

Portfolio

Pieter de Goede



Curriculum Vitae

Name: Pieter de Goede

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Education

- 2007 – 2009 Master Integrated product design
At the technical university in Delft
Specialisation Medisign
- 2003 – 2007 Bachelor Industrial design
At the technical university in Delft
- 1997 – 2003 VWO (Pre-university) at Theresialyceum in Tilburg
Direction: Nature & Technology and Nature & Health

Software

- CAD/CAM Solidworks, Inventor
- Graphic Photoshop, Illustrator, InDesign, Coreldraw

Work experience

- 2008 - now Independent product design engineer
References:
 - 'DiagnOptics', Groningen
 - 'Estema', Moergestel
 - 'Stok-Art', Hilvarenbeek
 - 'Outfit.', Gorinchem
 - 'Schrobbelèr', Eindhoven
- 2011 - now R&D engineer at 'BioComp industries bv', Vught
Research, development and engineering from an implant system, the associated components and instruments
- 2010 Design engineer at 'Riho International', Tilburg
Development, re-designing and detailing from wellness-products like baths, whirlpools and shower cabins. (part-time)
- 2009 Master's thesis at 'Philips Medical systems', Best
'Redefining the MRI-experience'
- 2008 Intern at 'SPIRID creation', Rijswijk
Brand-identity; Industrial design and graphic design

Innovative
Motivated
Disciplined
Perfectionist
Medtech
Realist
Structured
Enterprising
Wide interests
Flexible

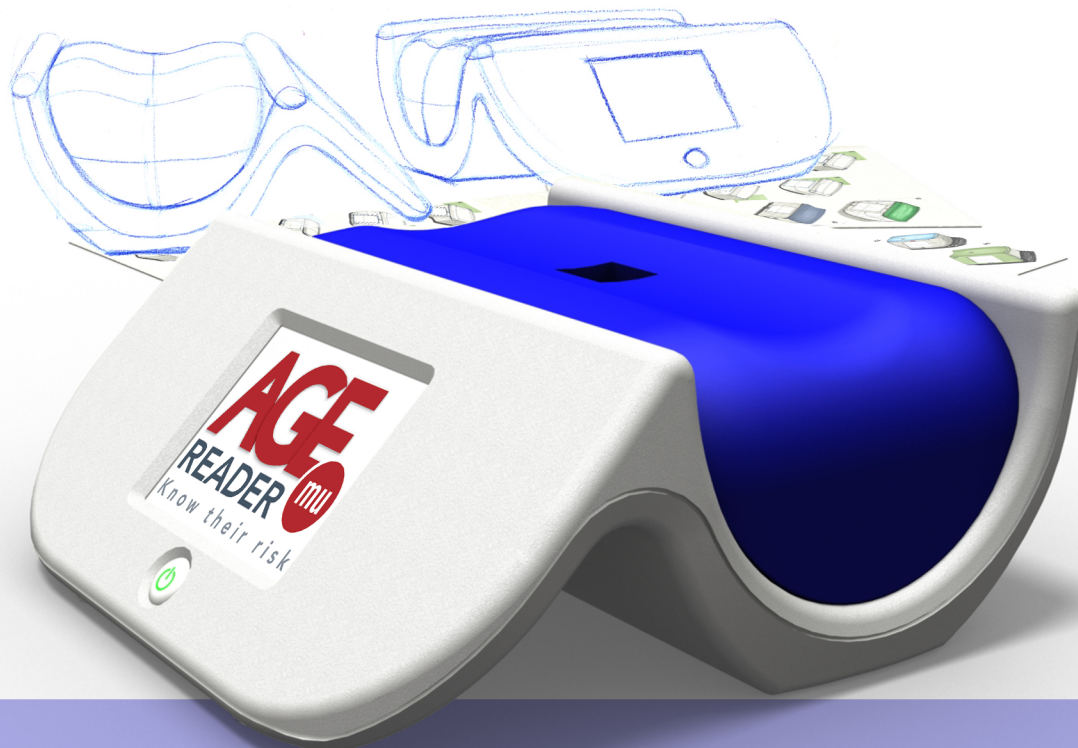
“Creating innovative products as well in function as form”

