

Hi, I am Tom Kluijver MSc.

Engineer turned Senior UX designer.

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Work Experience

Motorola Solutions, Senior UX designer | 2022 - present, London, UK

Team presentations to stakeholders, streamlining UX, and leading design propositions during product mergers. Contributed successfully to the transition from Ava Security to Motorola Solutions. Project manage Orchestrate product integration, support in project planning, release prioritization, and defining potential use cases. Solely responsible for the flagship product launch of DMP. Trained and mentored two new employees. Proven ability to drive seamless transformations and deliver exceptional results.

Tones gallery, CEO & Co-founder | 2021 - present, London, UK

Shaped brand identity for Tones gallery. Spearheaded talent acquisition and implemented sales funnelling strategies. Tripled website visitors, quadrupled newsletter subscribers, and orchestrated successful launch of limited edition prints in 2022. In charge of the external marketing team and global expansion.

Ava Security (Acquired by Motorola Solutions), UX designer

2018 - 2022, Oslo, Norway

I've significantly influenced MVP development, market analysis, and captivating product demos. Leveraging meticulous user research and information architecture, I've crafted engaging UX designs, leading to a 40x valuation and a prestigious Red Dot Design Award. My expertise lies in transforming technical solutions into immersive user experiences.

Nubus, Founder | 2017 - 2018, Delft, The Netherlands

Secured second place in the Circular Dragons Den Pitch competition. Initiated a cross-industry collaboration with KPN, TU Delft, YES!Delft, and NXP to explore venture opportunities for Nubus. Successfully built an MVP for product demos and crafted a compelling business plan to showcase its potential and attract investments.

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

Created compelling marketing material and drove a successful Kickstarter campaign for RDM makerspace. Co-wrote and produced marketing material for RDM Makerspace's Marvin Kickstarter, surpassing their initial goal by twofold. Led design explorations and concept development for renowned companies including Zimmer Biomet, RDM Makerspace, and TU Delft.

Startup incubator, UX researcher | 2016, Delft, The Netherlands

Conducted extensive UX research and problem definition to create initial use cases to design for. Explored UX flows to unlock new market potential and business opportunities for a startup within Exact.

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.



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 consumer smart devices based on cloud computing.

Comprehensive Human Behaviour and Brain Sciences

University of Tsukuba, 2015, Japan

BSc Industrial Design and Engineering

Delft University of Technology, 2010 - 2013 The Netherlands. With a minor in Sustainable design and engineering.



Achievements

Red Dot design award

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

Circular Dragons Den

2018, Delft, The Netherlands
Second prize in the Circular Dragons Den Pitch competition for Nubus.

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.

Bluedot design competition

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



Other Experiences

Volunteer Personal Trainer

Sept 2021 - Present, London
On Wednesdays I organise and lead a workout session for the non-profit organisation Urban Tribe Life at Primrose hill in London.

Around the world in 80 followers

July 2017 - Jan. 2018, Internationally
Embarked on a captivating social experiment, meeting 20 unknown Instagram followers across the US and EU. Published in prestigious national and international magazines. Curated impactful art exhibitions and successfully crowdfunded to supplement income. Built a popular blog with 2500 monthly unique visitors.



Skills

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