

# MYRTE THOOLEN

WWW.MYRTETHOOLEN.COM

PHD CANDIDATE & DESIGN RESEARCHER  
Eindhoven University of Technology, Industrial Design, and member Pleyade Innovation Team (care organisation Pleyade)



Hi! My name is **Myrte Thoolen**, 28 years, and living in Breda. As a design researcher, I am passionate about understanding the diversity of individuals, their vulnerabilities, strengths, and needs, and how to empower each individual through design and technology. With my background in Information and Communication Technology (bachelor) and Industrial Design (MSc), I use HCI and novel technologies to **enrich the lives** of people who are in **need of care**. In doing so, I am embracing design research approaches to explore new ways to better engage people in **meaningful** (social or playful) **designs** and adapt technologies to address their needs and circumstances.

## EDUCATION

**2018** **MASTER INDUSTRIAL DESIGN (MSc)**  
**2016** Eindhoven University of Technology, TU/e, The Netherlands

Master track Industrial Design with a focus on designing systems with emerging technologies in a societal context. This by iteratively designing technology-enabled interventions addressing societal challenges and analysing their effect on the (healthcare) eco-system. Graduated with an 8.5.

**2016** **PREMASTER INDUSTRIAL DESIGN**  
**2015** Eindhoven University of Technology, TU/e, The Netherlands

Premaster track with a focus on designing (technology-enabled) systems that meet user needs and offer breakthrough societal transformations. Examples of activities during the premaster were user-centered design practice, applying technology, realizing a design prototype, performing research, and being capable of solving problems.

**2015** **BACHELOR CMD (BSc)**  
**2011** Avans University of Applied Sciences, Avans Breda, The Netherlands

Bachelor track Communication and Multimedia Design with a focus on designing (digital and tangible) interactions and information design. Translating practice-oriented research into design with a special focus on how to integrate the experiences and needs of the user. Graduated with a 9.

**2010** **SECONDARY SCHOOL, HAVO**  
**2008** Onze Lieve Vrouweplein, Breda, The Netherlands

**2008** **SECONDARY SCHOOL, VWO**  
**2005** Onze Lieve Vrouweplein, Breda, The Netherlands

## PROFESSIONAL EXPERIENCE

**NOW** **PHD CANDIDATE**  
**2018** Eindhoven University of Technology, Systemic Change, TU/e, The Netherlands

Third-year PhD candidate at the Systemic Change group of the Faculty of Industrial Design Engineering. I am exploring the potential of designing sustainable technologies for people with dementia. In doing so, I am investigating how new technologies could adapt to the individual and their changing needs or circumstances.

**2018** **RESEARCH ASSISTANT**  
Eindhoven University of Technology, Systemic Change, TU/e, The Netherlands

Research Assistant at Systemic Change group at the faculty of Industrial Design. As a research assistant I carried out preparatory research activities for my PhD research. I determined the research direction, facilitated the prototype development, and managed the planning and organization.

**2018** **LECTURER UX/UI RESEARCH AND DESIGN**  
**2016** Academy Communication and User Experience, Avans Breda, The Netherlands

Lecturer in user experience, interaction and information design research, member of the development team in setting up practice-oriented research labs for a new curriculum, execution of coaching activities and graduation supervisor.

**2015** **INTERNSHIPS UX/UI DESIGN**  
**2013** Graduation Intern at Philips Design, High Tech Campus Eindhoven, The Netherlands & Intern at NPO Radio 1 - 6, Mediapark Hilversum, The Netherlands

As a graduate intern at Philips Design I carried out research and design into the quality of interaction design in an interventional radiology suite with a focus on comfort and efficiency for Interventional Radiologists. As intern at the Dutch Radio Broadcasting I designed user interfaces, graphic design, and online media for Radio 1, Radio 2, 3FM, Radio 4 and Radio 6.

## PUBLICATIONS

**2020** **AMBIENTCHO: EXPLORING INTERACTIVE MEDIA EXPERIENCES IN THE CONTEXT OF RESIDENTIAL DEMENTIA CARE**  
Myrte Thoolen, Rens Brankaert, and Yuan Lu. 2020. AmbientEcho: Exploring Interactive Media Experiences in the Context of Residential Dementia Care. In Proceedings of the 2020 ACM Designing Interactive Systems Conference (DIS '20). ACM, New York, NY, USA, 1495-1508. <https://doi.org/10.1145/3357236.3395432>

**2019** **DESIGNING SENTIC: A TAILORED INTERFACE DESIGN FOR PEOPLE WITH DEMENTIA TO ACCESS MUSIC**  
Myrte Thoolen, Rens Brankaert, and Yuan Lu. 2019. Sentic: A Tailored Interface Design for People with Dementia to Access Music. In Companion Publication of the 2019 on Designing Interactive Systems Conference (DIS '19 Companion). ACM, New York, NY, USA, 57-60. <https://doi.org/10.1145/3301019.3325152>

**2020** **DESIGNING SENTIC: PARTICIPATORY DESIGN WITH PEOPLE LIVING WITH DEMENTIA**  
Thoolen M., Brankaert R., Lu Y. 2020. Designing Sentic: Participatory Design with People Living with Dementia. In: Brankaert R., Kenning G. (eds) HCI and Design in the Context of Dementia. Human-Computer Interaction Series. Springer, Cham. [https://doi.org/10.1007/978-3-030-32835-1\\_17](https://doi.org/10.1007/978-3-030-32835-1_17)

