Tim van der Kooi

Design Portfolio



UX / Product / Graphic Design

Hi!

I'm Tim van der Kooi



As a designer, I want to bridge the gap between products and humans. I have a passion for interactivity, by creating meaningful products that cooperate with users.

I applied my skills in UX and industrial design to develop products, websites, interfaces, and packaging designs.

This portfolio showcases a selection of the projects I have done.

Contents


1 | LEAFE


2 | LATTIZ


3 | WEBSITE


4 | DREAMR


5 | DAYFINDR


6 | KRONOS

Industrial design / Interaction design

Multisensory handrailing design for dementia patients - LEAFE

For the course *multisensory design*, we designed a handrailing with integrated technology for guiding dementia patients towards the safe garden of an old nursing home. LEAFE combines light, texture, and projections to support intuitive way-finding and promote independence.

Presented at

dutch design week

Multisensory Design - Physical Prototyping



Context

The Zwanenhof is a care facility for patients with dementia. The building itself is quite old and difficult to navigate. The owners expressed that residents loved to explore the garden; however, they would get lost and stay inside their room. Our goal was to create a balanced sensory stimulation for people with dementia to find their way to the garden.

In collaboration with

Landgoed De Zwanenhof



Process

During the ideation process, I took on a leading role guiding the the group towards the concept for the tactile handrailing with integrated visuals. For the creation of the prototype, I was responsible for managing the budget and electronic components. I also helped with machining the wooden railing and assembling the complete prototype.







Result

The final prototype was presented at the Dutch Design Week 2025 in Eindhoven. Visitors could interact with the prototype by following the handrail; The build-in LED strip pulsates light and the screens show forget-me-nots flowers. It was part of the living environment exibition.

Click for more



Industrial design / Interface design

Integrated HMI appliance design for a milk frothing device - Lattiz

3D-Printing | HMI integration | UX research

Lattiz is a milk-foam solution for the catering industry. As part of my master thesis, I investigated the next-generation appliance for Lattiz. Using user research, brand analysis and stakeholder involvement resulted in a requirement list that was used to inform the development of an appliance. The final design includes an integration of the physical and digital design domain.



Commissioned by

FrieslandCampina

Process

About Lattiz

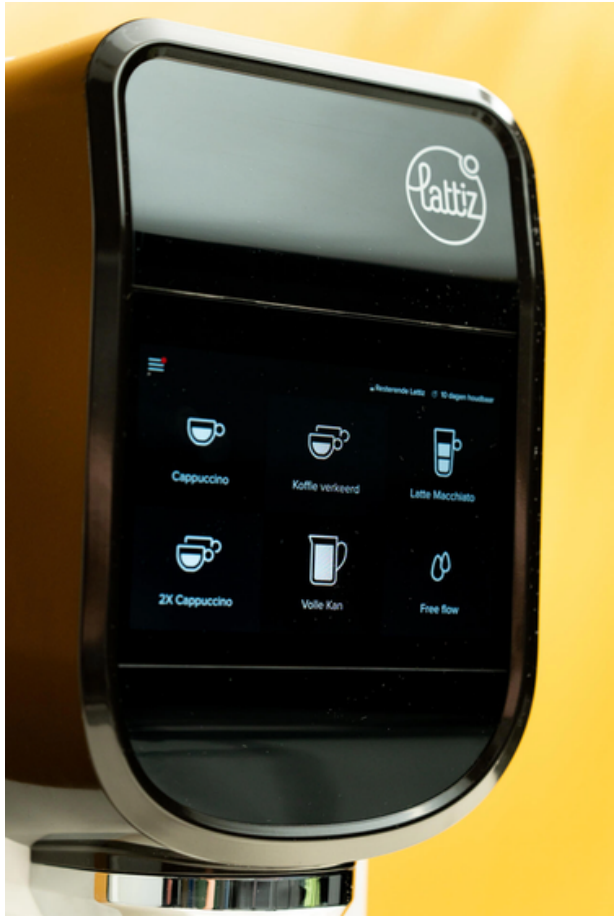
Interviews and observations were done with operators to find how the machine is actually used in the field. This research informs the user experience design of the machine. Additionally, brand research was done to find the shape language of Lattiz. Stakeholders were involved to validate relevant design decisions.



Design iteration was done through a workshop with system engineers at the company. The shape exploration was carried out using the brand translation method. These designs were validated based on consumer value perception. Wireframes were utilized to design a digital interface. User testing is needed for validation.

RESULT

A final demonstrator appliance was developed by employing additive manufacturing to create 3D printed components based on the design. A Raspberry Pi was leveraged to run an interface build with HTML, JS and Python. The interface incorporates new features to improve the user experience of the appliance.

