

CURRICULUM VITAE OF

Veerle van Engen

STRATEGIC SERVICE DESIGNER

Passionate about systemic- and transition design to enhance health(care) and well-being



PERSONAL DETAILS

Full name: Veerle Petronella Marchien van Engen
Birth date: April 12th, 1997
Place of Birth: Helmond, The Netherlands

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EDUCATION

2018 - 2020	Delft University of Technology (cum laude) <ul style="list-style-type: none">• Master Thesis (graded 9)• Paper published Design4Health2020• Medisign specialisation	Master Strategic Product Design Towards shoppable health. Service design for Jumbo supermarkets to support clients with pre-diabetes in healthy eating Engen, Veerle & Bos-de Vos, Marina. (2020). How Supermarkets can Help their Customers to Become and Stay Healthy. In Christer K., Craig C. and Chamberlain P., eds. 2020. Proceedings of the 6th European Conference on Design4Health, 1st-3rd July 2020. Amsterdam: 978-1-8381117-0-0 Courses and projects to design for healthcare
2015 - 2018	Eindhoven University of Technology <ul style="list-style-type: none">• 2020 Paper in progress• 2018 Bachelor Thesis (graded 9)• 2016-2018 Honours Academy	Bachelor Industrial Design SMILE: Design of a Camera-Based System to Facilitate Person-Centered Care and Visitor Involvement in Dementia Care 'SMILE': Design and evaluation of a camera-based intervention to foster visitor involvement in dementia care environments Design exhibited during Dutch Design Week 2018 Track: Design for Health & Well-being (multidisciplinary teamwork)
July 2017	Sichuan University, Chengdu	Summerschool (Chinese language (Pinyin) and history)
2009 - 2015	Jan van Brabant College, Helmond <ul style="list-style-type: none">• Exchanges, internship and language courses	Bilingual Pre-University Education Including: Pune (India), Kyoto (Japan), Malahide (Ireland), Bath (UK)

EXPERIENCE

2020 - today	PhD candidate Erasmus University	Erasmus School of Health Policy & Management in collaboration with Erasmus Medical Centre Topic: Value Based Health Care and the health care professional
2020 - today	Assistant foundation 'Jeleefstijlalsmedicijn'	Responsible for contact with research partners (e.g. TNO, LUMC)
2020 - today	Think tank member BrainportSmartDistrict	Discussion and ideation for a smart neighbourhood
2019 - 2020	Graduation student at Jumbo supermarkets	Identifying service- and strategic opportunities to prevent, delay and reverse diabetes with personalised nutrition
2018 - 2020	Living Lab inhabitant 'The Green Village'	Testing innovations, stakeholder- and media contact
2020 (6 months)	Student assistant 'Design for Emotion'	Visual design, practical support
2017 (4 months)	Intern Embedded Fitness <ul style="list-style-type: none">• Rewarded with an excellent	Self-initiated redesign of the ANWB Praatpaal for dementia care Commercialised, interviews with Radio1, AD, ED, Studio040
2017 (4 months)	Participant NAHSS	Netherlands Asia Honours SummerSchool Consultancy for Rabobank: market opportunities for the ageing society Summerschool Chengdu, Business Week Shanghai
2012 - 2017	Support a refugee	Language support and buddy (Nepal, Uganda, Yemen)

LANGUAGES

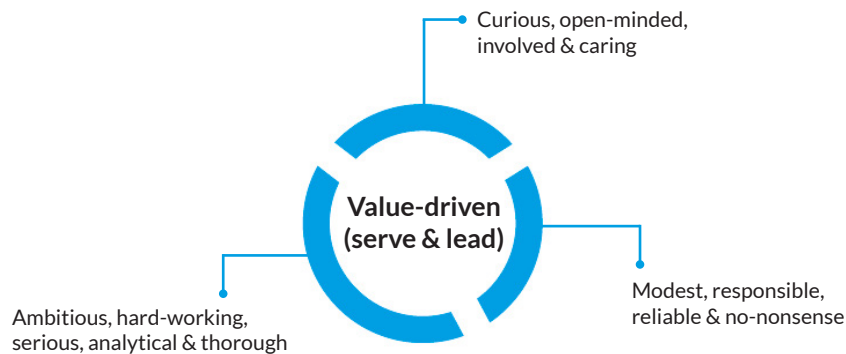
Dutch	Mother tongue
English International Baccalaureate (IB)	Bilingual proficiency English A Higher Level
French Delf Scolaire	Elementary proficiency B1

