Harry Vermeulen
Portfolio
2024

Introduction

Welcome to my portfolio. I am Harry Vermeulen, a User Experience Designer with over a decade of experience creating intuitive, user-centered digital experiences across a variety of industries.

I specialize in crafting experiences that simplify complexity and bring joy to users. Passionate about blending great design with cutting-edge technology, I thrive on creating elegant, functional tools that empower people.

Prototyping plays a central role in my design process, allowing me to quickly test ideas and refine exceptional experiences early on. My career has spanned leading multidisciplinary teams and developing future concepts for global products, earning recognition with a few design awards along the way.

While much of my recent work at Canon remains under NDA, as it involved designing future concepts and user experiences for upcoming products, I've included publicly launched projects and selected highlights to give you a sense of my approach and dedication to designing meaningful, user-centered solutions.

I hope you enjoy exploring my work!

Canon Powershot V10

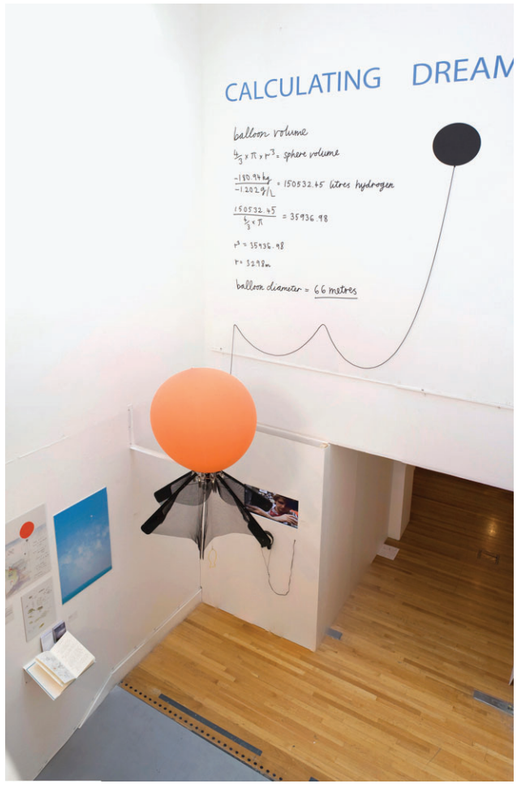
I played a key role in designing the product concept, user experience, and user interface of the Canon Powershot V10, which won the 2024 iF Design Award.

Traditional Canon cameras are packed with settings and adjustments, catering to advanced users who prioritize manual control. However, our user research revealed a growing need among vloggers and content creators—particularly younger audiences—for a more streamlined experience. These users want to focus on their content, not the complexity of camera settings. Recording a video while managing intricate settings can be daunting, and discovering mistakes in post-production can be frustrating.

In response, we designed the Canon Powershot V10 with the needs of content creators in mind. The user interface was simplified for intuitive, one-handed operation, and the settings were narrowed down to only the essentials that vloggers use most often. By eliminating distractions and simplifying the recording process, we empowered users to focus on what matters most—their content—while ensuring an effortless experience.

This project reinforced my belief in the importance of user-centered design, where understanding user needs leads to innovative solutions that enhance both the functionality and the joy of creating.

https://www.canon-europe.com/cameras/powershot-v10/



Calculating Dreams

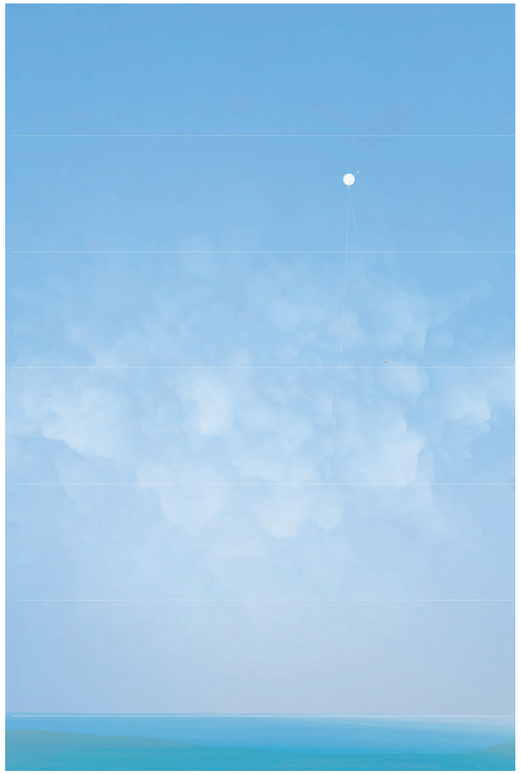
A fictional narrative about a man's fear of the earth's surface, due to the increasing risk of global warming and earthquakes.

