

Antonno Versteeg

Personal details

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Personal statement

I'm a sincere and effective creative project manager with an MSc in Strategic Product Design. I have been leading and supporting teams to successfully deliver a wide array of projects for both private and public sector clients, quite often in the realm of sustainability. I provide creative and user-centred product and service solutions to innovation- and design-led companies and organisations, based on thorough research and problem analysis. I have a strong motivation to grow professionally and perform best within a collaborative, multi-disciplinary environment, researching and developing significant and valuable contributions to businesses and society.

Skills and memberships

Project skills

Ability to undertake research with different methodologies
Been accountable for the design management and branding of several projects
Skilled in the theoretical and practical application of creative facilitation methods
Experience in budgeting, pitching and liaising with clients and stakeholders
Been responsible for the on-time and on-budget delivery of many, up to 50,000 pound, projects
Been in charge of building and shaping teams for different fields
Able to visualise ideas and concepts in various mediums

Software skills

Microsoft Excel, Powerpoint and Word | SPSS
Adobe Illustrator, InDesign and Photoshop
Solidworks | SketchUp

Language skills

Dutch (native) | English (fluent, IELTS band score 7.5)
German (conversational) | French (basics)

Professional membership

Product Development and Management Association (PDMA)

Recent work experience

02/2010 – Current **Freelance designer and project manager**
Providing strategic and project management, development and realisation of product and service concepts for private and governmental organisations, both in London and in the Netherlands. Examples of clients: HOUSE Collective, Vodafone, GreenTour Florian Wolff, Rotary Pall Mall London, Fringe festival, Municipalities of

Rotterdam and Wunseradiel, Province of Drenthe and Essent. Furthermore, I assist in the design and production of large scale interactive installations for artists like Moritz Waldemeyer.

Responsibilities: *Concept development*
Qualitative research and reporting
Managing interactive projects from idea to realisation
Sketching different design options and creating 2d/3d digital imagery
Visualisation of different design directions, both sketches as digital work
Development of a brand based on existing values of a company

01/2009 – Current **Founder and Project Manager Entertain & Sustain Tower of Power**
Entertain & Sustain develops and builds bespoke installations and workshops on the theme of sustainability. The Province of Fryslân funded project “Tower of Power” showcases these interactive products, and installations of other designers and artists, on festivals and experiential business events.

Responsibilities: *Managed the design, development and construction of all installations*
Developed the branding and marketing of the project
Liaised with theatre and festival organisations in the Netherlands and the UK
Attained funding for the project through grant applications
Defined the metrics for gauging the success of the project on completion
Coordinated volunteers, both in construction and in on-site applications

06/2009 - 02/2010 **Production Manager for Greenovator Tour**
The Minister of Housing, Spatial Planning and the Environment toured 10 universities in the Netherlands with a talk-show about innovation, sustainability and entrepreneurship, showcasing products, projects and initiatives. The on-budget delivered tour proved to be successful with full venues, great experiences for the audience and a happy client.

Responsibilities: *Concept, development and design management of the décor*
Logistics, technical planning and execution of the events
Liaising with the public relations department of the ministry
Cooperated with the hosting universities organisational committees
Financial planning of the tour production

Higher Education

2010 **Immersion, post-graduate career development programme**
London University of the Arts. Central St Martins Innovation

2005 -2008 **Master of Science Strategic Product Design**
Delft University of Technology. Faculty of Industrial Design Engineering

2000 - 2007 **Bachelor of Science Industrial Design Engineering**
Delft University of Technology. Faculty of Industrial Design Engineering
(Part of the combined BSc-MSc programme)