LARA POTMA

INDUSTRIAL DESIGNER/ PACKAGING DESIGNER / PRODUCT-SERVICE DESIGNER

Industrial designer working across product, packaging and sensory experience. Her practice explores how materials, objects and everyday interactions can shape the way people communicate, feel and connect across cultural contexts. Drawing on industry experience in packaging design for global consumer brands, her work is informed by questions of intercultural communication, accessibility and sustainability.

CONTACT

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TOOLS

- Adobe Creative Suite
- Fusion 360
- 3D Printing
- Office 365
- Arduino/Microcontrollers
- Coding
- Video Editing

SKILLS

- Industrial Design
- Packaging Design
- Concept Development
- User Research
- Physical Prototyping
- Sketching
- Material Research
- Visual Communication
- PLM & BOM
- Supplier Coordination

LANGUAGES

DUTCH — Native
ENGLISH — Fluent
GERMAN — Proficient
CROATIAN — Conversational
FRENCH — Elementary

CERTIFICATES

- British Council IELTS Academic English - C2
- Certificate in Advanced English - CAE

EDUCATION

INDUSTRIAL DESIGN || MASTERS OF ARTS (MA)
UAL Central Saint Martins || Sep 2024 - Jun 2026

- **Lost in Translation - Paralingua | Jan 2026 - Jun 2026**
- *Interactive installation exploring how language carries tone, emotion and cultural meaning beyond direct translation.*
- *Designed multiple tactile artifacts that turn multilingual responses into physical sensations of weight, distance and texture.*

- **SaloneSatellite - Milan Design Week | Apr 2026**
- *Represented CSM and the PCID department at Satellite.*
- *Exhibited final master project Lost in Translation - Paralingua at MDW26 .*

- **CSM & Science Tokyo - Hybrid Innovation Programme | Jan 2026**
- *Represented MA-ID in a workshop with the Institute of Science Tokyo, reviewing student work and providing feedback across cultural and language contexts.*
- *Presented a collaboration project with Camden Council and the DBT to support local SMEs with service improvement proposals.*

- **Course Representative | Sep 2025 - Jun 2026**
- *Ambassador of the MA Industrial Design student cohort, acting as a key point of contact between students and academic staff.*
- *Attended formal termly meetings to communicate student feedback, raise cohort concerns and contribute to improvements in the university experience.*

INDUSTRIAL DESIGN || BACHELORS OF SCIENCE (BSc)
Eindhoven University of Technology | Sep 2019 - Aug 2023

- **Mind the Gap | Feb 2023 - Jul 2023**
- *Board game designed to foster intercultural awareness and understanding.*
- *Incorporates gamication elements, encouraging players to consider diverse perspectives, promote interaction and gain a deeper understanding of different cultures.*

EXPERIENCE

JUNIOR PACKAGING ENGINEER || FULL -TIME
Stichd - PUMA SE Group (NL) || May 2024 - Aug 2024

- *Developed and refined packaging concepts for global brands including PUMA, LEVI'S, HEAD, PVH, Motorsport & Football Clubs.*
- *Quick progression to lead packaging designer for PUMA and HEAD, supporting design and technical communication with manufacturing partners.*
- *Supported packaging solutions across product, regulatory, supplier and consumer requirements and managed PLM data, BOM information and supplier coordination to support packaging development and implementation.*

GEERT HOFSTEDE & FRIENDS CONFERENCE || INVITED PRESENTER
Geert Hofstede & Friends || Oct 2023

- *Showcased Mind the Gap at the private conference of intercultural trainers and consultants connected to the Friends of Hofstede network.*
- *Received valuable feedback from experts in Hofstede's 6 dimensions theory.*

ADDITIONAL EMPLOYMENT || PART-TIME
Netherlands & United Kingdom || Feb 2018 - Sep 2025

- *Various part-time roles undertaken alongside education, developing customer service, teamwork and time-management skills.*