

Iris Jönsthövel

Design Researcher

Profile

“ I’m a Dutchie with an optimistic outlook and global orientation. With a background in Design and Research I balance my creative and analytical sides in developing a variety of generative methods and tools to bring about people’s intrinsic wants and needs. My visual communication skills enable me to translate insights into bite-size bits of content. In my free time I love to challenge myself in sports and outdoor activities.”

Employment History

Consumer Researcher & Designer at IRIScc cycling apparel, Rotterdam

July 2019 - present

Executing global qualitative consumer insights research in support of marketing and design strategy

- Organizing and facilitating focus groups and consumer survey’s to bring about latent needs, wants and wishes
- Translating insights into customer journey mappings to improve online / offline experience
- Building marketing strategies around consumer insights
- Translating consumer preferences into apparel designs

(Research) Visualization Designer at Materials Innovation Institute (M2i), Delft

May 2018 - present

Enabling materials innovation collaborations through workshop facilitation and research visualizations

- Bridging knowledge by connecting multi-disciplinary thinkers from industry and academia
- Initiating & designing workshops to empower collaboration in future material innovation projects
- Co-writing research proposals for large Dutch & European funding programs within circular economy programs & translating scientific research content into visual communicative models
- Organizing & designing M2i Meeting Materials conference 2018 & 2019 & 2020 (300+ visitors)

Design Researcher & Facilitator at Huddle - Strategic Design , Amsterdam

May 2016 - July 2017

Building the next generation of organisations and government with support of design thinking methods.

- Developed the program ‘Creative Intelligence’: a series of workshops to help non design-oriented organisations become more at ease working with design methods.
- Design and development of ‘Cloud Services’ for a large international bank collaborating with the IT-department for UX-design of platform.
- Content creation & visualization of workshop materials for Youth Music Program in Folkestone, UK.

Product Designer and Facilitator at HUMAN Wearable Tech, Vancouver, Canada

Nov 2015 - Apr 2016 (one-year Working Holiday Visa)

A 5-person tech studio: Improves & creates products through prototypes, business design, and interaction research.

- Facilitation of workshops and in-person observation studies in both research phase and testing phase and pitching of concepts for investment stakeholders.
- Concept development of AR glasses for women including sketching and prototyping 3D models.

(Digital) Course Designer Delft University of Technology (TU Delft), Delft

Sept 2013 - Sept 2015 (Student Employment)

Creating formats for online learning environments for Masterclasses & MOOC at the IDE department.

- Responsible for all content creation: defining assignments, story telling, prototyping, filming & editing, course strategy alignment. - *MOOC Award, Open Education Award for Excellence 2015, OE Consortium Alberta, Canada*

Design Intern at Apparel Department at Black Diamond Equipment Ltd. Salt Lake City, USA

Mar 2014 - July 2014

Design of technical outdoorwear and equipment for climbers and skiers.

- Assisting Apparel Design & Development team: completing technical specs and tech packs, conceptual development of product lines, marketing research on US and EUR markets, setting up field testing trial.
- Redesign of a climbing gym into Apparel Design work space: focus group workshops with employees, designing the new space and presenting 3D scale model to management team.

Details

Working from both:
Oslo area, Norway
Randstad, the Netherlands

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Nationality

Dutch

Skills & Interests

Softwares

- Adobe Creative Suite
- Final Cut Pro
- Fusion 360
- Microsoft Office

Design Research Methods

- Contextmapping
- Design Fiction
- Ethnography
- Focus Groups
- Future visioning
- Interviews
- Journey mapping
- Personas
- Speculative Design
- Storyboarding
- Storytelling
- User observations
- Vision in Design (ViP)

Other

- Product Design
- Visual Design
- Business Strategy
- Marketing
- Presenting
- Multi-disciplinary collaboration
- Networking
- Teaching
- Technical writing
- Organizing

Languages

- Dutch
- English

Higher Education

MSc Industrial Design Engineering (IDE) Delft University of Technology, TU Delft, the Netherlands

Sept 2012 - May 2015

Master of Science (MSc) in Design for Interaction

- Program description: A multidisciplinary course of study, covering disciplines in aesthetics, ergonomics, psychology and sociology for product design with a research focus on Delft Design Theory methodologies.

- Thesis: 'An exploration of a novel 'light-touch' smart material, to design for materials experience.' (>link)

- Publication: 2nd Author / Barati, B., Karana, E., Hekkert, P. P. M., & Jönsthövel, I. (2015). Designing with an underdeveloped computational composite for materials experience. In *Tangible Means-Experiential Knowledge of Materials*, international conference 2015 of the Design Research Society Special Interest Group on Experiential knowledge, Kolding (Denmark) (>link)

BSc Industrial Design Engineering (IDE) Delft University of Technology, TU Delft, the Netherlands

Sept 2008 - Sept 2011

Bachelor of Science (BSc)

- Program description: A course of study, covering engineering, science, technology, materials, manufacturing, aesthetics, ergonomics, business and sustainability for integrated product design.

- Bachelor Final Project: Material driven design combining design with architecture: designing with a bio-fibre composite material to create a modular work space on campus.

- Minor: Retail Design at the TU Delft Architecture department

Teaching, workshops & speaking engagements

Material design teacher & facilitator at The Olive Academy in Karaburun, Turkey

Aug 2020

- Facilitating a 3-day material- and product design workshop with local design professionals

Main Speaker at CreativeMornings RTD, Museum Het Nieuwe Instituut, Rotterdam, NL

June 2019

Part of the largest face-to-face creative community hosting monthly breakfast lecture series in 207 cities across 65 countries - Theme of the month: Wonder

- Lecture talk with 100+ ppl in audience (> link)

Speaker at TU Delft Department of Materials Engineering (3Me), Delft Haptics Lab, NL

Dec 2019

- Presenting Msc Thesis to material engineers and talk about designing with/for tactile computational composites

Climbing coach for children (6-10 y) at Boulder gym Delftsbleau, Delft, NL

2016 -2019











Boulder gym for all ages

- Teaching kids the basics of climbing for bouldering every Wednesday.

Personal Activities

I am currently based in the Oslo area as well as in the Netherlands, and I am escaping to the Fontainebleau forest in France as much as possible to enjoy the best outdoor climbing there is. An adventurer at heart, I have traveled the world for the most amazing climbing destinations and try to share my enthusiasm for exploring the outdoors with as many people as possible. My popular blog Onverschrokken.com ('dauntless'.com) used to be my platform to connect with other outdoor enthusiasts at which I tried to encourage other women to be more involved in active sports. Onverschrokken.com does no longer exist but my stoke for outdoor adventures is still alive.

Hands-on

-  Sewing
-  Prototyping
-  Shop tools
-  Lasercutting
-  Ceramics
-  Wood working
-  Molding
-  Screenprinting
-  Sketching
-  Photography

Portfolio

-  www.irisjonsthovel.com
-  www.alta-made.com
-  issuu.com/irisjonsthovel
-  [youtube.com](https://www.youtube.com) - Iris Alta