

Nyckle Sijtsma

Design engineer · Founder of New Things Lab

I'm a design engineer with a passion for simplicity. I take physical products from first sketch to mass production and launch: design, engineering, prototypes, suppliers and production in Asia. With New Things Lab I design, make and sell my own products, and I help founders and companies do the same.

hi@nyckle.eu nycklesijtsma.com linkedin.com/in/nyckle Based in Delft, NL



WORK EXPERIENCE

2019 – now

Founder & design engineer · New Things Lab, Delft

A Delft-based product company that designs, manufactures and sells its own products worldwide, and takes on product development for clients. I lead design, engineering, production and launch.

- **ZONE Productivity Timer** (2025): \$306,380 on Kickstarter from 2,500+ backers, goal reached in 99 minutes. iF Design Award 2025.
- **MEMO Whiteboard Wallet** (2023): Kickstarter funded 1,380%. iF Design Award 2024.
- **Time Smiles**, a clock that tells the time with a face: iF Design Award 2025. The **Time Smiles Watch** is on pre-order and ships in December 2026 (Ronda 763 quartz, Swiss Parts version).
- Production with factories in Shenzhen, Dongguan and beyond, including Foxconn, with our own people on the ground in Asia for sourcing and quality control.

300,000+

products manufactured

25,000+

customers worldwide

3x

iF Design Award

\$306K

raised on Kickstarter

2019 – 2024

Lead industrial designer · SODAQ

Joined as industrial designer in 2019; from 2020 led a team of 5 designing rugged IoT trackers for mass production, including the SODAQ TRACK GPS asset tracker (IP67, ISO 16750-3; LiPo, AA and solar versions). Design for manufacturing, prototyping and production-ready embodiment design.

2019 – now

Owner & design consultant · LITTA

Designing and manufacturing a solar-powered bike light.

2023 – 2025

Workshop leader & coach · AMS Startup Booster, AMS Institute, Amsterdam

Hands-on workshops for early-stage startups on design thinking, prototyping and product development milestones; one-on-one prototyping support, a talk on crowdfunding, and pitch feedback as a jury member.

2015 – 2020

Design teacher & coach · TU Delft, Industrial Design Engineering

Taught and coached students in various design courses and projects of the Industrial Design Engineering bachelor's programme.

2018 – 2019

MSc graduate student · Ford Motor Company

MSc graduation thesis (Integrated Product Design, TU Delft).

2017

R&D apprentice, Function Development · Philips Floorcare, Drachten

Developed new working principles for picking up dirt from hard floors, resulting in 2 granted European patents as co-inventor (EP3651628B1, EP3691505B1), also granted in the US and China.

2016 – 2017

Design researcher · Liberty Global, Spark Innovation Lab

Member of a student design team researching, designing and prototyping a multimedia solution for the next generation.

2014 – 2020

Co-founder · Repareer.com

Co-founded with Thijs Schippers in 2014: a platform, and later a foundation, that makes repairing a broken product as easy as buying a new one. National press and a SIRE campaign partnership.

2014 – 2017	Earlier roles Ontwikkelfabriek (2015 – 2017), web developer & UX designer: wireframing, designing and building web applications. senz° umbrellas (2014), design intern: a point-of-sale tool for street advertising that over half of passers-by noticed.
EDUCATION	
2016 – 2019	MSc Integrated Product Design · Delft University of Technology Integrating technology, business and consumer insight in product design. Average grade 8.4; graduation thesis 8.5. Electives: creative facilitation, entrepreneurship.
2012 – 2015	BSc Industrial Design Engineering · Delft University of Technology Cum laude, average grade 8.0. Bachelor thesis Stroom (2015), a practical solar car for the Nuon Solar Team: graded 10/10. Electives: product sketching, 3D modelling of organic shapes.
2005 – 2011	Pre-university secondary school · Gymnasium Beyers Naudé, Leeuwarden Graduated in arts, physics, maths, chemistry, biology, English, French and Latin.

AWARDS & RECOGNITION

2025	iF Design Award, ZONE Productivity Timer · Kickstarter Project We Love; \$306,380 from 2,500+ backers
2025	iF Design Award, Time Smiles · for the second edition of the smiling clock
2024	iF Design Award, MEMO · the whiteboard wallet, funded 1,380% on Kickstarter in 2023
2022	Innovatiestroom A58 opened · my student concept, built as a 1,400 m test lane for new road technology
2019	Dutch Design Week · selected to present my delivery robot prototype
2017	Innovatiestroom, 1st prize · Battle of Concepts, Dutch Ministry of Infrastructure and Environment
2016	Lunch with Prime Minister Mark Rutte · invited to the Catshuis to talk about Repareer.com
2016	UfD / Damen Bachelor Award, 4th place · for Stroom, among TU Delft bachelor theses
2016	Connexxion Hoogzitter, 3rd prize · a perch seat with luggage space for Schiphol airport buses

PATENTS & DESIGN REGISTRATIONS

Philips	EP3651628B1, EP3691505B1 · co-inventor of 2 granted European patents, also granted in the US (US10980384B2), China, Japan, Korea and Russia
MEMO	CN220220213U · Chinese utility model, foldable writing board
MEMO	EU 009207111-0001 and -0002, DM/229281 · registered designs for the Whiteboard Wallet, protected in 29 countries

EXPERTISE

Product design & engineering	Consumer electronics	Rugged & waterproof enclosures (IP67)	Injection moulding & DFM	
Mechanical engineering & CAD	Rapid prototyping	Mass production in China	Product visualisation	Crowdfunding & launch
Design thinking & validation	Design protection	Workshops & teaching		

SOFTWARE

SolidWorks, Fusion 360, KeyShot, Photoshop, Illustrator, InDesign, Premiere Pro, PowerPoint, Excel and Word.

LANGUAGES

Dutch and **Frisian**: native. **English**: fluent. **German**: ein bisschen.