OLIVIER BRANTJES

ROLE Strategic product designer

STUDY MSc Strategic Product Design, TU Delft
Exchange semester, Georgia Tech
Summer school, HEC Paris

PORTFOLIO 2026



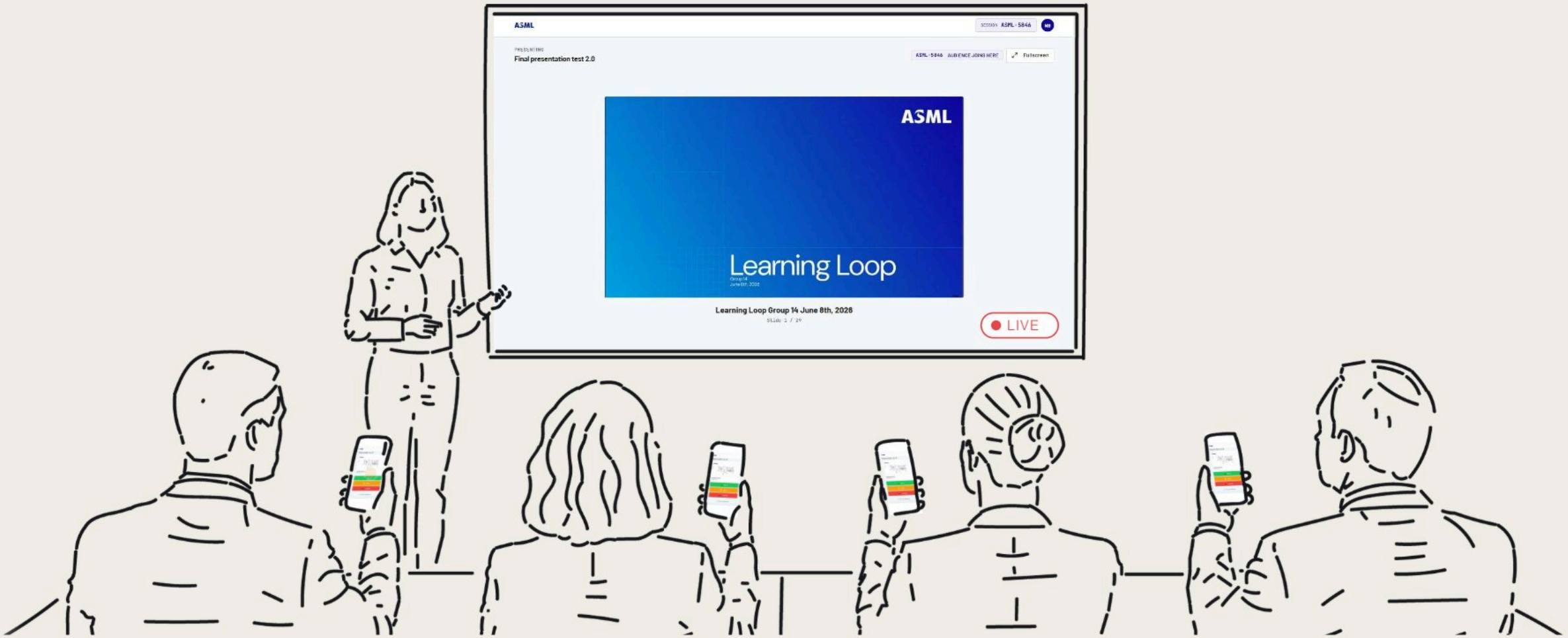
INSIDE

ASML	Live slide feedback	→
AMS Institute	Batteries for blackouts	→
naast	Never walk home alone	→

My design philosophy

DON'T PUSH THE CUBE HARDER. TURN IT INTO A BALL.





