SETH BROWN

Industrial Designer

PORTFOLIO

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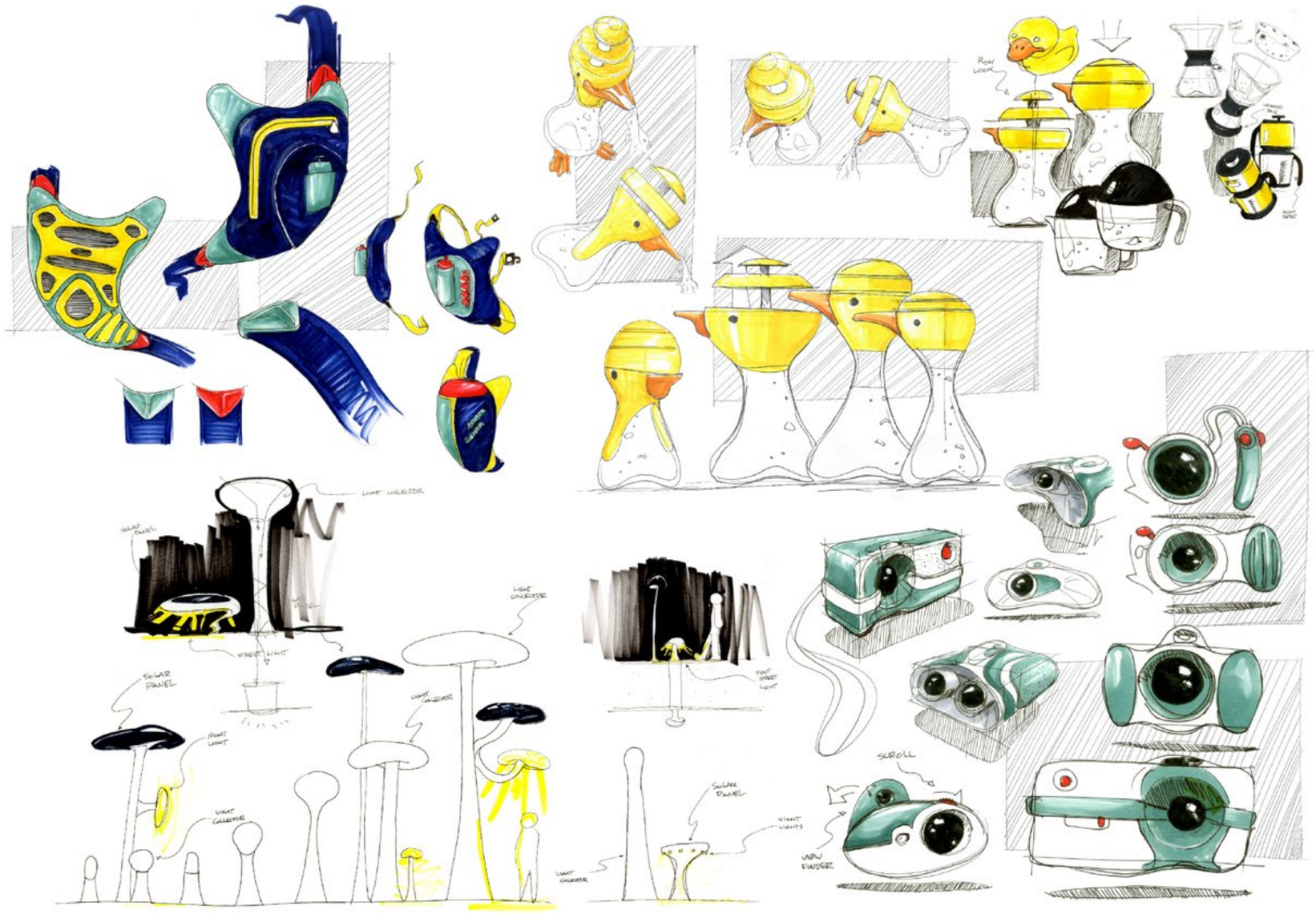
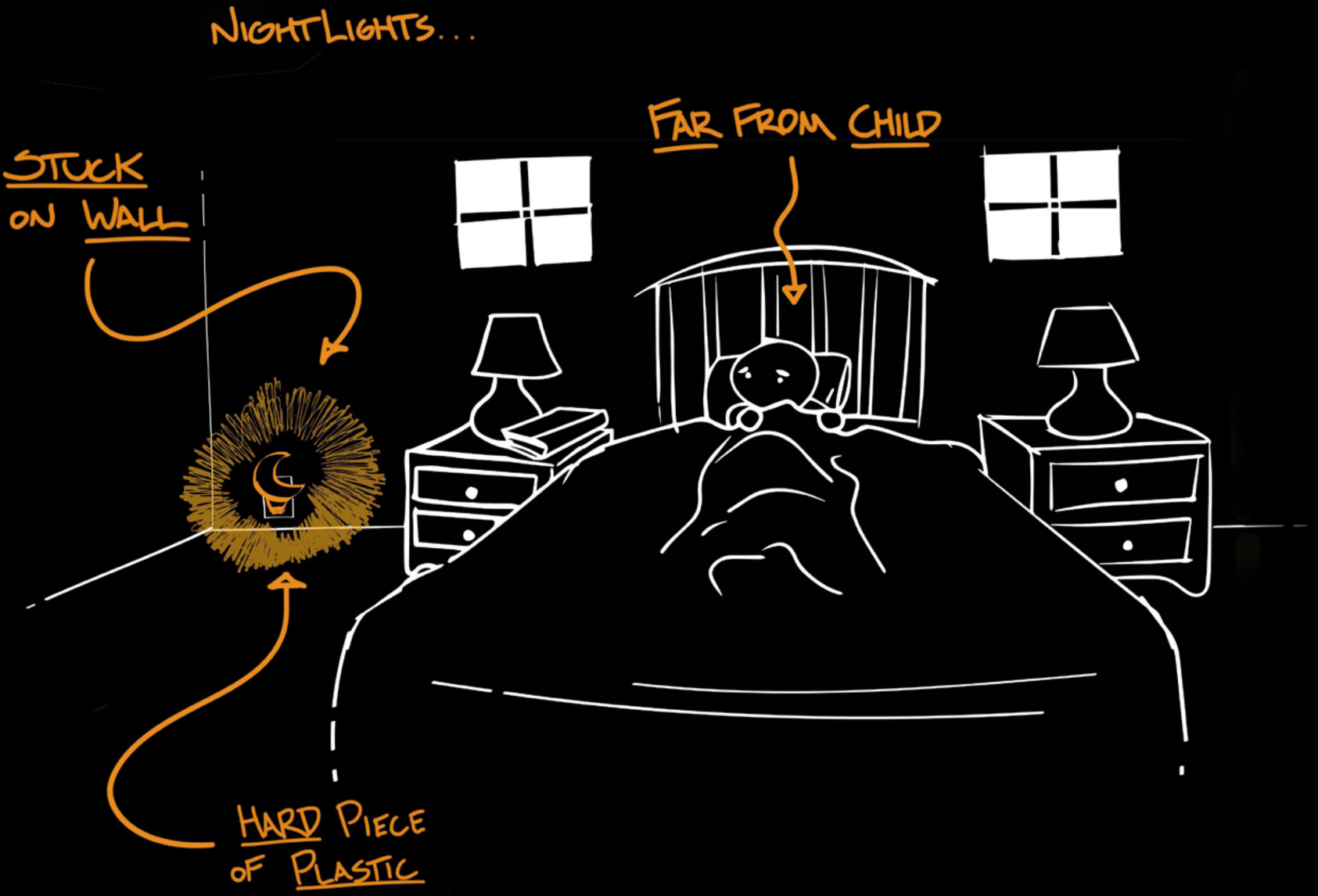
Raleigh, NC



SLUMBER·PUP

When Bedtime Calls . . .



Children

Parents

Failing Current Solutions & Design Guides

Functionality addressing needs. Aesthetics aimed at kids.

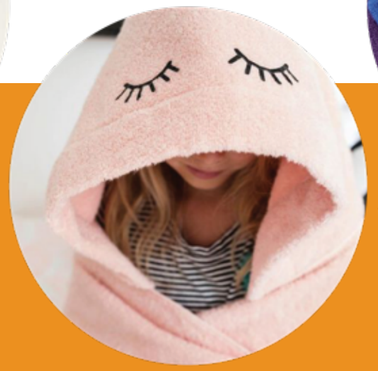
Child Bedtime Products					?
Cuddly	✗	✗	✓	✗	✓
Nightlight	✓	✓	✗	✓	✓
Mobile	✗	✗	✓	✓	✓

*Can the **functionality** and **identity** of a nightlight **soothe** and **improve** the bedtime experience for both children and parents?*

