

Bektemir Pratov (Beck)

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DESIGN INTERESTS

Physical products with a character people recognise and keep; needfinding beyond the current user base, with people who left a product or never found it; designing for users who can't see a product's inside, and making the reasons behind its trade-offs visible; keeping early design open when generative AI makes concepts look finished.

EDUCATION

The Hague University of Applied Sciences, The Hague, Netherlands Sep 2022 – Jul 2025
Bachelor of Science, Industrial Design Engineering (180 ECTS, taught in English)

- **Graduated with highest distinction (summa cum laude)**, 3 of 47 graduates: weighted average of at least 9.0 with no grade below 8.0. **GPA 9.5/10**. Internship 10.0/10; graduation project 9.0/10.
- Project-based curriculum: every semester a live company brief, from user research and concepts to prototypes and tests. Semesters: Product Engineering, Digital Manufacturing, Design with Nature.

The Hague Pathway College (The Hague University of Applied Sciences), The Hague Sep 2021 – Jul 2022
International Foundation Year, Technology and Design (taught in English)

DESIGN AND ENGINEERING EXPERIENCE

PackBack, Netherlands · reuse systems for takeaway packaging Mar 2026 – present
Medior Product Design Engineer

- Staff at a busy counter must link each reusable cup to the sale with an extra scan. Led two concepts that activate the cup while it is served, an NFC tray pad and a UHF RFID counter fence, after benchmarking five tagged-cup systems; compared them on reliability, staff workflow and cost, then ran field and read-range tests.
- Engineer the SmartBin, a collection point for reusable packaging: return mechanism, sensing, on-screen feedback and the return data it reports. Reuse systems run with Burger King and KFC Netherlands.
- Wrote a 20-insight research report on how impact messages and scale comparisons change reuse behaviour.

JDE Peet's, Utrecht · **L'OR Barista Petite**, double-capsule coffee machine Sep 2024 – Jan 2025
Industrial Design Engineer (internship), graded 10.0/10 · owned the redesign, guided by two senior engineers

- Brief: a smaller, cheaper double-capsule machine that keeps the internal architecture of the L'OR Barista Sublime, so production needs no major retooling.
- The team's first direction, favoured in early AI-rendered concepts, shrank the water tank, heater power and capsule storage. Tests showed it would worsen taste and performance and create safety risks, so I moved the redesign to the brew chamber, the single part that created most of the empty space.
- Replaced the hinged brew chamber with spring-loaded pivoting sliders for S and XXL capsules and re-nested the existing parts; checked each brewing step in section views, then 3D-printed and assembled the parts for fit.
- Result: 8 cm wide, about a third narrower than the Sublime, with ~80% of its parts reused.

Philips, Amsterdam · Digital+ apps, in-app advertising Feb 2025 – Dec 2025
Industrial Design Engineer, graduation project, graded 9.0/10

- Led a mixed-methods study of in-app advertising in the Philips Digital+ app: a 293-response user survey, 20 unmoderated first-session tests, monthly ad reports and interviews with marketing and design teams, turned into ten measurable design requirements.
- Ran three parallel concept tracks scored with Harris profiles and weighted objectives; tested nine new ad formats in a live prototype on phones and in reviews with marketing, design and department heads.
- Engineered and programmed a generative-AI tool that creates ad visuals, and tested it with designers and stakeholders: production became 3x faster, but the variety and originality of the visuals dropped.
- Coordinated design, marketing, engineering and 10+ advertising partners around the new guidelines and workflow.

Sonion, hearing-aid components · **ECS Tests**, robotic ear canal simulator Dec 2024 – Feb 2025
Test-rig software and CAD, part-time project

- Supported research on how ear wax reaches a receiver-in-canal hearing aid, reproduced by an ABB YuMi cobot running an 8-step day-of-wear protocol. Developed the Windows test software that configures, logs and images every run; assisted with CAD and drawings of the 3D-printed ear-canal modules.

