

TIM THEYS

Senior Product Designer @imec
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Product Designer with 4+ years of experience designing solutions for **data-sensitive applications** for both **international companies** and **public institutions**. Currently focused on leveraging an **AI-powered design stack** to build a platform to evaluate human-agent interactions.

KEY COLLABORATIONS



SKILLS

UX Research: Usability testing, synthetic user testing, personas, journey mapping, storyboarding, heuristic evaluations, focus groups, accessibility research and A/B testing.

Prototyping & Design: Wireframing, low- to high-fidelity prototyping, interaction design, data visualization and design system integration.

Methodology & Strategy: Design thinking, design sprint facilitation, HCI & technology adoption research, stakeholder workshops.

DESIGN TOOLS

Figma (Make/MCP), Claude (Code/Design), Stitch, Gemini, ChatGPT, n8n, Webflow, Framer, Lovable, v0, Miro, Open Pencil, Camtasia & Dovetail

RECENT CERTIFICATIONS

AI Design by Memorisely | Mar 2026

Figma – Advanced Training by BYOL | Feb 2026

LANGUAGES

DUTCH – Native speaker

ENGLISH – C1

FRENCH – B2

POLISH – A1

AWARDS

Leo Baekeland Award for Best Master Thesis in Industrial Engineering
Ghent University | 2022

Thesis titled: 'The Design of a Smart Diametrically Adjustable Ligament Knee Orthosis'

Best Poster Award

Faculty of Engineering and Architecture Research Symposium | 2024

Poster titled: 'The design and evaluation of a personal data store application'

EXPERIENCE

Senior Product Designer imec | Jan 2026 – Present

Leading the design and development of ASTRA, an AI platform that enables researchers to configure, deploy, and evaluate human-agent interactions with automated behavioral tracking. Partnering with public broadcaster VRT to conduct functional testing and user validation. Built with an AI-powered design stack including Claude Code, n8n, and ElevenLabs.

Defining the 'shifting interfaces' strategic roadmap to align imec's product and research focus with emerging interaction modalities such as on-body AI.

Coordinating the AI-powered product design project, guiding 20+ SMEs in integrating AI-powered workflows into their product design processes.

Freelance UX Design assignment Open Data Institute | Mar 2026 – Apr 2026

Conceptualization and development of a high-fidelity interactive prototype to demonstrate the potential of Personal Data Stores to drive ODI's client acquisition.

UX Designer & Researcher imec & Ghent University | Feb 2022 – Jan 2026

Led UX prototyping and research for the Flemish public broadcaster's streaming platform VRT MAX to evaluate the adoption potential of cross-platform personalized recommendations using Personal Data Stores, conducting expert reviews, high-fidelity Figma prototyping, and focus groups.

Evaluated user trust and platform transparency through usability testing for the Flemish Government and Randstad to enable effortless digital diploma sharing via Personal Data Stores on My Citizen Profile (3M+ users); delivered chaptered behavioral video insights and design recommendations adopted in the subsequent platform version.

Facilitated a 2-week innovation challenge design sprint for 50+ international participants in collaboration with Marriott Hotels (Indonesia), delivering user-validated prototypes focused on reducing food waste.

Co-organized 10+ design sprints fostering community-driven innovation and co-creation in the city of Ghent.

Built and shipped the User Innovation Toolbox, an interactive Double Diamond framework making the design process accessible for first-time users.

Presented at 4 international HCI conferences, including CHI 2025 (Yokohama, Japan) and HCII 2024 (Washington, DC).

R&D Intern Medical Product Design Eqwal Ability | Aug 2020 – Sep 2020

Conceptual design and rapid prototyping of a 3D-printed wrist orthosis.

EDUCATION

PhD in Human-Computer Interaction Ghent University | Feb 2022 – Jan 2026

Professional Diploma in UX Design UX Design Institute/Glasgow Caledonian University | 2021

Hands-on online credit-rated course encompassing user research and prototyping.

MSc in Industrial Design Engineering Technology Ghent University | 2020 – 2021

Summa Cum Laude graduate

BSc in Industrial Design Engineering Technology Ghent University | 2016 – 2020

Magna Cum Laude graduate, including an Erasmus Exchange to the Polytechnic University of Valencia, Spain (2020).

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