



# Portfolio

## Maria Bengtlars

*“My goal is to work in a committed and innovative team where problem solving, creativity and new challenges are a part of the daily work.”*

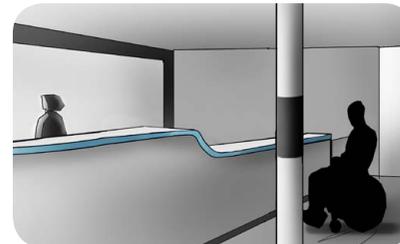
### Industrial Design



### Graphic Design



### Human care design



### Interaction design



# About me

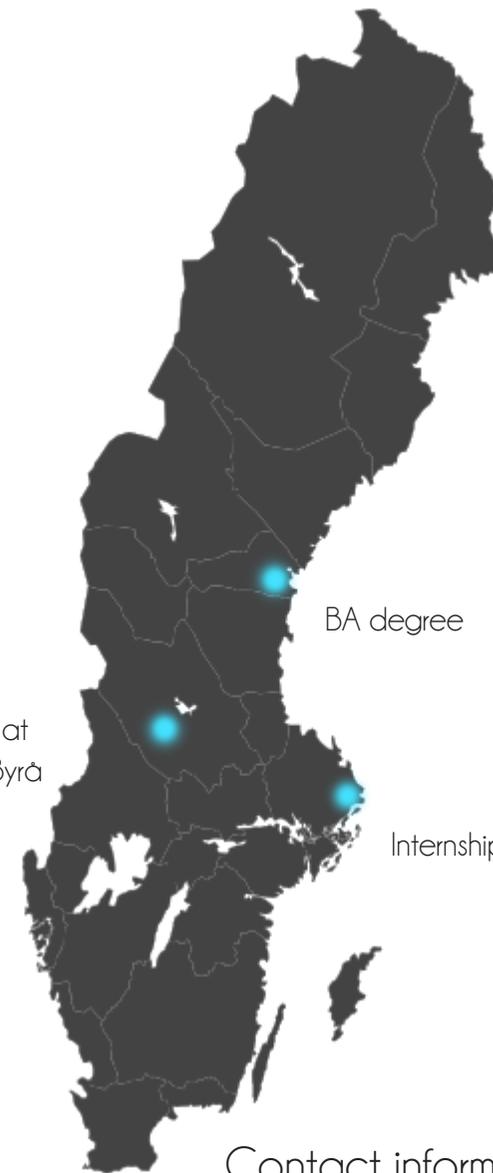
I am an Industrial designer and Graphic designer from Dalarna, with the specialization on Human care design and Interaction design.

Being a designer is something I am very passionate about and I enjoy working with the entire design process. I like new challenges, problem solving and creativity tasks since these are what inspires me and makes me driven.

As a person I am very positive, accurate and self-propelled and I always go into every project wholeheartedly and with a positive attitude. I am a social person and enjoy working with other people and I work well in groups where you can exchange ideas and experiences with others. I believe it is by working together with other people that the best ideas and products are created since by doing this you can push each other to new and more creative solutions.

I have always loved to sketch and paint and create new solutions to problems and feel that this profession fits me perfectly. Besides my interest in design and sketching I fill up my free time with different projects, sewing, painting, working out and playing the violin. I also love the outdoors and in the winter I go skiing and snowkiting in the mountains. Being outside make me calm, gives me energy and inspirations.

Best regards  
Maria Bengtlars



Family home

Graphic designer at  
Dalarnas Media Byrå

BA degree

Internship

## Contact information:

Maria Bengtlars  
+46 (0) 70-565 82 45  
maria.bengtars@gmail.com  
<http://www.coroflot.com/bengtars>



# Education

Bachelor degree Industrial design  
Mid Sweden University

Interaction design, distance course  
Umeå University

Natural science (high school)  
Malung-Sälens gymnasieskola

# Skills

Mac  
PC

Adobe

Photoshop  
Illustrator  
Indesign  
Flash (learning)  
Muse

Rhino

KeyShot  
ZBrush (learning)  
SolidWorks

Language

Swedish  
English  
German

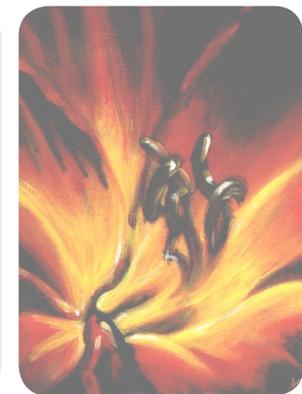
# Other

A pharmaceutical packaging that is being tested for a patent.

Internship at Idesign, May 2010 ([www.idesign.se](http://www.idesign.se))

Design project for Reebok Jofa

Trained and experienced in the use of lathe- and milling machines





Industrial Design

# Arken service center- Accessibility for all

## Guidelines

### Identity



### Clarity



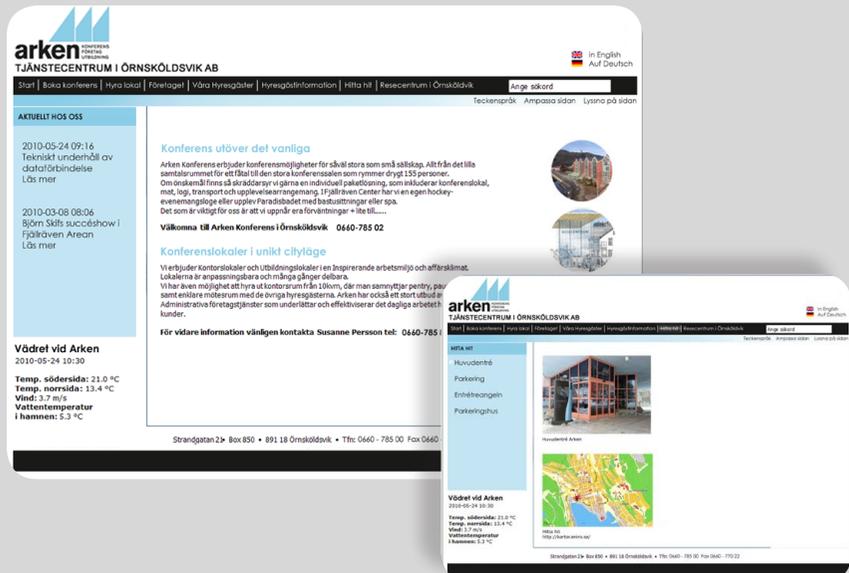
### Design for all



### Unity



## Homepage

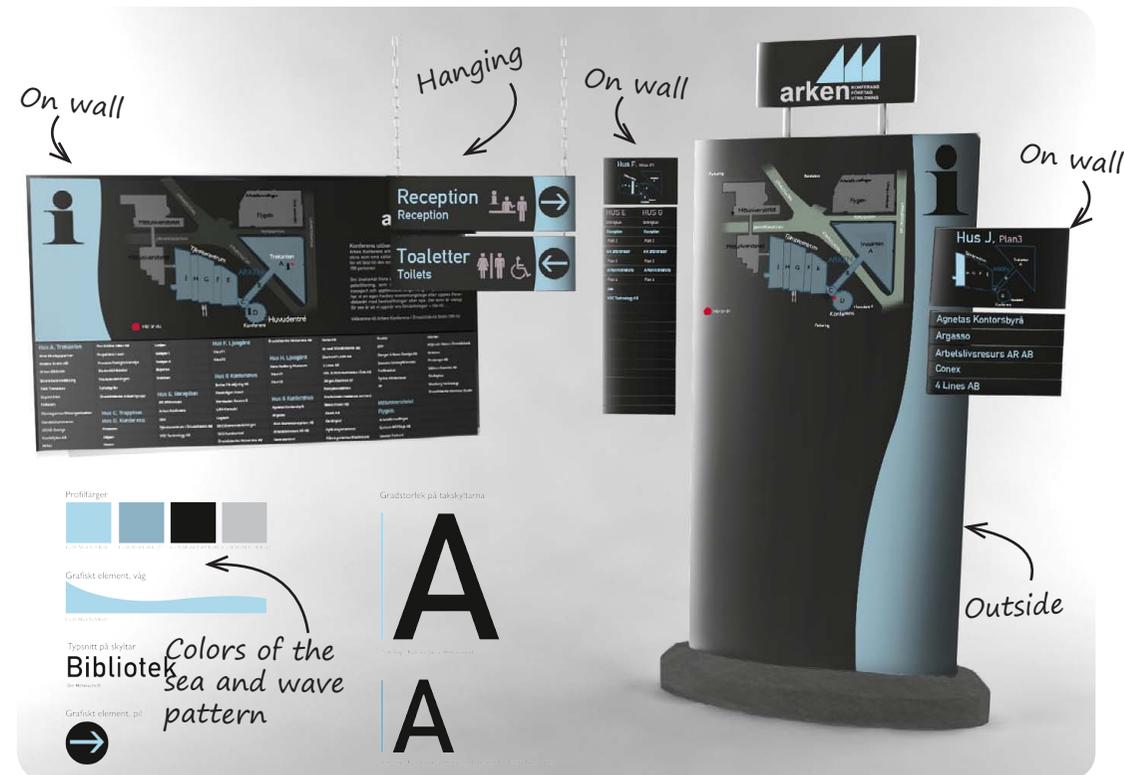


Redesign

To be able to orientate in a big facility can sometimes be challenging. Add to this fact that the visitor has a disability and might have reduced vision or are in the need of a wheelchair. The importance of a good and communicative signing system and available routs are then of even greater importance.

Arken conference center reacted on their visitors problems with orienting in their facilities. The goal became to make Arken available to all, give them an identity and make the signing system clear and consistent. Kept in mind was also the original design ide of the architect who was inspired by the connection and closeness to the sea and harbor.

