



Personal
Marnix Oosterwelder
Designer | Owner
Rake Lijnen
Industrial design | Visual communication | Social design
Male, born in Doetinchem, 1971
Full driving license A and B, in possession of a private car.

Studio address
Torenallee 28-50 | 5617BD Eindhoven | Netherlands | +31 6 14973059
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SUMMARY

Marnix Oosterwelder is a pro-active and personally engaged designer and illustrator. He combines high standards with a hands-on approach. After 20+ years of experience within design agencies and internal development departments, he is well-trained in interactively developing innovative products with complementary disciplines like Marketing, Engineering and Innovation departments.

Working within multiple industries nationally and internationally, he managed to be successful in translating client demands into original, innovative and commercial solutions. During this creative process all possible tools are used, ranging from guided Co-Creation session to (digital) sketching, 2D/3D CAD modelling or prototyping. Nevertheless, effective communication is the essence of his work.

Educated both as a graphic- and industrial designer, the design language that he applies in his work is described as pure, architectural and iconic. Within the products that he designed, he successfully combined this design language with a strong eye for user experience and aesthetic detail.

CAREER HISTORY

- Nov '13 - current
Industrial designer, Visualizer
Rake Lijnen, Eindhoven www.rakelijnen.nl
Activities:
 - Industrial design;
 - Conceptual visualization;
 - Applied Social Design
- July '12 - July '13
Lead Designer Quinny and Product Design Manager Netherlands
Dorel Europe, Helmond www.doreleurope.com, www.doreleurope.com, www.quinny.nl
Activities:
 - Management of a two- and five person design team (Quinny, Maxi-Cosi, Bébéconfort brands);
 - Development of new innovative mobility concepts;
 - Translation into tangible commercial products;
 - Close collaboration with multidisciplinary project teams (Engineering, Styling, Marketing, Procurement, Sales);
 - Development of long term design strategy based on brand strategy, technical innovation and market trends.
- 2010 - June '12
Senior Industrial Designer / Project Leader
Hegge ID - industrial design / engineering www.hegge-id.com
Activities:
 - Development, definition, implementation and maintenance of Corporate Design Identities for clients within Pharmaceutical and telecommunications Industries;
 - Design and development of innovative products in Graphic, Communications- and Pharmaceutical industries;
 - Design (management) of innovative product ranges for long-term clients;
 - Design-oriented project management within a small design team;
 - Account management and financial management;
 - Acquisition within existing client portfolio.
- 1999 - 2010
Junior, Medior and Senior Industrial Designer / Project Leader
Van Berlo Studio's, Eindhoven www.vanberlo.nl
Activities:
 - Design and development of new innovative products in the consumer-, professional- food- and packaging industry, in close collaboration with clients;
 - Development and visualization of new innovative design concepts using digital tools;
 - guiding projects through different stages of the development process, from the conceptual phase to production preparation;
 - Design and processing of project-related graphic elements, such as decals, brand labels

- and packaging proposals
- Design (management) of innovative product ranges for long-term clients
- Project management, account management and financial management
- Acquisition within existing client portfolio.

1999

Product Designer

Atag Home Products Manufacturing, Lichtenvoorde www.atag.nl
 Activities: design support in the development of new kitchen appliances

1998 - 1999

Graphic Designer

Capital Media, Willemstad, Curaçao
 Activities: design and development of printed commercial, copywriting, graphic design, dtp

1997 - 1998

Junior Industrial Designer

Dekker en Spiekerman, Wormer www.loftgroup.nl
 Activities: consumer research, concept development, industrial design and visualization

EDUCATION (extract)

1992 - 1997

Industrial Design,

Department of *Man and Leisure*
 Design Academy, Eindhoven (HBO)
 Cum Laude Graduated: June 1997;

1988 - 1992

Graphic Design

Grafisch Lyceum, Haarlem (MBO)
 Graduated: June 1992;

SKILLS

Software

Sketch visualization software: Corel Painter X3
 3D Software: Rhinoceros
 2D software: QuarkXPress, Freehand, Illustrator, Photoshop
 Familiar with most common Office applications.

Language

Dutch: fluent speech and script;
 English: fluent speech and script.

Prototyping

Skilled in making prototypes and mock-ups in most common materials, applying different kinds of wood- and plastic processing machinery.

Courses / training

Social media & Content Marketing, Vevida, 2014;
Design Thinking, Flanders INSHAPE and Wonderful project lab Moscow, 2014;
Business plan development, UWV, 2013;
Communicating in the Matrix by Door Training & Consulting, 2013;
Project Management with Projektron BCS, Projektron GmbH, 2012;
The Enterprising Designer/Project Leader, Pentascope, 2006;
German spoken language, DOC Doetinchem, 1999;
Jewellery Design (jewellery and utensils out of alpaca and silver), 1995;
Objects and Water, Centro Studi Alessi, 1995;
Stained Glass, 1995 Industrial Design, University of Art and Design Helsinki, 1995.

