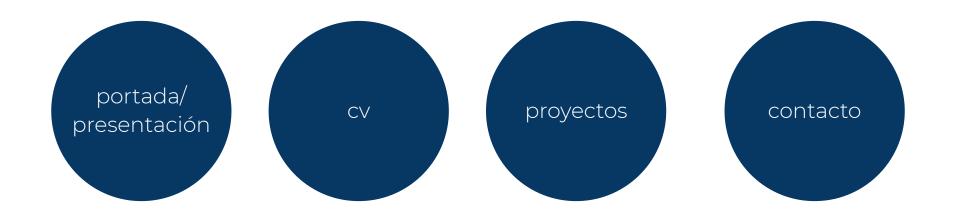


REFERENTES **PORTAFOLIOS**

Portafolios e Inducción laboral AUD8I003-1 - Segundo Semestre 2021

Profesor: Francisco Rojas Ayudante: Javiera Segovia

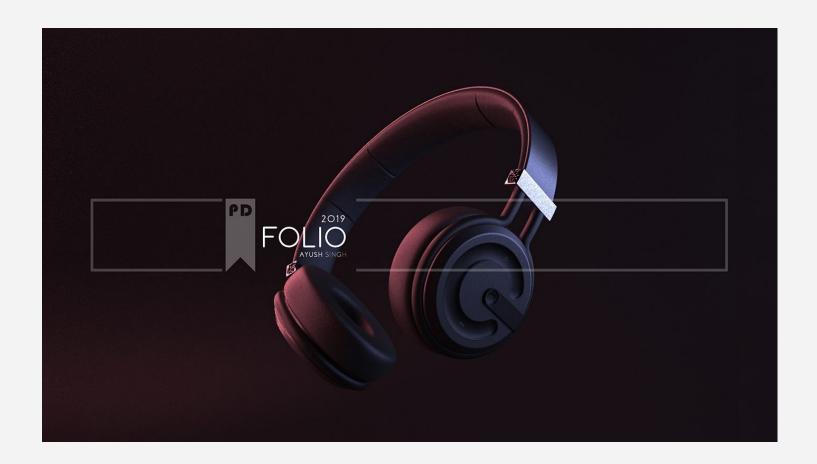
estructuctura general



estructuctura general



















Hi , I'm Jasdeep Kular



I'm a Industrial Designer who loves to develop new and innovative products.

I'm a recent First Class BA (Hons) gradute student in Product Design at Coventry University. During my time at University I have completed series of projects, learning new skills and techniques along the way, as well as working 6 months at PQ Design studio,Pisa, Italy, as an Intern during placement year.





"Joy is a function."

Philinna Starck

Hello, I'm Pelin. Since the first time I took the pen in my hand, I started life by loving art and drawing. When I realized that I had to focus on design in high school, I chose industrial design to study in college. On the other hand, I describe myself as a very curious, inquisitive and creative individual. Lifelong education and continuing to learn from every event and person I encounter are the points that define my personality. In 2020, with my Hygenie project, I was shortlisted in the procarton competition and achieved a success. I graduated from university in 2021 by designing a fil-

I would like to explain my understanding of design with a quote from Philip stack, "joy is a function". In my opinion, design should make life easier and fulfill the function of giving pleasure to people while doing it.





Hi, I'm Tanay Vora.

Fm an 22yr. Old Industrial designer finishing my final year of education at ISD Rubika in France.

I strive to craft stories and empowering design strategies through humane experiences. I love creating meaningful solutions across physical and digital platforms that drive creative, rational and emotional change.

When I'm not designing or sketching I like to play the Piano, Curate Techno, photograph the world around me and immerse myself in street art. Pursuing my passions has helped me translate these subtle nuances into design.

PORTFOLIO 20'

HASO - KASA - BRANCH - CUI



PORTFOLIO 2019 Kuang-Hsu Cheng

Empathy

is all we need!

Hi, I am Kuang.

A designer equips with abilities of design research, product design and CAD/CAM integration.

Research is the most essential part of a good design. I believe an outstanding designer must use **empathy** and understand the user's needs with **plenty of research** to create well-designed products.

The numbers of **elderlies** are increasing nowadays. Designers have the responsibility to make people's life better. Especially **home-living**, elderly people spend almost all days.

Also, I am a **woodworker** processes 3-years' experience of **CAD/ CAM integration**. Able to finish a prototype from **3D modeling** to **CNC processing**.



Novalina Raya Illustration

Hi!

I'm Novalina. Welcome to my bubble. Please popped me because i live to learn. And that makes me better.

Do you want to know me?



Design



Introduction Illustration Design



About me. I'm a graduating master student in Industrial design engineering and innovation at Politecnico di Milano. My - passion for manual work, passion or final daw work,
combined with the interest
for innovation, triggered
me to jump into the design
field. Doing sports and being
dynamic has always been an important part of my life and being able to realize a project from an idea to a product, pushes me everyday to improve my knowledges in different fields. I'm constantly looking for new challenges, believing in what I do with humility and sense of humor. Luca Casalino.

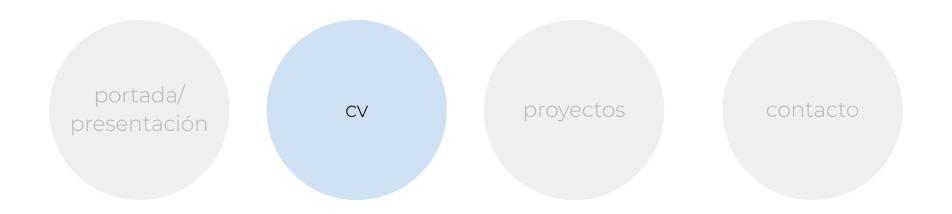
Portfolio.

Chuong's 2021 portfolio.

"Don't try to be original, just try to be good."

Paul Rand

estructuctura general



RESUME



ABOUT ME

Hill I am Nacho, a creative and passionate industrial product designer. I define my design philosofy as honest minimal functionalism. I feel confortable with full product development, from the first concept with manufaturing in mind.



@nachocastillo.designs +34 627 89 25 87
linkedin.com/in/nacho-castillo-moreno
behance.net/nachocastillodesigns
nachocastillo.designs@gmail.com

Nacho Castillo

EXP	Е	RΙ	Е	N	С	Е

09/20-NOW Wallbox Chargers Creative product visualization tasks. Conceptualization and development of realistic rendered still images and animation. 3D Modelling and rendering done in Blender 3D Visual Design Internship with Cycles render engine. Barcelona, Spain 05/20-09/20 Freelance Industrial design assignments. I have been involved in projects from concept and idea development, sketching, modelling, prototyping, product visualization and Industrial Designer manufacturing for international companies and startups. 02/16-10/19 Freelance Graphic design and video recording assignments during my years at university. I have worked for Spanish and international companies including: Cervezas Alhambra. Graphic Design & Video Editor Culture Trip, Spanish Red Cross or AdVision Media, among others. 10/15-07/18 TheBestF1.es News editor at TheBestF1.es, media dedicated to motorsport, specialized in Formula 1. Accredited by the FIA for the pre-season test of the F1 World Championship News Editor at Circuit de Barcelona-Catalunya in February 2017. Responsible for the World Endurance Championship (WEC) department.

EDUCATION

10/19-NOW Master in Product Design and Engineering Product Development - 60 ECTS
Universitat Politecnica de Catalunya - CIM UPC

Barcelona, Spain

02/16-07/18 Bachelor in Architecture - 300 ECTS
Universidad de Granada | Politecnico di Milano Erasmus+ Scolarshio 15/16

Granada, Spain Milan, Italy

Politecnico di Milano Erasmus+ Sc

SKILLS	SOFTWARE		CERTIFICATES	
Design Rendering Sketching Critical thinking Problem solving	Solidworks Keyshot Blender Photoshop Illustrator	not VRay Cambridge English: Adva der AutoCAD Driving license B oshop SketchUp		
User centered design Prototyping	Indesign Premiere Pro		LANGUAGES	
Prototyping	After Effects		Spanish - Native English - Fluent (C1)	Italian - Basi French - Bas

education

Anadolu University 2015-2018 Eskişehir Technical University 2018-2021

experiences

ArtikelDeko // Internship 2019
Procarton // Shortlisted 2020
CURA Design // Graduation Internship 2021

skills

Blender Keyshot Photoshop Rhino Cycles Illustrator

contact

pelinozbalci@gmail.com behance.net/pelinozbalci



WILLIAM FAIRNINGTON

Hi, my name is William and I am currently a Junior at the College for Creative Studies in Detroit, Ml. My foremost approach to design has always been the recognizing of core problems at hand. I believe that solving problems through design amplifies a product's importance in the world past the aesthetic level. To me design is not only a vehicle of inspiration to others but also a direct path to the improvement of life for those who are less fortunate.

Outside of design and academics, I enjoy spending my time outdoors. I feel that interacting with the outside world uniquely exposes me to design opportunities and outlets of creative thought. Activities such as Fishing, boating, basketball, and hiking are a few of my favorite ways of spending my free time outdoors.

Miami, Florida

786-365-1264

- Wfairnington@yahoo.com
- @Fairnington_Concepts
- Bē William Fairnington
 - Williamfairnington.com

EDUCATION

Design and Architecture Senior High (DASH) Miami, FL

2014-2018

College For Creative Studies

Detroit, MI 2018- Present

EXPERIENCE

Garmin

Product Design Intern Kansas City, KS 2021

Puma

CCS Design Sprint (1st Place) Detroit, MI 2021

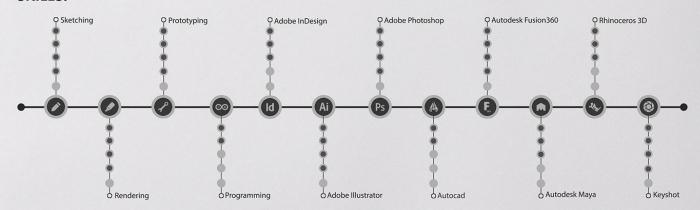
Pensole Academy

World Sneaker Championship (Top 8) 2020

Pensole Academy

Sneaker Head of State (Finalist) Portland, OR 2018

SKILLS.



ACHIEVEMENTS.



Certificate of Academic Excellence
DSK International School of Design-Rubika

Fusion- Live Marketing and Design Competition (Runners-up) Cardiff Metropolitan University

Concept- Live Marketing and Design Competition (Winner) Professor David Brooksbank- Cardiff Metropolitan University

OnePlus Campaign Design Challenge (Top 20 in the world) Agorize - OnePlus

CONTACT.

Date of Birth

Nationality

Languages

Email Website 27/09/1995

Indian

Hindi, English, French (B1)

Ayushsingh.9568@gmail.com

www. ayush singh patel.com



VIVEK PRAJAPATI

11 - 04 - 1997

Contact: +91 8849400611

www.linkedin.com/in/vivek-prajapati

vivekprajapati244@gmail.com

ľM

An undergraduate student pursuring design education in the field of Product design. I have grown as an passive thinker, determined to learn and seek insights from what the journey has to deliver. I love developing, innovating and creating meaningful expriences in harmoney to the ecosystem.

EDUCATION.

SECONDARY EDUCATION

2013 / 2016

Mahatma Gandhi International School

BACHELOR OF PRODUCT DESIGN

2016 / 2020

GLS Institute of Design

EXPERIENCES.

Summer Intern at Homelab Design.

Tiwan Internaltional Student Design Competition

Ahmedabad Design Fest

Designed Dishwasher (school project)

LANGUAGES.

English Hindi Gujarati French

SKILLS.

Sketchbook Illustrator Sc

Solid Works

InDesign

Photoshiop

Rhinocores

Keyshot

Graphic

in



Bē



About Me

My name is Nick and i'm passionate about making change and moving society forward! I love to design products, have an insatiable appetite for self-improvement, and thrive in ambiguous situations. I'm exceptional at anticipating problems, managing my time, and telling stories through deseign. My superpowers are my drive and endless curiosity about things and the universe in which we find ourselver.

Outside of Industrial design I have experience running a software startup for a few years. The company aimed at gamifying the music industry by introducing a matchup system that created dynamic rankings based on how often a song was chosen over another song. I designed the entire platform, learned to code websites, and practiced managing a team.

Contac

219-670-0728

nickabbott303@gmail.com behance.net/nickabbott4600 instagram.com/elusive_ellipse C.V

Schoo

Arizona State University Industrial Design, BA | 2018-2021 Purdue University Arizona

erience

Atom Innovation Industrial Design Intern

Industrial Design, BA | 2014-2016

2 Years

Predictive Wear 2 Months Industrial Design Consultant

1 Month

Knack Design Industrial Design Consulta Starving Sounds Founder, CEO

2 Years

3d Skills











20'-22' // Industrial Product Design MS, Gazi University '16-'20 // Industrial Product Design BS, Gazi University '15-'16 // The School of Foreign Languages

Gazi University '10-'14 // Güzelkent Anatolian Highschool Ankara

MEMBERSHIPS

'18-'20 // Design and Innovation Cominity Ti Member of Board Gazi University '16-'18 // Gazi University Department Representative The Union of Turkish Engineers and Architects TMMOB '16-'18 // Project Development Cominity Pro-G Member of Board Gazi University

Native // Turkish English

EDUCATION EXPERIENCES

'20 // Graduation Project '19 // Product Design Intern '19 // Product Design Intern LAZZONI '18 // Production Intern

≠ arçelik

Diction Training Başkent Academy of Communication

INTERESTS

Drawing, ceramics, photography, music

SKILLS

Sketching

Rhinoceros, Cinema 4D, Autodesk 3ds Max, Autodesk Fusion 360 Keyshot, Octane, V-ray Adobe Photoshop, Adobe Illustrator Adobe After Effects, Adobe Premiere Pro Adobe XD, Figma





Profile



Bandung, 1 November 1994

+62 813 2733 1504

novalinaraya@gmail.com

behance.net/novaraya/

Skills

Adobe Illustrator

Adobe Photoshop

Adobe Indesign

Mural

Experience



Interest



I love playing games



Listening Music



Travelling & Camping "The Best!"

Profile

Illustration

Design



Khanh Chuong Nguyen, 24

About me

A resourceful linguistics graduate with a leen interest in graphic design, in spite of having 2 years of self-training in a number of social projects and another 2 years of working as an in-house graphic designer in Hanol, is still consister myself as a fresher who needs a lot of improvement when it comes to agency work. For that reason, I am now yearning for an opportunity to dive into the dynamic yet challenging environment of Saignors creative industries with an aim to explore my potentials to the fullest.

