

# Hi, I am Tom Kluijver MSc.

An engineer turned UX designer.

Design philosophy - Designing holistically, guides you in the design of the details.

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## Work Experience

**Ava Security, Senior UX designer** | Dec 2021 - present, London, England

I solely manage UX for Aware (the video product). Manage management meetings for design team updates. Additionally, I help management plan and prioritise releases by defining potential use cases for features.

**Tones gallery, Co-founder** | Dec 2021 - present, Utrecht, Netherlands

Co-founded a fully financial transparent digital art gallery focussed on emerging artists. Currently representing 3 artists and are fully operational with a MVP.

**Ava Security, UX designer** | Feb 2020 - Dec 2021, London, England

Relocated to London for Vaion (Ava is the rebrand) to be more in touch with management and the engineering team. I was solely responsible for early research into and developing our newest Hybrid Aware product (cloud and edge). Currently used by more than 500 customers.

**Vaion, Junior UX designer** | Sept 2018 - Jan 2020, Oslo (Norway) & London

Joined the startup during its first design sprint. I translated technical solutions, including AI and cloud, to interactive experiences. I did both customer and in-company demos and helped launch the product. In a team of two, I was responsible for the UX of half of the product.

**To-Mu, Freelance Designer** | 2013 - 2018, Delft, The Netherlands

The design projects ranged from strategic product consultancy to concept development. I worked for companies like: Zimmer Biomet, RDM Makerspace, TU Delft and many more. E.g. for RDM Makerspace I co-wrote and produced their marketing material for their Marvin kickstarter and it more than doubled their initial goal.

**Startup incubator, UX researcher** | Sept 2016 - Nov. 2016, Delft, The Netherlands

Design, research and market a new webapp for Exact. I worked for a startup within Exact to explore new market opportunities.

**Pendle, Co-founder** | 2014 - 2016, Delft, The Netherlands

Fully developed, including a supply chain (at a sheltered workshop), a sustainable product in collaboration with BlueDot. Unfortunately we had to cancel the launch.

**Reggs Design Agency, Design intern** | 2015, Amsterdam, The Netherlands

Market research, high-end visualisations, preparing design workshops and 3D modelling.

## Education

### MSc Integrated Product design

Delft University of Technology, 2013 - June 2017, The Netherlands.  
Graduated with a 9/10 on the topic "Nubus, the omnipresent personal computer". Nubus is a vision for the next generation of smart devices for consumers based on cloud computing.

### Comprehensive Human Behaviour and Brain Sciences

University of Tsukuba, 2015, Japan

### Minor Sustainable Design and Engineering

Delft University of Technology, 2013, The Netherlands

### BSc Industrial Design and Engineering

Delft University of Technology, 2010 - 2013 The Netherlands

## Achievements

### Red Dot design award

2021, United Kingdom  
Won the smart products category award with our Ava cloud video security product.

### Publications Around the world in 80 followers

July 2017 - Jan. 2018, internationally  
The project Around the world got exhibited at the Google Chicago art wall and published both in print and online magazines.

### JASSO Scholarship

2015, Tsukuba, Japan  
I was awarded the JASSO scholarship which is set aside for international students who achieve a superior score in their masters program.

### Second prize design competition

2014, Delft, The Netherlands  
Second prize in the BlueDot Design Competition with as theme reusing waste material.

## Other Experiences

### Nubus venture exploration

Jan. 2018 - May 2018, Delft, The Netherlands  
With interest of several companies, like KPN, TU Delft, YES!Delft and NXP, I conducted a startup venture exploration for Nubus. This resulted in being rewarded with the second prize at the first circular Dragons Den in Delft. Other activities included product pitches and business model development.

### Around the world in 80 followers

July 2017 - Jan. 2018, Internationally  
A social experiment based on my instagram following. I travelled through the US and EU to meet 20 of my unknown Instagram followers. The project got by national and international magazines, The crowdfunding campaign I created provided me an additional 500 euro of income and reached up to 2000 unique visitors a month on my blog.

## Skills

User research  
Market research  
Concept ideation  
Information architecture  
Interaction design  
and more...