

ASTRID BIN

DESIGN | TECHNOLOGY | RESEARCH

astrid@astridbin.com

design.astridbin.com

PROFILE

I am a veteran designer with over a decade of experience, specialising in creating beautiful and impactful brands, interfaces, products, and experiences. I have successfully led design on groundbreaking projects across both hardware and software in domains of product, interaction, interface and UX design. My design approach combines effective team leadership with strategic vision and a passion for finding the right problems and solving them with innovative and creative solutions.

SKILLS

UX & Product Design: User Research (qualitative & quantitative, interviews, surveys, thematic analysis); Wireframing & Prototyping (Figma, interactive prototypes); Design Systems (development, documentation, deployment); UI/UX Design (web & mobile, accessibility, responsive design); Product Testing (usability testing, A/B testing, iterative design)

Design & Prototyping Tools: UI/UX: Figma, Adobe Creative Suite, Affinity Suite; Prototyping: Figma, hardware/software prototyping; 3D & Audio: Fusion 360, Ableton Live, Logic Pro

Technical & Development Skills: Front-End: HTML/CSS, Javascript; Version Control: Git; Embedded Systems: C++ for Arduino, Raspberry Pi, Bela, embedded Linux; Creative coding: openFrameworks (C++), Processing (Java), p5 (Javascript); PCB design: KiCad, manufacturing, assembly, testing and repair

Communication & Content: UX Writing (microcopy, error messages, instructions, user flows, documentation); Technical Writing (user manuals, reports, research papers); Public Speaking; Video Content Design; Workshop Design and Facilitation; Teaching, mentoring, and designer development

Domains: Music technology, creative applications, dev tools, open source, e-commerce

Languages: English (Native), German (C1 – Professional Proficiency)

PROFESSIONAL EXPERIENCE

PART-TIME RESEARCH FELLOW | UDK BERLIN | BERLIN DE

DEC 2024 - PRESENT

- Leading practical research in e-textile interfaces for music performance, specialising in capacitive sensing and soft circuit design
- Designing and prototyping interactive touch interfaces, and integrating embedded systems (C++)
- Developing experimental methodologies for data collection, analysis, and HCI user studies
- Building functional hardware prototypes, combining textile-based sensors with microcontrollers (e.g., Arduino, Bela)
- Authoring research frameworks positioning this technology within music interaction and wearable computing

FOUNDING DESIGNER | BELA | LONDON UK / REMOTE

APR 2016 - JUL 2025

- Led end-to-end product design for 8+ hardware/software products, covering physical, visual, and UX design, packaging, and product positioning
- Built and maintained the Bela Design System, ensuring consistency across all digital and physical customer touch points, from e-commerce storefront to merch and packaging
- Designed and implemented all web properties (bela.io, blog.bela.io, learn.bela.io)
- Originated Bela's IDE (Integrated Development Environment), leading design on 3 major iterations
- Owned brand identity & voice, shaping all documentation, marketing, and UX copy
- Authored technical documentation, including user manuals, data sheets, and the Bela Knowledge Base

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PROFESSIONAL EXPERIENCE (CONTINUED)

MUSIC TECHNOLOGY RESEARCHER | ABLETON AG | BERLIN DE

JAN 2020 - NOV 2023

- Researched emerging trends in music tech, culture, and computer-aided creativity, producing internal knowledge with the goal of informing product strategy as part of a small R&D team
- Designed & conducted qualitative studies (thematic analysis, cultural probes) to explore human behaviours and needs in the domain of computer music making and music technology
- Built interactive prototypes (hardware + software) to test concepts and gather insights for product development
- Led UI/UX design & pattern documentation for Ableton's Learning platform from 2022
- Produced training resources (video + web) on best practices for user research & data analysis

POSTDOCTORAL FELLOW | GEORGIA TECH | ATLANTA GA

JAN 2018 - OCT 2019

- Led technical, interaction and UX design for GrooveMachine, an interactive museum exhibit teaching kids computer science through music
- Managed a cross-functional team (designers, developers), delivering the project on time
- Led the design and development of a web-based version, expanding accessibility and engagement beyond the physical exhibit
- Designed & built all interactive components (hardware, software, UI) and visual design systems
- Mentored Bachelor's/Master's students in Music Technology and Design, guiding research and project development

LECTURER | GEORGIA TECH | ATLANTA GA

JAN 2019 - JULY 2019

- Developed innovative curriculum blending theory and practice in emerging digital art forms
- Mentored students through hands-on projects in interactive media and experimental design
- Achieved top 5% student satisfaction ratings university-wide, reflecting exceptional teaching quality

LECTURER | QUEEN MARY UNIVERSITY OF LONDON | LONDON UK

JAN 2017 - JULY 2017

- Redesigned and modernised the core Graphical User Interfaces curriculum for 250+ CS students
- Pioneered ReactJS integration in coursework and assessments to align with industry standards
- Transformed learning outcomes by overhauling assignments, exams, and teaching methodologies
- Led instructional team of 8 TAs while improving course ratings by 25%+ across all benchmarks

FULL PROFESSIONAL HISTORY AVAILABLE ON REQUEST. FOR A PUBLICATION LIST, PLEASE VISIT MY [GOOGLE SCHOLAR PROFILE](#)

EDUCATION

PHD | QUEEN MARY UNIVERSITY OF LONDON | LONDON UK

SEP 2013 - DEC 2017

Media and Arts Technology, School of Electronic Engineering and Computer Science. Thesis: The Show Must Go Wrong, Investigating Audience Perception of Error in Digital Musical Instrument Performance

MA | UNIVERSITY OF ULSTER | BELFAST UK

SEP 2011 - JUN 2013

Art In Public, Faculty of Design and the Built Environment. Thesis: The Redemption Machines, Interactive Audio Theatre on the Streets of Belfast

AOCAD (HONS) | OCAD UNIVERSITY | TORONTO CA

SEP 1999 - JUN 2003

Sculpture/Installation, Faculty of Fine Art