

# PDP ANNE JENSTER M1.2

## Identity

One of my personality traits is that I am **optimistic**, this trait translates into my way of working and interest in design. I like to be challenged, which is why my focus and interest in design lies in designing for **Complex Societal Challenges**. Learning from others is something that drives me and therefore like to work in **multidisciplinary** teams. In this context, I often take a leading or **connecting role**. What helps with this is that I am **emphatic** and able to understand other people's ways of thinking.

I am operating in the domain of **social design** but also heavily focused on **making**, this is something that sets me apart. I am **dyslectic** and not always good with my words, so I use making to make sense of it all. Next to that, I am interested in doing **design research/ research through design** and experiment with methods to come to insights. For example, I combine **context mapping** with **ethnographies** and combine **qualitative insights** with **desk research, philosophy, psychology**, etc.

I have an **entrepreneurial mindset** within my studies and outside of it. I am active in '**politics**' and connect this with my development as designer. I often see opportunities and am always working on my **network** for the future. I want to work as a designer within a **governmental organization**.

Lastly, I am an **enthusiastic** person and get easily inspired and excited about things. Because of this, I often give groups a **positive** and **energetic** vibe.



## Vision

As we face more and more **complex societal challenges**, such as climate change and Covid, it becomes increasingly important to work together to tackle these issues. It is stated that today's societal issues can only be **sustainably** tackled through a **multi-stakeholder approach** with **collective responsibility** (Gardien et al., 2014). The multi-stakeholder collaboration that I am most interested in is the collaboration between **designers and government**. I believe that designers are needed within the government as they are able to be the **connecting factor** between different disciplines, next to that they have the ability and tools to **empathize** with users, **embody** and **visualize complexity**. I believe there is a great opportunity of especially this **embodiment** in this sector, as it is extremely difficult to communicate and find the correct words when talking about **complexity**, making and physicality can help with grasping it.

Additionally, within the **government**, there is a lack of knowledge about **technology**. **Technology** has an accelerating effect on our society and governments should react accordingly; something that designers can help with by being a connection between the technology sector and the social sector.

In order to do this and have a **long-term influence**, designers are needed in the governmental organization instead of **consultancy firms**, which is the case currently. For this, designers not only need knowledge about **human behavior** and **technology**, but they also need to be aware of how the system works. As Schaminée states: "*It is important for designers to have a certain political insight*" (Schaminée, 2018). In order to make a change in this way, you have to work **with** the system instead of **against**.



Gardien, P., Djajadiningrat, T., Hummels, C., & Brombacher, A. (2014). *Changing your Hammer: The Implications of Paradigmatic Innovation for Design Practice*. 8(2), 22.

Schaminée, A. (2018). *Designing with-in public organizations: Building bridges between public sector innovators and designers*. BIS Publishers.