

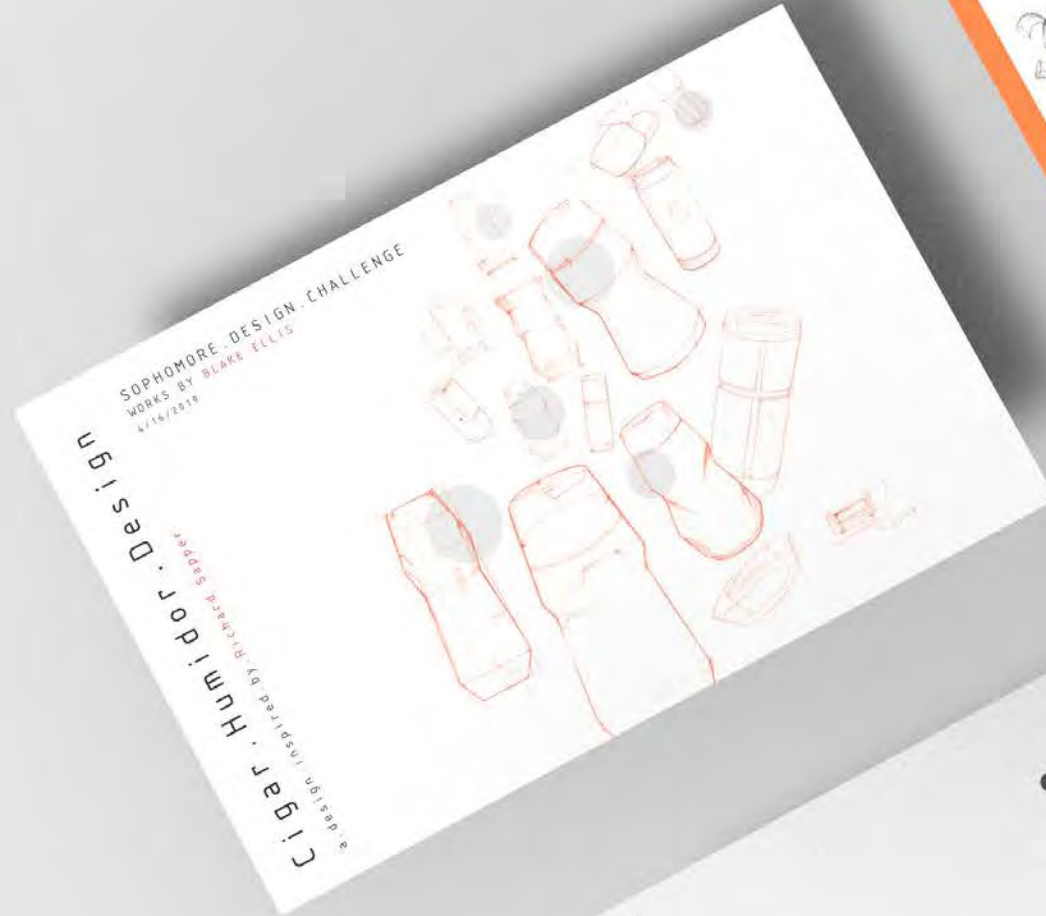


INDUSTRIAL DESIGN PORTFOLIO BY BLAKE ELLIS
2018-19

See full portfolio and more at <https://blakellis.myportfolio.com/>

PORTFOLIO AGENDA

- » - RESUME
- » - LG LANTERN
- » - GOOGLE HELMET
- » - CIGAR HUMIDOR
- » - CONAIR RAZOR
- » - BLENDER



BLAKE ELLIS

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www.instagram.com/idesignbellis/



ABOUT ME:

Whether it is **creative problem solving**, building an **aesthetic design language**, or expanding the opportunity of a project.... having the chance to create, sketch, and be surrounded with like-minded individuals every day, is the dream.

Industrial Design is my passion. My journey to this realization has taken me through a 5-year sprint in engineering, and now Industrial Design school at the University of Kansas. I am learning how to combine my skill sets from both disciplines, and I hope to add as much value as I can to the company I work for.

