

N I C H O L A S L O

— 2 0 1 5 —

I N D U S T R I A L D E S I G N P O R T F O L I O

N I C H O L A S L O

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90 East 14th Avenue.
Apartment J
Columbus, OH 43201

EDUCATION

THE OHIO STATE UNIVERSITY 2012 - 2017 | Columbus, OH
College of Arts & Sciences
BA in Industrial Design | Engineering Sciences Minor
Overall GPA: 3.65 (4.00 scale)
Deans List all semesters

SYCAMORE HIGH SCHOOL 2008 - 2012 | Cincinnati, OH
Diploma with High Honors
Top 5% graduating class

WORK EXPERIENCE

THE OHIO STATE UNIVERSITY September 2014 - Present
Design Intern | Columbus, OH
Mobile Design Team at Ohio State's Office of the Chief Information Officer. In-house design team member, executing designs for Ohio State's mobile app. Integrating research into design processes for developing graphics and user interface.

CITY OF BLUE ASH May 2008 - September 2014
Supervisor | Cincinnati, OH
Reliable, decisive, and enthusiastic supervisor. Responsible for a Red Cross certified 45-person staff overseeing an Olympic-size swimming pool and additional recreational facilities. Serving over 300 guests a day during the active season between May and September.
Creating a culture with total employee involvement; leverage the unique skills and capabilities of each staff member to maximize their contributions, creating efficiency, and adding value to organizational results, helping each staff member realize their potential in leadership.

AWARDS & ACTIVITIES

The Ohio State University Provost Scholarship, Radia S. Pfingstag Art Scholarship, W.H. Kidd Engineering Dean's Award, Phi Gamma Delta Academic Achievement Award, Phi Gamma Delta Fraternity (Graphic Designer + Marketing Chair), National Society of Collegiate Scholars, Bucket & Dipper Junior Class Honorary (Secretary + Web Designer), Ohio State Welcome Leader.

LEADERSHIP

OHIO STATERS, INC. Spring 2014 - Present | Columbus, OH
Fifty students, faculty, and staff that enhance the welfare of students and traditions of The Ohio State University through projects. Constructed a team of co-chairs, brainstormed, ideated, and executed a full-scale project with a budget. Collaborated with outside sources for development. Project process helped develop and learn professional skills, enhanced involvement and footprint on the University, and defined personal values of service.

HABITAT FOR HUMANITY Winter 2015 | Clearwater, FL
Led ten students in construction of houses in the Clearwater community. Promoted family stability by providing innovative and affordable housing solutions to qualified individuals and families with the ultimate goal of eliminating substandard housing throughout the country.

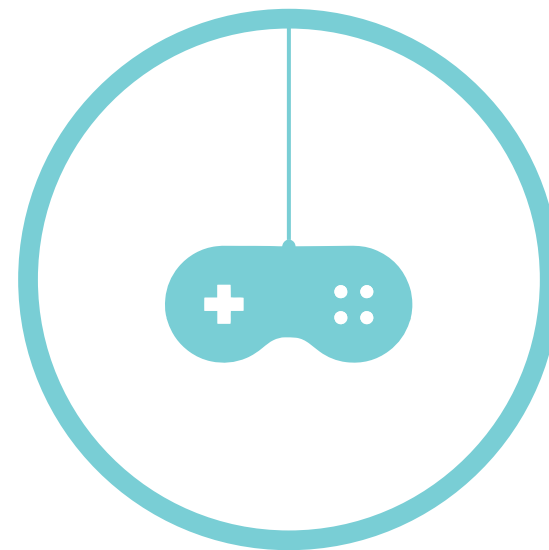
BUCK-I-SERV Spring 2014 | Biloxi, MS
Civic engagement program working with Community Collaborations International to serve those affected by hunger, homelessness, and natural disasters. Different projects included wild-life habitat improvement, early childhood education, and native plant propagation. Rewarded with an enhanced meaning and purpose, a more active lifestyle, and a positive outlook on life.

INFRASTRUCTURE ENGINEERING Spring 2013 | Columbus, OH
Member of civil engineering project team tasked to provide preliminary design for mid-rise building, which included detailed study of several advanced civil engineering skills.
Individual contributions: analyzed moment frame's reaction to loads, economic considerations, and optimized material resources. Achieved lowest overall cost and highest efficiency among a class of thirty students.

SKILLS

Adobe Suite	Cross-functional Team Leadership
AutoCAD	Design Sketching
Communication	Process Improvement
Continuous Improvement	SolidWorks
Critical Thinking	Strategy

I HAVE **THREE** PROJECTS I WOULD LIKE TO SHARE WITH YOU:



WHICH
SHAMPOO
WILL WORK
FOR **ME?**



FUNCTION & EASE

Athletes live a fast and busy lifestyle that can't be weighed down by the spills, the bulky bottles, and the time it takes to find the perfect shampoo.



