing sustainable products, which resulted in founding Ecoforma. Our mission is to lead and educate companies on designing electronic products and underlying systems that are durable, repairable and can be repurposed to extend their lifecycle. Our activities include design consultancy, workshops, product management and (guest) lecturing about innovation.

Senior Innovation Engineer | Qwiek | Kerkrade | 2018 - 2021 (3 years)

As part of the innovation team I was responsible for identifying and exploring new product opportunities together with stakeholders and healthcare experts, development of concepts, product management, setup and running product pilots and effectiveness studies, and supervising interns.

Product Manager | Atos Worldline | Ridderkerk & Brussels | 2012 - 2013 (1 year)

I was responsible for guiding software development for electronic payment terminals. I provided user requirements and business insights that resulted in new or improved products. I connected account managers, service providers, municipalities and bank representatives to the software developers.

Intern Concept and UX Design | Muziek Centrum Nederland | Amsterdam | 2011 (5 months)

In consultation with the client's content managers and graphic designer, I designed and implemented an iPhone Application, based on qualitative user interviews and online market research.

Intern Concept Development and Design | LEGO Education | Billund, DK | 2009 (5 months)

I was part of the innovation team, working on ongoing projects within Research & Design. I helped steer business decisions by concept mapping, conceptualising, analysing and preparing presentations.

Other experience

Publications chair | TEI 2016

Co-organising the tenth ACM International annual conference on Tangible, Embedded and Embodied Interaction (TEI), held in Eindhoven, NL.

Education

PhD User Experience Design | *Joint PhD degree* | TU/e & UTS, Sydney | 2013 - 2018

Joint doctoral degree from the department of Industrial Design (TU/e) and the School of Software, Faculty of Engineering & Information Technology, University of Technology Sydney (UTS), Australia.

MSc Industrial Design | *Cum Laude* | Eindhoven University of Technology | 2010 - 2012

All four semesters completed with *Excellence* qualification (top 10%), graduated *Cum Laude* (top 5%).

BSc Industrial Design | Eindhoven University of Technology | 2006 - 2010

(Tangible) interaction design. Focus on design processes and development of prototyping skills.

Psychology and Neuroscience | *No degree* | Maastricht University | 2004 - 2006

Personal focus on human processes, perception and social behaviour.

VWO Natuur & Gezondheid | *High school degree* | Vrije School Zutphen | 1998 - 2004

Grant

50.000 € | ZonMw | "Qwiek.up ADL interventie" | Awarded to R. Verwey, Zuyd Hogeschool | 2020

Co-authored the grant application with Dr. Verwey. Awarded to Zuyd Hogeschool, Sevagram, Meandergroep, Qwiek BV and Maastricht University.