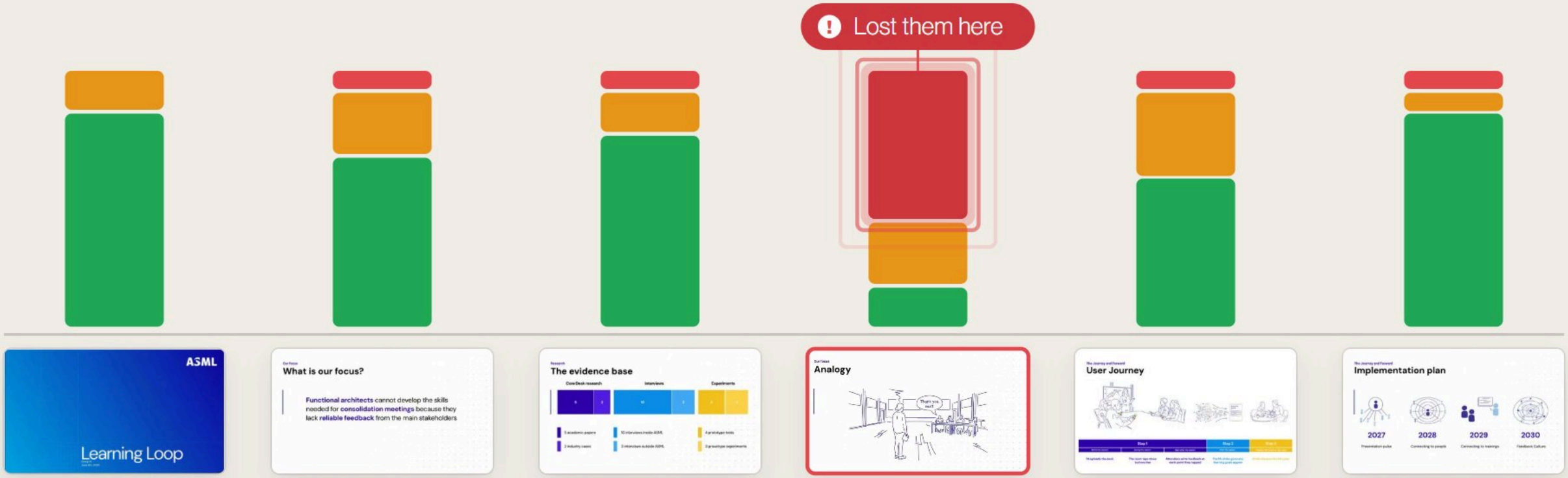
For ASML, the only company in the world that builds EUV chip machines · TU Delft, 2026

01 LIVE SLIDE FEEDBACK.

Helps engineers convince management, so their best ideas get built.

MANAGERS RATE EACH SLIDE ON THEIR PHONE.

So engineers see which slide lost them, not just one yes or no at the end.



GOOD IDEAS SHOULD NOT DIE ON SLIDE 4.

Feedback becomes learning goals, so engineers bring more innovative ideas forward.





AMS Institute · Amsterdam's city lab, 2025

02 BATTERIES FOR BLACKOUTS.

Neighbourhood batteries keep lights, wifi and help on in a blackout.

ONE NEIGHBOURHOOD BATTERY, TWO JOBS.

Eases the overloaded power grid.



ONE NEIGHBOURHOOD BATTERY, TWO JOBS.

Keeps power, news and help on.



WHEN THE GRID GOES DOWN, THE STREET STAYS ON.

Batteries ease the overloaded power grid.

