

Lana Klok

Designer | social innovation | strategic visualisations | change management

+31(6)24925807

Rotterdam, Netherlands/Vancouver, BC (mid july)

lanaklok@gmail.com

www.lanaklok.com

Education

2015-2019

Msc Design for Interaction

Delft University of Technology

2015-2019

Bsc Industrial design

Delft University of Technology

Skills

Design Thinking

Project Management

Concept Development

Teamwork and Collaboration

User Experience Research & Design

Adobe Creative Suite

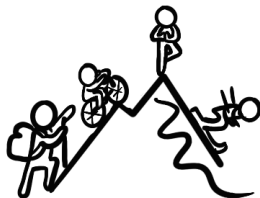
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About me

- I am a creative thinker, visual connector and serious go-getter.
- Together with the (end)user I co-create refreshing concepts that drive change.
- As a designer I use the power of drawing to capture the essence of challenges and visualize the future.

Interests

hiking/cycling/yoga
/backcountry skiing



Work experience

2022-present

Visual Consultant

freelance, PlaatTaal

By means of visualisations I help my cliënts to get to the core of their challenges and to present their solutions in a clear and attractive manner. I designed for and collaborated with:

- Municipality of Rotterdam in their strategy and vision on multifunctional rooftops
- VU University in their multidisciplinary research program to harmonize healthcare barriers
- Tour de Force, a collaboration of public and commercial organisations, on the regulation of speed pedelecs

2022-present

Project Manager

Care Innovation

's Heeren Loo

's Heeren Loo supports individuals with disabilities in living life on their own terms. As Project Manager, my primary focus is on developing holistic and transformative care concepts through change management. I facilitate the entire research and design process in order to co-create products, services and systems with the target group. 's Heeren Loo, the largest care facility in the Netherlands within this sector (16.000+ employees, 13.000+ cliënts), aims to establish itself as a leading authority on various topics, including innovation. Within the innovation team, I contributed by expanding our portfolio from solely technological projects to include social innovation initiatives.

2019-2022

Consultant

Jonge Honden

In my 2,5 years as consultant, I have undertaken diverse responsibilities for 15+ organizations. Including among others:

- Customer Researcher and Designer @ RVO (Netherlands Enterprise Agency)
- Research and Design for livability and participation @ Parteon (Social Housing Corporation)
- Concept Designer and Creative Facilitator @ Movisie (Knowledge Institute for Social Challenges)

Throughout all projects, my primary emphasis was on user-centered research and design, whether those users were customers, residents, or clients. Collaboration with the target group and relevant stakeholders played a crucial role in every project.