Laurens Hoogenboom

Born in the Netherlands, cyclist, and a Dutch fellow at heart.
I approach the design of products, with a thought-through, Interaction Design based methodology, which is grounded in knowing how to analyze the needs, values, and routines of both the user(s) and the system(s), and translating them into solutions and applications, and providing the scientific validation if needed.

In my spare time I ride horses, lead horse riding camps, and create classic art.

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Work Experience

VHB
2026 – 2025

Interaction Designer and Front-End Developer

During this period, I gained experience in the whole process of developing an app from problem definition, to concept, then mock-ups, to MVP's, and finally to ready-to-use web-based software in the context of physical asset management.

Reference *: Ben Heijstek

Sunglade Ranch, Canada

Horse care including riding, grooming and hoove trimming. Designed trail maps and signs, and streamlined a webshop.

Bonte Perdje

Helping in giving riding lessons for the disabled people

Lifekeys, Norway

Interaction and game design Intern

At Lifekeys I lead the development of an MVP of an digital reflective diary, which used gamification to engage the user in suggested patern changes which emerged while keeping the diary.

Reference *: Gudmunder Ebenezer

timeline marks: 2021, 2020, 2018

Reference conctact information is provided on request

Education

MsC Communication and Information Sciences — Grade: 8
2025 – 2023

Courses

Interactive Storytelling, Cognition of Visual Narratives, Multimodal Communication, Annotation, Digital Health Communication, Emerging Technologies for Learning, XR Applications, Statistics

Thesis

Exploration of how Solution Focused Brief Therapy can be operationalized in game-based mental health interventions using Procedural Rhetoric. Four variants were designed, coded and tested. New insights regarding the effectiveness of, and interaction between narrative and rhetoric persuasion were found.

Reference *: Jan de Wit

Ba Communication and Multimedia Design — Grade: 8
2022 – 2018

Minor

Designed the concept of an digital buddy in the form of an tamagotchi which reflected and adapted to the users' needs and behavior, such that it pushed for durable and behavior change.

Thesis

Designed and developed an VR intervention aimed at training people in using physical stress relieve techniques. Both hardware and software were developed from scratch.

References *: Paul Neervoort, Hugo van Rooij