



Dr. Wo Meijer

Strategic designer bridging robotics, emerging technology, and human-centered innovation.

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[Google Scholar](#)

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Professional

goodBytz

Lead Industrial Designer [Apr. 2025 - Present]

Building a design department for a robotic kitchen company.

- Leading strategic, aesthetic, and ergonomic development of next generation of cooking robots.
- Working closely with C-Suite, engineering, sales, and manufacturing to improve all elements of user experience.
- Recruiting, managing, and mentoring UI and physical product designers.

Roetz Bikes

Product Designer [Sep. 2019 - Sep. 2020]

Spearheaded development of sensors and connectivity for smart e-mobility solutions for fleet and shared use.

- Coordinated with suppliers to develop innovative passive sensors.
- Conducted Design Sprints with Customers, Fleet Managers, and the Design Team.
- Created roadmaps and project plans for future smart E-mobility vehicles.

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.

- Lead the development of IoT sensor from hand-soldered prototype to mass production and turn-key deployment.
- Aligned customer needs with the development and design process of hardware and software.

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.

- Member of the Works Council and PhD Council
- Supervised 3 amazing masters graduations
- Awardee Intel Academic Donation Program
- Best demo award nominee at ICTOpen and National XR day, the Netherlands.
- Organized Workshop on Empathy at CHI '22, '23, '24

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

Engineering:

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

Design:

Design Sprints, User Research, Product Sketching, UI Mockups, Adobe Illustrator, Photoshop, InDesign.

Soft Skills:

Cross-functional leadership, Improvisational Theatre Teacher, Excellent Presentation Skills, Native English and Dutch, Basic Mandarin.

Bonus:

United States and Netherlands Dual Citizenship.