ASTRID BIN

DESIGN | TECHNOLOGY | RESEARCH

Email: astrid@astridbin.com
Portfolio: design.astridbin.com

PROFILE

I am a veteran designer deeply skilled in creating beautiful and impactful brands, interfaces, products, and experiences. I have successfully led design on groundbreaking projects across both hardware and software in product, interaction, interface and UX design, and I have a proven track record of solving complex problems in the domains of music, creative technology, and SaaS applications. 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 | UNIVERSITÄT DER KÜNSTE (UDK) | 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

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SELECTED TALKS

2025 *You made it, now explain it: Documentation as product design (or, How I learned to quit whining and love the docs).* Audio Developer Conference, Bristol UK
Beyond the grid: The effects of colonialism in contemporary African music. Panel moderator, Kielele Summit, Nairobi Kenya
You made it, now explain it. Audio Developer Meetup, Berlin DE (**See it here online**)

2024 *Our Ultra-Processed Interfaces.* Audio Developer Conference, Bristol UK (**See it here online**)
Our Ultra-Processed Interfaces. Goldsmiths University, London UK
Keynote: It's Never Just a Slider. Kilele Summit, Nairobi KE

2023 *Keynote: Where few instruments have gone before: Lessons in instrument design from Star Trek.* FRONT Conference, Zurich CH
Where few instruments have gone before: Lessons in instrument design from Star Trek. Hackaday Europe, Berlin DE

2022 *Keynote: Where few instruments have gone before: Lessons in instrument design from Star Trek.* Audio Developer Conference, London UK (**See it here online**)

2021 *Maker communities panel.* Audio Engineering Society, New York US (Online)
Discourse Is Critical. NIME, Shanghai CN (Online)

2020 *The Other Hegemony.* NIME, Birmingham UK (Online)
Smashing bits: A review of the most awkward sex in video games. Talk and Play, Berlin DE

2019 *Instrument Creators Panel.* Ableton Loop Summit, Los Angeles US

2018 *The Show Must Go Wrong.* Georgia Tech, Atlanta US

2017 *In the moment and beyond: Combining real-time and post-hoc data.* INTERACT, Mumbai IN
In the moment and beyond: Combining real-time and post-hoc data. ICMC, Shanghai CN
Open-source music hardware communities. Ableton Loop Summit, Berlin DE

2016 *Skip the pre-concert demo.* NIME, Brisbane AU