



port

folio

2020

Marieke van Dijk.

Social, service and strategic designer
& Illustrator, graphic designer and photographer



about me

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Marieke van Dijk.

I am recently graduated from the master Design for Interaction at the Delft University of Technology. 25 years old, cheerful, energetic and **endlessly curious about almost everything**. This curiosity makes me aim to understand how emotions, underlying values, needs and desires, cause and influence people's behaviour. I love to research, discuss and deliberate about what is important to people, and **translate abstract ideas into concrete solutions** that create change in real-life. I want to be involved in design projects that do not stop at the idea, but are truly realized and bring realistic value for individuals, communities or society.

Optimistic way of working

Optimism is my realism: I like to think about how design can evoke enthusiasm, motivation, energy, liveliness or hope in situations that could use a more positive, healthier or more sustainable mindset. I like to explore 'off the beaten track' and understand unknown or complex situations. To meet and understand the people I am designing for. At the same time, I like to **work tightly together with a motivated and powerful team** passionate about design. I am a productive and efficient worker, but in-between jokes are indispensable. With my **down-to-earth countryside roots** in combination with a creative mind that quickly makes the craziest connections, I bring vague ideas into reality.

Visual communication.

Visualization is essential in communicating insights and ideas. With a love for visualization, I strongly developed my creative skills in graphic design, illustration and photography, to make sure image and message have the right impact. In my first study year, I set up the company Virtuwoos with a friend. **Virtuwoos** opened up the possibility to explore visualization in a variety of jobs. Over the past seven years, we have worked on hundreds of visual communication commissions. **Besides design projects, examples of visualization work are presented in this portfolio as well.**

"I like to think about how design can evoke enthusiasm, motivation, energy, liveliness or hope in situations that could use a more positive, healthier or more sustainable mindset"

design

projects

Perspective News

Design to reduce (the perception) of polarization: exploring perspectives in the public debate with emotional awareness.

Perspective News, an online platform on which Dutch citizens can explore society's perspectives, is the final design proposal of my master thesis and an answer to a growing perception of polarization. 77% of the Dutch citizens (Burgerperspectieven, 2019) think disagreements on social issues increase, on which media have a large influence. As we mostly hear and see the more extreme and opposing sides in the media, it seems like society is divided about many issues. Perspective News provides a stage to everyone, not just the extremes. The platform of Perspective News helps to get a sense of what a significant amount of society thinks and feels in a nuanced and visualised way.

