

Alexander Rulkens BSc.

Interaction designer, developer & explorer



Personal Details

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Employer Studio Ludens V.O.F. (Founder)
www.studioludens.com

Education

- 2008 **Business coaching**
Rogilla (Arjen Provoost)
- Learning about my personal strengths and weaknesses and being able to apply them in the right situation
 - Formulating goals for personal development
- 2007 **Business master class**
Eindhoven University of Technology
- Focus on high-tech startups
- 2006 **Bachelor Student Philosophy**
Utrecht University
- Focus on Ethics
- 2002 - 2007 **Bachelor of Science Industrial Design**
Eindhoven University of Technology
- Graduated in 2007 as BSc.
 - Participated in multiple exhibitions
 - Won the Philips Design Excellent award with my graduation project (EOS)

Skills

- Design
- Interaction: iterative process, brainstorming, user testing (qualitative & quantitative), project management, prototyping, sketching
 - Graphic: Photoshop, Illustrator, 3Ds Max
- Programming
- Full web stack: Javascript (front- & backend), CSS/Sass, HTML5, WebGL, PHP
 - Java, C#, C (embedded), parser design
 - Physical API's: Phidgets, Arduino, Kinect
- Soft
- creative, curious, driven, enthusiastic, team player, musical (cello & guitar), explorative

Achievements

- 2009, 2010 **Unlimited Design Competition**
Winner of competition focussed on open source design with the Magic Box software for Fablabs
- 2013 **Camino de Santiago**
Walked ~900km in 44 days for personal exploration and development

Work experience

- 2007 - now **Founder & CEO**
Studio Ludens
- Responsibilities & tasks**
- Design, development, implementation, sales & marketing and support for our own product Repper (repperpatterns.com)
 - Design, front- and backend development (Flex, PHP, Wordpress) of >10 design tools
 - Organizer of workshops & talks about the creative process
 - Business development, learning through failures and successes
- Clients**
- i.a. Philips, Droog Design, Joris Laarman, Shapeways, Rijksmuseum
- 2010 - now **Interface developer**
Philips Retail Solutions
- Flex frontend implementation
 - Data modelling
 - System design
- 2007 - 2009 **Part-time developer**
Eindhoven University of Technology
- Design and implementation of visualisation and research tools
 - Analysis of research findings
 - Software project management
- 2005 **Student assistant electronics workshop**
Eindhoven University of Technology
- helping students solve electronics problems
 - focus on problem-solving and education

Not-for-profit work experience

- 2009 - now **Magic-Box.org**
Creator and developer of Magic Box, an online parametric design tool for creators. Used in Fablabs around the world.
- 2012 **PICNIC Conference**
Volunteer responsible for taking care of public speakers
- 2011 **CYO 2011 Conference**
Workshop organizer on conference about creativity and customization
- 2010 **This Happened Utrecht #9**
Public speaker about the power of creativity
- 2009 **MCPC 2009 Conference**
Volunteer at conference about Mass Customization