



# Laura van Krieken

## About me

Design is like juggling. It's a balancing act between various elements; focus and fun are key components of success. These are just some of the attributes that I can bring to your team. I am hard working and persistent and have good time management skills. My experiences on my placements have taught me the value of good communication.

I am interested in how people respond to their environments and in how design can improve the quality of their lives. It gives me an insight into different people's perspectives and the challenges they face. I think it is important to address and tackle social problems through design. This allows you to have a more positive impact on people's lives, and seeing people's positive reactions to this motivates me even more. I have particular skills in user research and enjoy exploratory workshops, conversations with users and observing their behaviours. This provides a sound basis for product development by idea generation sketching, prototype testing and model making.

When I am not designing you can find me chasing a plastic disk round a pitch and calling it Ultimate Frisbee, making handmade wooden rings or finding new music to share with friends.

I am looking for an opportunity to develop these skills and grow as a designer.

## Education and qualifications

### Northumbria University

I graduated from Northumbria University with a First Class BA (Hons) degree in Design for Industry.

## Contact information

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**Portfolio** Issuu/lauravankrieken

## References

Provided upon request.

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## Coffee innovation project '15

During my second year of university I was part of a work-shop team who collaborated with the branding agency XANOBIA and a global coffee company to develop innovative product and branding solutions for generation z. These were then pitched back to our facilitator during bi-monthly presentations.



## Digital service placement with Fjord '15

For my placement at the end of my second year at university I worked at Fjord - a global design and innovation consultancy - in London for 3 months. Here I worked on a variety of projects with telecommunication companies to a service vision and strategy project for a large financial service client. This opened my eyes to other areas of design and increased my desire to build upon my current skill set and gain more of an insight into other areas of design.



## Product design placement with Spark Design & Innovation '16

I spent 2 months working at Spark Design and Innovation, in Rotterdam in the Summer after my third year. During my time there I helped make prototypes for a variety of projects, helped collaborate on user interfaces and conduct interviews with a section of our clients' target market in Germany.



## New Designers university team '17

I was responsible for coordinating fundraising for Northumbria's New Designers show. I also worked with a team of students on generating the visuals for our stand.



## The Design Council top five 'ones to watch' '17

My final major project Flowboard features in an article by Sarah Weir of the Design Council on the top five 'ones to watch'.