Contact

chuongnk23@gmail.com (+84) 94 109 2858 fb.com/chuonwg be.net/chuongnguyenso

Education

FPT Arena Multimedia

2020 - Present Diploma in Multimedia

VNU University of Languages & International Studies

2015 - 2020 Bachelor in English GPA: 31/4.0 - VSTEP: 9.0/10

Achievement

Final Project to be featured on rgb.vn FPT Arena Multimedia - SEMESTER 1

> https:/tinyurl.com/themienproject

Skills

Adobe sofwar	es
Ai -	_
Ps	_
Pr -	-
ld	
Lr -	

Experiences

lov 2018 - Present -	- Freelance	
lexible	Graphic Designer	
	> Collaborating with another graphic designer to	
	work on CEPEW Vietnam's rebranding. Coming up	
	with the chosen logo idea.	
	> Generating visual contents for numerous social	
	projects organized by ISEE Institute	
lov 2020 - Feb 2021	— TNT Perfume	
to Chi Minh City	Graphic Designer	
	> Designing perfume packaging & label	
	> Working with printing companies to test out the	
	materials and ensure desired outputs	
	 Responsible for product photography 	
une 2020 - Oct 2020	— TopCV	
fanoi	Graphic Designer	
	> Producing multiple-platform advertising photos	
	> Creating layout design for landing pages	
	> Developing visual solutions for monthly ebooks	
May 2019 - May 2020	— ASCI Group	
łanoi	Chief Graphic Designer	
	> Working closely with the CMO to generate	
	visual contents requested by other departments	
	in the company	
pril 2016 - Feb 2018	AIESEC in Vietnam - Local Chapter Hanoi	
łanoi	Marketing Sub-Leader/ Graphic Designer	
	> Producing promotion content, key visuals and	
	other offline materials for projects	
	> Preparing design tutorials for Marketing newbies	
	> Leading a team of 5 to run promotion campaigns	

for social projects in 6 months



Hi! I am Mugdha Uppala, a student pursuing industrial design at Unitedworld Institute of Design, Ahmedabad. I believe that effective product design is best achieved by adapting to the consumer-centric design culture. Product innovations should naturally blend into the lifestyle of its users. The aim should be to improve the users' quality of life and not just alter it.

MUGDHA UPPALA

INDUSTRIAL DESIGN STUDENT



+91 8977770334



mugdhauppala13@gmail.com



Bē www.behance.net/mugdha-uppala



www.linkedin.com/in/mugdha-uppala



Hyderabad, India

EDUCATION

GITANJALI DEVSHALA 2003 - 2016 ICSE

THE SECUNDERABAD **PUBLIC SCHOOL** 2016 - 2018 CBSE

OF DESIGN 2018 - 2022

UNITEDWORLD INSTITUTE

B.Des

DIGITAL SKILLS

Autodesk Fusion 360

Autodesk AutoCAD

Figma

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Luxion Keyshot

Adobe XD

EXPERIENCE

UID Crea 2019

Workshops and talks

Nexprt

Product design Intern

July 2021

ANALOG SKILLS

Sketching

3D Cad Modelling Prototyping

Rendering Design Thinking Leadership

Hand Modelling Ideation

Freelancing

Rendering and Modelling

August 2020

LANGUAGES

English

Telugu



SIDDHARTH **BHIWANDKAR**

Year 5 Product design management student from ISD Rubika, France.

As a final year Product design student, my basic concern while designing a product has been towards the user. The product along with good aesthetics, latest technology and good functioning, should be easy and comfortable for the user to use. The product should benefit the user and make their life better.

sid.bhiwandkar@gmail.com



+33 766544794



Siddharth Bhiwandkar

WORK EXPERIENCE

INTERNSHIPS

C7 DESIGN, HONG KONG -6 MONTHS

Industrial product design internship, worked on multiple products for various clients.

DEEKSHA EXPORTS, PUNE -1 MONTH

Worked in a aluminium die casting factory to learn manufacturing processes.

GREENWAY APPLIANCES, MUMBAI -1 MONTH

Worked on the product design, logo branding and packaging of an upcoming product. Graphic design.

PROJECTS

VISAVIS, INDIA

To design a kitchen range for urban Indian homes.

HOME CENTRE, UAE

To design an aesthetic furniture range for modern offices.

ABB, SWITZERLAND

To design an electric vehicle charging ecosystem.

ELECTROLUX, SWEDEN

To create a new experience for drinking wine.

MASTERCLASS

Design a product to enhance the modern art of travel.

STUDIO METIS + RAFT COLLECTIVE

Design an app to help kids learn

SAMSONITE

To design a modulat travel bag for a vlagger

EDUCATION

ISD RUBIKA, FRANCE

1 YEAR 2018 - 2019

Industrial product design management, advance.

ISD RUBIKA, PUNE

4 YEARS 2014-2018

Industrial product design management, 3 years bachelors + 1 year advance

GOPI BIRLA MEMORIAL SCHOOL, MUMBAI

10 YEARS 2002 - 2012

Schooling

D.G.RUPAREL COLLEGE, MUMBAI

2 YEARS 2012 - 2014

High School, Arts + Mathematics

SKILLS

ANALOG

Sketchina Renderina Quick ideation Physical models Prototypina Graphic design Branding Digital rendering Concept development User centric design Working with wood Manufacturing processes Service design

DIGITAL

Solidworks Rhino Keyshot Maya HDRI Light studio Photoshop Illustrator Indesign Premier pro Light room

LANGUAGES

English Hindi

Marathi

Spanish Beamed French (Beginnet)

Guiarati

DESIGNER PROFILE

• Roozbeh Ghari Saadati

Place of birth

· Mashhad, Khorasan, Iran

Education

• Bachelor in Industrial Design (CGPA: 3.72) Limkokwing University of Creative Technology (2012 - 2014)

Skills

Sketching

- Adobe Photoshop
- Autodesk 3ds Max
- Rhino
- V-Ray

- Design category
 Transportation design
- Product design

Work experience

- 3D Artist, Limkokwing University (2018 Present)
 Branding Designer/Lecturer, Limkokwing University (2016 2017)
 Design Tutor, Faculty of Design Innovation, LUCT (2015)
 Product Designer, eXpedio design Company (2014)

- Language
 American English
- Persian

Email: roozbeh.saadati@yahoo.com Contact number: 017-2054248

Address: Inovasi 1-1, Jalan Teknokrat 1/1, Cyberjaya, 63000 Cyberjaya, Selangor



About Me

Looking for

Opportunities to develop socially relevant designs to address real world challenges, especially in, but not limited to, the fields of food security, universal design, waste management and sanitation.

Personal Note

Thinker. Dreamer. Optimist Democratic Design Believer Love walks, books, movies, music and food

Meme Maker

Ocassional Paet

Skills Design Research Insights Generation Ideation The Journey Freelance Designer, engaging in Industrial Design and UX Design projects, March 2020 onwards Volunteer at OSV-X (Open Source Volunteers-Extended) to design solutions for the COVID-19 Crisis- April 2020-June 2020 PG Diploma- Integrated Lifestyle and Product Design-Kerala State Institutute of Design July 2017 -Feb 2020 Content & Social Media Editor, Digimyx- April 2017-June Mechanical Engineer, Ceratizit India Pvt Ltd,- Product Development. Product Application, Sales - July 2012-September 2016 B.Tech in Mechanical Engineering , Future Institute of

Engineering and Management, Kolkata, 2008-2012

Get in Touch

mitra.words@gmail.com

www.linkedin.com/in/abhishekmitra-product-design

https://www.behance.net/ mitraideas







Karel Filip Drobne +38631588917 karel.filip.drobne@gmail.com

About me

Industrial designer

Ljubljana, Slovenia

Product design is my passion.

Minimalistic, simple, sustainable designing with aim of reducing plastic. Work closely with local craftsmen as well as mechanical engineers.

Education

High school of design and photography, Ljubljana 2014-2017

Department of Industrial Design, Product design

Academy of fine arts and design, Ljubljana 2017-2020 (graduated)

Department of Industrial Design, Product design

Other Experience

Workshop

Iowa State University College of Design

Cinematography

Goat Story, Rex Kralj, Boopacks, Hog Magazine/Harley Davidson, F&B Acrobatics

Honor

Exhibiting on Ljubljana castle, Ljubljana

Red&White lamp - in collaboration with Euregio HTBLVA Ferlach

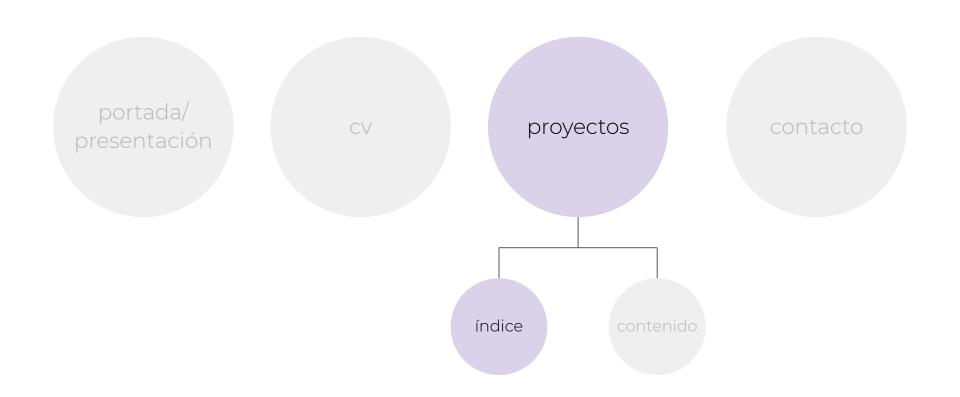
Skills

Solidworks	Ilustrator	Carpentry
Rhinoceros	Lightroom	Design thinking
Cinema 4D	Premiere Pro	Brainstorming
Ultimaker Cura	CNC	Team working
Photoshop	Prototyping	

Language

Slovenian - Native English

estructuctura general











BEOSHIFT BANG & OLUFSEN

Callum Beal Industrial Designer

CONTENT

01 Parkey



02 M6-C RW x rw



03 Presso



04 Other projects









Contents













ITINERARY

P O R T F O L I O

01

02

03

04

05



APPLIANCE PRODUCT



SYSTEM DESIGN



AUTOMOTIVE BIO-MIMICRY



WORKSTATION FURNITURE

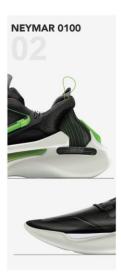


PACKAGING GRAPHICS

JENIL SHAH 2 0 2 0 2 0 2 0







Puma X Neymar Concept



Vital Monitoring Access Key



Footwear / Products



Tackle Washing Unit

CONTENTS.



Ciana.



REIGN.



Nature Nutrition.



Brawn.



Hanno.



Extras.

CONTENT



















0

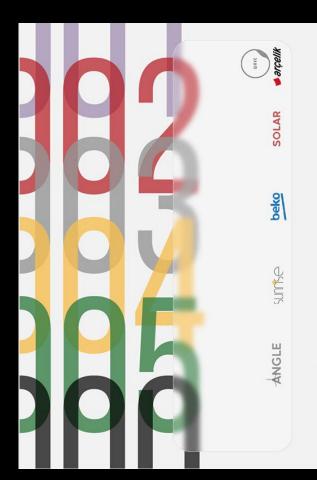
https://www.behance.net/gallery/87789409/Product-Design-Portfolio

Table of Contents









#graduationproject

#turntable

#redesign-infraredheater

#ligthingelements

#ceramicwashbasin

#hand-drawns

Contents















Let's GO!

Index. 2020

IN DEX.











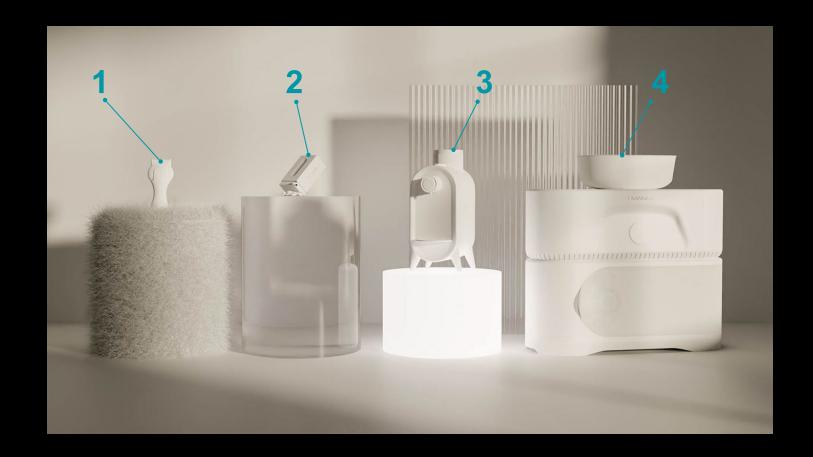




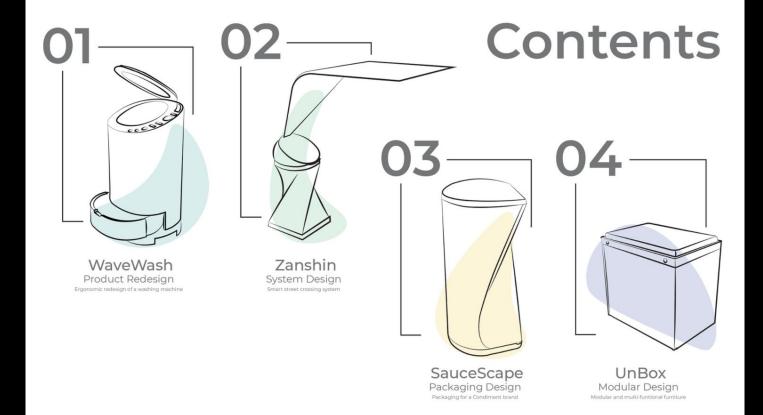
Luca Casalino.

Portfolio.





Resume
Branding
Social media contents
Layout
Personal work



Contents

OXYT

A portable and modular nebulizer diffuser with multiple aroma diffusion.

Wabi-Sabi

A workspace designed for traditional Japanese pottery, Raku ware.

Intuitive Expressions

A persona-based Color, Material, Finish, and Graphics of a product.

Packaging Design

A tangible and functional packaging for panipuri.

The Imitation Game

An imitated scaled-up 3D model of pocket binoculars.

Forms Talk Music

Forms of harmonica derived from music genres.

Shirōtō

A hanging lamp inspired from a six-way Japanese joinery.

Play of Light

Photographs of various products shot in different lighting and environments.

What's Inside!



Intubation Extubation Infection Containment 2



Speech Therapy for Children 3



Fruit Wastage

4



Stair Climbing



Cardboard IV Tray

Other Activities

Designs











Itinerary for Today |



HALO INTERNSHIP PROJECT 2 MONTHS



KAIA PERSONAL PROJECT 1 WEEK



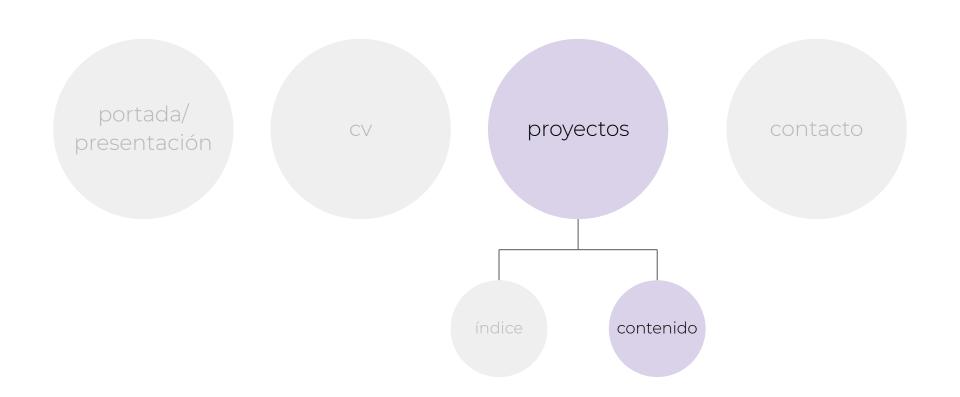
BRANCH TEAM PROJECT 3 MONTHS



CUE ON-GOING THESIS 2019-2020

PORTFOLIO 20'

estructuctura general



Seed Planter

/2020

Seed Planter is an NPO with a mission to incubate early-stage entrepreneurs to create lasting social & environmental changes through sustainable startups. After 1 year of operation, they wanted to refresh their image, firstly by changing the logic.

