



Design and Creativity

Philips: A Designer's Background

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My background is product design originally, I did product design for three years and then I did an MA in Interaction Design and what I wanted to do is I wanted to focus more on technology and users relationship with technology. I got very interested in the more psychological and social aspects of people and I wanted to explore that in relation to objects and technology. That's also the reason why I came to Philips Design, it was the perfect setting for looking at the social areas and psychological areas and looking at technology and products and services so it was the right combination. At the moment I am in a group called Strategic Design that work more on strategies for the future basically and innovation for products in about ten, fifteen years from now, and that's a very interesting way of applying the knowledge gained, in the combination of backgrounds of product and interaction design.