**2018** **EVE: A COMBINED PHYSICAL-DIGITAL INTERFACE FOR INSOMNIA SLEEP DIARY**  
Tao L., Thoolen M.E., de Vogel B., Feijs L., Chen W., Hu J. (2019) EVE: A Combined Physical-Digital Interface for Insomnia Sleep Diary. In: Arai K., Kapoor S., Bhatia R. (eds) Intelligent Systems and Applications. IntelliSys 2018. Advances in Intelligent Systems and Computing, vol 869. Springer, Cham. [https://doi.org/10.1007/978-3-030-01057-7\\_37](https://doi.org/10.1007/978-3-030-01057-7_37)

## PROFESSIONAL SKILLS

### 1. QUALITATIVE RESEARCH

Facilitating and applying research and design decision cycles for evidence-based design

Execution of qualitative methodologies to explore drivers and barriers contributing to customer experiences (e.g. co-creation, context-mapping)

75%

### 2. USER EXPERIENCE RESEARCH & DESIGN

Applying deep understanding of user needs towards the creation of innovative and satisfying solutions

Methods and approaches as exploratory research, participatory design, situated design, research through design. And creating valuable designs.

90%

### 3. TEACHING QUALIFICATION

BDB (Basiskwalificatie Didactische Bekwaamheid) and BKE (Basiskwalificatie Toetsing) in teaching, completed in 2018

Development of curriculum activities and methodologies, preparing teaching plan, effective listening, coaching, teaching and student assessments.

100%

### 4. PROJECT MANAGEMENT

Structural and pragmatic organisation, preparation, execution and completion of projects

Time management, planning, internal and external communication and strategic thinking

70%

### 5. DESIGN THINKING & DOING

Creative thinking, problem-solving, designing & developing

Research-through-design, lo-fi and hi-fi prototyping, wireframing, data analysis, and user evaluation.

95%

### 6. TEAMWORK & COLLABORATION

Supporting and facilitating teams during short-term (sprints) and long-term problem-solving, creating and decision-making

Ownership in collaboration with a multi-disciplinary team and connect them to explore the most valuable solution in practice.

85%

## RELEVANT SKILLS

Adobe XD - **Analytical Thinking** - Arduino - **Co-design** - Concept Modeling - Context Mapping - Contextual Inquiry - Data Analysis - **Design Research Methodologies** - Ethnography - Graphic Facilitation - Heuristic Evaluation - Ideation - InVision - Low and High Fidelity Mockups - **Multi-disciplinary Collaboration** - Participatory Design - Personas - Problem Solving - Prototyping - Scenarios - Sketch - **Strategy Development** - Task Flows - Usability Testing - **User Journey** - **UI/UX Design** - Visual Design - Wireframes - Workshop Sessions

## ADDITIONAL PROJECTS & EXPERIENCES

### (INTER)NATIONAL DESIGN WEEKS

#### 2018 DUBAI DESIGN WEEK & DUTCH DESIGN WEEK

Exhibiting a design project during the Dutch Design Week 2018 (Mind The Step) and the Dubai Design Week 2018 (Global Grad Show).

Participating in an exhibition showing projects from the world's leading design and technology schools (<https://www.globalgradshow.com/projects/sentic/>)

### DESIGN FOR HEALTH & WELLBEING

#### NOW 2018 DEMENTIA DYNAMICS IN DESIGN

The Dementia Dynamics in Design project is a collaboration between TU/e, Tilburg University (Tranzo), care organization GGZe and network organization Slimmer Leven 2020.

The DDD project is about designing sustainable social technology for people with dementia. A prototype has been developed based on long-term ethnographic research, which has been evaluated in context (in-situ).

### GRANT

#### 2019 HERMAN BOUMA FUND FOR GERONTECHNOLOGY

Application submitted for a travel grant for one of my research publications in America, San Diego.

The publication about Sentic was accepted at the Designing Interactive Systems conference 2019 in San Diego, California, USA. For this publication I have submitted a research grant, which was accepted.

### AWARDS

#### 2018 SOCIAL DESIGN TALENT AWARD

A nomination by the Social Design Talent Award 2018 during the Dutch Design Week 2018

Sentic, a design for people with dementia, was nominated for the Social Design Talent Award 2018. A pitch is held for an (inter) national audience.

#### 2017 TU/E CONTEST

Won the 2nd prize in the TU/e contest that helps to bring ideas to the next level and get in touch with companies

Participated with the final design, Optimus, a shape-changing, light regulation system that regulates light using an intuitive interaction design.

#### 2015 THINKATHON MINISTRY OF KINGDOM & RELATIONS

Won the 2nd prize with our design concept for the Ministry of Kingdom and Relations for awareness of identity fraud

During the Thinkathon a concept - interactive installation - was developed to raise awareness for identity fraud in the Netherlands

## HOBBIES

Art - Athletics - Baking - Bicycle Racing - Classical and Electric Violin - Cooking - **Cultural Activities** - Designing (websites, online media, interior) - Game nights - Graphic Design - Drawing - Home Decor and Design - Painting - **Running** - Sports - Swimming - Tennis - **Traveling** - Walking - **Wine Tours and Tastings** - Yoga

## REFERENCES

Rens Brankaert (TU/e): [r.g.a.brankaert@tue.nl](mailto:r.g.a.brankaert@tue.nl) - Tom Djajadiningrat (Philips): [tom.djajadiningrat@philips.com](mailto:tom.djajadiningrat@philips.com) - Michel Witter (Avans): [mml.witter@avans.nl](mailto:mml.witter@avans.nl)