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**Digivouge**  
Tainan, Taiwan  
Developing digital  
binoculars.



**Foxconn Precise**  
Taipel, Taiwan  
Developing cellular  
phones, Set-Top Boxes  
and other networking  
relative products.



**GMJ Design Group**  
South Plainfield, NJ USA  
Designing BBQ grills,  
gardening tools and  
outdoor accessories.



**LITEON IT**  
Hsinchu, Taiwan  
Designing portable  
multimedia and DVD  
players.



2003

2004

2005

2006

2007

2008

2009

2010

**B.S. in department  
of Industrial Design**  
Tainan, Taiwan  
National Cheng Kung  
University



**Master of  
Industrial Design**  
Raleigh, NC USA  
North Carolina State  
University





In the summer of 2007, I worked as an intern in VIALINK,  
a company which designs and manufactures off-road  
vehicle accessories with the brand "SEIZMIK".

**SEIZMIK**  
off-road accessories





- whole TAUPLIN waterproof
- waterproof zipper & seam
- collocates with racks for YAMAHA RHINO
- 62 x 50 x 12 (cm)

color/material



final proposal



# outdoor barbeque gas grill

Designed for small families as well as the urban life style, this barbeque grill provides a large cooking surface with compact footprint. The Burgundy red painted hood comes with low profile, which provides slim image and great performance for heat convection.



509 sq. in. cooking surface  
total of 32,000 BTU  
10,000 BTU side burner  
deep drawn steel hood

# outdoor barbeque gas grill

630 sq. in. cooking surface  
total of 42,000 BTU  
electronic ignition  
stainless steel hood



The market of outdoor barbeque grill is mature and competitive. Every detail from the materials, colors, functions to hardware makes decisions upon whether design projects pop-up or not. Designed to be elegant and simple, this grill specifically focuses on the knobs and feedback during operation.



chromed knob bezel



electric impulse ignitor



propane version



hood closed status



electric version

## portable grill

Targets at the price point from US\$149 to \$199, this portable grill is designed to provide exchangeable module from gas version to electric version. The material used for the hood is porcelain coated steel, which would be stainless steel on future marine version.





Proposal A



Proposal A (no hood)



Proposal B



Proposal B (hood opened)



**table-top electric grill**



# Revolution PUMP

Inspired by the jet engine design, "Revolution **PUMP**" is a brand new series of pond pumps on the market. The new design represents great performance and powerful image for the product itself.



original  
structure



# Direct Result PUMPS

DRP (Direct Result Pumps) is an existent product line with complete new Corporate Identity design. From packaging, document template and business card, this new CI design implants vital spirit into product series.



direct result  
pumps

**Direct Result Group**

111 Corporate Blvd., Suite H, South Plainfield, NJ 07080  
p: 732.755.7777 f: 732.755.7777 info@directresultpumps.com

## cellphone concept



## project brief

In the personal communications field, the touchscreen has become bigger as more functions rely on software control. After turning off the power, these iPhone-like products look like black boxes without souls.

Instead of relying on a big touchscreen or software solutions only, this concept focuses on the essential value of an easy-use cellphone:



connect



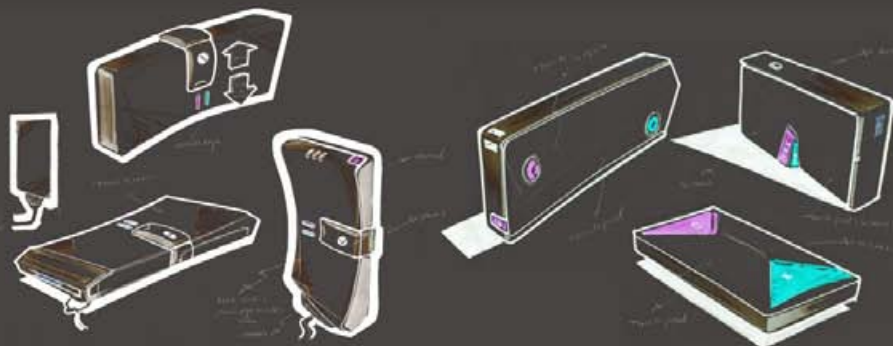
communicate



interact

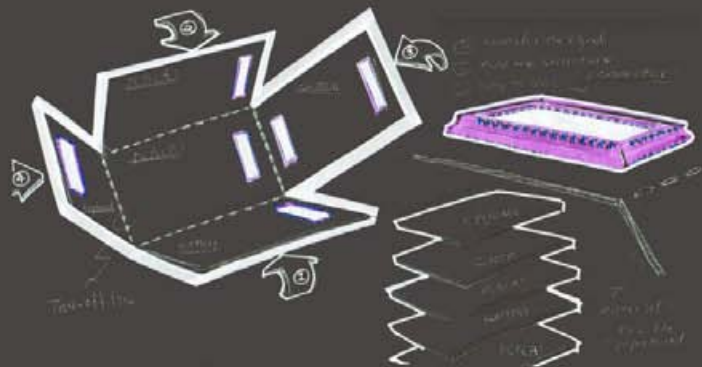






### "Luxury and Simplification"

Instead of putting jewelry for decoration, I hope the cellphone itself to become the jewelry. By using mineral glass and metal material, the cellphone could be a great workmanship.



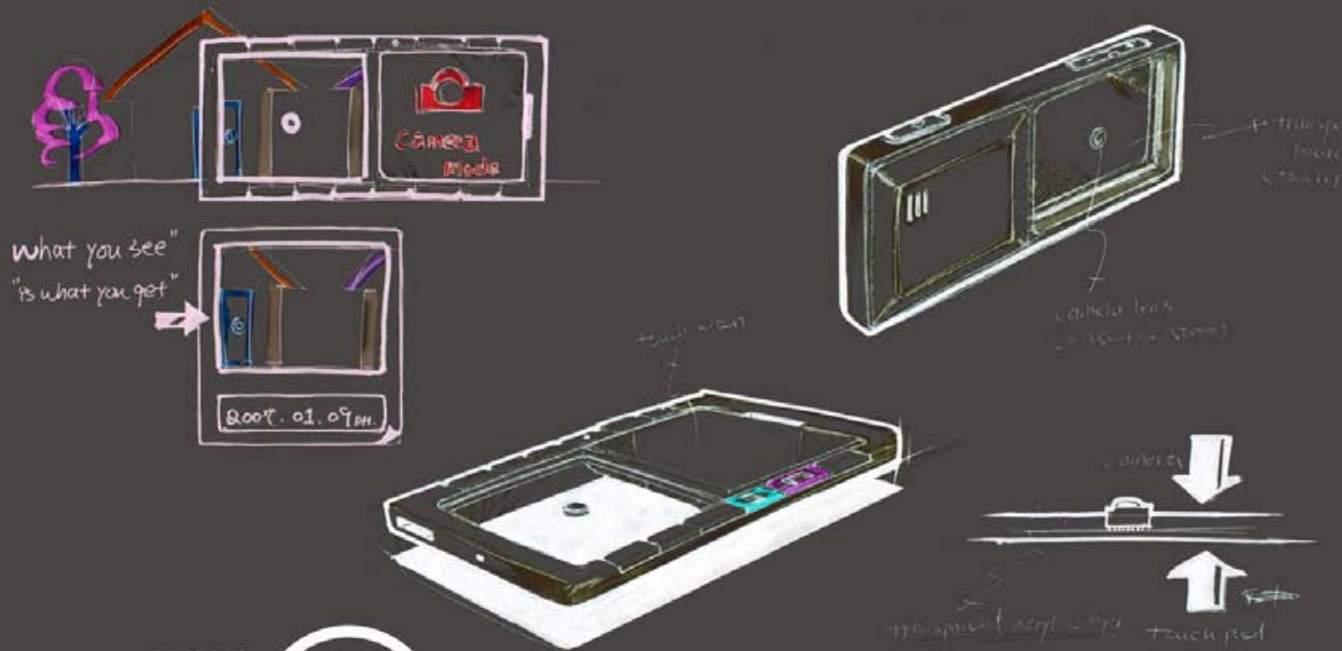
concept ideation

### "Design to be Reused"

- parts recycle
- user refund
- product reuse

By the ability of disassembling and reusing, this concept brings a whole new system to the field. Combined with the prepaid card, this cellphone could be disassembled as parts after limited life cycle. Users could refund these parts if they're still workable. Then the manufacturer reuse these parts to make new prepaid cellphones.