Stichting Stunt, Delft · Upress, hands-free recycled HDPE sheet press
Freelance design engineer, part-time project

Jun 2024 – Aug 2024

- Comparable presses stop at 25 mm sheets with cavities of up to 30 mm. Made the CAD models, helped with the technical drawings and ran the heating-layout and guiding-pole tests; the final press made 40 mm sheets with internal cavities cut to 3 mm.

UNIVERSITY DESIGN PROJECTS

Live company briefs completed within the THUAS curriculum.

StormRider, modular stormwater sub-layer · client: **Wavin**, with de BUCH

Feb 2024 – Jul 2024

Led the design and engineering team, Design with Nature semester

- Replaced the imported bluestone layer under streets with a recycled PE100 sub-layer that also stores stormwater. Sketched and compared four structures from nature on stiffness, storage volume and interlocking in Fusion 360 and chose a turtle-shell dome; simulated a 70 t/m² traffic load and rainfall of up to 110 mm/hour, and tested a reduced-scale model under a proportionally higher load.
- Result: 80% less bluestone and 70% more water storage under full road load.

SteamBox+, self-heating lunchbox · client: **SteamBox**

Sep 2023 – Jan 2024

Lead design engineer, team of three, Digital Manufacturing semester

- Steam reached only the bottom of the food. Redesigned the inner container with a micro-perforated, silicone-coated fiberglass liner in a double-wall shell; tested laser-cut liners in cooking trials at 120 °C and lab permeability tests: steam flow up about 70%.

Red Light Strip, stretchable light-therapy sleeve · client: **Light Tree Ventures**

Feb 2023 – Jul 2023

Materials and prototyping lead, team of four, Product Engineering semester

- Prototyped and stretch-tested LED circuit layouts in knitted fabric: the first layout snapped under repeated stretching; the zig-zag conductive-thread redesign reached +150% stretch with the circuit intact.

ENTREPRENEURSHIP

BekFlip Games, The Hague · *Project Manager, own company*

Oct 2023 – Mar 2024

- Took the Billion Battles card game from concept to delivery: supplier selection, manufacturing, Kickstarter launch and fulfilment. Funded in 3 days; shipped to backers in 20+ countries.

Pratov Design, The Hague · *Freelance design studio*

Sep 2021 – Mar 2026

- Scoped, scheduled and delivered physical and digital design projects for 30+ clients, including Miro and PackBack.

HONORS

- Bachelor of Science with highest distinction (3 of 47 graduates), The Hague University of Applied Sciences, 2025
- 1st place product, THUAS Industrial Design Engineering Expo (Pals & Palms, for BS Toys), 2022
- Mental arithmetic olympiads, 2017: 2nd place, GeniusKid international final, Moscow; 1st place, Osh; 3rd place, Bishkek

DESIGN TOOLKIT

Research with people	Surveys, unmoderated user tests, stakeholder interviews, field and read-range tests, behaviour research, Harris profiles and weighted objectives
Sketching and visualisation	Concept sketching, product rendering, section views, technical drawings, Figma
Prototyping and testing	FDM 3D printing, laser cutting, fit checks on printed parts, scale-model and stretch tests, cooking trials, test protocols and rigs
CAD and engineering	SolidWorks, Fusion 360 (incl. load simulation), Rhino 3D, design for component reuse
Storytelling and teaching	Kickstarter campaign, presentations to marketing, design and department heads at Philips, IDE Expo; teaching software and tools to teammates
Coding, AI and electronics	JavaScript, Swift, LLM APIs and generative-AI tools, Windows test software, ABB YuMi programming, Arduino (LilyPad), NFC and UHF RFID
Manufacturing and materials	Recycled thermoplastics (HDPE, PE100), heated-plate pressing, material selection for thermal and food-safety limits, supplier selection and manufacturing for a card game
Languages	English C2, Dutch C1, Russian C2, Kyrgyz C2, Ukrainian B2, Kazakh B2