Design brief

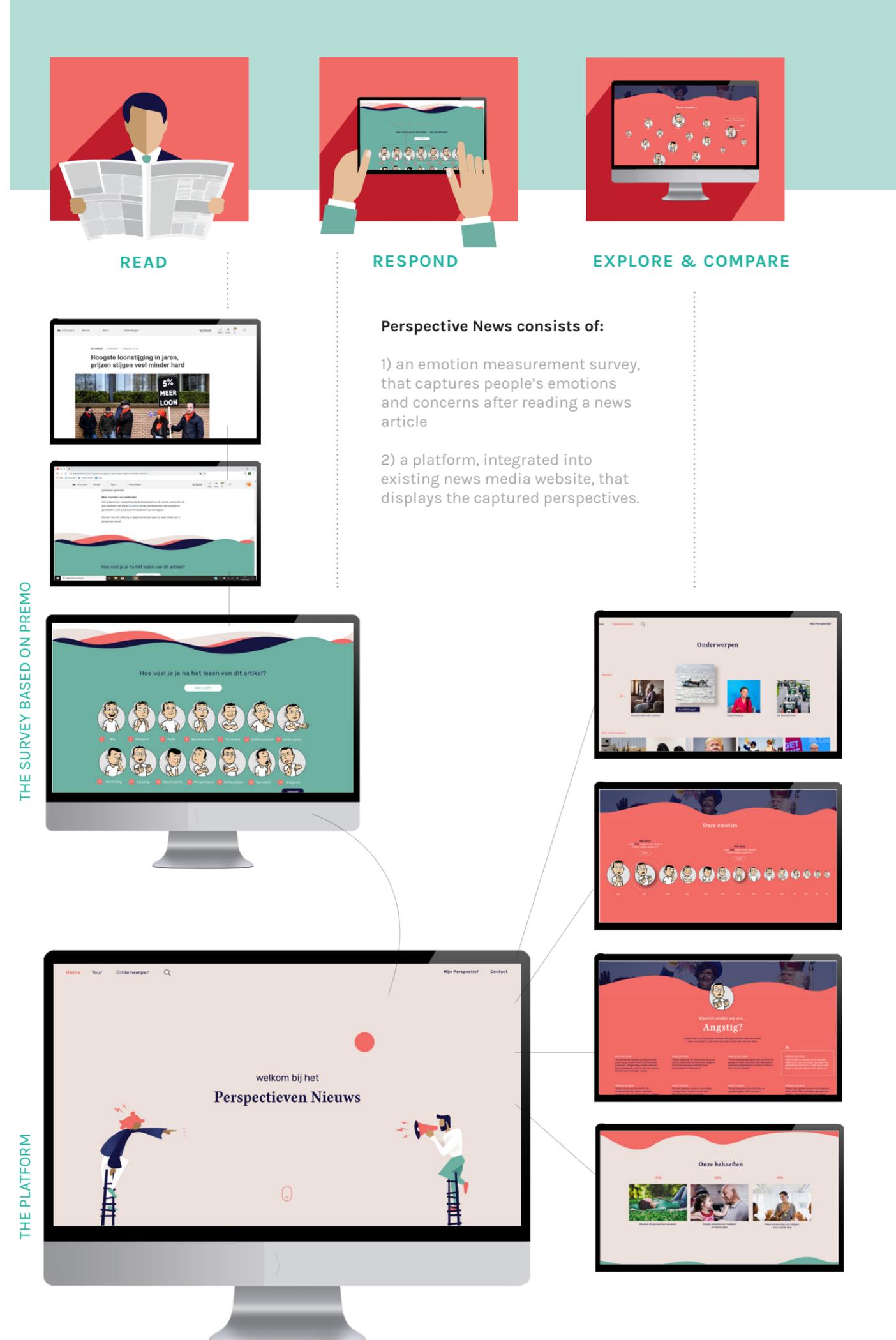
The project is based on PrEmo, a self-report emotion measurement tool developed by case-owner Emotion Studio, using 14 emotions expressed as cartoons. In a polarized society, one is either positive or negative, with little space for nuanced emotional awareness. Yet, all of our thoughts and behaviours are influenced by our emotions. The project aimed for a new application of PrEmo on social issues, in which the method leads to a better emotional understanding in the public debate.

Design research

The influence of media on polarization was analysed through desk research, a literature study and interviews with media, experts and news consumers. Four key problems were defined, addressing potential fields for change. Subsequently, a design vision was created.

Design vision

"Design to reduce the perception of polarization by enabling Dutch citizens to explore and contribute to the variety of society's perspectives on social themes, using emotional awareness."



Experience Expert toolkit

A service toolkit to integrate 'Experience Experts' into the system of professional careprofessionals and start a new collaboration.



Together with an international project team, I designed for the Social Services of Espoo, a city next to Helsinki, Finland. We created a system for the Social Services in which Experience Experts are given an important role. Experience Experts are people who previously have been clients of the Social Services through particular experiences in their lives, such as being homeless or having illnesses, and who are willing to use that experience for supporting and helping others in a similar situation.

Design brief

The Social Services already started to work with Experience Experts. Professional caregivers have seen the value of people with experiences, which new clients can better connect and identify with. However, the organization lacks a system and structure of working with them, and some care professionals are not yet convinced about the new collaboration. The goal of this project was to use service design to create a system and improve the collaboration to help new clients better.