Eager to learn
Responsible
Practical
Planner
Medisign
Creative
Balanced
Down-to-earth
Perseverance
Controlled



AGE Reader mu

Non-invasive cardiovascular risk assessment

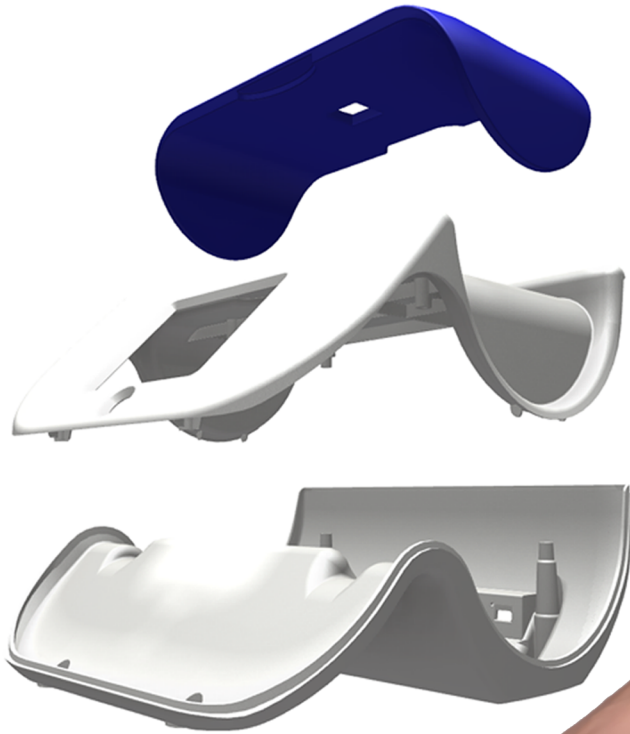


The design and engineering of the housing of the 'next' generation AGE Reader is done from sketch to production.

The AGE Reader mu assesses the level of Advanced Glycation End-products (AGEs) in tissue. Because of their important role in the development of micro- and macrovascular complications, the measurement of AGE's means a major improvement of diabetes care. The short measurement time, small size and attractive price level make the AGE reader mu very suitable for daily clinical use.

Available at:

 **Diagnostix**



The AGE Reader has a light source which illuminates the skin of the forearm. The light will excite fluorescent moieties in the tissue which will emit light at a different wavelength. The emitted light is detected using a spectrometer.

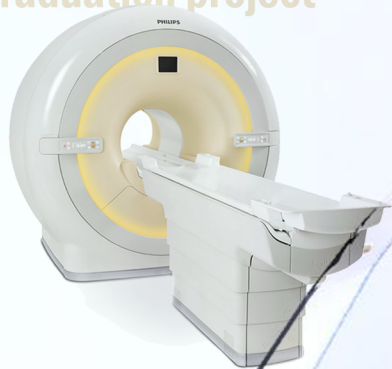
The AGE Reader provides an immediate cardiovascular risk prediction in major chronic diseases such as diabetes, renal failure and cardiovascular disease.

- Besides the product design, I assisted in the interface layout -



MRI-experience

graduation project



Patients often experience an MR examination as stressful and/or, at best, as uncomfortable.

This experience is hampering the medical evaluation, because patients refuse scanning, terminate the scanning preliminary or move during the scan. This leads to extra costs and working-stress for the institutions and risk for the patients' health due to the used sedation.

The assignment for my MSc graduation project at Philips Healthcare was: 'Improve the patients' MRI experience and the workflow for the operator without compromising the quality of the images and the costs for the institution.'

PHILIPS



In-bore entertainment

Patients can enjoy short movies or watch TV during their MRI-examination.



