



LARA POTMA

INDUSTRIAL DESIGNER

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BIOGRAPHY

Passionate and innovative Industrial Design graduate with a keen eye for aesthetics and interests in combining tangibility and technology with focus on cultural inclusivity and impactful design. Possessing a wide array of industrial design skills and the ability to adapt and contribute collaboratively to any assigned projects.

EXPERIENCE

• FREELANCER || Part-Time

YoungOnes | Sep 2022 - Current

Freelancer for an online platform where supply and demand jobs are brought together quick and easy. Worked for a variety of jobs consisting of Allround Salesassistant and Inventory, Administrative Assistant and Catering.

• SALES ASSISTANT || Part-Time

Huisdiervoordeelshop | Feb 2018 - Mar 2019

Salesassistant at Pet-Shop. Responsible for shop stock, presentation, logistics (intake, scanning, warehouse) and replenishment. In addition operating cash register and handling customer inquiries.

• DESIGN INTERNSHIP || Internship

Philips Design | Apr 2018

Philips Design assignment across the full product development cycle including a 3D print of a prototype. The complete system incorporated a device to measure the heartbeat of a baby during pregnancy and a mobile phone app to visualize.

• INTERNSHIP PROGRAM || Internship

Go Short International Short Film Festival | Apr 2017

Internship at the international Short film festival in Nijmegen (www.go-short.nl) with participants from across the world. Activities ranged from information provisioning in multiple languages and catering support.

INTERESTS

• MUSIC

Piano & Singing

• PHOTOGRAPHY

Canon 77D + EF-S 18-135mm. Special interest in portraits and animals.

• Content Creator

Content creator on a variety of platforms like Twitch, TikTok and YouTube. With a combined following of currently 25.1k followers across all platforms.

• TRAVELLING

America, Austria, Belgium, Bosnia-Herzegovina, Croatia, England, France, Germany, Italy, Japan, Liechtenstein, Luxembourg, Malta, Netherlands, Portugal, Russia, San Marino, Slovenia, Spain, Switzerland, The Vatican



LANGUAGE SKILLS



Native proficiency



Full professional proficiency



Professional working proficiency



Limited working proficiency



Elementary proficiency

SKILLS & KNOWLEDGE

• MICROSOFT OFFICE

Word, Excel, PowerPoint, OneNote

• PROGRAMMING BASICS

HTML, CSS, Java, JavaScript, Python, C#

• ADOBE CREATIVE CLOUD

Photoshop, Illustrator, Lightroom, Premiere Pro, InDesign

• SOCIAL MEDIA

Facebook, Instagram, LinkedIn, Pinterest, Snapchat, TikTok, Twitter, YouTube

• PRODUCT DESIGN

3D-modelling, Sketching, Prototyping, Brainstorming, Market Research