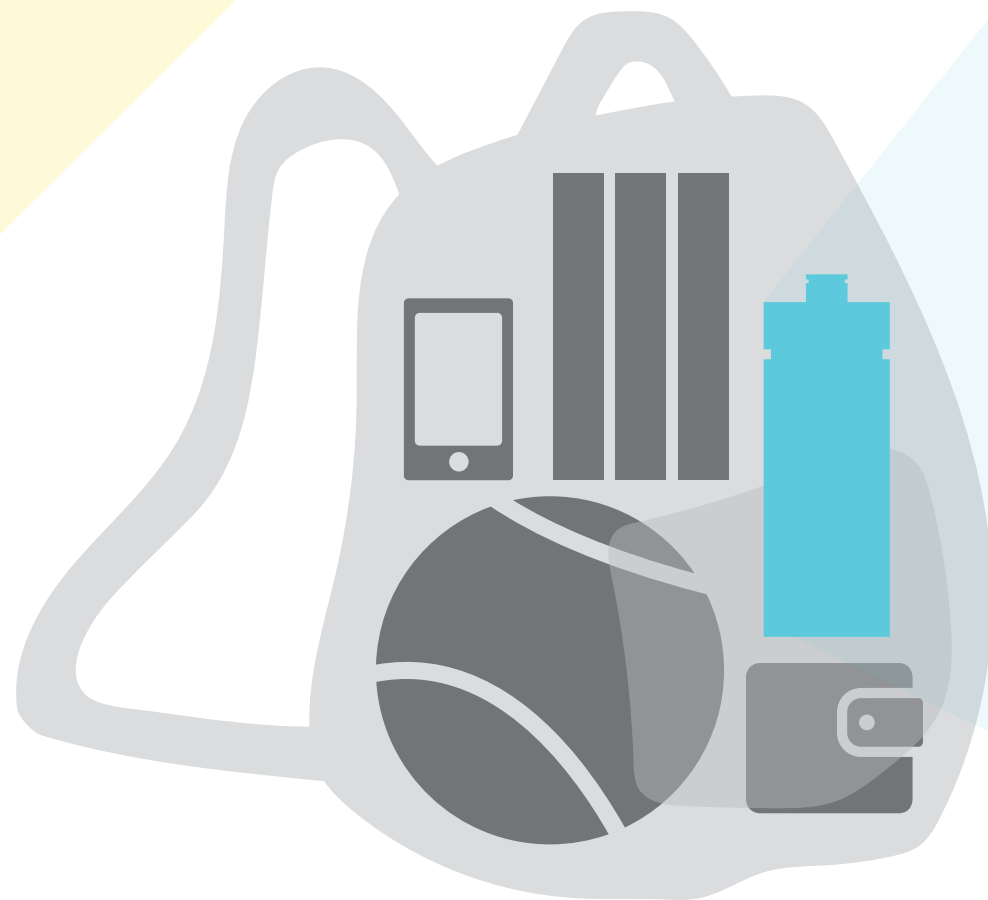
75%

complained of spillage in their gym bags and took extra measures to ensure that their shampoo was wrapped safely.

INTERVIEWED

5

INDIVIDUALS SURVEYED 50



LESS THAN 4%

of a shampoo bottle's content is used per wash, therefore taking up unnecessary space.



Out of all the shampoo bottles available, how do athletes easily recognize the product that's right for them?

PACKAGING THAT HAS ADAPTED TO FIT THEIR CONSUMER LIFESTYLE.



TIDE PODS 01

Whether driving to the laundromat or just on the go, Tide Pods makes doing laundry fast and convenient.

- NO SPILL ● ● ● ● ●
- RECOGNIZABLE ● ● ● ● ●
- COMPACT ● ● ● ● ●



02

GOGO SQUEEZ

Go Go Squeez makes a product that is normally messy and inconvenient able to function effortlessly.

- NO SPILL ● ● ● ● ●
- RECOGNIZABLE ● ● ● ● ●
- COMPACT ● ● ● ● ●

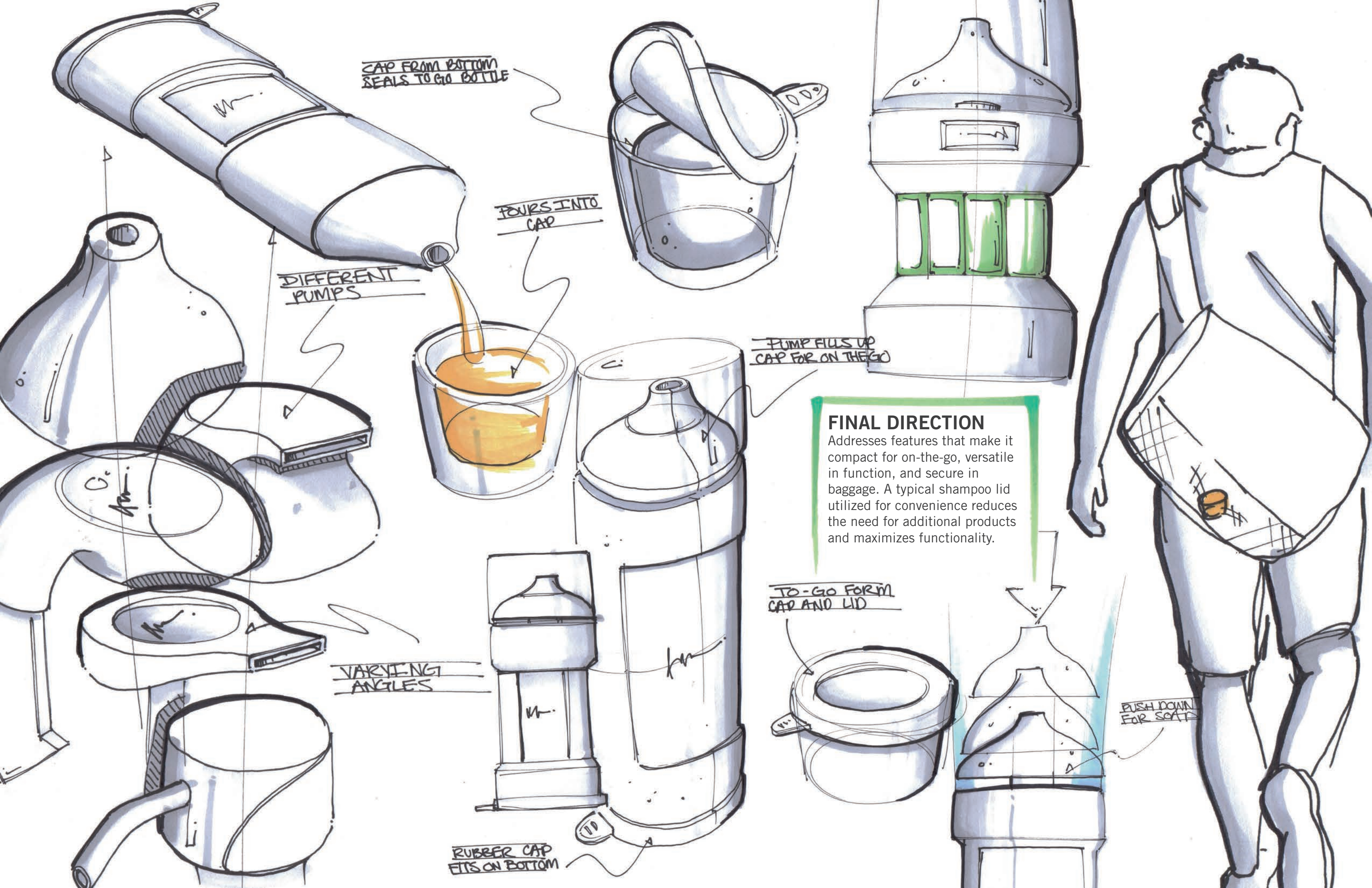


03

HEINZ TO GO

The "no-fuss packaging" removes the factor of opening dozens of packets and allows multi-function accessibility.