## concept ideation



camera  
touchscreen  
interaction



The final proposal is a simple cellphone with an unique camera. By the innovative camera viewfinder, the user can directly interact with the object in front of him/her. **"What you see is what you get."**



- stainless steel frame
- leather coating
- touchscreen LCD
- built-in battery

final proposal



“What You **See** Is What You **Get**”





**leather**  
+  
**chrome steel**



**asian cloth**  
+  
**aluminum**



**denim**  
+  
**stainless steel**



## **SUPPORT**

the purpose of this project is to develop an efficient plastic crutch, which is easy to manufacture, individualize and recycle.



efficient



short-term use



recyclable



individualized

exchangeable  
flexible cuff

①



recyclable  
nano-nylon body

②

made of recyclable  
nano-nylon, the  
body is strong but  
less expensive  
than aluminum in  
cost

③

replaceable  
cushion system

highly resilient  
foam absorbs  
stress of use



④

optional  
accessories

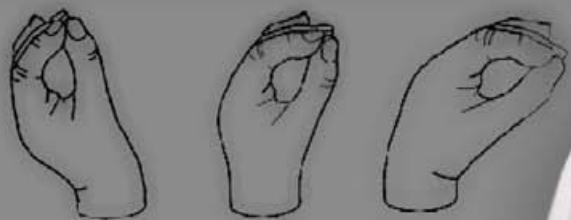
two kinds of  
accessories  
for different  
needs

exchangeable  
flexible tail

⑤

the tail part sustains  
the shock from the  
ground and then  
returns it





### armguard

armguards not only reinforce the structure, but also keep the wrist at a neutral position



### co-molded foam grip

the foam grip is flexible, but durable; fits the hand easily







with unique patterns, the rubber would grip the ground even in wet conditions

by pushing the release button, the tail part can be easily adjusted / changed

the co-molded rubber pad compresses to provide **250%** more ground contact area than traditional tips.

**optional** accessories

LED light

reflector





**IMD plastic**



**IMR plastic**



**carbon fiber**

crutch users can change parts with colors they like. Different types of foams are also available for different cushioning needs

# Beer Packaging

This project is a cross-function team deployment of Innovation Management Program on Spring 2007.

The team is sponsored by MeadWestvaco, a company provides packaging solutions and products in more than 30 countries. Our project is to develop an innovative beer packing integrated with NXT, a new sound technology.



target market

Special events (professional and college sports)  
Social gatherings (parties, hanging out, beach/outdoor)

**brief + analysis**

MeadWestvaco



Bottle vs. Can

Consumers of **cans**:

- \*More interested in audio\*
- \*More price sensitive\*

Consumers of **bottles**:

- \*Least interested in audio\*
- \*less price sensitive\*

Conclusions:

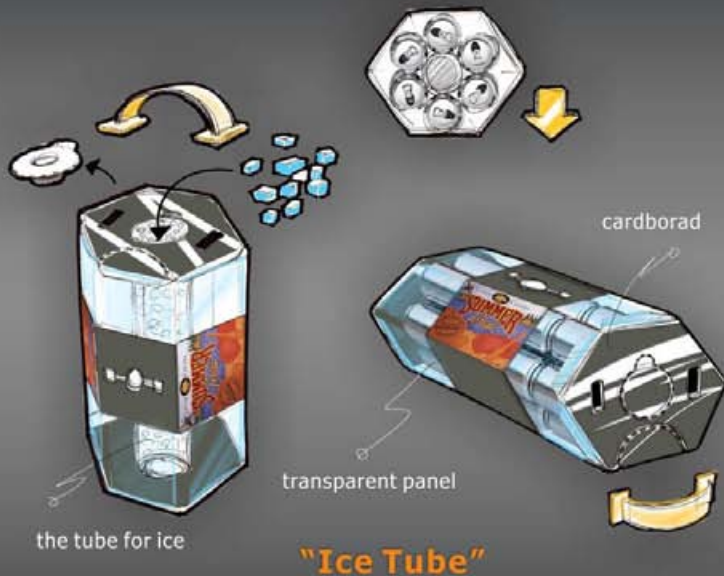
- \*Unwise to force reluctant bottle consumers to try audio\*
- \*Decided to focus on cans\***