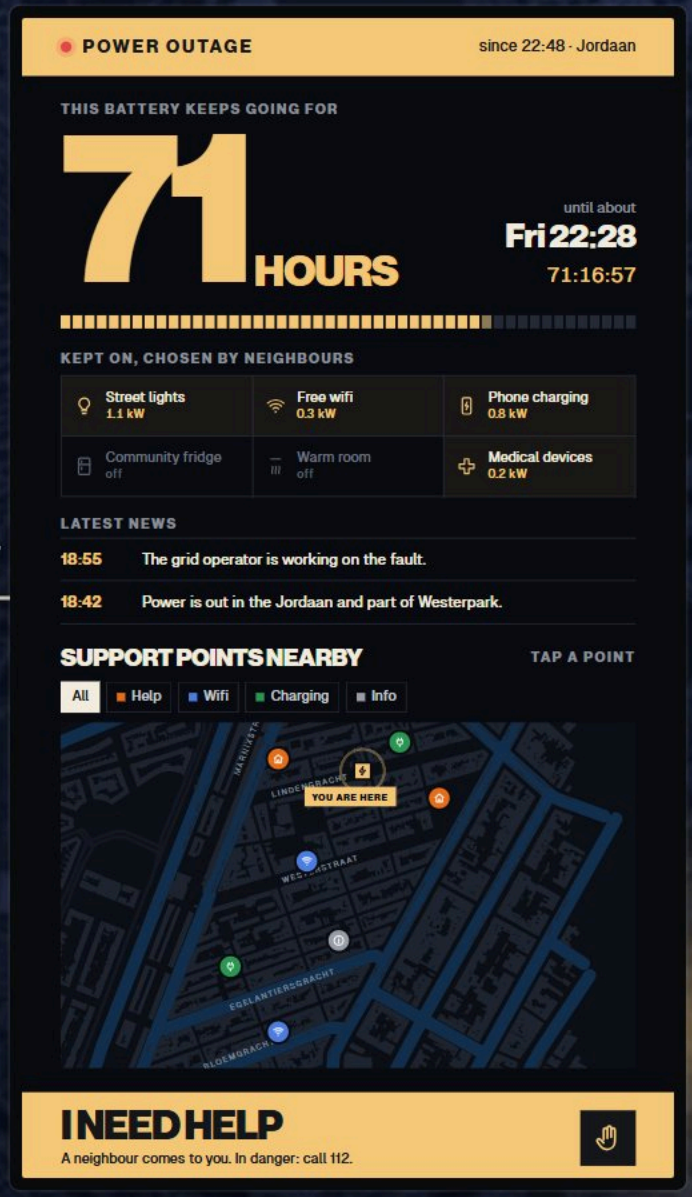


RESILIENCE IS CHOOSING WHAT MATTERS MOST.

Each battery becomes a hub.
Neighbours choose what stays on.

LINDENGRACHT

JORDAAN





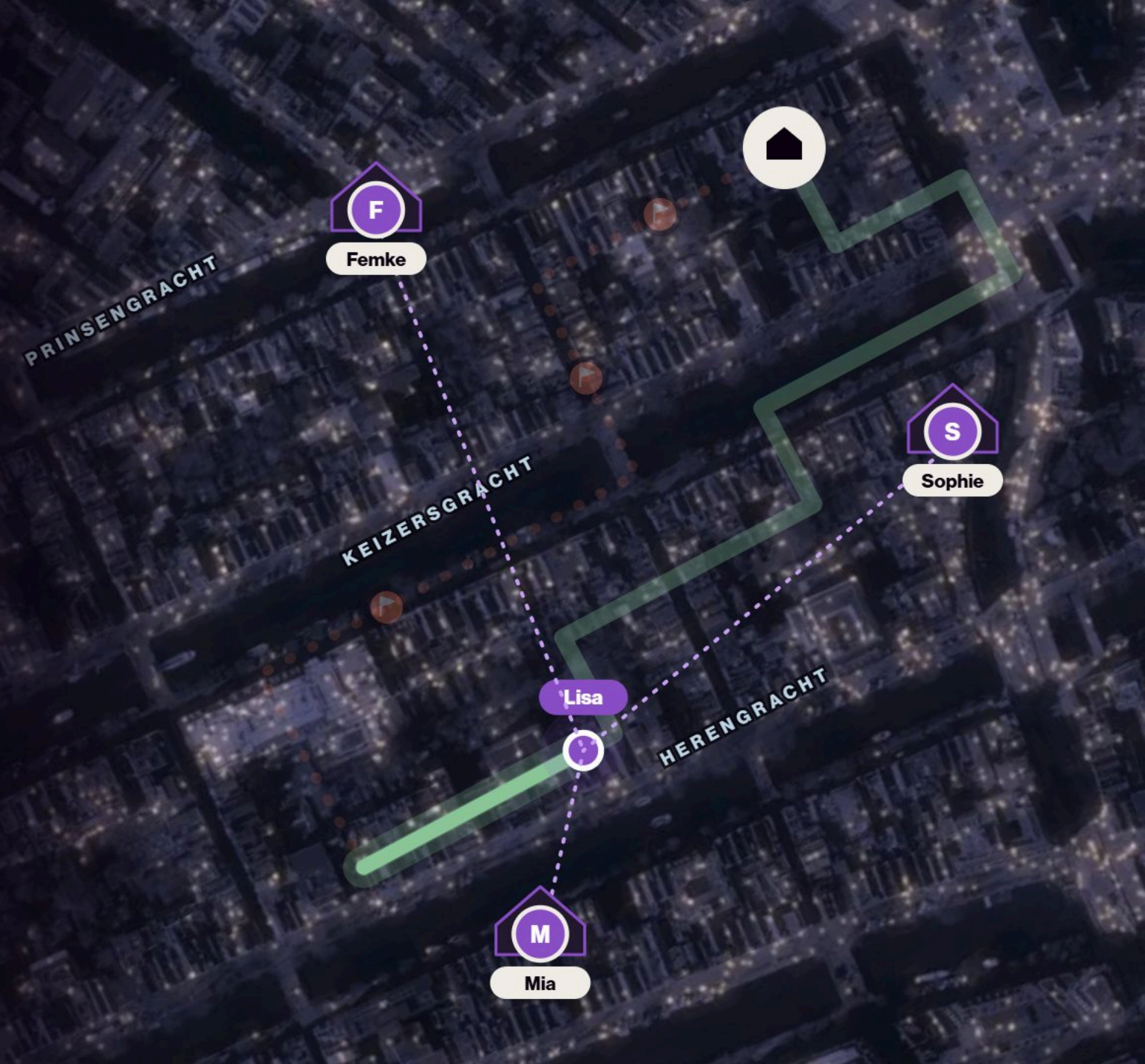
Our own startup · a bracelet and an app · TU Delft, 2026

