

Coen Claassen

linkedin.com/in/coenclaassen
coenclaassen.com

Summary

By driving initiatives, I secure traction and buy-in, pinpoint the functional sweet spot, and enable product validation early in the development process.

12+ years of product development experience

Developed integrated systems incorporating displays, batteries, connectivity, and apps.

Merging digital and physical seamlessly

Education

University of Antwerp

Master of Science
Product Development
2010 – 2012

University of Antwerp

Bachelor of Science
Product Development
2007 – 2010

Certifications

Green Belt Certification (DFSS)
Nov 2022

Skills

Technical leadership, system architecture, decision making, 3D CAD, SolidWorks, PTC Creo, DFM, DFA, Tolerance Analysis, Wearable Technology, Consumer Electronics, Mechanical Engineering, Industrial Design, Sketching, Visualization, Presentation.

Experience



Philips

Senior Technical Product Manager - Jan 2021 - Present (3 yrs 7 mos)

Providing technical leadership to development teams and leading early-stage product design and architecture definition. Building products that solve parents' most pressing needs.

- *De-risked critical functions early in development by building and testing 100+ prototypes. This proactive approach ensured robust performance and reliability at later stages.*
- *Navigated complex trade-offs across electronics, mechanics, sensors, actuators, and software, optimizing design decisions to enhance product functionality and performance while meeting stringent project timelines.*
- *Leveraged strategic partnerships with external vendors in China, effectively streamlining supply chain operations and enabling internal teams to concentrate on critical, high-impact activities, thereby accelerating the delivery timelines.*

Product Development Engineer - Oct 2017 - Dec 2020 (3 yrs 3 mos)

Finding the functional sweet spot through simulation, Design of Experiments, building and testing. Designing compact and portable devices for high volume manufacturing | Full systems ownership.

- *Fueled the business with ownable inventions resulting in 10+ patents granted. Thereby securing key differentiation points leading to a long-term competitive advantage in the market.*
- *Optimized design for usability, comfort, performance, cost-effectiveness and reliability. Leading to an increase in ratings and reviews (R&R) and lower field call rate (FCR). Integrated human factors and applied advanced surface modeling to achieve superior user comfort and function integration of injection molded plastic and silicone parts.*



Accenture

Senior Product Design Engineer - Jul 2015 - Sep 2017 (2 yrs 3 mos)

Directed and participated in creative process. Developed integrated systems featuring displays, batteries, connectivity solutions, and apps.

- *Aligned internal engineering and marketing teams with 4 external industrial design agencies, ensuring structured collaboration for industrial design initiatives. Successfully managed a design budget exceeding €1M*
- *Inspired product concepts and product architecture in 20+ workshops. Collaboratively conceptualized new ideas and built razor-sharp pitches that resulted in impactful innovations.*
- *Empowered creative culture by organizing hackathons to explore unconventional ideas and make the translation to tangible demonstrators. Reducing the time from idea to validation from weeks to days.*

Product Design Engineer - Aug 2012 - Jul 2015 (3 yrs)



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