



Adam Rosling

Creative Product Designer

2013 Portfolio

Who am I?

I am Adam Rosling, a Creative Product Design (BSc) graduate from the University of the West of England.

At university, I have undertaken many different projects working both in groups and individually. These have helped mould me as a designer and develop my communication, team work and leadership skills. Some companies I have had the pleasure of working with on live projects are Mira Kohler and Piper Moto, as well as doing a two month work placement in London with the design consultancy Minale Tattersfield.

I am passionate about design and all aspects of it. I feel that good design is an integral part of our daily lives, and that it impacts on our enjoyment and pleasure of interacting both with the products we use and the people around us. I am a true believer in human centred design as it is the consumer's relationship with a product which makes all the difference, whilst at the same time attempting to create true beauty in all my designs in both their form and their function.



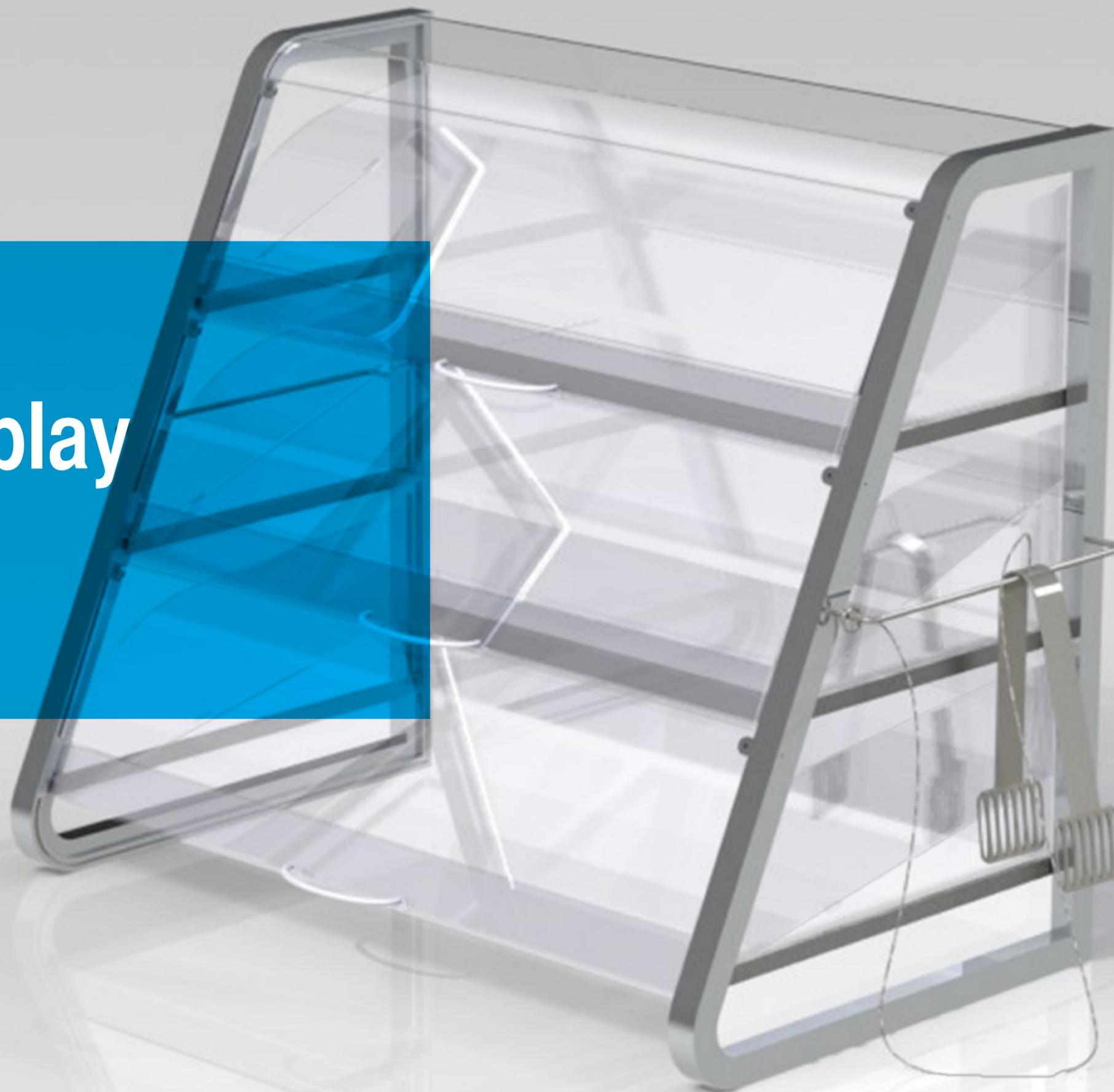


This portfolio portrays but just a few of the many projects I have worked on during the last three years at university. Some of the skills and techniques that I feel represent me as a designer include: semantic design, branding, design for manufacture, live projects and work placement projects.

Enjoy!

Pastry Display Service Station

Minale Tattersfield



Pastry Display

While working at Minalle Tatersfeild I was asked to re-design a custom pastry display for use in a new flagships service station.

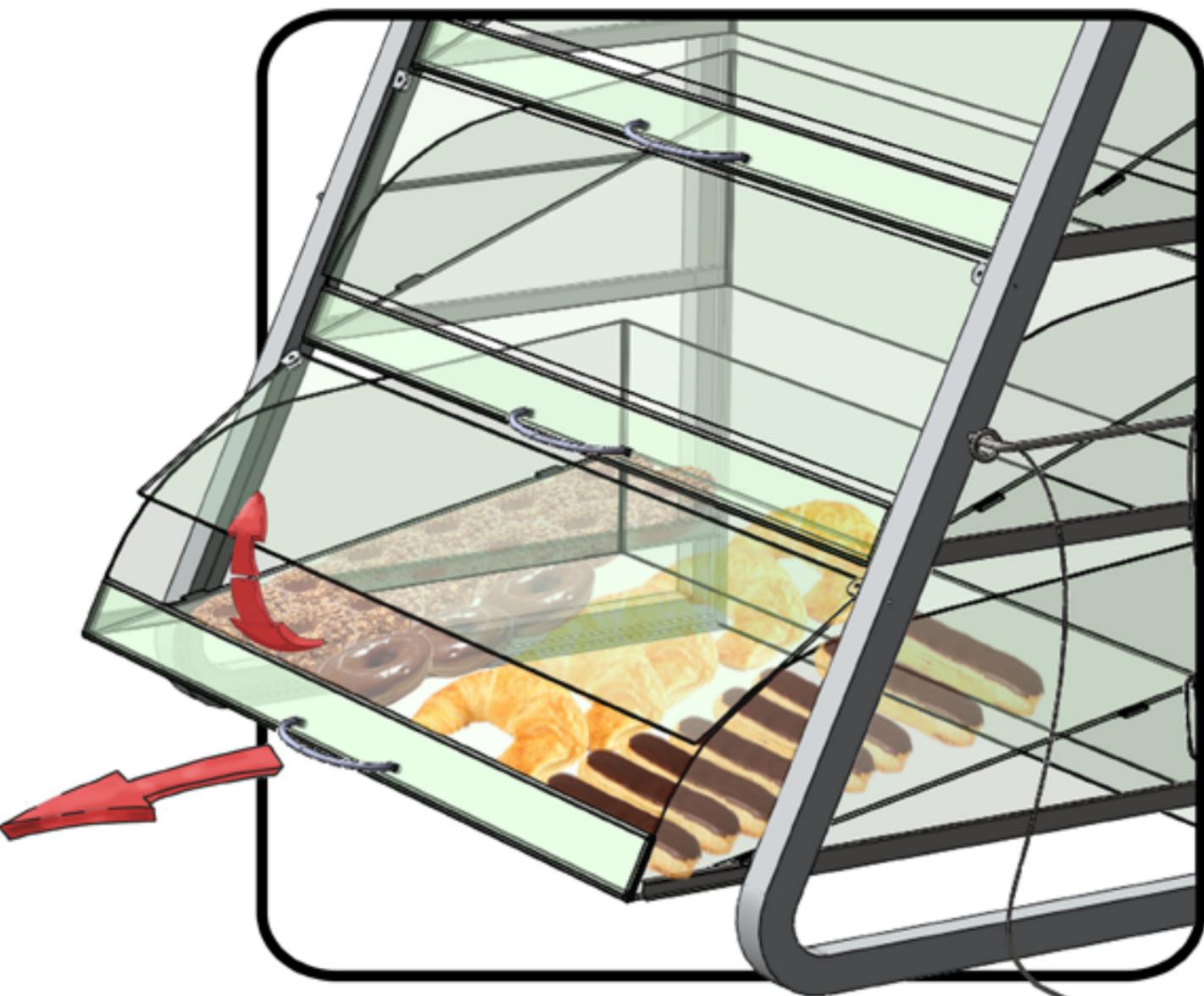
Requirements

- To fit the designated space inside the retail store with aesthetic suitability
- Pastry trays must pull out
- Allow for one-handed access to open and close tray and lid
- All pastry must be easily visible to the customer retaining the original 10', 20', 30'-degree angle of the trays.

Construction

- GRP side panels
- Acrylic clear sides and round
- Aluminium lid hinge
- Hot Wire bent trays
- Off the shelf runners



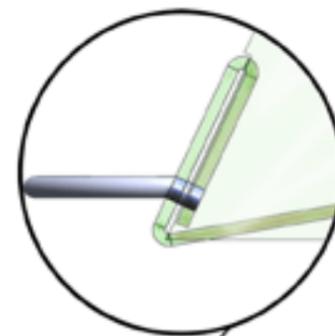
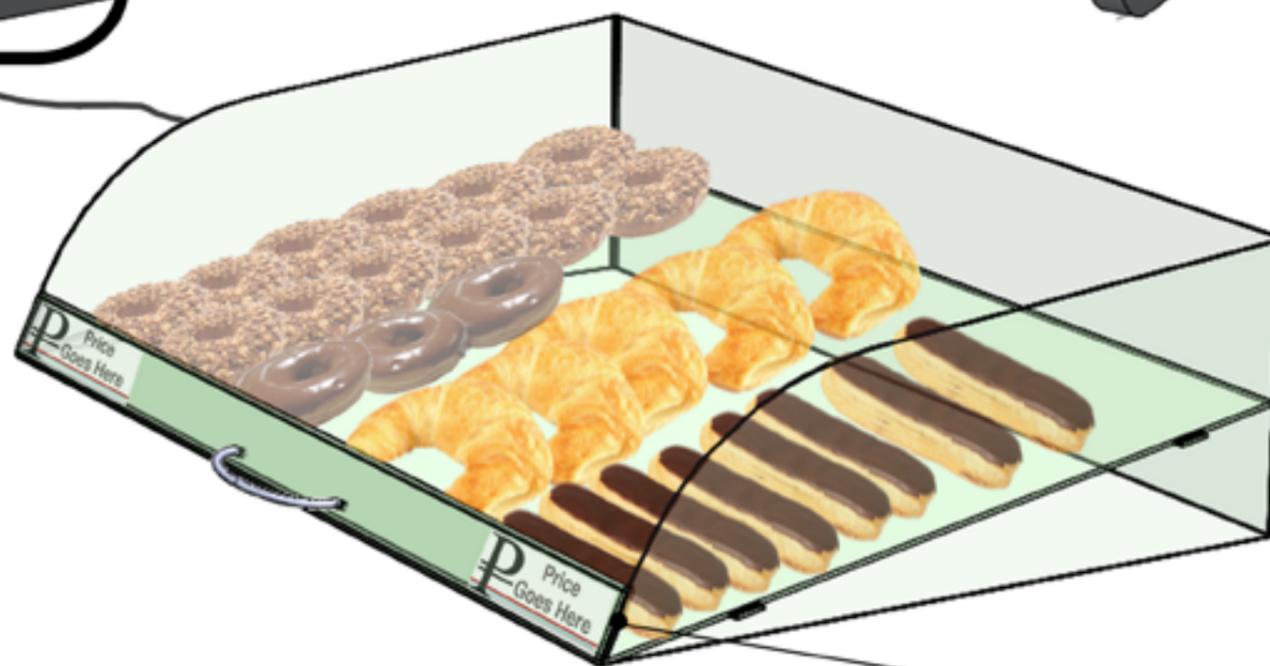


Features

Lid swings open when the draw is pulled, revealing mouth-watering pastries using only one hand

Slit in the front of the Draws, allows for labels to be discreetly displayed

Rail to hang tongs, so they stay clean and cannot be stolen

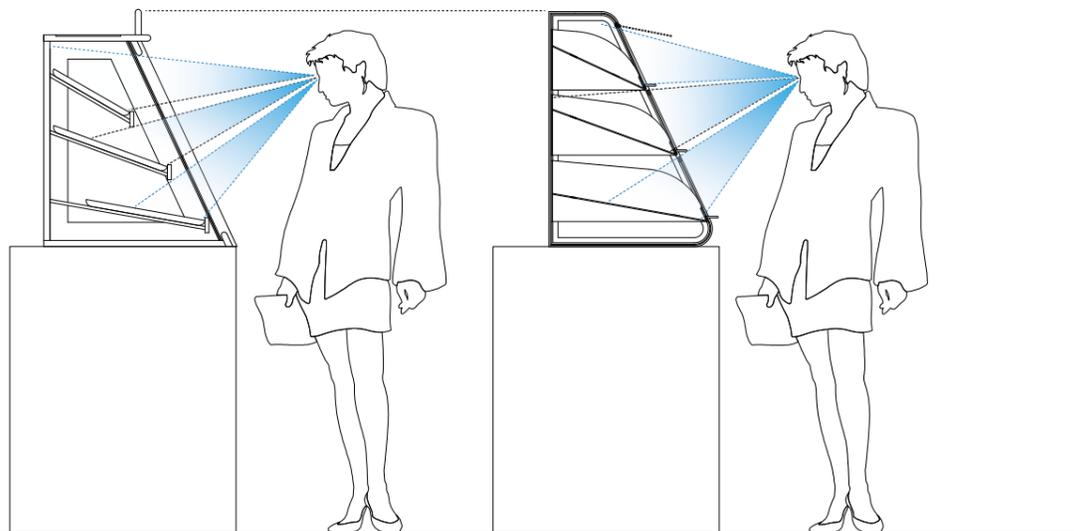
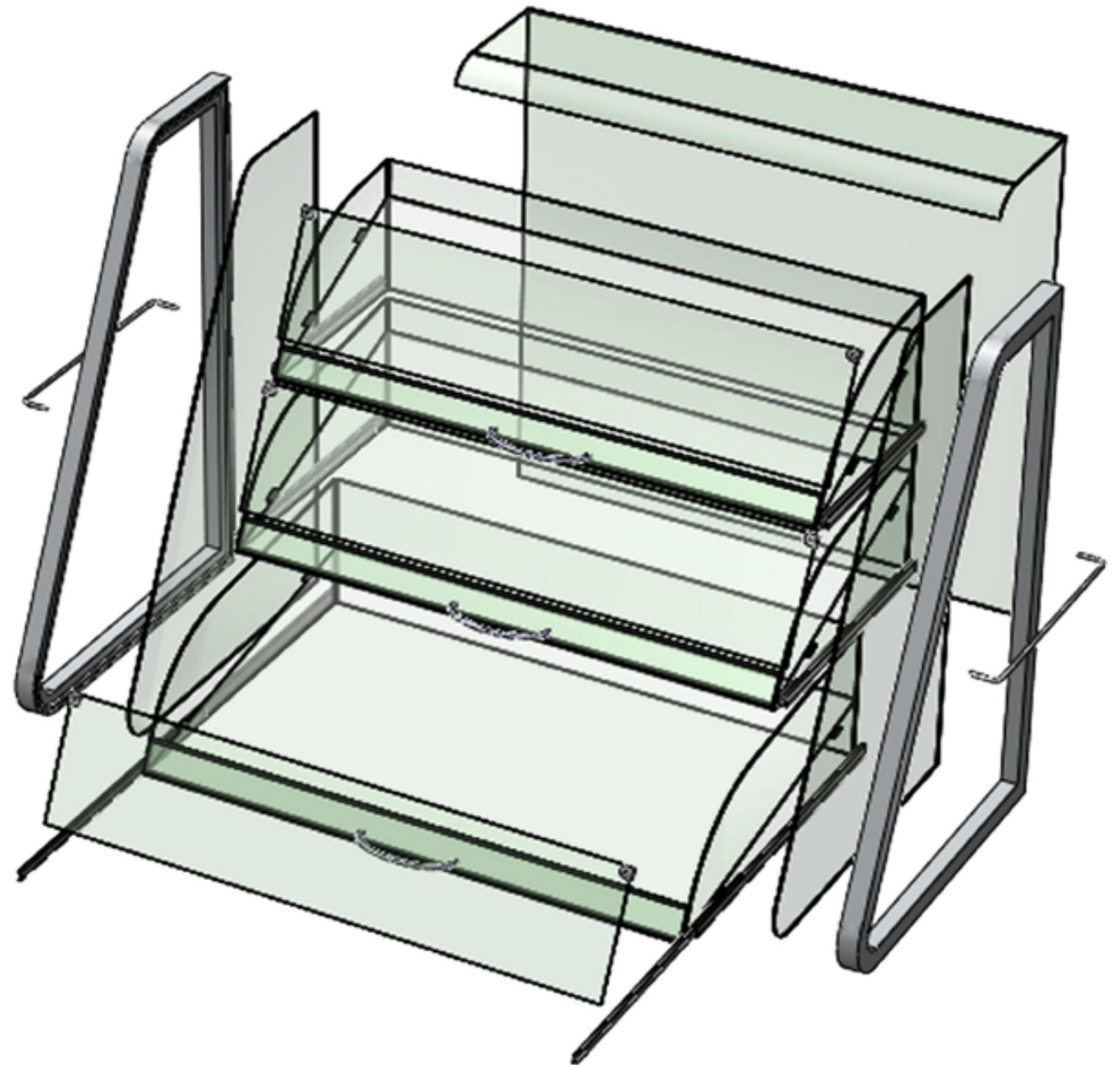


Benefits

Improved visibility of pastry
Same height display as original
30% more room for pastry
Easier cleaning
Front-loaded

Disadvantages

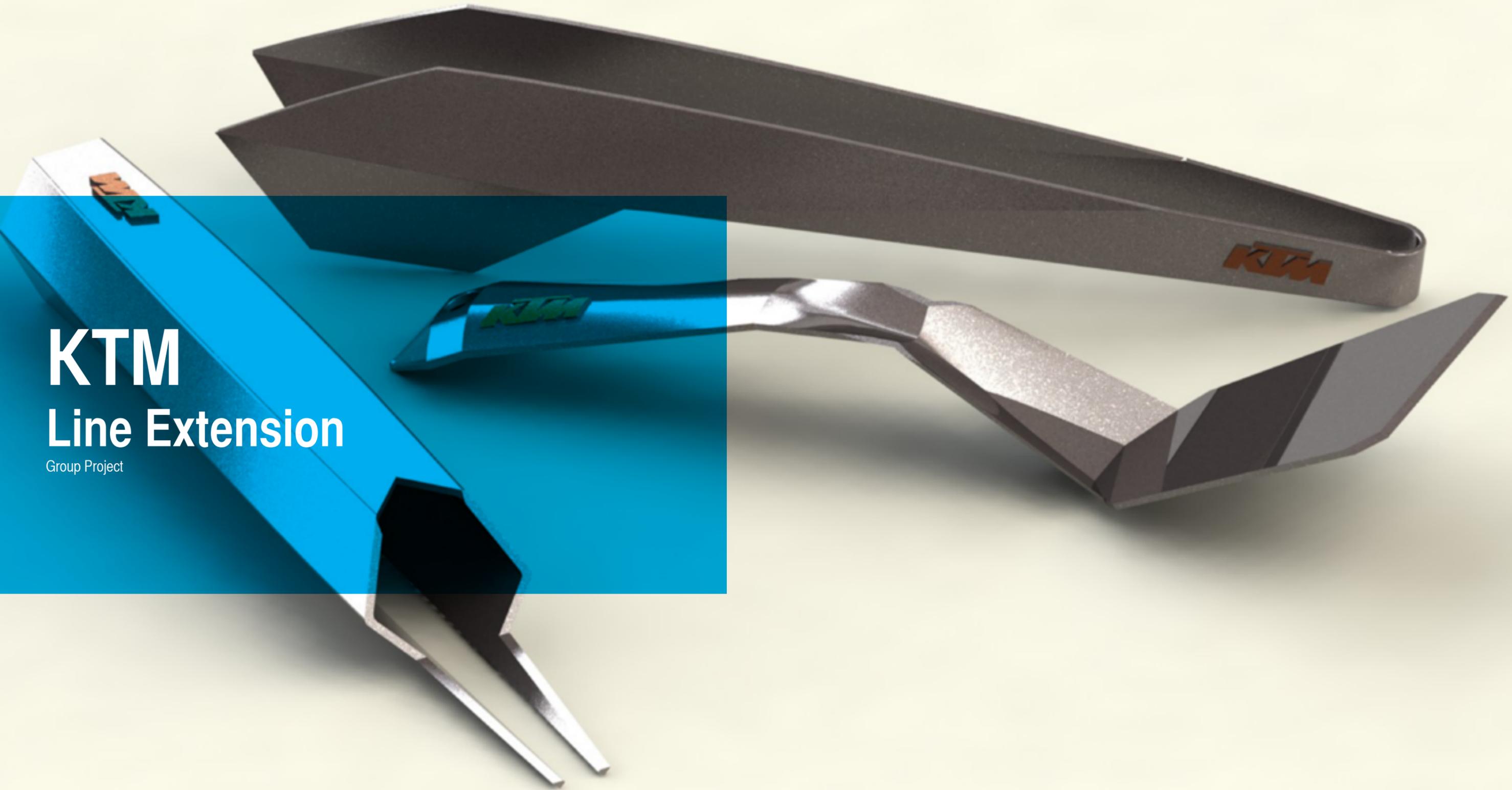
Due to the pull out draws some customers will have to reach up then down to access pastry

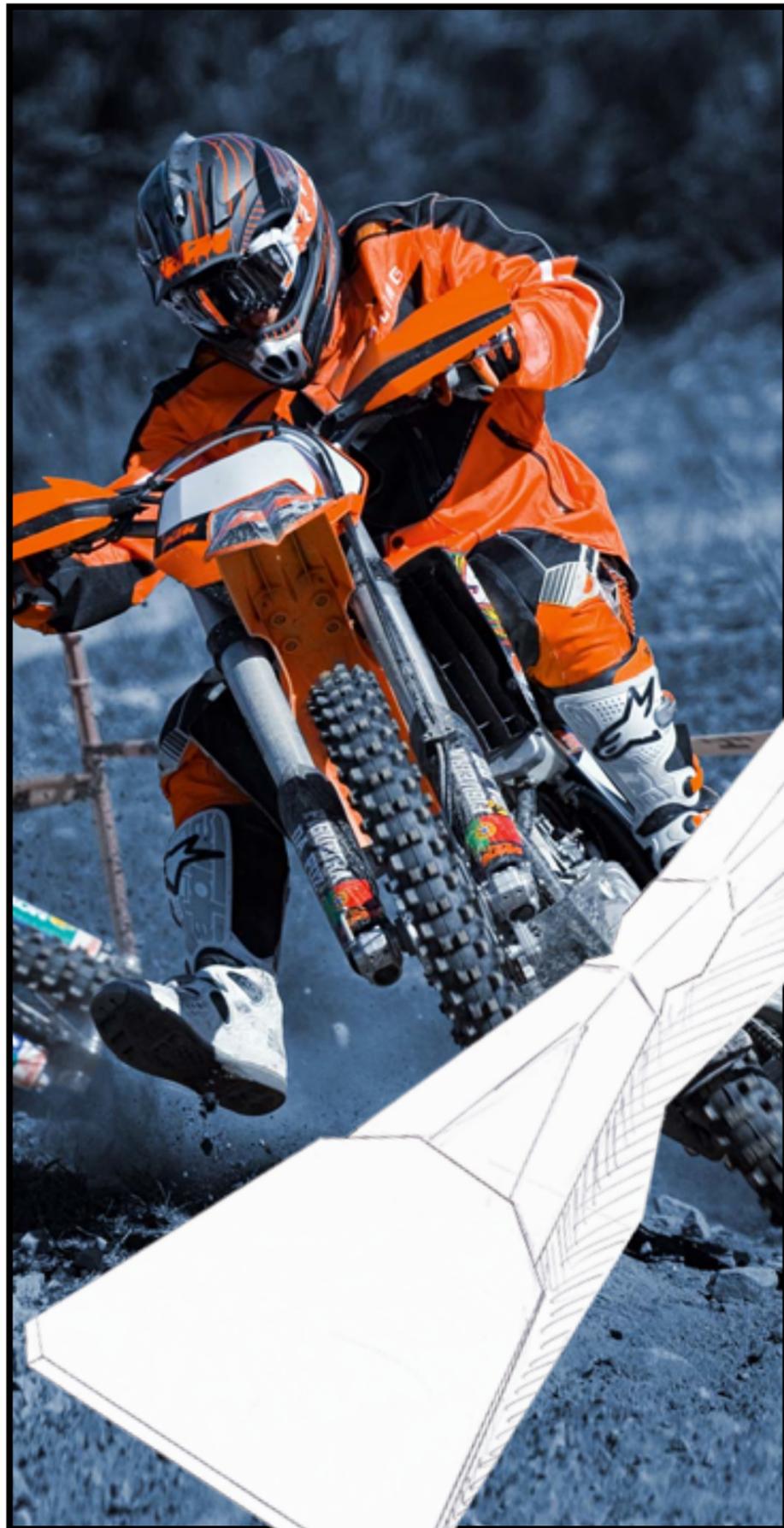


KTM

Line Extension

Group Project





things Ad

Like

Like · Comment · Share 46

KTM KTM Official Fanpage added 9 photos to the album Wall of Fans 2013. 26 April

3 48

ALY's



Line Extension

2 There is a strong sense of community and family values amongst adrenaline seeking KTM owners. BBQ utensils were seen as great opportunity for KTM to build on its established loyal customer base, fitting well with the KTM band image.

Form

Heavily influenced by the aggressive angular styling of existing KTM bikes and products.

The range transcends their function by building a cognitive connection between the KTM brand and its customers, extending their choice of exciting thrill seeking lifestyle.

Viscerally, the stainless steel adds a sense of quality and durability, instilling a sense of pride, allowing the range so much more than mere BBQ utensils.

Manufacture

Stamped and pressed sheet stainless steel

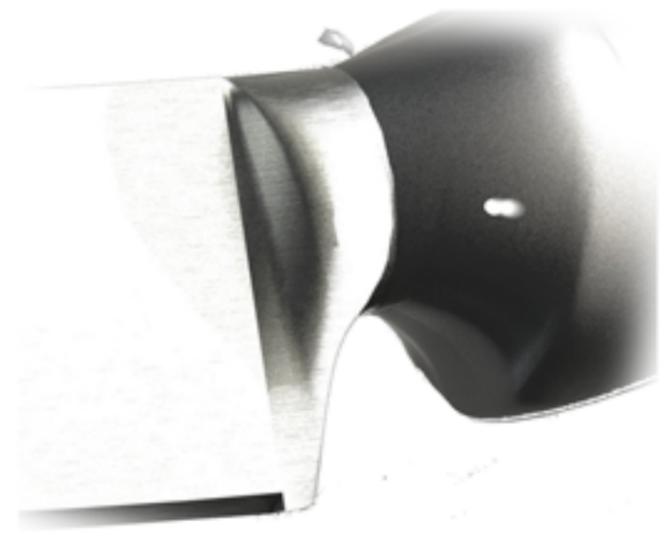
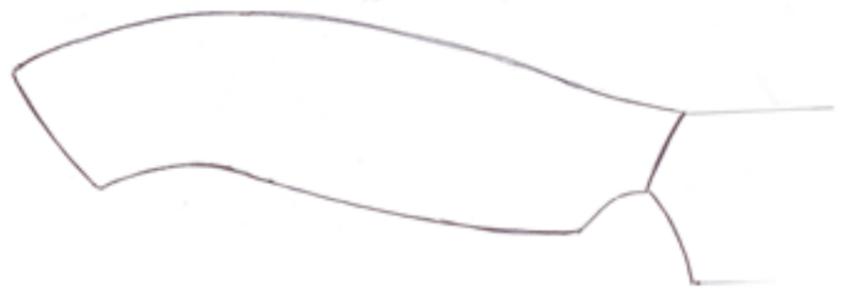




Utility Knife

Home & Kitchen





Utility Knife

The aim of this utility knife was to create an ergonomic, affordable, high quality knife, suitable for everyday use.

Features

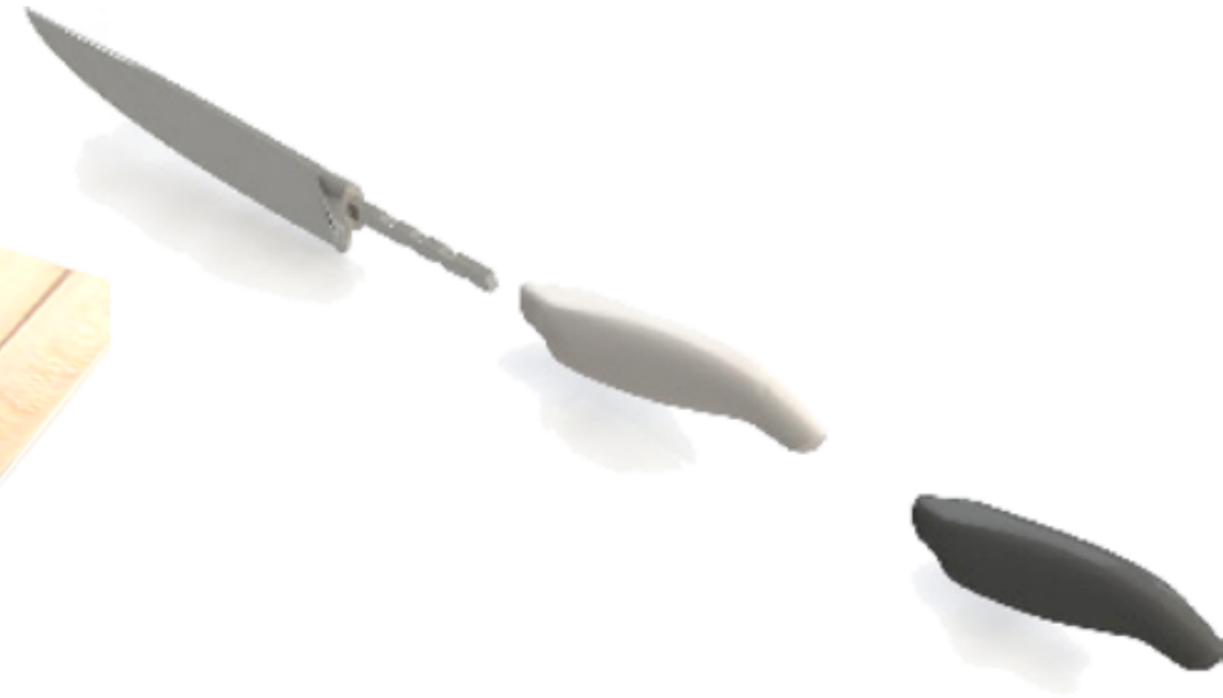
Incorporates a unique slanted handle for improved chopping and dicing & avoids fingers making contact with the chopping board.

Rubberized Handle for improved grip

Manufacture

Created in three parts

- Knife Blade: Cast/machined Stainless steel
- Inner Handle: Injection moulded, High density Polyethylene
- Outer Handle: Injection over moulded, Polyurathane







Non Slip Matt Disabilities



Research Based Project

Several interviews were conducted with several learning disabled adults and children, as well as, carers & health care professionals.

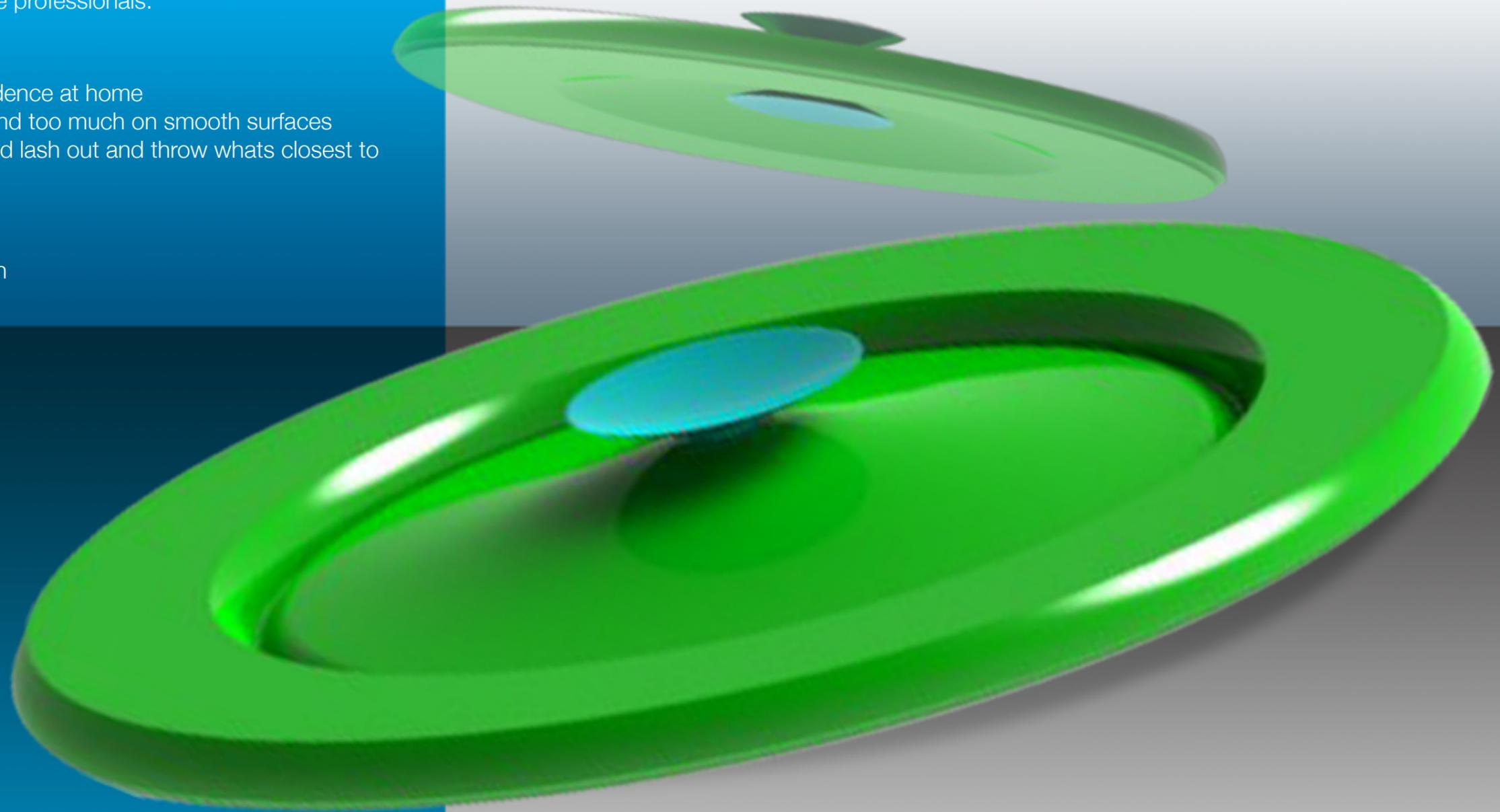
Insights

- Genuine desire for improved independence at home
- Plates and chopping board slide around too much on smooth surfaces
- LD children can become frustrated and lash out and throw whats closest to them

Solution

Silicon matt that holds its self to smooth surfaces & similar non-porous objects such as crockery.

- Holds firm, yet is easily removed by peeling off from the side
- Withstands moderate pulling and pushing. Also slip resistant
- Hard to tear
- Non toxic



How it works

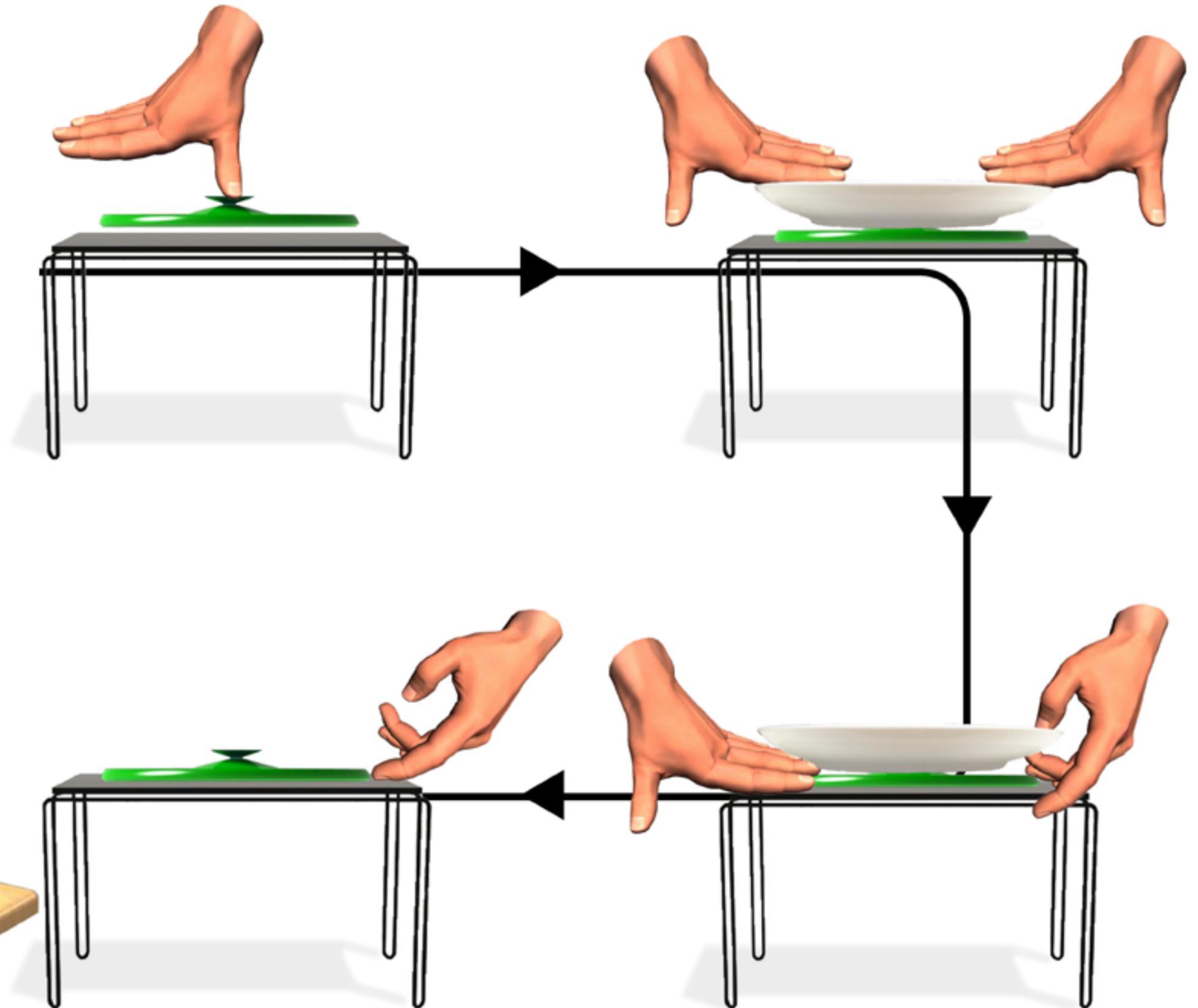
1. Place Matt onto surface and press down on the centre
2. Place non-porous object on top and press

