

Michelle ten Pas

Empathic and proactive UX designer and researcher with a passion for educational technology and innovation

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Nuenen, NL

Focus areas

- UX design & strategy
- User research • Usability testing
- Facilitating co-creation workshops
- Concept development
- Design thinking • Design for/with AI
- EdTech • Educational Assessment
- Agile • Innovation • Sustainability

Tools

- Adobe CC (XD • Ai • Id • Ps • Pr)
- Figma • Sketch • Miro • Mural
- Jira • Qualtrics • Alchemer
- MS Office
- Basic programming (HTML, CSS, C++)

Languages

Dutch > fluent (native)
German > fluent (native)
English > fluent *(TOEFL iBT 110)*
French > advanced

Achievements

- Winner Graduation Project Award of Creative Technology, 2016
- Winner Pitch Prize, Audience Prize & Jury Prize, EduChallenge 2016
- Second Prize (Master Project), DTU Green Challenge 2019

Interests

Volunteering • Traveling • Tennis
Cooking • Photography

Work experience

Renewi
Geldrop, NL
2025 - 2026

Concept Developer
Developing new services and improving current services to help clients reduce waste and increase waste separation

IBM
Amsterdam, NL
2021 - 2025

Senior User Experience Consultant
UX design and strategy, user research and usability testing. Facilitating more than 40 co-creation workshops across various industries. Leading small design teams. Completed internal trainings on designing for and with AI. Clients include ABN Amro, IKEA, Heineken, Deltares.

Cito
Arnhem, NL
2020 - 2021

R&D Specialist
Concept development, co-creation and user testing of prototypes for educational measurement and assessment

Technical University of Denmark
Lyngby, DK
2018 - 2019

Teaching Assistant
Assisting teachers and coaching students in various design and business courses of the MSc Design & Innovation curriculum

Education

Technical University of Denmark
Lyngby, DK
2017 - 2019

MSc Design and Innovation
Interaction & UX Design, design methods, product development and entrepreneurship

Master thesis "Designing the UX of an AI-based writing guide to enhance differentiation in primary education" at Clio (now part of Alinea.dk). *Grade: 12/12*

University of Twente
Enschede, NL
2012 - 2016

BSc Creative Technology *(cum laude)*
Industrial design, computer science, electrical engineering and business courses

BSc Thesis: "Implementing Eye-Tracking in Preschool Assessment" at Cito, *Grade: 9/10*
Study abroad: City University of Hong Kong

2016-2017
Premaster Educational Science & Technology
MSc Honours program "Change Leaders"

Certifications

- User Research: Methods and Best Practices – Interaction Design Foundation (IxDF)
- Enterprise Design Thinking Practitioner & Co-creator – IBM
- Salesforce Certified UX Designer – Salesforce
- Ethics in Design – Service Design College
- Registered Product Owner – Scrum Inc.