Being entrusted to make the logo look freeliner younger and more lively' while "Sweping both the leaf and the sood symbols attached;" I then decided to have it flattered and rearranged. Also, a beighter tone of the old color gove the logo a new vibrant look, whereas at the same time leeping it easily recognizable.







EACEBOOK COVER / THEM

iCreate Winter Camp

2019

My work for iCREATE WINTER CAMP organized by AIESEC in NEU. The main mission of the camp is to raise students' awareness about human impact on the environment and guide them towards building a more sustainable lifestyle.

As Tet Holiday would be around the corner during the camp, the idea was to bring the tradditional atmosphere of the occasion into the theme of the camp. Therfore, I decided to borrow the characters in "Vinh Hoa" and "Phu Quy", two of the most famous Dong Ho paintings that are regularly featured in Vietnamese family houses on the occasion of Lunar New Year, and illustrate them using environment-friendly products.







Seed Planter

/2020

Seed Planter is an NPO with a mission to incubate only-stage entrepreneurs to create lasting social 6 environmental changes through sustainable startups. After 1 year of operation, they worted to refresh their image, firstly by changing the logic.

Being extrusted to make the logic look freeliner, younger and more lively' while freeging both the leaf and the soed symbols attached; I then decided to have it flattered and rearranged. Also a beighter tone of the citi color give the logic a new wibrant look, whereas at the same time leeping it entity recognizable.







FACEBOOK COVER / THEME

iCreate Winter Camp

2019

My work for iCREATE WINTER CAMP organized by AIESEC in NEU. The main mission of the camp is to raise students' awareness about human impact on the environment and guide them towards building a more sustainable lifestyle.

As Tet Holiday would be around the corner during the camp, the idea was to bring the tradditional atmosphere of the occasion into the theme of the camp. Therfore, I decided to borrow the characters in "Vinh Hoa" and "Phu Quy", two of the most famous Dong Ho paintings that are regularly featured in Vietnamese family houses on the occasion of Lunar New Year, and illustrate them using environment-friendly products.







Pioneering Initiatives

/2019-2020

"Sang kien Tien phong" (Pioneering Initiatives) is a collection of local initiatives to resolve urgent issues faced by local communities in different areas of Vietnam. Every one or two months, the team would make a report of all the achievements that had been made so far to keep the audience updated.

Their requirement was to make the report look like a bulletin board or a journal, which led me to the idea of using of cut-out photos and collages with additional decorations to resemble a hand-made journal.

To make sure all the texts and images are clearly legible, I decided to divide the design into 4 pieces, each of which contains all the necessary content and visuals on its own. By doing this, when the 4 photos are posted on Facebook, the audience could easily follow every piece of news, while at the same time see how "the journal" look like as a whole.





Other social projects /2018-2020

Some of my work for several social projects that I took part in during college.



Tinh Tao Doc Quang Cao / Advertising Watchdog (2018)



You Can Talk To Me (2020)



Tinh Tao Doc Quang Cao / Advertising Watchdog (2018)



You Can Talk To Me (2020)

TopCV Ebook Giveaway

seeding buyouts and museum mornthy generally economic is a part of my jets at TapCV Bustrations used have lightably temporary from Proepis and then adjusted to fit is systeal, style of the boots.











SASC Lip Tint KYUB Studio





PRODUCT DESIGN







Portfolio SASC Lip Tint

BRANDING



REBRANDING



















Portfolio

Logo Design

10

Elle The Whale

Personal Project



ILLUSTRATION



Portfolio Elle The Whale

















Brio

HomeWalker is designed to **solve home-living problems** of elderlies, It's a design integrates **furniture** and **walking assistive device**.



Problems

Walking assistive device is the most common assistive device among the elderlies. But some of them refuse to use assistive device because of the critical vision and ego. However, they rely on furniture to enhance body stability such as couch, chair, table, etc. Some even put a chair besides the bed to help themselves getting out of bed.

This piece won the Honorable Mention Award in the 2018 ICARE UD Design Competition for elderly and disability assistive devices.

Specification

Weight: 7.8 kg Length: 50 cm Width: 54 cm Height: 75-92 cm Radio of tube: 3 cm

Material

Beech Rosewood Silicone Sponge Tube Aluminum Tube Rubber

Design Details

The design of HomeWalker has two forms — the walking, and the table form. Two are easily interchangeable when needed by pulling and pushing.



Walking

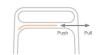
This form helps users walk steadily. The half-table design could carry things while the user is walking.





Transfering

Users can easily transfer between walking and table form just by **pulling** and **pushing**.





Table

The table can **be unfolded** for any situations where a flat surface is in need, such as eating, reading, card playing, etc.



CMF

To make HomeWalker more **energetic** by using **composive materials** and different color, choosing **aluminum** as the material and **powder coating** with different colors as finishing of the upper part of HomeWalker, **coaks** as material of the lower part of HomeWalker.



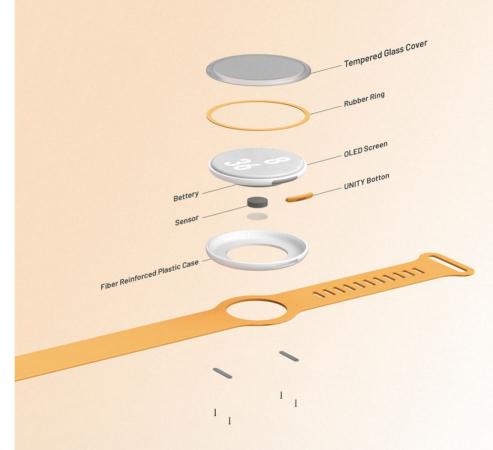




Energetic.

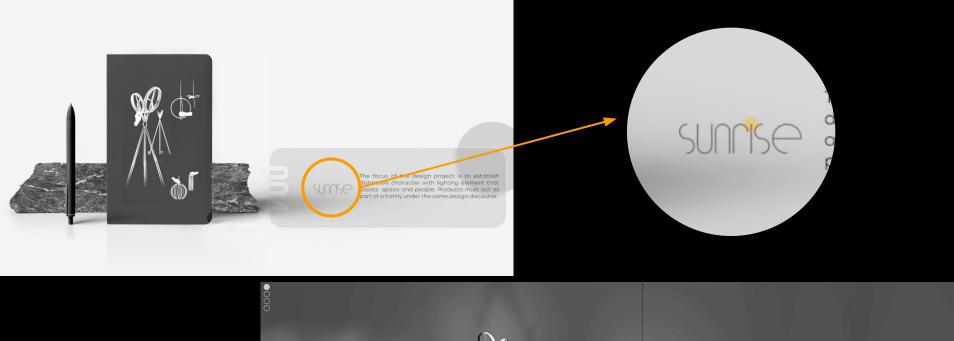


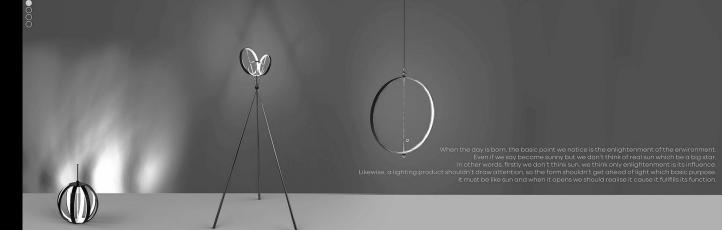








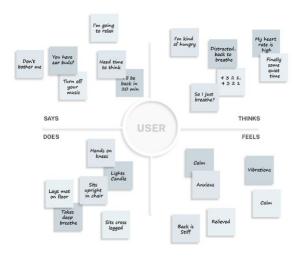




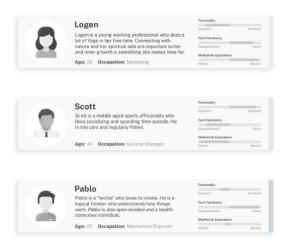


Pebble
Open Design Prompt | 3.5 Months

Meditation Empathy Map



User Persona

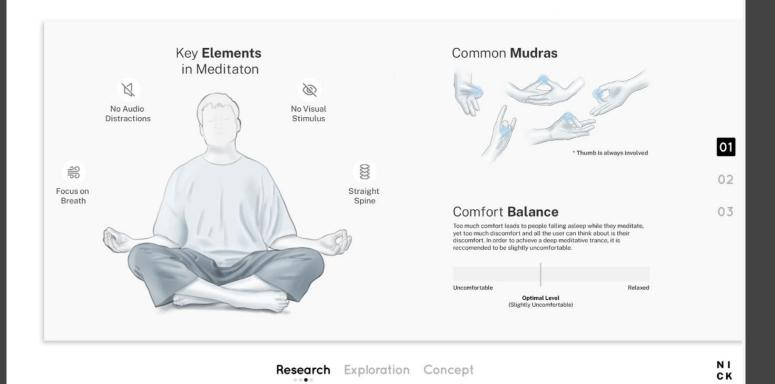


Research Exploration Concept

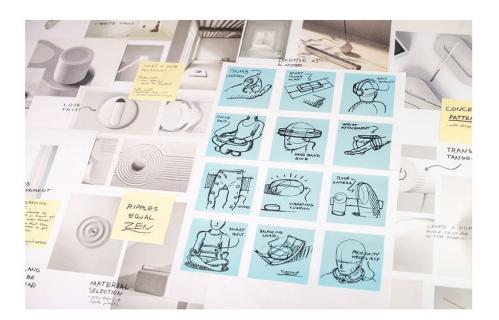
01

02

03



CK



Aesthetic Development

My targeted design language consists of smooth forms with a white or light color finish. A light grey fabric will bring an element of softness to the product, as well as provide a contrast in material and color to the white. The presence of a water droplet, or sand being raked in a circular fashion is a heavy influence on what zen looks and feels like. The emotions being felt by this language would be calm, soothing, and peaceful.

01

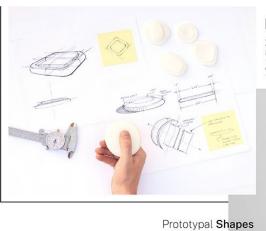
02

Big Picture Exploration

0.3

Before I jumped into designing a form. I had to figure out the best way to solve the problem of people falling asteep while they meditate. The only way I know how to ensure success in design is to iterate a lot! I iterated with rough sharpie sketches and visualized as many different ways to solve my problem as I could think of.





Designing The Controller

After doing research I uncovered that the thumb is always involved in how the hand rests while meditating. This info was intergral in knowing how to design a controller to be used while meditating. Since a controller happens to be heavily influenced by the human factors revolved around the anatomy of the hand, I decided that it would be most efficient to position a hand in 3d and quickly iterate concepts around the expected hand position. Most of these controller concepts are designed with the aesthetic of a pile of pebbles in mind. Initially I thought an indent for the thumb would be the most comfortable four.



Research Exploration Concept

N I C K

01

02

03



Research Exploration Concept

01

02

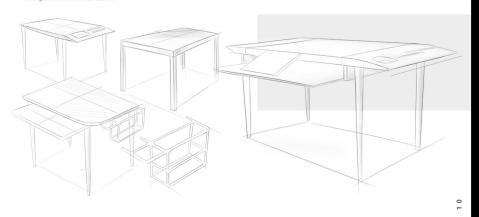
03

N I C K

ps://www.behance.net/gallery/108719135/Industrial-Design-Portfolio-2021

ITERATIONS

Exploring froms and spaces for maximizing output within the constraints of the working environment an individual has.



CONCEPT

The design personalises working space with dedicated storage for tools & equipments.

The counter top space comes with pockets that store papers.

DIMENSIONS

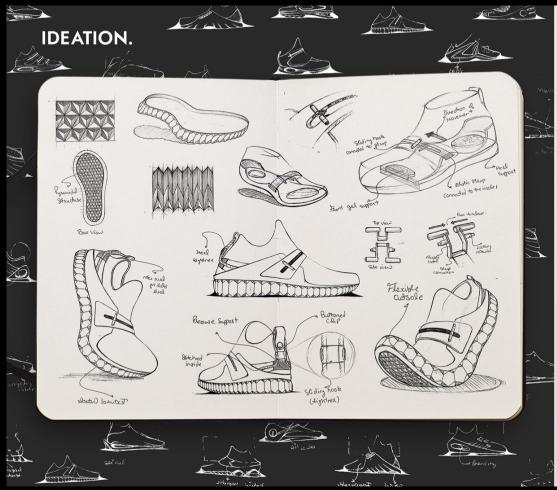
60" x 90" x 28"



INSPIRATION.





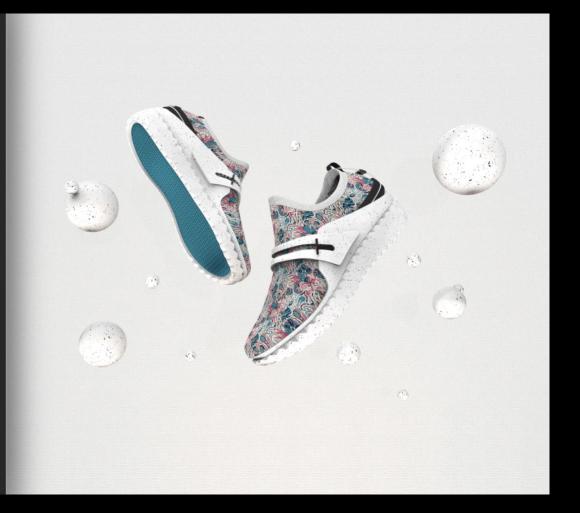


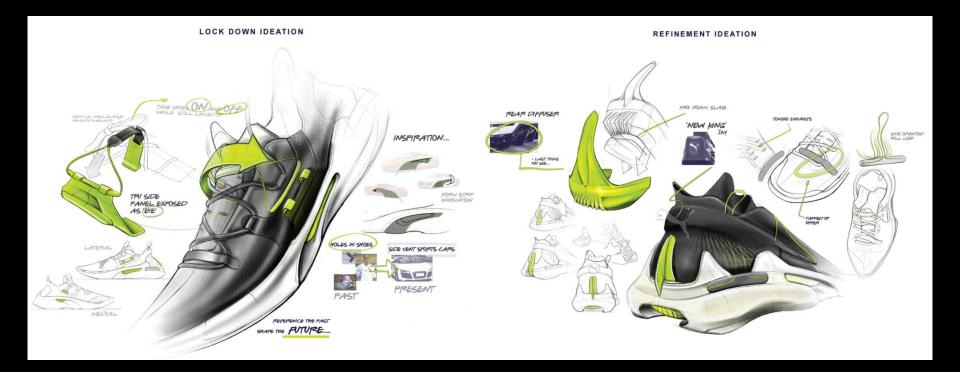
PROTOTYPE.

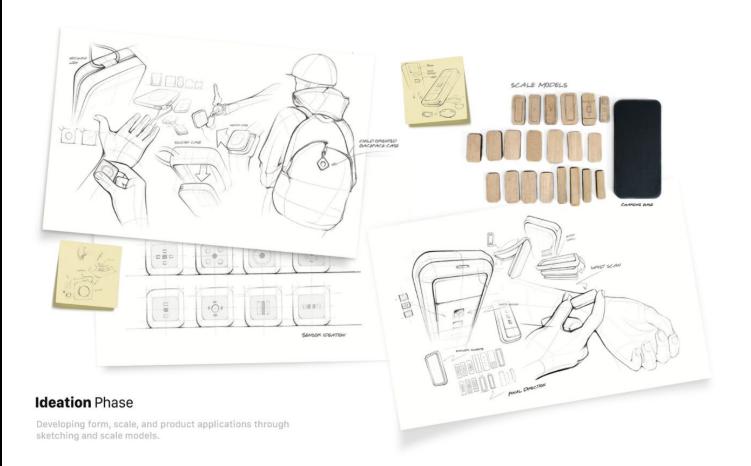














Nonintrusive Readings.

Dual sensor platforms work in con-cert with a PPG optical unit to accu-rately measure vitals.

Vitals Monitored



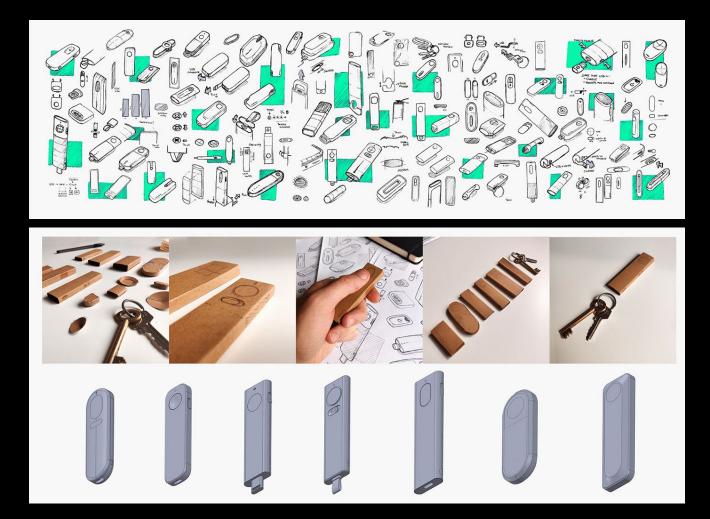




Your Portal. Your Style.

Portal Case Variants



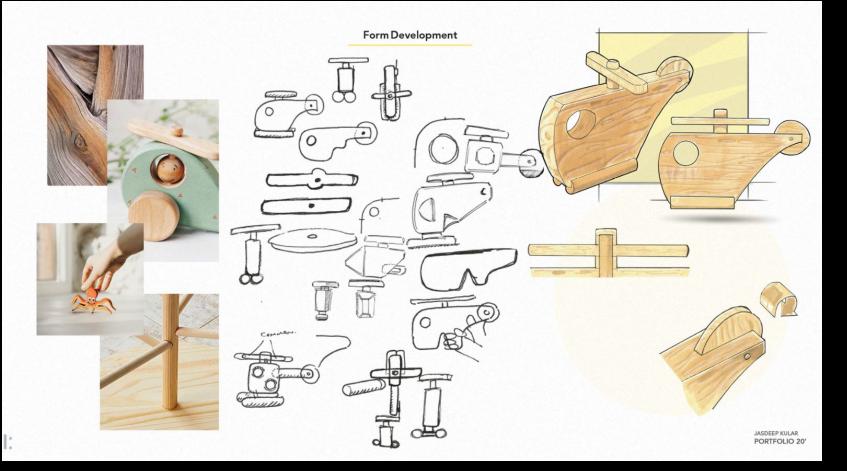




Brief

Redesign the base of the M6-C keyboard and render out the product. RAMA WORKS® will select their favorite design and produce a limited edition





KNOW THE MEERKATS RESEARCH

INFO



Meerkats are a small **mongoose species**. Known for their intensely watchful nature and the endearing upright stance they take while scanning their desert home for danger.

According to Sean Doolan, they evolved from the southern tip of Africa or the Cape of Good Hope, where a type of extinct Meerkat, called the Suricata Suricatta major, has been found.

The extinct Meerkat was similar to the banded mongoose. The current theory is that the Meerkat evolved from the **banded mongoose**. As the weather climate changed in the region, so did the Meerkats ability to survive in drier conditions.

They are extremely cute, with bushy, brown-striped fur, a small, pointed face, and large eyes surrounded by dark patches.

FEATURES







Six different type of alarms



Built in solar panel



Great Vision



LOCATION



FACTS



Self Grooming





Omnivorous

Extremely Cute





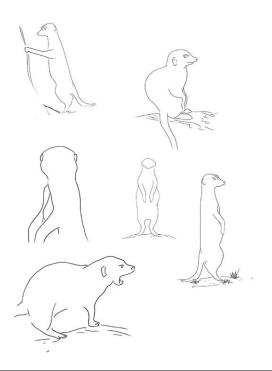


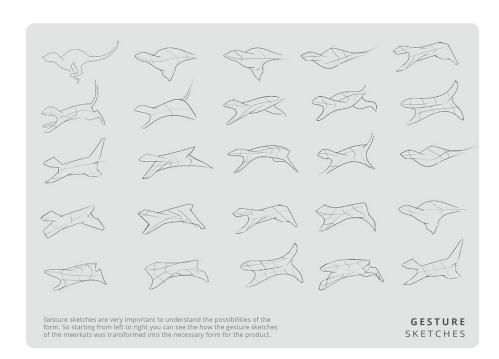
Sleep 10-12 Hours

Meerkats live in all parts of the **Kalahari Desert in Botswana**, in much of the Namib Desert in Namibia and southwestern Angola, and in South Africa.

Meerkats live in **semi-arid**, open country, commonly hard or stony ground, savanna and grasslands. They are widely distributed in southern Africa including the Kalahari Desert, southwestern Angola, Namibia, Botswana, and South Africa.

CONCEPTUALIZATION FORM



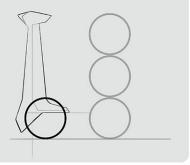


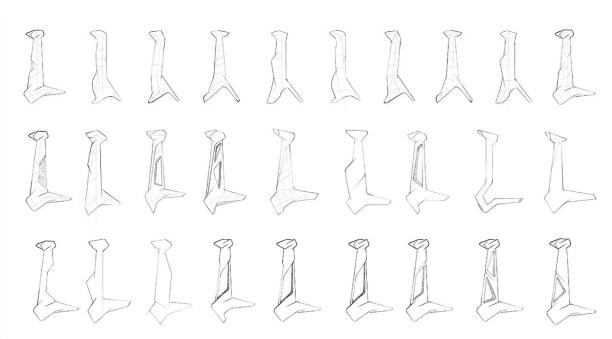
CONCEPTUALIZATION FORM

FORM SKETCHES

Below are the form sketches of the require main chassis of the Segway deriving the form from the standing position of the meerkats.

In the left bottom given fig shows the proportion of the chassis needed for the Segway it would be equal to the height of 3 combined used wheels in the Segway.

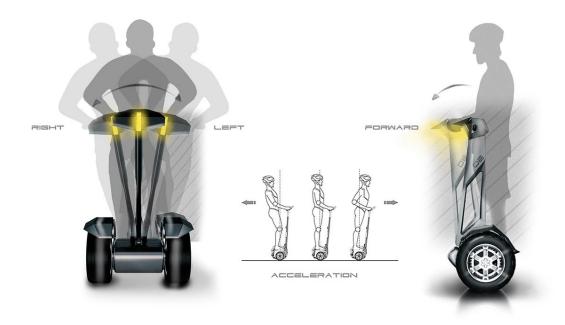




ADOBE PHOTOSHOP CC

RENDERS

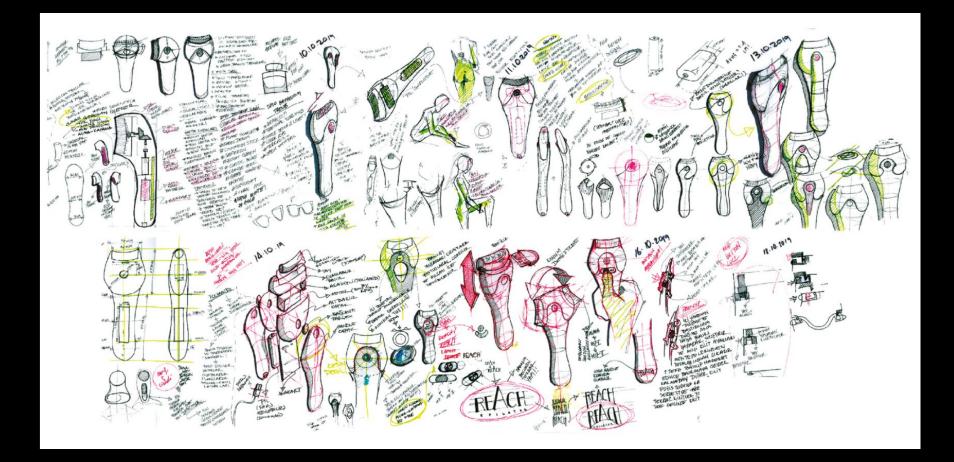


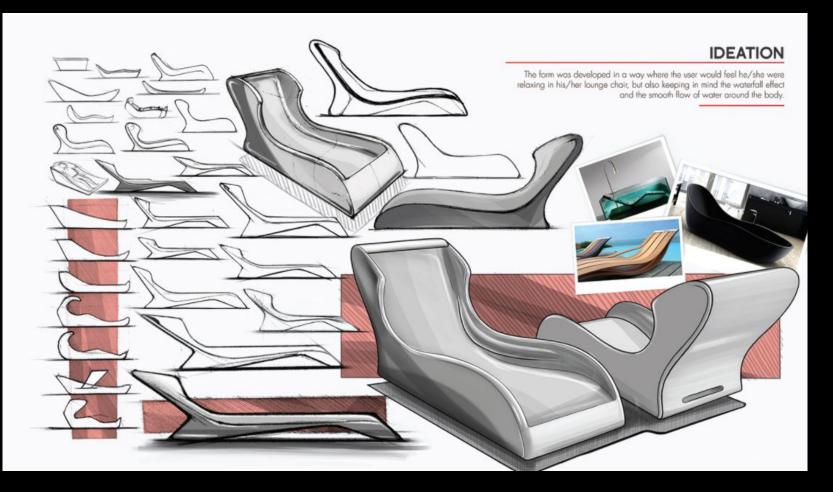


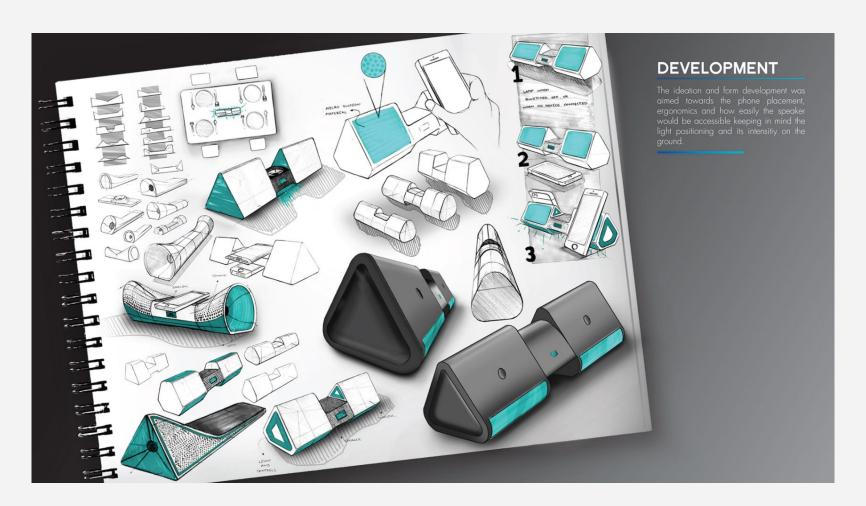


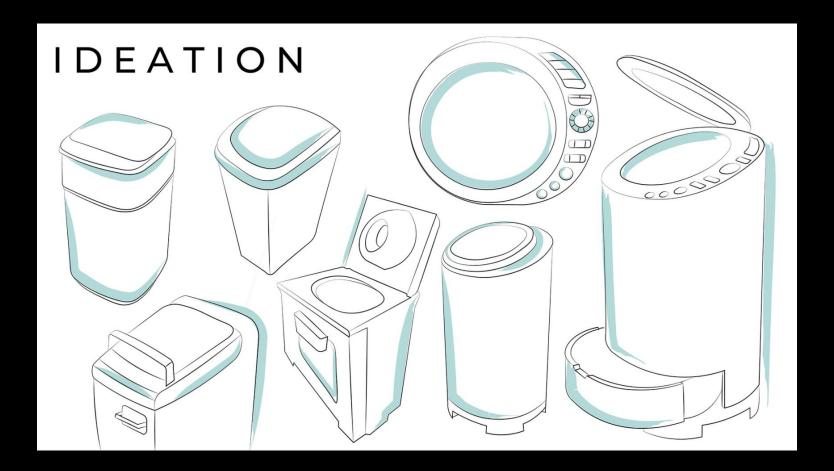


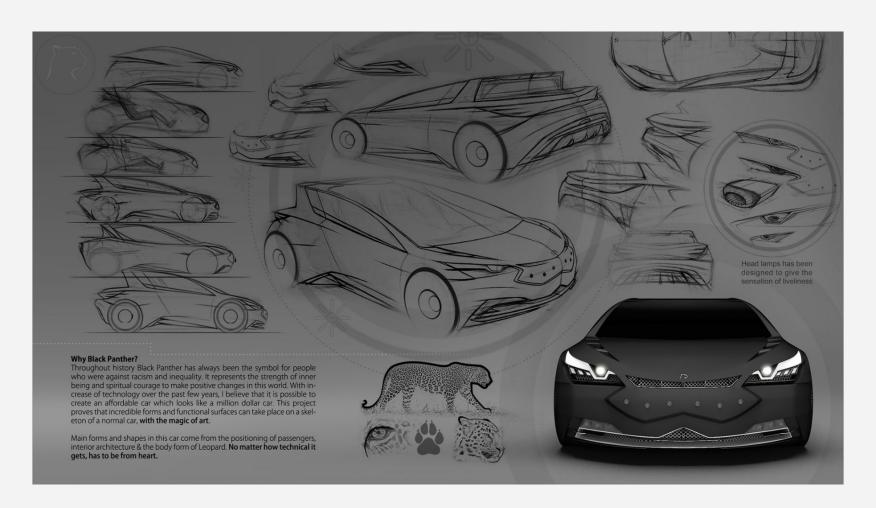


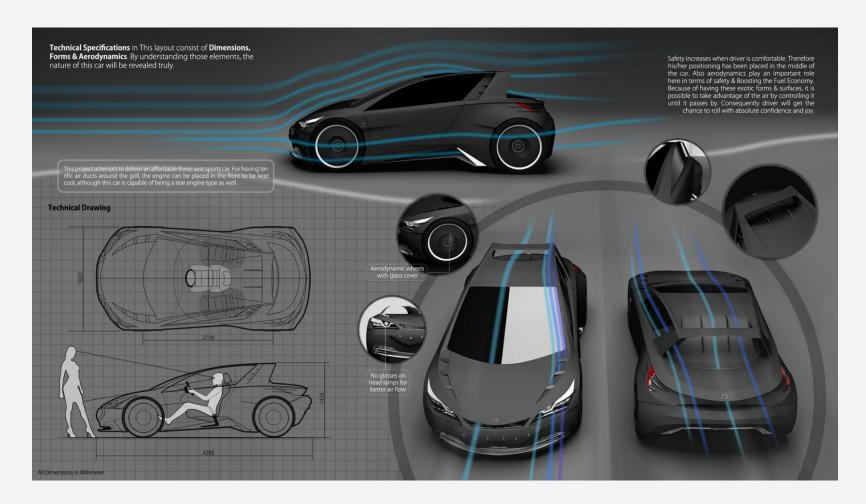








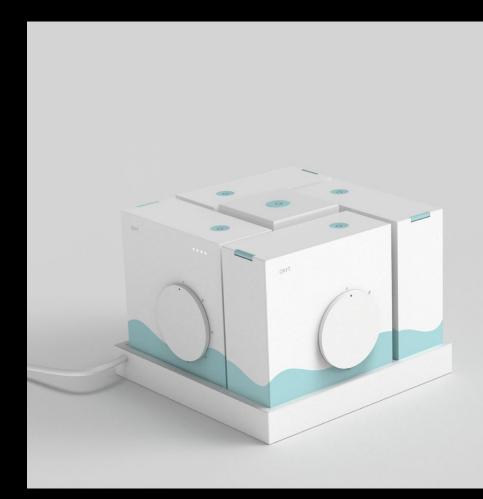




-this is OXYT.









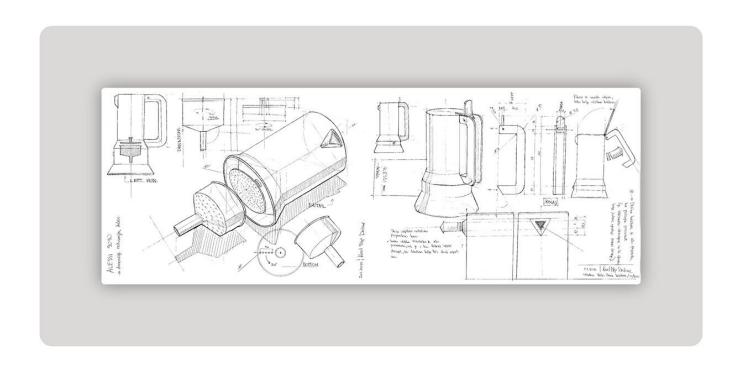
The home unit, or the bigger unit, connects two or more than two diffusers through one Bluetooth so that users can effortlessly connect and manage multiple diffusers at once. Wireless charging modules have been inculcated in the home unit so that users can practice and charge the single units at once.



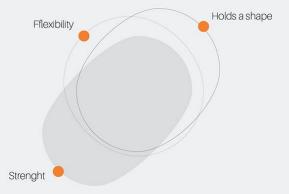
.

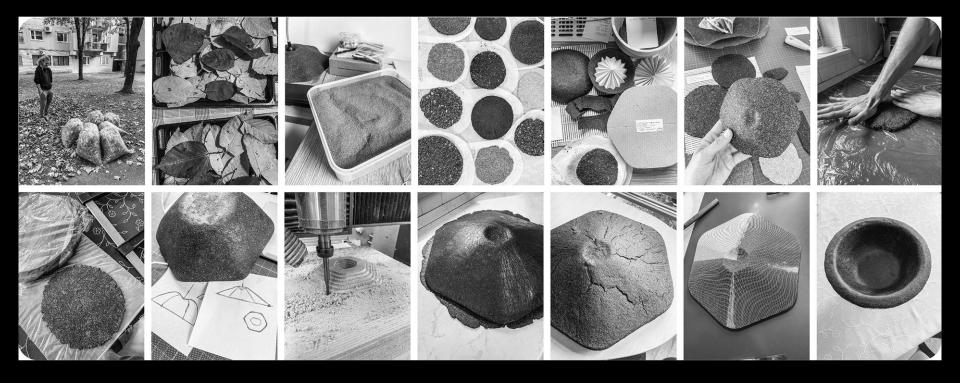
Parts

Alessi's coffee maker 9090 consists of two central parts - the heating vessel into which cold water is poured and the coffee collector in which the prepared coffee is collected. Under beautifully designed exterior is a perfectly thought-out interior of the cafetiere.





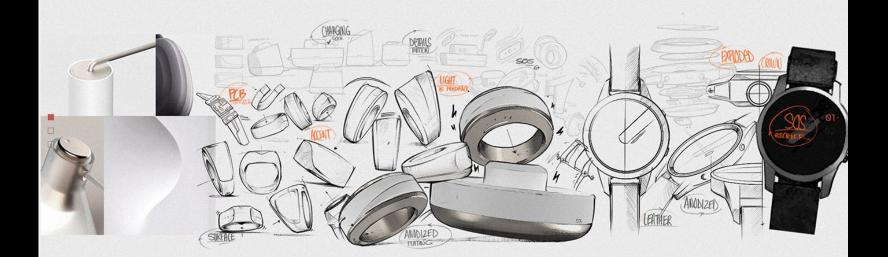




NCEPTION

THE IDEA

Ideation|



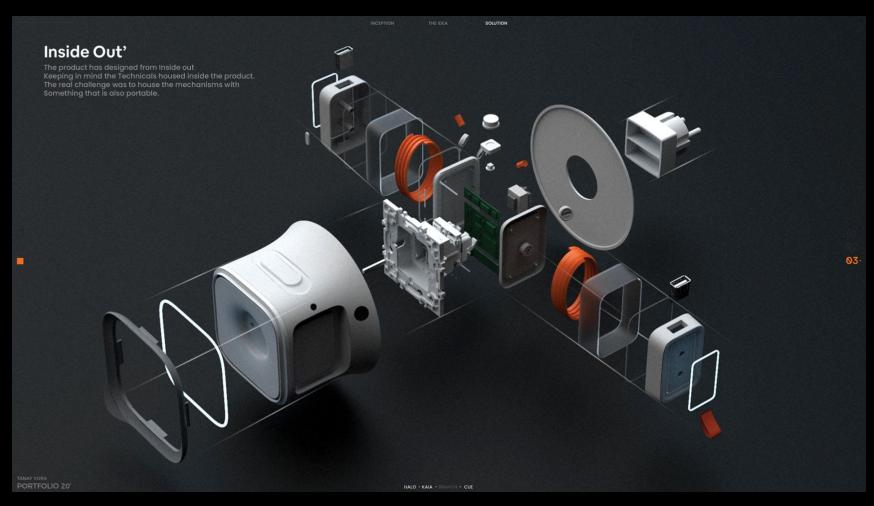
New Typology? A Ring.

As our Tech becomes smarter, There is a need to embed tech at the right place.

DISCREET - BLEND

TANAY YORA
PORTFOLIO 20'

HALO - KAIA - BRANCH - CUE



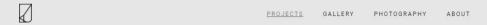


REFERENTES **PORTAFOLIOS**

Portafolios e Inducción laboral AUD8I003-1 - Segundo Semestre 2021

Profesor: Francisco Rojas Ayudante: Javiera Segovia

página webwww.yichenxie.com/





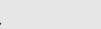
Yichen Xie

Designer + maker

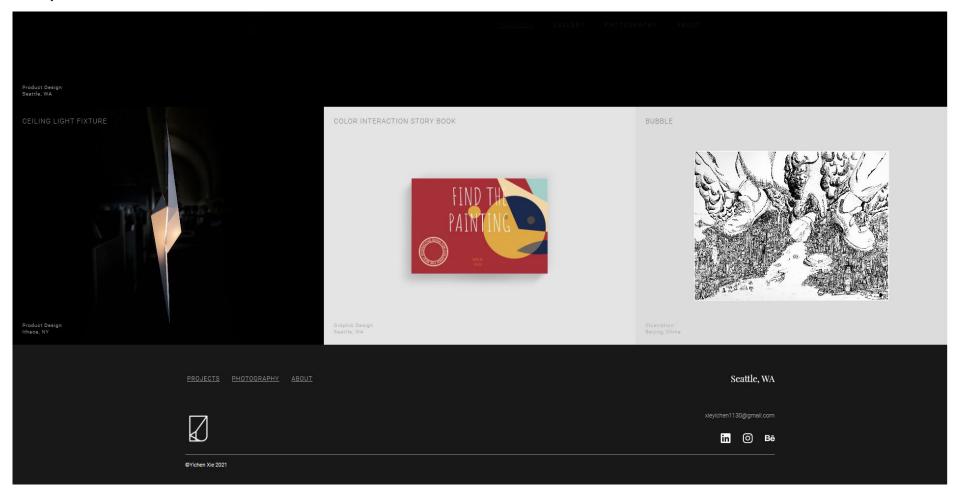
Вē

in

0









página webhttps://www.patrickree.com

About

Projects

Contact

Patrick Ree

www.patrickree.com/

About

Projects

Contact

Howdy!

Multi-disciplinary product designer specializing in UX, research, and visual design, based in NYC.

I value trying new things, being distinctive, taking risks, and having fun.

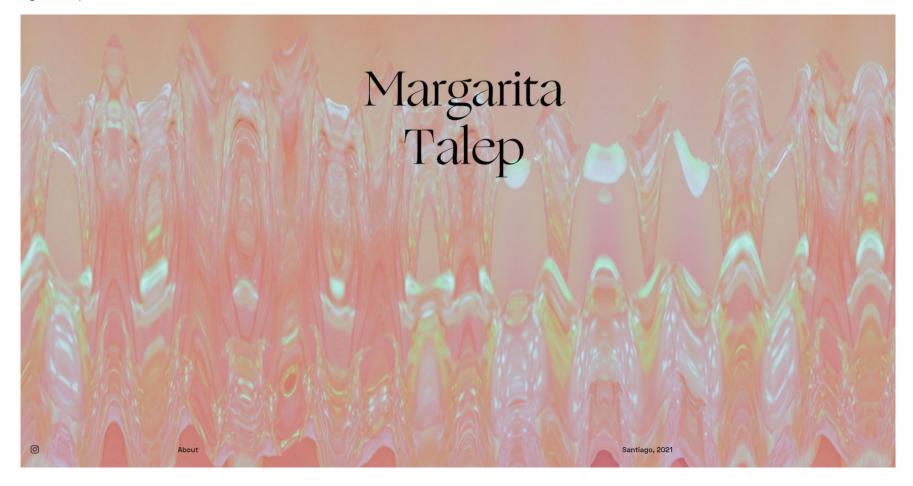
Currently @Spotify.

Resume





página web margaritatalep.com



Kanten

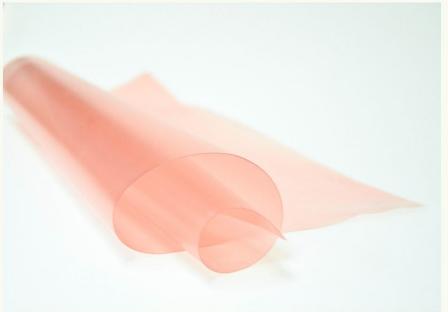
Estuche de bioplástico elaborado con materia prima extraida de algas.

Aplicación concreta de biomaterial de algas en objeto de uso diario.

→ Ver más







El estuche Kanten, nace de las primeras fases experimentales del biomaterial que se fabrica con materia prima extraída de algas.

Fabricar un objeto de uso diario permitió probarlo durante meses todos los días, las reacciones a las diferentes temperaturas, el desgaste, la humedad, la manipulación constante y los puntos de tensión que se iban generando.



Investigación material / Diseño de biomateriales

2018

Biblioteca de biomateriales

Biblioteca elaborada para Materiom y FabLab Stgo. Proyecto dearrollado en conjunto con Antonia Bañados.

El proyecto explora y estudia los diferentes biopolimeros existentes en un territorio local para la elaboración de posibles materiales futuros y sus diversas aplicaciones en escenarios cotidianos.

→ Ver más



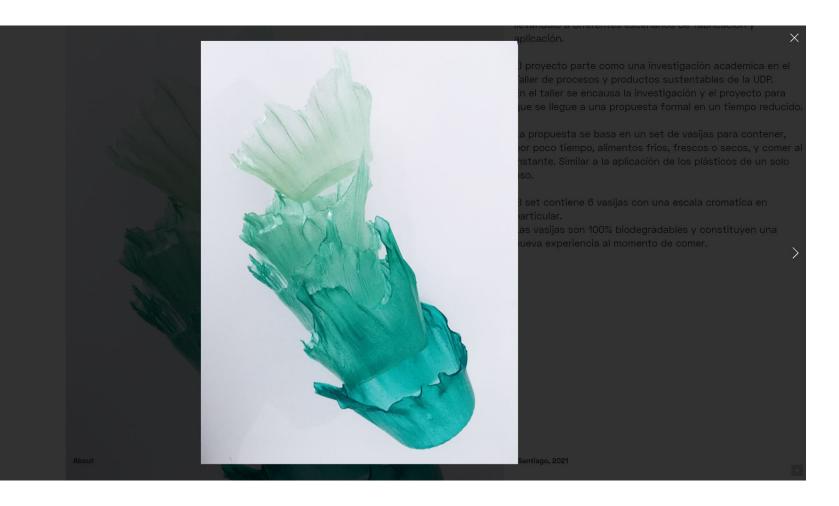
Desintegra.me Bioplástico de uso efímero

Diseño de biomaterial con materia prima extraída de algas.

Desintegra.me is the name of the project that intends to replace single-use plastics with a new material made from raw material extracted from algae. Desintegra.me means in Spanish that the material "disappears" if you use it. The material, visually, is very similar to plastic and degrades over a period of 2 to 4 months, depending on atmospheric conditions.

→ Ver más

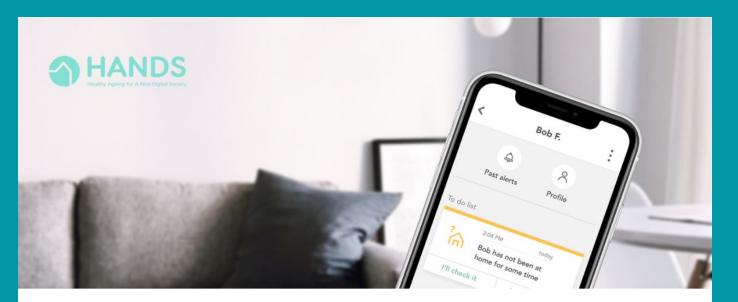






DISEÑO DE SERVICIO

https://rockyfong.com



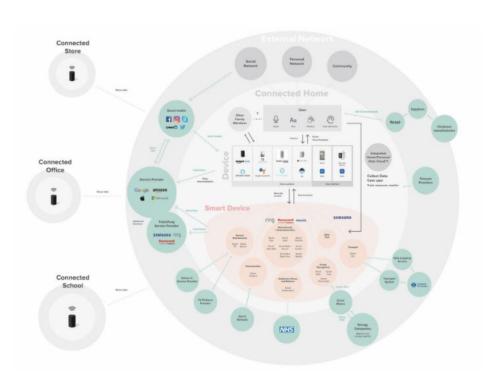
How might we support seniors living in their homes independently by sensor-based monitoring system?

This is an on-going project in Tata Consultancy Service for HSE Ireland along with Dublin City Council for the pilot initiative. Our focus is aiming to creating new opportunities, offerings and driving new engagement in the care market.



Connected Home Ecosystem

This ecosystem map illustrates the relationship of all the stakeholders both in external and internal network, which indicates the interoperability issue within the market.



Ethnographic Research

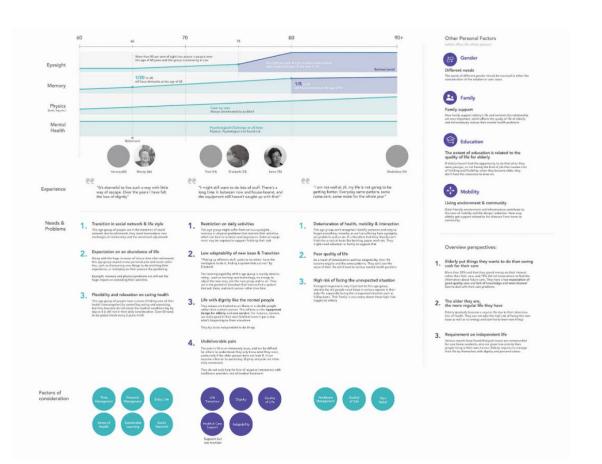
From the interview, we collected a lot of interesting insights that we can not see on the care report.

Seniors said that they do not want to be treated as an elderly but the market does not respond on the flexibility of the equipment design and the care service.





2 Core Market Segment Strategy



Pain Points - Family Member

This is a complex sphere where is not just about the elder people but also the family members and the carers in the care ecosystem. We have to consider all stakeholder's demand as the buyer and user are different in our service.

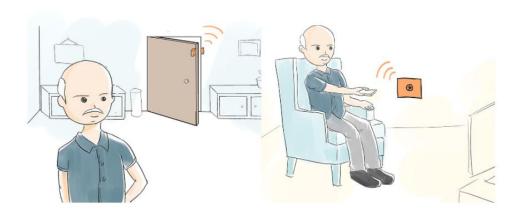


The Solution

Sensor-enabling home

This service involves seniors enabling the homes of residents and uses TCS Assisted Living Platform to deliver alerts and notification to family members and carers through a web/mobile interface, allowing them to remotely monitor the well being of the seniors. It also enables seniors to live more independently in their homes.

Achieving (1.) wellness and ageing with confidence for the elderly, (2.) peace of mind for family members, and (3.) efficiency as well as effectiveness for care workers



Prototype

The app is targeted for carers or family members. After the fist round user testing, we realised that:

- (1.) Home page info should be highlighted and clear for quick check-in (2.) The frequency of alerts is the primary touchpoint to user
- (3.) The language we use should be human-oriented rather than sensor-oriented







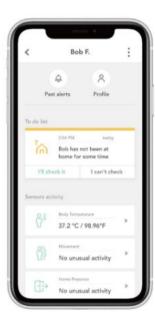






Final Design - Selected Pages

The new design with clear visual hierarchy, enables users focus on the alerts that they look for, along with supporting seamless experience on task management with groups of carers

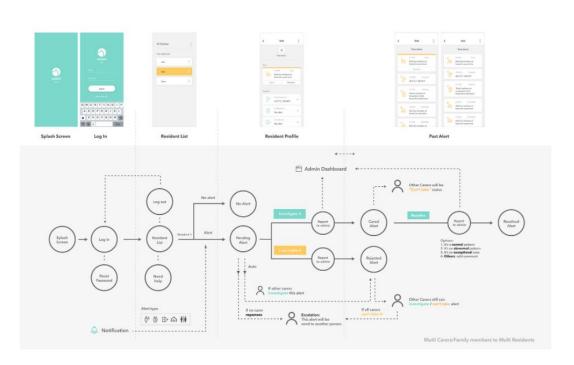




Flow Diagram

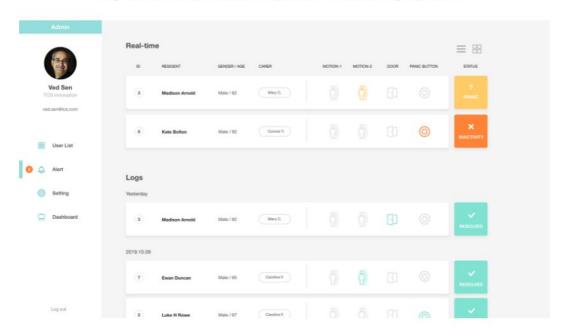
The core of this diagrom is about "Multi-carers to multi-residents". The service help carers to manage their tasks, also assist them to communicate with other carers when issues happened.

One highlighted case is that if all carers are not able to check the emergent task, which will be auto passed to a third-party assistant. This is the escalation mechanism.

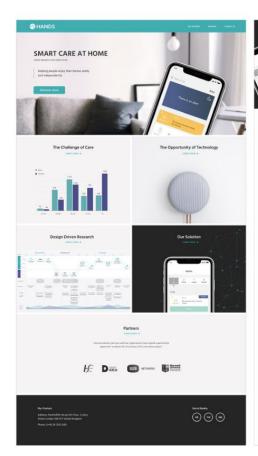


Dashboard - Care manager

It is designed for the care manager who monitors a large number of senior activities. This design focus on the experience around rapid data retrieval and emergency notification.



Web Design







STAYING HEALTHY

Learn how to stay healthy and help others around you do the same.

How might we enrich interconnections within the community to encourage people to take responsibility for their health?

This project is awarded with THIPP Vanguard Staff Innovation Fund (£25,000) from Tower Hamlets Integrated Provider Partnership to run a pilot scheme in William Davis primary school and Blithehale Medical Centre.

The backdrop



The multi-culturally diverse and relatively poor borough of Tower Hamlets faces different challenges. The practice has little means to deal with the root causes of the increase in people's demand. The health center is therefore looking for a new way of transfering knowledge utilising it's resource with the community.

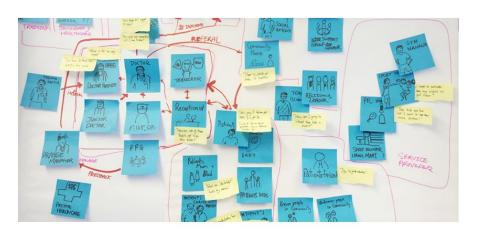
Research & Interview

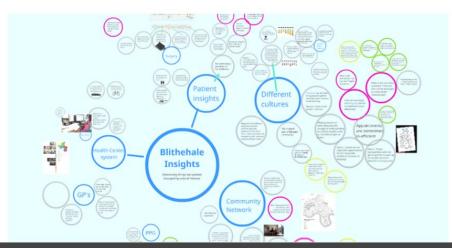




The research involved demographic interview, local media analysis, observation in centre and lots of patients interview. It was clear that patient always feels dismissed by the doctor and questions the efficacy of his advice, there is no feedback loop in healthcare centre and they are disconnected with doctors.

4 key problems and strategies





We combinated all of the insights from our different research to make a big picture, we concluded them as our problem statement: "There is an increasing demand for healthcare and the practice has little PROBLEM means to deal with the root causes of people's demand." It also can be divided in the following 4 key problems:



People lack health knowledge



The Resources cannot prevent demand



The Practice already has limited resources



Community connection isn't strong enough

Ideation

Generate different ideas via variety of design method and discussion





Concept

Health Cadets builds on the idea of the existing after school club. With the ultimate goal of keeping people healthier and reducing demand for care, it aims to be more strategic about what it teaches and how those learnings can be transferred back to the community.

By teaching on local health issues with tools to make the learning outcomes of each lesson highly visible, the after school club can become an effective health promotion tool in the community.

Problems



People lack health knowledge



The Practice already has limited resources



The Resources cannot prevent demand



Community connection isn't strong enough

Solutions



Transfers health knowledge to the community
By using teaching methods that spread healthcare
knowledge into the community e.g. posters



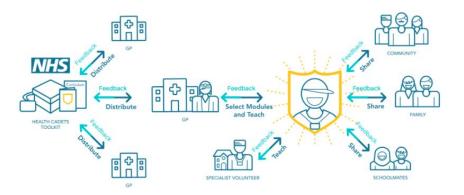
Needs only a small resource investment There is an existing after school club already that requires little resources



It offers preventative healthcare knowledge By teaching them preventative healthcare knowledge, the demand on the practice is lessened

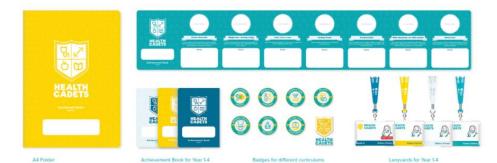


Kids are naturally connected to friends and family and their interest in health links them to the surgery



Health Cadets uses children aged between 12 and 16 as a method of transferring knowledge of preventative healthcare into the community. So the service starts here with the NHS who orchestrate it. It starts with a toolkit.

ToolBox



Storyboard







Prototype & Exhibition





Partner: Blithehale Health Centre

Date: Sep 2015 - Dec 2015, London, United Kingdom

In team with: John Makepeace, Anna Schoen, Jia Xiang Chua

Tutor: Gus Desbarats

Prototype & Exhibition



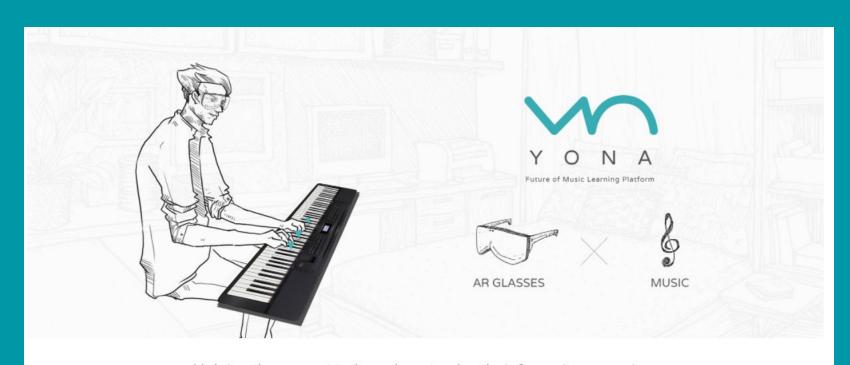


Partner: Blithehale Health Centre

Date: Sep 2015 - Dec 2015, London, United Kingdom

In team with: John Makepeace, Anna Schoen, Jia Xiang Chua

Tutor: Gus Desbarats



Helping those want to learn how to play their favourite songs in a fun and accessible way by goal-oriented practice

Research & Interview



As part of the discovery stage, my resarech involved ethnographic interviews with 38 people, including 27 music students, 5 music professionals, 4 music teachers, 2 parents, it also involved 1 workshop, online survey with over 100 responses, 2 students clubs observation and 1 music-tech company consultant.

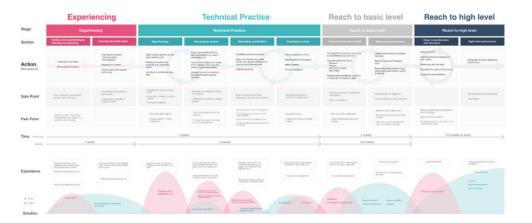
Vision



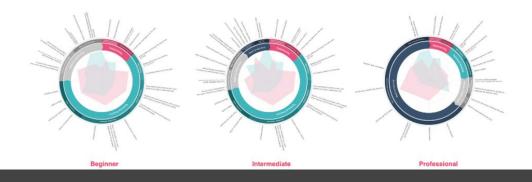
Music is a beautiful and universal language which everyone can understand but few people can speak. As a pianist and have been playing for over 15 years, I realised that learning music seems difficult for most poeple and it takes a long time before they can enjoy it, but learning music is not as hard as people think.

In this context, I worked with Royal College of Music and developed an accessible way of learning music for the next generation to meet their changing needs, with the ultimate purpose of engaging more people enjoy playing music.

Insights from the "Music Learning Cycle"



Through the cycle journey of learning a song, there are a lot of repeating practice cycles in each section and it was taken a long time to learn, but it was an interesting phenomenon that the mixed emotions (positive and negative) were occurred throughout the learning journey.

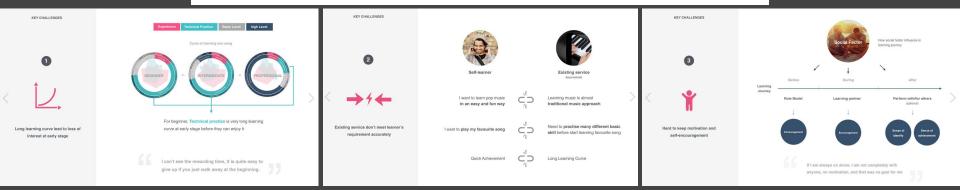


Huge potential tool for the future of education - AR glasses



In 2016, Venture capitals and corporate investors poured \$2.3 billion into VR/AR startups. Facebook believes that AR smart glasses will go mainstream from 2022. Although Google has applied AR glasses technique in social situation but it didn't fit to the market due to the privacy. In the coming decade, I believe that AR glassese will be in high demand especially in the field of education and training, where puts information in an engaging and visual way.

Key Challenges & Insights





The Solution



YONA is a Augmented Reality Music Learning Platform engaging learners to enjoy playing their songs in a fun and easy way.



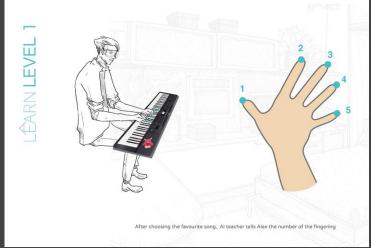
YONA changes the learning system of how beginners learn piano - Using your passion to reach musical mastery. There are 3 key BENEFITS for YONA:

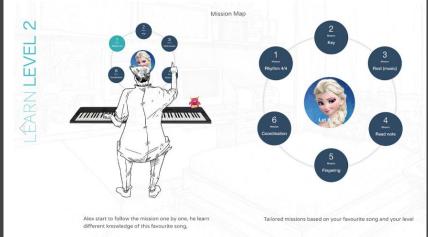
- 1. Passion-Driven Learning
- Using your favourite song to inform you what you need to work on
- 2. On-instrument Learning Experience
- Earning quick achievement by AR glasses
- 3. Musical Social Platform in AR World
- Providing accessible online and offline meet-up platform

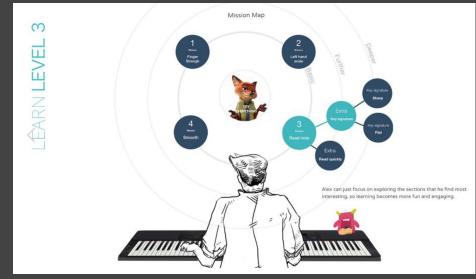
1. Passion-Driven Learning



There are 3 levels: Level 1 creates quick engagement by providing simple instruction on instrument for a learner to follow; Level 2 provides tailored missions based on learners favourite song and learner's current level, so the learner can understand exactly what he/she have to learn and improve to reach the goal. The learner can also only focus on exploring the sections that he/she finds most interesting.







2. On-istrument Learning Experience - AR



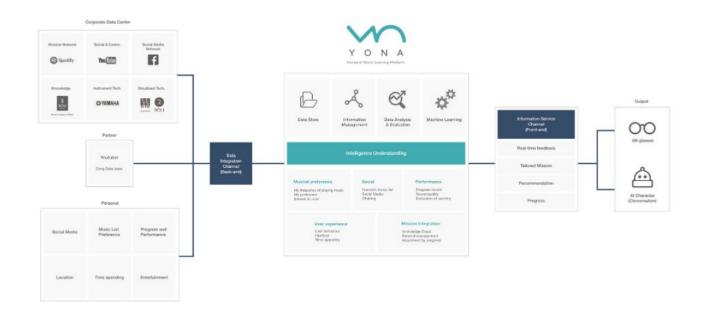
AR glasses is a potential tool on education for learners in that it creates a quick engagement on playing music before getting into long practice and reading the music note by on-instrument instruction. I tested this idea in exhibition and it turned out to be an increadible success. (watch previous video)

3. Musical Social Platform

YONA supports people to meet their learning partners in similar level and same interest by a customised choice, providing a online and offline platform to



Information Architecture



Exhibition of work

Show RCA Exhibition at Royal College of Art Kensington 24 June 2017 to 2 July 2017

Press Link



DISEÑO DE SERVICIO

www.mattiagobbo.com/portfolio/33-visions-10-propositions/

33 Visions / 10 Propositions

Explorations around what people's happiness is dependent on

Envisioning potential future services which may influence people's control over their lives focusing on services that aim to help people discover and understand the triggers of their happiness, mental health and wellbeing.



DEDIOD

September 2018 / January 2019

CLIENT:

Telefonica Alpha (now <u>Koa</u> Health)

ROLE:

Research, Branding and UX/UI design, Workshop design, Speculative exploration

COLLABORATORS:

Nicolas Rebolledo, Deputy director @ xploratory; John Makepeace, Project Manager @ xploratory;

Foreword

During the past 2 years at xploratory we've collaborated with Alpha Health, a long term innovation facility created by Telefonica in 2016 to work on moonshot projects.

We've collaborated with them in a design research partnership to envision potential future service which may influence people's control over their lives focusing on services that aim to help people discover and understand the triggers of their happiness, mental health and wellbeing.

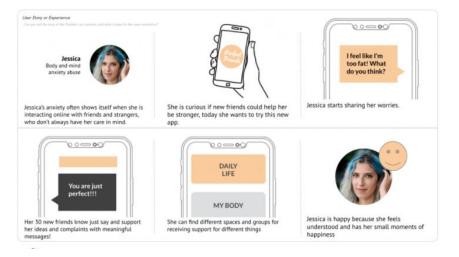
We went through different stages of development and tangibility but also at different levels of plausibility. Starting with the least defined and often the less plausible, scenarios, then explorations (Provocative future service concepts inspired by the interactions between future people and their future contexts) and later becoming more tangible (Propositions – future service prototyped in the present context) and eventually real Live Services; (I've personally was involved in the development of 'Hold'.

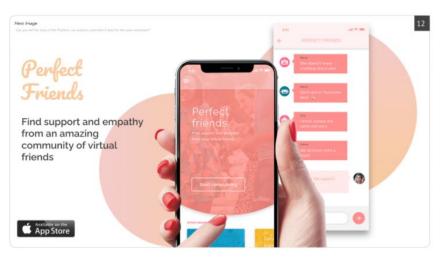


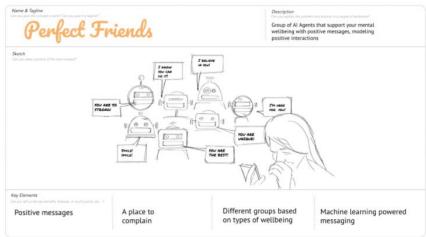
The first round of prototyping

Below there's the example of 'Perfect Friends', a community of virtual friends that offer support and empathy.

The concept was a speculative answer to a context where amplified social media anxiety might lead to the exploitation or mental ill health of vulnerable people: how might we use AI to emotionally support people through on and offline social challenges to build resilience?







Workshop with the client for the selection of the service visions



Tools used:User Persona, Service Mock up, Value proposition framing

The signals, the personas and the new visions were then collected on a template designed by the team for the purpose of a workshop where team members of Alpha could evaluate the visions and decide the ones that could be taken further for a deeper round of testing considering their strategic value to the company.

Workshop goals:

- Assimilate the values and key features of the service visions;
- Create the space for a discussion around the visions and their challenges;
- Understand client's expectations and strategies;
- Better define the value proposition of the visions;
- Narrow down the number of visions to test;
- Lay out a prototyping strategy;
- Schedule the delivery.

Participants: 3 members of the RCA Service Design program + 8 members of Alpha

Deliverables: User personas, mission statement, hero image, storyboard, value proposition

Workshop with the client for the selection of the service visions



Tools used: User Persona, Service Mock up, Value proposition The signals, the personas and the new visions were then collected on a template designed by the team for the purpose of a workshop where team members of Alpha could evaluate the visions and decide the ones that could be taken further for a deeper round of testing considering their strategic value to the company.

Workshop goals:

- Assimilate the values and key features of the service visions;
- Create the space for a discussion around the visions and their challenges;
- Understand client's expectations and strategies;
- Better define the value proposition of the visions;
- Narrow down the number of visions to test;
- Lay out a prototyping strategy;
- Schedule the delivery.

Participants: 3 members of the RCA Service Design program + 8 members of Alpha

Deliverables: User personas, mission statement, hero image, storyboard, value proposition

The second round of prototyping

The 10 vision selected were then rebranded and acted as quick and easy prototypes built with the least amount of resources and designed to gauge the user's interest and reactions, as well as to test the desirability of the concepts and the strategic alignment with the client.

Although, to take meaningful data from all the propositions we needed to:

Not focus on provocation:

Where the purpose is to explore a controversial or provocative element we include that component but we don't dress it so that it would overtake conversation or force people to see it as solely provocative.

Make it believable in the near future:

We we need to explore future ideas but online advertising is testing the interest of the public to purchase or sign up for a service now. Therefore the services needs to be believably available now.

















EQLS

Here to talk, Never to Judge

EQLs are Al characters here to talk about anything, help you learn about yourself and help life get easier.

Learn more

Join waiting list







Work

Quantitative experiments of the visions through ads, landing pages and UIs The goal of the following round of testing was to take the 10 visions selected by the client to a deeper level of testing. Therefore, for each of the visions, a series of Facebook and Instagram ads and a rebranded version of the value proposition showcased on a website were launched to the public. Except 2, for each of the propositions a clickable UI prototype with the basic functions of the app was created.

Objective: Test the interest in the concept from the assumed user base.

Prototyping strategy:

- Use Facebook and Instagram ads;
- Single advert per vision, run for a week;
- Single image, tagline, logo, description and links;
- Linking to a landing page of consistent format;
- £500 spent for each vision;
- Target audience built on initial research and where possible from workshops and interviews;

Quantitative data collected:

- Sign Ups through the site;
- Reach;
- Impressions;
- Cost per result;
- Comments and likes;



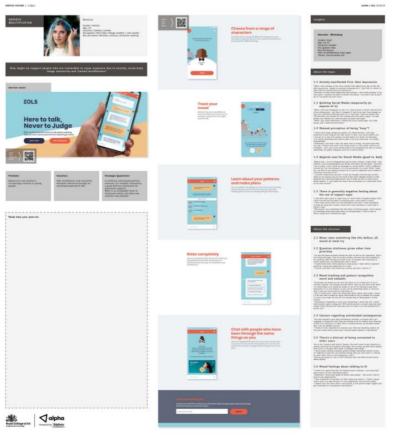
& Share







Workshop for the prioritisation of the service visions to prototype After collecting the results of both the quantitative and qualitative research we gathered the insights and run an interactive workshop with the client in order to narrow down the number of concepts to implement further following Alpha's objectives.



PROTOTYPING STRATEGIES ALPHA + RCA 2018/19			YOUR NAME:	
N.	CONCEPT	PRIORITY Give a scare between 1 to 10	NOTES:	
1	Greencoin			
2	Mobible			
3	Ethos			
4	MyMes			
5	EQLS			
6	Qualitime			
7	Pyro			
8	Kinderpendent			
9	Empath			
10	Yolt			

Voting system template

Angel California Ass. | Salpha







Service safari Group discussion Voting

The concept that was selected by Alpha was eventually 'EQLS': anthropomorphised Al Bots that deliver talk, mindfulness and relaxation therapies with the scope of supporting people who are vulnerable to super exposure due to anxiety, acute body image sensitivity and limited mindfulness.

The selection of the prototype was followed by two deeper phases of interviews. In the first one we recruited 4 people that matched the characteristics of our persona who were asked to answer questions related to their anxiety, depression and emotional support linked to their behaviour and lifestyle. A behavioural scientist and a psychotherapist were also involved in the process.

In the second phase the team extended the focus to a more diverse spectrum of interviewees: more mature, with a lower level of anxiety and less reflective attitudes. At the same time, a few students were briefed on a guerrilla research to gather insights regarding reflection practises of people in London.

The research made us discover that:

The problem was broader then anxiety caused by social media or body image. The self-declared anxious are often reflective and don't value the accessibility of AI agents + digital tools. Self Reflection is powerful in its own right for creating calm and clarity but encloses many barriers.

DISEÑO DE SERVICIO

www.hasbeck.com



ABOUT THE PROJECT

Title: Trinity's House

Type of work: Service design

Date: October 2015 – December 2015 Extent of the project: 7 weeks, full-time

Royal Trinity Hospice is looking to open a new outpatient centre with a high street presense within the Northern boroughs of their catchment area. We worked with them to envision what this new centre might be; which new and existing services could be on offer, and how these could come together in a physical space. Trinity's House is our vision for this new centre. We believe that by being a space that is welcoming and open to all — including the public — RTH will have a better chance of engaging with people earlier on, grow the awareness as to what they do, and begin normalising conversations around end of life.

I worked closely with Kay Dale, Yukari Iwamoto and Evadine Okoye on the project.

THE DESIGN

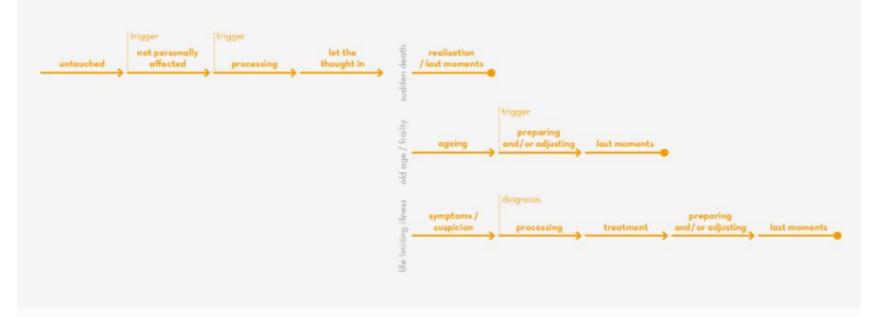
We looked at, firstly, which services would be available, and secondly, how the centre could unfold physically. How you will move through Trinity's House is key as not all services are available to everyone. We proposed to structure the centre around three layers of interactions: Public (including café and exhibition space), semi-public (featuring amongst other things a garden and space for drop-in sessions) and private (including quiet rooms and multi-purpose space for most outpatient services). These layers are reflected in the physical building, and offers a way to think about the types of services on offer. By starting to engage with the local community, you're building relationships with people who might later on in life become volunteers, carers, elderly or perhaps face a life limiting illness.





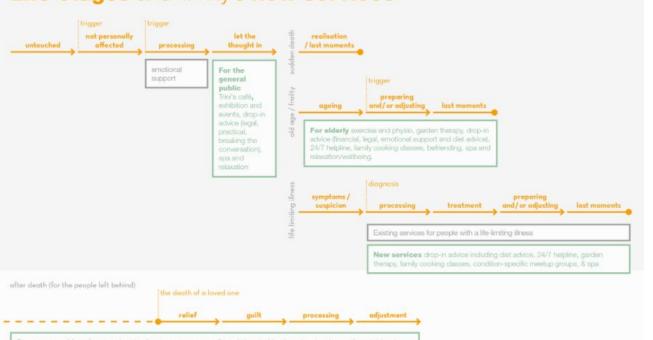


Life stages for death and dying





Life stages and Trinity's new services



For carers and loved ones education for carers programme, Carers' Hour, betriending, drop-in advance (financial, legal, emotional support, plus diet advice); 24/7 helpline, spa, relaxation and wellbeing, & family cooking classes



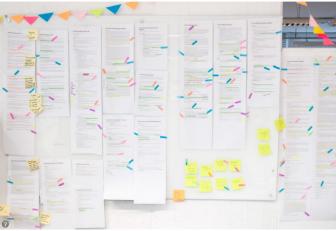






















ABOUT THE PROJECT

Title: Audītor Pūblicus

Type of work: Co-design / design provocation (a new role for the public auditor)

Date: January – March 2015

Extent of the project: 8 weeks, full-time

ICAEW's AuditFutures is looking to change the profession of auditing in a way so that auditors can help solve real social challenges and advance the role of the public interest in the profession. Through close collaboration with a group of auditors, I have co-designed a new role for the future auditor which responds to these challenges.

Auditor Publicus is a reshaped public sector audit function. It proposes that public auditors take their role as mediator between government and citizens seriously, and focus on restoring the declining trust by ensuring that the information streams going back and forth are true, fair and reflect the nuances. This is done by auditing political promises, influencing and reshaping the current debate, as well as facilitating Citizen Juries (so-called mini-publics).

Auditing political promises

and defining and implementing metrics, also ensuring a focus on long-term thinking, measuring outcomes and impact rather than outputs.

