



MARIEKE VAN LIEMPD

CREATIVE & DEDICATED SOLUTION DESIGNER

I am passionate about creating solutions that positively affect people and the environment. I like to discover the core of a problem or challenge by empathising with the user. By combining analytics, design thinking and lean principles, I can bring creative ideas to the table. As a social person, I get energised and inspired by team discussions and synergy.

EXPERTISE

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

LANGUAGES

- Dutch - native
- English - fluent
- German - understanding

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

2016 - NOW | TALENT MANAGEMENT SPECIALIST, ASML

Responsible for (re)design and improvement of the process and tooling to enable the 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 efficiency, effectiveness and usability. Performed data analysis and visualisation to support discussions on board level.

2010-2016 | TEAM-LEAD BACK-OFFICE, ACCENTURE

Applied operational excellence and lean principles to improve the customer experience and optimise 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.

2008-2009 | GRADUATION PROJECT "TOUCH TV", PHILIPS

Graduation project (individual). Applying design thinking to research and generate concepts with the goal to create a more immersive television viewing experience by adding the sense of touch. A study in which users were invited to share personal experiences and co-create concepts resulted in several concepts that were evaluated and refined after a second round of user evaluations.

EDUCATION

2020 - NOW | INTERACTION DESIGN FOUNDATION

Joined as member of the Interaction Design Foundation to refresh on knowledge and skills in the area of Interaction Design. Completed courses and joined webinars related to e.g. design thinking and usability principles.

2006-2009 | MASTER DESIGN FOR INTERACTION, 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.

2004 | INTERNSHIP, WAACS DESIGN AND CONSULTANCY, ROTTERDAM

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

2001-2006 | BACHELOR INDUSTRIAL DESIGN, EINDHOVEN UNIVERSITY OF TECHNOLOGY

Numerous projects and assignments helped me to develop skills such as design thinking, idea generation methods, drawing and identifying and solving complex design problems. Individual Bachelor graduation project on re-designing power tools to enable novice users to complete a basic DIY task; driving a screw in the wall to hang a frame or shelf. Spent a full year as founder and secretary of the Study Association Lucid organising several social and educational activities for fellow students.