



38yr

# JERIËL BOBBE Product design



✉ info@bloondesign.com

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🌐 www.bloondesign.com

📅 February 23, 1985



## Hi!

I am **Jeriël Bobbe**, and I'm doing **product design**. I've studied at the Design Academy Eindhoven where I graduated Cum Laude.

For **5 years** I have worked at **VanBerlo**. A design agency that develops products for a wide range of clients. For example **Philips, Pepsico, Reckit Benckiser, Douwe Egberts, Bosch, Batavus, Auping** and **Friesland Campina**.

In parallel to that, I've created a design label, called: **Bloondesign**. It has made a very successful start.

Now, I'm combining **freelance** work for clients, with projects for **Bloon**, both under the **Bloondesign** umbrella.

One of my clients is **Philips**, where I fulfill the role of product design lead at Kitchen Appliances. I'm active in the beginning to mid part of the process, which includes ideating, sketching by hand, sketching in CAD and CAD for tooling. Collaborating with all functionalities within the team, is a part of that process.

When working for Bloon, I love to create **simple** and **pure** designs, that gives color to live. A small twist that makes you smile. Born out of joy and **happiness**, rather than problems.

Working as a freelancer, I listen to the clients wishes. Adapting myself easily to all facettes of a company.

Colleagues describe me as **quick, trustful** and a **team player**



- ✔ **1999-2005** / HAVO  
Geert Groote College, Amsterdam  
Vrije school
- ✔ **2006-2010** / HBO, Industrial design  
Design Academy Eindhoven  
Qualified Cum Laude
- ✔ **2009** / Internship  
VanBerlo, product & strategy design agency



Handsketching	<div style="width: 90%;"></div>
Sketchbook	<div style="width: 85%;"></div>
Adobe Photoshop	<div style="width: 95%;"></div>
Adobe Illustrator	<div style="width: 80%;"></div>
Rhinoceros	<div style="width: 75%;"></div>
Keyshot	<div style="width: 90%;"></div>
Microsoft Office	<div style="width: 95%;"></div>



Amsterdam  
The Netherlands





✓ **2010 - 2015** / Product Design  
VanBerlo Studios, Eindhoven

VanBerlo is one of Europe's leading agencies in the area of strategy, design and implementation. VanBerlo works with its clients to convert ideas into tangible business value. Their innovative products, communication and brands have been creating the difference for his clients for over 30 years.

⋮ **2012 - Present** / Owner and founder  
Bloondesign, Amsterdam

Bloondesign is a combination of:  
**Freelancer** - designing for companies  
**Own projects** - designing for Bloon

⋮ **2015 - Present** / Preferred freelancer  
Philips, Amsterdam

As a freelancer I've worked for Philips in many different roles, almost on a full time basis. At this moment I fulfill the role of product design lead at Kitchen Appliances. I'm active in the beginning to mid part of the process, which includes ideating, sketching by hand, sketching in CAD and CAD for tooling. Collaborating with all functionalities within the team, is a part of that process.



Won: **IF Award & Good Industrial Design Award** - 2011, KBP Traffic signs at VanBerlo

Nominated: **Accenture Innovation Awards** - 2013, Springtime

Won: **IF Award & Red Dot** - 2015, Philips Lumea Essential

Won: **IF Award & Red Dot** - 2022, Philips Eco Conscious breakfast set



**2011** / Suitcase Symphony  
Creative Business Week, Munich (Germany)

**2011** / KBP Traffic signs  
Dutch Design Week, Eindhoven (the Netherlands)

**2012** / Suitcase Symphony  
Reciprocity Design, Liege (Belgium)

**2013** / Springtime  
Invited to: D(esign)-Day, Maastricht (the Netherlands)

**2014** / Springtime  
Invited to: Meet my project, Paris (France)



	Orally	in writing
Dutch		
English		
German		
French		



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JERIËL BOBBE  
Product designer





**2011 - Present** / Springtime  
Publications

- **Online Blogs:** Designboom, FastCompany, Mercedes-Benz, Dezeen,
- **Newspapers:** Volkskrant, Het Parool, ED, NRC next, Trouw, Die Welt, El Mundo, Público
- **Magazines:** EasyJet Traveler, KLM Flightmagazine, Visa Black Card, Arquitectura y Diseño, Aeroflot, Treadlie Magazine, Libelle, Excellent women en leven.
- **Books:** Creative Product Design (front cover)
- **Television:** Canal +, RDF tv

**2011 - Present** / Suitcase Symphony  
Publications

- **Online Blogs:** Designboom, FastCompany, Dezeen, Design Indaba
- **Newspapers:** The Sunday Times, Volkskrant
- **Magazines:** Elle Decorations, View Textiles



**2002** / Visit Centro Ricerche Fiat  
Turin, Italy - meet and greet with design manager Pietro Camardella.

**2003 - 2015** / Visit Auto Rai  
Amsterdam, The Netherlands

**2004** / Art Trip Europe  
Belgium / France / Italy / Spain

**2005** / Visit Salone Del Mobile  
Milan, Italy

**2006** / Visit International Motor Show  
Geneva, Switzerland

**2008** / Design Development dashboard for International Automotive Components-group,  
Findel, Luxembourg

**2011** / Visit Munich Creative Business Week  
Munich, Germany

**2012** / Visit Helsinki Design week  
Helsinki, Finland

**2012** / Visit Reciprocity Design  
Liege, Belgium

**2008 - 2022** / Visit Dutch Design Week  
Eindhoven, The Netherlands



✔ **2004** / Driving licence B



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**1989-2005** / Violin  
**1998-2004** / Fencing

- Running
- Meditation
- Spirituality
- Composing music
- Traveling
- Creating
- Out for dinner



- ✔ "Always finds refreshing solutions or a new great **ideas**"
- ✔ "Someone you can trust"
- ✔ "**Good** to have in your **team**"
- ✔ "Open and joyful person"
- ✔ "Jeriël understands perfectly what **design** and the **design process** is all about"

*More references on request*



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