Soft & Tactile

Sleep-friendly Glow

Cute & Friendly



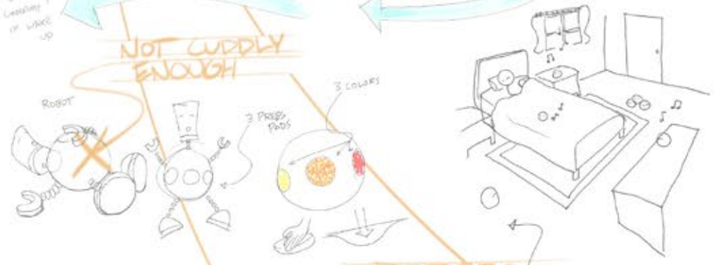
Mobile & Wearable

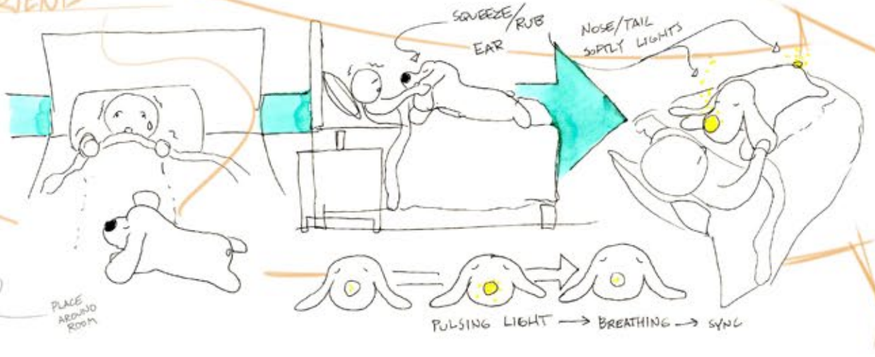
Warm & Comforting

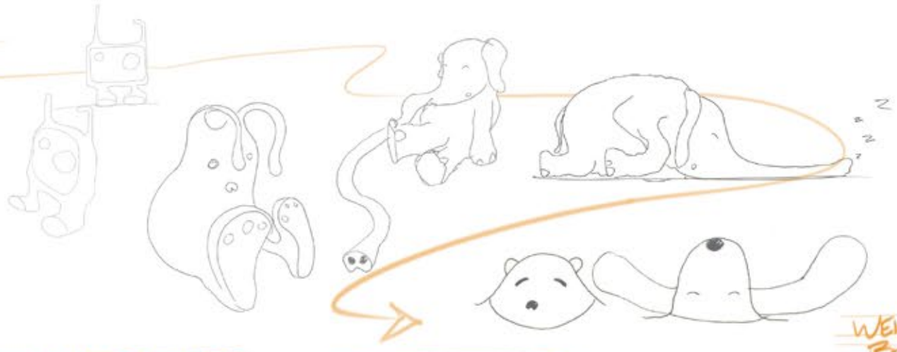
Squeezable Features

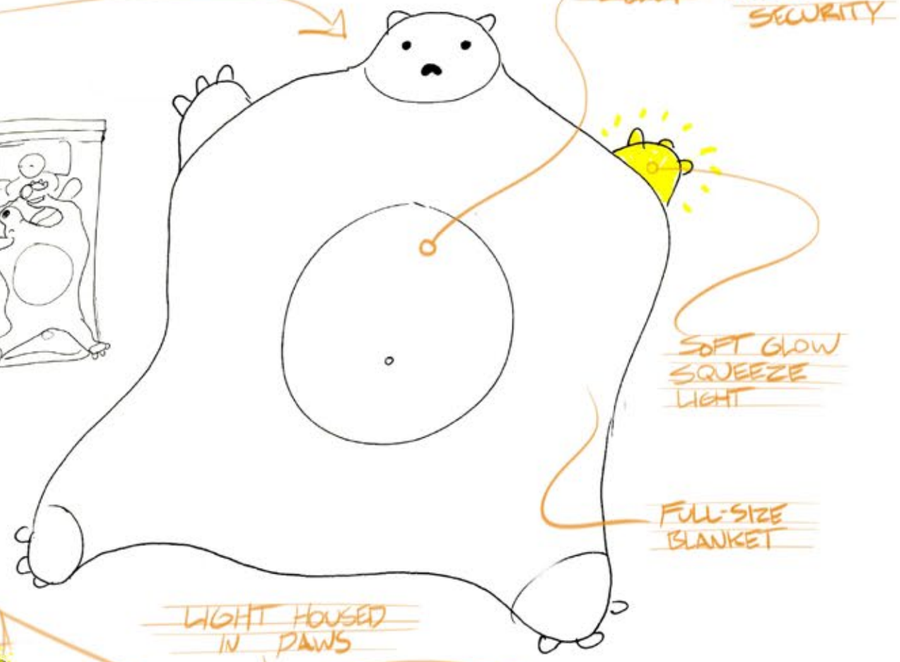
Safe

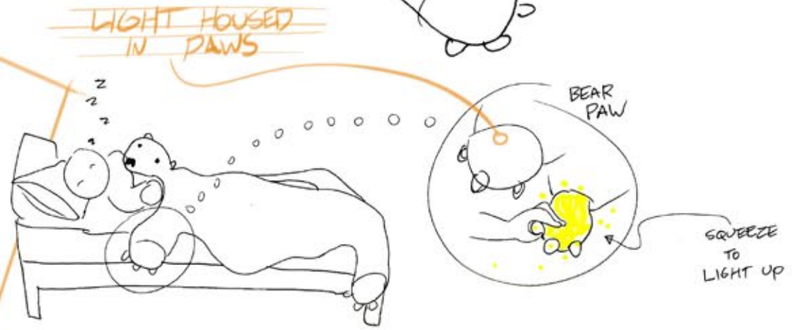
CONCEPT BRAINSTORM



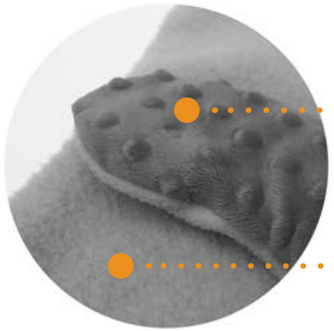








1/3 SCALE MODEL



Minky

Fleece

Wearable

Wear like Cape

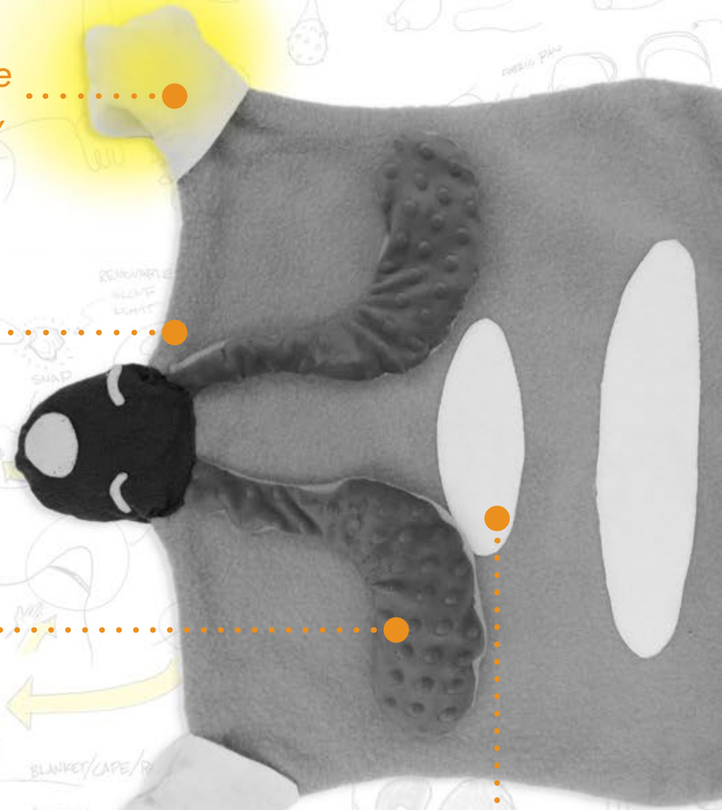
Pillow Head

Paws Removable for Washing

Two Sided Construction

Felt Squeeze Lantern Paw

Cute, Gentle, Imaginative Creature



Squeezable Stuffed Ears

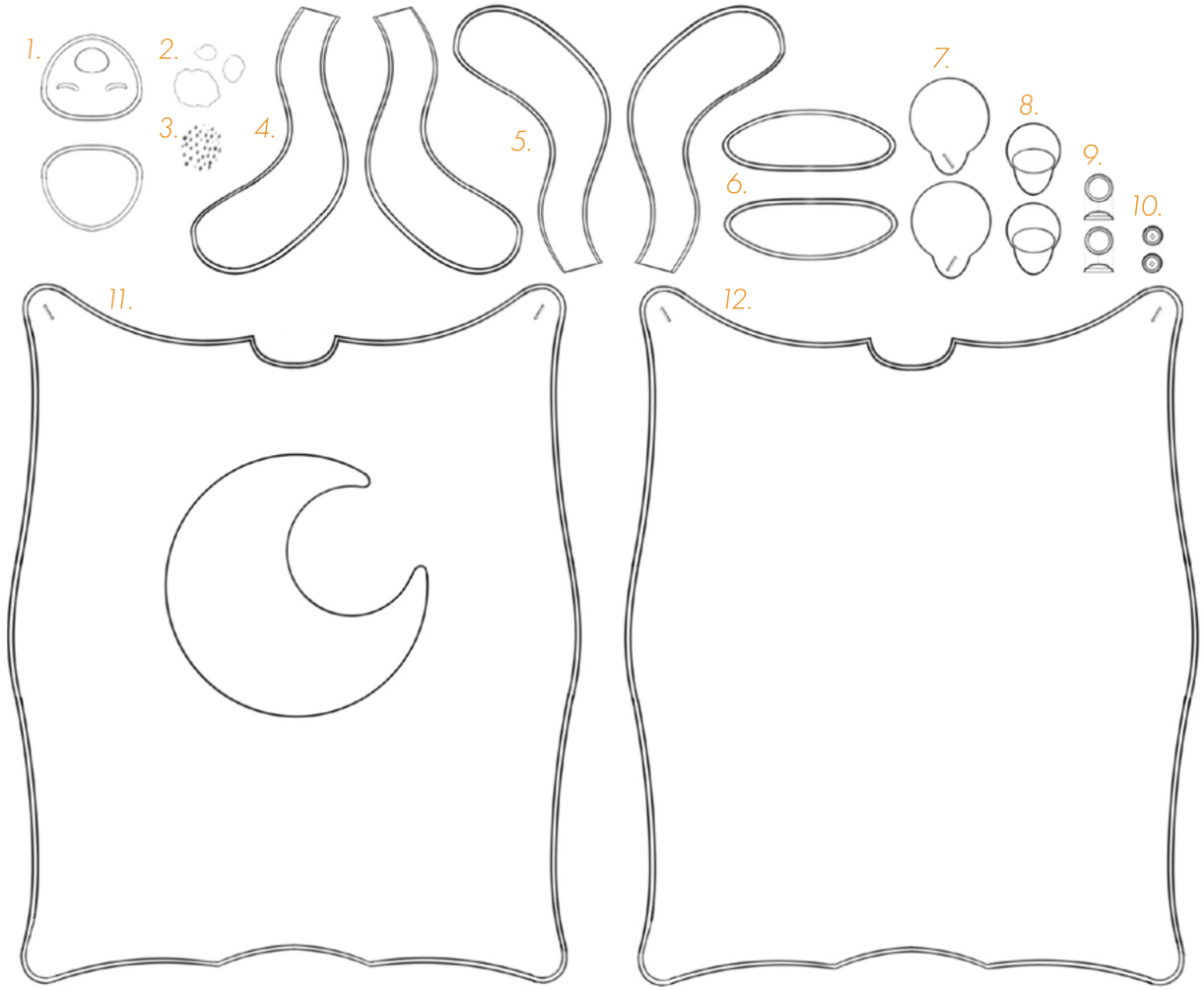
Sewn Pockets for Weighted Material

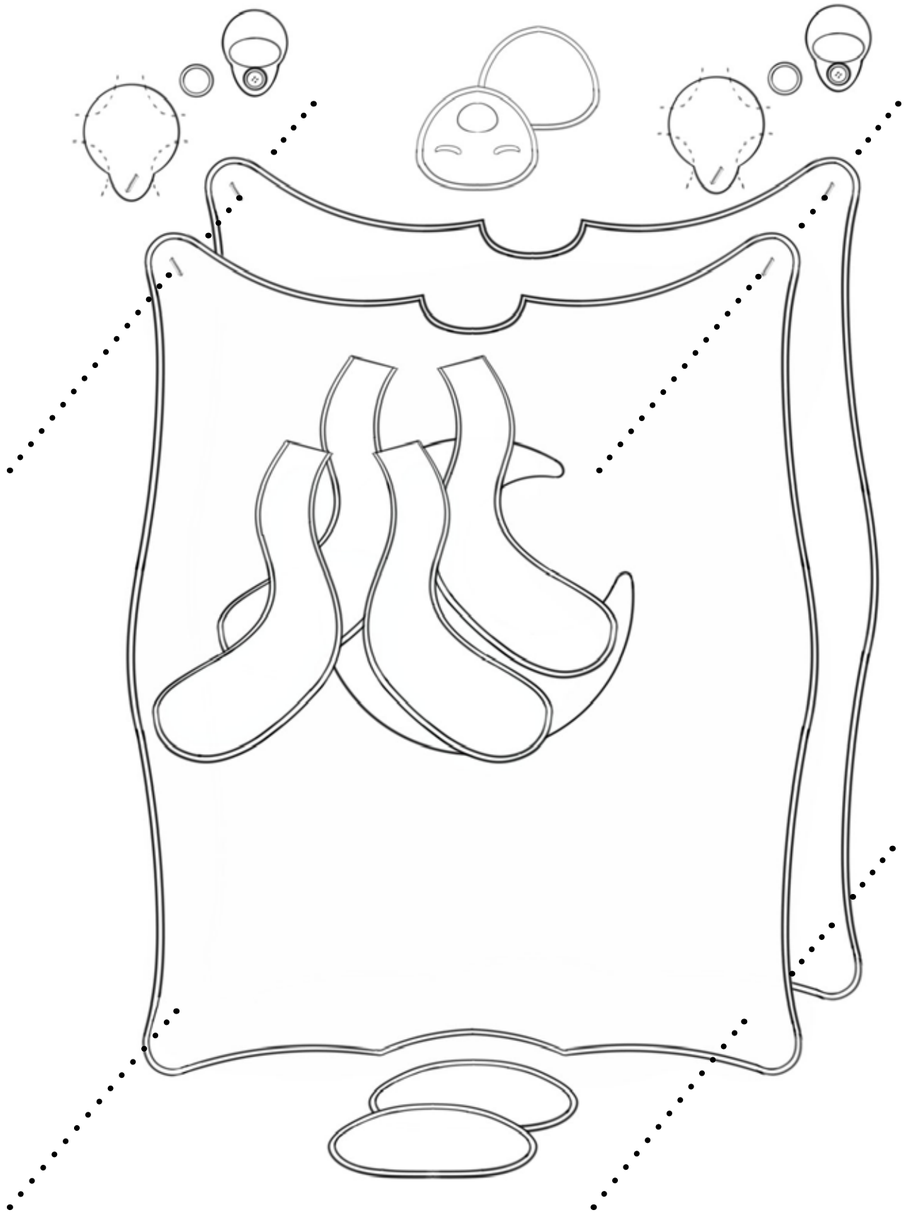
SLUMBER·PUP

50"
60"
WEIGHTED MOON MOTIF
REMOVABLE BUTTON PAWS
SOFT SLEEP FRIENDLY GLOW
(NO SLEEP DISRUPTION)
DOUBLE FLEECE CONSTRUCTION

SLUMBER·PUP

1. Head (Fleece)
2. Polyester Fiber (Stuffing)
3. Plastic Pellets (Weight)
4. Ear Top (Minky Dot)
5. Ear Bottom (Fleece)
6. Tail (Fleece)
7. Paw Top (Felt)
8. Paw Bottom (Felt)
9. Light (LED Push Light)
10. Button (Glossy Plastic)
11. Body Top (Fleece)
12. Body Bottom (Fleece)





SLUMBER·PUP

Full-sized blanket

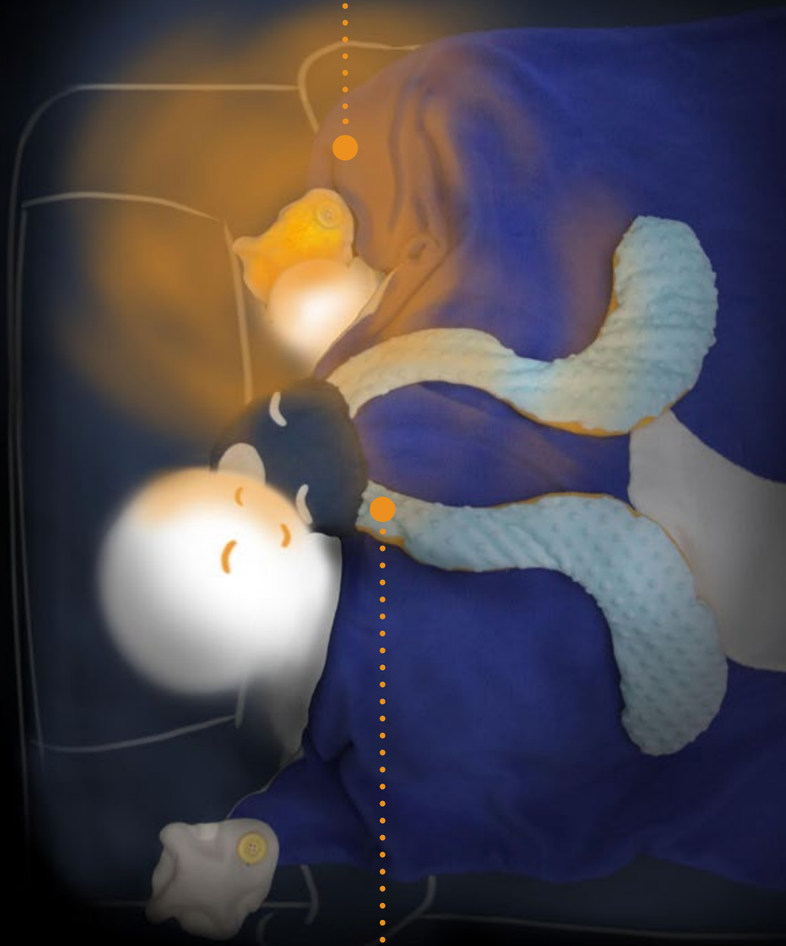
