



Maarten van den Berg

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About

I love product design because I enjoy creating beautiful and useful products as well as improving the world. Especially circular economy allows me to radically rethink every product and see opportunities to face the challenges of tomorrow such as growing waste streams and increasing resource scarcity.

I've worked on a diverse range of projects from the fuzzy front-end to embodiment, from very abstract to very hands-on. I love creating things in all ways of doing so, be it sketching, CAD, rendering, prototyping, photography, videos or webdesign. I can appreciate good designed products, from the shape to how it's made on the inside and how it answers the business and users needs.

Experience

Philips Lighting

11 / 2013 - 7 / 2014

Master's graduation project

At Philips I developed design guidelines and tools for a circular economy and applied those in a case study by designing a luminaire for the Philips Lighting B2B portfolio. The design requirements and new business model led to a luminaire design that is highly modular, easy to maintain and upgrade to to focus on longer lasting products. The focus is on the inner two circles of the Circular Economy framework where the highest value is retained. In this project I got a thorough understanding of the circular economy framework and the opportunities and limitations for businesses.

VanBerlo

03 / 2013 - 07 / 2013

Intern

VanBerlo is one of Europe's leading agencies in the area of strategy, design and implementation. I did a wide range of activities, mainly consisting of CAD work, prototyping (3d printing, foam modeling, woodworking), photography and sketching. I learned how to make full size representative foam models based on CAD models which resulted in two 1:1 foam models used for client meetings.

Maars Partitioning Systems

09/2012 - 02/2013

Joint Master Project

Maars is the world market leader in partitioning walls. For the Joint Master Project with a team of six people we developed an innovative partitioning solution for flex working offices. In this project I did several interviews with architects to understand the market and worked on concept development, visualisation, embodiment and prototyping.

ESA

03/2012 - 06/2013

Advanced Embodiment Design

The European Space Agency is working on an exoskeleton robotic arm with haptic feedback. To bring this product a step closer to a final product, with a team of six people, we were in charge of designing a cover for the X-Arm II. In the concept phase we identified the main challenges and developed three concepts for the casing. In the next phase I was responsible for the embodiment of the casing surrounding the forearm and for exploring and testing 3d print possibilities.

ABB**09/2011 - 02/2012****Advanced Concept Design**

ABB offers a total solution of fast chargers for electric vehicles. For exploring the main target of lease drivers I developed a new service/product concept for highway and en-route chargers. The concept puts the focus on the user by improving the user experience by easier discoverability, improved feedback by sound and light, a roof for a dry spot and lighting in the dark and a personalised interface. I made a 1:1 model from cardboard to test visibility on the street and experience of standing next to it.

Faculty of Industrial Design Engineering. Delft University of Technology**Several activities**

Faculty student council

09 / 2011 - 08 / 2012

With a team of seven people we represented the students of the faculty and communicated their wishes the dean during monthly meetings. Here

Studievereniging i.d

09 / 2010 - 06 / 2011

I was the chairman of Actid (activity committee), organizing activities such as guest lectures from companies, a packaging symposium and company visits.

Studievereniging i.d

09 / 2009 - 06 / 2010

As part of the photography Committee I photographed all the activities of the study association such as the IOB (industrial design business fair), the IO festival and other events.

Owee Delft**2011 and 2012****Owee courant photographer**

The Owee is the introduction week for all new students of the Delft University of Technology. For the Owee courant, the daily published newspaper for all students, I photographed all events on several locations during the day and night. During the night I selected and edited photos to finish a new edition with the team of 5 other students to meet the deadline of the publisher.

Albert Heijn**2006 - 2015**

Vakkenvuller & caissière

Education**Delft University of Technology****09 / 2011 - 07 / 2014**

Master of Science (MSc) , Integrated Product Design

Sustainability electives:

Strategic & Sustainable Design

Sustainable Design Strategies for Product Development

Product Service Systems

Energy society and sustainability

Delft University of Technology**2007 - 2011**

Bachelor of Science (BSc) , Industrial Design Engineering

Atheneum College Hageveld**2001 - 2007**

Atheneum (Mathematics, Physics, Chemistry, Dutch, English)

Speaking & writing

Talk at Dutch Design Week. Designing for a circular world, organised by Circle Economy. 2014
Guestblog for Circle Economy, 2014
Paper on circular product design for PLATE conference, July 2015

Skills

- Product Development: concept design, CAD (surface modeling), prototyping
- Circular Economy and Sustainability
- Visualization
- Photography

Software

Adobe Creative Suite
Solidworks
Blender
Keyshot
Corel Painter

Languages

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| Dutch | Native proficiency |
| English | Full professional proficiency |
| German | Elementary proficiency |
| French | Elementary proficiency |
| Japanese | Elementary proficiency |
| Chinese | Elementary proficiency - Actively learning 1 hour a day |

Driving license B