To remove

3. Hold down matt and twist top object
4. Peel off the table by picking the lip on the rim of the matt

Unique design

Two suckers both top and bottom to provided extra grip and hold





Piper Moto Super Scooter Hand Wind Deflectors

Group Project

John Piper a world-renowned motorsports engineer is developing a new high-end luxury, 690cc 'super scooter'.

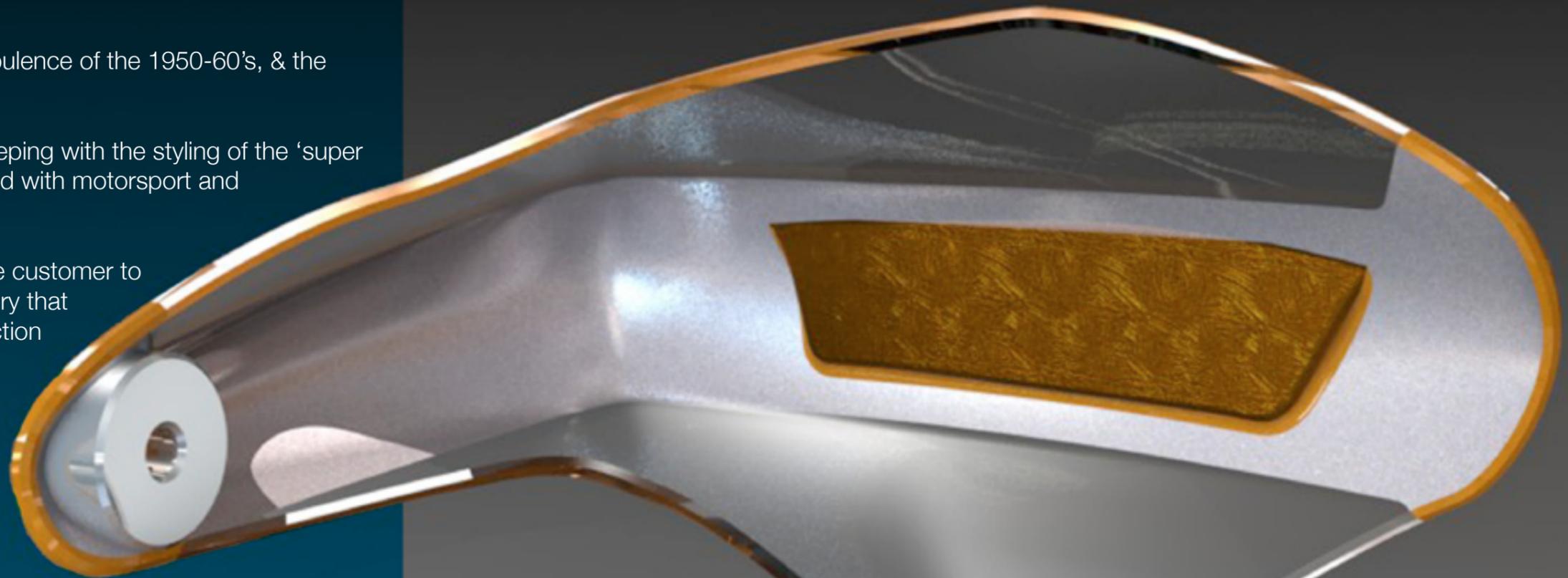
Keeping clean dry and warm where seen as key areas for improving rider comfort, from speaking with retailers and potential customers. Kit was developed to improve the rider experience.

Taking inspiration from the optimism and opulence of the 1950-60's, & the nostalgic styling of the era.

A hand wind deflector was developed in keeping with the styling of the 'super scooter' by using luxury materials associated with motorsport and traditional coach building techniques.

Custom made and hand finished, allows the customer to create a truly unique and individual accessory that would enhance their enjoyment and connection with their super scooter.

Deflects air away from the hand & up the sleeve, creating a vacuum of warm air behind the deflector providing a more comfortable riding experience.





To Contact

adamrosling@hotmail.co.uk

adamrosling.wix.com/adam-rosling-design

07855028952

To view full portfolio and CV or just to learn more about my work please get in touch