SECONDARY EDUCATION

University of Kansas

BFA in Industrial Design --- 2017-2021

Johnson County Community College

Associate Degrees in General Science and Liberal Arts --- 2014-2015

University of Kansas

Mechanical Engineering --- 2012-2013

Coffeyville Community College

Theater Stage Craft--- 2010-2012

WORK EXPERIENCE

Free Lance, Industrial Designer

Self Employed --- Lawrence, KS

Jul 2019 – Current

Job Description

Product Market Research, Sketching, 3D Modeling, Digital Rendering

Conceptual Artist/Mechanical Designer

Finite Engineering --- Overland Park, KS

Jan 2015 – Mar 2016

Job Description

Digital “sketch” rendering, Project Management, 3D Modeling

Designer, Advanced Manufacturing

Zahner --- Kansas City, MO

Aug 2018 – Jul 2019

Job Description

Project Lead, Template Design, Systems Interaction Design, 3D Modeling, 3D Drafting Administrator

Drafter CAD

Finite Engineering --- Overland Park, KS

Feb 2014 – Jan 2015

Job Description

Technical Manual Generation, Data Entry, 3D Modeling, & Drafting Task

Engineering Technician

Zahner --- Kansas City, MO

Mar 2016 – Aug 2018

Job Description

Shop Deliverable Generation, Drafting, 3D Modeling

DESIGN SOFTWARE

Creative Tools

5+ Years of Experience

Photoshop, Indesign, Illustrator, Sketchbook Pro



3D Modeling

5+ Years of Experience

Catia, Solidworks, Inventor, Rhino/Grasshopper



SPECIALTY SKILLS

Sketching

I hope to always learn and gain more abilities. “Drawing for Design” has been a huge part of my area of focus while studying at school. Please, feel free to review my portfolio or social media sites like Instagram to check on my progress.

3D Modeling

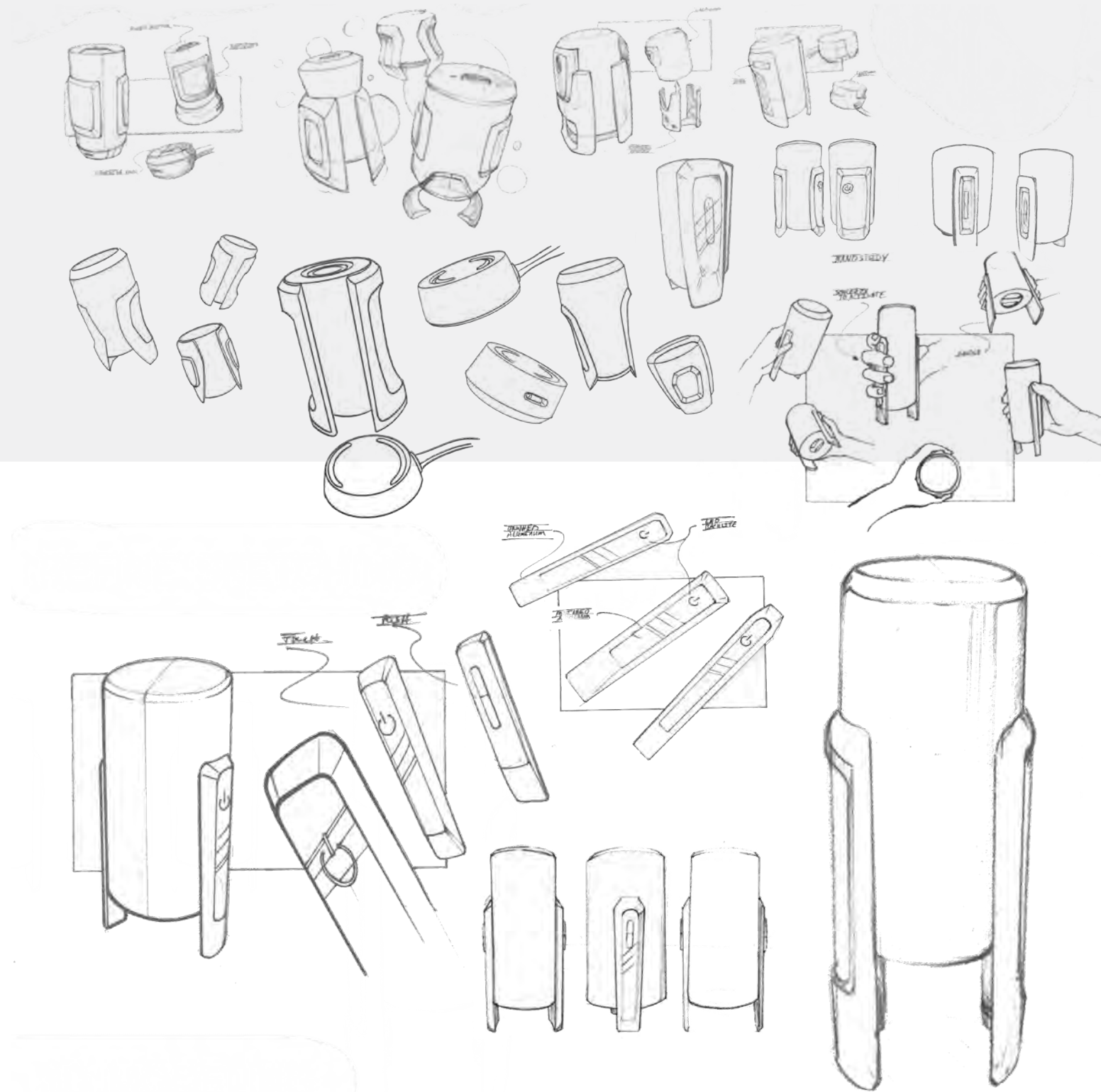
My journey through engineering has given me the chance to learn some of the best software in the industry. While working in this sector, being able to adapt and learn new programs quickly has been a part of my competitive edge.

