



MARIEKE VAN LIEMPD

creative & dedicated solution designer

I am passionate about solutions that positively affect people and the environment. By combining creativity, research and analytics, design thinking and lean principles, I can bring creative ideas to the table that fit the user's needs.

CHARACTERISTICS

- User-focused
- Engaged
- Analytical
- Curious
- Creative
- Self-learning
- Teamplayer
- Independent
- Design thinker

TOOLS

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe XD
- Figma
- Drawing & Visualization
- Office 365
- PowerQuery
- SAP

LANGUAGES

- Dutch - native
- English - fluent
- German - basic

WORK EXPERIENCE

TALENT MANAGEMENT PROCESSES SPECIALIST

2016-TODAY

ASML

- Responsible for processes and tools to enable talent and performance management processes, monitoring process quality, and analyzing talent data to inform decisions on people strategy.
- Redesign of tools and forms to improve user experience, efficiency, and quality of the output by collecting feedback, usability testing, and heuristics evaluation.
- Conducting user research as part of vendor selection and configuring the new company-wide HR application to meet the user's needs.

TEAMLEAD BACK-OFFICE

2010-2016

ACCENTURE

- Responsible for managing the back-office team and acting as a career counselor to help the career development of team members and colleagues.
- Applying lean and operational excellence methodologies to optimize processes and tooling, to reduce operational costs, standardize, and improve the new hire experience.
- KPI reporting and creating improvement plans based on root cause analysis.

GRADUATION PROJECT "TOUCH TV"

2008-2009

PHILIPS

- Graduation project 'Touch TV' including a contextmapping study and co-design sessions with users to help them express and visualize their needs for a more immersive TV viewing experience.
- Designed several concepts of products based on research findings that contribute to the TV viewing experience by unobtrusively adding tactile sensations.

ABOUT ME

I enjoy life in Eindhoven with Paul and our cat. I love spending my free time being outside with my horse, visiting music festivals and concerts, and being creative by making clothes, drawing, and painting.

GET IN TOUCH!

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EDUCATION

INTERACTION DESIGN FOUNDATION

2021-TODAY

[HTTPS://WWW.INTERACTION-DESIGN.ORG](https://www.interaction-design.org)

Followed courses and masterclasses to refresh knowledge on interaction design subjects e.g.:

- Executing a user-centered design process, focusing on usability and human psychology to ensure that user interface designs are logical and easy for people to understand.
- Analyzing ease of use through usability evaluations and cognitive walkthroughs, gathering feedback from users, and improving designs.
- How user interface design patterns can reduce effort while moving through an interface, simplify data entry and reduce errors.

MASTER DESIGN FOR INTERACTION

2006-2009

DELFT UNIVERSITY OF TECHNOLOGY

- Acquired skills in the area of visualization, prototyping, qualitative user research and usability, sustainability, concept creation, and interaction design through following courses and group projects.
- Patent granted for a group project, in which I introduced the concept of physical feedback and feedforward to create an intuitive remote control.

BACHELOR INDUSTRIAL DESIGN

2001-2006

EINDHOVEN UNIVERSITY OF TECHNOLOGY

- Graduation project redesigning a power drill for inexperienced users. Observational research inspired a redesign of the entire user journey, instead of just the tool. Aim to bring knowledge required to the user instead of requiring skills, knowledge, and experience to be present beforehand.
- Projects and assignments to develop skills such as scenario building, drawing, identifying, and solving design problems.
- Spent a full year as founder and secretary of the Study Association, Lucid organizing activities and creating a social platform for fellow students.

INTERNSHIP

2004

WAACS DESIGN AND CONSULTANCY, ROTTERDAM

- Trainee at WAACS design and consultancy. As part of the design team, I helped design product, packaging, and interior design and was considered a "valuable member of the group". Experienced working in a design agency, learning SolidWorks and Rhino.