- NO SPILL ● ● ● ● ●
- RECOGNIZABLE ● ● ● ● ●
- COMPACT ● ● ● ● ●



CAP FROM BOTTOM SEALS TO GO BOTTLE

POURS INTO CAP

DIFFERENT PUMPS

PUMP FILLS UP CAP FOR ON THE GO

FINAL DIRECTION

Addresses features that make it compact for on-the-go, versatile in function, and secure in baggage. A typical shampoo lid utilized for convenience reduces the need for additional products and maximizes functionality.

TO-GO FORM CAP AND LID

VARYING ANGLES

RUBBER CAP FITS ON BOTTOM

PUSH DOWN FOR SOAP



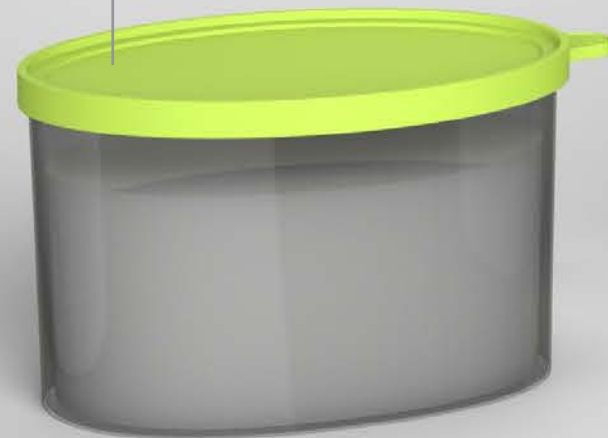


VERSATILE

When the to go cap is in use, the bottle still can function by itself in a home environment.

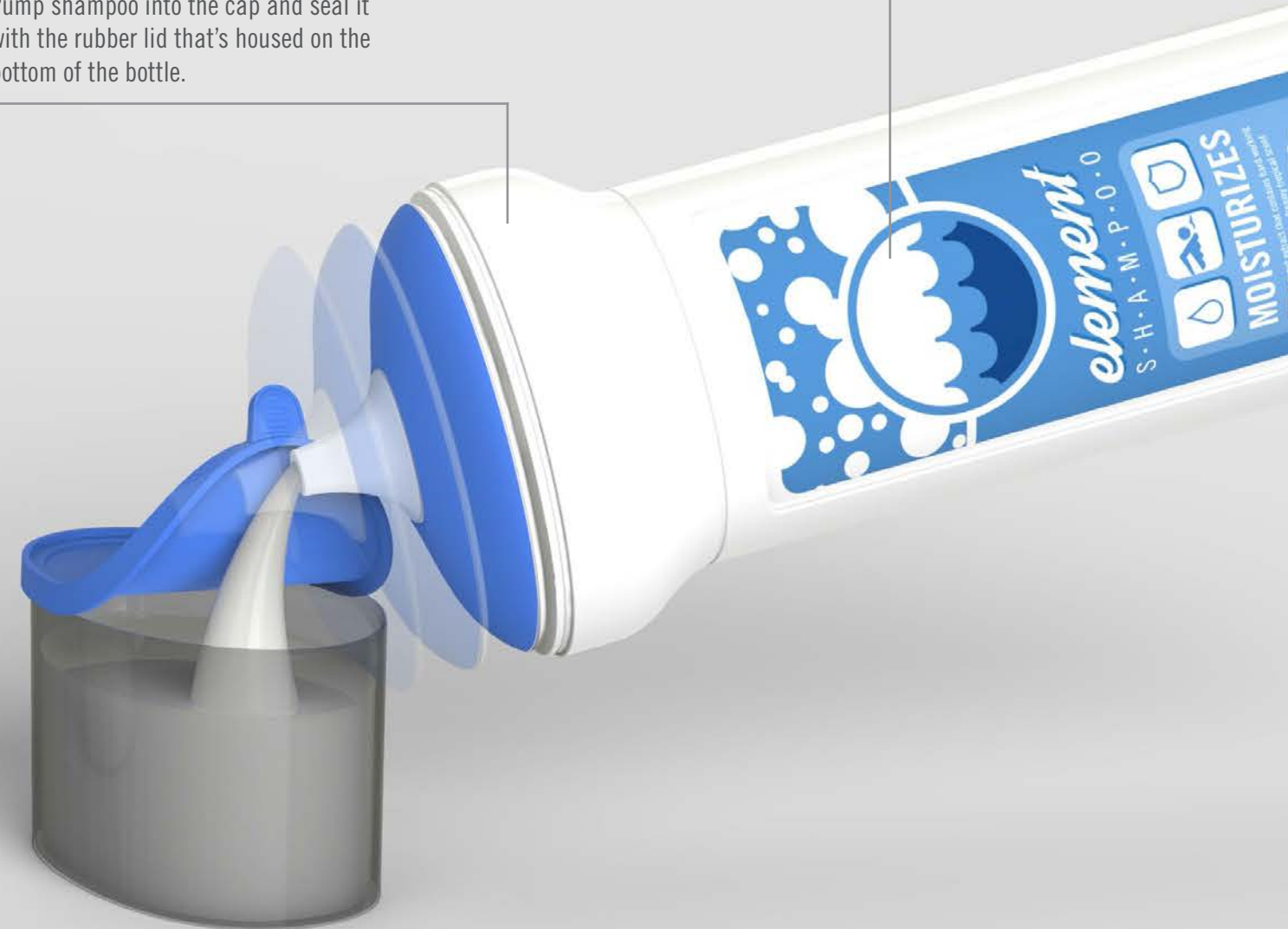
PROTECTED

Rubber cap seals shampoo in so it doesn't spill in a bag.



CONVENIENT

Pump shampoo into the cap and seal it with the rubber lid that's housed on the bottom of the bottle.



