

Hi, I am Tom Kluijver MSc.

Design director at Motorola Solutions

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Work Experience

Design director

Motorola Solutions

Aug 2023 - present, London, UK

Leading a team of 6 designers and researchers in creating cloud-based security products like Alta Video, Alta Intrusion, DMP, and their respective Mobile apps. Responsible for the design and development of the new product Alta Intrusion. Steering MVP decisions through market analysis and potential customer meetings.

Contributing to general roadmap planning and decisions. Leveraging user research and competitor analysis for intuitive mobile and desktop decisions, garnishing the best iPad app award. Led different teams within the same Avigilon Alta family through a transformative period to create one product family.

Co-founder

Tones gallery

Oct 2021 - Oct 2024, London, UK

Shaped brand identity and market position for Tones gallery. Spearheaded talent acquisition and implemented sales funnelling strategies. Tripled website visitors, quadrupled newsletter subscribers, and orchestrated successful launch of limited edition prints in 2022, organised pop-up galleries and set up production in both UK and the Netherlands.

Senior UX designer

Ava security

Sept 2018 - Aug 2023, Oslo, Norway

Joined the startup in very early stage without having a product as of yet. Contributed to transformative UX designs, steering MVP from dreams to demos through keen market analysis and design explorations. To allow quick testing and iteration for best market fit. Leveraged user research and competitor analysis as the bedrock of intuitive mobile and desktop platforms, garnishing the prestigious Red Dot Award for our cloud product. Company got acquired by Motorola Solutions where I then continued to work on the product.

Founder

Nubus

2017 - Sept 2018, Delft, The Netherlands

Secured second place in the Circular Dragons Den Pitch competition. Initiated a cross-industry collaboration with KPN, TU Delft, YES!Delft, and NXP to explore venture opportunities for Nubus. Successfully built an MVP for product demos and crafted a compelling business plan to showcase its potential and attract investments.

User researcher

Exact

2016 - 2017 Delft, The Netherlands

Conducted extensive UX research and to define different problems to solve. From which we build use cases to define a conceptual direction for the a new product within Exact. Designed initial UX flows to for testing at trade shows to unlock new market potential and business opportunities.

Education

MSc. Integrated product design

Delft University of Technology

2013 - June 2017, Delft, The Netherlands.

Graduated with a 9/10 on the thesis "Nubus, the omnipresent personal computer," envisioning next-gen cloud-based smart devices. Earned cum laude grades while engaging in extracurricular activities, showcasing strong academic performance and well-rounded involvement.

Kansei Human behaviour and brain sciences

University of Tsukuba

2015, Japan

Conducted brain activity research during my exchange in Japan. Analyzing the impact of design on emotions. Performed blind tests measuring the frontal lobe activity of the brain to assess the material perception and its connection to emotional responses. I was honored with the JASSO scholarship in recognition of my exceptional academic achievements, enabling me to pursue my education in Japan.

BSc Industrial design and Engineering

Delft University of Technology

2010 2013, Delft, The Netherlands

Specialized in Industrial Design, leveraging various design methodologies and knowledge to create innovative products for companies through collaborations with the university. Graduated with a minor in Sustainable design and engineering.

Achievements

Best iPad app

2023, United Kingdom

The iPad app of Alta Video under my supervision won the best iPad award in the security industry by popular vote.

Red Dot design award

2021, United Kingdom

Whilst at Ava security we won the smart products category award with our Ava cloud video security product.

Bluedot design award

2014, Netherlands

Second prize in the BlueDot Design Competition with as theme reusing waste material.