Weighted Moon for added Security

Wearable Nightlight Friend

Lovable, Recognizable Character

Felt Lantern Squeeze Paws

Soft Orange Glow (No Sleep Disruption)



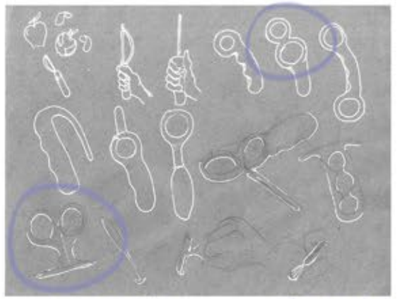
Tangible Plushy Features

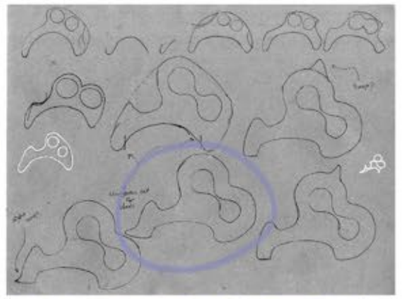
Rhino
Peeler

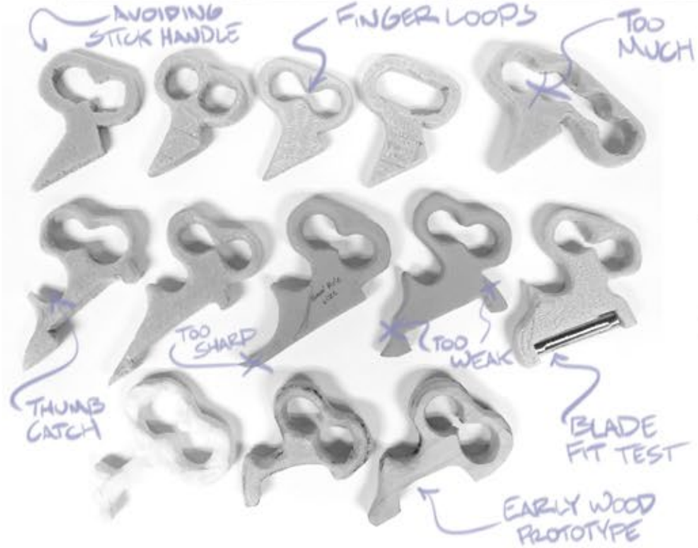
2 Week Design Build

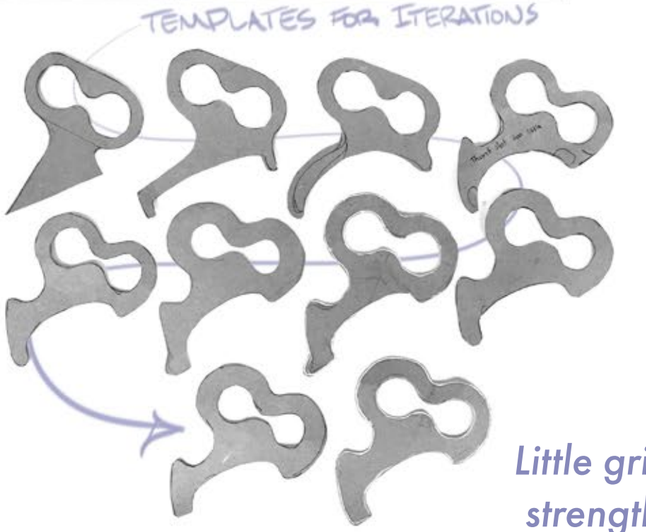
Design Brief:

How can a vegetable peeler be ***ergonomically*** *designed without ignoring* ***environmental impact?***









Little grip strength or *dexterity needed.*

Variety *of comfortable* ***holding positions.***

Blade under palm *for a* ***safe, precise cut.***

COOPER HEWITT

Smithsonian Design Museum

ACCESS + ABILITY
WINNER
2018

Cibo

Design Brief:

Design a product ***for the elderly*** *focussing on* ***mental health*** *and* ***learning.***

Group Project

My work: *Research interviews and analysis, storyboarding, ideation, iteration, CAD model, final renders*

The Problem | *Research and Interviews conducted with seniors* at Warm Hearth Village retirement community in Blacksburg, VA.

"There's frustration with everyday complex tasks."

1 in 5 of elderly seniors have a depressive disorder.

"How do you create inspiration?"