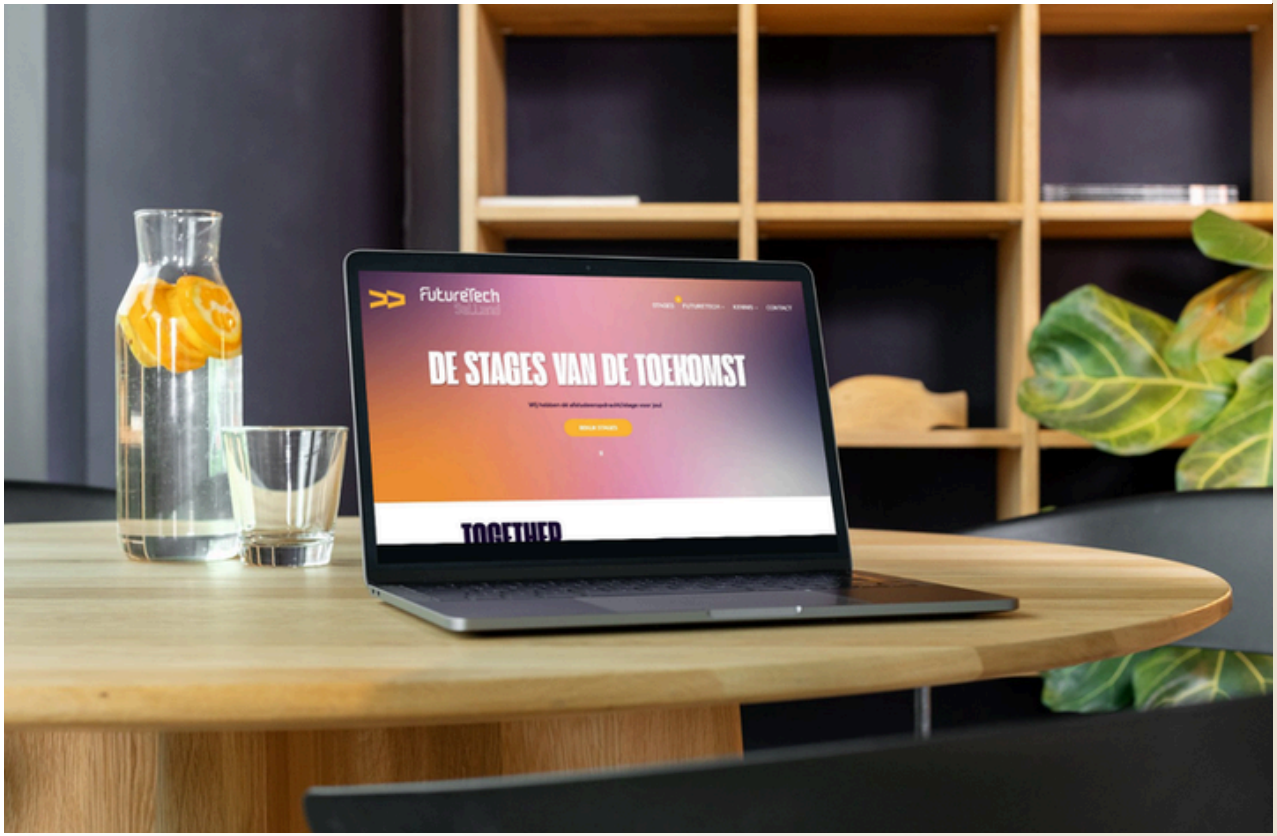


UX design / Website design

Designing an online innovation-hub for FutureTech Salland

UX Research | User Testing | Website Development

FutureTech Salland is an innovation-hub that combines six companies to provide internships for students in the region. The challenge was to reach this demographic by creating an online portal where they can find internships by designing a website.



Commissioned by

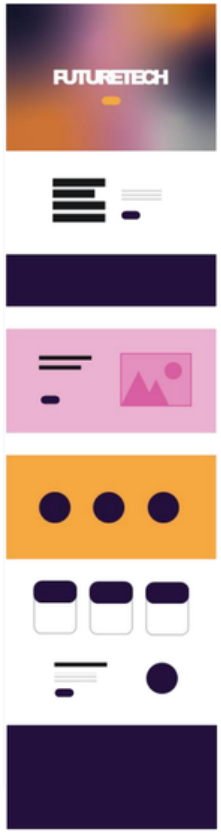
FutureTech Salland

Research

UX research was done to define the needs of the website. In combination with market research prototypes were developed and user tested.
A/B tests, five-second tests, and card sorting were utilized to validate design concepts.







Development

The website itself was build using WordPress as a framework. A home page was defined and a system for finding internships was implemented. Additional code snippits were added to accomplish the design intent of the website. In the end, the website was published and operational.