Through this identity tool, new Experience Experts are able to create a personal profile by picking a main focus and adding other preferred activities. This profile helps social workers to ask a specific Experience Expert to collaborate with.

Final design: a service toolkit

A roadmap of the Experience Expert journey was created (left figure), based on the different phases and needed support system (managing team and the social professionals), including goals and challenges. By defining these aspects, we were able to bring focus to each individual step that needed extra attention, aiming to create a well-functioning system as a whole. For each step a tool was created, addressing the identified challenges, that help the Social Services in taking concrete steps.

This Reflection and Development tool is meant for continuous reflection of the current system, how it works and how it could be improved. The seven cards contain questions on the back that stimulate thinking about different aspects.



- ACTIVITIES & RESPONSIBILITIES
- CAREGIVERS AND EXPERT INTERVIEWS
- CREATIVE SESSION FACILITATION
- PROJECT MANAGEMENT AND PLANNING
- SERVICE BLUEPRINTING
- IMPLEMENTATION STRATEGY
- PRESENTATION OF RESULTS



The buddy system

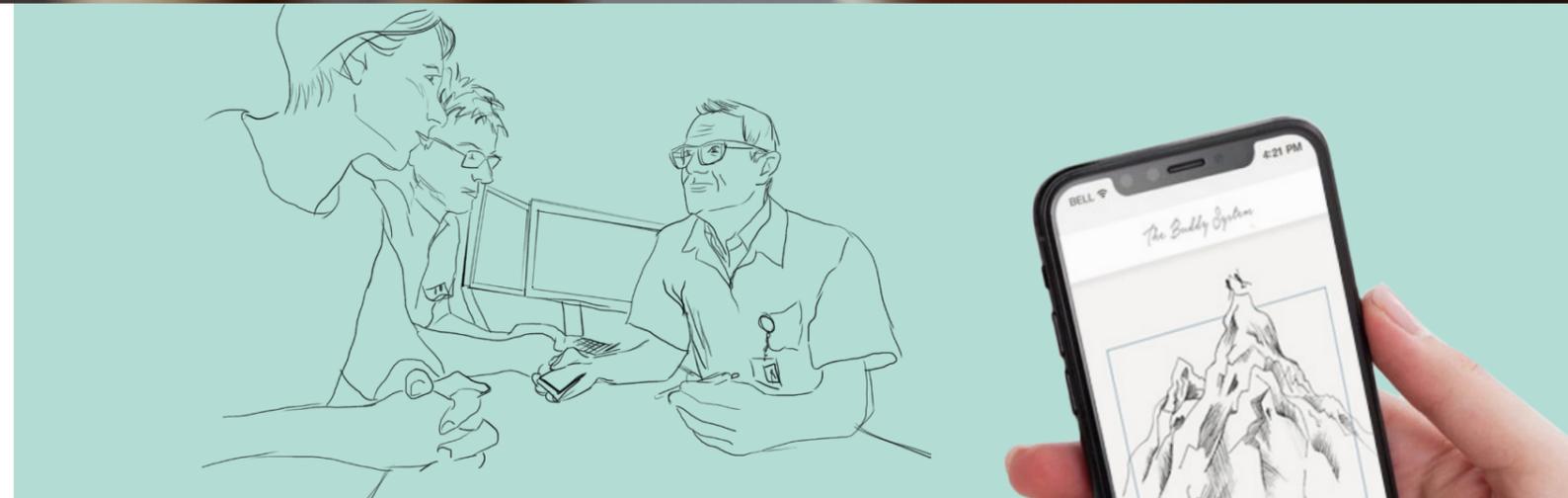
A mobile application to stimulate patients recovering from a stroke to find joy in rehabilitation by exercising together.

The Buddy System is an application designed for rehabilitation patients recovering from a stroke. The application stimulates patients to regularly exercise towards recovery together with a buddy: a friend or family member. The patient selects a concrete recovery goal, such as 'I want to be able to drive a car again'. The buddy selects any goal that can be achieved in the same time scope, for instance, 'I want to learn to play the piano'. Through the app, the patient and buddy record their progress and motivate each other by sending messages and pictures. The focus lies on the mental well-being of the patient as well, rather than only physical recovery.

