

Willem Borsboom

Interaction Designer & Prototyper

Experience

Freelance | Service & Interaction Designer

Remote | Client: property access platform | Part-time | Apr 2026 – Aug 2026
Designed a flexible visitor experience for a property access platform that adapts to any property's setting: Wallet passes with configurable actions and visitor profiles. Grounded in personas, journeys, and a service blueprint.

Collins Aerospace | Innovation Hub Design Intern

Houten, Netherlands | Graduation | Sep 2025 – Feb 2026
Developed an accessible mixed-reality prototyping approach for designers to evaluate spatial concepts early, reducing the risk of pursuing the wrong concept. Built XR prototypes with Unreal Engine, Xcode, and agentic coding.

Albert Heijn

UX/UI Designer

Zaandam, Netherlands | Part-time | Sep 2023 – Aug 2025
Design for an AI-driven bakery operations app reducing food waste in stores. Designed and validated UX and UI of features for the store operations app used by 100,000+ employees. Collaborated with stakeholders and developers to implement and validate features.

UX/UI Design Intern

Zaandam, Netherlands | Internship | Feb 2023 – Jun 2023
Analyzed the store-wide impact of dynamic markdown, designed screens, and iterated on them through testing with store staff. Also contributed to the design system, working with stakeholders and product teams.

Efteling | Product Management Intern

Kaatsheuvel, Netherlands | Internship | Sep 2024 – Feb 2025
Used research and data to decide actions for transport, crowd flow, entrance, and wayfinding projects, aligning product owners, data analysts, and developers.

TE Instruments | Communication Design Intern

Houston, TX, US | **Delft, Netherlands** | Internship | Oct 2022 – Jan 2023

Education

Delft University of Technology

MSc | Design for Interaction Cum Laude
Delft, Netherlands | Sep 2023 – Feb 2026

BSc | Industrial Design Engineering
Delft, Netherlands | Sep 2019 – Jun 2022

Stanford University | Global Engineering Design Innovation

Stanford, CA, US | Nov 2023 – Jun 2024

Umeå Institute of Design | Erasmus Exchange

Umeå, Sweden | Aug 2021 – Jan 2022

Extracurricular

ID Study Association

Chair, International Study Trip (Flight Case)
Delft, Netherlands | Oct 2024 – Sep 2025
Chair of the committee that organized a master's study trip to South Korea and Japan for students in product, strategic, and interaction design. Established collaborations and design cases with local companies.

Confidential Mentor
Delft, Netherlands | Jun 2023 – Dec 2025

Portfolio
willemborsboom.nl



Email
willemborsboom@icloud.com
LinkedIn
Willem Borsboom

Skills
Languages
Dutch (native)
English (fluent)
German (conversational)

Design & Innovation
User research
Service design
Interaction design
Prototyping
Concept validation
Business cases
Spatial design / XR

Tools
Figma
SwiftUI / Xcode
Unreal Engine
Blender
Agentic coding (Claude)
Adobe Creative Cloud
Final Cut Pro