

I am a product designer and frontend engineer. I’ve helped laboratories and R&D teams whose platforms went unused – a circuit viewer that 86% of visitors left, 86% of published data never opened – by building and redesigning how scientists explore, model, simulate, and trace their data. The result: 1,200+ virtual labs in 18 months at the Open Brain Institute, and data viewed up from 14% to 94% on Nexus Fusion.

EXPERIENCE

1200+

Virtual labs created in 18 months on the platform

Product: Open Brain Institute

Launched in March 2025 with no lab and no partner, the institute needed 600 virtual labs a year to survive. As sole product designer and product owner, I redesigned the circuit viewer (bounce rate from 86% to 8%) and the platform ran 1.3× ahead of that target, with 12 partner universities.

94%

Of published data now viewed, up from 14%

Product: Nexus Fusion

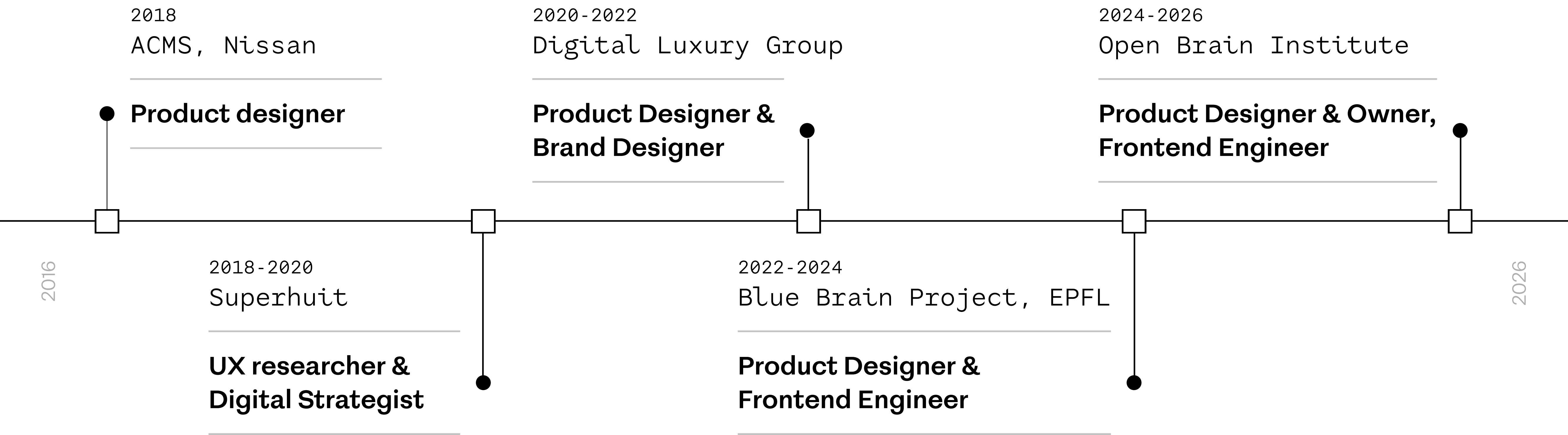
In Nexus Fusion 86% of published data had never been opened, reachable only through a terminal and an SDK. I asked three backend engineers to measure usage, then defended a graphical platform that links data by provenance, now used by 2,600+ researchers a month, and anatomy expert companies.

6300

Brain models and simulated built on the platform

Swiss Brain Observatory

Neuroscientists had to rebuild a digital brain and model its electrical behaviour, region by region. I ran the interviews and journey mapping, wrote the product roadmap, and designed the path from the atlas to the simulation. Scientists have now built 6,300 brain models with it.



EDUCATION

2014 - 2015
Master of Science,
Type & Media

Royal Academy of The Hague,
the Netherlands

2013 - 2014
Master of Fine Art,
Art Direction

ECAL, Lausanne
Switzerland

2009 - 2013
Bachelor in Fine Arts,
Graphic Design

Academy of Art University,
San Francisco, USA

MORE

ABOUT

EXPERIENCE

METHOD

SKILLS