

Made by night
Industrial design & product strategy

About

Made By Night is the freelance moniker of Thomas Popelier, with a focus on strategic industrial and product design. Here I experiment, research and craft beautiful products and experiences.

Experience

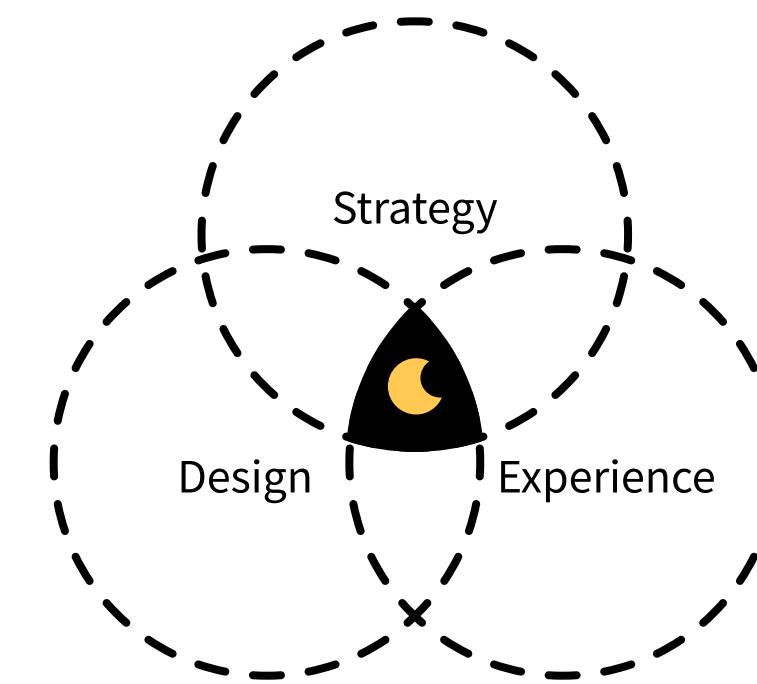
Design engineer @ TENGroup

Design / PM @ The Connected Loop





Methodology



Developing a new product always starts with a **story**.
From conceptual idea to final product. Made by night
offers strategy, industrial & product design services.

Design strategy

Building the right thing

Good products start with great insights
and a clear defined product strategy.

Market analysis

User experience design

Portfolio strategy

Art direction

Innovation roadmap





Product design

Building the thing right

Bringing your strategic roadmap to the hands of your customers.

New product development

Product visualisation

Advanced prototyping

Design for manufacturing

Project management

Communication

Bringing the right tools

It's essential to choose the right tools at the right stage of the development process. In effort to minimize effort and investment and bring across the right amount of nuance and information.

Freehand sketching

3D visualisations

Product simulations

Cocreation workshops

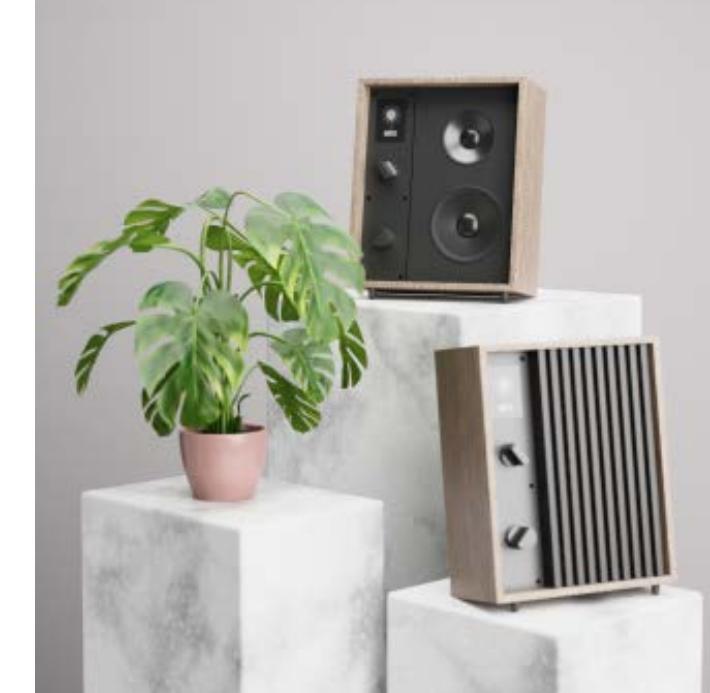


Process



Development from concept to product

Communication



Building blocks for your R&D or marketing team

Skylux

iWindow Flex

Product design and development of a modular motorized skylight window.