LG LIGHT

DESIGN CHALLENGE - After researching products from a company, create a "LANTERN" in that company's design language.

EDUCATION LEVEL - First Semester Sophomore

SEE FULL PROJECT - <https://blakellis.myportfolio.com/lg-light>



3D MODELING



ROUGH MODEL FOR SCALE ERGO STUDY



IN-CONTEXT



EARLY FORM EVALUATION

REFINED FINAL MODEL



LANTERN

FEATURES

- BACK LITE LED BATTERY LIFE INDICATOR
- PROTECTIVE ALL WEATHER METAL HANDLES
- FAST CHARGING LANTERN DOCK
- ALL WEATHER INSULATED CONSTRUCTION

CONDUCTIVE CHARGING SURFACE

RUBBER INTERIOR SLEEVE

FEATURES

- BACK LITE LED BATTERY LIFE INDICATOR
- PROTECTIVE ALL WEATHER METAL HANDLES
- FAST CHARGING LANTERN DOCK
- ALL WEATHER INSULATED CONSTRUCTION



DESIGN BY BLAKE ELLIS

NEXT PROJECT



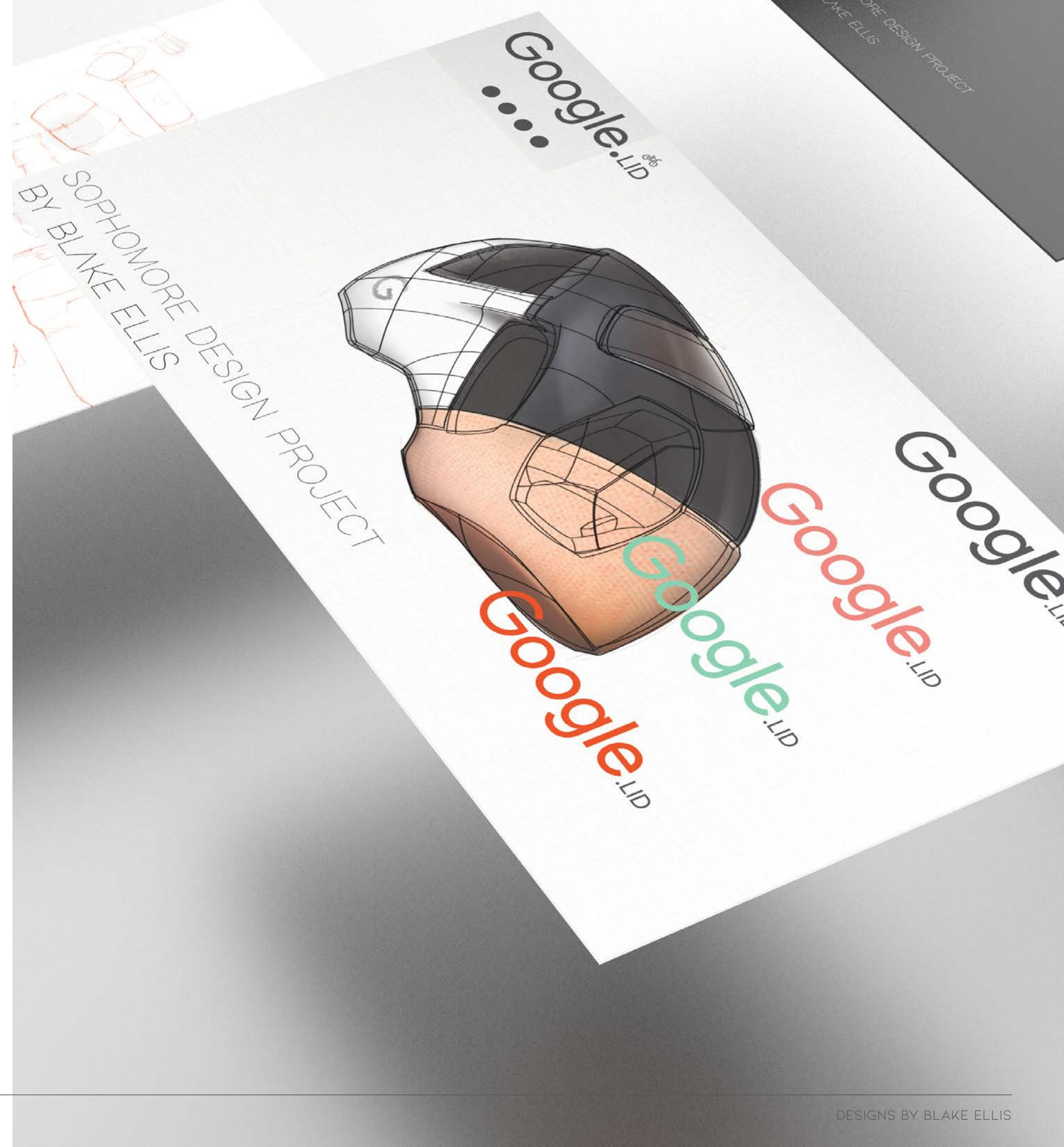
BELOW

GOOGLE HELMET

TIME LINE: 40 HOURS

I.D. EDUCATION LEVEL: END OF SOPHOMORE YEAR

Design a helmet containing Google's Design Language.



MOOD BOARDING

TAKE AWAYS

COLOR BLOCKED SHAPES

ELECTRONICS AS HOME DECOR

MATERIAL CONTRAST

MINIMAL DESIGN FEATURES

SOFT SHAPES

CELEBRATED PART LINES

EARTH TONE COLOR WAY

STRETCHED FABRIC

UX COLOR POP (POWER BUTTON)

CONTINUOUS FORMS

ROUNDED ERGONOMIC FORMS

INFINITY MATERIAL BREAKS(MATERIAL WRAPS AROUND EDGES)

TOUCH POINTS ARE UTILIZING FABRIC

WHAT IS GOOGLE DESIGN LANGUAGE?



TARGET DEMOGRAPHIC

WHO AM I DESIGNING FOR?