CLEAR

Branding that's easily recognizable to athletes through clear icons.

element
S·H·A·M·P·O·O·
GREASE
FIGHTS DIRT
NO FLAKING

element
S·H·A·M·P·O·O·
MOISTURIZES

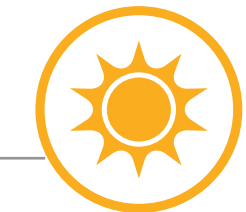


STAND OUT ON THE SHELF

High contrast between the label and bottle make the design jump out from the other products.

Buyers can immediately tell what they will be getting out of their shampoo through various icons.

BRANDS THAT SPEAK WITHOUT WORDS



OUTDOORS



CHLORINATION

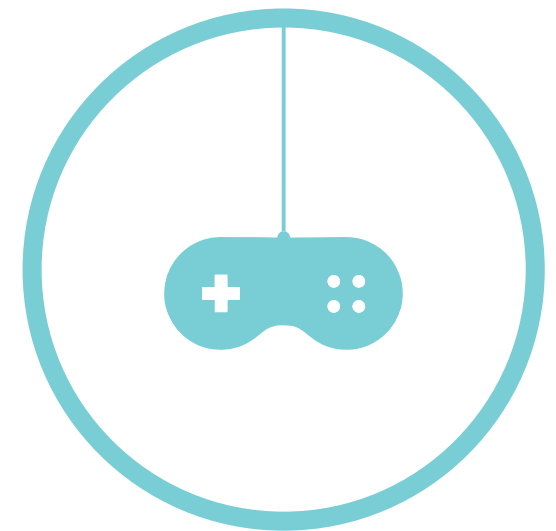


HEAVY DIRT

CONQUER
YOUR
element



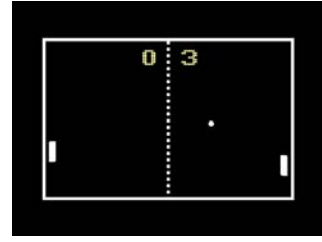
MIXING WORK & **PLAY.**



LIFESTYLE

Gaming culture has been moving towards an active and healthy scope. How can we push this further?

PONG



72

89

SNES



90

01

PLAYSTATION 4



13

14



GAMEBOY



XBOX



WII U

A HISTORY OF GAMING

This brief timeline shows how video games have started to adapt to a more interactive user interface. People have started to realize how a lethargic video game experience can negatively impact their health, so video games have started to feature motion sensitivity that requires players to get up on their feet and move. This has, in turn, has developed the design of the game controller significantly.



PUTTING IT ALL TOGETHER

lifestyle

It's all fun and games until you've been in front of the TV for eight hours straight. How can players utilize video games in other aspects of their day?



final design



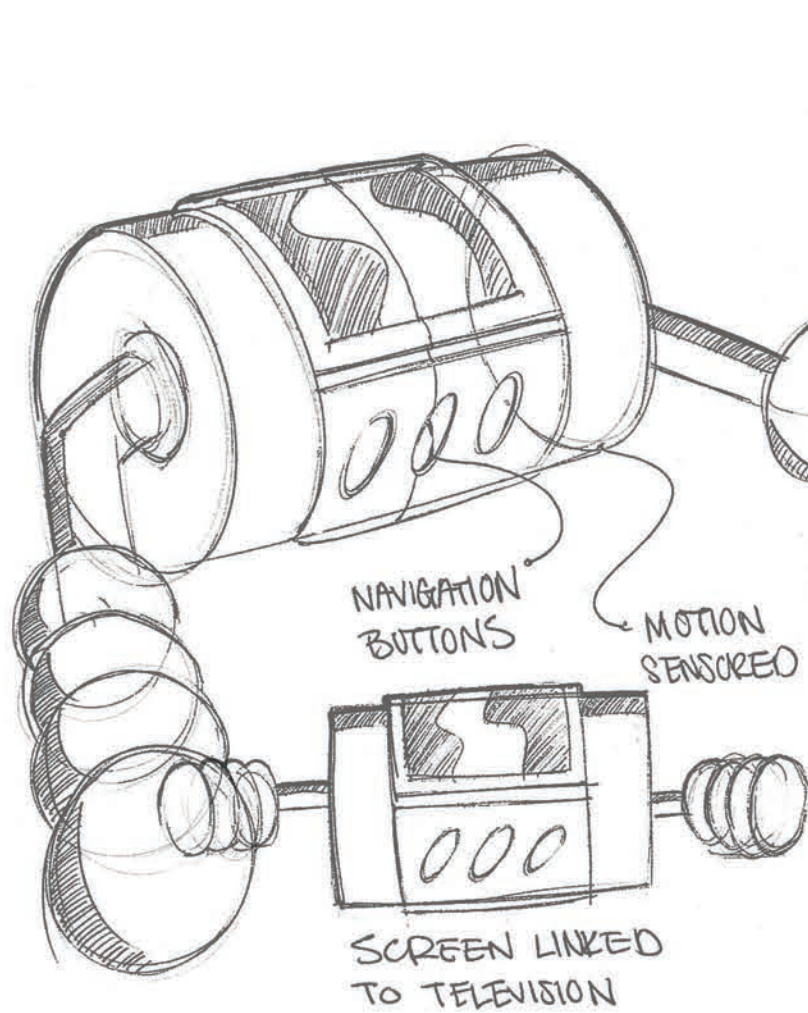
fun

The whole point of video games is to be entertained. Transporting the user into unique settings and experiences spices up their every day life.

health

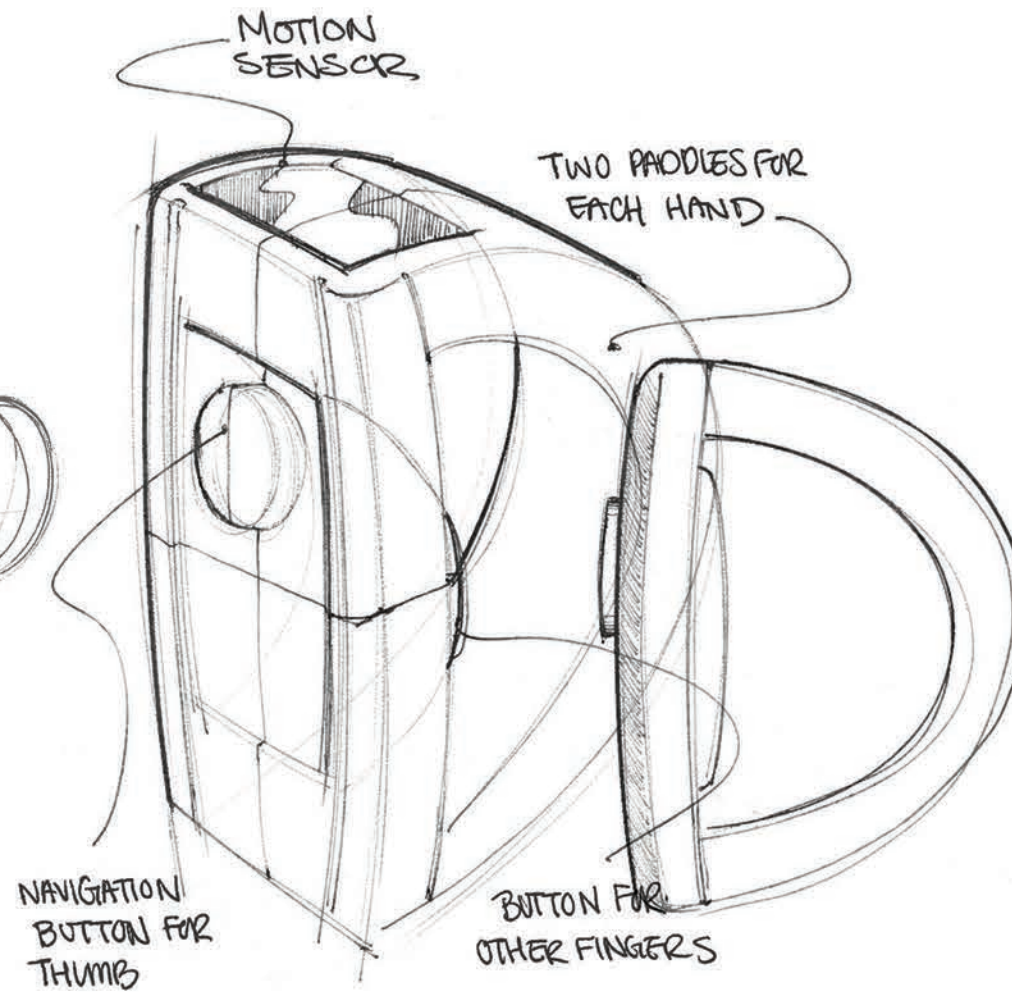
There are unhealthy repercussions of video games that promote a sedentary lifestyle. Let's make sure that players are up and active during their gaming experience.

CONCEPT GENERATION



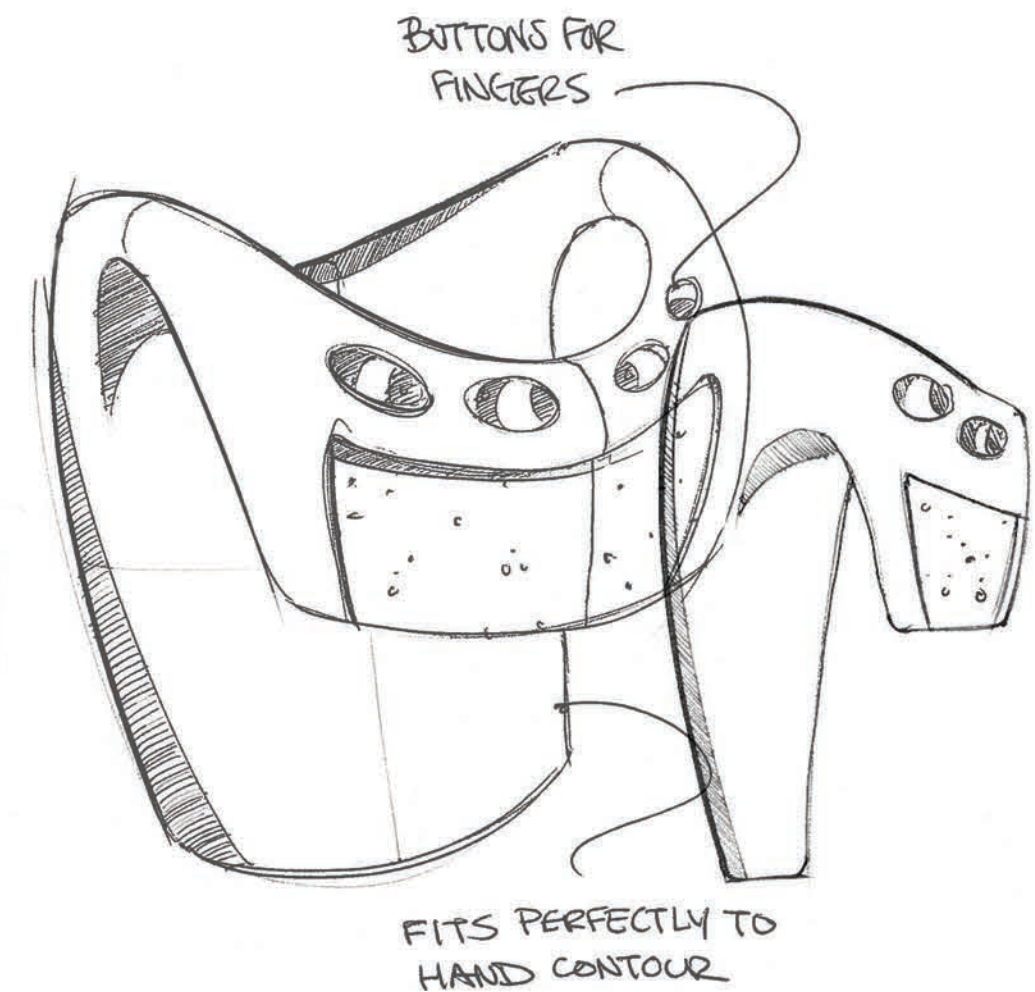
CONCEPT A

Handheld device that mimics driving a motorcycle or jetski. Limited genre.



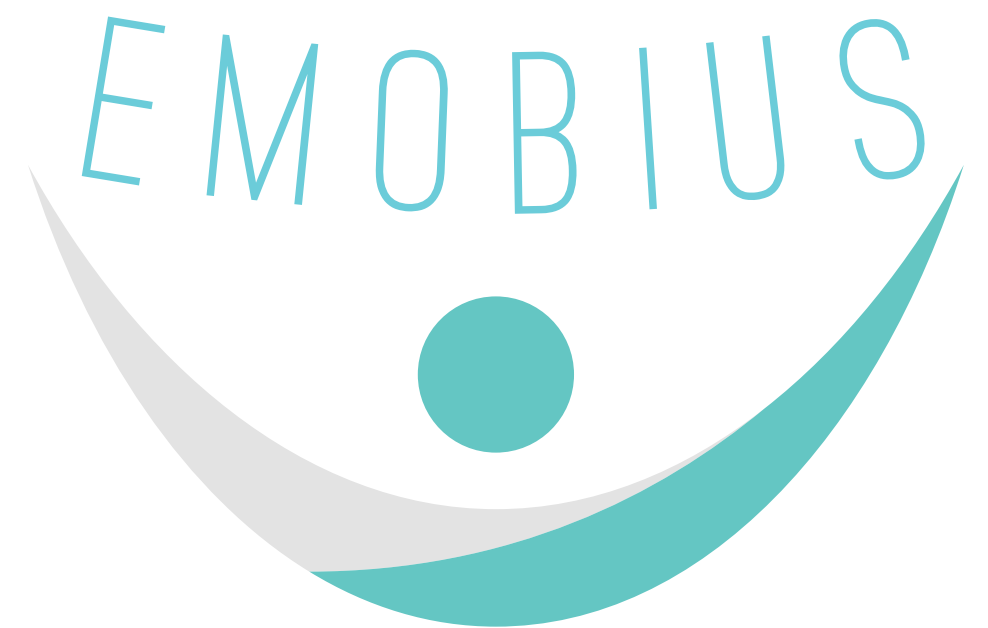
CONCEPT B

Paddles that add more utility to the fingertips for many options when gaming.



CONCEPT C

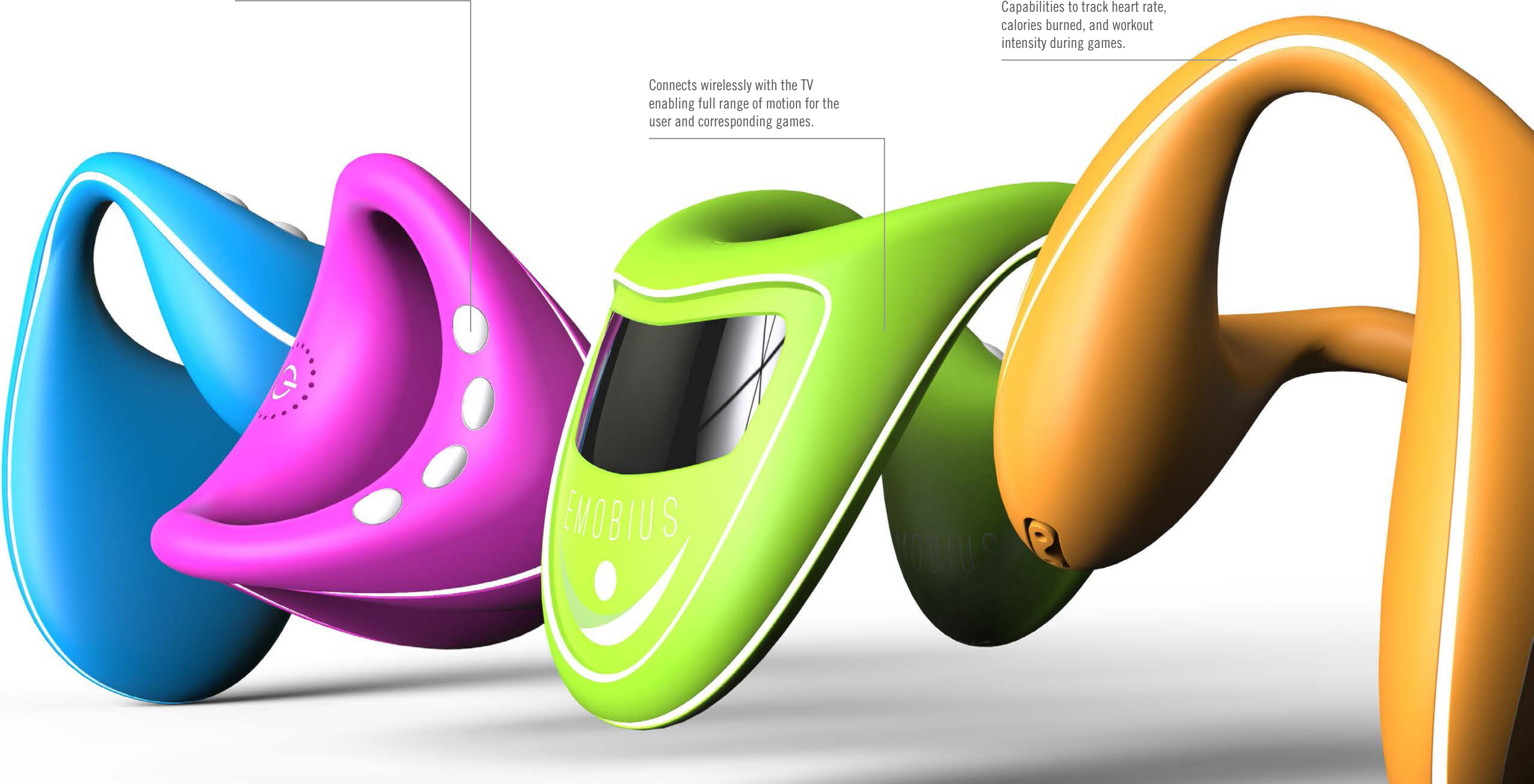
"Sleeve" design that fits over hand and can still utilize fingertips. Free-feeling.



Fingers have access to buttons on the front for any additional navigation functions.

Connects wirelessly with the TV enabling full range of motion for the user and corresponding games.

Capabilities to track heart rate, calories burned, and workout intensity during games.





