



Vivian Baas

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Design & Innovation Strategy
Creative Facilitation • Co-creation
Service Design • Contextual Research
Business Model Innovation

EDUCATION

- 02/2013 **Msc. Strategic Product Design**
07/2015 **TU Delft** | *Cum Laude*
- 08/2013 **Service Marketing & Design**
Hanken School of Economics
- 11/2008 **Bsc. Industrial Design**
07/2012 **Engineering** | **TU Delft**

SKILLS

Contextual and UX research

Ethnography, Service prototyping,
Context mapping, SPSS, Atlas.Ti

Simulation / prototyping

Omnigraffle, HTML5 & CSS (Basic)

Graphic Design

Adobe Indesign, Illustrator, Photoshop

Languages

Dutch (native), English (working proficiency)

AWARDS

- 2011 **Winner Kingston Design Award**
- 2011 **2nd Place Hema Ontwerpwedstrijd**

WORK EXPERIENCE

- 01/2015 **Innovation strategist, Lantor Bv** | Veenendaal, Netherlands
- 07/2015 Graduation project at a manufacturer of technical textiles (150 empl.)
 - » Developed a collaborative strategy to source (radical) innovations
 - » Facilitated practical approaches to design thinking & co-creation
- 06/2014 **Service Design Intern, Dowayo Foresight** | Bilbao, Spain
- 08/2014 Internship at a strategic service design consultancy.
 - » Design of Design Thinking workshops for DesignSingapore Council
 - » Foresight mapping of the 'future of banking' for LaCaixa bank
 - » Design of user-experience improvements for a pharmacy chain.
- 12/2013 **Content producer, Qelp** | Amsterdam, Netherlands
- 03/2014 Developed online self-service solutions for smartphone users.
 - » Wrote instructions and edited picture content for applications.

EXTRACURRICULAR ACTIVITIES

- 09/2015 **Designer, Sustainability Challenge 2015 for Eneco** | Rotterdam, NL
present Within a multidisciplinary team, we were selected to examine how Eneco can help SMEs to make the transition to renewable energy.
- 06/2015 **External Market Researcher,**
- 08/2015 **New Business Challenge 2015 for Witteveen+Bos** | Accra, Ghana
Explored the potential for deploying sustainable energy solutions to meet the energy crisis in Ghana
 - » Researched societal context, energy market and local challenges.
 - » Worked in close cooperation with Ghanaian students
- 02/2014 **Customer Experience Designer, Bop Inc & SNV** | Mwanza, Tanzania
- 07/2014 Designed a water delivery service in rural Tanzania
 - » Conducted ethnographic and qualitative field-research
 - » Prototyped and validated service models and products to guide the enterprise in the implementation of the customer experience.
- 09/2013 **Researcher & Designer, Erasmus Intensive Program** | Syros, Greece
Collaborative project between five European universities focussed on Service Design and Sustainability.
 - » Designed a co-creative convivial encounter for an organized collaboration between design students and local business.
- 11/2011 **Service Designer, Service Science Factory** | Maastricht, Netherlands
- 06/2012 Designed a service for the Maastricht Academic Hospital to improve the patient's experience in and beyond the orthopaedics department.
 - » Responsible for the development of a.o. customer journeys
- 09/2010 **President of Board, AEGEE-Delft** | Delft, Netherlands
- 08/2011 Part-time board member of the European Student Association AEGEE-Delft; a student organisation that promotes communication, co-operation and integration amongst young people in Europe.
 - » Lead the association, chaired meetings, organized events, functioned as main contact for members and external parties and occupied a liaison position in the Delft Associations Council