Industrial Design portfolio
Olivier Sebastiaan van Nieuwmegen
MSc. Industrial Design Engineer

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I believe a good product may be admired as a piece of art, but in use it should not require too much attention of the user. This can be accomplished by provoking the intuition of the user and minimalistic design. A product can only be successful if all four pillars of design “Technology, Aesthetics, Ergonomics and Business” are in balance with each other.

My credo as an MSc. Industrial Designer is ‘Design by Making’. As soon as possible I build prototypes of my ideas, test them and come up with new ideas. My focus is on the conceptualization and realization of innovative connected products. For me, the physical part is as important as the digital part of a product. I love to work with artificial intelligence, wearable technology and IOT solutions.

Besides being an Industrial Designer, I like to make (animated) videos for my own projects and clients.

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Firefighters endure considerable physical duress during their work. The impact on their heart and arteries is enormous. The QuantiFire is a smart earpiece that registers physiological values and predicts when serious health risks are likely to occur. The earpiece will also improve mutual communication through amplifying speech and reducing environmental noise.

Scan for more information and the video:
Luggage place is a product service combination designed for KLM Royal Dutch Airlines that enables premium passengers to reserve a place in the overhead lockers. This extra service adds more convenience to the KLM experience and reduces the boarding times at the gate. Out of 30 projects sent in by students this project was selected as number one.

Scan for more information and the video:
MIZU

MIZU is a sink-tap combination that enables a new, more intuitive interaction. By touching the sink, the tap can be controlled. Traces of use are shown in the material (bronze) at places that are touched more than other places. These traces makes people aware of their water usage.

Scan for more information and the video:
The 180° backpack uses a smart mechanism to enable the user to easy accessibility. The mechanism allows the user to turn the backpack from the back to the front. The backpack is designed for umbrella manufacturer senz° to function as a new product category in their portfolio.
This product is designed for a startup GOED. They want to put themselves into the market to help the sheltered workshops in the Netherlands. The appearance of these products should be sophisticated but show the user where it is made. These requirements are translated into the design of a dustpan. The product has a nice integration of the brush and the dustpan. When mounted on the wall it look like one piece.

Scan for more information:
Sport cyclists with visual impairment prefers sports glasses with prescription lenses that look and work the same as normal sport glasses. For cycling company BBB two concepts are developed for prescription sports glasses: a ‘Slide-In’ and a ‘Directly Glazed’ concept.

Scan for more information and the video: