

Zion Krullaars



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Based in: Zurich, Switzerland
Nationality: Dutch
Languages: Dutch (Native), English (C1), German (Learning)
Date of Birth: March 5, 2000

Highly motivated graduate with an MSc. Interaction Design and an MSc. Artificial Intelligence (CS), pursuing interdisciplinary research at the intersection of AI Foundations and Human-Centred AI/HCI. Possesses an excellent academic foundation across AI and Data Science, with coursework spanning Reinforcement Learning, Human-Interactive Agent Learning, Socially Intelligent Robotics, LLMS, and Multi-Agent Systems. Expertise includes practical skills in RL frameworks and data science. Experience with interdisciplinary work and impact-oriented project leadership as a self-employed Interaction Designer and former Sustainability Officer, guiding technical teams to achieve future-oriented goals.

Experience

Self-Employed Interaction Designer — TheZign, Netherlands — Mar 2021 - Present — Part-Time

- Led interdisciplinary design and communication projects for high-profile clients (VU Amsterdam, AllChiefs, WMDA).
- Developed and built dynamic websites and interactive tools to streamline data collection and improve user experience.
- Translated complex data into accessible visual assets, including infographics and videos, to enhance client-facing communications and branding.
- Professionalised business proposals and internal communications through rigorous design, data analysis, and compelling presentation strategies.
- Designed and delivered educational workshops on design principles to high school students, demonstrating the importance of translating a story.

Sustainability Officer — Delft University of Technology, Netherlands — Jan 2023 - Sep 2024 — Part-Time

- Guided DUT Student Teams to help them set up and achieve future-oriented innovation plans and sustainability goals by writing frameworks, giving one-on-one coaching, and organising workshops and sustainability events.

UX/UI Designer — Eco-Runner Team Delft, Netherlands — Sep 2021 - Aug 2022 — Full-Time

- Part of a DUT Student Team that set the world record for the most efficient hydrogen-powered car
- Responsible for the interaction with the world: Ensuring that complex technical details were shared through presentations, museum exhibitions, videos, events, and online platforms. I also designed the car's interface and livery and helped build it as part of the team.

Brand Management — Allchiefs, Rotterdam Netherlands — Mar 2020 - Dec 2022 — Part-Time

- Professionalised communications by creating and improving presentations, slide decks, proposals, and interfaces.

Data Researcher — Allchiefs, Rotterdam Netherlands — Oct 2019 - Mar 2020 — Part-Time

- Achieved accurate insights by researching and evaluating customer cases and managing the database.

Top Athlete — Sports Centre Papendal, Netherlands — Sep 2016 - Jul 2018 — Full-Time

- Trained and lived at the Dutch national training centre while being part of the Dutch handball youth teams.

Education

MSc. Artificial Intelligence — Vrije Universiteit Amsterdam — Sep 2024 - Feb 2026

Master of Science at the Faculty of Computer Science. Completed the Pre-Masters program 2023/2024. Average: 8.8/10, Final Work: 9/10.

- Graduation Work — Think Before You Talk: Learning Pedagogical Strategies for LLM Tutors via Reinforcement Learning

MSc. Design for Interaction — Delft University of Technology — Sep 2022 - Jan 2026

Master of Science at the Faculty of Industrial Design Engineering. Average: 8.1/10, Final Work: 9/10.

- Graduation Work — Co-Creating a Human-Centred AI Learning System for the Future of Education ([link to work](#))

BSc. Industrial Design Engineering — Delft University of Technology — Sep 2018 - Jul 2021

Bachelor of Science at the Faculty of Industrial Design Engineering. Final Work: 8/10.

- Graduation Work — Designing a future interaction for a BMW driver — Design project with BMW Group Munchen

Minor International Entrepreneurship and Development — Delft University of Technology — Sep 2020 - Feb 2021

The minor was a combination of courses and an internship for “Join the Pipe” at the Faculty of Technology, Policy, and Management.

Hard Skills

General & Data Analysis: Microsoft Excel, PowerPoint (Advanced), Word | AI tools: Cursor, Gemini | Python (Advanced), R, HTML, CSS | Google Cloud, Docker, Vertex AI, Google AI Studio | GitHub, Google Colab

AI, Machine Learning & NLP: Applied AI and ML integration | PyTorch, TensorFlow, Keras | NLP and LLM tools: Hugging Face, NLTK, Google Generative AI APIs | Pandas, NumPy, Scikit-learn, Seaborn, Matplotlib | Flask deployment

Design & Prototyping: Figma, Adobe XD (Advanced) | Adobe Illustrator (Advanced), Photoshop, InDesign | Premiere Pro, After Effects | General Adobe Creative Cloud expertise

Publications

Krullaars, Z. H.; Januardani, A.; Zhou, L.; Jonkers, E. (2023): Exploring Initial Interactions: High School Students and Generative AI Chatbots for Relationship Development. Mensch und Computer 2023 - Workshopband. DOI: 10.18420/muc2023-mci-src-415. Bonn: Gesellschaft für Informatik e.V. MCI: Student Research Competition. Rapperswil. 3.-6. September 2023