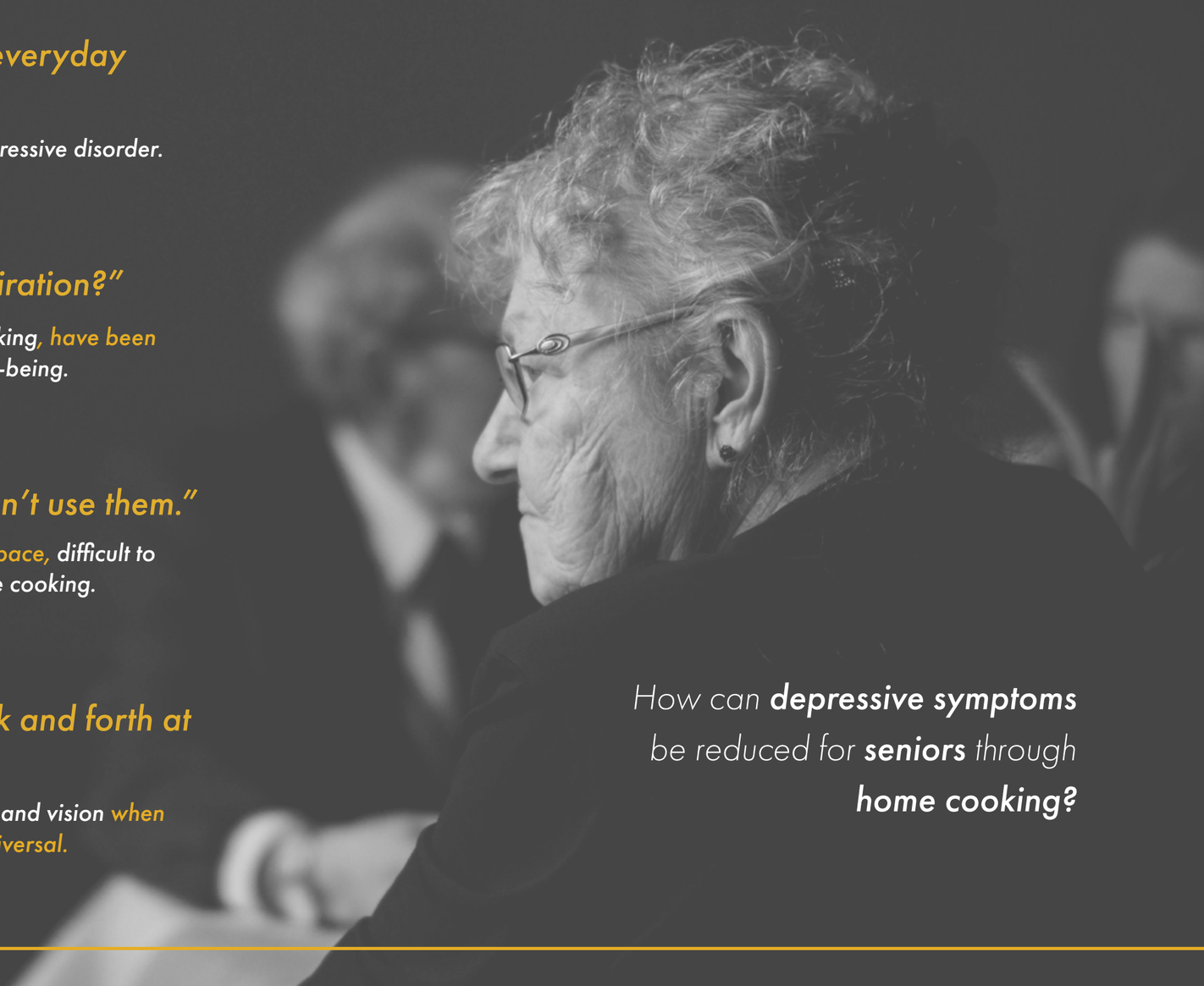
Daily creative activities, such as cooking, have been linked to flourishing and mental well-being.

"I own cookbooks but don't use them."

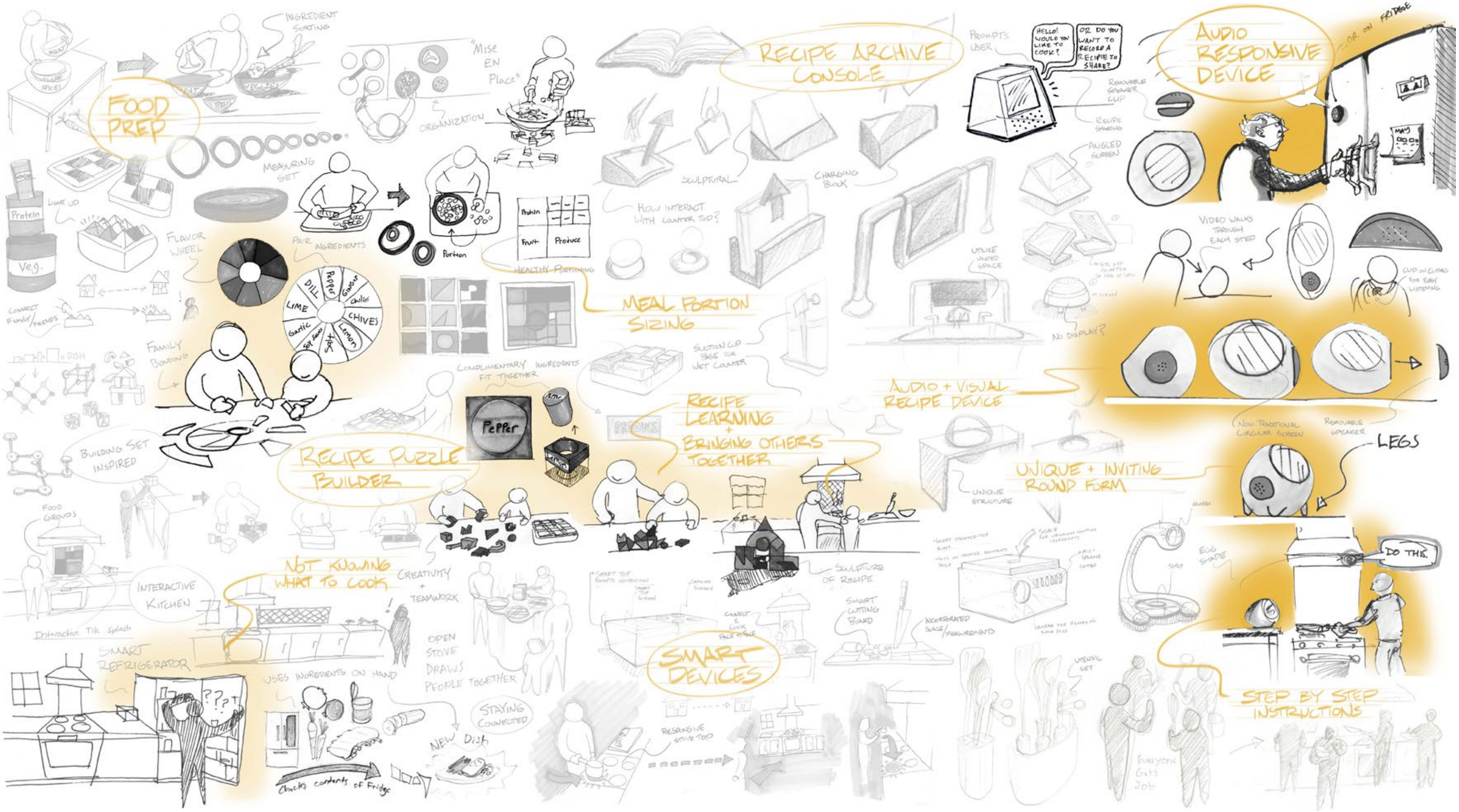
Cookbooks take too much counter space, difficult to read, can get outdated, don't inspire cooking.

"I don't want to look back and forth at the recipe."

Apps introduce issues with dexterity and vision when using a small screen. Apps aren't universal.



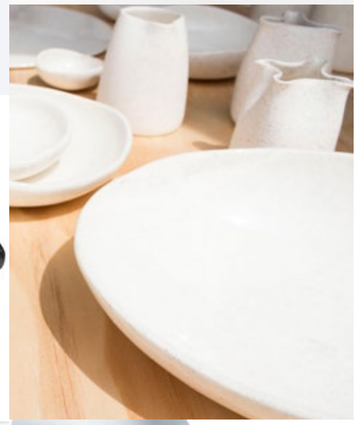
How can **depressive symptoms** be reduced for **seniors** through **home cooking?**


FOOD PREP
INGREDIENT SORTING
"MISE EN Place"
ORGANIZATION
MEASURING SET
PAIR INGREDIENTS
Portion
HEALTHY PORTIONING
Protein
Veg.
LIGHT UP
FLAVOR WHEEL
CONNECT FAMILY/FRIENDS
FAMILY BONDING
DISH
BUILDING SET INSPIRED
RECIPE PUZZLE BUILDER
COMPLIMENTARY INGREDIENTS FIT TOGETHER
Pepper
MEAL PORTION SIZING
SUCTION CUP BASE FOR WET COUNTER
RECIPE ARCHIVE CONSOLE
SCULPTURAL
CHARGING BLOCK
HOW INTERACT WITH COUNTER TOP?
UTILIZE UNUSED SPACE
ANGLED SCREEN
PROMPTS USER
HELLO! WOULD YOU LIKE TO COOK?
OR DO YOU WANT TO RECORD A RECIPIE TO SHARE?
REMOVABLE SPEAKER CLIP
RECIPE SHARING
NO DISPLAY?
AUDIO RESPONSIVE DEVICE
VIDEO WALKS THROUGH EACH STEP
CLIP ON CLOTHES FOR EASY LISTENING
AUDIO + VISUAL RECIPE DEVICE
RECIPE LEARNING + BRINGING OTHERS TOGETHER
UNIQUE + INVITING ROUND FORM
NON-TRADITIONAL CIRCULAR SCREEN
REMOVABLE SPEAKER
LEGS
DO THIS.
STEP BY STEP INSTRUCTIONS
Everyone Gets Job
INTERACTIVE KITCHEN
FOOD GROUPS
Interactive Tile Splash
NOT KNOWING WHAT TO COOK
CREATIVITY + TEAMWORK
OPEN STOVE DRAWS PEOPLE TOGETHER
SMART REFRIGERATOR
USES INGREDIENTS ON HAND
Checks contents of Fridge
STAYING CONNECTED
NEW DISH
SMART DEVICES
SCULPTURE OF RECIPE
SMART CUTTING BOARD
RESPONSIVE STOVE TOP
UTENSIL SET