See Result

Industrial design / Interaction design

Radio alarm clock for behaviour change of adolecents - DREAMR

For the course *design for behaviour change*, we designed an intervention for prebedtime phone use among adolecents. We created a theoretical model which was the basis for our design process. Resulting in a smart radio alarm clock and an associated app. The user has to place their phone inside the alarm clock and it will slowly charge their phone during the night. The app tracks the amount of sleep and you can compare your result with your friends. The alarm clock can project relaxing imagery and sounds before bedtime when the phone is placed inside.

Design for behaviour change - Conceptual design

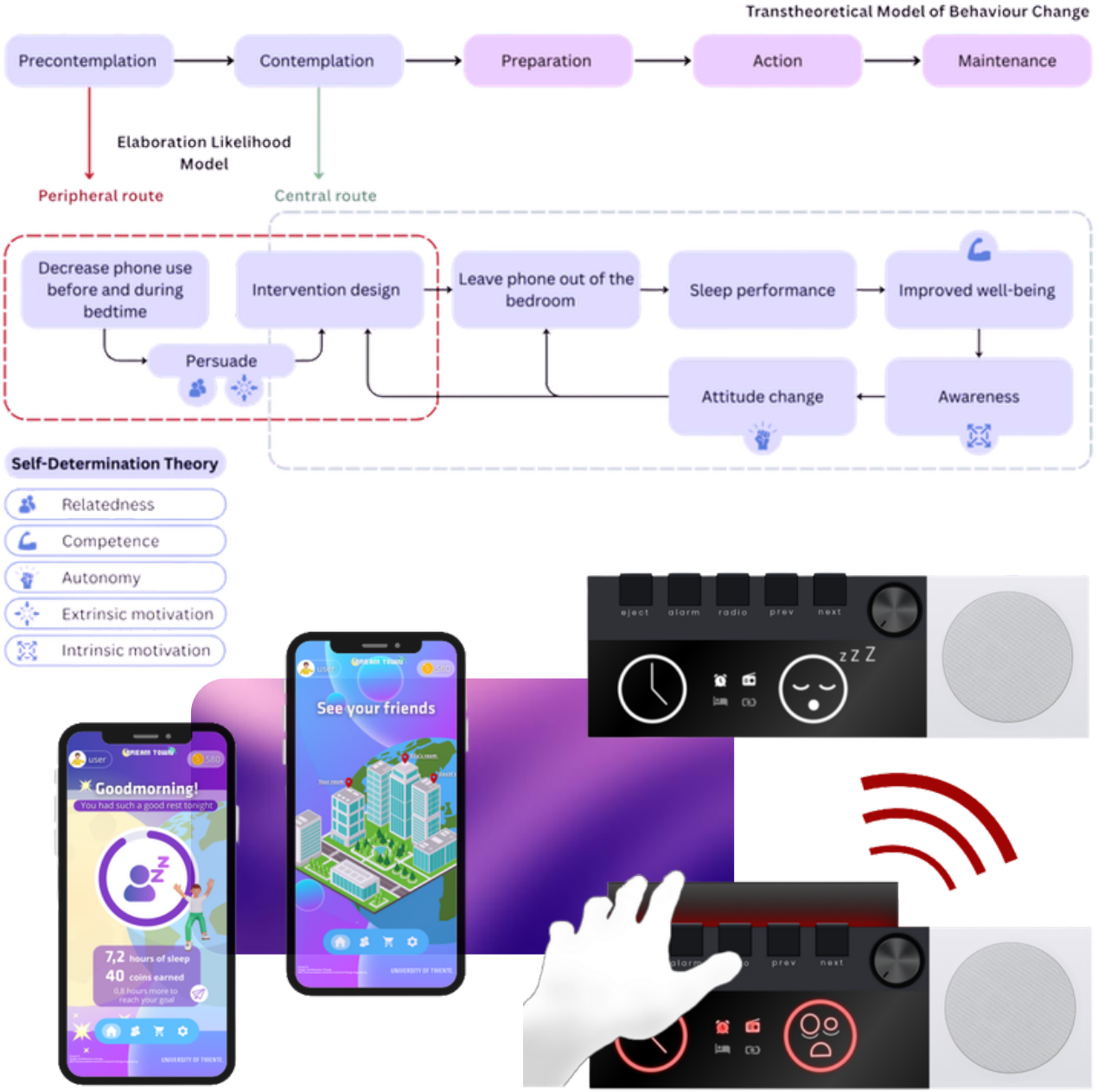


Research

We created our theoretical model based around the precontemplation phase of the transtheoretical model of behaviour change. The goal was to increase the elaboration likelihood by using self-determination theory to direct from the peripheral to the central route. The final model can be seen in the image.

Process

We created the theoretical model with the entire group. As an industrial designer, I was responsible for the design of the physical alarm clock. I compiled a feature list with all the interactions and components. Next I created a 3D render of the design.



