



ILSE POUWELS

INTERACTION DESIGNER

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WORK EXPERIENCE

2020- now

EXPERIENCE DESIGNER
at Tellart

📍 Netherlands, Amsterdam

Creating experiences that convey a story, starting at a strategic phase feeding into concept development and final deployment oversight. Activities like; hands-on interaction models explorations, concept development based on investigating design principles, strategic and concept workshop facilitation and participation to formulate insights.

2017

CONCEPT DESIGNER
at LEGO Group

📍 Denmark, Billund

Internship at the product technology department where I developed innovative interactive play experiences for LEGO and contributed to launch projects

2017

INTERACTION DESIGNER
at Bluejay Eindhoven

📍 Netherlands, Eindhoven

Team Bluejay is exploring the possibilities for social domestic drones. Within this multidisciplinary team leading the team designed the interaction between drone and human.



EDUCATION

2018-2021

INTERACTION DESIGN M.FA

📍 Sweden, Umeå

A design program focusing on performing the balancing act between societal relevance, understanding people and working with the possibilities and consequences of technology.

2017-2018

INDUSTRIAL DESIGN M.SC.

📍 Netherlands, Eindhoven

A design program focusing on the design of intelligent systems, products and services in a societal context. Discontinued because I realized can learn more from extending my horizon beyond the education in Eindhoven.
Average grade: 8

2013 - 2017

INDUSTRIAL DESIGN B.SC.

📍 Netherlands, Eindhoven

A design program with the focus on the Design of Systems with Emerging Technologies in a Societal Context.
Graduated: 8



Selected side projects

2021

Zoom Obscura
Masquerade call: Expression through Privacy

📍 Scotland, Edinburgh

Art residency at Human Data Interaction EPSRC Network+. Exploring creative interventions beyond encryption.

2021

Undermine_Through_Design
Online

📍 Online

A series of experiments that explore our relation to the digital by challenging standard interaction models. Experiment #04 the toilet (sc)roller went viral ,150.000 views in less than 3 days. Creating an online discussion about the role of design in creating behavior.



PROFILE

A multidisciplinary interaction designer, working to find unique ways to tell a story, provoke users or bring new and exciting functions to everyday life.



SKILLS

Concept development, user focused design, design research processes, creative thinking, presenting, teamwork and integrating technology.

Prototyping	Visualization
• TouchDesigner	- Photoshop
• Arduino	- Illustrator
• Unreal Engine	- InDesign
• Unity	- Premiere pro
• Rhino	- After Effects
• 3D printing	
• Physical models	

Web design	Programming
• Framer	- Python
• Sketch	- html
• Figma	- CSS
	- Javascript
	- Basic C++ and Java



LANGUAGES

Dutch: Fluent
English: Fluent



HOBBIES

- Thinker with electronics, programming and physical crafting.
- Traveling, exploring new cultures.
- Basketball, playing a game with a team.