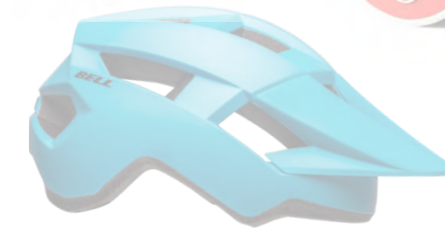


COMPETITIVE CYCLIST



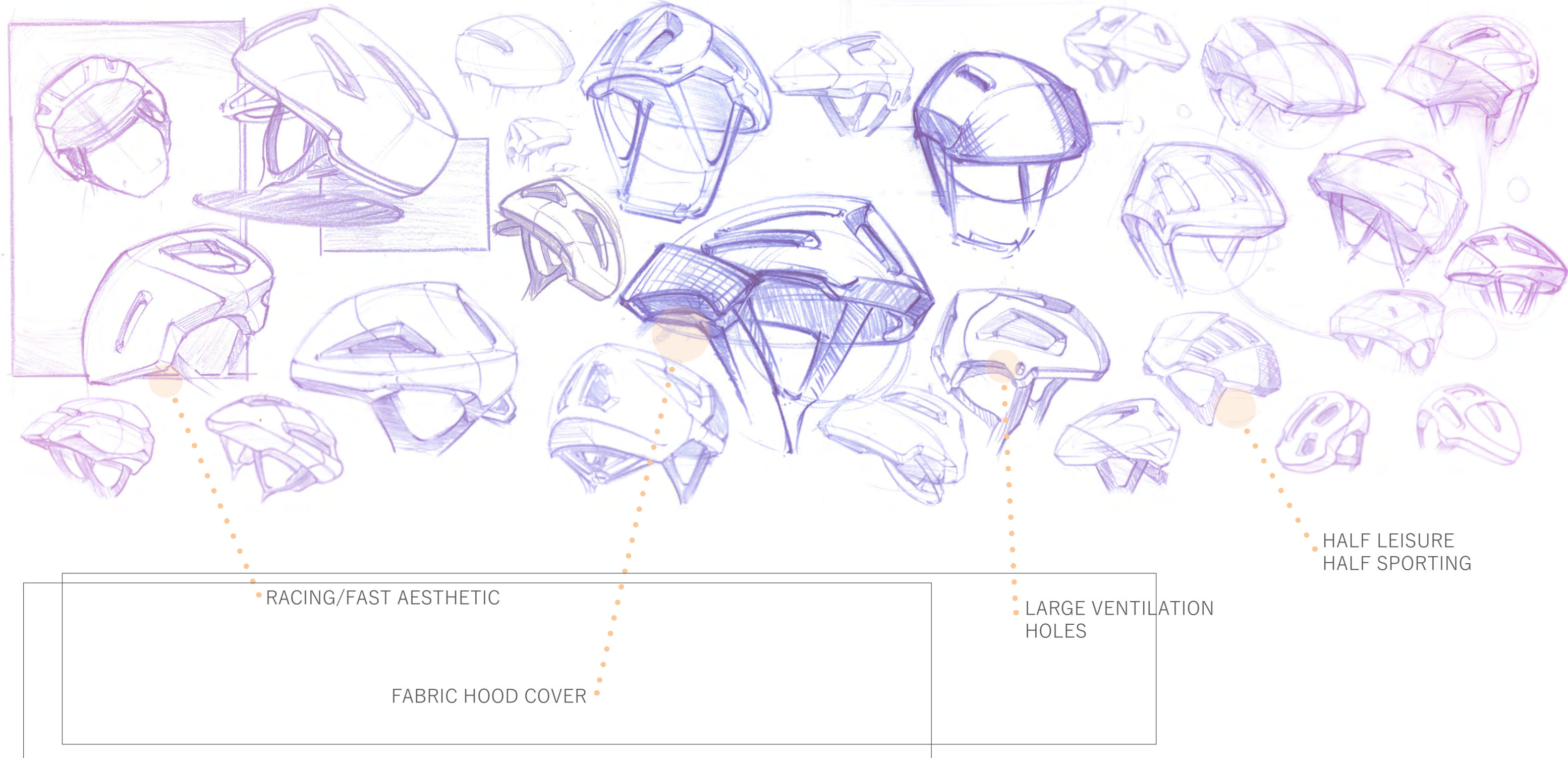
RECREATIONAL CYCLING HOBBYIST

SOMEWHERE IN-BETWEEN