Design brief

Case-owner Adjuvo Motion designs rehabilitation gloves that enable distant monitoring of patients' progress by measuring the patient's hand's dexterity while executing rehabilitation exercises at home. The data is sent to a platform whereon a therapist can track the patients progress. The design brief was to develop the current glove or platform.

"Recovery can be a rewarding process, when noticing the effect of your own efforts. Therefore increasing fun and connectedness in exercising was key in the design process."



Connecting buddy profiles

Recording progress

Buddy communication

Design research

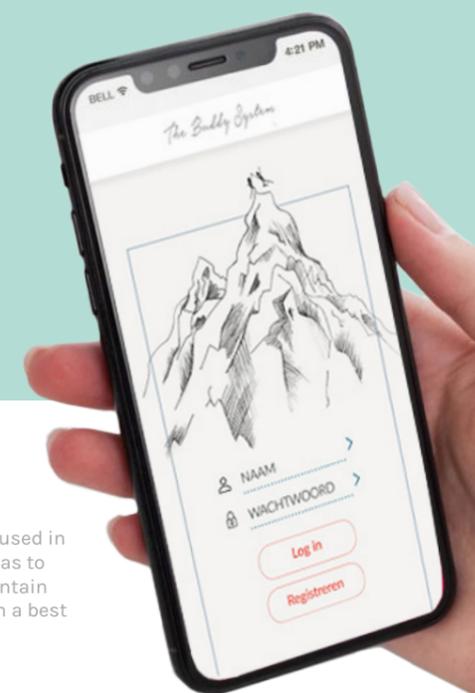
By using the Vision in Product Design (VIP) method, a future vision for healthcare was created based on extensive future development and trend analysis. Besides, several care-professionals, rehabilitation therapists and patients were interviewed. It appeared patients feel pushed towards recovery, feeling like a 'number' in a big system that only focuses on physical recovery. I decided to focus on the patient's mental well-being in the rehabilitation process.

Design goal

"To create a carefree feeling for a patient in a long-lasting recovery process, by centralizing the patient's living world in contact with the therapist and social environment"

The analogy used in the design was to climb a mountain together with a best friend

ACTIVITIES & RESPONSIBILITIES
 DESIGN BRIEF FORMULATION
 PATIENT AND EXPERT INTERVIEWS
 INTERFACE DESIGN
 IMPLEMENTATION AND FUTURE VISION



Feeling welcome at the foodbank

Design of a new handing out table for the Dutch foodbank, that stimulates collaboration, eye contact and smaller distance between volunteer and client during the handing out process of product.

The Voedselbank (foodbank) is an organization that hands out food boxes to people in poverty on a weekly basis. In the current interaction between volunteers and clients, clients and volunteers hardly communicate. Clients feel ashamed and inferior towards the volunteers. Volunteers feel rushed to help all clients in time. 'Welcome Here', a new handing out table designed in this project, stimulates interaction between volunteer and client and aims for a welcoming feeling.

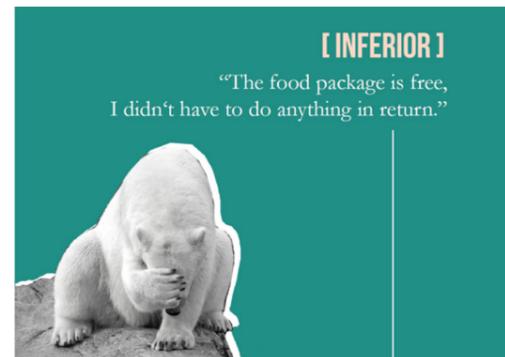
Design brief

To explore the current interaction at the Voedselbank during the weekly handing out process and design and develop several interventions to create a more desired interaction.

