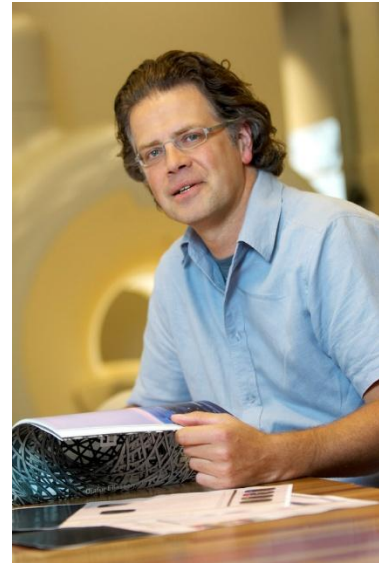


Biography

Jeroen Raijmakers

“ ‘Design for life’ means designers now have the opportunity to use their creative power in support of a changing society; from one that is focused on cost and wealth to one that is about care and health.”

Jeroen Raijmakers is Global Creative Director Healthcare at Philips Design. He leads a Design team with a presence in Eindhoven (the Netherlands), Andover MA and Seattle WA (USA) and Gurgaon (India) and is responsible for the brand identity design of Philips Healthcare.



Jeroen was born in Delft, the Netherlands in 1963. He studied Industrial Design at the Technical University in Delft, graduating with honors in 1988. He kick-started his career as a product and interaction designer in 1988 working for a wide range of clients including KLM Airlines, Sara Lee, KPN Telecom, AKZO Chefaro and Becton Dickinson. In 1996 joined Philips Design as product designer for Philips Medical Systems, now called Philips Healthcare. In 2003 Jeroen initiated the design-led innovation program 'Ambient Experience Design for Healthcare' – winner of a 2005 Gold IDEA award – which has been installed in over 200 hospitals worldwide by January 2011.

Numerous healthcare solutions and user interfaces designed under his direction have been recognized by prestigious design award organizations. Highlights include nineteen iF design awards – of which one Gold iF design award for HeartStart FR3 automated external defibrillator –, 6 Red Dot Awards – of which a Best of the Best Award for the KittenScanner –, two IDEA awards and a Gold IDSA Award.

Over the years, Jeroen has lectured on a broad range of design topics at global and regional conferences, among which are lectures at ESOMAR Innovate Congress 2008 in Copenhagen, Barcelona Centre de Disseny Design Week 2007 and at New Orleans IDSA conference in 2000.

He has published multiple articles and papers; most recently Jeroen co-authored the paper '[People-focused innovation in Healthcare](#)'.

For more information on Philips Design

Philips Design, Communications

Tel: +31 (0)40 27 49200

Email: info.design@philips.com

www.philips.com/design