APPEAL TO AS MANY CROSSOVER DEMOGRAPHICS AS POSSIBLE

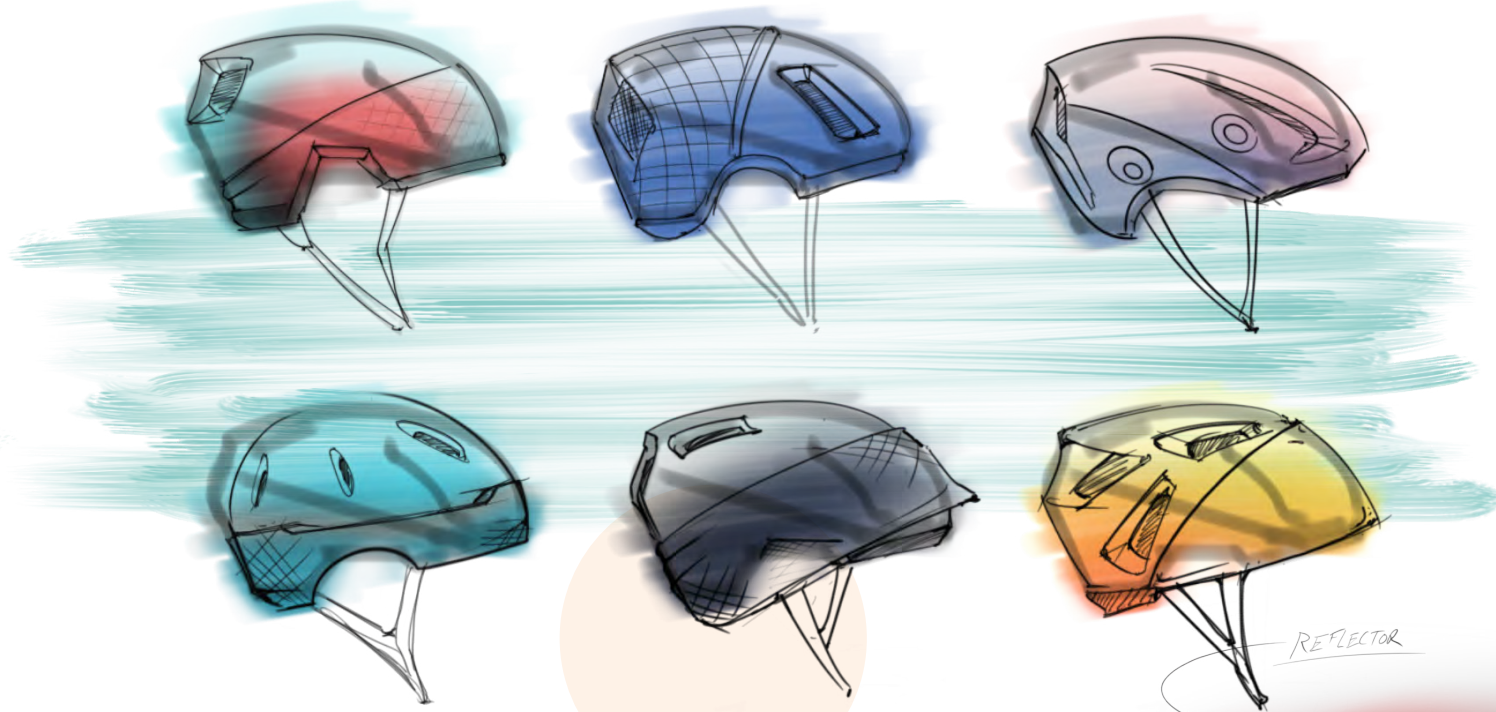


IDEATION SKETCHES

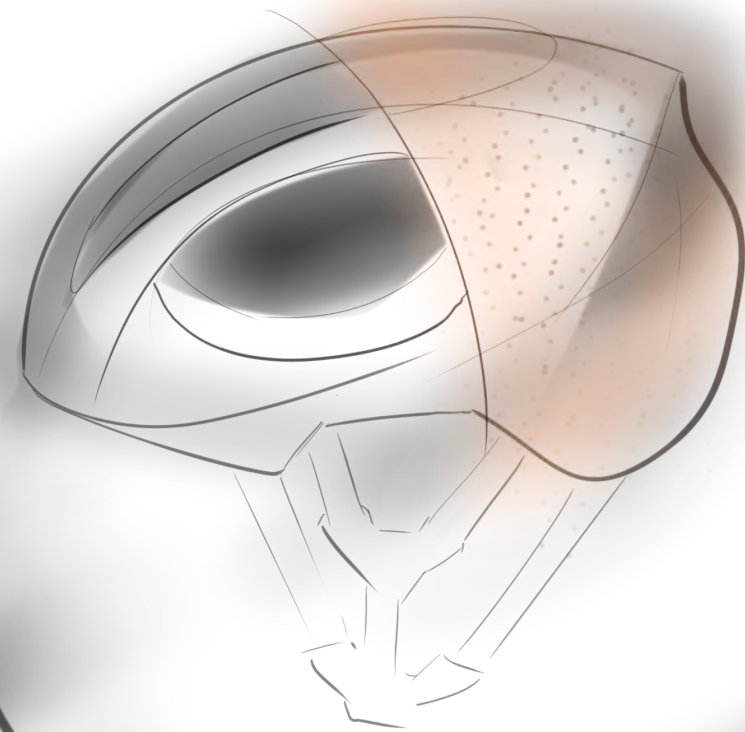