Design research

Design research was conducted through volunteering at the Voedselbank in Delft for weeks, context mapping, interviewing volunteers and clients through senti-sizing materials and testing several interventions during the handing out process to create the desired interaction.

Current interaction



Final design evaluation

The handing out desk was evaluated in context. During the user test, the table encouraged more interaction between volunteer and client. People smiled and conversated more, made eye contact and collaborated in packing the products. People noted the lamp made them feel more 'at home'.

Design Goal

Help volunteers at the foodbank to let clients *feel welcome*, in order to increase their self-esteem

Welcome Here is a desk designed for the handing out process of the Voedselbank, as a replacement of the current (normal) table. This new way of handing out lets the volunteer and client stay closer to each other longer and face-to-face, and stimulates collaboration in packing the products.

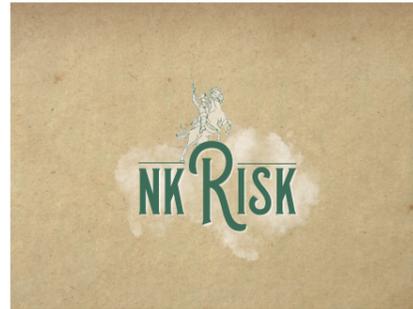
ACTIVITIES & RESPONSIBILITIES
CONTEXT MAPPING & CASE STUDIES
EXPERT AND USER INTERVIEWS
INTERACTIVE PROTOTYPING
PROJECT COMMUNICATION

Visual- ization

Graphic design, illustration and photography

New identity for NK Risk

On behalf of my company Virtuwoos (www.virtuwoos.nl), I created the new identity for the annual Dutch championship of Risk, a famous Dutch boardgame. The new identity involved a logo, illustrations and webdesign.



informatie



No risk No glory

schrijf je in

12.01.2019
NEEM DEEL AAN HET NK RISK

NK RISK LANCEERT LUSTRUM EDITIE

Het NK Risk, het evenement om jouw speelkwaliteit in dit beroemde bordspel te tonen, lanceert haar lustrumeditie. Afgelopen vier jaar stredden velen om de titel, waar maar één de winnaar kan zijn. Wie wordt de kampioen van 2019?

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WANNEER? 12 januari 2019
WAAR? Van Nelle fabriek, Rotterdam
HOE LAAT? 9:00 - 20:00
WAAROM? Gezelligheid!

SPANNING EN SENSATIE

Het beroemde bordspel Risk draait om spanning en sensatie. Het evenement... Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

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CONTACT

Suggesties, opmerkingen of briljante Riskstrategieën die je graag wilt delen? Je kunt ons altijd bereiken!

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+316 36 30 12 65

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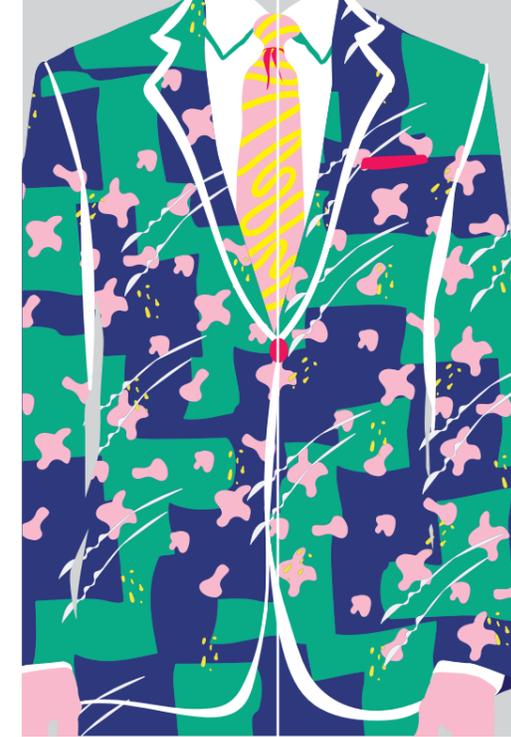
New identity for Being A Designer

