

Made by night  
Industrial design & product strategy

# Made by night

Partner in defining future-proof consumer products,  
based on **strategy, technology and lasting design**.

# 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

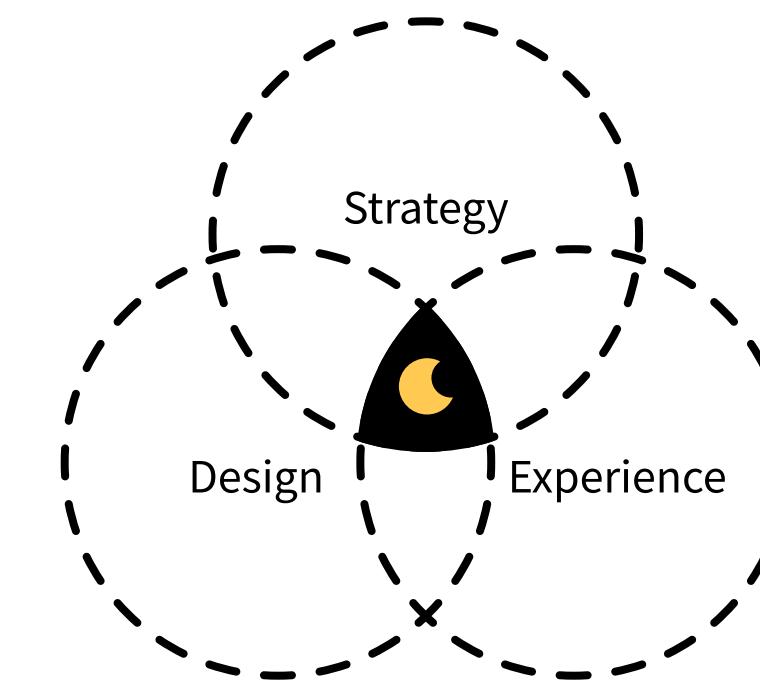


& more





# 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

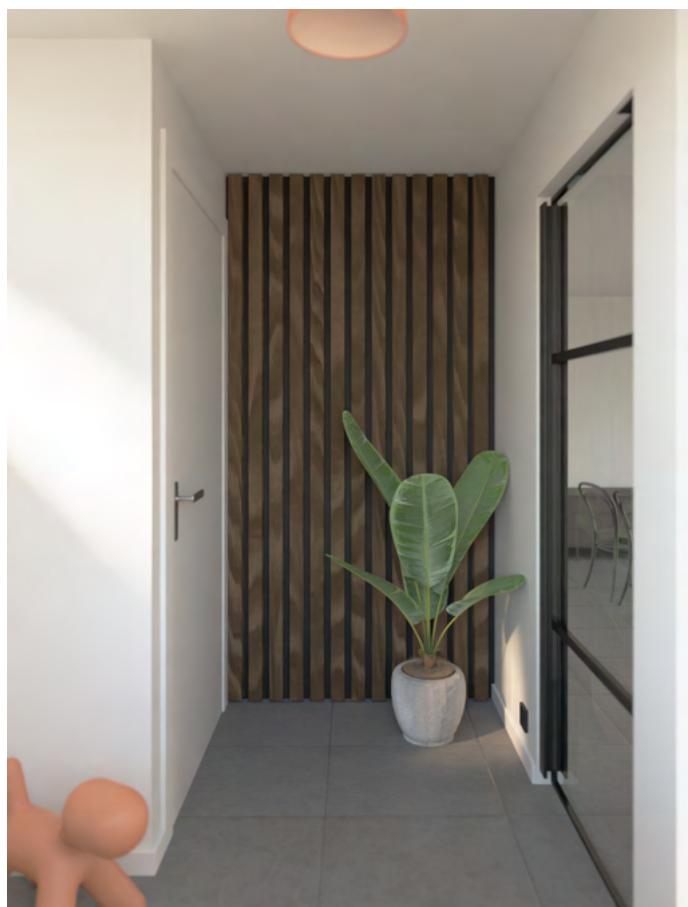
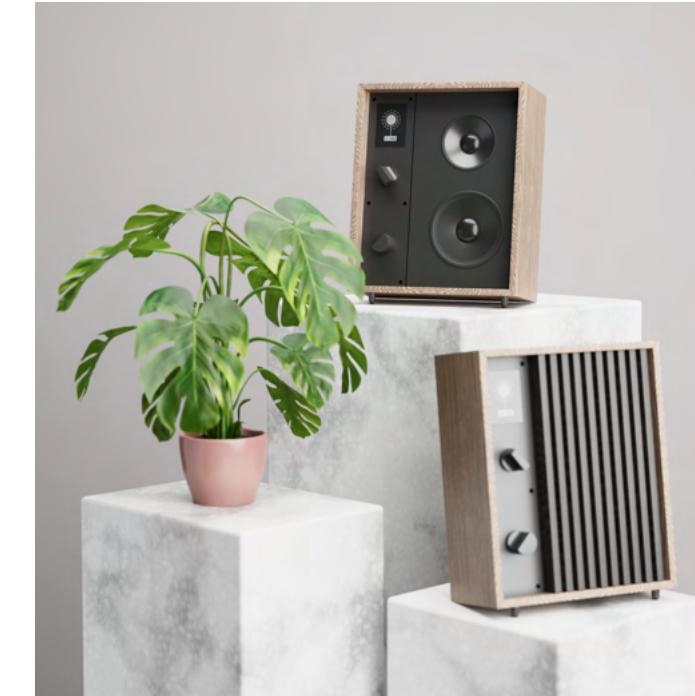


