

# Lieke van der Rijk experience designer

Everything I create revolves around the final experience of the user / consumer and what they will take away from my design and implement in their own lives. The combination of **stories**, **interactivity** and **facilitation** makes it possible for me to design experiences which make impact.

**IR** : information receiving

**IS** : information sending

**A** : analogue

**D** : digital

## Interaction

IR-A/D

*Design has no purpose without users. Interactivity with design creates the possibility of changing the perspective or thought process of the user.*

tools

### Neuro Linguagistic Programming Graphic / digital tools (Adobe)

The knowledge of the human interaction paterns help to create functioning interactivity. To be able to create what I see in my head I use digital tools to make drafts and/or finalized products.

experience

### Development Hackastory design thinking method

Conceptual and visual design of analogue card method to improve interactive storytelling in newsrooms across the world

people

#### Steye Hallema

takes interaction to a whole new level by integrating new technologies and social issues into both his analogue as his digital work.

#### Anne Kraak

is one of those designers how can't be boxed. She focusses on creating rich experiences in any design way and therefor creates interaction.

## Facilitation

IR-A

*Being able to make room to create something that can only exist at that moment in time because of the specific people in that room.*

### Design thinking methods Empathic whiskers

Workshops and coaching need to consist of coversations and interaction instead of only just sending a message. Design thinking methods and my empathic abilities help me explain why certain actions are productive or counterproductive and to help participants to get furter when they seem stuck in a proces.

tools

### 'Broeiness' classes University of Journalism Tilburg

Set up and gave a set of 5 classes on interactive storytelling for graduation students in journalism

### MOME Budapest Future probing workshop

Coached a 5 day back-to-back workshop on Future probing with master students in product design

experience

#### Jens Gijbels

seems to have a third eye for bringing the right people together on the right moment and so creates new and interesting energies.

#### Erwin Elling

knows how to stay calm and use this to his advantage, no matter who is sitting across the table from him. Silent knowledge is his powerful tool.

#### Jorik Elferink

manages to involve everyone in the room when he is talking and facilitates concepts and workshops which will never bore you.

people

## Story

IS-A

*Mending a bridge between design and user by using empathy and compassion. A powerful way of conveying an idea is by telling stories.*

tools

### Communication and language Audio tools (Logic Pro X)

To be able to communicate stories and ideas better I use audio tools to emphasise and highlight elements. I use language as a means to reach specific layers in society and convey a message.

experience

### Hackastory hackathons, in particular DAI Heidelberg, Germany

In assignment by the DAI I created in collaboration with my colleagues a 3-day workshop on immersive storytelling in journalism.

### Interactive experiences We Were Lost & Bound

Autonomous conceptual, audial and visual design for both mobile interactive stories

people

#### Lotte van Eijk

created a platform where she can tell her story and use that to inspire others in body positivity and activism.

#### Nienke Huitenga

has her way with words and molding them to draw you in as an consumer of the story.

#### Lisa Weeda

writes stories so interesting that you want to read them even when the topic doesn't interest you one bit.

#### Erwin Oskam

creates rich strategies for any company without ever forgetting who he is. He is able to adapt his language in a snap of his fingers.