

DIMITRI VAN IERSEL

AI Product Strategist | AI & UX Researcher



About me

Committed to meaningful (AI) innovation, applying it where it truly enhances user experience and solves real problems. With a user-first mindset, I identify opportunities where technology creates measurable impact. Strong in both strategy and execution, leading teams, simplifying complex challenges, and ensuring solutions align with real user needs.

Information

Name: Dimitri van Iersel
Nationality: Dutch (Netherlands)
Age: 23

Skills

- AI & Machine Learning
- Product Development & Innovation
- UX/UI Design & Research
- AI-driven Automation & Integrations
- Front-End & AI Development
- Prototyping & Concept Development
- Team Leadership & Stakeholder Communication

Tools

AI & Data: TensorFlow, OpenAI API, Google Cloud AI, Deepseek, LLMs

Design & Prototyping: Figma, Adobe XD, Illustrator, Photoshop

Development: React, Vue, Node.js, Supabase, Flutter

Project & Workflow Management: Jira, Git, Agile (Scrum & Kanban)

Education

Bachelor of Science (B.Sc.) in ICT – Open Innovation
Fontys University of Applied Sciences – Eindhoven, Netherlands
| 2025

- Official Title:** Engineer (Ing.)
- Specialization:** AI, UX/UI Research, Design & Product Development

Minor in Entrepreneurship

Fontys University of Applied Sciences – Eindhoven, Netherlands
| 2023

- Specialization:** Product development, User and market research. UI/UX design.

Higher General Secondary Education (HAVO)

Dr.-Knippenbergcollege, Netherlands
| 2019

Languages

Dutch: Native / Bilingual

English: Full Professional Proficiency

German: Limited Working Proficiency

Mandarin Chinese: Beginner (Currently Learning)

Work Experience

R&D at Signify (Formally known as Phillips Lighting)

Internship | AI & Product Leadership | UX & AI Strategy | R&D
09/02/2024 to 07/02/2025

- AI Development:** Researched, designed, and built an AI-driven solution, ensuring technical feasibility, user-centered design, and research-backed validation.
- Cross-Disciplinary Collaboration:** Worked alongside AI specialists, data scientists, UX researchers, and engineers to align development with technical and user insights while staying up to date with the latest advancements in AI and technology.
- Machine Learning:** Developed and optimized a machine learning model using TensorFlow & Python, exploring neural network architectures and LLMs, modifying layers and training methods to enhance performance.
- UX & UI Research:** Led UX research, UI design, and user testing, ensuring AI was implemented only where it provided real value, not as a trend-driven feature.
- Strategic Impact:** Developed and presented a technically validated AI solution. Advised the company on future AI opportunities, with my work being highly valued within Signify, laying the groundwork for further development and AI-driven innovations.

UI/UX Designer at Simptel

Internship | SAAS Company | Brandstyle | UI design | UX research
09/05/2022 to 01/27/2023

- UI Design:** Designed impactful UI & interactive prototypes in Figma, creating wireframes and user flows for a key module within the CPaaS platform.
- UX Research:** Conducted market and UX research to ensure designs were user-centered, strategically aligned, and visually effective.
- Design Influence:** Played a key role in shaping the company's UI direction, with my work influencing their brand style and interface.
- Product Strategy:** Actively contributed to product decisions, collaborating with teams to refine UI best practices and design standards.
- Implementation & Recognition:** Work was highly valued and implemented at large scale, contributing to a more consistent and user-friendly platform.

Projects

AI Task Automation via messaging (WhatsApp)

R&D | UX researcher | Development
2024 - Present

- User Behavior Insight:** Identified that many users—especially in the Netherlands—don't actively use calendar apps, but instead store reminders in messaging services like WhatsApp.
- Seamless AI Scheduling:** Built an AI-driven WhatsApp assistant using natural language processing (NLP) and LLMs to interpret flexible user input and automatically schedule tasks in external systems.
- Integrated & Scalable Architecture:** Designed a system that parses unstructured text, converts it into structured data, and integrates with Google Calendar, task managers, and other scheduling APIs, ensuring tasks are accessible across multiple platforms.

AI-Driven Smart Display System

Product/Start Up Leadership | UX & AI Research | Business & Technology
2023 - 2024 (Start up project)

- Product Design & Development:** Designed a scalable smart display system, enabling users to configure screens in custom sizes and shapes while ensuring seamless functionality and control via mobile devices.
- Product & Team Leadership:** Founded and Led a multi-disciplinary start up team of 5 members with different backgrounds (ICT, mechanical engineering, Communication and management, aviation, automotive).
- Market & User Research:** Conducted extensive market validation, identifying technical feasibility, cost constraints, and real-world use cases to assess commercial viability.
- Hardware & Software Development:** Designed and built a functional prototype, overseeing both hardware selection, mechanical design, and embedded UI development.
- Stakeholder Engagement:** Presented the product to potential investors and customers, gathering insights for positioning, funding strategies, and go-to-market feasibility.
- Key Learnings & Takeaways:** Gained hands-on experience in early-stage product development, balancing technical feasibility with market demand, and understanding the challenges of scaling AI-integrated hardware solutions.