03 NEVER WALK HOME ALONE.

For women walking home: friends follow her route on their phone.

FRIENDS FOLLOW YOUR ROUTE, LIVE.

Avoids unsafe streets.
Friends watch from home.





HELP IS ONE PRESS AWAY.

Press: friends see where she is. Hold: alarm and police.

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LET'S TALK.



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BASED IN
Amsterdam, now in Atlanta

PROJECT 01 · ASML

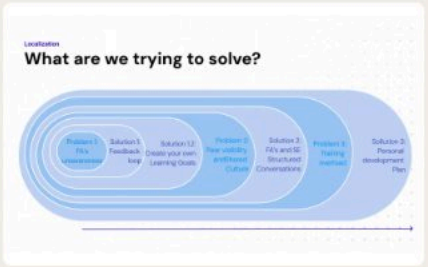
LEARNING LOOP

CLIENT	CONTEXT	TEAM	WHEN
ASML	TEIS × ASML, TU Delft	Group 14	Feb to Jul 2026

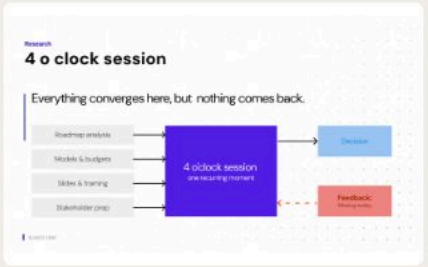
Functional architects at ASML present their ideas to management in consolidation meetings. They lack reliable feedback from those stakeholders, so it is hard to learn why an idea did not land.

We designed Learning Loop: during the presentation, the room rates each slide on their phone. Right after, AI turns that feedback into concrete learning goals, so the next pitch is stronger and good ideas get built.

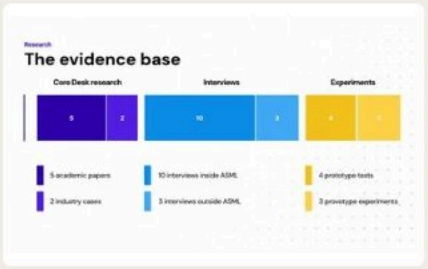
The concept rests on 5 academic papers, 2 industry cases, 13 interviews inside and outside ASML, and prototype tests.