Friendly

Clean

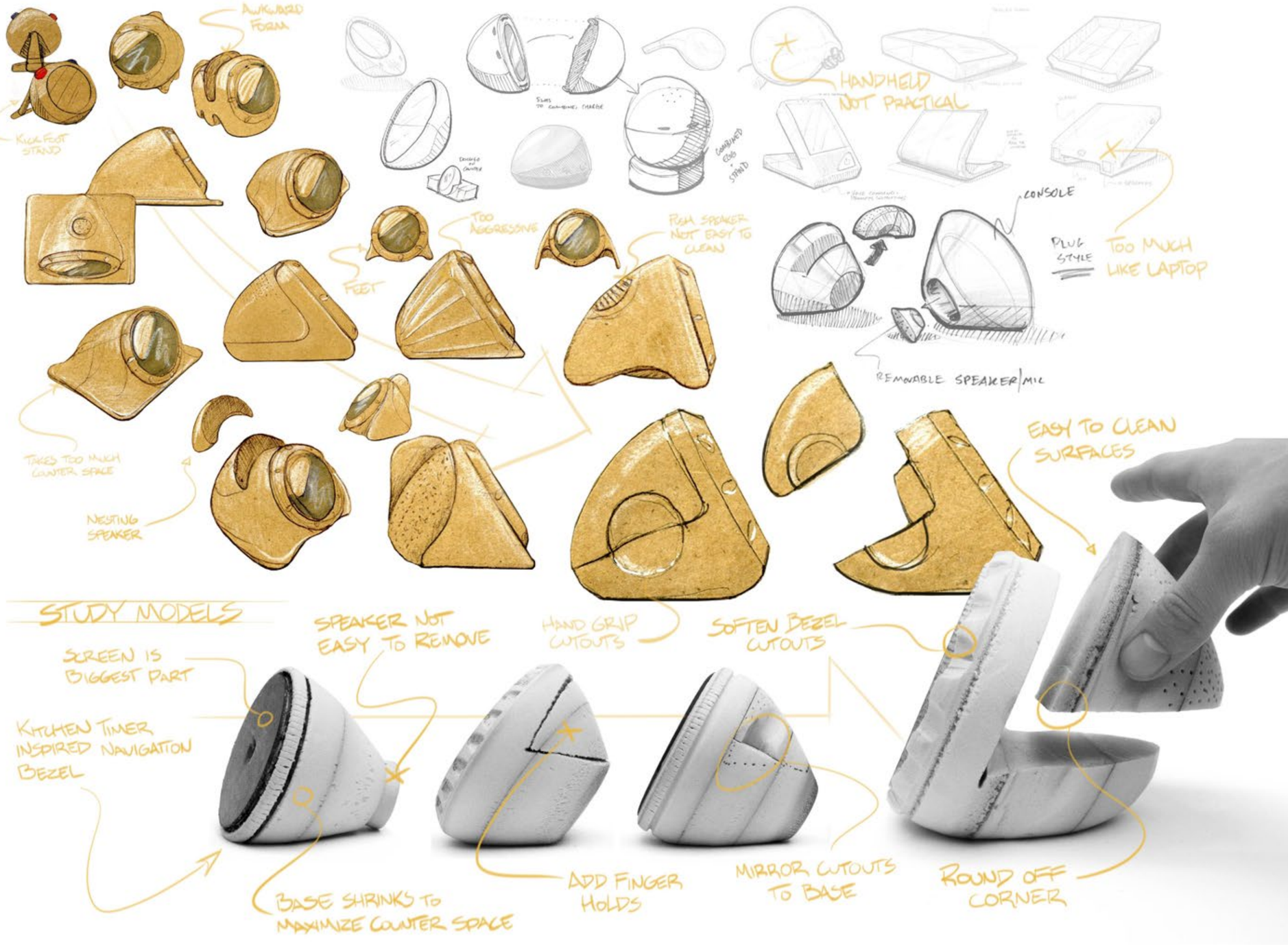
Smooth



Sleek

Intuitive

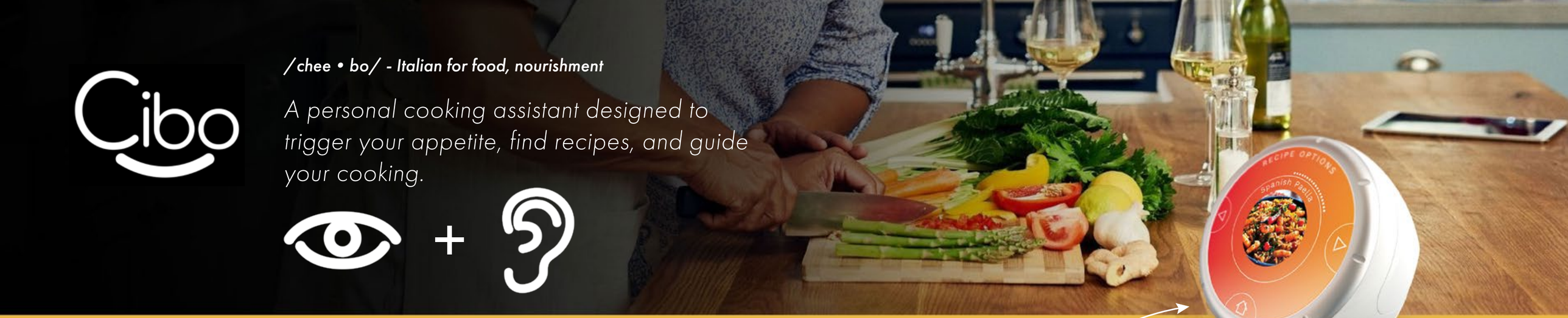
Familiar



Cibo

/chee • bo/ - Italian for food, nourishment

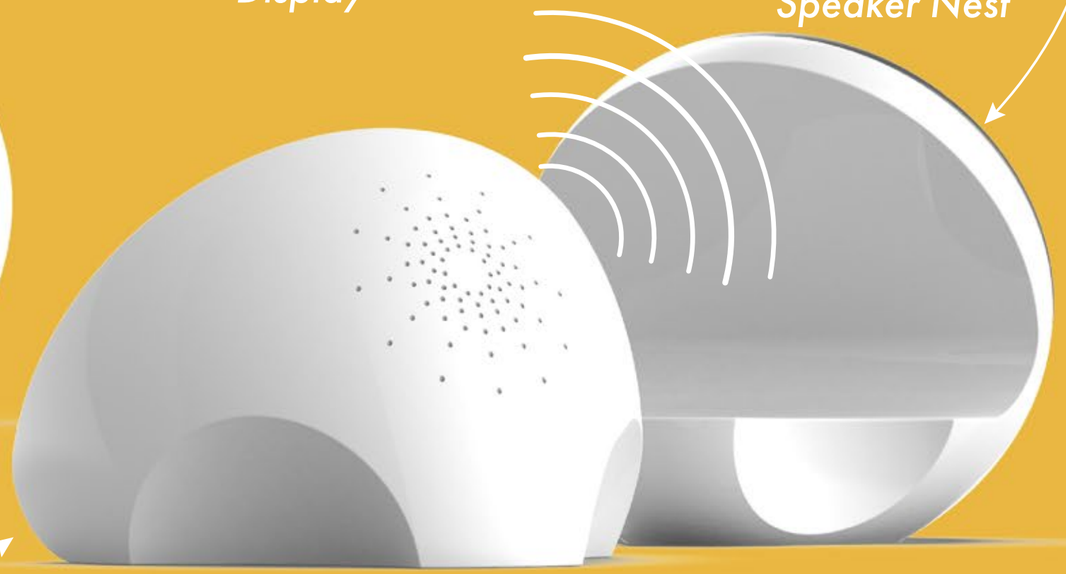
A personal cooking assistant designed to trigger your appetite, find recipes, and guide your cooking.



Distinct Round 5x5" Easy to Read OLED Display

Tactile Navigation Bezel

Seamless Magnetic Speaker Nest



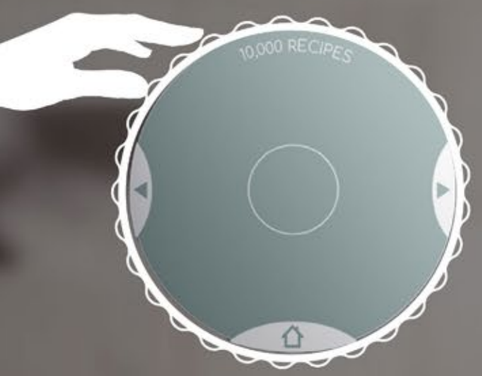
Inviting Form

Materials:

- *Lacquered Polycarbonate Body*
- *Brushed Aluminum Navigation Bezel*
- *Corning Gorilla Glass 5 Screen*

Removable Speaker for Increased Audio Range

Easy to Clean Surfaces



1

2

Flavor profiles are indicated by screen color:

- *Sweet*
- *Spicy*
- *Sour*
- *Savory*
- *Salty*
- *Bitter*

1. ***Turn bezel*** *to turn on Cibo.*
2. *Rotate bezel for* ***portion sizing****.*
3. ***Spoken ingredients*** *or food* ***adjectives*** *lets Cibo pick* ***recipe options****.*
4. *Recipe video walk-through provides* ***visual*** *and* ***audio instruction****.*

