

DATA

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Education website <http://www.delftdesigndrawing.com>
Research websites <https://userproductdesign.wordpress.com/>
https://www.researchgate.net/profile/Jw_Hoftijzer/publications

Date of birth July 19th 1973

EDUCATION

1985 - 1991 **Norbertuscollege Roosendaal**, The Netherlands
Gymnasium B, subjects: *Nederlands, (oud-)Grieks, Engels, Wiskunde A, Wiskunde B, Natuurkunde, Scheikunde, Economie I*

1991 - 2000 **Delft University of Technology, Faculty of Industrial Design Engineering, Delft, The Netherlands**
Master graduation in Product Development (prof. dr. J.W. Drukker)
Graduation Project '**The conceptual design of communication products in engineering plastics**' (GE Plastics, Bergen op Zoom, The Netherlands)

2007 – 2012 **UTQ courses and certificate (University Teaching Quality program)**

INTERNSHIP

Internships Industrial Design

1998 **Internship design agency 'Norbert Linke & Associates' (NLA) in Antwerp, Belgium**
-activities/tasks: design and development of products, embodiment and packaging: *bureaustoelmechanisme in plastics, bedieningshandvat ketel in hardplastic, schoonmaakmop in geschuimd plastic, behuizing in plaatstaal en aluminium, sanitair in kunststof, e.a.*

1999 - 2000 **'General Electric Plastics': Graduation project at the 'European Design Centre', GE Plastics, European headquarters Bergen op Zoom, The Netherlands**
-Assignment: 'Applying GE's Magix plastics (*nieuw type 'visual effects'-engineering plastics*) in the design of consumer communication products'. *Het project heeft geresulteerd in een serie producten, die het concept van 'Communication Jewellery' uitdraagt.*

PROFESSIONAL (Industrial) Design

1992 - 1999 **Freelance illustrator, graphic designer**
-activities/tasks: Illustrations (both analogue and digital)

1996 - 1998 **Hoftijzer & Van Dooren MULTIPURPOSE V.o.F., graphic design, wall paintings, Delft, The Netherlands**
-activities/tasks: design and development of logos, corporate design, wall paintings

2001 **JJDesign, design agency, Keldonk, The Netherlands**
Product designer
-activities/tasks: Industrial design: sketches, concept, presentation and 2d/3d CAD, various projects (e.g. health care, furniture)

2001 - 2005 **First by (People Creating Value), design agency, Enschede, The Netherlands**
Conceptual designer, project engineer, project manager
-activities/tasks: concept design, visualization, form giving, CAD design, presentation sketches, creativity workshops. Graphic design activities (product presentations and fairs/seminars). Consumer products, industrial, medical.

2002 - 2009 **Saxion hogeschool Enschede, The Netherlands**

-Curriculum Vitae J.W.Hoftijzer-

Tutor/ teacher

-Freelance Lecturer at IPO (school for product design): presentation techniques

2005 - 2006

Indes design & engineering, design agency, Enschede, The Netherlands

Product designer

-activities/tasks: design and development of various products: medical, consumer, professional.

2006 - 2007

Goliath bv, developer and producer of board games and toys, Hattem/Zwolle

Developer, industrial designer

-activities/tasks: design and development of board game concepts: initial to final stages of production

2007 - 2012

University of Twente, Faculty of Industrial Design Engineering

Assistant professor (chair of Product Design, dept. of design, production and management)

-activities/tasks:

1. Lecturer and coordination of drawing courses in Bachelor- and Master, Lecturer and coordinator of the Master's course Design Management, tutor in various educational projects, mentor of Bachelor's and Master's graduation students.

2. PhD project 'user design: the new DIY': research of contextual factors that affect and increase the popularity of, attention for and practices of 'Do-It-Yourself', and the implications the DIY phenomenon would have for the industrial designer. Publications see: <https://userproductdesign.wordpress.com/> https://www.researchgate.net/profile/Jw_Hoftijzer/publications

3. Member of Faculty Council 'Engineering Technology', CTW (Construerende Technische Wetenschappen)

2009 and 2010

Beijing Jiao Tong University: Exchange program with Utwente:

Preparation and mentoring IDE students for exchange program between University of Twente and Jiao Tong University in Beijing (China), Faculty of Arts & Architecture

2012 – today

Delft University of Technology, Faculty of Industrial Design Engineering,

1. Coordinator, manager and teacher of drawing courses and course line across the faculty.

Courses and description of content: <http://www.delftdesigndrawing.com>

2. PhD researcher 'Design for DIY', see

<https://userproductdesign.wordpress.com/>,

https://www.researchgate.net/profile/Jw_Hoftijzer/publications

DESIGN COMPETITION

1994

1st Prize design competition 'An eye-opener in laminate', celebrating the 25th Anniversary of the faculty of Industrial Design Engineering, in cooperation with French high pressure laminate manufacturer 'Polyrey'. Together with 3 other students.