Concept design

Product development

Design for manufacturing



Skylux iWindow Flex





Deceuninck

Product development

Product design and development of
PVC windows and roller shutter systems

Product research & ideation

Concept development

Design for manufacturing

Multi-mover

Exploring XLX

Visualisations and concept design of
the Multi-mover XLX electric tug

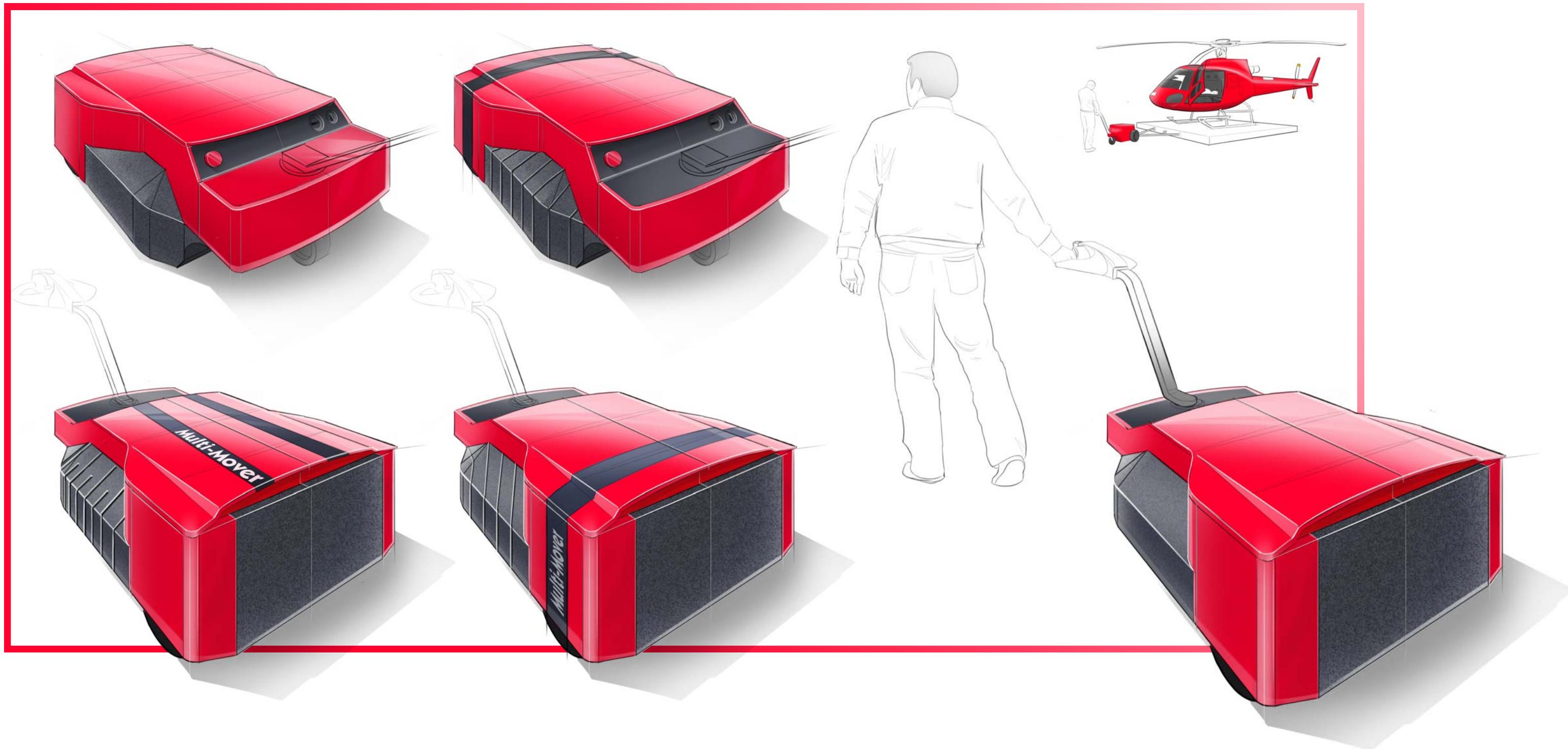
Freehand sketching

Concept design

Design for manufacturing



Multi-mover Exploring XLX



Dreamland

Phygital store experience

Bridging the online store with physical retail locations to optimise the in-store shopping experience

