



Hi, I'm Laurence, a Dutch product designer using design, technology and sustainability to drive innovation.

— Education

BSc. Industrial Design Engineering - TU Delft

Graduated July 2020

During my bachelors I learned how to make impact with products, services, interfaces and systems in collaboration with real companies.

- In the exhibition of the top 20 design drawing course projects.
- Highest grade of the year with software course

MSc. Integrated Product Design - TU Delft

87/120

During the masters program we design for user-centered innovative products and product service combinations, bringing innovative design theory and methods, aesthetics, ergonomics, engineering and sustainability together. All projects are commissioned by, and done in collaboration with real companies.

— Contact

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— Projects

Ford - embodiment & UX design

Feb 2021 - July 2021

Responsible for the embodiment of a new innovation for Ford automobile owners, presented to employees of the Ford innovation centre in Aachen. The goal was to design an energy efficient way to track the tools within Ford company vans.

Skil - Concept & UX design

Feb 2020 - July 2020

Known for the Skilsaw powertool, I collaborated with Skil to explore the integration of new technologies for enhanced customer tool usage. Drawing upon their in-house research, I conceptualized and validated an AI-driven solution for identifying screws and providing personalized bit recommendations.

— Technical skills

app and web prototyping • C++ (arduino)
Photoshop • Illustrator • SolidWorks • KeyShot
3D-printing • rapid prototyping

Languages: English (C1/C2) Dutch (native)
French (B1)

— Experience

KPN internship - UI/UX design

Jan 2020 - April 2021

I had the opportunity of working together with the UX department at the biggest telecommunication and IT service company in the Netherlands. I contributed to user research initiatives, conducted both in controlled lab environments and retail shops. Additionally, I visualized Design Thinking workfiles and worked with the team during the implementation of a new strategy, which included the development of a mobile app and in-store devices.

Brandson internship - Marketplace design

Sep 2021 - Nov 2021

My primary focus revolved around devising strategies for marketplace design, visualization, product positioning, and the creation of brand stores, all aimed at enhancing product sales on platforms such as Bol.com, Zalando, and Amazon. Additionally, I developed an automated image generator that combined preferred images with pre-existing text elements, increasing the account management efficiency.

Freelance work

Oct 2019 - present

— Danone

Designing posters for Danone internal communication to gain awareness about social and environmental problems they are facing, and how employees can act themselves.

— VGCT

Designed cards fitting the VGCT brand identity, to be sent to participants of one of their workshops.

— Zorgcentra de Betuwe

Visualized the new process steps to be taken with the introduction of a new Dutch law, making it comprehensible for healthcare workers to understand how to act within this new law.