



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.

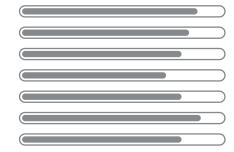
Colleagues describe me as quick, trustful and a team player



- ✓ 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 Sketchbook Adobe Photoshop Adobe Illustrator Rhinoceros Keyshot Microsoft Office





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)



Dutch

English

German

French





in writing









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 wonen 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







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 perfect "Jeriël understands perfectly what design and the design process is all about"

More references on request