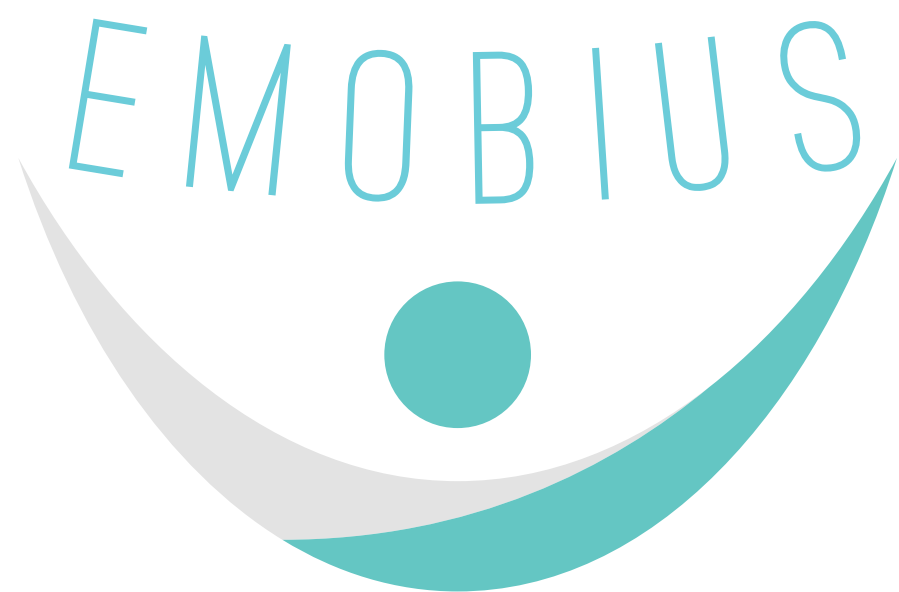
FORM

Fits into the contour of your hand nestled between your thumb, index finger, and the profile of your outer hand. Secure and ready to go!

ENTERTAINMENT

Access a large range of gaming genres from intense workouts to superheros fighting villains; as long as you're moving, it's possible.

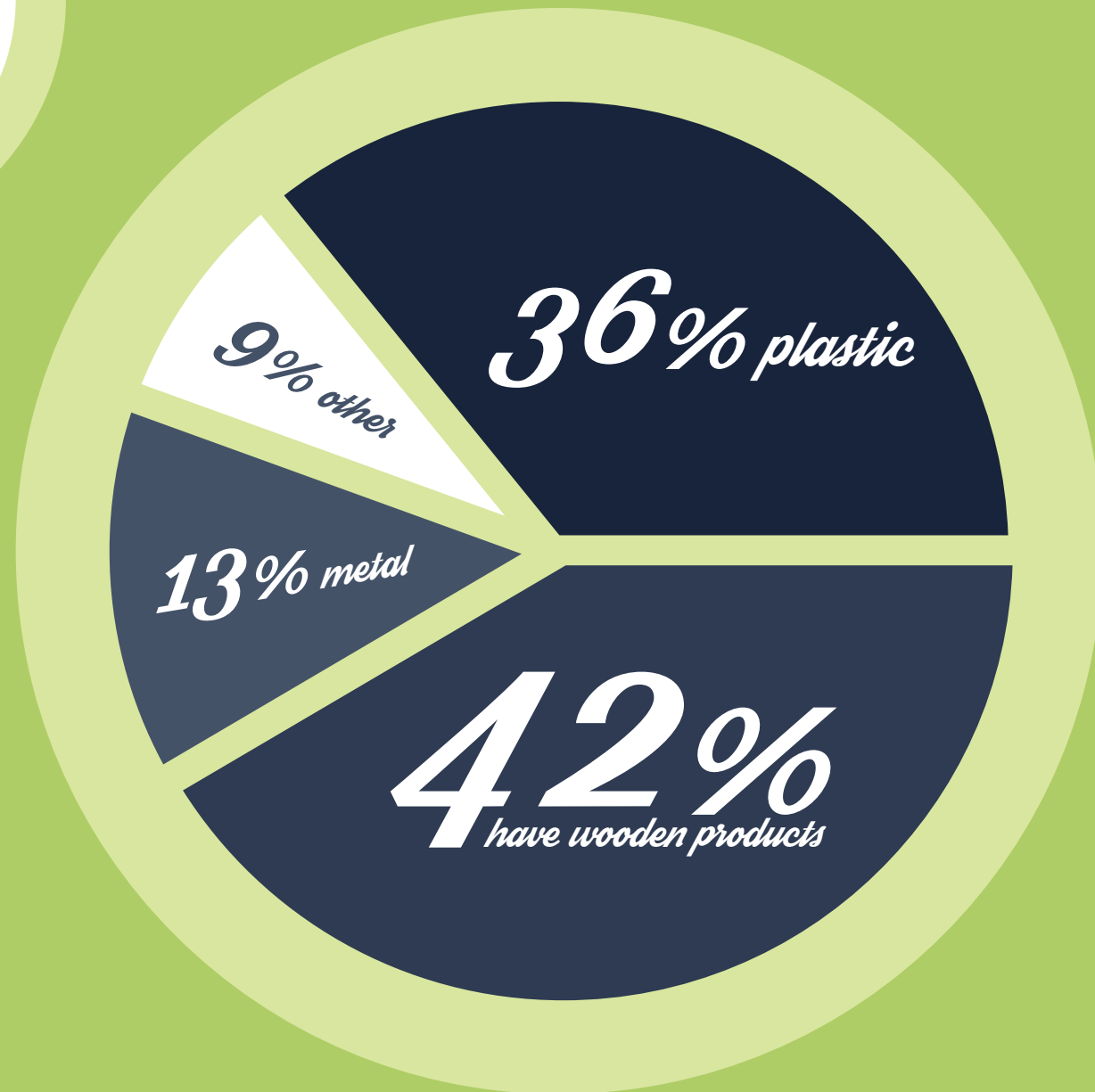
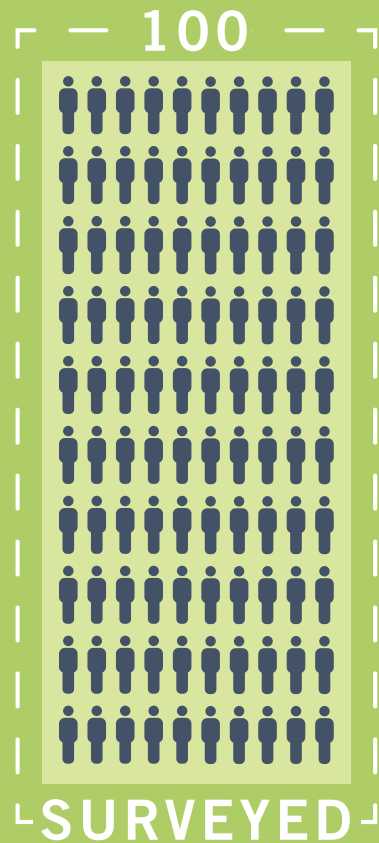




NEVER STOP PLAYING.