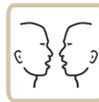
Intuitive Patient control

Patients are able to control the volume and content during the examination



Integrated observation camera

A camera close to the patients' head enables the staff to keep an eye on the patient



Interpersonal contact

A camera and display facilitate face-to-face communication between patients and staff



Indication of study-time

Automatic left-over study-time indication for patients



Intelligent breath-holds

Automatic breath hold guidance for the patients

During seven months an extensive (user) research, idea-generation, concept development, product design and an evaluation with a functional prototype were done.

The final product proposal lets the patient personalize and control in-the-bore entertainment. It also offers two-way audiovisual contact between patients and medical staff, study-time indication and breath-hold-guidance for the patient during the examination.



Furniture



The company 'stok-art' asked to develop a furniture collection based on their customizable 'mannequins' as shown in the picture frame.

The furniture is intended for people that want to decorate it themselves and/or place the fully customized furniture as showpiece in a room.

- Besides the furniture a silicone 'seal' is designed to give the furniture more brand-identity -



For sale at:
stokart



- Customized furniture -

The furniture can be purchased as untreated wooden furniture or already fully customized to your wishes.

- On the right a decorated mannequin is shown -



Robotic vacuum cleaner

for techinnovators



This project was initiated by Philips. The main focus of the project was to create solutions for a cordless Robotic Vacuum Cleaner (RVC) that expresses an intuitive and engaging personality to increase trust, understanding, performance and entertainment.

The target group for the RVC was techinnovators, a group that has a high interest for the latest gadgets.

PHILIPS

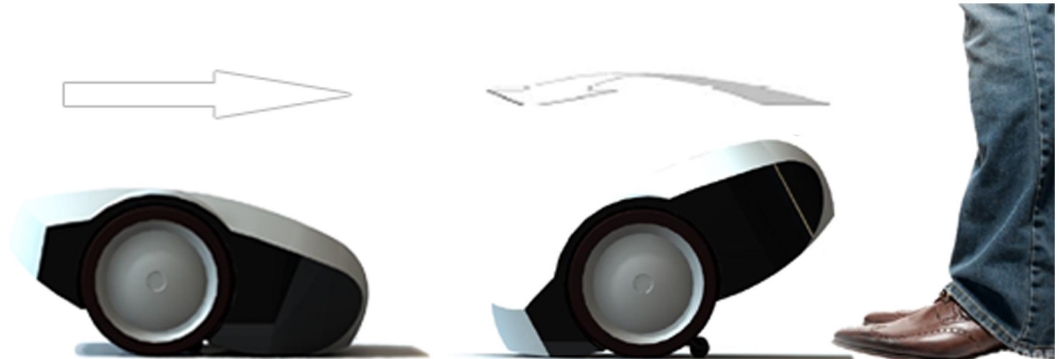


Vision: The RVC has to interact with its user through the use of 'Body-language' This will make the use intuitive and enhances the bond between the user and his RVC.

- You can give the RVC any name; with that name you can call your RVC any time -

- If the RVC is near you it will rise up so you can easily reach its touch pad for some quick commands -

- In case the dustbin is full the RVC will come to you and rise to ask for your help to empty the dustbin -

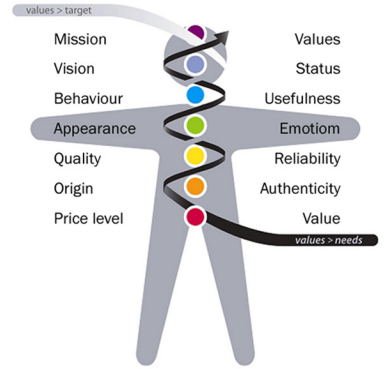


Internship



- SPIRID matrix -

During the spring of 2008 I did an internship at the design agency SPIRID. SPIRID designs proceeding from identity, this approach assures the final product will always match the client wishes and its final users. SPIRID focuses besides designing on consultancy. As trainee I participated in every process; from creative sessions and doing research to making models in Solid Works. During the five months I learned a lot of skills and gained knowledge especially about their working method.