When I worked as junior designer at the design thinking studio 'Being A Designer', part of my responsibilities involved creating their new identity. An analysis of their desired image formed the basis of their new studio identity, consisting of a newly designed website, photography, quotation and invoice design and social media materials. www.beingadesigner.com



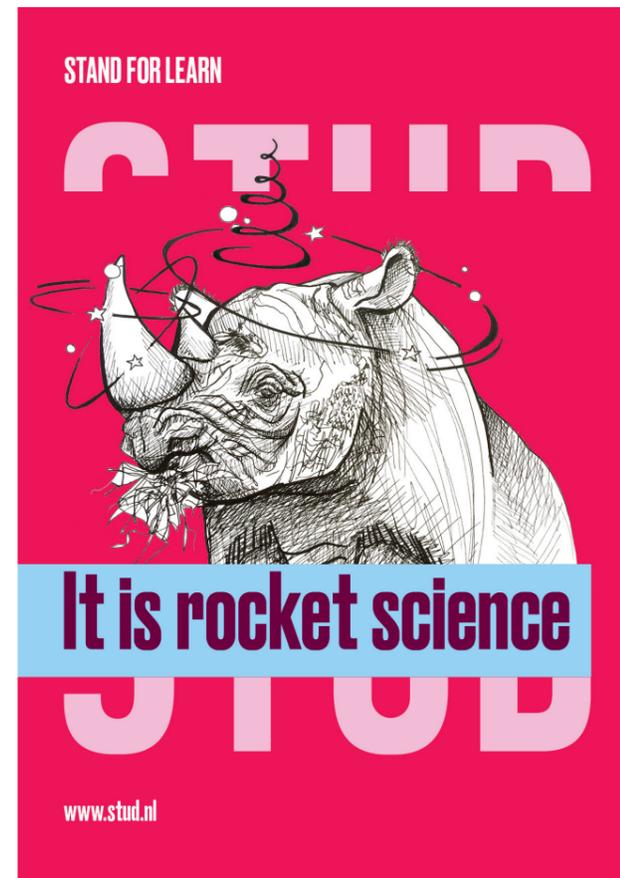
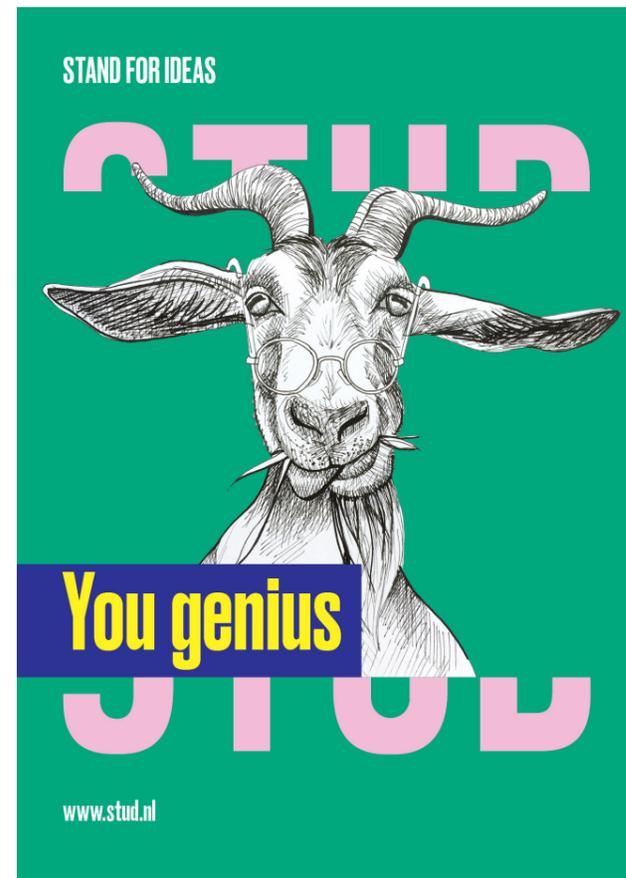
Campaign for the new Stud identity

When the outline of the new identity of Stud studenten-uitzendbureau (the largest student job agency in Delft) was created by design agency Fabrique, the style had to be applied and adjusted to several material and contents. I illustrated and designed postcards, canvas bags and card for relations of the agency and notebook covers.