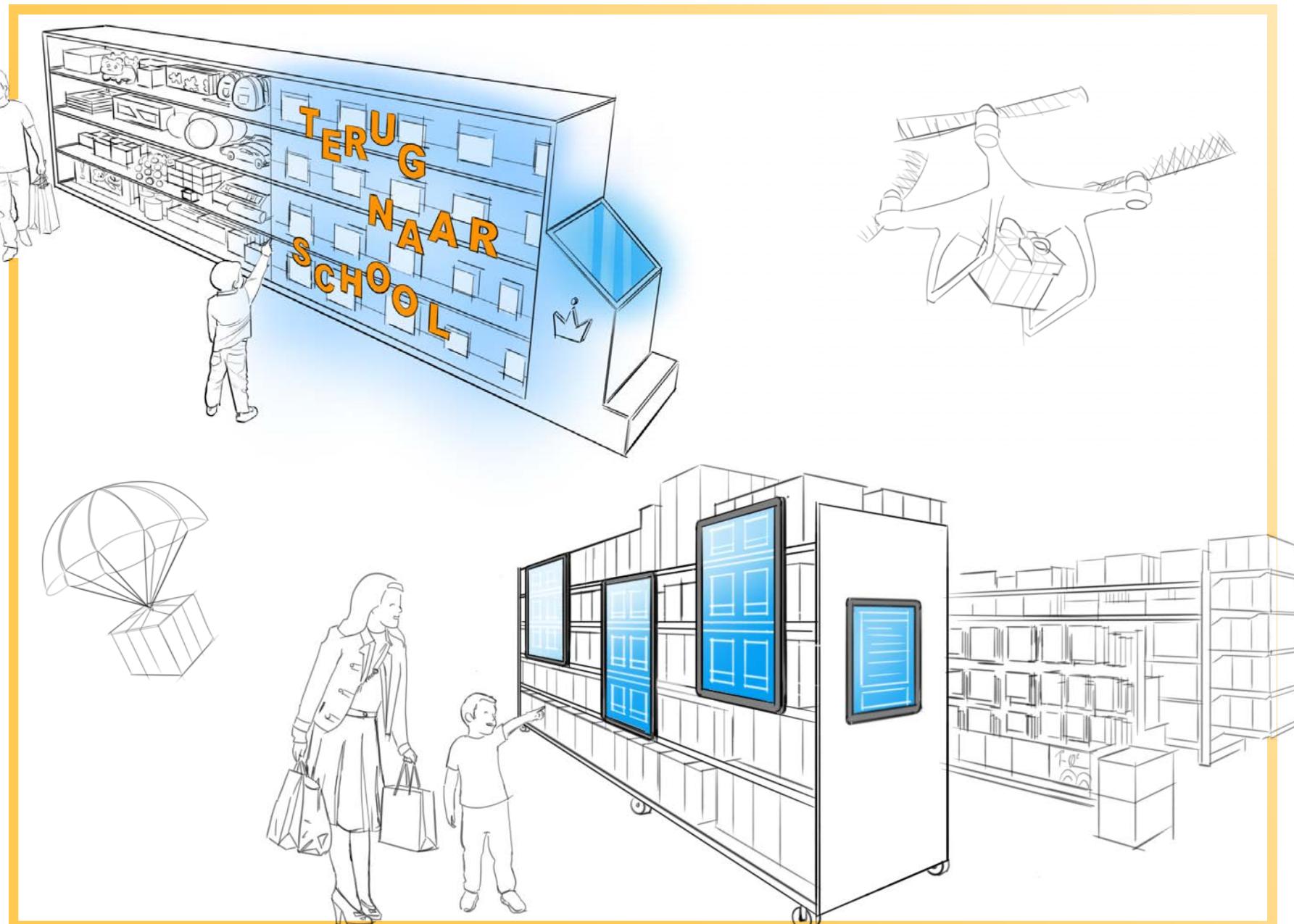
Concept ideation

User experience design

Project management



Dreamland Phygital store experience



NMBS

Station travel assistant

Providing bite-size answers to travellers
and lifting pressure on NMBS staff