Influencing and reshaping the current debate by adding, challenging and ensuring balanced and honest information, allowin for nuances such as also addressing

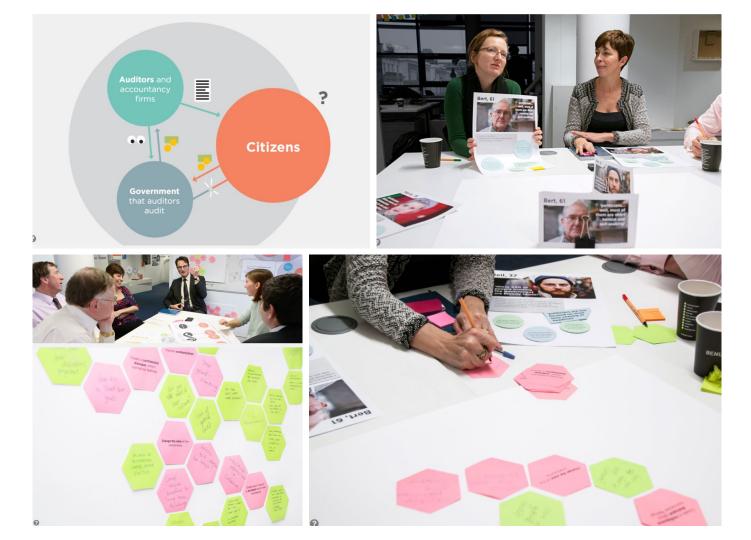
Facilitating Citizen Juries,

so-called minipublics, where citizens are chosen to be representative of the citizenry, who then go into nuanced discussion and deliberation, facilitated by auditors. At the end, the auditor then helps those citizens communicate their reflections and opinions to the wider public.













MINI SHOW (DESIGN PROVOCATION)

As a design provocation, I showed a sculptural exhibition piece in a one-day show at the RCA. From the outside, it looked like nothing more than ugly, brown cardboard boxes stacked on top of each other, taped together with brown packing tape. However, each box had a peephole, and once looking inside, each box revealed an aspect of Audītor Pūblicus through video and sound, or visual means of storytelling.

To some extent, the box sculpture itself conveyed what auditing is: To find out about the project you had to take on the role of a mini-auditor; investigating and viewing the same thing from different perspectives, searching for the bigger picture and all the facts.

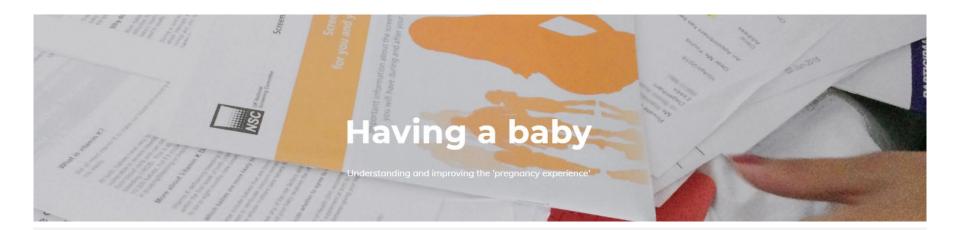












ABOUT THE PROJECT

Title: Pregnancy to Early Years

Type of work: Service design (LiveWork research project for Department of Health)

Date: June 2015 – October 2015

Extent of the project: 4-5 months

Driven by a wish to adopt a user needs approach to major life transitions as the basis for service improvement, the digital team at the Department of Health embarked on a research project to look at the experiences of women and their partners who are having a baby. The project seeked to better understand the maternity journey through the experiences of these women and families as well as the health professionals who support them. By taking a broad view of how people interact with health and government services at this significant life transition point, we were looking to identify opportunities for improving their experience through better use of digital technology.

I worked on this project as part of a team at LiveWork over the summer 2015. For further reading, visit the blog of the digital team at the Department of Health.

THE DESIGN

Inspired by the research and needs of the people we met, we came up with 12 concepts of how to support families during pregnancy and their first few weeks with the newborn. Out of these, three were identified as having potential, and three (plus an extra) were prototyped. Linking back to the project's particular focus on digital, the prototypes were digital sketches and paper prototypes of mostly online tools that we presented back to some of the families and health professionals in order to collect their feedback. The research and insights themselves were also one of the deliverables; these were collated and shared with the Department of Health and GDS.













6. Information A vast array of information is available to families but for a multitude of reasons, they can struggle to filter what is relevant, recognise what needs be processed, and when, or what if any action is needed. "I don't know what I don't know what I don't know?!" "The Bounty Pack ended up in the side board. I'm not sure we read it." "The Bounty Pack ended up in the side board. I'm not sure we read it." "The Bounty Pack ended up in the side board. I'm not sure we read it." "The Bounty Pack ended up in the side board. I'm not sure we read it." "The Bounty Pack ended up in the side board. I'm not sure we read it." "The Bounty Pack ended up in the side board. I'm not sure we read it."

9. Trust

This is the **common thread** that underpins the different experiences of having a baby. There needs to be authenticity and authority; for self-belief, engagement with people, and information, or even the NHS, so that trust is generated. Trust needs be **the product of all activities**.

"You just look at the NHS, and you know it's the truth"

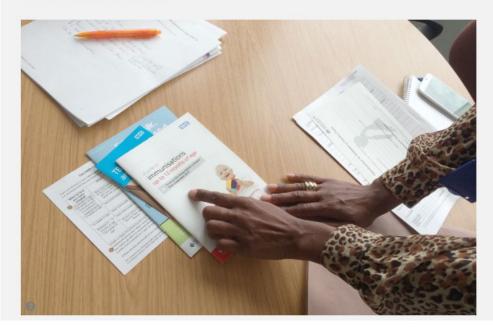
Holon R

"I 'try' not to Google medical stuff anymore. You just see all the horror stories."

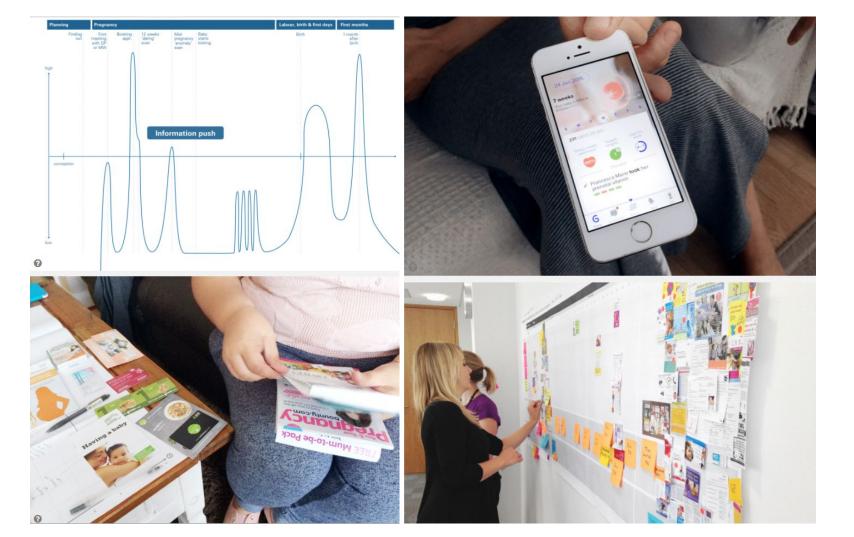
- Nadia

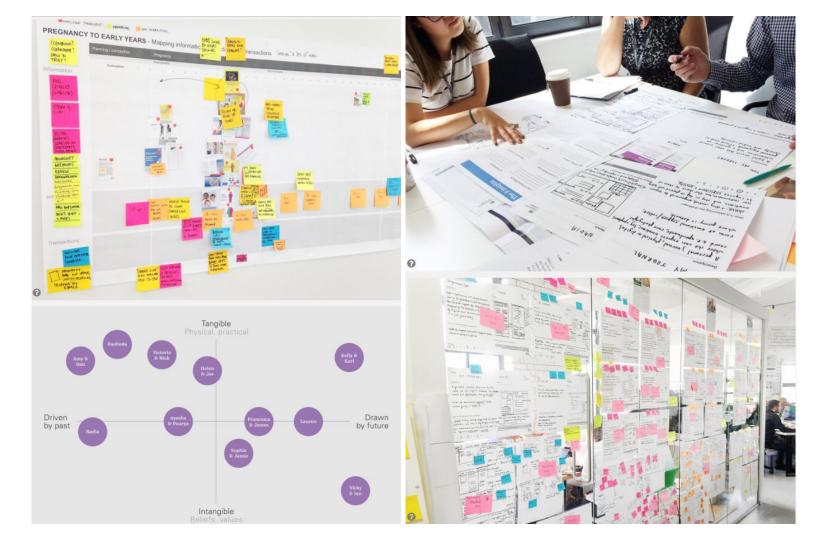
A GLIMPSE OF THE PROCESS

In the first phase of our research we carried out interviews with 9 health professionals and 11 families across the country. As part of these interviews, we asked families to try to map their 'having a baby experience'. Following the interviews we identified the high-level needs of mothers and families throughout the pregnancy into the first few weeks of their baby's life. We also mapped which products and services are already available, and what people's experiences were of these. We ran a number of design workshops to develop tools and models that would help us in our ideation and prototyping, e.g. an (enourmous) information map. Using all of these tools, 21 potential concepts for prototyping were created, and we whittled these down to 12 clearer, more promising concepts.









DISEÑO DE SERVICIO

http://www.filipposanzeni.com/occhio.html#1





RESEARCH, METHODOLOGY

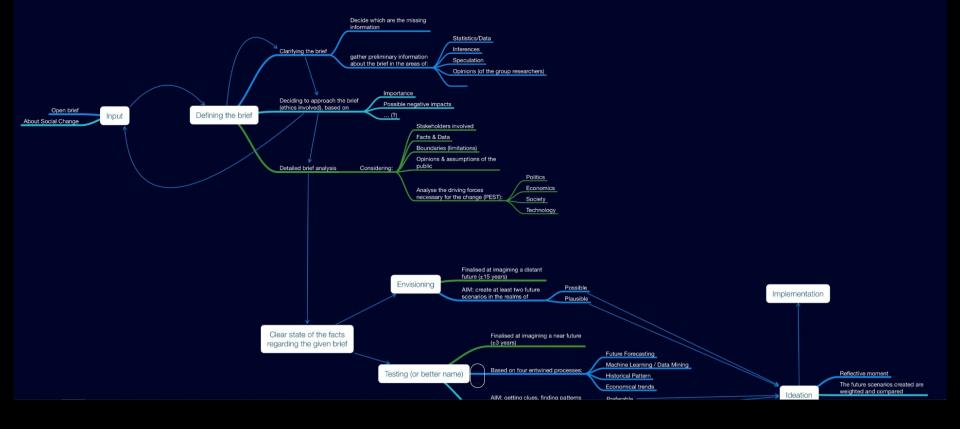
OCCHIO

It's all about connecting disparate groups: people with very different lives and low alignment in terms of worldview, skills or expertise can spark off each other and increase the feeling of inventiveness and surprisingness within a group.

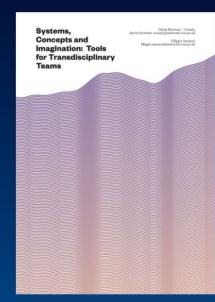
A collaboration with Davin Browner-Conaty.

This project started as an academic research on possible methodologies on approaching the *unknown unknowns*, namely, future wicked problems. An initial methodology was developed, inspired by complex adaptive systems, future forecasting and non-essentialism, especially the open textured concept.

This is the experimental framework that was created:



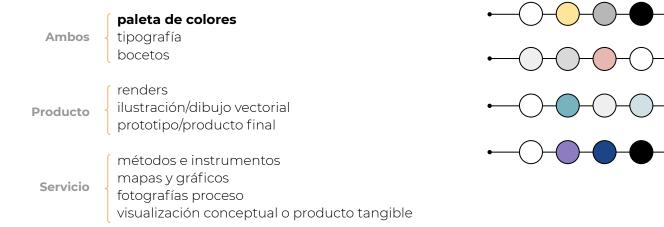




We wrote a paper about our findings. It can be accessed here:

Download

Ambos { paleta de colores tipografía bocetos }
Producto { renders ilustración/dibujo vectorial prototipo/producto final }
Servicio { métodos e instrumentos mapas y gráficos fotografías proceso visualización conceptual o producto tangible }
}



Aplicación material / Prototipo

RESUME

RESEARCH, METHODOLOGY

THE DESIGN

ABOUT THE PROJECT

Ambos

paleta de colores tipografía

bocetos

Producto

renders ilustración/dibujo vectorial prototipo/producto final

Servicio



Ambos

paleta de colores tipografía bocetos

Producto

renders

ilustración/dibujo vectorial prototipo/producto final

Servicio









Ambos

paleta de colores tipografía bocetos

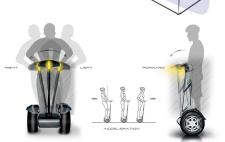
Producto

renders

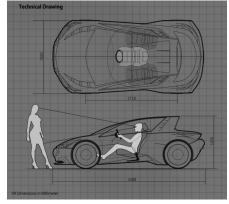
ilustración/dibujo vectorial

prototipo/producto final

Servicio









Ambos

paleta de colores tipografía bocetos

Producto

renders
ilustración/dibujo vectorial
prototipo/producto final

Servicio







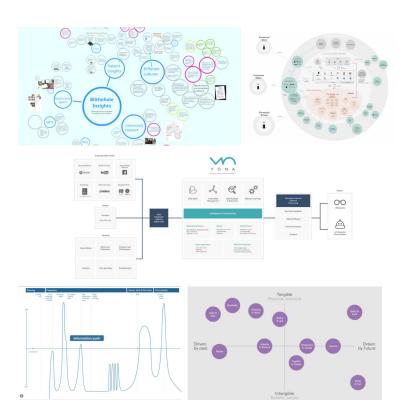


Ambos | tipografía | bocetos |

Producto | renders | ilustración/dibujo vectorial | prototipo/producto final |

Servicio | métodos e instrumentos | mapas y gráficos | fotografías proceso | visualización conceptual o producto tangible |

paleta de colores



Ambos

paleta de colores tipografía bocetos

Producto

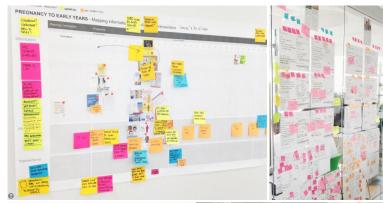
renders ilustración/dibujo vectorial prototipo/producto final

Servicio

métodos e instrumentos mapas y gráficos

fotografías proceso

visualización conceptual o producto tangible







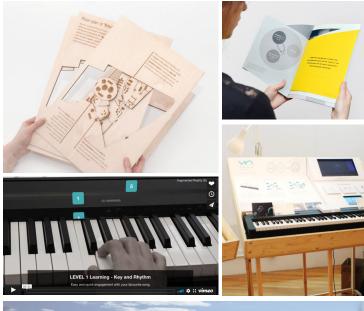
Ambos

paleta de colores tipografía bocetos

Producto

renders ilustración/dibujo vectorial prototipo/producto final

Servicio







REFERENTES **PORTAFOLIOS**

Portafolios e Inducción laboral AUD81003-1 - Segundo Semestre 2021

Profesor: Francisco Rojas Ayudante: Javiera Segovia