SKILLS

Professional Skills Analytical (identifying, interpreting & translating insights) Active listening Strategic thinking Writing & presenting Lead & manage projects Self-starter Creative facilitation	Design approach Design of services, transitions & systems Research (literature, qualitative, observational, experimental) User-centered & multi-stakeholder Pioneer	Software Adobe
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CHARACTER

People describe me as:



INTERESTS

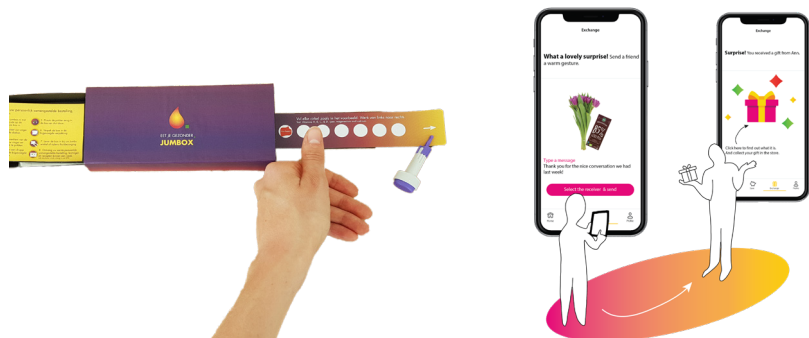
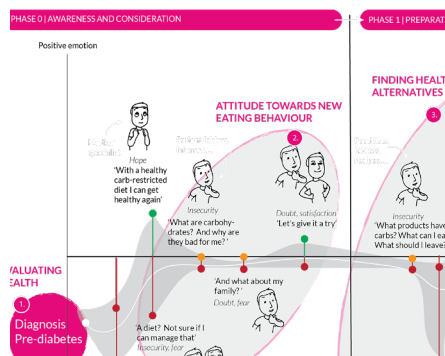
Initiating, exploring and coaching innovation to **serve peoples health** gives me a sense of professional and personal fulfillment. I like to embrace challenges in **systemic design**: to place the user central while involving all stakeholders to consider desirability, feasibility and viability. I feel compassionate to act in this intersection - the sweet spot of innovation - to develop **reinforcing value propositions**!

As reflected by Philips' care continuum, there are numerous possibilities for interventions throughout phases of life. With my work I aim to create true meaning by **transitioning from generic interventions towards group-based- and personalised interventions**.

The **landscape of (health)care** is my main interest. I share the goal of enhancing the value, quality and accessibility of care while reducing the costs. In my view, **lifestyle** is the solution. **Healthy environments** can facilitate, support and seduce people to make healthy choices and thereby **prevent, delay and treat** diseases. For example, during my master graduation I explored how a supermarket can use 'food-as-a-service' to contribute to peoples health, society and simultaneously benefit business results.

My slogan? In times of changing winds, some build walls, others build windmills. So let's explore together how we can shape the landscape!

AN IMPRESSION OF MY PORTFOLIO



Master thesis: Towards shoppable health for people with pre-diabetes. Exploring how a supermarket can support customers to achieve healthy blood sugar levels via healthy eating. Based on literature- and qualitative research, service opportunities were explored (left picture) that resulted in a portfolio of intervention designs (right picture) and associated strategic advices.



Left: launch of my redesign of the ANWB praatpaal to take seniors 'back-in-time'.

Middle: stakeholder interviews in China to explore business potential for Rabobank and her clients.

Right: 'SMILE!' (paper in progress). Field study of a photo camera to stimulate visitor involvement in dementia care environments.

For more work and a video resume, see: www.veerleVanengelen.nl
Happy to get in touch!