



MARIEKE VAN LIEMPD

creative & dedicated solution designer

I am passionate about solutions that positively affect people and the environment. By combining analytics, design thinking and lean principles, I can bring creative ideas to the table. As a social person, I get energized and inspired by team discussions and synergy.

EXPERTISE

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

LANGUAGES

- Dutch
- English
- German

ABOUT ME

I enjoy life in Eindhoven with Paul and my two cats. I love spending my free time being outside with my horse, visiting festivals, drawing, and painting.

GET IN TOUCH!

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EXPERIENCE

TALENT MANAGEMENT SPECIALIST

2016-NOW

ASML

Responsible for designing and improving processes and tooling to enable the worldwide HR community to execute talent and performance management processes for a population that has almost doubled in size over the past 5 years. Implemented new requirements and improved functionalities to increase user-friendliness. Performed data analysis to support discussions on board level.

TEAMLEAD BACK-OFFICE

2010-2016

ACCENTURE

Applied operational excellence and lean principles to improve the customer experience and optimize processes and workflows. Responsible for managing the back-office team and acting as a career counselor to help career development of team members and colleagues.

GRADUATION PROJECT "TOUCH TV"

2008-2009

PHILIPS

Graduation project (individual) on creating a more immersive film viewing experience by adding the sense of touch. Designed and conducted a qualitative study among users and translated their needs into concepts to enhance the experience of watching TV.

EDUCATION

MASTER DESIGN FOR INTERACTION

2006-2009

DELFT UNIVERSITY OF TECHNOLOGY

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

INTERNSHIP

2004

WAACS DESIGN AND CONSULTANCY, ROTTERDAM

Trainee at WAACS design and consultancy. As part of the design team, I designed product, packaging, and interiors design and was considered a "valuable member of the group". Skills acquired in SolidWorks and Rhino.

BACHELOR INDUSTRIAL DESIGN

2001-2006

EINDHOVEN UNIVERSITY OF TECHNOLOGY

Numerous projects and assignments helped me to develop skills such as scenario building, drawing, identifying, and solving design problems. Graduation project on re-designing power tools to make them intuitive for users with no DIY experience. Spent a full year as founder and secretary of the Study Association, Lucid.