DIMITRI VAN IERSEL

AI产品策略师 | UX研究员



个人简介

专注于通过人工智能技术创造有意义的创新，致力于在真正提升用户体验和解决实际问题的场景中应用技术。秉持用户优先理念，善于发现技术创造可量化价值的机会。兼具战略思维与执行力，擅长领导团队、简化复杂问题，并确保解决方案符合真实用户需求。

联系方式

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作品集：<https://looklistenlink.site>

个人信息

姓名：Dimitri van Iersel
现居：荷兰
年龄：23

核心能力

- AI & Machine Learning
- 产品开发与创新管理
- UX/UI全流程设计与研究
- AI驱动的自动化系统集成
- 技术原型开发与验证
- 跨部门协同

技术工具

AI & Data: TensorFlow, OpenAI API, Google Cloud AI, Deepseek, LLMs

设计: Figma, Adobe XD, Illustrator, Photoshop

开发: React, Vue, Node.js, Supabase, Flutter

项目管理: Jira, Git, Agile (Scrum & Kanban)

教育背景

信息通信技术工学学士（开放创新方向）

荷兰方提斯应用科技大学 | 埃因霍温
(2019.09 - 2025.02)

- 专业方向：人工智能、UX/UI研究、设计与产品开发

辅修:创业管理

荷兰方提斯应用科技大学 | 埃因霍温
(2023.09 - 2024.02)

- 专业方向：产品开发、用户与市场研究、UI/UX设计

语言能力

荷兰语：母语

英语：专业流利

德语：基础工作沟通

中文普通话：基础（正在系统学习中）

实习经历

Signify（前飞利浦照明）研发部

人工智能与产品研发实习生
2024.09.02 - 2025.02.07

- AI开发:** 研究、设计并构建AI驱动解决方案，确保技术可行性、以用户为中心的设计和基于研究的验证。
- 跨学科协作:** 与人工智能专家、数据科学家、用户体验研究人员和工程师合作，确保开发工作与技术和用户洞察保持一致，同时紧跟人工智能和技术领域的最新进展。
- Machine Learning:** 使用TensorFlow和Python开发并优化了机器学习模型，探索了神经网络架构和大语言模型（LLMs），通过修改层结构和训练方法以提升性能。
- UX/UI研究:** 主导用户研究、界面设计和测试，确保AI应用产生真实价值而非追逐趋势。
- 战略影响:** 开发并展示了经过技术验证的AI解决方案。为公司提供有关未来AI机会的建议。提出的AI解决方案获公司高度评价，为后续AI创新奠定基础。获Signify系统架构师Gerhard Mekenkamp推荐信："深入掌握AI模型的开发与应用，并在用户界面设计中展现了创造力，确保功能性与用户体验"。

Simptel公司

UI/UX设计师

2022.09.05 - 2023.01.27

- UI设计:** 在Figma中设计高影响力界面和交互原型，为CPaaS平台关键模块创建线框图 and 用户流程。
- UX研究:** 通过市场与用户研究确保设计符合用户需求与战略目标。
- 设计影响:** 深度参与公司UI风格定义，成果影响品牌视觉与界面设计标准。
- 产品战略:** 参与产品决策制定，协助团队优化UI最佳实践。
- 实施与认可:** 成果得到高度重视并得到大规模实施，为建立更加一致和用户友好的平台做出了贡献。

项目经历

基于消息平台（WhatsApp）的AI任务自动化

技术产品负责人

2024-至今

- 用户洞察:** 使用用户访谈和问卷调查等用户调研方法，发现荷兰用户更倾向通过WhatsApp等通讯软件管理日程而非传统日历应用。
- 无缝人工智能调度:** 利用自然语言处理（NLP）和大语言模型（LLMs）构建了一个人工智能驱动的WhatsApp助手，用于解析灵活的用户输入并自动在外部系统中安排任务。
- 集成与可扩展架构:** 设计了一个系统，能够解析非结构化文本并将其转换为结构化数据，同时与Google日历、任务管理器和其他调度API集成，确保任务可以在多个平台上访问。

AI驱动智能显示系统

创业项目负责人

2023-2024

- 产品设计与开发:** 设计了一个可扩展的智能显示系统，使用户能够配置自定义尺寸和形状的画面，同时确保通过移动设备实现无缝功能和控制。
- 团队领导:** 领导了一个由5名不同背景（信息通信技术、机械工程、管理、航空、汽车）成员组成的多学科团队。
- 市场验证:** 通过市场研究、技术可行性分析、成本评估和实际使用案例研究验证商业化潜力。
- 原型开发（硬件和软件）:** 主导功能原型开发，涵盖硬件选型、机械设计和嵌入式UI开发。
- 资源对接:** 向投资者和潜在客户展示产品，收集市场定位与商业化策略洞察。
- 主要学习内容和收获:** 获得早期产品开发的实践经验，平衡技术可行性和市场需求，并了解扩展AI集成硬件解决方案的挑战。