3

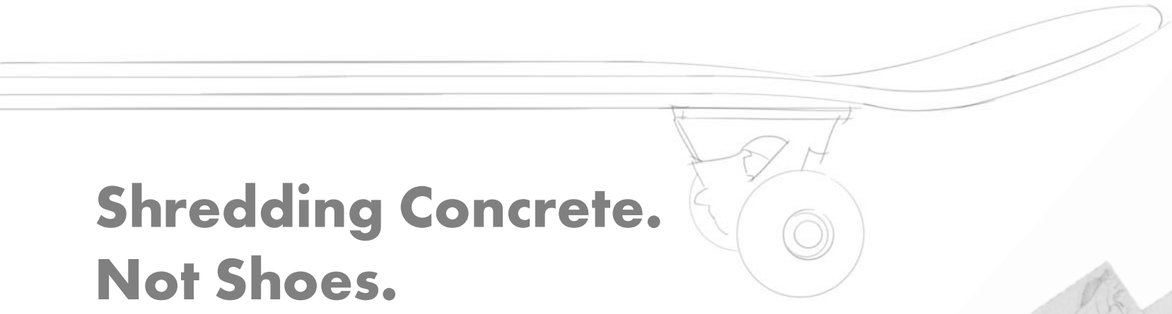
4

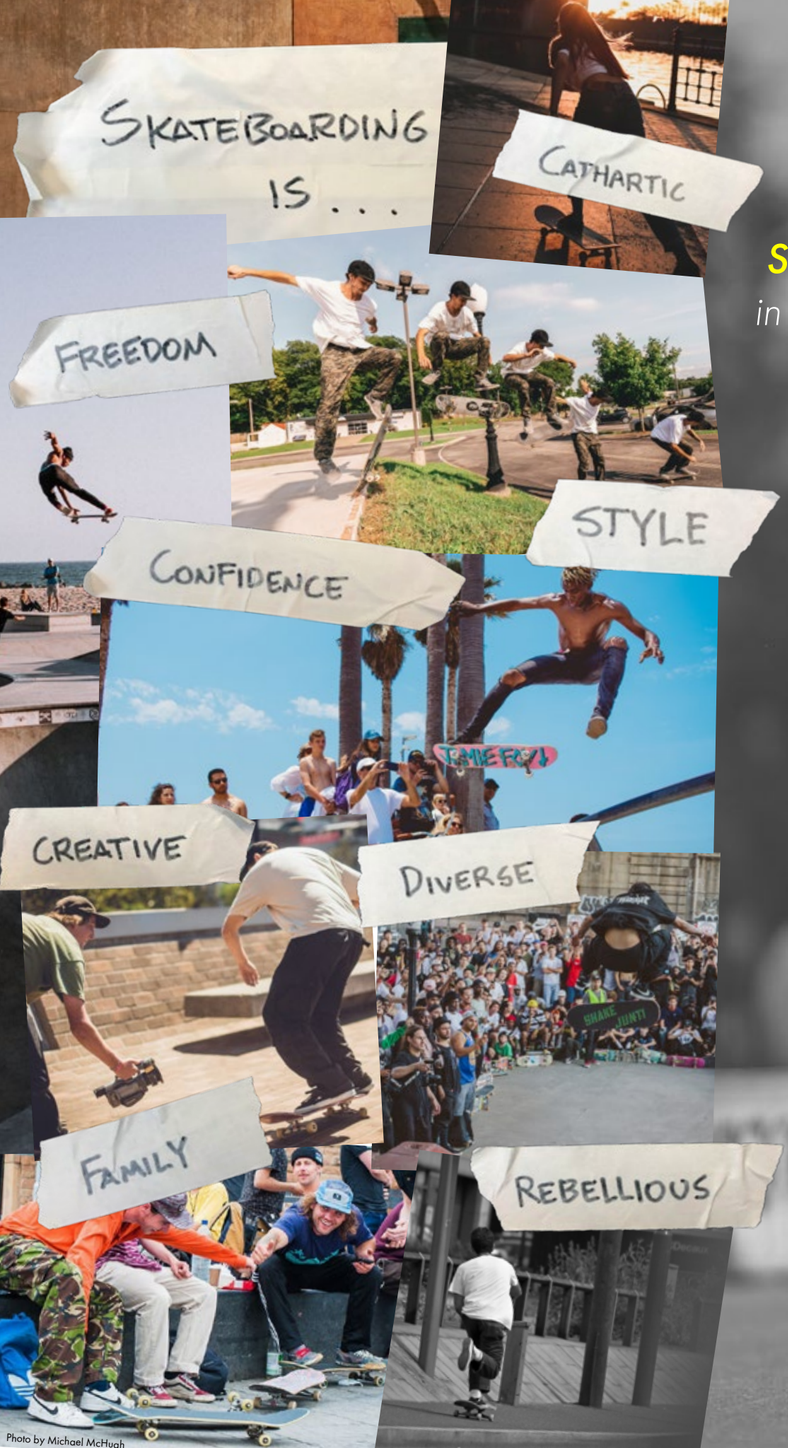
Cibo

Shredding Concrete. Not Shoes.

Skateboarding Shoe Concept

Undergraduate Industrial Design Thesis





***Shoes** are **critical** in the enjoyment of skateboarding.*

*Skaters **depend on skate shoes for...***

All sensory information** comes from shoes, as they are the **only thing in contact with the board.

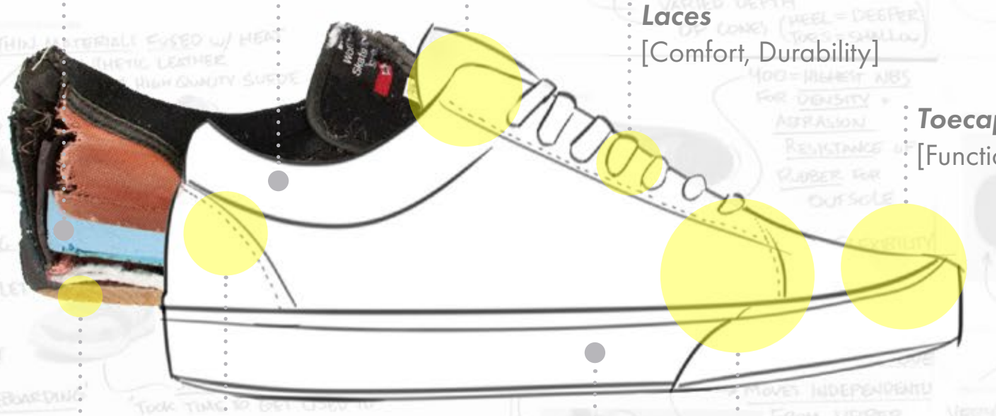
Shoes That Tell a Story

***Skaters** can be **identified** by looking at **their feet**.*

*Because preforming tricks causes **abrasion** from **griptape**, shoes **develop heavy wear, fast.***

Areas For Improvement

*Following **market competition analysis** and **shoe durability tests**.*



Padding
[Protection, Comfort]

Insole
[Cushioning]

Tongue and Collar
[Function, Durability, Comfort]

Laces
[Comfort, Durability]

Toecap
[Function, Durability]

Seams
[Construction, Durability]

Ollie Zone
[Function, Durability]

Outsole
[Grip, Stability, Flexibility]

Midsole
[Impact, Vibration Damping]

Skater Interview Insights

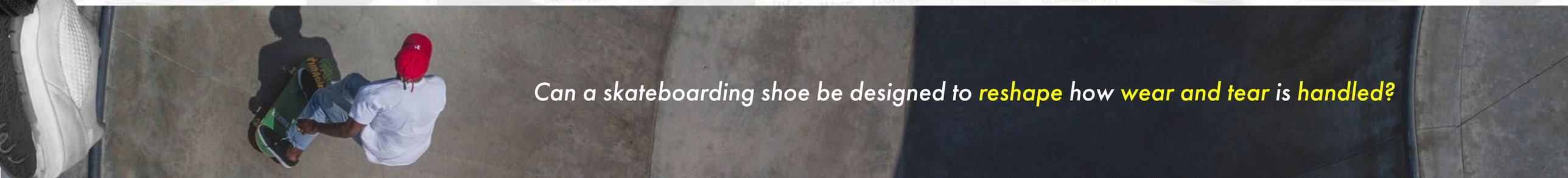
*"A brand **new pair** is **shredded** after my **first session.**"*

*"Gotta be **suave** on your look. Skating **says something about you.**"*

*"My **feet** must **feel safe.**"*

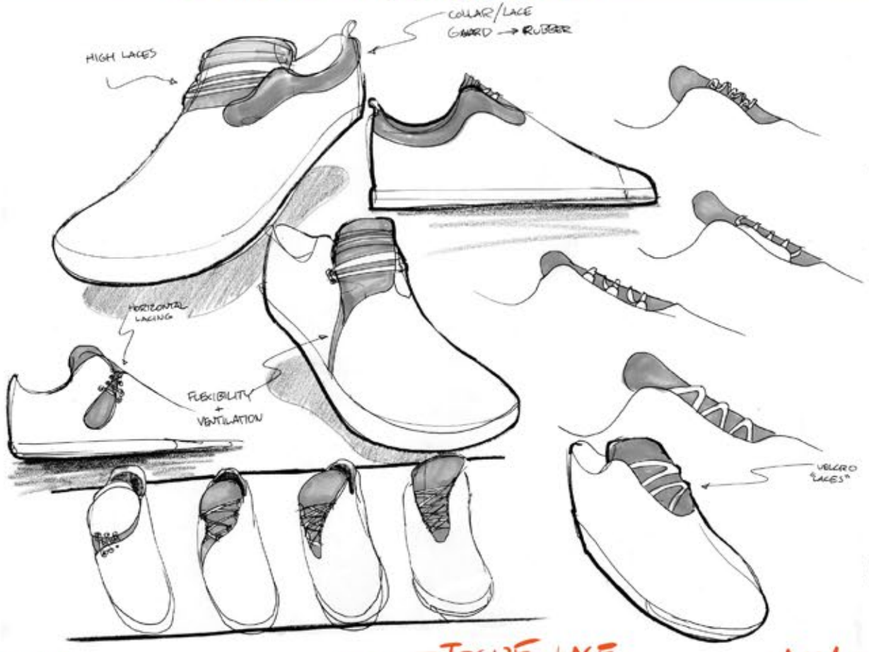
*"I prefer **better board feel.** I don't do much high impact skating."*

*"I'd want a **more athletic** look, but **not derived** from another **sport's footwear.**"*

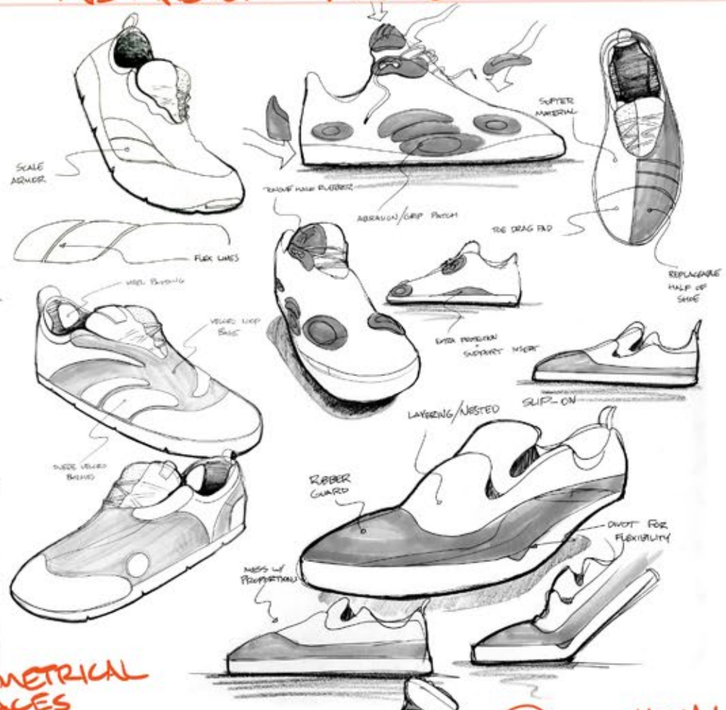


Can a skateboarding shoe be designed to reshape how wear and tear is handled?