- Brand identity -

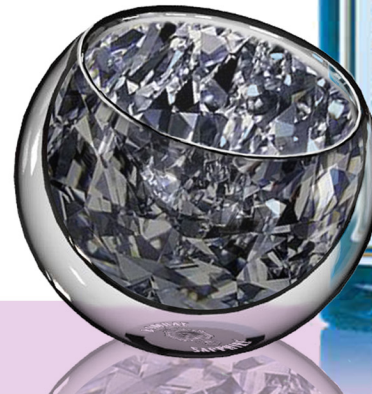


- SPIRID designed the new generation of Sitecom products, combining silk textured chocolate coloured bottoms with a shiny white cover. I participated in the development of the packaging. The graphics of the box communicate in a clear, simple way the content of the box and its features -



- The Blisterlock is a 'lock' that prevents the theft of products in blister-packages. I have made an understandable manual for the Blisterlock and did market research to find a potential buyer for the product -

- During my internship I competed in the designer glass competition from Bombay Sapphire. They challenge young designers to design the ultimate cocktail glass. The result is a double-walled glass with hand cut facets that give an experience of value and brilliance that refers to a sapphire -

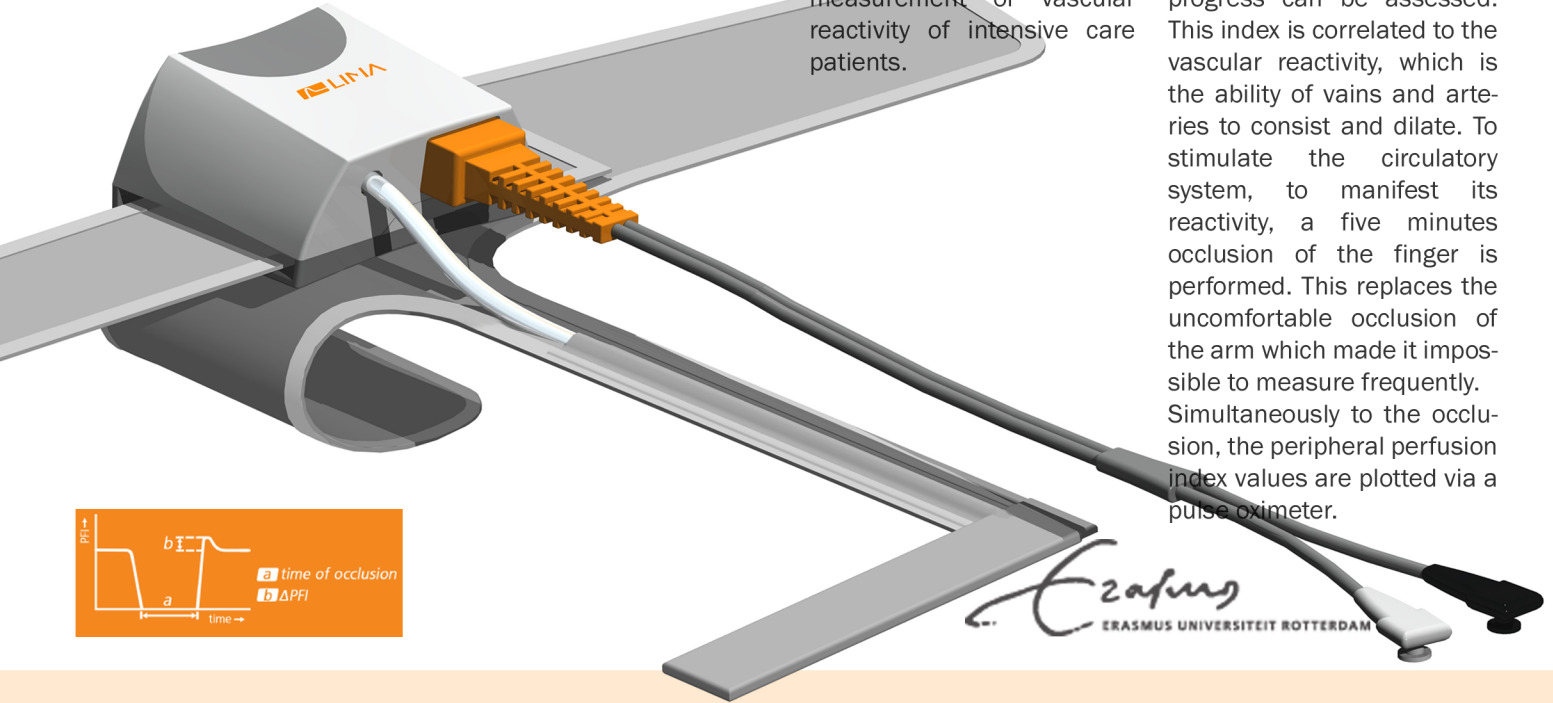


Vascular reactivity

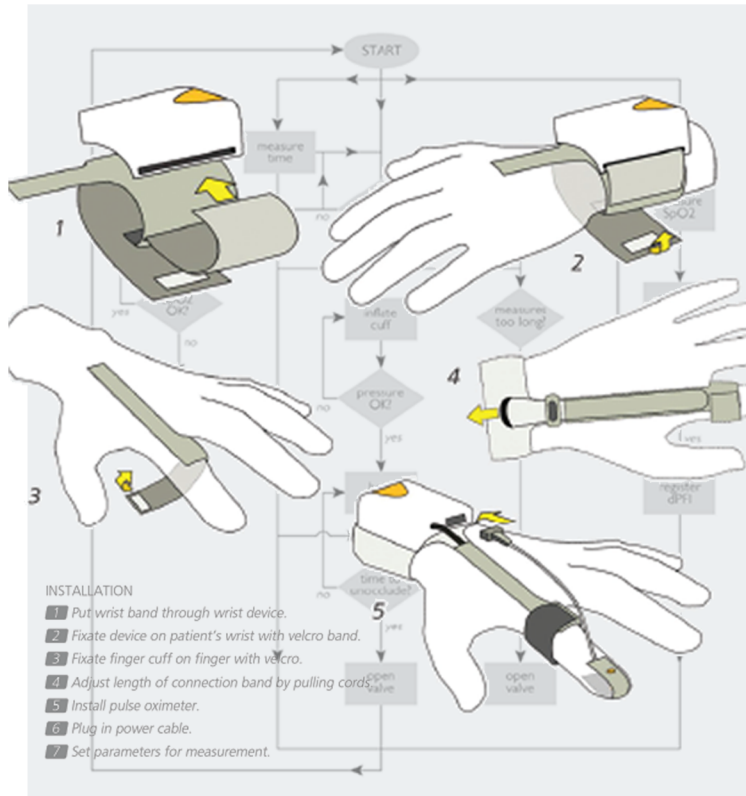
measuring device

This group project encompasses a redesign of a (prototype) device for the measurement of vascular reactivity of intensive care patients.

By means of the changes in the PFI (peripheral perfusion index), the patient's recovery progress can be assessed. This index is correlated to the vascular reactivity, which is the ability of veins and arteries to constrict and dilate. To stimulate the circulatory system, to manifest its reactivity, a five minutes occlusion of the finger is performed. This replaces the uncomfortable occlusion of the arm which made it impossible to measure frequently. Simultaneously to the occlusion, the peripheral perfusion index values are plotted via a pulse oximeter.



Erasmus
ERASMUS UNIVERSITEIT ROTTERDAM



This wrist device is fixed on the patient's hand by means of a glove with velcro. The product allows the physician to select the time of occlusion and the time between the measurements.

The pump and valve - which realize the inflation of the finger cuff - are located within the wrist device. A Bluetooth module in the device enables a wireless connection between the device and main computer of the ICU. The pulseoximeter is attached to the finger with an adhesive plaster.



- Testing prototype -

Promotional textiles



- Bags DAMEN -

I have made the graphic designs for the 'private label products' of amongst others: Damen, Zuivelland, van Leest, Perskindol, Tuinland and Bouwcenter.