The problem, layer by layer



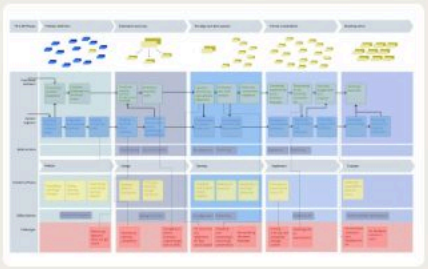
Where feedback gets lost



The evidence base



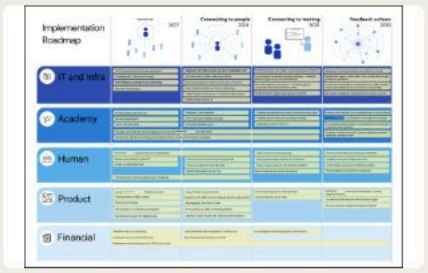
The analogy, drawn



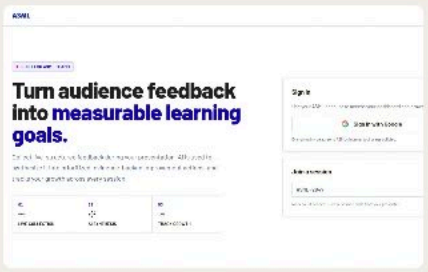
Customer journey



Implementation in four horizons



Roadmap 2027 to 2030



The prototype

PROJECT 02 · AMS INSTITUTE

COMMUNITY RESILIENCE BATTERIES

CLIENT
AMS Institute

CONTEXT
Strategic Design Studio, TU Delft

TEAM
Group 3

WHEN
Sep 2025 to Feb 2026

Amsterdam's power grid is overloaded, and a long blackout would cut neighbourhoods off from power, news and help.

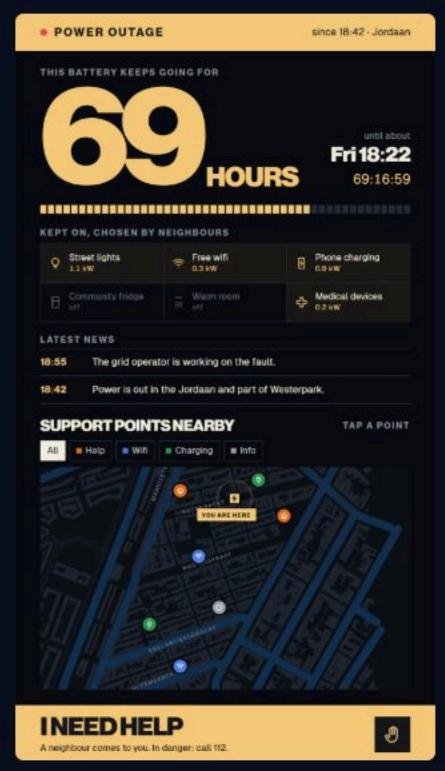
We designed neighbourhood batteries with two jobs. Every day they ease the overloaded grid. In a blackout each battery becomes a local hub, and neighbours choose together what stays on.

We worked from the street: fieldwork around Amsterdam, success criteria for both contexts, a decision-making map of who owns and who influences, and an implementation plan for AMS Institute.

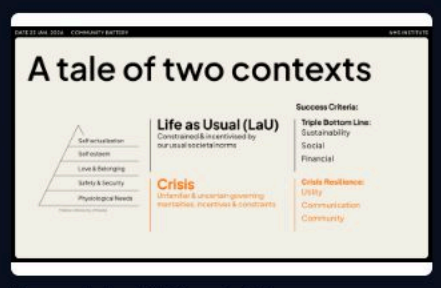
Each battery has a touch screen: community news and a vote on what stays on every day, and in a blackout how long the power lasts, where to find help and a button to call a neighbour. The numbers on it are example data.



