

# NATSUKI COLLIN

Product design · Research · Strategy

## EDUCATION

**MSc Industrial Design Eng.**
University of Twente
2024 – 2026
*Thesis with Picnic: "Between the aisles: reducing the cognitive load of routine grocery shopping while preserving shopper autonomy"*

**BSc Creative Technology**
University of Twente
2020 – 2024

**International Baccalaureate**
St Andrews Int. School Bangkok
2018 – 2020

## SKILLS

**Research**
Interviews, co-design, usability testing, synthesis

**Design**
Product and UX design, prototyping, design systems, brand directions

**Tools**
Figma, Framer, Blender, SolidWorks, Siemens NX, Odoo, AI-assisted prototyping (Claude Code, Codex), Miro

## LANGUAGES

| | |
|---|---|
| **English** | Native |
| **French** | Fluent |
| **Japanese** | Fluent spoken |
| **Thai** | Fluent spoken |
| **Dutch** | B2 |

## INTERESTS

- **Making**: cooking, crocheting, and crafting
- **Music**: piano, guitar, and singing
- **Active**: strength training and long walks
- **Social:** shared dinners, game nights and show marathons with friends

## CONTACT

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Enschede, relocating to Utrecht / Randstad
Belgian/Japanese/Australian nationality

**UX and Product Designer specializing in user research, co-design and concept development for digital products. Experienced in turning user insights and business** goals into tested concepts at a fast-paced tech company. Eager to apply my multicultural background and **systems thinking** to create simple, **user-centred** products.

## EXPERIENCE

### UI/UX Design Intern
Sep 2025 – May 2026
**Picnic Technologies, Amsterdam**

- Conducted **end-to-end user research**: three interview rounds with 16 shoppers, think-aloud studies and **co-design sessions**.
- Designed, **prototyped and tested** Quick Rebuy, a reordering concept that **reduces cognitive load while keeping the shopper in control.**
- **Collaborated cross-functionally with developers, product owners and designers to** check feasibility within Picnic's **design system**.
- **Analysed** real **customer purchase data** to define selection rules, replacing a simple rule that surfaced only 13 to 15 products.

### Freelance Product Designer and Front-end Developer
2019 – now
**SafeComs, Bangkok (remote)**

- Translated **client requirements** into working websites on Odoo, balancing **user needs, business goals and technical constraints.**
- **Designed** and **delivered Hupp'r Jobs**, a hospitality staffing **marketplace MVP**, from written brief to a working product, **prototyped** in code and **tested** with the founder.
- Created **brand directions** and a **scalable design system**, designing 21 screens and prototyping them with Claude Code.
- Diagnosed client-reported issues through **data analysis** and redesigned feedback states to make them clearer.

### Event Organiser
2020 – now
**Neighbourhood party, Enschede**

- Co-organise a **large-scale yearly event** for 600 guests with 3 bars and 3 DJ stages.
- Managed **sponsorships** and **external stakeholders**, including permits with the municipality
- Led **branding and marketing**: visual identity, posters, flyers and social media, resulting in a **sold-out event** every year.
- Developed strong **planning, communication and teamwork** skills under **high-pressure conditions.**

### DesignLab Dream Team
Feb 2022 – Jul 2023
**University of Twente**

- Supported daily operations of a **creative maker space**; produced **video content** for Dutch Design Week.

### Teaching Assistant, Interactive Visualisation
Jan – Sep 2022
**University of Twente**

- **Coached and mentored** first-year students in **Blender 3D modelling,** giving **constructive feedback** on their work.

## ABOUT ME

As a third-culture kid with Japanese and Belgian roots, raised in Thailand, I grew up switching between languages and cultures. That taught me to read a room, connect with people quickly and settle into new teams fast. Dutch is my current focus, as my fifth language.