An announcement card was designed to show the new identity of Stud to relations of the company. The jacket on the front side can be opened in the middle, whereafter the text is presented.

Postcards were created to show the new Stud identity to students.



Branding for a private air taxi

Since 2 years I am the branding and marketing manager of the company Fly Aeolus, designing website pages and materials for clients like cold e-mails, infographics, birthday card and airplanes stickers. Fly Aeolus is a private air taxi, offering low cost private flights in Europe to bring people to their destination fast.

FLY WITH 

Fly Aeolus

1. BOOK
Where do you want to go? Fly Aeolus Air Taxi reaches up to 1600 airports in Europe, one close to your destination is guaranteed. Fill in your details in the online travel planner.

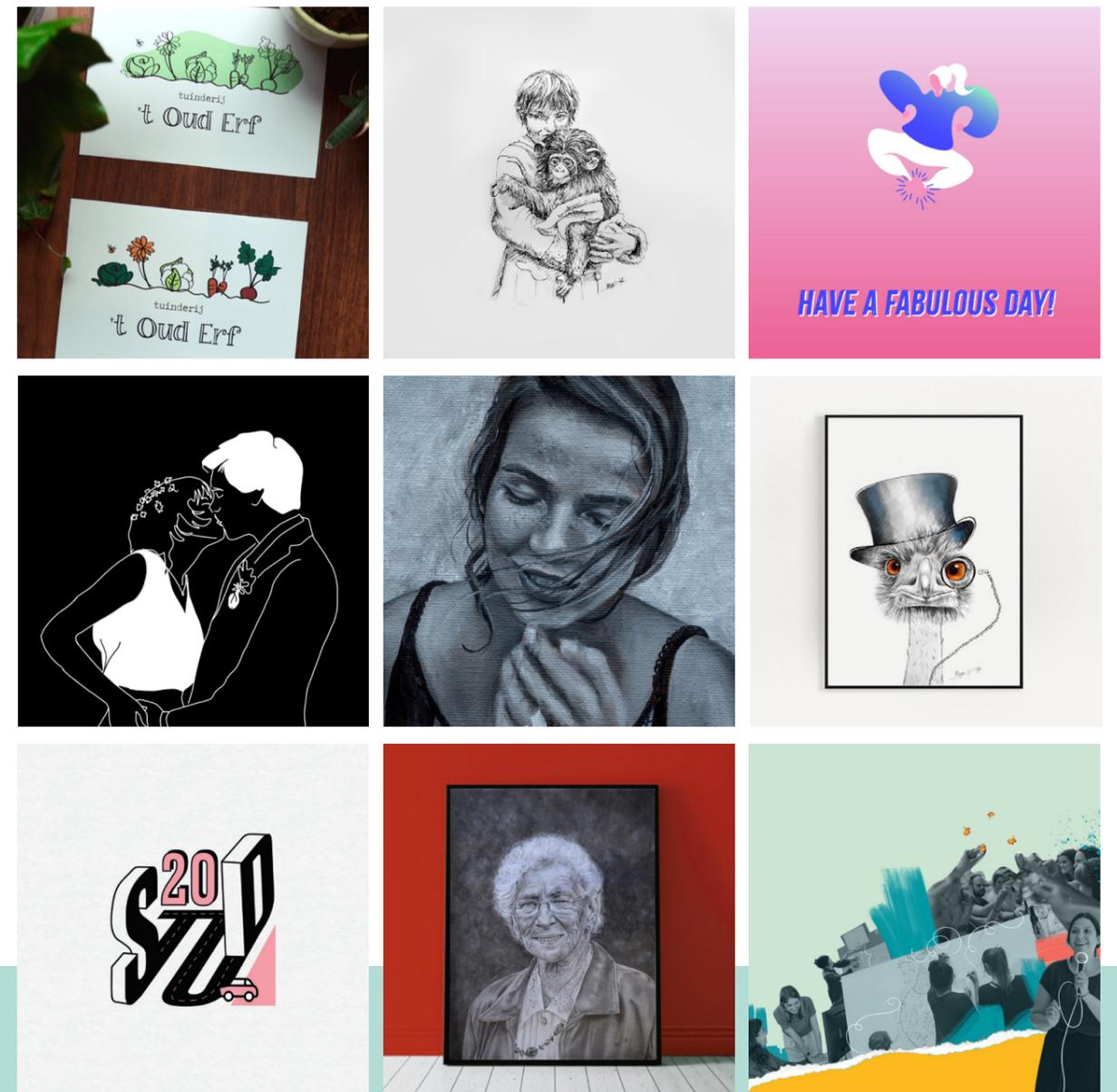
2. CONFIRM
Once you selected your departure and destination, we will review your booking request and get in touch to discuss your specific wishes. After verification, a confirmation will be send to you with your schedule, terminal addresses and contact information.