## "Blast" 1



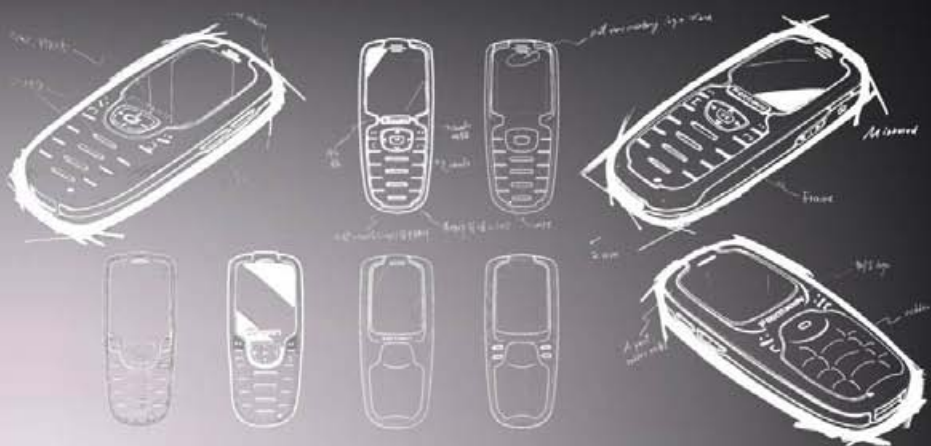
## "Blast" 2



concept ideation



From November 2004 to October 2005, I worked for Network System Business Group of FOXCONN Precise Industry Corporate as an industrial designer. The primary products are cellphones and Set-Top Boxes, for both ODM and OBM.

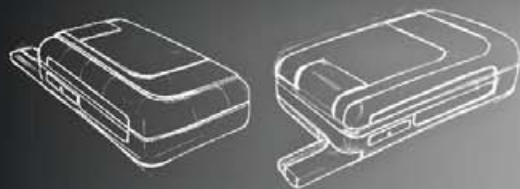


H-910" is a compact dual mode (GSM/WiFi) phone for southern Europe region. It is a low-cost phone that charges a fair price and is marketed through channels. Its primary customer is young adults, whose ages range from 20 to 40.

Young people are the potential groups for cellular phone channels. However, because of the pervasive existence of the Internet, those channels need a new solution for the youth market.

## clamshell cellphone

"Bambi" is a clamshell type cellular phone for NOKIA. The market of Bambi targets at the Asian area and the Latin America. "Job & Leisure Balancer" is the Target Group Profile of Bambi. It means that people enjoy the pleasure of a well-balanced life, instead of pursuing top performance.



### ROYAL TECH :

a renewed vision of tech in its genuine craftsmanship.

### JUICY SHOCK :

a spontaneous vitality as a source of creative inspiration.

### LOCAL TOUCH :

the continuing pathway to startle the users mind.



## cellphone **DH910A**

"**DH-910A**" is a dual-mode (GSM/WiFi) phone, especially for business people. The main concern of **DH-910A** is to meet the needs of people with fast-paced daily schedules.

The most critical issue of the dual-mode phone is its "mode switching in the move." To cope with it, "**DH-910A**" has a new UI, able to indicate the network situation for users.

For users, voice communication has become an indispensable instrument in their everyday life. Nowadays more and more companies are using the Internet connected with WiFi to replace traditional telephones.

Below are certain scenarios that present the focus groups of "**DH910A**."

**"Efficient on-the-go"**  
engineer



**"Work-life balance"**  
administrative staff



**"Office warrior"**  
executive