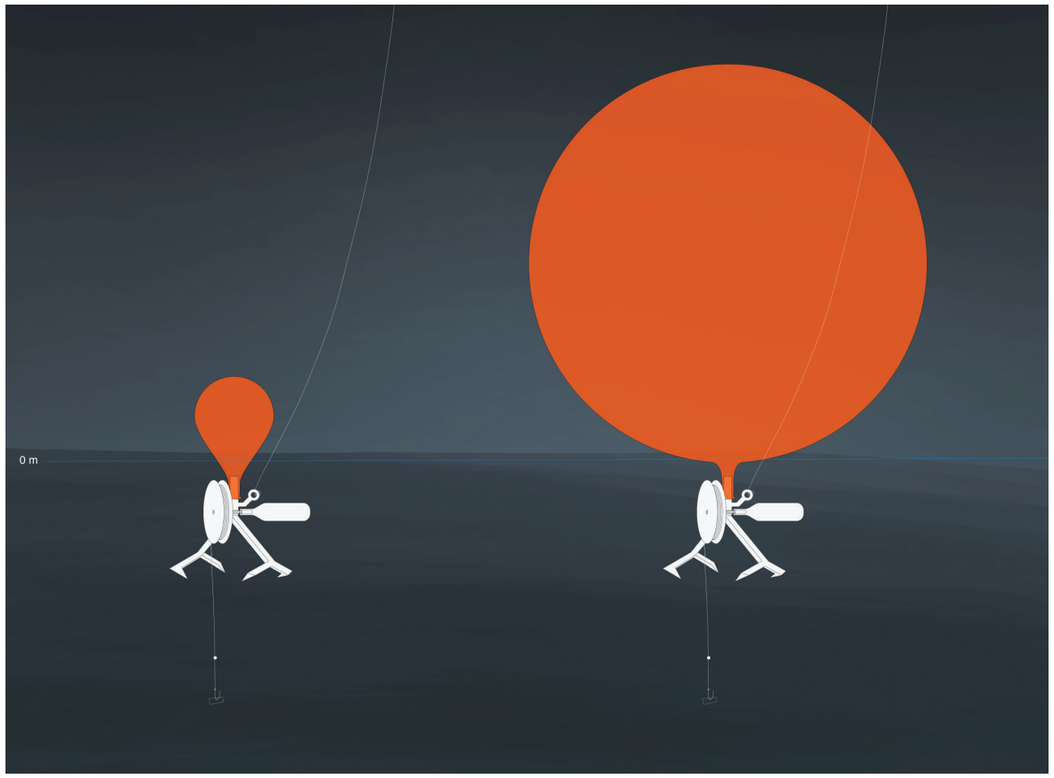
I've designed a character with the dream to leave the earth's surface and to live up in the sky. He designs objects and conducts experiments to test his equipment, and challenge his assumptions about our way of life.

We live our lives, keeping our dreams separate from reality. What if we started to design for our dreams? Can we change our probable future to the more fantastical futures we imagine?

As this was a solo project, I was in charge of the narrative design, product design, cinematography and illustrations over a timeframe of 1 year.

Client
Graduation Project, Royal College of Art





Canon EXPO 2023 - Home Robot

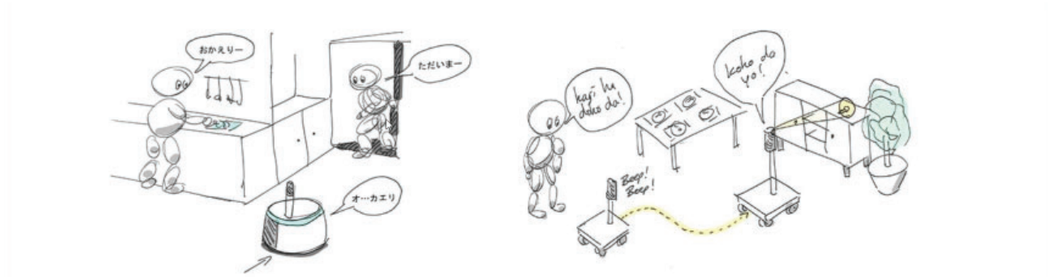
For the Canon EXPO 2023, I was responsible for designing the product concept, user experience, and the light and sound interactions of the Home Robot, which was showcased at the event in Yokohama Pacifico.