## The signage system



Group picture of all the different signs inside and outside the building along with colors and fonts

# Arken service center- Accessibility for all

The signs and "all access" concepts illustrated



The main entrance

Making the elevator visible by signs and colored contours

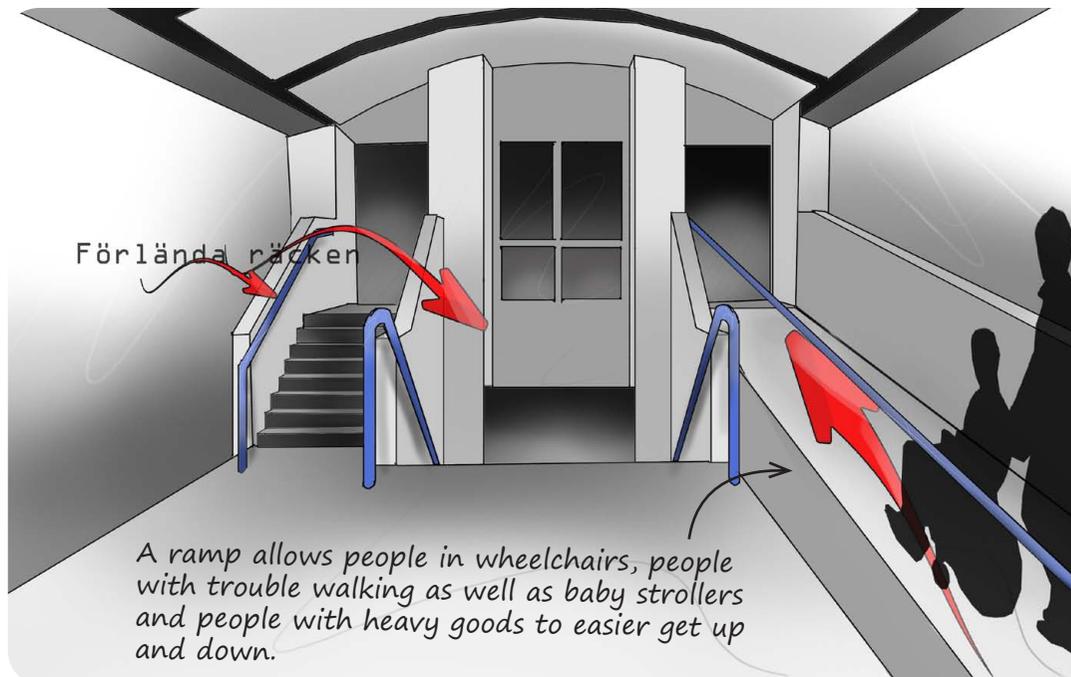


The main information sign inside



The elevator

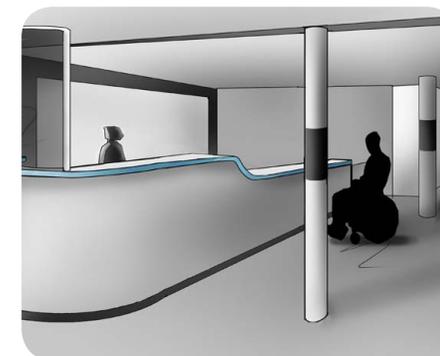
With the help of a target group with varied physical disabilities an orientation test was made and resulted in guidelines for solutions to minor and bigger "all access" problems. Locations of the most important information areas were conducted and a signing system was made for the entire building as well as guidelines on how to use them.



Allow alternative ways to get up and down the stairs and see to that the handrails are following the correct standard



Clear markings with numbers and color in the parking garage



Height adjustable Information Desk

# Queuing system - Design for all

Target group



Market research



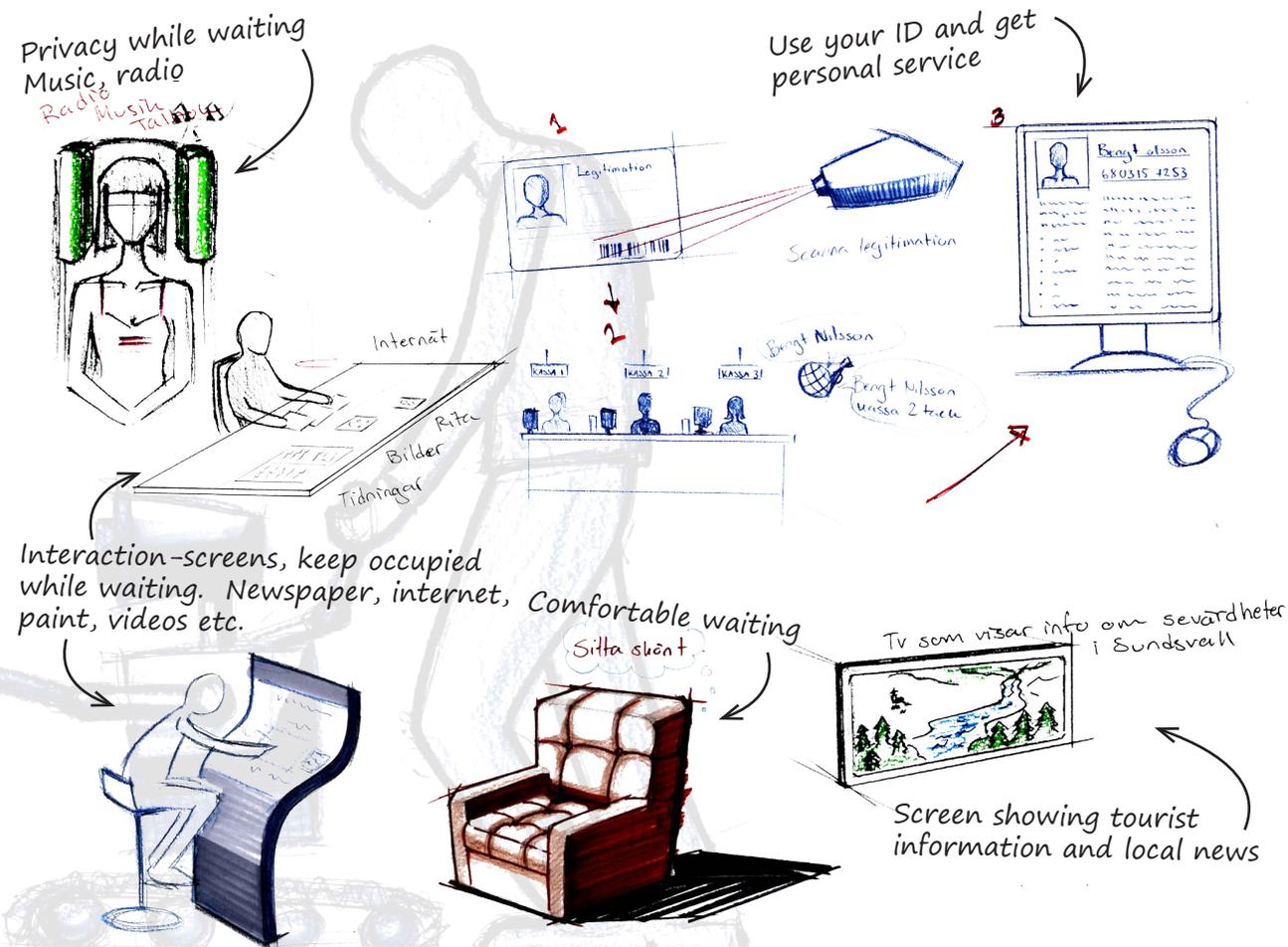
Experience test - Blind



To know how to use and interact with an ordinary queuing system can sometime be difficult. For people with some kind of disability such as cognitive-, visual- or motor reduction, it can sometime be impossible to use the system at all.

Together with SRF we worked to make queuing systems more available for people with various disabilities but also to make it easier and more fun for people without disabilities to use them. The work resulted in three concepts that were tested by a test group in a constructed environment. The process and results of the tests were summarized in a report.

(Newspaper article: <http://stnu.medelpad/miun/1.2805764-studenter-jobbar-for-bättre-kosystem>)



# Queuing system - Design for all

## Concept 1



Kassa	Namn	Plats
A	Erik Olsson	3
B	Elsa Spjut	4
C	Mari Hall	5
		6

Different ways of reading ID-cards

Collar-coded desks and screens



Full-size models and the environment

Concept 1: The visitor uses an ID card to register on arrival. The system uses the information to list the visitor on a screen by name. The visitor is then called by name to the desk which also got a screen to clarify whose turn it is.

Concept 2: The visitor register on arrival and get a communication devise in his/ her hand. This device gives the visitor information on place in line, time left etc. You can leave the building for short errands and still know when it's time to get back.

Concept 3: Mobile desks. The visitor registers by using ID and then sits down and waits. When it is his/ her turn the desk will come to the visitor.

Concept 4: The visitor is scanned when entering the building and putted in line automatically. The system calls the person to the desk by spotlighting him/her.

## Concept 2



The communication device



Din plats i kök: 4  
Väntetid: 2 min

Din plats i kök: 5  
Väntetid: 8 min

Gå till kassa B

## Concept 3

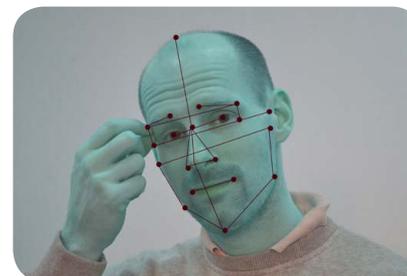


The desk comes to you



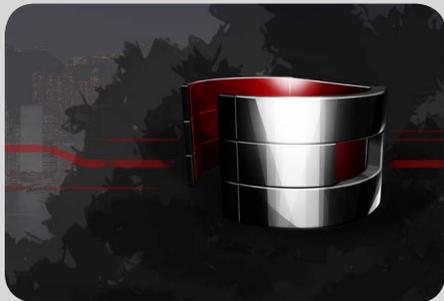
## Concept 4

Get scanned by the system



# Wristwatch - Conceptdesign

Presentation sketches



The watch locks around the arm and become a steel bracelet

What will the fashion of the future look like? Will it be as in our science fiction movies since this is the picture that is already made up for us? A concept design for a watch was made inspired by the image we make today of the fashion in cloths, architecture and products of the future. The result is shown in concept sketches.

Image- / Moodboard



Sketches



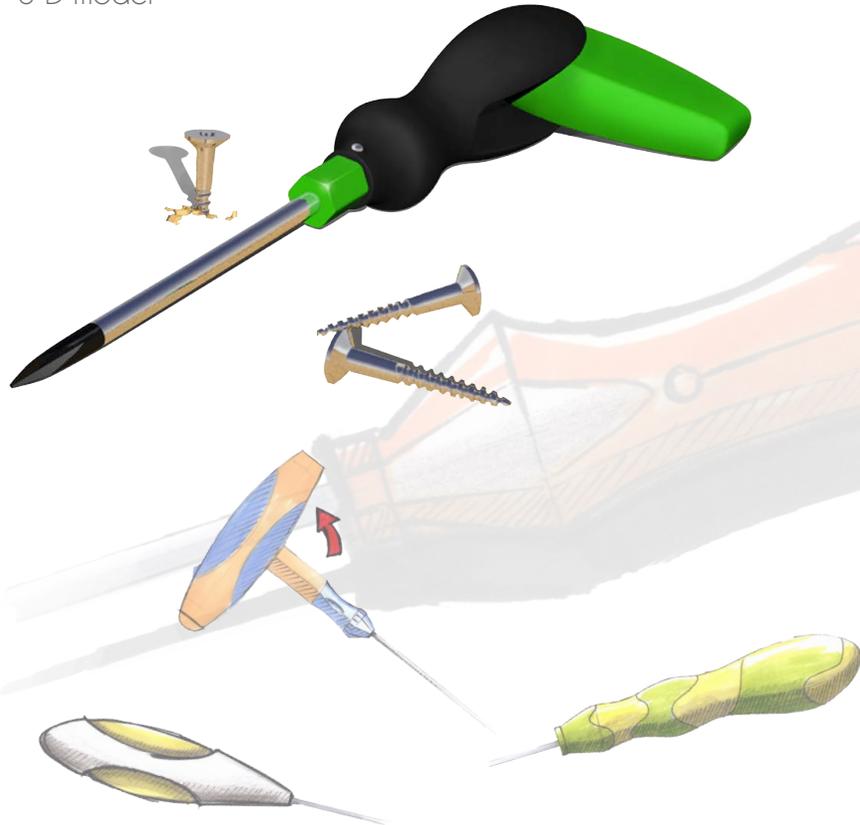
# Screwdriver – Ergonomics

Model



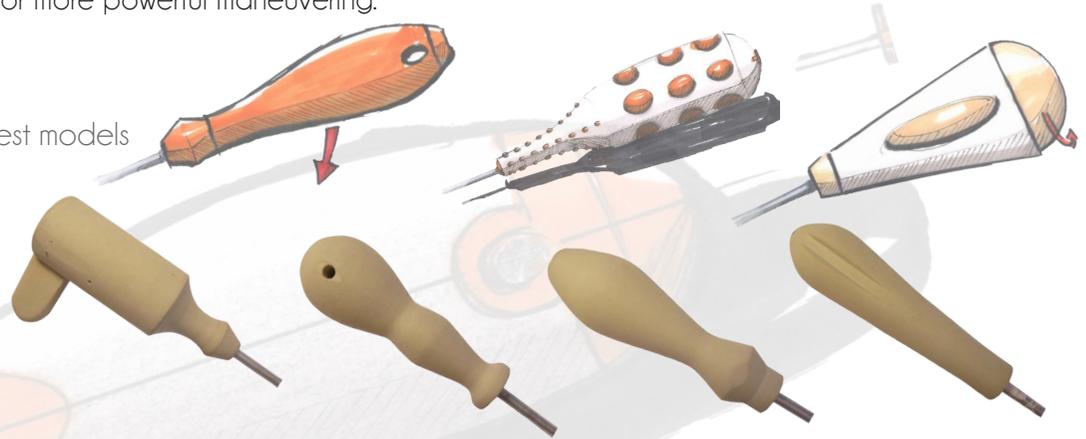
Photo of the model

3-D model



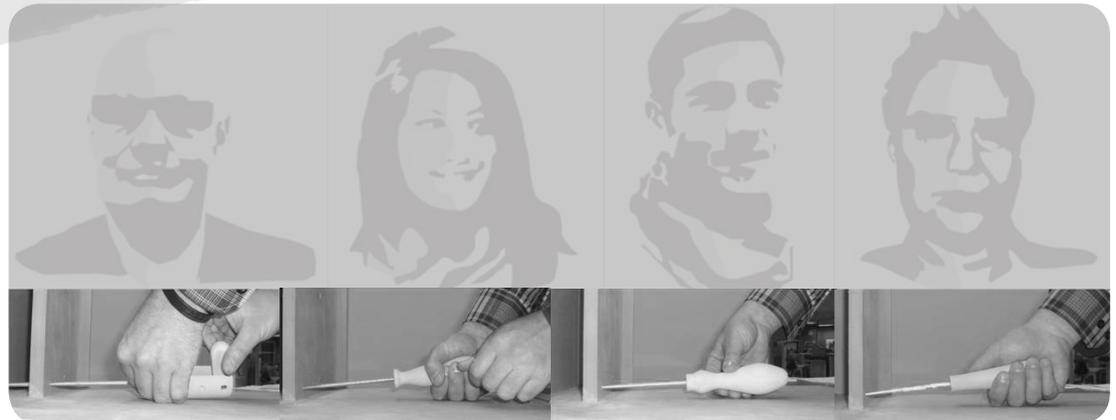
For the more professional user the functions and feeling of the tools are of great importance. This is why they will choose the same brand next time they need a new tool and most likely keep to the same brand for all their tools. Good ergonomics and functions are therefore important while developing tools. Through user testing a screwdriver was developed. Four persons with different amounts of experience and hand size were selected to perform the tests. The results were summarized and a final model was developed. The concept is a screwdriver with a folding handle for extra power when needed. The handle got two ergonomic gripping possibilities, one for finer maneuvering and one for more powerful maneuvering.

Test models



Test models with different sizes, functions and grips

Test group



Different skills and experience

# Projector - Model construction

## Model

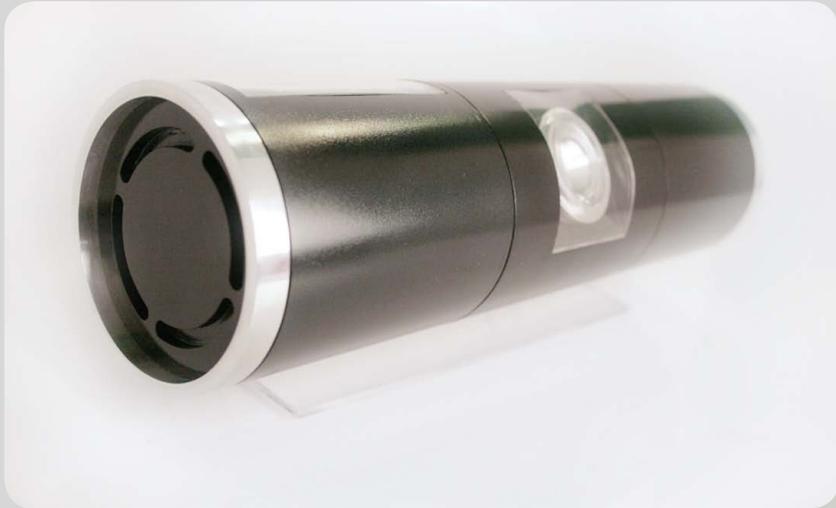


Photo of the model

We have all been there, everyone is waiting, the presentation is ready but the projector you are given are just not compatible with your computer. The solution would be to have your own projector with you, already programmed for your computer. As technology speeds forward, products which used to be clumsy and big are now possible to make small and easily portable.

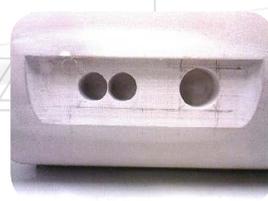
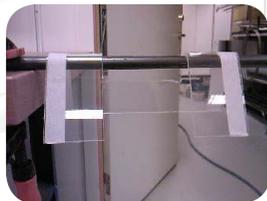
By a marketing study and by studying the problems with today's projectors a concept was developed and made into a model. The concept was based on a small cylinder with an adjustable centrist that could rotate up and down to set the picture. To create the illusion that the cylinder was slightly hovering over the table the legs were made out of transparent material.

## Handmade sketches



Making the model

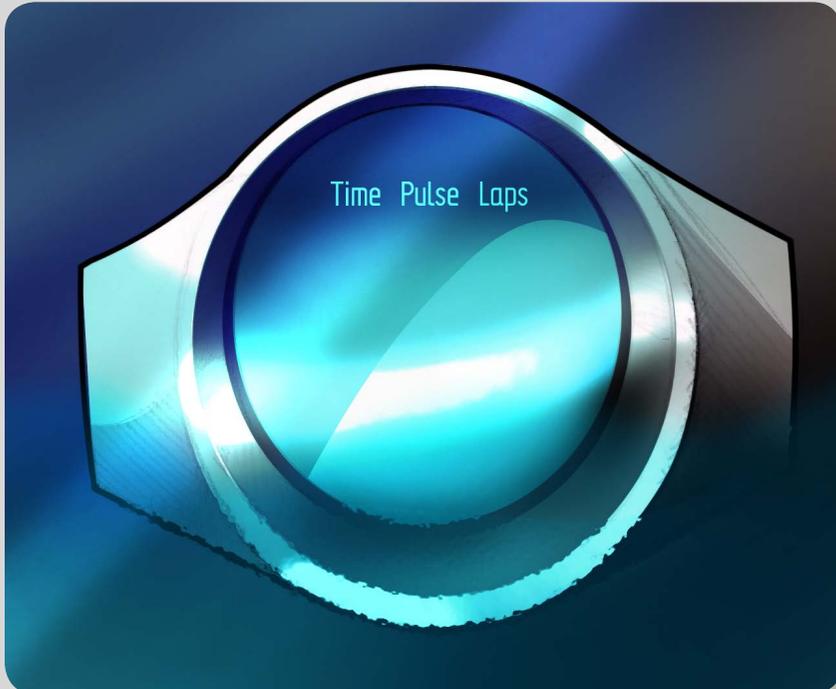
## Work process



# Computer for swimmers -

Facilitate training for swimmers

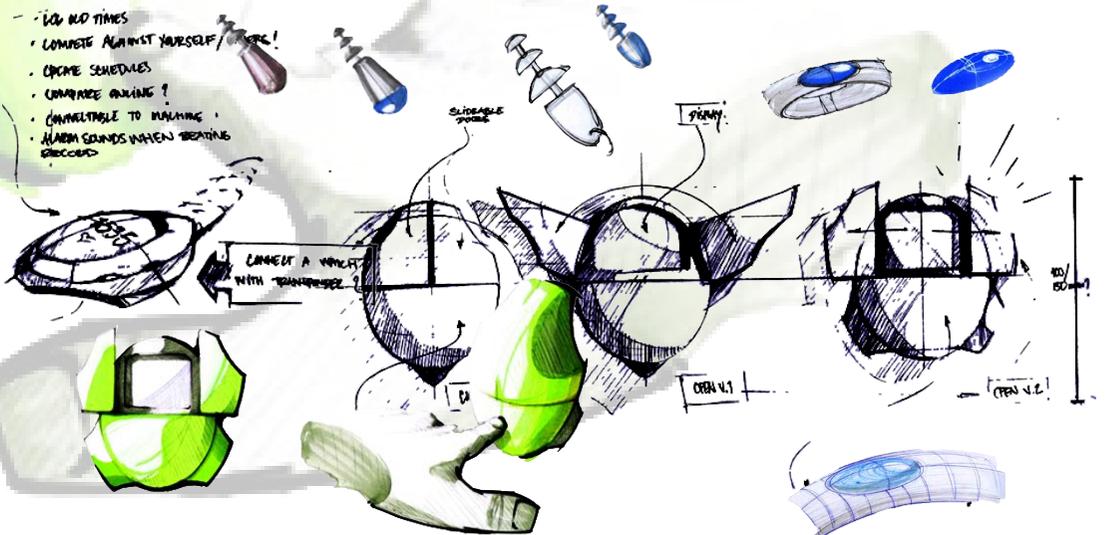
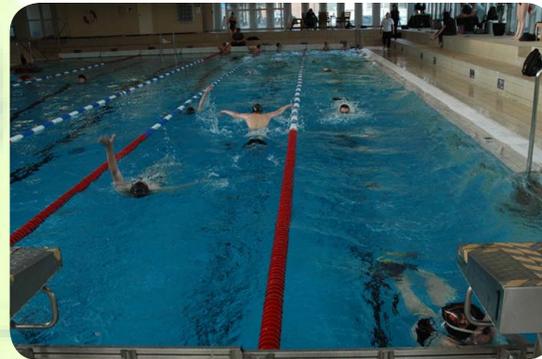
The wristwatch



On your arm while swimming. Keeps track of your pulse and communicate with the transmitter

A concept for fitness swimmers who feel the need to have more control over their training. The idea is a product that can measure the pulse of the swimmer, number of swam lengths and the time. It consists of two devices, one that is placed on the edge of the pool or positioned some distance away on a bench or similar, all depending on what accuracy is sought. This device communicates with a watch placed on the swimmers wrist. The watch takes the swimmers pulse and communicate with the device placed on the side of the pool every time the watch gets close enough. The concept also include an internet-based service where you can log your training, keep track on goals and times as well as compare results to other swimmers.

Environment and use



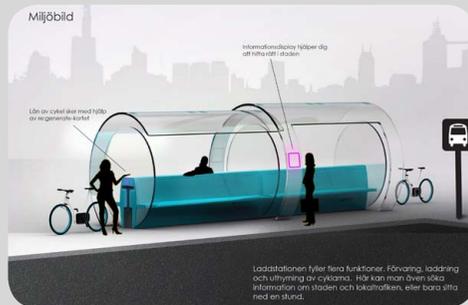
Transmitter and receiver



Placed on the side of the pool or close by in a bag for example

Handmade sketches

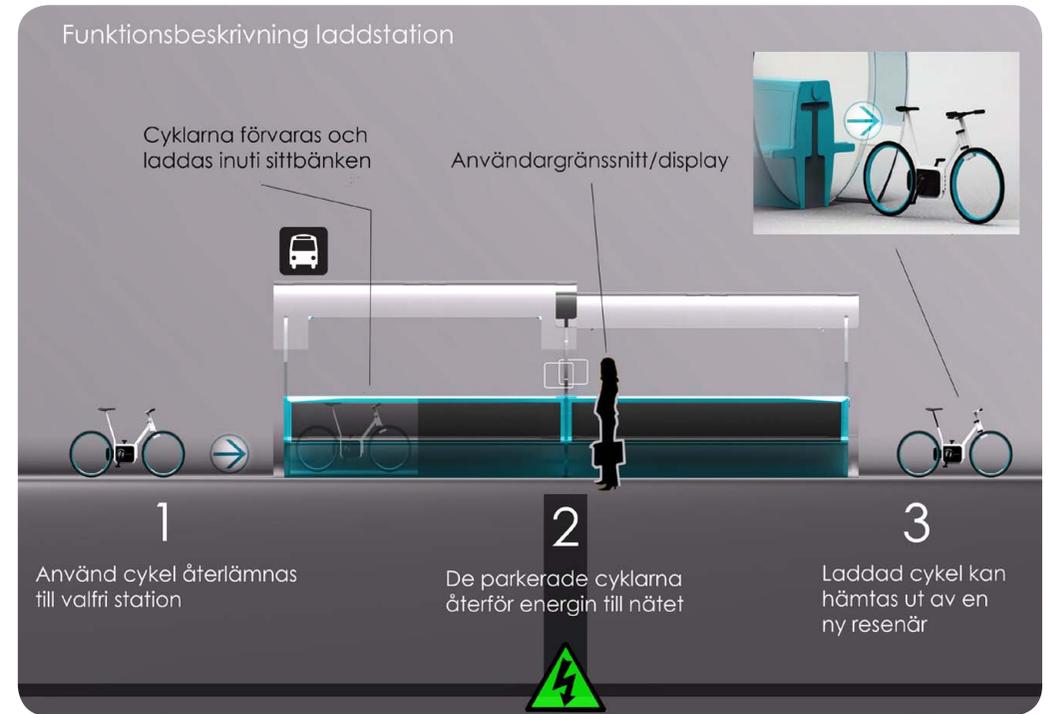
# Design Open - Eco-friendly transportation



SVID Design Open is Sweden's largest design contest for student. The classes compete against each other in developing a product or a system to solve a task given by the promoter. 2010 the task was "Changing people's attitudes to travel and transport environmental friendly".

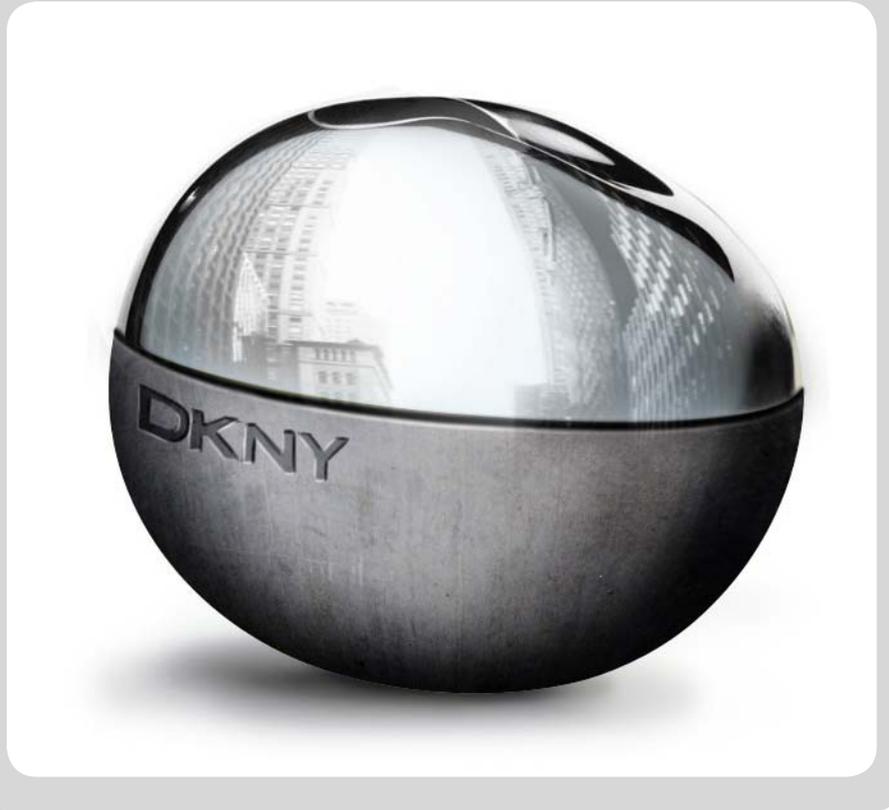
Our concept was a card for public transportation that registered generated energy-credits (EC) which could be used to travel with bus, subway/tram or electric bicycle. EC is generated by the use of public city bikes which has a generator that reserve the energy made by pedaling. The reserved energy is transported to the public transportations network when the bike is putted back in its stand and the user receives EC for the generated energy. The possibility for the users to influence the cost of their public transportation is a central idea in the concept.

## functional description of the charging station



# Perfume - Conceptdesign

Redesign of bottle



**DKNY**  
DONNA KARAN NEW YORK

Is it possible to, by small means, changing the target group of a product by just using materials and colors, without changing the products original shape? Using the DKNY's perfume bottle for woman as the original product a redesign was made to make it more exclusive and attractive to a male consumer. This was done by taking the material of New York's streets for the bottle and keeping the metallic on the top so that it could mirror the city's skyscrapers.

Original target group and product



Persona



Mood board / Image board



# Training shoe - Conceptdesign

Digital sketch



Matching sports where collection



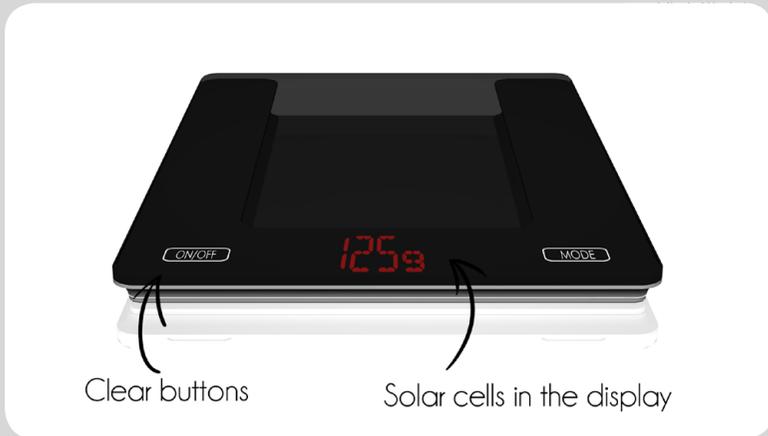
In today's life people are getting more active and they want to be able to express themselves not only throughout the sport or activity they are performing, but also through their sportswear. This was a concept project where I made a design sketch for a training shoe and a concept collection of sportswear to go along with it. The focus was put on making the shoe and clothes communicate the same expression and create harmony between them. I wanted to make the collection a bit more neutral than some other sportswear that you can see on the market today but still keep it modern and trendy.

Sketching proses



# Kitchen scale - Redesign

Model of the scale



Use



Kansej test



Target group / Test group

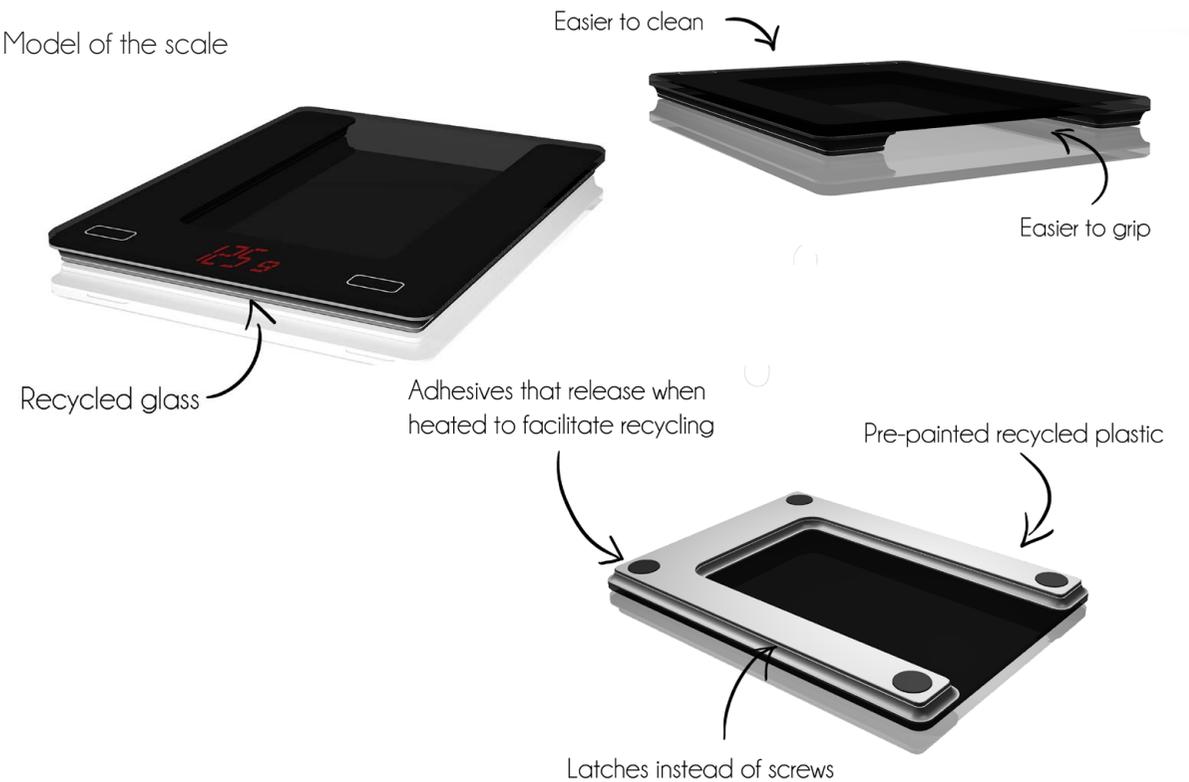


By awareness and good product design we can minimize the effect that our products have on the environment. This was a redesign project that focused on reducing the environmental impact of a product. By choosing environmental friendly and recyclable materials, alternative source of energy and taking the whole lifespan of the product in consideration, the environmental impact could be reduced drastically.

Original product



Model of the scale





## Graphic Design



## Interaction design

# Degree project - Interaction design

3d model



Made in Rhinoceros 3d

To have control over and to structure your everyday life can be difficult for many and especially for the elderly. If you have or get a cognitive reduction, this becomes close to impossible without any aids. The goal of this work was to, in collaboration with Doro, develop an electronic aid to facilitate everyday life for elderly with disabilities and people with cognitive reductions.

The result of the work was the development of an interaction system for applications and a Smartphone, both specifically designed for the target group.

The screen



Interaction design of application



Mood board and guidelines

Your best friend



Dare



Take the step



Blend in



Fellowship



Safety



Moodboard

Screen with tilt function that can be programmed for showing different information

# Degree project - Interaction design

## Function sketch



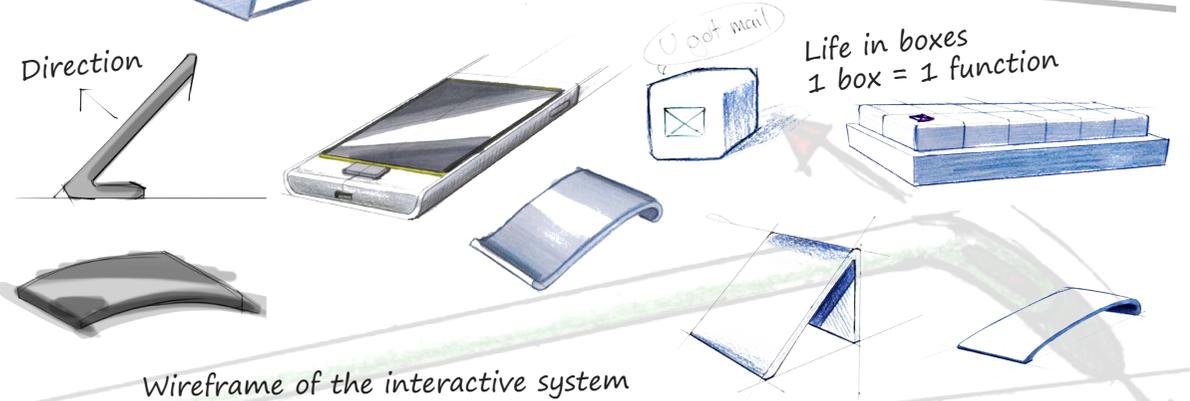
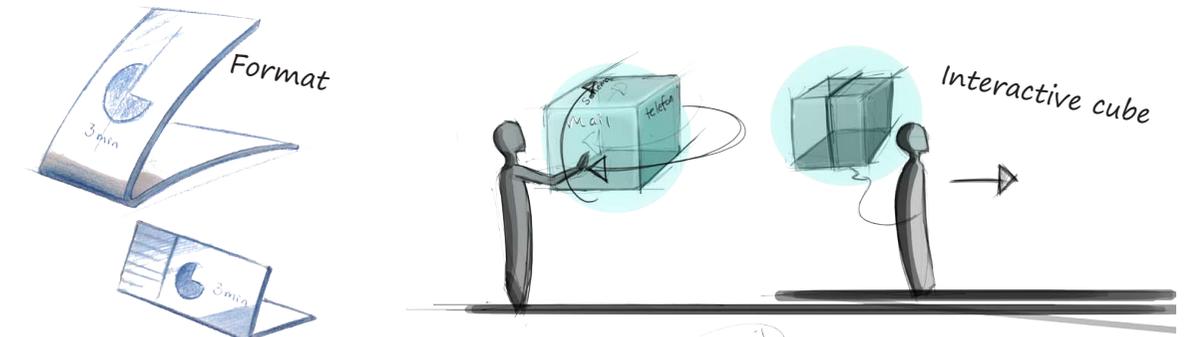
The phone is easy to see and pick up out of the pocket

## Work process

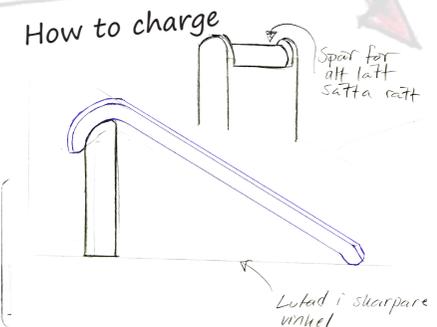
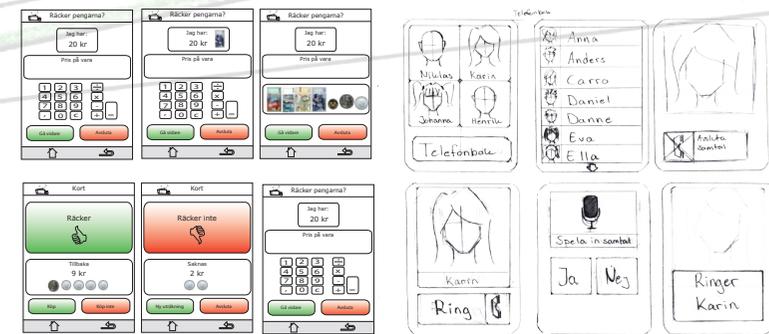


Modelmaking and usertesting

The foundation of the work is a major study in which users' needs and requirements were explored and analyzed carefully. Similar products were tested and evaluated to determine their weaknesses and strengths. Based on these studies a concept was created. Through usability testing with the target group, as well as experts, the concept were tested and evaluated and then developed in several steps in cooperation with the group.



## Wireframe of the interactive system



Sketches

# Degree project - Interaction design

## Model



Photo of the model

## Model in use



Easy to get out of the pocket and up of the table. Easy to maneuver on table.

The Smartphone is designed to facilitate and meet the needs of the target group. The focus has been put on creating a desire and at the same time the form and features make it easier to use for users with a bodily function reduction.

## The interactive system

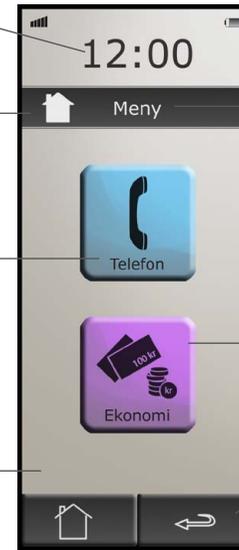
Discreet display for selectable info.

A board with info clearly separated from the rest of the screen.

Text and image to support all of the target group.

Light shade to facilitate the reading of the text and image.

Light and neutral background to contrast and avoid disturbing factors.



Discreet display of battery level.

Verdana

Font size depends on the priority of the text on the screen.

Opacity depends on the priority on the screen.

Text and images are 100% black for better readability.

All buttons have a projecting effect

Opacity so not to take over

The interactive system is built up by different levels and can be customized according to the user needs, abilities and development. The main focus is put on clarity, simplicity, confirmations and response. The ranking of the information has also been an important aspect. Each part of the system has been tested against a test group and developed to provide the best support. Some of the functions that the studies showed as most important were illustrated to show how the system would be built up.



Interactive system

# Preventa - Graphic design

Logotyp



Created logotyp

Moodboard



Vision in words:

- Clean
- Nature
- Fresh
- Modern
- Environment
- Colors



Preventa is a company situated in Sälen, focusing on property- and cleaning service. They were in need of a stronger profile and marketing material that would visualize their goals and visions. It was important that the graphic profile would work as well in the mountains as in the rest of Dalarna and Sweden. Colors and graphic layout were developed based on these goals and requirements and the work was completed based on a well-conducted study of the company and the market.

Graphic Profile



Webpage



Graphic profile and some of the graphic material created for Preventa

# Västra fors massage - Graphic design



Logotyp



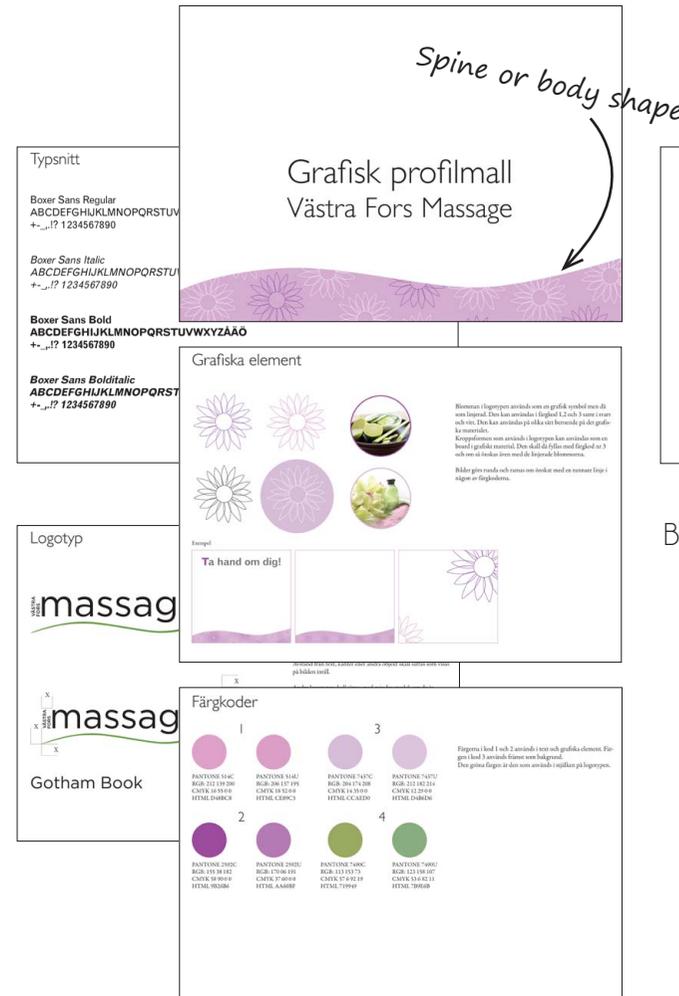
Moodboard



Moodboard: Soft, swedish forest, nature, calm

Västra Fors Massage is a massage therapist who focuses on classic Swedish massage and kinesiology. In an industry where the competition for the costumers is hard, the importance of a good and memorable graphical profile is of great importance. Focusing on reflected peace, harmony, modernity and the Swedish nature, a graphic profile and logotype were developed. The graphical element were inspired by the healing flower Echinacea purpurea which is a common plant in Swedish gardens and by the shape of the body and spine.

Graphic Profile



Buiseness card



Graphic Profile and buiseness cards

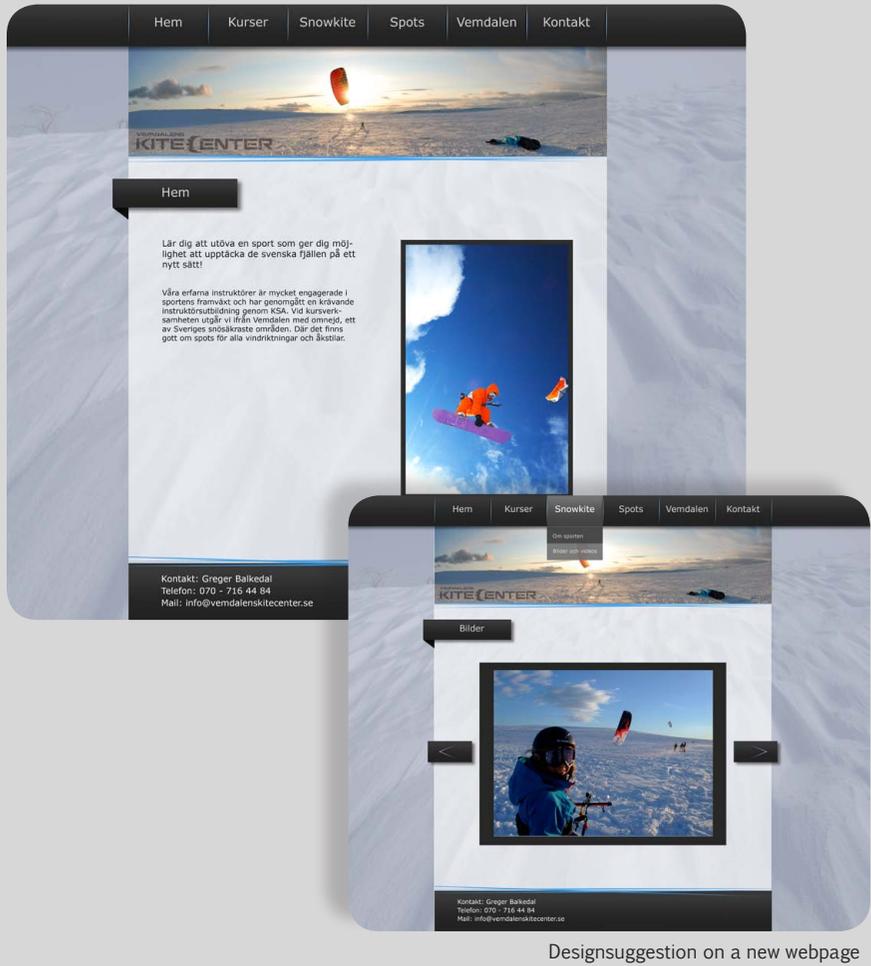
# Vemdalens kitecenter - Graphic design

Logotype



Redesigned logotype

Webpage



Designsuggestion on a new webpage



In this nonprofit job I redesigned the entire graphic material for Vemdalens Kitecenter. Webpage, logotype, brochures, flyers and posters. The focus was on combining the nature experience and the kiting culture in the graphic design to include and attract the broad target group. The methods used were User experience goals, Usability goals and user tests.



Brochure, poster, flyer and gift vouchers

# Malungs Plåt och Bygg - Webdesign

Webpage



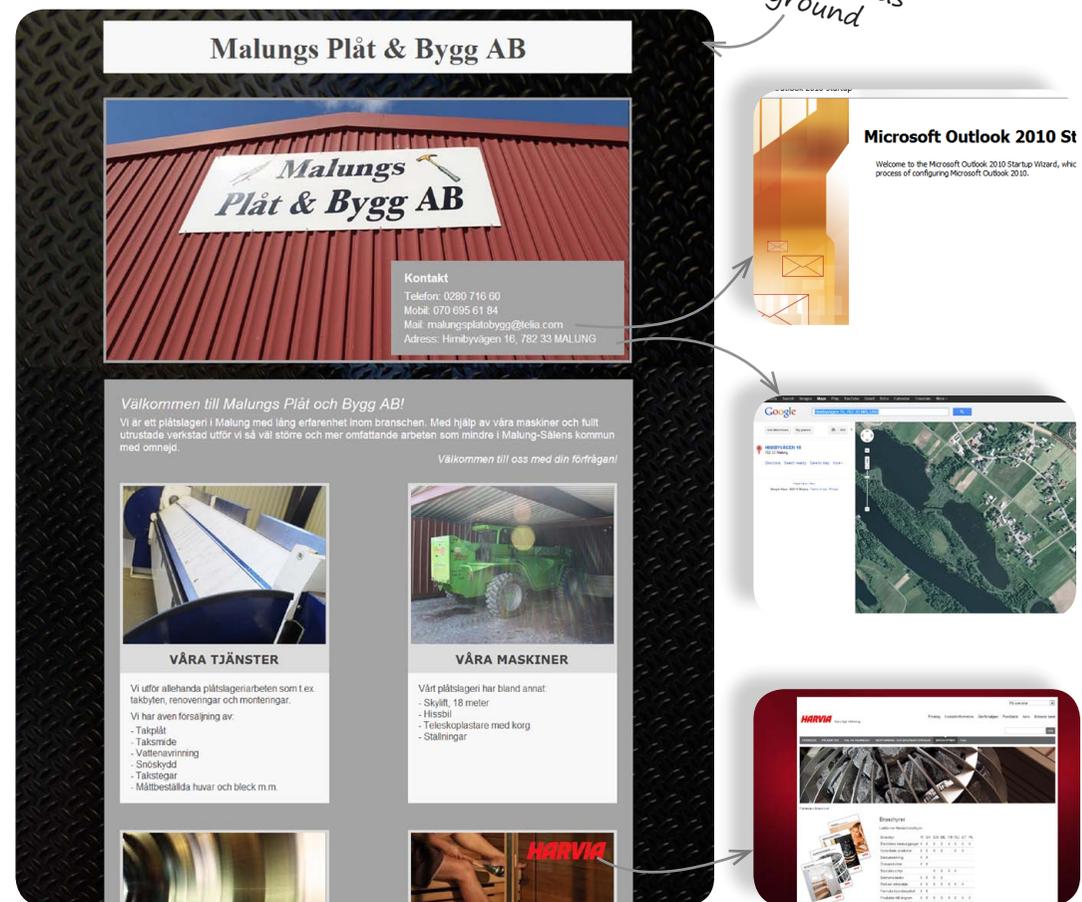
Mobile version



The project included taking the photos for the website

In today's world people are expecting to find the information they need through a company's homepage. Not having one can make the customers choose another company instead. By creating a simple and informative homepage for the tin-smith company Malungs Plåg och Bygg, we made sure that the costumers were able to find the most important information about the company. The focus was putt on making it simple and easy for the visitors to locate the information that they were looking for. [www.malungsplatochbygg.se](http://www.malungsplatochbygg.se)

Functions



Mail, address and external site all got links

# Jägra-Gärdås Bystuga - Webdesign

## Webpage



## Mobile version



The non-profit organization Jägra-Gärdås Bystuga needed a homepage to inform people about the possibilities of the building and its surroundings. They also needed information to their members and somewhere to post events and bookings. We decided to work on giving the webpage a personal and soft look and to work with photos to inspire people. All of the information was divided under different pages so to make it easy for the visitor to navigate through the page.

www.jagrabytuga.se

## Logotype



Map and Facebook page are linked. Facebook page is created for the webpage

## Photos



Photos can be viewed as larger photos. Most photos are taken by me

# Bozatt i Malung – Web- and graphic design

Logotype

# Bozatt i Malung

Redesigned logotype

Color scale



Colours typical for Dalarna

Webpage



## Bozatt i Malung

Redesign of the logotype and design and development of of webpage for a family owned real estate company in Malung. The focus was puted on visualize the connection to Dalarna and Malung and reflect security. This was done by choosing colors and create a “kurbits”- pattern which are typical for the district. The methods used were User experience goals and Usability goals.  
www.bozattimalung.se



Web page and graphic element (kurbits)

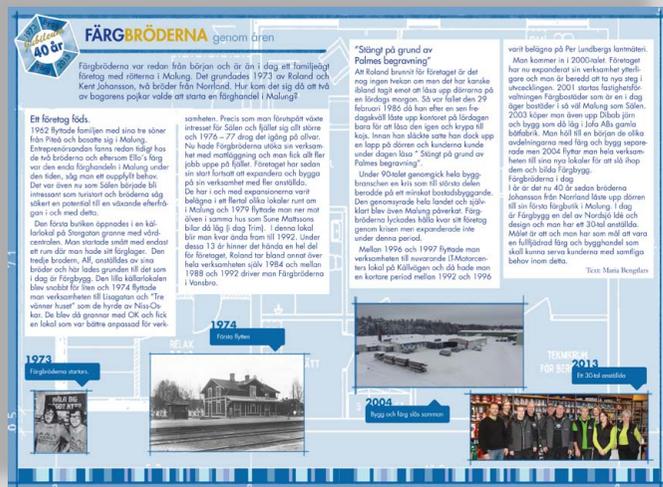
# Färgbröderna - Graphic design

Anniversary logo

Inspired by the screw nut



Article



Article that I wrote and made the layout for



Färgbröderna is a color- and construction shop that was established in 1973. This year, 2013, they celebrate 40 years in the business and they wanted to draw attention to this using graphical marketing. The project included selling in ideas to the company and complete them. An anniversary logo was produced and a graphical profile for monthly advertising. The focus was put on reflecting both the color- and construction part of the company and to keep in mind the target group which is both professionals and people without any experience. Since Färgbröderna is a part of Nordsjö Ide & Design the blue colors were already set do to their graphical profile. An article over the company's history was produced and layouted with the same graphical layout as the ads.

Monthly advertence



Imageboard



Inspired by building- and painting materials



# Sälénweekend - Graphic design

# Sälénweekend since 2011

Sälénweekend is an advertising paper that started in 2011 and distributed in several parts of Dalarna but caters to tourists in Sälén. My job was to create ads for companies and I also made the layout for other pages and articles and wrote some myself.  
www.salenweekend.se



Layout an writing of article



Sälénweekend and the layout of the event guide which I made



Layout an writing of article

Layout of article

# Reebok Jofa - Helmet decals



The helmet with decals



**RBK**

The need for people to stand out as individuals is getting bigger each year, especially among younger persons. To meet this need Reebok Jofa started a campaign called "I am what I am" in 2006, giving the costumers the opportunity to personalize their helmet with decals. The target group was age 7-15 and the result was tribal decals which could be used separately or together to make a personal, unique pattern.

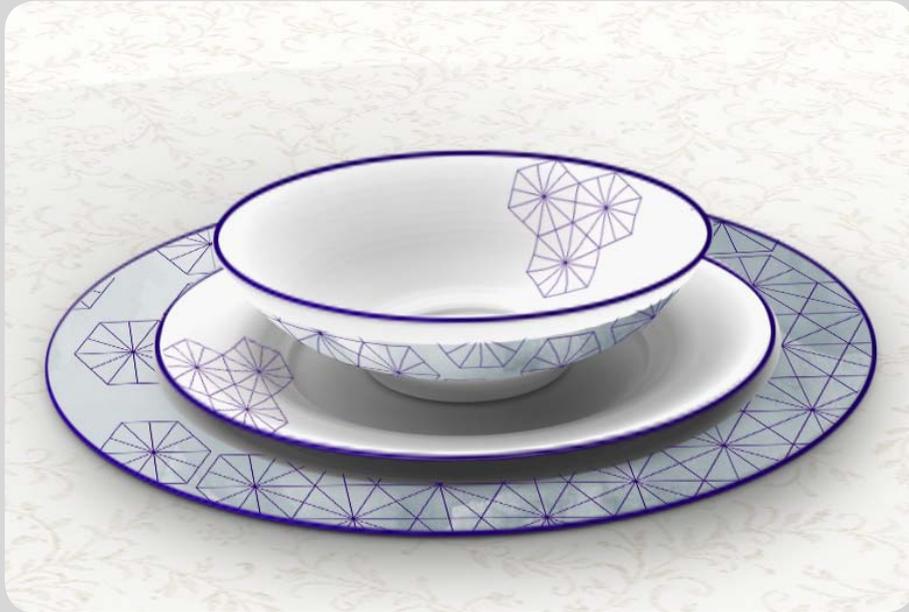
**RBK**  
i am what i am



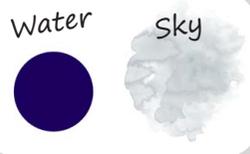
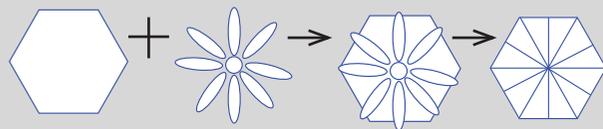
The box for the helmet

# Tableware - Graphic design

3-D models of the tableware



Pattern and colour



Development of the graphic pattern and colors

Quality tableware is often passed down from generation to generation and the requirements of timeless design are often high. Along with this is also the need to stand out and make an impression on the buyer, to create acquisitiveness. Focusing on the guidelines quality, timeless and stylish a modern and timeless pattern was made. Inspired by nature's pattern and colors the tableware address to a broad audience with different style and taste.

Graphics on the tableware

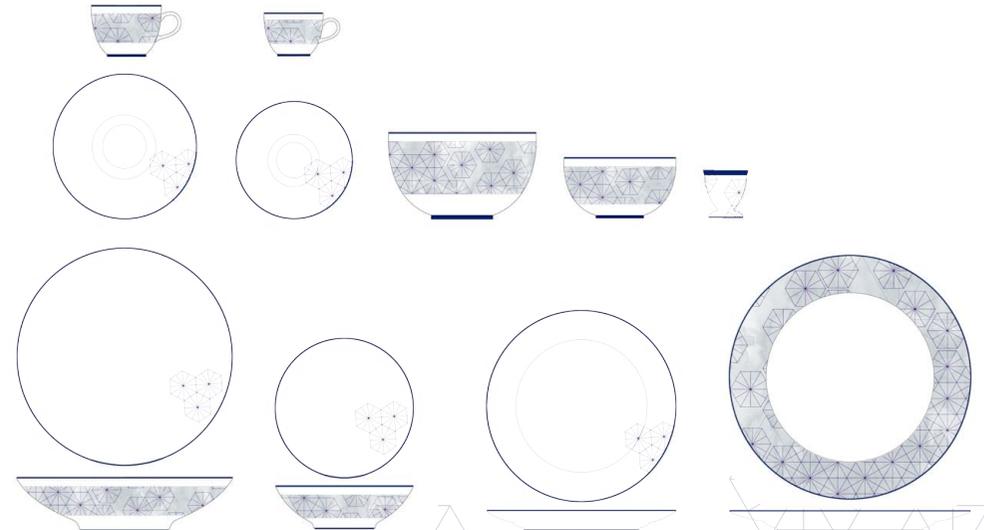
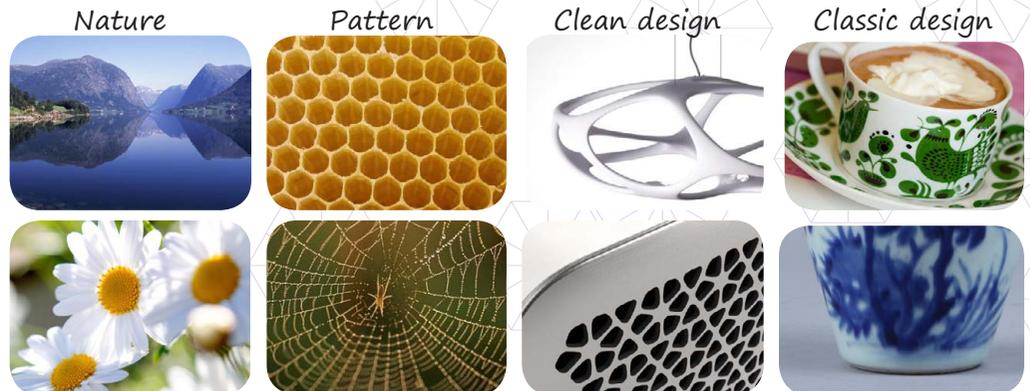


Image- / Moodboard



Inspired by nature's pattern and colors

# Jaktweekend - Graphic design

Jaktweekend is an advertising paper focusing on hunters in Sweden. The project included developing a logotype and business cards.

Logotyp

# JAKT wæækænd

Business card

# JAKT wæækænd

**Chris Edman**  
 Chefredaktör  
 070 588 18 08  
[chris@jaktweekend.se](mailto:chris@jaktweekend.se)

[www.jaktweekend.se](http://www.jaktweekend.se)

# Franson & Neij AB - Graphic design

Franson & Neij AB is a company who import and sell timber. They needed a brochure for marketing the company in Sweden. The focus was putted on keeping it simple and clean and by using pictures and text get the message trough. The colors blue and yellow were chosen to illustrate the connection to Sweden.

Brochure

Vi löser alla former av specialhyllingar, samt exaktkapet, fingskarvet och målat.



**Lagervaror i Stockaryd**

Reglar (C14)	45x45/70/95/120/145
Reglar (C24)	45x145/170/195/220
Reglar (2,5 m)	45x45/70/95/120/145
Klädsel	22x45/70/95/120/145/170/195
Målad klädsel	22x95/120/145/22x120 HAK
Räppor/Redspont	17x95/21x95/190
Glespanel	21x95/28x70/34x70
Profilerad klädsel	Dubbelfas, Enkeltfas, Horggård, BAS, HAK, Fjällpanel

Alt enligt Wima Standard-

Sedan 1980 har vi handlat med trävaror över hela världen från vårt kontor i Jönköping. Vi står för långvariga relationer och hög service.

I Jönköping har vi försäljning och administration. Härifrån trädar vi virke över hela världen.

I Stockaryd har vi egen produktion med hyvel, sorteringsverk och exaktkapning av hela paket med svarckap. Vi har en flexibel och kvalitetsmedveten personal vilket borgar för säkra leveranser.

Välkommen med Er förfrågan!

**Franson & Neij AB**  
 Trädgårdsgatan 41  
 SE-553 16 Jönköping

Tel: 036 1006 90      Fax 036-100699  
[info@intimber.se](mailto:info@intimber.se)      [www.intimber.se](http://www.intimber.se)

Fredric Zetterheim      0708 1999 67  
[fredric@intimber.se](mailto:fredric@intimber.se)

Johan Kynlberg      0708 1999 62  
[johan@intimber.se](mailto:johan@intimber.se)

Patrick Karlsson      0708 1999 63  
[patrick@intimber.se](mailto:patrick@intimber.se)

**Franson & Neij Produktion AB**  
 Sävsjövägen 51  
 SE-570 02 Stockaryd

Tel 0382-25770      Fax 0382 202 10  
 Krister Norén      0722 349 779  
[krister@intimber.se](mailto:krister@intimber.se)

Vi satsar på att vara svenska och komplett sortiment i både virke och material.




Place for business card

## Dalarnas mediabyrå - Graphic design

Redesing of Dalarnas Mediabyrås logotype. The goal was to create something modern, clean and simple that would communicate the vision of the company. The logotype is constructed so that the words inside of the letters can be deleted in the future, when the brand is established, so that only the letters DMB remains.

Logotyp

Redesigned logotype

Previous logotype

This logotype felt a bit to childish and did not reflect the company's vision.

## Västra Fors Måleri - Graphic design

Västra Fors Måleri is a sister company to Västra Fors Massage and therefore the logotypes are constructed in the same way. For this logotype I created a stronger and more direct feeling to better communicate the company to the costumers.

Logotyp

Business card

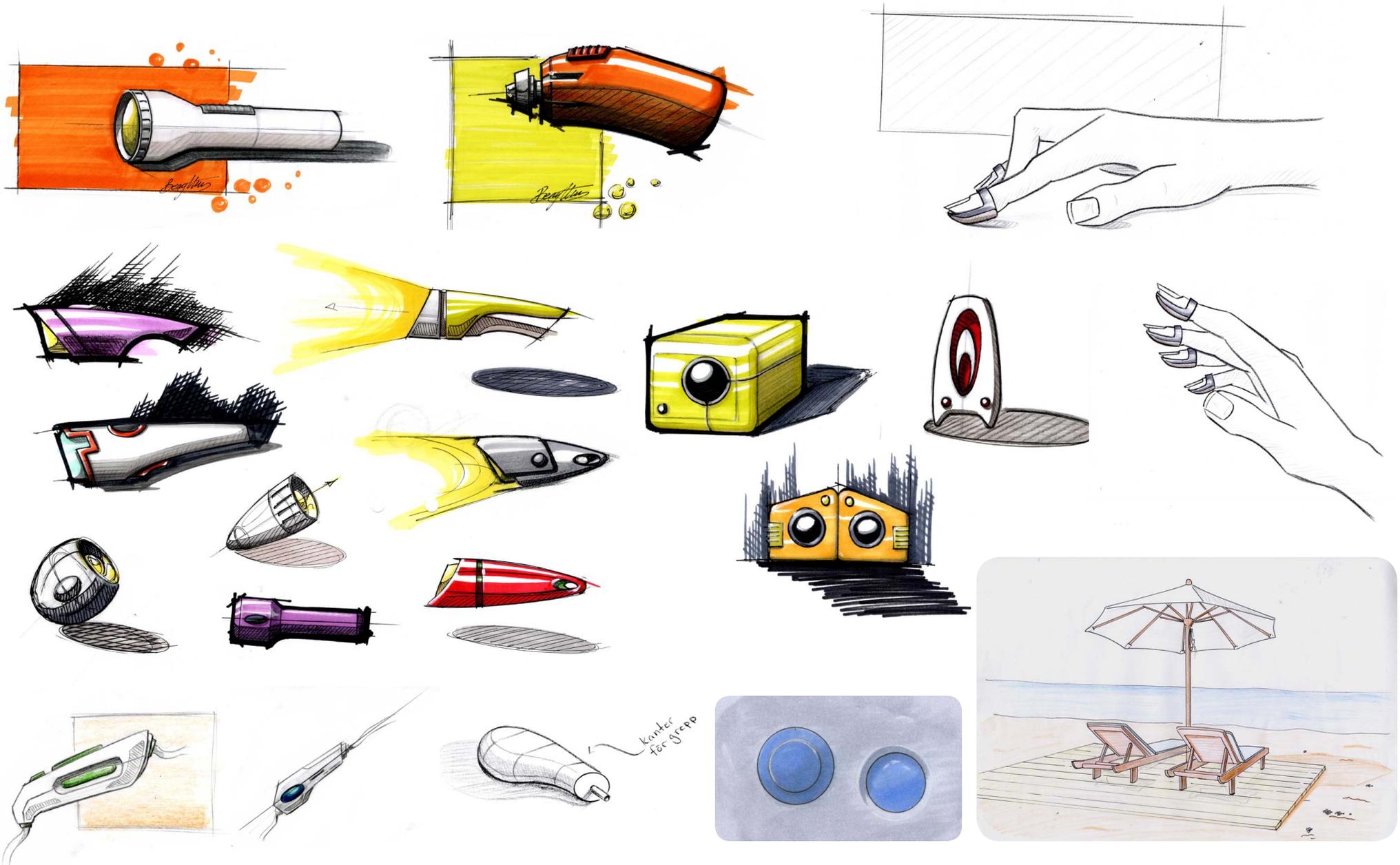
**VÄSTRA FORS MÅLERI**

**Håkan Johansson**

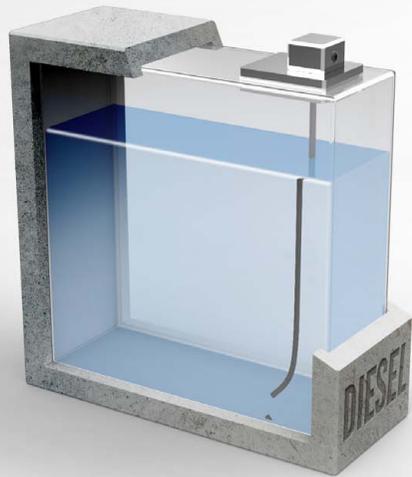
Tel: (+46) 0280 401 75  
070 625 65 19  
Adress: Postg. 9  
782 31 MALUNG

[www.vfmassag-maleri.se](http://www.vfmassag-maleri.se)

# Handmade sketches and paintings



# Rhinomodels



Fragrances



Camera



Camera



MP3



Bicycle

# Artistic training



20 second croquis



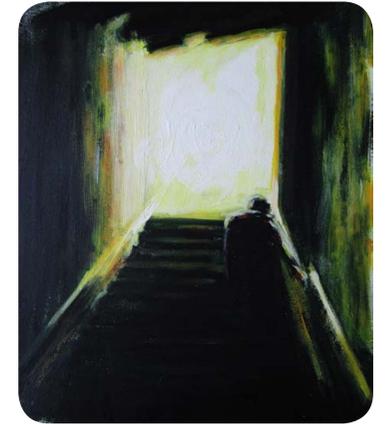
1 min croquis



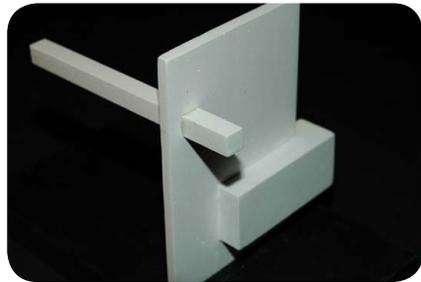
Full-size croquis



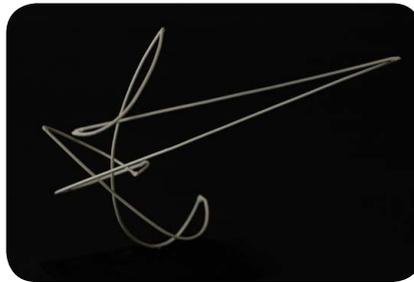
sculpture by model



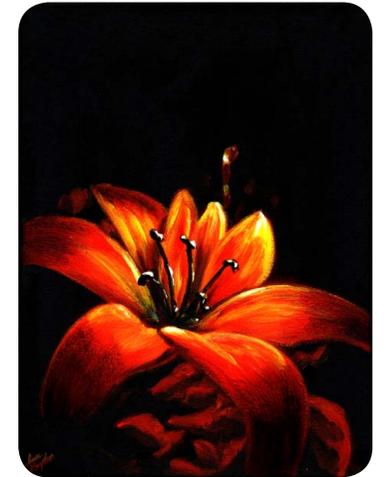
Acrylic



Cuboids



Lines in space



Acrylic



Organic form studies - concave- and convex surfaces

Maria Bengtlars

Phone

+46 (0) 70-565 82 45

Mail

maria.bengtars@gmail.com

Web page

[www.coroflot.com/bengtars](http://www.coroflot.com/bengtars)