# Process



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

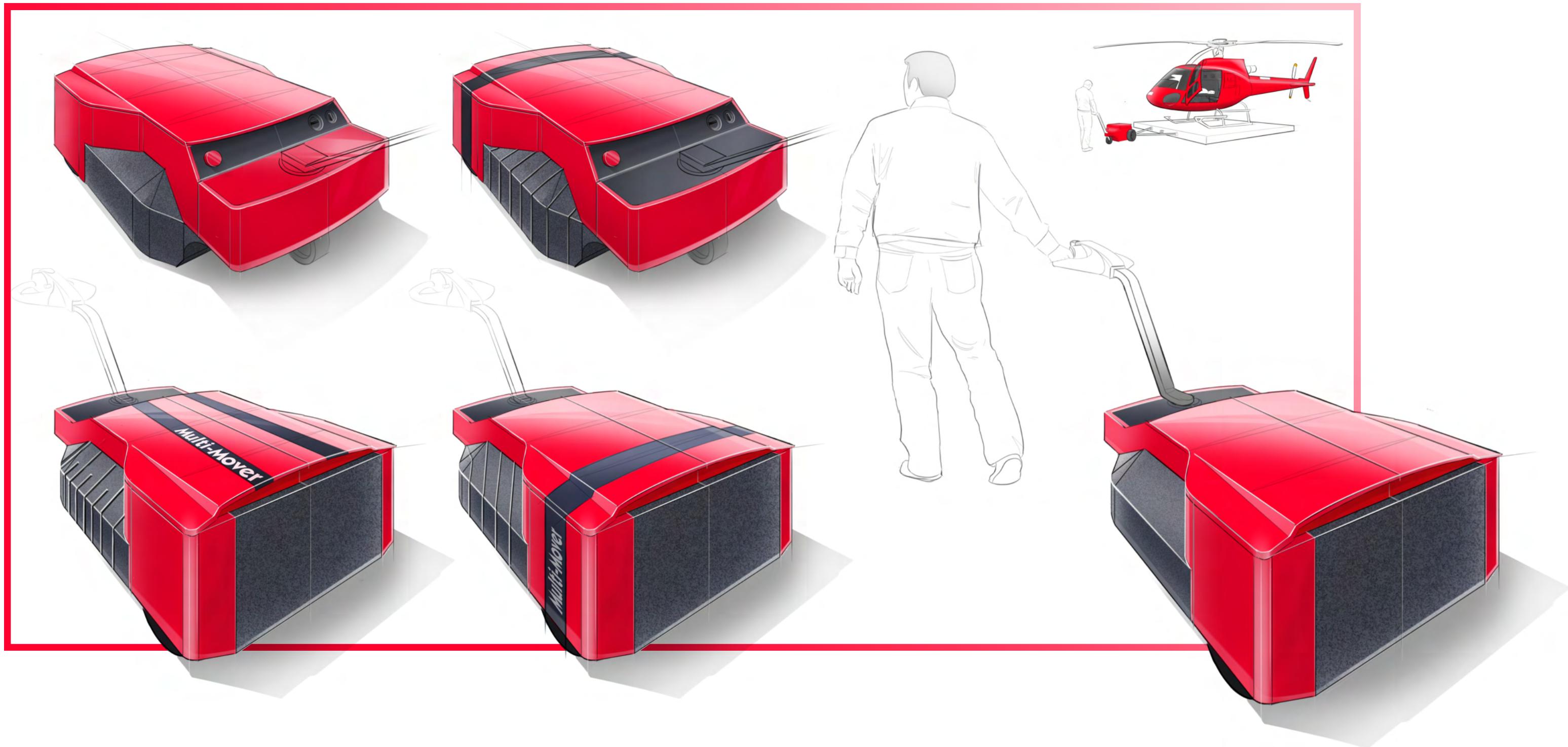
Freehand sketching

Concept design

Design for manufacturing



# Multi-mover Exploring XLX



# Brick In The Wall

## Enola // 200 Cent Swing

Concept ideation of a minimalistic  
