

FEMKE VAN DROOGE

Vision, Concept, Design

May 15, 1982

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About

After having run my own company, Cooking Fox, for six years as lead designer, my businesspartner and myself decided to go our separate ways. Now I'm ready for a new challenge. I am a passionate and visionary designer and conceptual thinker, specialised in behavioural design. I have experience with a wide range of projects, from desktop or mobile to physical products to interactive installations. I'm a team-player with plenty of experience in creative leadership, project management, negotiation and communication. I'm an analytical thinker capable of quickly determining the root of complex problems and to explain this to others.

Skills

DESIGN

Very proficient with UX & UI design for desktop, tablet or mobile browsers & applications, product design, physical installations, internet of things applications, and (applied) game design. Extensive experience with the complete process from user research to concept to sketch to final product.

CONTENT / COMMUNICATION

Experience with writing reports, articles, scripts, scenarios, and storyboards, as well as production methods for voice recording, audio editing, film production and some film editing. Extensive experience with debating, presenting, lecturing and giving workshops for students and professionals. Some experience with creating courses within the field of expertise.

PROJECT MANAGEMENT

Plenty of experience working in teams and giving direction to personnel, freelancers and hired third parties. Proficient working with Agile Scrum methods, using tools such as Atlassian Jira. Experience writing project assessments & quotes, project planning, and proven ability to finish different types of projects within hard deadlines. Experience with negotiating contracts, guiding (public) tenders and negotiating topics within political alliances.

LANGUAGES

Dutch (native), English (fluent), German (intermediate in speech and reading, basic in writing), French (basic).

Experience

UX Designer / IT Project Manager / Guest Lecturer | Freelance | 2017 – today

Online Portfolio

- Responsible for the implementation and beta testing of a technical product called "Patient Flow Analytics". This system was implemented over the year 2017 in 8 different hospitals and 3 ambulance organisations in The Netherlands. Tasks consisted of implementation, project management, communication with the end users, troubleshooting and finding solutions with the R&D team based in Chicago, USA.
- Guest Lecturer at the College of Utrecht (HU) for the course 'Interactive Experiences'. My tasks consist of consulting for the structure and topics for the course and a guest lecture about a personal case study, given this May 16.

Founder / Partner / Lead Design | Cooking Fox | 2011 – 2017

Online Portfolio

Cooking Fox was founded right after graduation and grew to a company with a capacity of 5 fte. Personal responsibilities included concept & design lead, content production (scenarios, scripts, audio- and film production), project management, sales, financial administration and HR, while also directing two regular designers and two regular developers and a wide range of freelancers and hired third parties.

Education	<p>MA Design for Digital Cultures Open University UK & University of the Arts Utrecht, 2010-2011</p> <p>BA Interaction Design University of the Arts Utrecht, 2007-2011</p> <p>Artificial Intelligence (not graduated) University of Amsterdam, 2004-2006</p> <p>Medical School (not graduated) University of Utrecht, 2001-2003</p> <p>VWO Gymnasium Municipal Gymnasium Hilversum, 1994-2000</p>
Awards	<p>Europeana Creative Award 2014 Category Tourism, for the mobile app 'Estate Mobile', created in co-operation with the Society of Play and the Province of Noord-Holland.</p> <p>IoT Award 2013 IoT Public Award in the category Enterprise, for the cloud platform 'Zatar' by Zebra Technologies.</p> <p>iZovator Award 2011 Awarded to the best idea for healthcare in the region Gooi and Vechtstreek, with mobile application for cognitively impaired people 'Vinni'.</p> <p>HOT100 2011 HOT100 is an annual list of the 100 most promising graduating media-designers.</p>
Other	<p>City Council Member and Party Leader in Hilversum PvdA 2018 – today <u>Website</u></p> <p>I was asked to take the position of local party leader in the campaign shortly before the elections in March, after there was an internal conflict between the previous party representatives. I was tasked with bringing back the unity within our local party and to show our political face in a positive light once again. While we still lost one seat in the elections, I was able to turn around the ambiance within the party and to form a positive, forward-looking, united front.</p>
Hobbies	<p>Songwriting, Singing, Playing piano and violin, Kitesurfing, My dog Mila the Shetland Sheepdog</p>