



J. Rouschop, MSc.  
Interactive product designer



## BASED IN

📍 Eindhoven,  
The Netherlands

## LANGUAGES

🗣️ Dutch, native level  
English, academic level

## CONTACT

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## ABOUT ME

I'm a designer who's always in search of expressive ways of using new technology. With a creative and critical view on the world, I strive to understand contexts and design focused, characterful, playful and open interactive products, systems, and experiences that contribute meaningfully towards individuals and society in this context. I'm looking forward to working on an inspiring new design challenge.

### Profile keywords:

Hands-on, dedicated, creative, open, critical, social, artistic

### Interests:

Music composition, performance arts, yoga, video production, hiking, social connections

## EXPERIENCE

- 2024 **Low-Key Expo & DEMO days**  
Exhibited my artwork Overgrown  
**Sonic Acts Biennale festival 2024 in Amsterdam**  
Volunteer & host W139
- 2023 **Design United Exhibition at Dutch Design Week**  
Host & construction aid  
**Film Jam Eindhoven, 48-hour student film festival**  
Graphic designer, volunteer, and participant
- 2022 **Eindhoven University of Technology**  
UI/UX designer for internal educational platforms for Industrial Design Faculty
- 2021 **Eindhoven University of Technology**  
Student mentor for 1<sup>st</sup>-year Bachelor students in Industrial Design  
**Film Jam Eindhoven, 48-hour student film festival**  
Co-organizer, graphic designer, and participant
- 2020 **E.S.T.V. Doppio, theater association**  
Commissioner of Ext. Relations & graphic designer  
**V.S.E. Scala, student culture umbrella association**  
Graphic & web designer
- 2019 **Bureau Moeilijke Dingen, design studio**  
Intern full-stack interaction designer
- 2018 **V.S.E. Scala, student culture umbrella association**  
Co-organiser and graphic designer for Scala Gala  
**S.V.I.D Lucid, study association**  
Chief acquisition for UNiD Magazine  
**043WEB, web design agency & private customers**  
Graphic designer

## SKILLS

### Design & research processes

Expert in navigating complex design challenges in thorough, explorative ways

### Collaborative user involvement

Expert in involving users & stakeholders throughout a design process through user-centered and co-design methods.

### Ideation strategies

Strong and constructive skillset with a large catalog of methods & associations

### Experience prototyping

Experienced in making aesthetic & interactive physical and digital demonstrators of designs through electronics, Arduino, HTML, CSS, Processing, Figma, 3D-printing

### Creative software

Proficient in graphic design & digital art using Adobe Illustrator, InDesign, Photoshop

### CAD modeling

Fluent in Autodesk Fusion360 and eager to learn new CAD & parametric modeling software like Rhino and SolidWorks

## EDUCATION

● **Master Industrial Design / Sept 2020 - July 2023**  
Eindhoven University of Technology

- + **Graduation project: SIDKIT**, a design toolkit for interactive sound. Showcased at Dutch Design Week 2023
- + **Research paper** on reflective & layered design documentation accepted & presented at NordiCHI '22
- + **Exchange studies** at Aalto University ARTS department, Collaborative & Industrial Design major, Finland
- + **Collaboration with ACRE real estate** on A-frame, a modular outdoor furniture & service path concept
- + **Relevant learning:** designing for intelligent autonomous systems of products, designing with interactive AI, sound design, participatory design, rapid prototyping, textile design, interdisciplinary teamwork

● **Bachelor Industrial Design / Sept 2017 - July 2020**  
Eindhoven University of Technology

- + **Graduation project: EMMA**, an auditive display for runners. Created in collaboration with professional marathon runners and running motion researcher
- + **Internship at Bureau Moeilijke Dingen**, resulting in a concept for AI-Kit: a modular system of products & services to enable low-threshold exploration of AI systems.
- + **Relevant learning:** design thinking, designing IoT systems, tangible interaction, business development, challenge-based learning, user-centered design