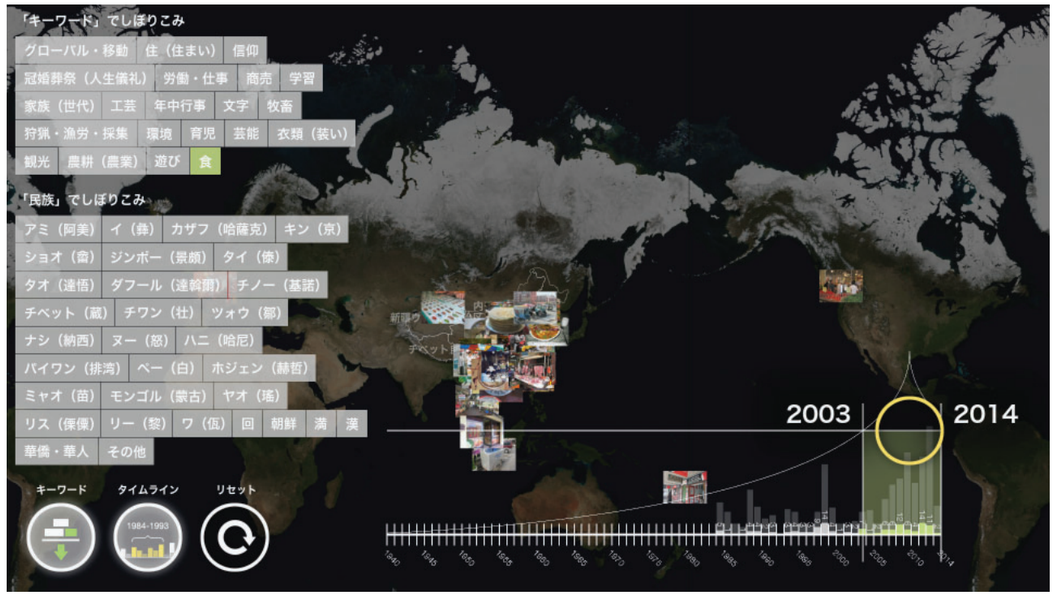
The goal of this project was to create an engaging and interactive demonstration of Canon's high-resolution 360-degree camera technology. After exploring various concepts, we landed on a simple yet effective design: a home robot capable of carrying objects around while interacting with its family members through voice commands and dynamic light and sound feedback.

I focused on designing how the robot would interact with users, specifying light patterns, animations, and sounds to convey the robot's emotional responses and reactions to its environment. This involved a thoughtful approach to creating intuitive interactions that would resonate with visitors while showcasing the capabilities of Canon's technology.

Collaborating closely with the Prototype Sci-Fi Prototyping Lab, we brought the robot to life, and it was successfully presented at the Canon EXPO 2023. This project allowed me to explore the intersection of technology, user experience, and interaction design, pushing boundaries to create an engaging, human-centered experience.

Canon EXPO 2023





Chinese Exhibition

An interactive map installations created for the permanent exhibition of the National Museum of Ethnology in Osaka.

The installations allows visitors to compare photographs from different regions, ethnicities and timeframes, to explore the differences in the large amount of cultures in China. A new interface for the timeline allows users to expand or reduce the selected range, by moving the circular controller up and down on a curved pyramid shape.

I was in charge of the design and development, in C++ openFrameworks, over a timeframe of 6 months.

Client
National Museum of Ethnology in Osaka

https://www.youtube.com/watch?v=A3HkFpf3ff0

Canon Powershot PICK

I contributed to the design of the user experience and interface for the Canon Powershot PICK, which won the 2021 Good Design Award.

The Powershot PICK is an autonomous camera that uses AI to detect faces and automatically capture photos, adjusting angle and composition. Designed to act as a personal cameraman, it allows users to focus on enjoying moments with loved ones without worrying about camera settings or framing.

A key design goal was to create an emotional connection with users. I introduced an animated character that interacts with the user—jumping for great photos, celebrating birthdays, and offering affection when capturing smiles. This added empathy to the experience, making the camera feel like a companion, not just a tool.

