

# Marek Roque

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## Education

### BSc. Creative Technology

University of Twente, Enschede, NL

Expected graduation: June 2027

Relevant coursework: User Experience Design, Human Centered Design, Interaction Design

## Projects

### Tourism Game - Class Project for Enschede Promotie

February 2025 - April 2025

- Worked with 5 students as lead UX designer and interviewer building landmark-based game to increase youth engagement with local tourism
- Conducted 10+ usability tests and interviews which uncovered user needs and informed game mechanics
- Prototyped physical “waypoints” users could interact with using mobile phones to capture landmarks
- Delivered functional prototype and design documentation for municipal implementation

### Playful Intelligence

September 2025 - October 2025

- Ideated speculative design toy enabling children to play with voice-based AI agents
- Facilitated a Co-Creation workshop with 5 stakeholders (parents and teachers) to refine interaction concepts
- Created a high-fidelity prototype with open-weights LLMs that simulated intended use

### Graphic Designer - Student Association Proto

October 2024 - Present

- Made visual materials for academic and social events, such as company visits and community activities
- Created new EEMCS faculty logo and produced merchandise concepts

## Skills

**Technical:** Figma, Miro, Adobe Illustrator, Blender

**UX Research and Design Methods:** Journey Mapping, User Interviews, Surveys, Usability Testing, Digital Prototyping, Physical Prototyping, Data Analysis

**Languages:** English (Native), Spanish (Native), French (B2)

**Programming:** Python, HTML/CSS, C++