



ILSE POUWELS

INTERACTION DESIGNER

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- 📷 undermine_through_design



WORK EXPERIENCE

2020-2024

SENIOR EXPERIENCE DESIGNER at Tellart

📍 Netherlands, Amsterdam

Design lead Dutch pavilion World Expo 2025 - Ministry of foreign affairs
Senior Designer Dinner 2050 at COP28 - SHF Foundation - Corre77 notable
Shortlist other client engagements: Google X, Abu Dhabi Early Childhood Authority, IKEA.
Tellart is a studio that focuses on creating interactive experiences that let people explore and engage with the world in new and cutting edge ways.

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



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.S.C.

📍 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

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

- TouchDesigner
- Arduino
- Unreal Engine
- ComfyUI (AI/ML)
- Rhino
- 3D printing
- Physical models

Visualization

- Photoshop
- Illustrator
- InDesign
- Premiere pro
- After Effects

Web design

- Framer
- Sketch
- Figma

Programming

- Python
- html
- 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.