



Dr. Wo Meijer

Technical Project Lead
Mechatronics,
Robotics,
& E-Mobility

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Professional

goodBytz

Lead Industrial Designer [Apr. 2025 - Present]

Leading design driven technical projects

- Orchestrate cross-functional mechatronic projects across hardware engineering, electronics, software, and manufacturing for next-generation robotic systems.
- Act as project lead bridging C-suite strategy, client specifications, and engineering teams to guide products from conceptual design to real-world field deployment.

Roetz Bikes

Product Designer [Sep. 2019 - Sep. 2020]

Spearheaded technical project plans and product roadmaps for connected, smart e-mobility vehicles and sensor integration.

- Led client-facing Design Sprints with fleet managers and engineers to define technical requirements for smart e-mobility solutions.
- Developed roadmaps and project planning for the development of a family of e-mobility vehicles based on a common platform.

Accenture Interactive Amsterdam

Graduate Intern [Dec. 2018 - July 2019]

Created toolkit for adding senses to VR and AR projects based on IDEO method cards and Design Sprints methodologies.

- Worked with UX designers to facilitate Design Sprints with different companies, stakeholders, and user groups.
- Overhauled the electronics development process and capabilities at AI Labs.

Anything Connected

CoFounder [Sep. 2016 - Oct. 2019]

Cofounded an innovative IoT sensor platform that allows for the monitoring and predictive maintenance of industrial and construction equipment.

- Managed end-to-end hardware product lifecycle of an industrial IoT platform, scaling units from hand-soldered prototypes to mass production and turnkey deployment.
- Drove B2B technical sales, client requirements gathering, and trade show demonstrations, directly aligning customer needs with engineering specifications.

Academic

TU Delft

PhD Candidate [Nov. 2020 - Apr. 2026]

Researched how designers use 360° video and created digital and physical tools to support their processes.

- Led multidisciplinary research projects exploring emerging technologies including AI, VR, biosignals, and immersive media.
- Coordinated collaborations between researchers, students, and external stakeholders.
- Developed and facilitated workshops and research activities translating complex technological concepts into actionable design insights.

TU Delft

MSc Integrated Product Design [2016-2019]

KAIST- Industrial Design Exchange Student [2017]

DTU- Design and Innovation Exchange Student [2018]

TU Delft

BSc Mechanical Engineering [2012-2016]

Skills

Project Management & Commercial Leadership:

Cross-functional Project Management, Technical Sales, Design Sprints/Agile, Client Requirements, Product Roadmapping, Vendor Coordination.

Engineering & Mechatronics:

Solidworks, Fusion 360, Python, Matlab, sensor development, Laser Cutting, CNC milling, 3D Printing, other rapid prototyping techniques.

Languages & Soft Skills:

Native English & Dutch, Technical Presentation, Improvisational Theatre Coaching, Cross-functional Leadership.