ASTRID BIN
PRINCIPAL PRODUCT DESIGNER & RESEARCHER

astrid@astridbin.com
LINKEDIN
PORTFOLIO

PROFILE

Principal Product Designer & Researcher with 15+ years of experience at the intersection of hardware, software, and creative expression. Proven track record of defining product visions from zero-to-one and scaling design systems across complex ecosystems. Expert in translating deep technical constraints (C++, embedded systems, R&D) into seamless, human-centric interfaces. A hybrid leader who combines academic rigour (PhD in HCI, academic publishing) with a pragmatic, founder-led approach to product strategy and design mentorship. Exceptional public speaker and communicator.

SKILLS

Design Leadership	Product strategy, zero-to-one product definition, design systems (web & physical), cross-functional team mentorship
Specialized UX Research	PhD-level HCI research, thematic analysis, qualitative user studies, quantitative analysis, study design, academic publishing
Technical Design	Figma, High-fidelity prototyping, C++ (embedded), Python (data analysis), Circuit design, PCB design and manufacturing (KiCad), Web front end technologies (HTML/CSS/JS/React), Creative Coding (openFrameworks, Processing), Embedded development (Arduino, Raspberry Pi, Bela),
Communication	Product and technical documentation, Documentation system design, Technical learning content, Public speaking, Visual communication, Cross-disciplinary collaboration
Languages	English (Native), German (TELC C1)

PROFESSIONAL EXPERIENCE

PRINCIPAL DESIGNER   Dec 2025 – Present
Roex | London UK

Product architecture: Leading the re-implementation of Roex's AI-powered Automix tool, optimising workflows and unifying the product offering to improve experience and customer retention

Design leadership: Establishing the first design system to guide current and future products and reinforce brand presence

PART-TIME RESEARCH FELLOW   Dec 2024 – Present
Universität der Künste (UdK) | Berlin DE

Lead researcher: Leading R&D for next-generation e-textile interfaces and touch interaction, bridging the gap between wearable computing and music performance

Strategic Prototyping: Developing functional hardware/software frameworks in C++ to establish new industry standards for soft-circuit tactile interaction

FOUNDING DESIGNER   Apr 2016 – Jul 2025
Bela | London UK / Remote

Product Vision: Led the end-to-end design strategy for 8+ hardware/software products, scaling the company from a research project to a market-leading platform for creative engineers

Design Systems: Architected and deployed a cross-platform design system spanning the Bela IDE, e-commerce, web properties, documentation, and physical product packaging

Category Definition: Established the brand's technical voice and UX architecture, resulting in a cohesive developer experience (DX) that defined the "Bela" hardware-software ecosystem

MUSIC TECHNOLOGY RESEARCHER   Jan 2020 – Nov 2023
Ableton AG | Berlin DE

Foundational knowledge creation: Carried out research on DAWs and music tech culture as part of a specialised R&D cell to inform long-term product roadmaps

Systemic Pattern Design: Led UI/UX pattern documentation and interactive prototyping for Ableton's learning platforms to standardize design-to-development handoffs

Technical Advocacy: Built hardware and software prototypes to validate emerging music tech trends for executive stakeholders

POSTDOCTORAL FELLOW   Jan 2018 – Oct 2019
Georgia Institute of Technology | Atlanta GA

Creative and Technical Direction: Managed cross-functional teams of designers and developers to deliver "GrooveMachine," a high-stakes interactive museum installation

Leadership & Mentorship: Directed research and supervised final projects for Master's/Bachelor's students in Music Technology and Design

PHD RESEARCHER   Sept 2013 – June 2018
Queen Mary University of London | London UK

Creative and Technical Direction: Managed cross-functional teams of designers and developers to deliver "GrooveMachine," a high-stakes interactive museum installation

Leadership & Mentorship: Directed research and supervised final projects for Master's/Bachelor's students in Music Technology and Design

SPEAKING & PUBLISHED WORKS

Speaking: I design, develop and deliver frequent talks and keynotes on HCI and creative technology topics around the world. [See selected talks here](#).

Publishing: For a full list of my academic publications, please visit my [Google Scholar profile](#).

Complete professional history and references available on request.

EDUCATION

PhD, Media and Arts Technology   Sept 2013 – June 2018
Queen Mary University of London, Centre for Digital Music (C4DM) | London UK

Focus: Digital instrument design (hardware and software), fabrication, interactive audio development (C++), software design and engineering (Node, HTML/CSS/JS), data analysis (Python)

[Click here to download my thesis](#).

MA, Art in Public   Sept 2011 – June 2013
University of Ulster, Faculty of Design | Belfast UK

Focus: Interactive audio theatre within public spaces; mobile app design

AOCAD (Hons), Sculpture/Installation   Sept 1999 – Apr 2003
OCAD University, Faculty of Fine Art | Toronto CA

Focus: Foundational training in fabrication, materiality, ideation and project execution