

CV: Suzette van Maanen

Personalia

Name: **Suzette van Maanen**
Date of Birth: 24-12-1982
Tel. Number: 06 – 21 86 8989
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Education

2001-2006 “Design Academy Eindhoven”
Graduated at Man & Activity
Diploma: Yes
Joined departments:
Man & Communication, graphical design
Man & Identity, fashion design
Man & Activity, product design

1995-2001 “Dominicus College”, Nijmegen
VWO, atheneum, highschool
Diploma: Yes
Subjects:
Mathematics A
Mathematics B
Physics
Economy 2
Art
Dutch
English

Computer knowledge

Windows, MacOS, Word, Excel, Photoshop, Illustrator, Powerpoint, Rhino

Languages

Dutch Mother Tongue
English Fluent
German Good
French Moderate

Work History

03/2011 – Present Art Director/ Visual Trend Analysis at Philips Design Amsterdam
09/2008 – 03/2011 Sr. Designer/Visual Trend Analyst at Philips Design Amsterdam
09/2006 – 09/2008 Trend Researcher/ Designer at Philips Design Eindhoven
09/2006 – Present Freelance designer for Design Met
06/2005 – 12/2005 Seller in fashion store at Tender, Eindhoven
2004 Promotion work at ACSI, Zetten
2001 – 2004 Promotion work at P-Company, Amsterdam
1998 Clerical staff at Medical office, Herveld

Professional experiences

03/2011 – Present	At Philips Design, Amsterdam; Working on design strategies for the Male Grooming account.
09/2008 – 03/2011	At Philips Design, Amsterdam; All-round design projects for the Relationship Care & Oral Healthcare Category. Strategic work for the Male Grooming account.
09/2006 – 09/2008	At Philips Design, Eindhoven; Working on ideation workshops, creating visionary products & services> Food Probes, Relationship Care, Next Simplicity (cradle to cradle workshop, shopping experiences)
02/2007 – Present	At Design Met, Utrecht; Working on design projects for clients (e.g ARC Marine, 22+2 project)
08/2005 – 12/2005	At Philips Design, Eindhoven; Internship, Visual Trend Analysis Department
04/2005	Accompanying at the Design Exhibition “Salone del Mobile”, Milan
04/2005 – 06/2005	At Design Studio Frederik Roijé, Amsterdam; Internship at Design Studio
07/2004	Milk expressing contest, Voedingscentrum
2004	Workshop with Swarovski, temporary design
01/2003	Workshop with TPG Global, Kurhaus Scheveningen

Projects

Below you will find the projects/ accounts that I worked on in certain periods. The bullets show the activities I did for each of these projects/ accounts.

At DesignMet:

02/2007 – Present

22+2 Activities:

Participating in design group 22+2. This is a group of design professionals. I designed child seats for this group

02/2007 – Present

Working for clients, for these clients I design products on request.

At Philips Design:

09/2008 – Present

Function(s): Senior Designer/ Visual Trend Analyst, Art Director

At Philips Design:

“Relationship Care” Activities:

- All round designer> Connection between business and engineer
- Analysing & translating trends within the category into relevant and inspiring moodboards
- Generating valid insights for the category
- Running several design workshops with good output
- Actively joining consumer insight tests

”Oral Healthcare” Activities:

- Analysing & translating trends within the category into relevant and inspiring moodboards
- Creating inspirational workshop input for the design team, like moodboards and inspirational materials
- Actively participating in design ideation workshop by creating product/service/scenario sketches
- The design I made was chosen by consumers in the design test (Air Flosser by Philips)

RD&I (Research Development & Innovation) Activities:

- Doing scientific people research about motivational strategies for Personal Health
- Boiling it down to one comprehensive model that might be applied to Philips Design Approaches.

Shaving & Grooming

- Developing color studies for new product ranges (for all Regions > Asia, Europe North/ South America)
- Developing final colors and finishes for new product ranges (for all Regions > Asia, Europe North/ South America)
- Creating strategical positionings of new product ranges, making sure they don't cannibalize each other
- Realizing design strategies across the whole account of Male Grooming to create one consistent design radiation

09/2006 – 09/2008

Function(s): Trend Researcher/Designer

At Philips Design:

”Relationship Care Incubator” Activities:

- Analysing & translating trends within the category into relevant and inspiring moodboards
- Creating inspirational workshop input for the design team, like moodboards and inspirational materials
- Actively participating in design ideation workshop by creating product/service/scenario sketches
- Developing color studies for new product ranges (for all Regions > Asia, Europe North/ South America)
- Developing final colors and finishes for new product ranges (for all Regions > Asia, Europe North/ South America)
- The design I made was chosen by consumers in the design test (“Dual” Intimate massager, by Philips)

”Next Simplicity” Activities;

- Translating socio cultural needs into valuable products/ services/ scenarios
- Actively participating in design ideation workshop by creating product/service/scenario sketches

“Shapeways” Incubator Activities;

- Analysing & translating trends within this business of rapid prototyping into relevant and inspiring moodboards
- Creating inspirational workshop input for the design team, like moodboards and inspirational materials
- Actively participating in design ideation workshop by creating product sketches

Honors

2nd prize with the Milk expressing contest, Voedingscentrum

Publications

10/2010 **“Graduation 2010 Design Academy Eindhoven”** “Designer as researcher”
04/2007 **“Abitare”** Interiors Design Architecture Arts
01/2007 **“Life and Cooking”** Lifestyle TV show
01/2007 **“Eigen Huis & Interieur”** Promising new design talents
11/2006 **“Trendease”** Trendsite about “new talents”
10/2006 **“Graduation 2006 Design Academy Eindhoven”**
11/2004 **“Borstvoeding & Werk”** Combining design, work, milk expressing and law
7/2004 **“Shine of the times”** Interior ideas with Swarovski crystal, Design Academy

Exhibitions

12/2007 **22+2 Exposition**, at CBK & Intermezzo in Dordrecht
10/2007 **22+2 Exposition**, at Dutch Design Week in Eindhoven
10/2006 **“Graduation Galleries 2006”** Graduation show of the Design Academy Eindhoven
9/2006 **“Woonbeurs”** Presented my graduation project at Svedex
9/2006 **“Open deuren dag”** Svedex exhibition
9/2004 **“Woonbeurs”** Presented my design for the milk expressing contest

Qualities

- Perseverance
- Inventive
- Creative
- Ambitious
- Social
- Perfectionistic
- Problem Solving

Interests/Leisure activities

Going into nature, designing, literature (psychological genre) , sports (running, yoga) , socializing with friends