

PERSONAL DEVELOPMENT PLAN

Suzs van Gogh

Eindhoven University of Technology
Industrial Design
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1837796



PROFESSIONAL IDENTITY

I design healthcare-related products and systems that make the everyday lives of vulnerable target groups easier by striving towards a more inclusive and equal society. In this process, I take a human-centered design approach during projects to make the most impact. I describe myself as an empathic designer, who wants to work with and for people. Working with experts, potential users, and team members inspires me and sparks my creativity.

As a designer, I believe it is important to incorporate potential users throughout the entire design process, so the target group and their values are known. Combining these insights with Artificial Intelligence (AI) leads to personalized products that empower each individual, contributing to more equality and inclusivity. Also, to improve the usability and user experience, I believe that co-creation sessions are important.

I am most passionate about working on the initial phase of the design process. From identifying the problem to concept development. Doing my internship at Philips allowed me to deepen my knowledge in this field. I believe it is important to embed yourself in the field through research methods such as ethnography to give an extra dimension to finding struggles and feeling the atmosphere. Moreover, I value making experience prototypes to use for roleplaying, making it easier to emphasize with the user.

In addition, I create visual designs such as logos, websites, app designs, posters, animations, and 3d renders. In my opinion, these visuals are useful when involving stakeholders in the design process. It helps to convey design concepts even when there is no physical prototype yet. Therefore, I not only prepare user interviews by formulating questions but also by making visuals.

I am a perfectionistic worker who pays attention to all details so that the final design looks professional. Especially, when designing products for everyday usage, it is important to make sure they will fit in the users' lives. Because of this perfectionism, I like to have things in my control. Therefore, I keep the role of taking the overview within a team. My structured way of working helps me to keep an overview of the design process and to create a plan for future steps. These organizational skills help me to keep the focus on the goal.

I see myself as a result-driven team player, who wants to keep a good team atmosphere and tries to motivate others. I believe the power of a team is having members who are motivated and passionate. By trying to motivate people I strive to stimulate the team members to be result-driven too.

VISION

I like to think of a future with new inventions that contribute to realizing a more inclusive society with equal opportunities. I think this can only be accomplished when we start thinking more outside the box. We as designers, should use our creativity to come to the real purpose. I believe it is important that we do not always choose the easiest solution to solve the short-term issue but take a holistic view.

I strive towards a more equal society by focusing on healthcare-related topics. I want to design products that empower people with disabilities to have a fulfilling life with the same opportunities. I believe designers should make medical devices more personalized to improve the patient's experience. Products should be adjusted to the patients' needs instead of the other way around so they fit seamlessly into their daily lives. More personalized products ensure that the patients' values and aesthetics are met. I believe that designers should invest in new technologies such as Artificial Intelligence (AI) to be able to bring solutions to the patients instead of patients to the hospital/care center.

At the same time, rapidly changing technologies such as AI could take over people's decision-making, which results in a loss of empathy and human intuition [1]. Therefore, I believe it becomes increasingly important for designers to apply a human-centered design approach. Combining such an approach with new technologies ensures we get the most out of new innovations while keeping our humanity. I believe designers can use AI as a tool to design more personalized and thus also inclusive designs that fit the needs of all users.

I believe everyone deserves the same opportunities and therefore I want to empower people. To achieve this I focus on equity-focused designs. Each person is different and therefore needs different resources and opportunities to come to an equal society [2]. Therefore, I believe more personalized solutions will be a great start in creating an inclusive society.

[1] Ahmad, S.F. et al. (2023) Impact of artificial intelligence on human loss in decision making, Laziness and Safety in Education, Nature News. Available at: <https://www.nature.com/articles/s41599-023-01787-8> (Accessed: 13 September 2024).

[2] Equality versus Equity: What's the difference as we #EmbraceEquity for IWD 2023 and beyond? (n.d.). International Women's Day. <https://www.internationalwomensday.com/Missions/18707/Equality-versus-EquityWhat-s-the-difference-as-we-EmbraceEquity-for-IWD-2023-andbeyond#:~:text=Defining%20equality%20and%20equity&text=Equality%20means%20each%20individual%20or,to%20each%20an%20equal%20outcome>

GOALS

The following goals are set based on the experiences and insights I gained during my internship:

1

Creating a equity-focused design in the healthcare sector (PIV)

Last semester, during my internship at Philips, I found that I want to specialize myself further in the field of health and wellbeing. During my FBP, I want to combine this field with my vision of striving towards more inclusivity and accessibility. Therefore, I would like to do a project in either the Health & Inclusive Design or Transforming Practices squad to realize this. I want to discover whether I can combine those passions to create equity-focused designs, leading towards a more inclusive society.

2

Creating experience prototypes (U&S, T&R)

I want to create multiple experience prototypes to use for roleplaying. During my internship, I found the value of this since it gives new insights and helps to empathize with the user. This way, I can use the expertise area of Technology & Realization to improve as a human-centered designer. I want to create at least 3 experience prototypes throughout the project.

3

Improving intercultural design skills (U&S)

During the internship, I found that having to design for different cultures impacts the design results. Moreover, working in a multi-cultural design team raises challenges as each culture has its own norms and values. Because of globalization, I believe it is becoming important for designers to be able to deal with this, and therefore I aim to follow the course Intercultural design.

4

Improving as a human-centered designer (U&S, B&E)

During my Final Bachelor Project I want to incorporate stakeholders through the entire design process to be able to create a product that truly meets the values and needs of the user. I want to do this through methods such as interviews, co-creation, field research and, user testing. As a human-centered designer, I think this is invaluable since it ensures that the user feels heard and that not only assumptions are made. Moreover, this will improve my skills in the expertise area of Business & Entrepreneurship. By keeping in touch with different stakeholders and combining their different needs and values.

5

Improve my skills to communicate concepts with stakeholders (T&R, C&A)

I want to improve my 3D modelling skills to be able to communicate concepts with stakeholders via sharing 3D renders. Over the last year, I learned how to work with the software Rhino, Fusion 360 and Blender. However, I only learned the basics of those programs. I found that Blender

fits best with my way of designing. I prefer this software because it has useful features to pay attention to the aesthetics of the design. Therefore, I want to focus on the software Blender in the upcoming semester. I want to watch tutorials to be able to master the software and use the skills during my Final Bachelor Project if needed.