LACE PROTECTION



ABRASION PROTECTION



REPLACEABLE SOLE

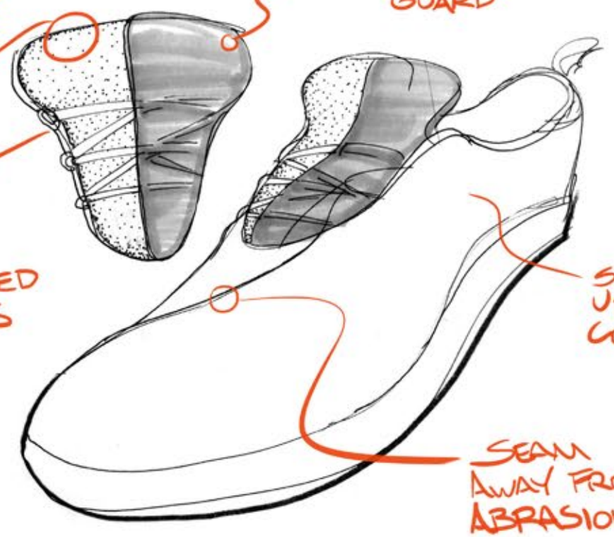
PADDED TONGUE

TOGUE LACE GUARD

EXPOSED LACES

SIMPLE UPPER CONSTRUCTED

SEAM AWAY FROM ABRASION



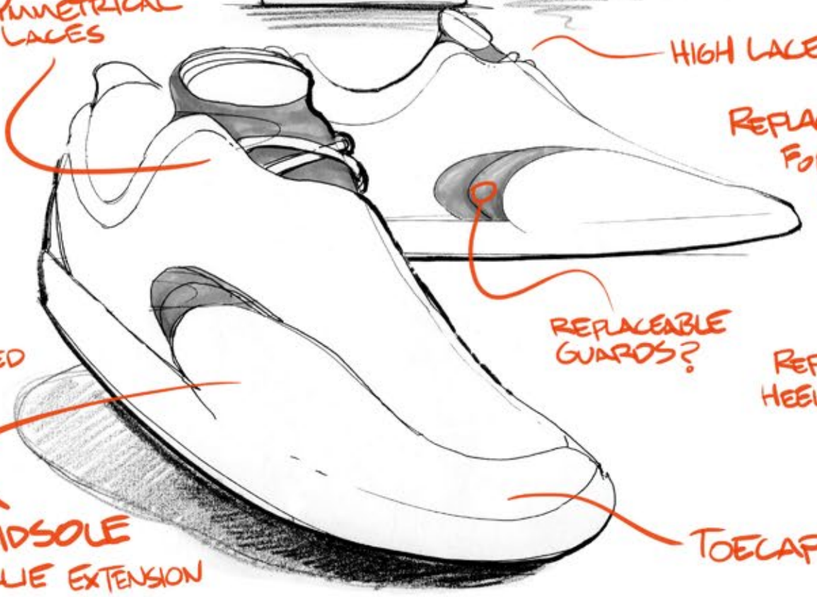
ASYMMETRICAL LACES

HIGH LACES

REPLACEABLE GUARDS?

MIDSOLE OLLIE EXTENSION

TOECAP



REPLACEABLE FORE-FOOT OUTSOLE

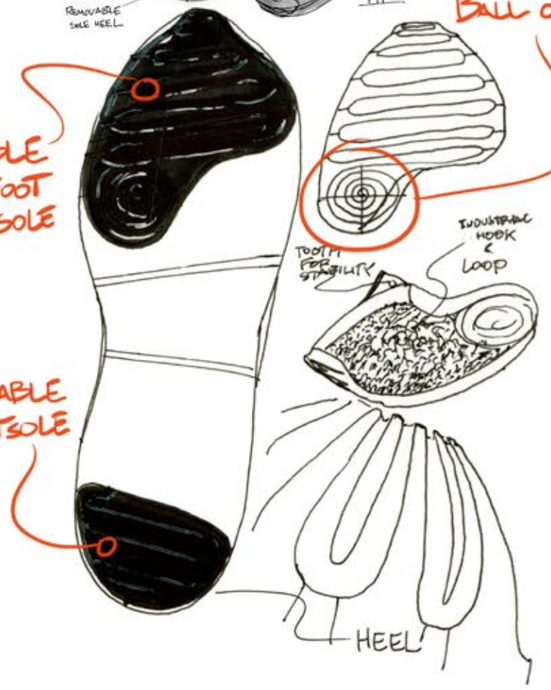
INCLUDES BALL OF FOOT

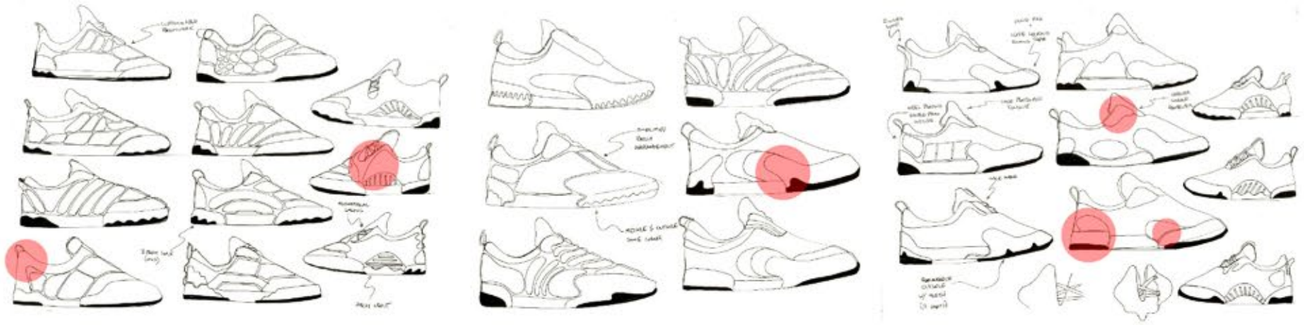
REPLACEABLE HEEL OUTSOLE

INDUSTRIAL HOOK & LOOP

TOOTH FOR GRABILITY

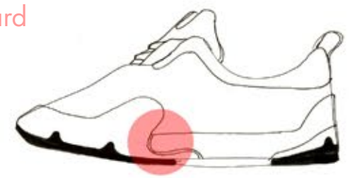
HEEL





Ollie Guard 'Fin'

Collar Guard



Flex Grooves

Replaceable Outsole

Part Line will **Separate** with **Foot Flex**

Needs additional **Locking System**

Extended Lace Guard

Toecap Guard

Heel Guard

Tape Mockups

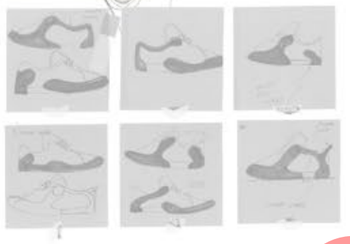
Toecap Locking System

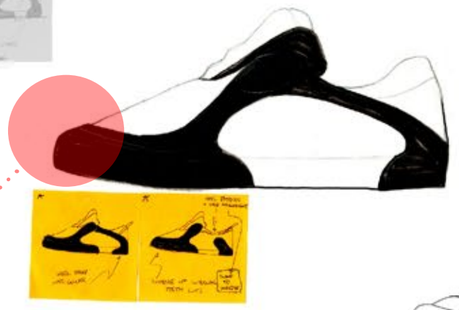
Sewn Wearable Test Mockups

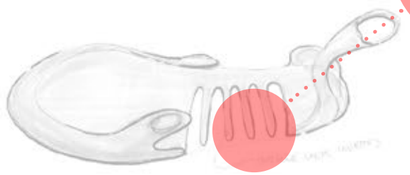
Too Stiff and feels **Awkward** on Foot

Outsole **Heel Must Lock in Place**

Ollie Guard
+
Sole Locking Strap

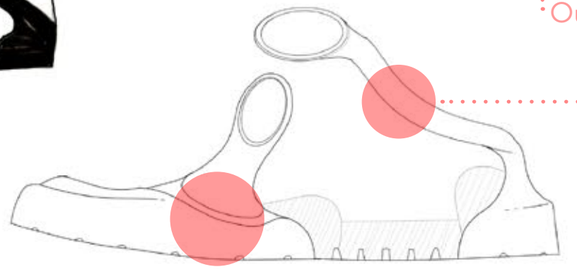






Flex Line

Outsole Locking 'Teeth'