Industrial design / Interaction design

Lighthouse inspired lamp that assists with studying - DAYFINDR

Design & Styling - Personal Project

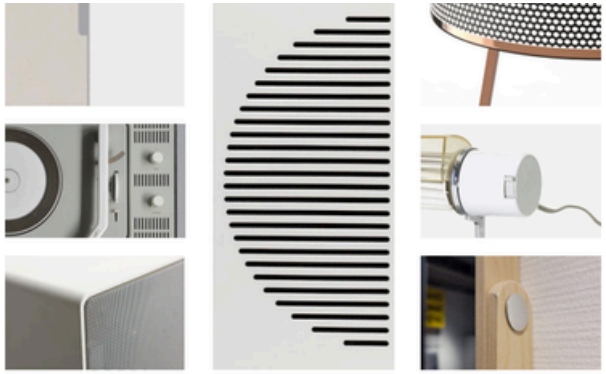
For the course *design and styling,* I was tasked with creating a artefact that would fit your personality. For my project, I designed a lamp that would help improve my studying. I started with an analysis of my personality and used it for ideation of 3 different concept directions. In the end, I took the methaphor of an lighthouse and used for the final detailing phase.

The result is a light the informs the user when they need to study based on the pomodoro technique. It uses a potentiometer for interaction to set the correct brighness level.

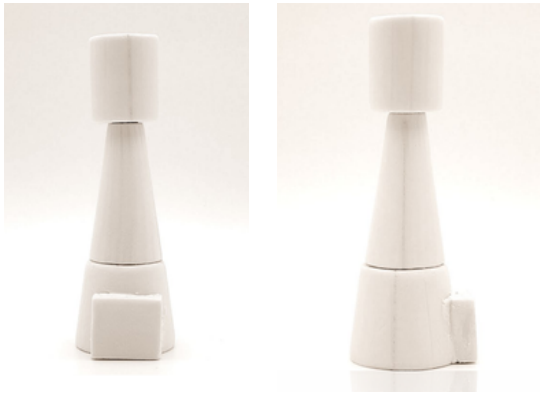


Process

The project is about finding your own personal design style. I was inspired by minimalism and functionalism and used it to guide the design process. To reflect my personality, I choose to focus and creating a product that is relaxing while sparking creativity. I utilized metaphors and interactions during the conceptualization phase, resulting in a lighthouse, lens, puzzle, and staircase inspirations. I explored interactions and detailing based on my personality and design style.









Graphic design projects for D.A.V. Kronos - KRONOMETER

Graphic design - Print design - Promotional materials

As part of the editorial committee of D.A.V. Kronos, I was responsible for the design and layout of the Kronometer magazine since 2021. This involves gathering the articles, defining the order, creating a layout and composing a file that can be send to the printing house.

In collaboration with

Drienerlose Atletiek Vereniging
KRONOS



Promotional

I created several poster and flyers for activities and other events. Utilizing a cohesive design language between all promotional materials.



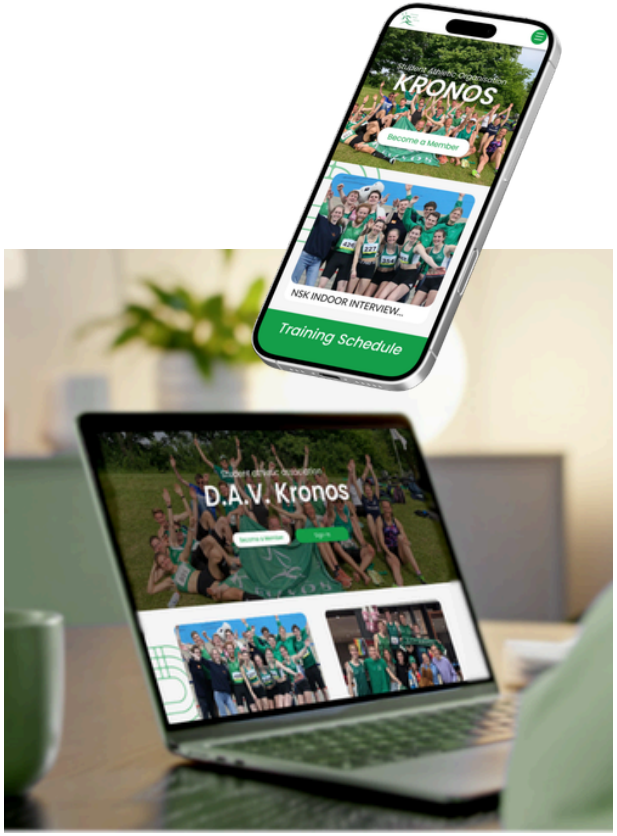
Merchandise

I designed the graphics for the back of a black sweater and beige t-shirt that is used for branded merchandise for members of Kronos.



Website

As part of the website committee, I am responsible improving the design and usability of the Kronos website. This is still a work in progress.



Thank **you**!



Tim van der Kooi
+316-33233064