OTHER FIELDS

1992 - 1999

Party/ catering-service 'Party Plus' (Van Hecke), Rotterdam

-activities/tasks: chauffeur, host

1996

Exhibition Johannes Vermeer in het Mauritshuis Den Haag

-Activities: merchandising

2000

North Sea Jazz Festival 2000, MOJO Delft, NCC Den Haag

-activities/tasks: employee of dept. of festival programming, and organizing team member during festival

2000

City council service (*gemeentelijke dienst SZW*), city of The Hague

-activities/tasks: courier

2000 - 2001

Central organization for the intake of refugees (asylum) (*COA*) Rijswijk.

-activities/tasks: coordination

COMMUNITY

- 1996 - 1998 **Treasurer of library committee/ de bibliotheekcommissie van studentenvereniging in Delft.**
-activities/tasks: fund raising (long term renovation) and coordination of activities and maintenance of the library.
- 2002 - 2004 **Board member** political party Enschede/ *o.a. plaatsvv. voorzitter, van Enschedese afdeling politieke partij.*
-activities/tasks: board member, coordination, strategy, organization of meetings
- 2005 - 2006 Member of the council of child care provider (*Lid oudercommissie kinderopvang*)
-nieuwe wet kinderopvang, controle beleid kdv

SOFTWARE KNOWLEDGE

- Drawing/ sketching Adobe Photoshop, Corel Painter, Autodesk Sketchbook Pro
- Graphic Adobe Indesign, Adobe Illustrator, Coreldraw, CorelXara,
- 3D CAD Autocad, Pro-Engineer/wildfire, Solidworks, Rhinoceros

SUMMARY OF PROJECTS IN WHICH PARTICIPATED

Consumer products (design, aesthetics, construction):

Power Switch 'in laminate' (Polyrey),
Bathroom interiors (NLA (Norbert Linke & ass.) for various clients)
Airline tableware (NLA for De Ster),
Water kettles (NLA for ALVA): design of handles,
'Bullseye of washing machines' (GE Plastics > various),
'Communication Jewellery' (GE Plastics),
Cushions for yacht boats (Sitcomfort),
Remote control/ User interface (Dutch bed manufacturer),

Packaging

Sprayers, bottles, containers (First bv for Afa),
Cleaning tools (First bv for Leifheit)
Gardening tools (First bv),
Products for personal care (First bv for Sara Lee),
Automatic Aerosol concepts (First bv for Sara Lee),
Light weight piano concepts (First bv for Ibach),

Professional products (technology, embodiment in steel, plastics)

'Cycloop' body for print test machine (NLA for IGT reprotest),
Housing systems for boilers (First bv for Remeha),
Climate control and systems (technology and production concepts): 'Rooftop' & caravan cooler (First bv for Oxycom),
Peristaltic pump for soil research ('slangenpomp') (Indes for Van Reekum Materials (VRM)),
'Essence' (patented) self-closing hinge and door system of sanitary and swimming pool cabins (Indes for Kupan)

Medical products

Tripple chair 'Reach' / 'Letriple': design of armrests and aluminium feet (First bv for Hodes, Sowecare),
'Femisphere' gynaecologic speculum: design of cradle (First bv for Medcomfort),
'Twincer' inhaler (Indes for Groningen University/ RUG)
Concept body for continuous blood measurement device (Indes for AIM)
Series of concepts for hospital bed castors (Indes for Tente GmbH)
Dispenser for hygienic disposable towels (Indes for manufacturer of hygienic cloth)

Public design

KPN internet-booth (TU Delft for Landmark),

Office

Office chair mechanism in plastics (NLA for Kinnarps/ Allied Signal),
See Tripple chair (Medical products)

Graphics

Cartoons Ministry of Economic affairs (Senter),
V.o.f. Hoftijzer & Van Dooren MULTIPURPOSE (logos, wall paintings, book covers, etc.)

Games and concepts

Concept children toys (Goliath Games)
A series of board games, produced by Goliath games (catalogue of 2007):
'Loopit' (Goliath Games),
'Trapdoor Checkers' (Goliath Games),
'Wie-Wat-Waar' (Goliath Games)

