



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.

EDUCATION

- **INDUSTRIAL DESIGN || Bachelor of Science**
Eindhoven University of Technology | Sep 2019 - July 2023
Creating connected solutions, combining products and services to suit individual needs. Focusing primarily on mediating the developments in technology, the needs of people (culture & society) and the responsibility for properly using the power of ideas and values.
- **GRADUATE || High School Degree**
Stedelijk Gymnasium Nijmegen | Sep 2013 - Jul 2019
Classical Gymnasium, including Latin and Greek culture, with a technical and health profile.

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



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