

Iris Eline Ritsma

User Experience & Industrial Designer

I am a civic-minded User Experience & Industrial Designer committed to embedding equity and inclusivity into my practice. I have done various professional projects in the healthcare industry and regularly design for wellbeing and inclusiveness. My sweet spot is designing complex experiences across the digital and physical realm that need to seamlessly integrate. I am an exceptional user & design researcher and love to bridge my insights all the way to final designs with an excellent eye for detail.

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Amsterdam, Netherlands

Press & Recognition

Yanko Design / Feature on Pivot
iF Award / iF Design Talent Award
IXDA / Interaction Awards Finalist
IXDA / Interaction Awards Shortlisted
James Dyson Award / National runner up
Core 77 / Runner Up (Consumer Product)
Braun Prize Special / Mention
Participatory Design Conference
Patent / Prosthetic foot design
BlueDot Design Award / publics' choice
Dutch Design Week / Exhibitor

Education & Degrees

Interaction Design

Erasmus - Umeå Institute of Design
Umeå, Sweden
2018

Integrated Product Design

Master of Science - TU Delft
Delft, Netherlands
2017 - 2019

Industrial Design

Exchange - RMIT
Melbourne, Australia
2015

Industrial Design - Cum Laude

Bachelor of Science - TU Eindhoven
Eindhoven, Netherlands
2012 - 2016

Disciplines

UX/UI

Interaction Design
Industrial Design
Design- & User- Research
Special skills:
Scenario Sketching
3D Design & Render
Sewing

Language proficiency

Dutch Native proficiency
English Full professional proficiency
German Elementary proficiency
French Elementary proficiency

Experience

Special Projects

Senior Designer / London / 2021 - 2022

At Special Projects I worked as a designer on a multitude of projects in the healthcare and automotive industry, taking on various roles including design/ethnographic researcher, UX/UI designer, Industrial Designer, and Project Lead.

· Healthcare · Automotive

SLIMDESIGN

User Experience Designer / Amsterdam / 2020 - 2021

At Slimdesign I worked on various client projects. The projects involved designing the UX and UI for a security app for a multitude of use cases, an experimental interaction design project for Samsung, and redefining the company's pitching strategy.

· Consumer Electronics · Security

Above

User Experience Designer / Malmö / 2019 - 2020

At Above I worked as a UX/ID designer and researcher bridging their Digital and Industrial Design team. I worked for several clients. One of the main projects was a global cross-functional project, exploring the future of healthcare. My role as a designer was to ensure a user-friendly, ergonomic, and intuitive product design across the digital and the physical realm. Among other things I was involved in user research & user testing in Asia, organizing and leading a client workshop, and UX prototyping (both physical and digital). I was heavily involved in collaborations with Above's digital team, ID team and software developers, and various client interactions.

· Healthcare · Consumer Electronics

VanBerlo & CAHAG

Graduate student / Delft / 2019

Designing a self-management system for patients with asthma consisting of an app and a physical air quality meter. The project involved a multitude of clients among which GSK, AstraZeneca, Novartis, Boehringer Ingelheim.

· Healthcare

VanBerlo

Design Intern / Eindhoven / 2018 - 2019

Product Design & Interaction Design intern.

· Consumer goods · FMCG · Healthcare

senz°

Design Intern / Delft / 2016

Design internship as part of the R&D department at senz°.

· Consumer goods