



Hi, I'm **Lisa van de Merwe**, born 22-12-1990.

*I get inspired by **people's** stories and use it to design for positive change.*

## Contact

+86 13012824425  
lisavandemerwe@gmail.com  
www.lisavandemerwe.com

## Skills

Interaction design, UX design, Product design, Conceptualization, User research, Creative facilitation

## Tools

Sketch, Figma, Invision, Axure, Principle, Photoshop, Illustrator, InDesign, SolidWorks, Arduino

## Education

**MSc Design for Interaction (average 8.8/10)**  
**Delft University of Technology • 2013-2016**

*Through this program, I specialized in understanding interactions between people and products/services. I learned how to understand certain groups of people through research and co-creation methods, in order to design the right experiences. I love organizing creative sessions in this process.*

**MA Collaborative and Industrial Design (average 5/5)**  
**Aalto University Helsinki • 2015**

*I was accepted to the Arts department for an exchange semester. I took classes in drawing, designing with Arduino and did an individual design project about independent living for elderly. The project was selected for the Nordic Independent Living Challenge.*

**BSc Industrial Design Engineering**  
**Delft University of Technology • 2009-2012**

*The Bachelor balanced the technology, business and human aspect of design. I took electives in cultural impact of design, design visualization and a minor in Architecture about designing the house of the future.*

**High school (VWO), Science & Biology track**  
**Kennemer Lyceum • 2003-2009**

## Languages

Dutch (native), English (C2), German (basic), French (basic)

## Publications & Events

**Form Design Magazine Special Issue #2 • 2017**

*My design 'Embassy of Youth' was featured in an article.*

**Hack the planet hackathon • 2017**

*My team won first place with our concept for War Child.*

**Positive Psychology Interventions in Practice • 2017**

*This book mentions my design 'Tea shell' as an example.*

**Positive Psychology magazine #1 • 2017**

*Features an article about my design project 'Embassy of Youth'.*

**Dutch Design Week • 2016**

*I gave a talk about my design project 'Embassy of Youth'.*

**Dutch Design Week • 2016**

*My design project 'Embassy of Youth' was exhibited.*

**Nordic Independent Living Challenge • 2015**

*My design 'Talismaani' was in the semi-finals.*

**CRISP magazine #4 • 2014**

*My design 'Tea shell' was featured in an article.*

**7th European Conference of Positive Psychology • 2014**

*My design 'Tea Shell' was exhibited.*

## Experience

**Information architect (UX)**

**mediaman (Shanghai) • March 2018 - Now**

*Mediaman is a design agency for digital products and experiences. As part of the concept team, I am responsible for creating new ideas, defining the right user experiences and detailing information architectures. The projects I work on, involve brand websites & WeChat, interactive showroom experiences and car interface UX. Next to that, I am working on facilitating workshops in UX and user journey mapping.*

**Interaction designer**

**Hike One (Netherlands) • August 2016 - October 2017**

*I worked at a digital design agency on various projects for both big and smaller clients. My work involved user research and usability testing, translating those insights into design opportunities, facilitating creative sessions, wireframing, prototyping and more.*

**Designer 'Embassy of Youth' project**

**Institute of Positive Design and Oxfam GB • 2015-2016**

*In this project, I studied a neighborhood that is troubled by crime and poverty. I focused on the teenagers hanging out on the streets. With my design, a talent toolkit, I wanted to approach these teenagers in a more positive way, showing them possibilities for their future rather than limitations. The proposition was very well received by local youth and authorities and was featured on the Dutch Design Week.*

**Design course assistant 'Exploring interactions'**

**Delft University of Technology • 2014-2015**

*Together with the course coordinators, I was responsible for making this Master course run smoothly. This involved designing the course guide, presenting to students, managing the website and organizing an exhibition.*

**Design course assistant 'Product Understanding, Use & Experience'**

**Delft University of Technology • 2014-2015**

*I worked together with the course coordinator to manage the website, support students and communicate with teachers.*

**Design consultant and Case leader**

**Flight case Hong Kong • 2014**

*Together with 19 other selected students, I went to Hong Kong as design consultant for multiple companies. At each company, we facilitated creative sessions and presented design concepts. I was case leader for one of the projects, which involved setting up a plan and guiding the team.*

**Communication design and Secretary**

**Student association Infuse • 2014**

*I co-founded an association for students to share their design passion. We collaborated with professors, alumni and companies to organize symposiums, workshops and lectures.*