3. EXPERIENCE
Halve your travel time with 50%. No check-in is needed, so no delay in your travel schedule. It will take you only 15 minutes from the terminal parking lot until taking off.

www.flyaeolus.com | info@flyaeolus.com | +32 (0)3 500 9082 +31 (0)1 5820 0999

Virtuwoos visualization projects

A small selection. Check out www.virtuwoos.nl or [instagram.com/virtuwoos_visual](https://www.instagram.com/virtuwoos_visual) for more visualizations.





Photography for a transgender project

Fellow student Celeste delves into the man-woman contrast for her study project 'exploring interactions' about transgenders. She cut her hair and wore men's clothes for months to experience the way people react on her acted gender change. I got interested in her courage to explore this interesting but vulnerable subject and asked her if I could photograph her. Hereby a selection from the fotoshoot to catch this man-woman contrast is shown.



PHOTOGRAPHY | CITY

Zooming in on Delft

For the student job agency Xtend I took pictures of the city of Delft, used as impressions for their website. Especially the campus of the University of Technology Delft, the center of Delft and technical students were being photographed.



PHOTOGRAPHY | PEOPLE

Nina in Rotterdam

For a personal project I took pictures of Nina in Helsinki during our time abroad. The photogenic scarf begged for a revival and so we wandered around in a stormy Rotterdam.

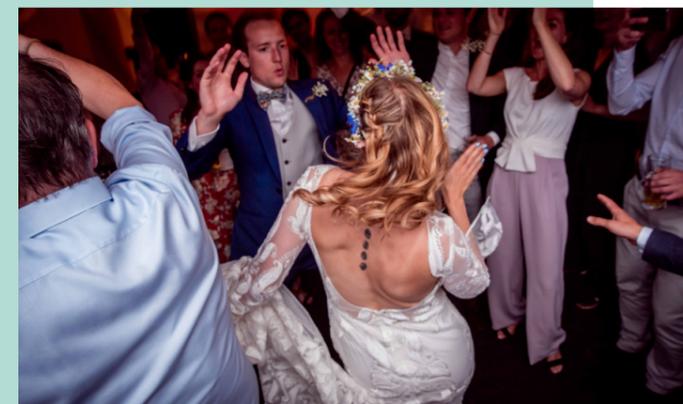




PHOTOGRAPHY | WEDDINGS

Wedding photography

Together with my compaign from Virtuwoos I photographed a number of weddings; events that provide room for creativity and experimenting.



PHOTOGRAPHY | PEOPLE

Behind the scenes

To introduce their new employees on social media, restaurant chain the Spaghetteria asked us to do a fotoshoot of the waiters and chefs in their restaurant.