The screen, every day



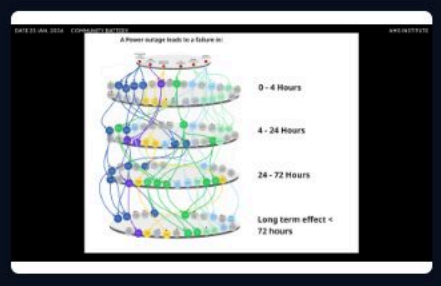
The screen, in a blackout



Two contexts: daily life and crisis



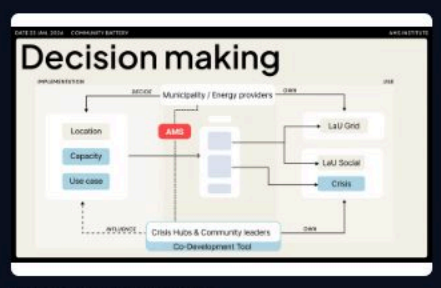
Success criteria



What fails in a blackout, hour by hour



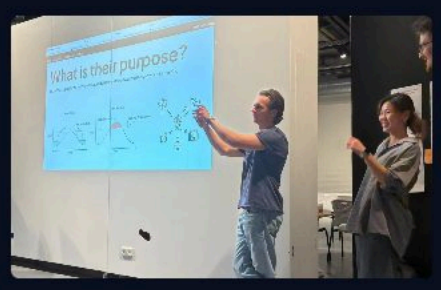
Crisis mode: the hub



Who makes the decisions



Implementation plan



Presenting the research



The team

PROJECT 03 · OUR OWN STARTUP

naast

CONTEXT
Tech-enabled entrepreneurship, TU Delft

TEAM
Team of 5, group 21

MY ROLE
Visual designer

WHEN
Apr to Jul 2026

For women aged 18 to 25, feeling unsafe on the way home is not an incident but a daily load. The usual safety net is one line: *"Stuur een appje als je thuis bent."*

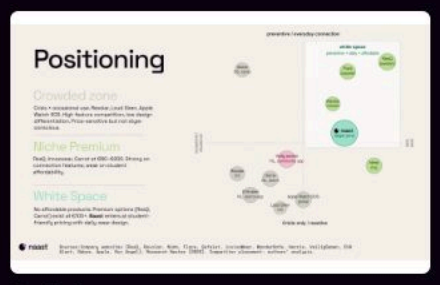
naast is a bracelet that connects you to the people who care. Press it and your friends follow your route live. Hold it and the alarm goes off and the police are called.

Next to the product we built the business case: market potential, positioning, segmentation, a business model and a three-phase strategy.

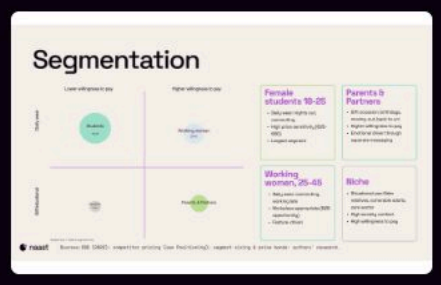
Our mission: we don't sell protection, we provide company.