ADDRESSING THE NEEDS OF THE USER.

What should it be made out of?

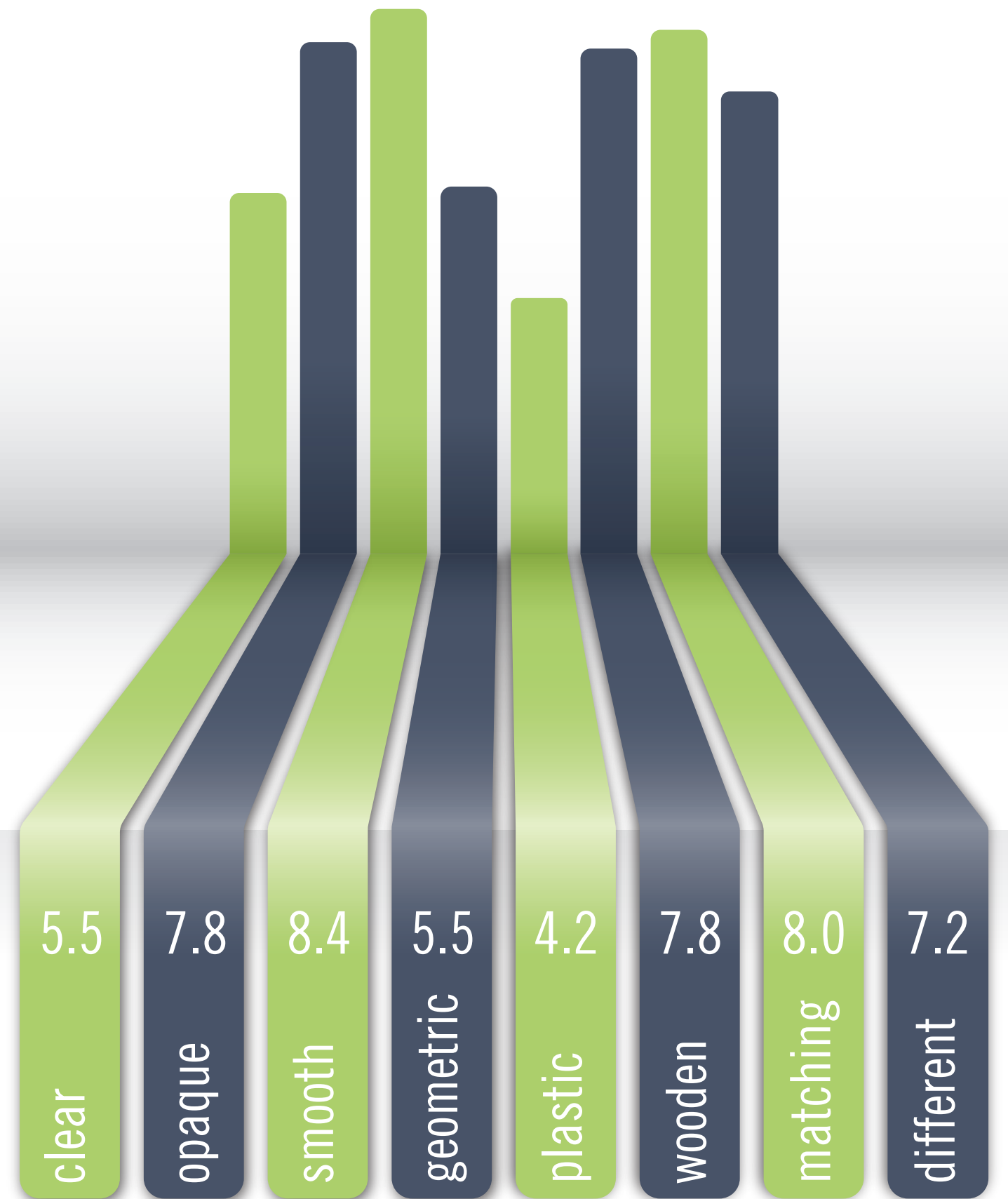


Function

I found that the use of salt and pepper shakers were split almost evenly between the kitchen and the dinner table. What kind of product would be able to operate well between a cook's hand and that of a hungry teenager's?

WHAT DO PEOPLE LIKE IN THE **CURRENT MARKET?**

the creation and administration of a toolkit with a large collection of various salt and pepper shakers and grinders gave me a feel of what consumers were looking for in their products on a scale from 1-10.



LET'S GIVE THE AUDIENCE WHAT THEY WANT.

FIT.

Does the product fit will in the hand? Is it ergonomically sound?

CONTRAST.

Can users easily tell the difference between the two? How do they exist together?

FUNCTION.

What features make this project easy to use for the user?





01



02



03

WOODSHOP CONSTRUCTION

The symmetrical form of the salt shaker and pepper grinder required the use of the lathe. Blocks of cherry wood were turned and hand-carved until the optimal shape was achieved. The forms were then shelled using the drill press to house the grinder mechanism, and sanded down to the finish.



TRIAL & ERROR

Before bringing my ideas to the woodshop, I made some quick models in pliable foam to see how they fit in the user's hand. I then took those basic concepts and rendered them in SolidWorks and printed them using Autodesk 123D Make to get a definite feel of what I wanted the end product to be.



ADAPd

This product aims to fit into any setting, whether it's a rented college apartment or a new household. Its form is versatile to any user and comes in a variety of colors and materials.



Comes in different colors and materials to fit in anywhere.

Adheres to any hand size and fits virtually any grip.

Shape derived from the bottom of the pepper grinder.

Similar cuts and angles unify the salt and pepper contours.



ADAPd

TO YOUR ENVIRONMENT

T H A N K Y O U

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