This are freelance-projects for the promotional-textile company 'Outfit.'

OUTFIT.

- 'Private label' clothing -



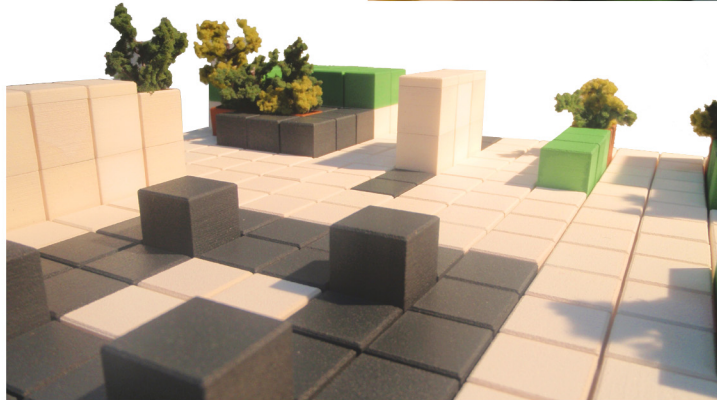
Social rooftop 'qubes'

With a multidisciplinary design team of seven final-year students a new innovative way of using flat rooftops is developed for the company Consolidated Nederland.



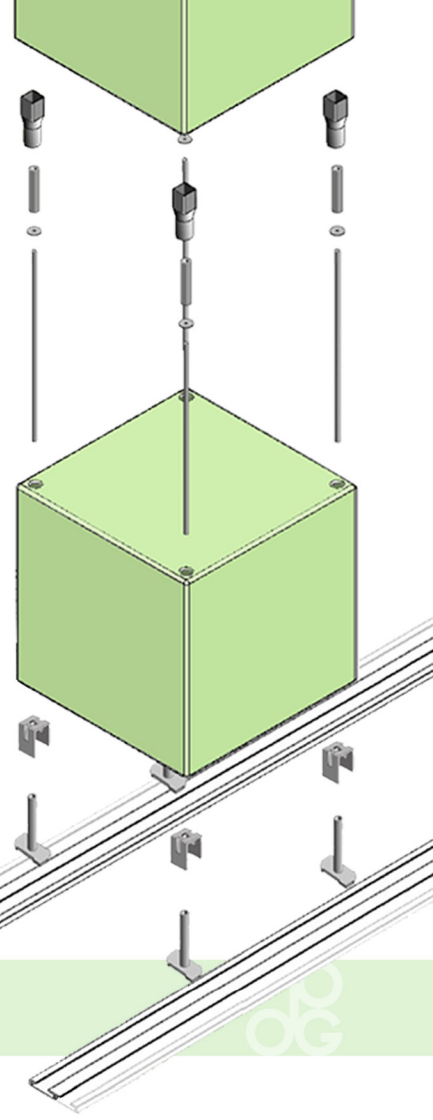
The cube is a most versatile element. Many forms can be created with it and in large numbers the cubes have a stunning architectural effect.

- Walls of up to two meters can provide shelter from the wind and give a sense of privacy to the users -



- Lower walls create separate areas without losing the human touch -

- A straightforward fixation mechanism provides the possibility to change the arrangement of the cubes and thereby the appearance of the rooftop -



Dining chair



This dining chair is designed for the “Noordelijke Ontwerpwedstrijd 2010”. This is a prestigious design contest initiated by Wonen&Co, Vos interieur en Academie Minerva.

The challenge was to design an original and comfortable dining chair inspired on the designs of ‘Gispen’. The winning design will be incorporated with the new Dutch furniture-brand ‘NED’.





- Scale model -

The result is a comfortable dining chair with an optical surprising frame; The 'floating' seat and backrest create a characteristic silhouette.

- The chair is manufactured from one bended chrome pipe and furnished memory foam placed on multiplex -



- Side view -



- Front view -



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