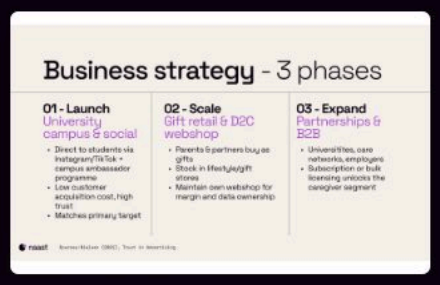
Market potential



Positioning



Segmentation



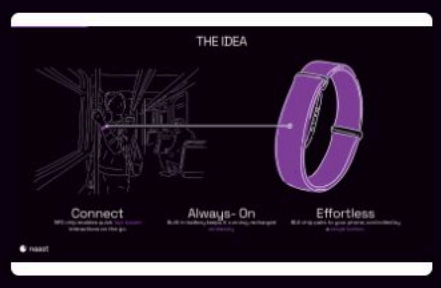
Strategy in three phases



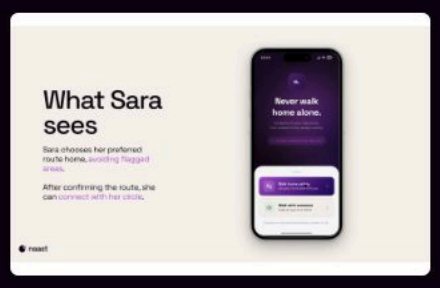
Business model



Roadmap

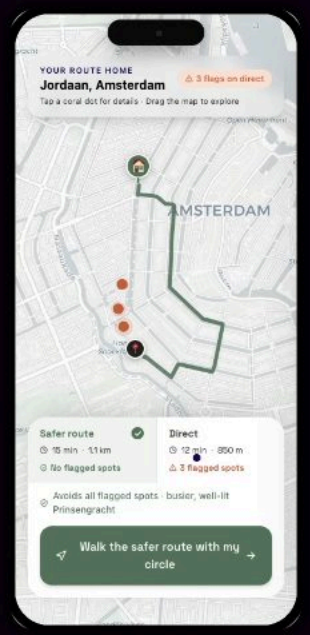


The bracelet

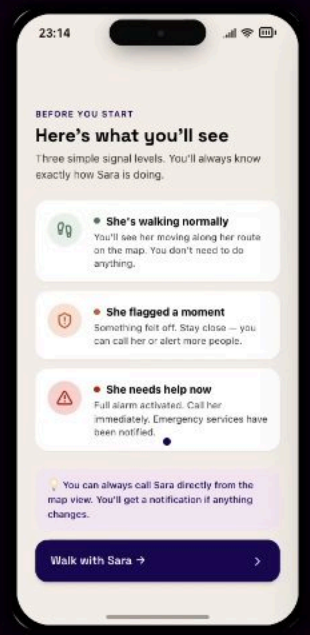


The app

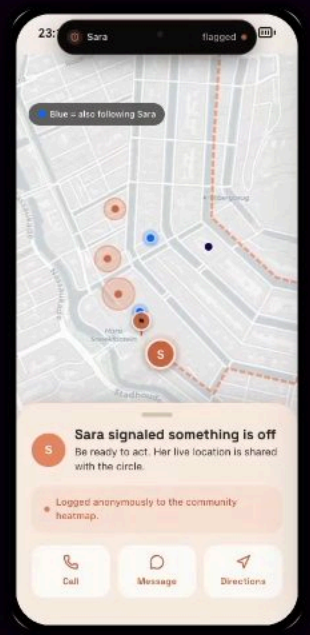
IN THE APP



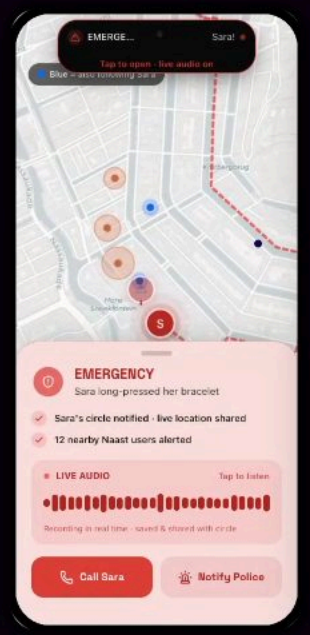
01 Plan the walk
Pick a destination, see the safer route, choose who walks with you.



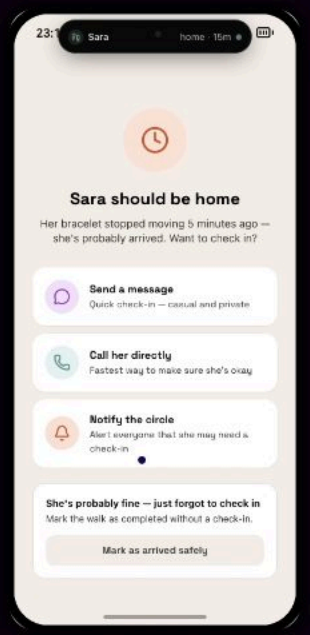
02 A friend joins
The invite, what friends will see, and Sara on the live map.



03 She presses
"Sara flagged a moment." Her circle sees it and can call.



04 She holds
Emergency: live location and audio, one tap to the police.



05 Home safe
"Sara arrived safely." Or a gentle check-in if she forgets.