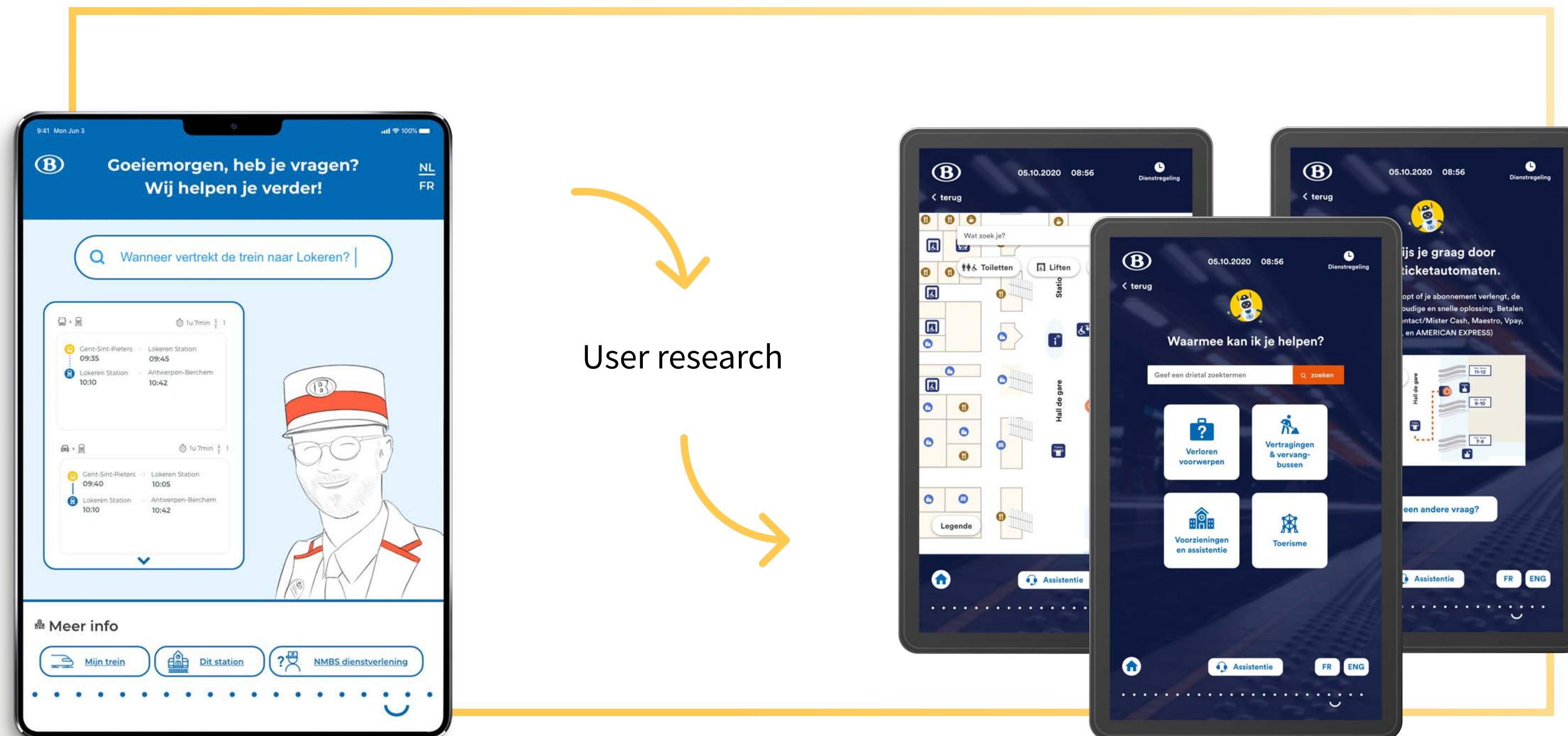
Concept ideation

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NMBS Station travel assistant



NMBS Station travel assistant



Made by night

Build the next thing

Need to know more?

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