movable Enola light fixture

Freehand sketching

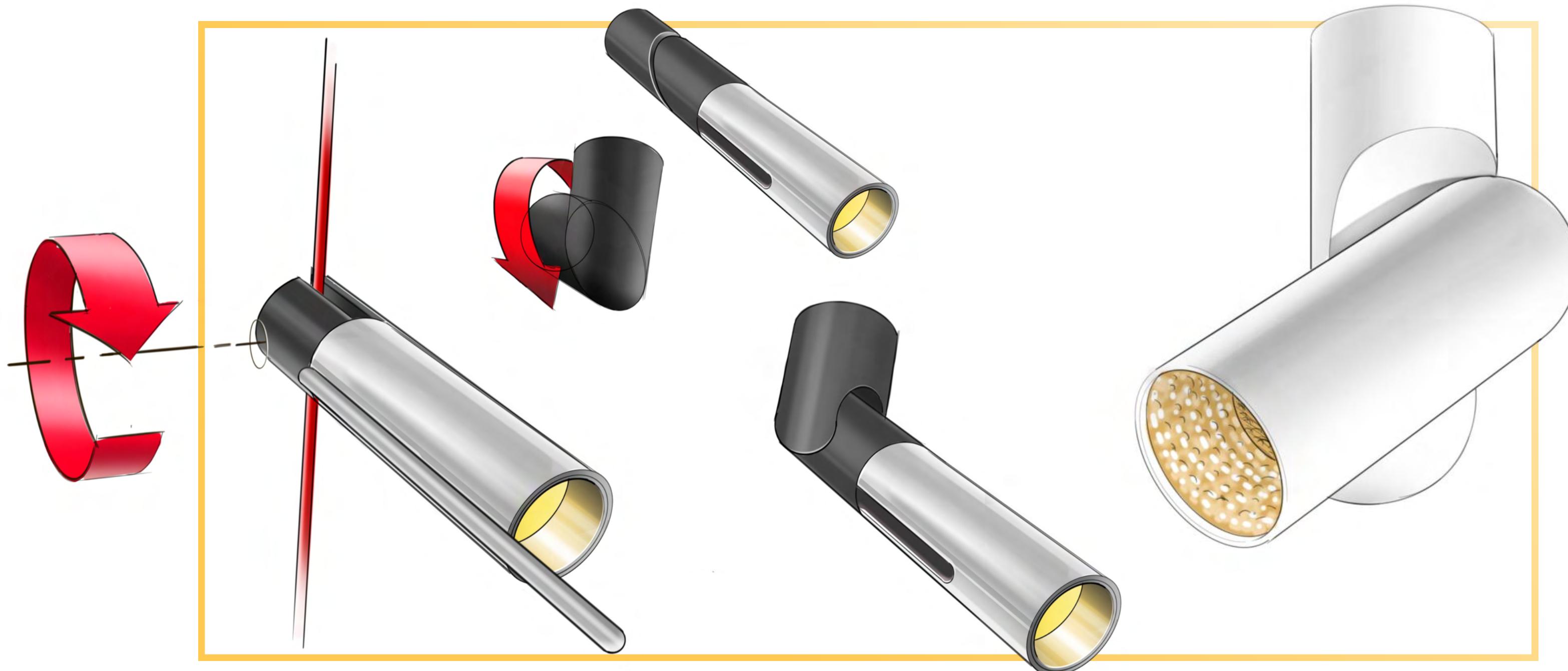


Concept ideation

Front-end engineering



# Brick In The Wall Enola // 200 Cent Swing



# Made by night

## Build the next thing

Need to know more?

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