Editorial

- “*Int*”, monthly corporate magazine at Van Berlo.
 Activities: content, editing, dtp (van Berlo Studio’s, 2000 - 2002);
- “*24H*”, one-issue-magazine about leisure time as part of an Academy trimester.
 Activities: content, editing, layout, dtp (Design Academy, 1996);
- “*Ander Nummer*”, independent platform for and by academy students.
 Activities: content, editing, layout and dtp (Design Academy, 1994-1995);

Design Awards

- IF Design Award for Philips / B Braun Xperius Ultrasound Cart, as part of the Philips Design team (2018);
- Red Dot Award and IDEA Award for Philips Series 7000 Vacuum Trimmer, as part of the Philips Design / Male Grooming / Group innovation team (2016);
- NAPPA Gold Award for Bunzi gradual balance trainer (2014);

- Henry van de Velde Labels 2013 for ConsiGma CDC tablet press by GEA Collette;
- Dr. Toy's 10 Best™ Award for Bunzi gradual balance trainer (2013);
- Ovam Eco Design Award nomination for Limburg.net drinkwaterkaraf (2011);
- GIO Award for Atag ES1211NAM Air Logic suction hood (2011);
- GIO Award for Atag SQ4392T built-in Combi-steamer (2010);
- GIO Award for Atag DX6211L built-in Twin-oven (2010);
- Red Dot Award for Outdoor Signage at Chemelot Campus Geleen (2010);
- Red Dot Honourable Mention for Atag HG 9711C Cooker Hob (2010);
- GIO Award for Atag TY6011M Teppan Yaki (2009);
- IF award for WPS ParkID parking system (2009);
- Good Design Award USA for WPS ParkID parking system (2009);
- GIO Award for WPS ParkID parking system (2008);
- NAPPA Children's Products USA, Gold award for Rocker tricycle (2007);
- Hamleys Toy Award USA for Rocker tricycle (2007);
- Red Dot Design Award for "Triker Pro" tricycle (2003);
- Ispo Brandnew Award nominee with "Triker Pro" tricycle (2003);
- ANWB Children's Award for "Triker Pro" tricycle, (FietsRai 2003);
- Goed Industrieel Ontwerp Award for Atag HG6011A cooker hob (2001);
- Wolkenkrabberprijs nominee with Graduation project Dutch Funerary Culture (Design Academy Eindhoven (1997);
- Cum Laude Graduation at Design Academy Eindhoven (1997).

REFERENCES

Recent professional references

- Sylvia van Aggel, Project manager at Vitalis, +31 40 233 16 00;
- Edwin van Rutten, Co-create lead Front End Innovation at Philips Design, +31 628770921;
- Don van Montfort, Product development Manager (Dorel Europe), +31 622447184;
- Thomas Paulen, CEO (VanBerlo), +31 6531641 66;
- Vincent Hofstee, Senior Product Manager (Atag Nederland bv), +31 6212434 22;

Recent Clients

[Accerion](#), [Vitalis](#) woon-zorgcentra, [Municipality of Veldhoven](#), [Chillafish](#), [Code Product Solutions](#), [Comate](#) Engineering & Design, [IBG International Bike Group](#), [Karlex](#), [B-Braun / Philips Healthcare](#), Studio [Katja Gruijters](#)

Clients

Accerion Unconstrained Robotics | Agfa Graphics | Arte di Granito | Atag Nederland | Bordex Packaging | Bruynzeel Keukens | Dode Product Solutions | Cardiff Group | Chemelot Campus | the Chillafish Company | DE Professional | Dorel Juvenile | Friesland Campina | GEA Pharma Systems | Municipality of Veldhoven | GGZ Oost-Brabant | Gutmann Exklusiv-Hauben | International Bike Group | Katja Gruijters Food Design | Leventi | Limburg.net | Maxi-Cosi | Merison Retail | Pami office furniture | Philips Design | Philips Healthcare | Prenatal | Quint Funracers | Quinny | Reckitt Benckiser | Schilte | TE connectivity | Unilever | Vion Food Group | Vitality Foodservice | Voortman Kantoormeubelen | Woonbedrijf Eindhoven | WPS Parking Systems

Public Profile

Personal LinkedIn profile <https://www.linkedin.com/in/oosterwelder>
 Company website <http://www.rakelijnen.nl/en>