By blending innovative AI with user-focused design, the Powershot PICK ensures a seamless, memorable experience for users.

https://www.canon-europe.com/cameras/powershot-px/

GOOD DESIGN AWARD 2021

DESIGN AWARD 2022

Digital Cabinet

A Digital Cabinet interface, based on the file cabinets of Umesao Tadao, exhibited at the Umesao Tadao special exhibition at the National Museum of Ethnology in Osaka.

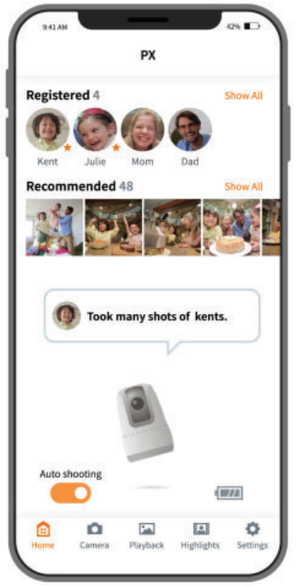
The Digital Cabinet allows visitors to create or scan their original kyoudai cards, and store them inside a digital cabinet. The cards can then be browsed through a touch interface and can be filtered by age, category and gender to explore the different experiences visitors have while visiting the exhibition.

I was in charge of the design and development, in Flash Actionscript, PHP and SQL, over a timeframe of 3 months.

Client
National Museum of Ethnology in Osaka

https://www.youtube.com/watch?v=oGxz-Qwy2YA


はっけんカード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Canon Print Business

I led the design and ongoing maintenance of the user interface for the Canon PRINT Business mobile application. My responsibilities included crafting the user experience, defining the overall screen flow, designing layouts, and creating icons, as well as developing interactive prototypes for user testing and internal discussions.

Collaborating closely with Canon's development team, I integrated the latest technical features into the design, ensuring seamless functionality. I also worked with the office printer embedded UI team to maintain consistent design language across the mobile app and the printer interfaces, providing a cohesive user experience.

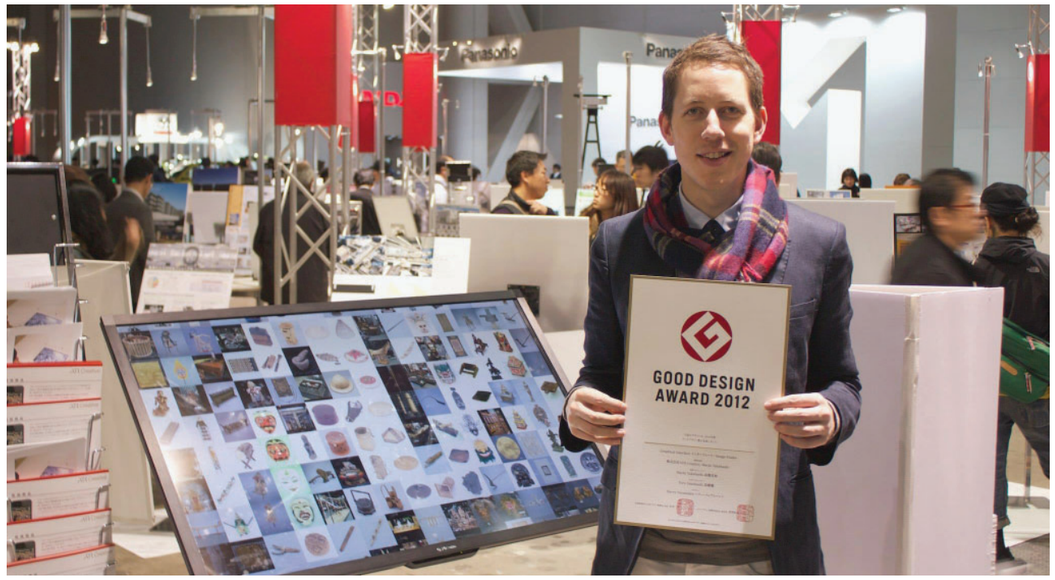


Image Finder

A visual window into the large amount of objects on display at the National Museum of Ethnology in Osaka.

Image Finder allows visitors of the museum to seamlessly browse the entire collection of objects, using an intuitive multi-touch interface and a physical dial to filter and select objects. In 2012 we won the Good Design Award with Image Finder based on it's intuitive interface and responsiveness.