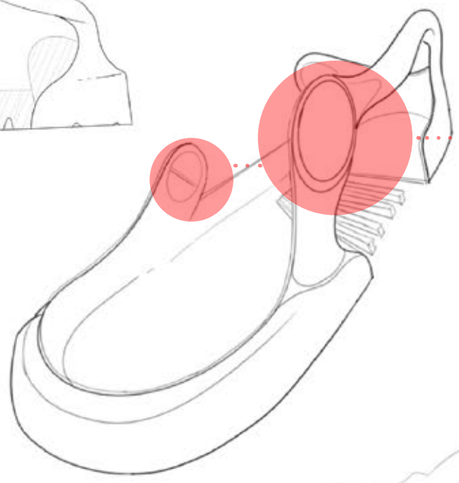


Hooking Collar Guard

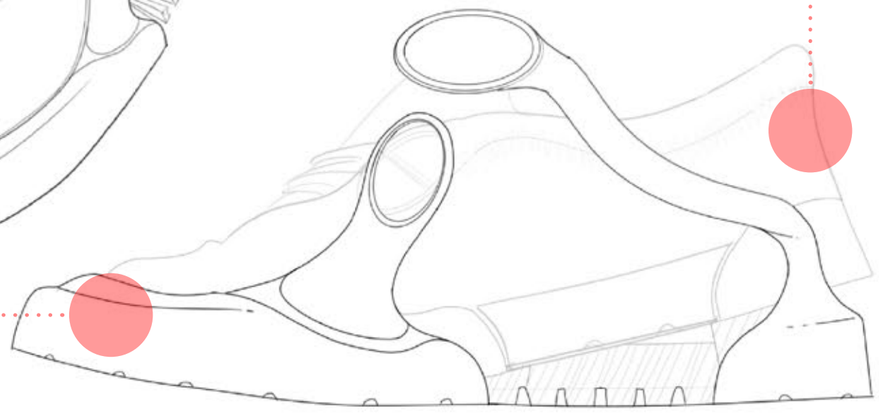
Base Upper **Protected from Abrasion**

- Potential Customization
- Extends Life of Use

Flex Groove



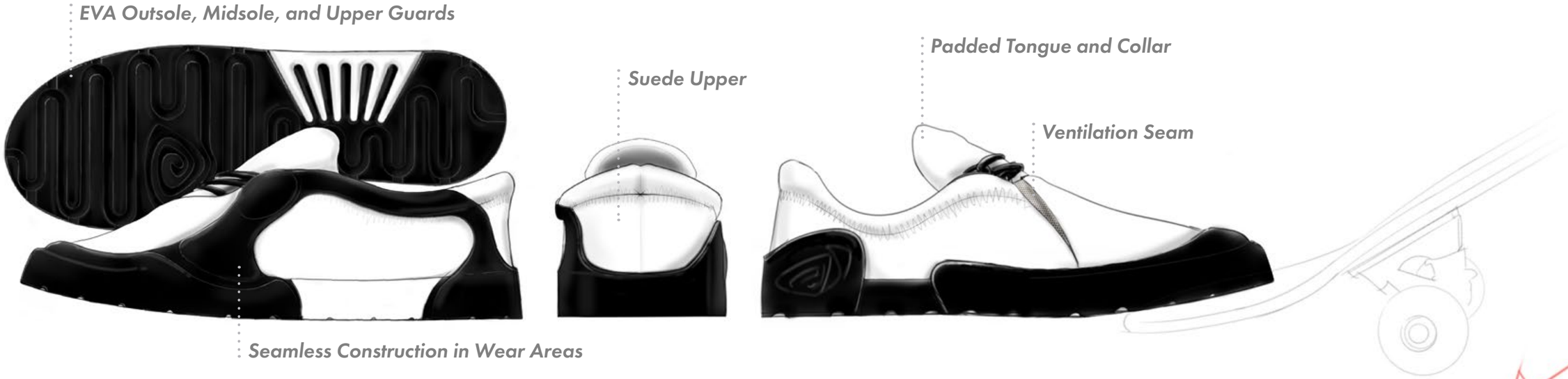
Locking Systems for Upper

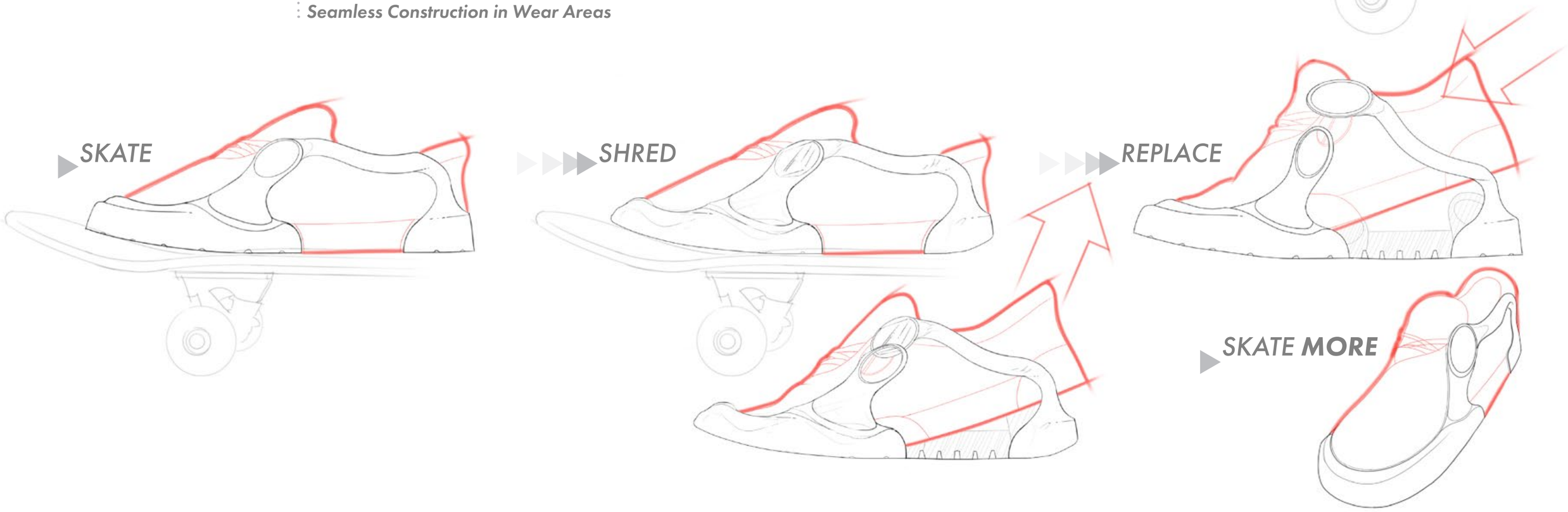


Toecap Flip Trick Protection

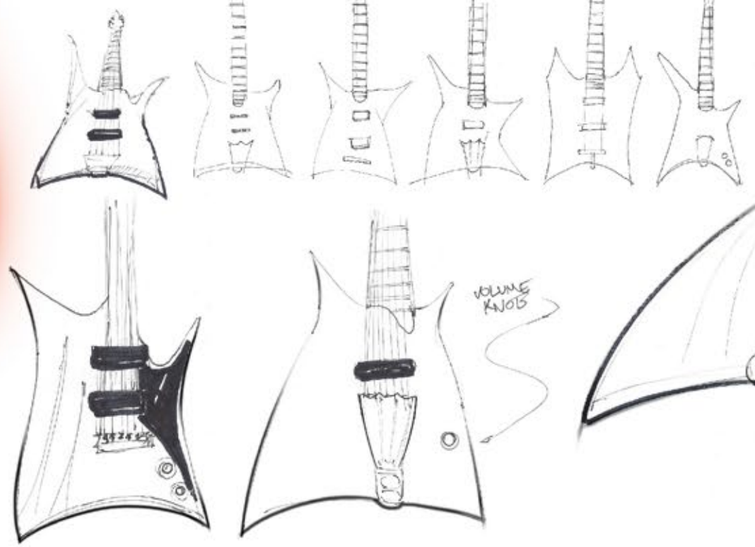
1 Piece Replaceable Rubber 'Exoskeleton'

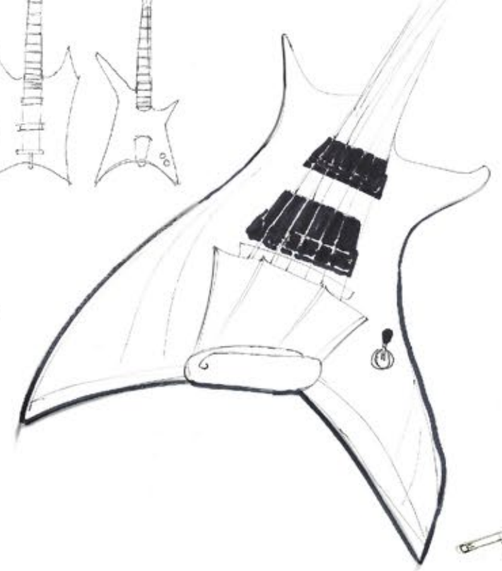
- Guaranties **Total Abrasion Coverage**
- **Reduces** Possibility of **Falling Apart** with **Multiple Points of Contact**
- Allows for **Repair of Difficult Geometries** (Toecap, Outsole)

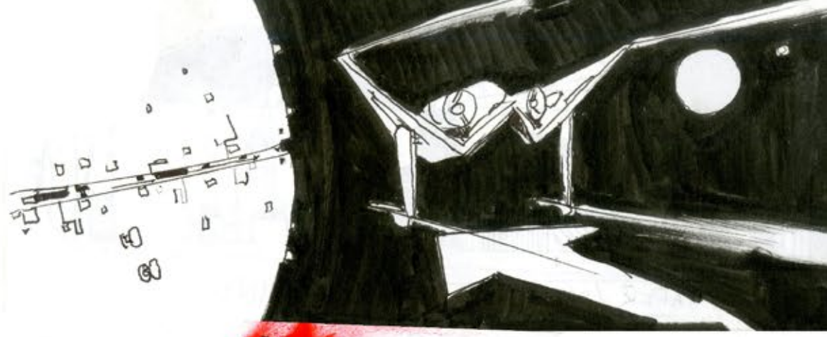

EVA Outsole, Midsole, and Upper Guards
Suede Upper
Padded Tongue and Collar
Ventilation Seam
Seamless Construction in Wear Areas

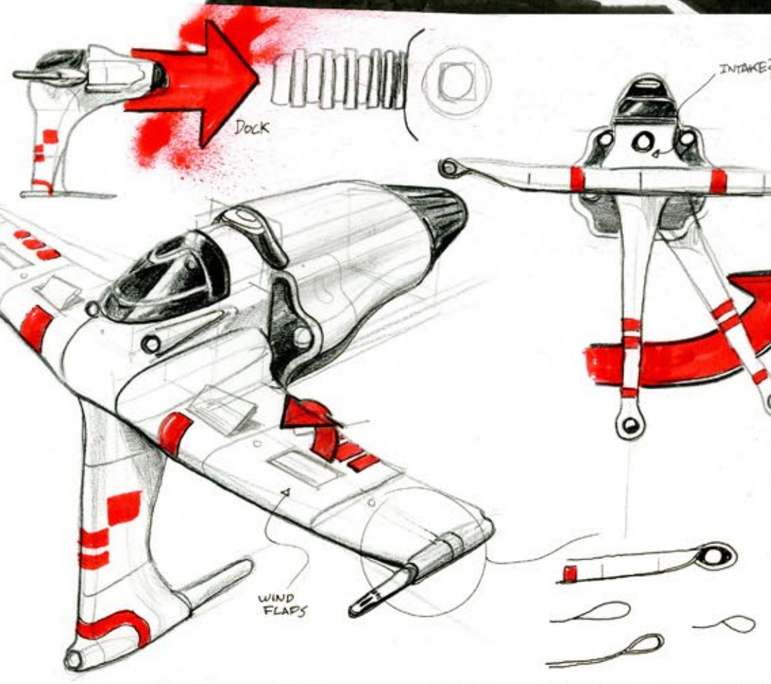

SKATE
SHRED
REPLACE
SKATE MORE

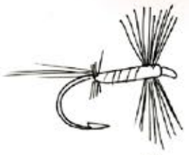
Final Appearance Model

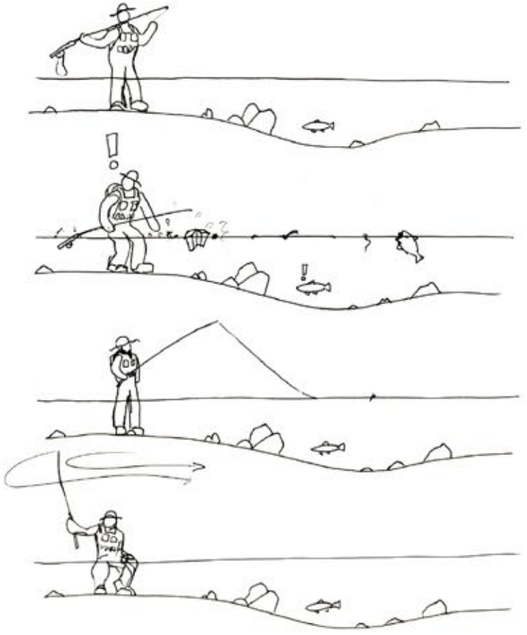


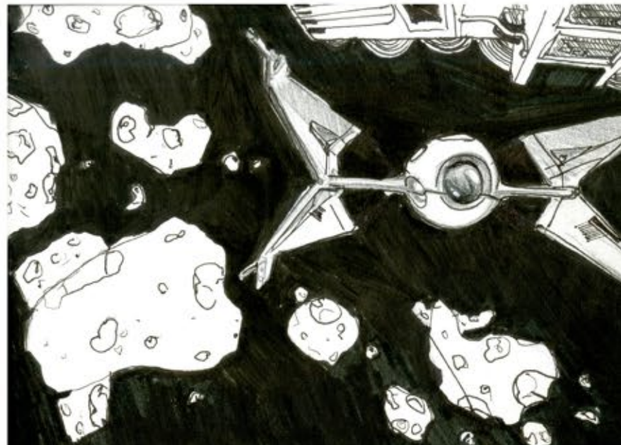












Thank You

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