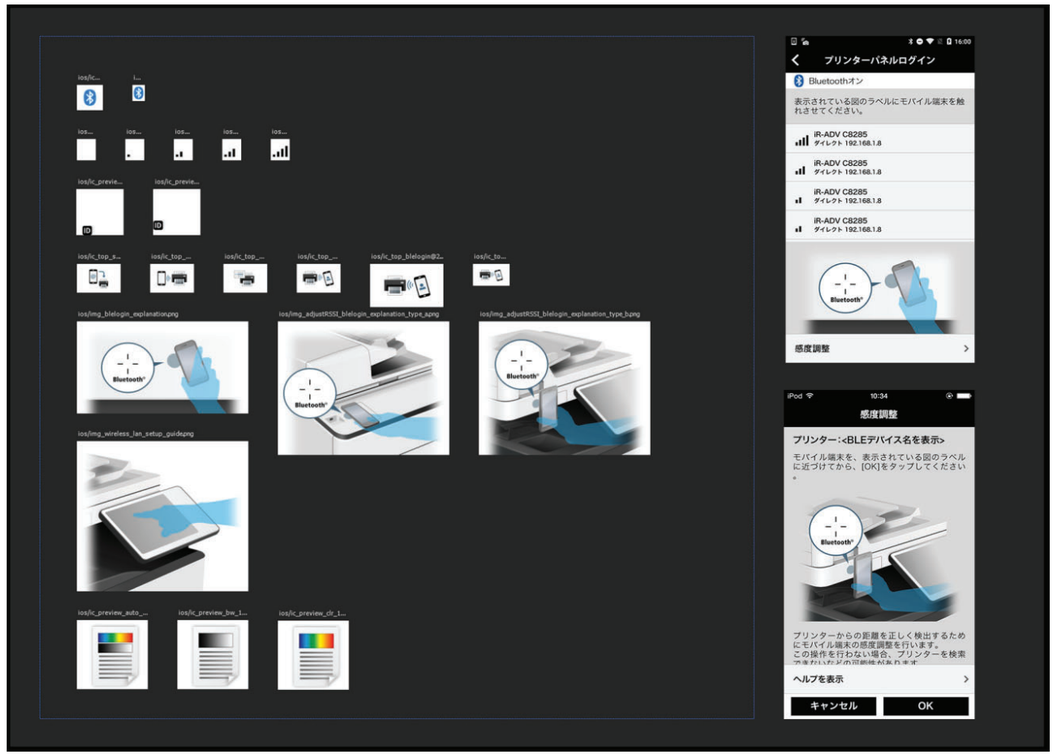
I was in charge of the design and development, in C++ openFrameworks, over a timeframe of 3 months.

Client
National Museum of Ethnology in Osaka

https://www.g-mark.org/en/gallery/winners/9d8ce739-803d-11ed-862b-0242ac130002

https://www.youtube.com/watch?v=jMinQA7Ym4A

GOOD DESIGN AWARD 2012



Design Workshop at Zhejiang University

In 2016, I led a design workshop at Zhejiang University in Hangzhou, China, where I guided students through the process of identifying impactful problems, brainstorming solutions, and rapidly prototyping with simple materials like cardboard, paper, and wood. The workshop emphasized the principles of user-centered design and collaboration, encouraging students to approach challenges with both creativity and a focus on the end user.

Drawing from my experience in designing intuitive, scalable solutions, I helped students explore how to transform ideas into tangible, user-friendly concepts. The workshop was well-received, leading to a second invitation in 2017.

Canon EXPO 2015

In 2015, I led the design of the user experience, user interface, and graphical concept for the 'Contact Wall' video conferencing system, showcased at Canon EXPO in Tokyo, Paris, and New York.

The concept aimed to enhance remote collaboration by installing large interactive screens in business environments, allowing teams in different locations to seamlessly connect and discuss documents in real time. Participants were projected in full scale on the wall, creating a more immersive and realistic interaction. The system utilized two high-resolution Canon projectors to achieve 8K visuals, with Microsoft Kinect sensors tracking user movements and gestures.

This project marked my first major initiative at the Canon Design Center, where I was responsible for integrating the design elements into a cohesive, intuitive system that bridged advanced technology with user-friendly interactions.