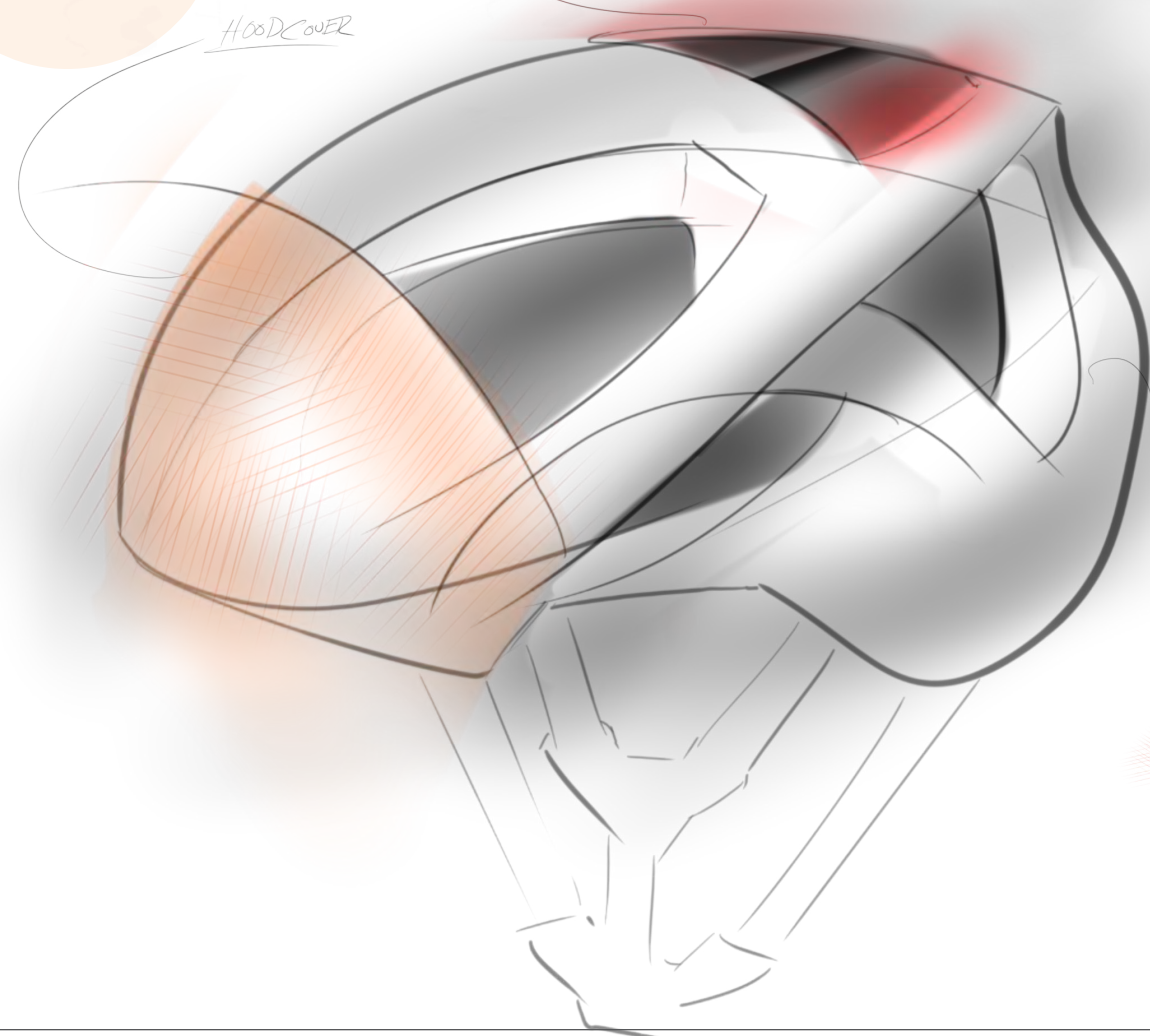
**WHAT MAKES A BIKE HELMET FIT INTO A SPECIFIC STYLE?
WHAT PARTS ARE FUNCTION VERSUS FORM?**



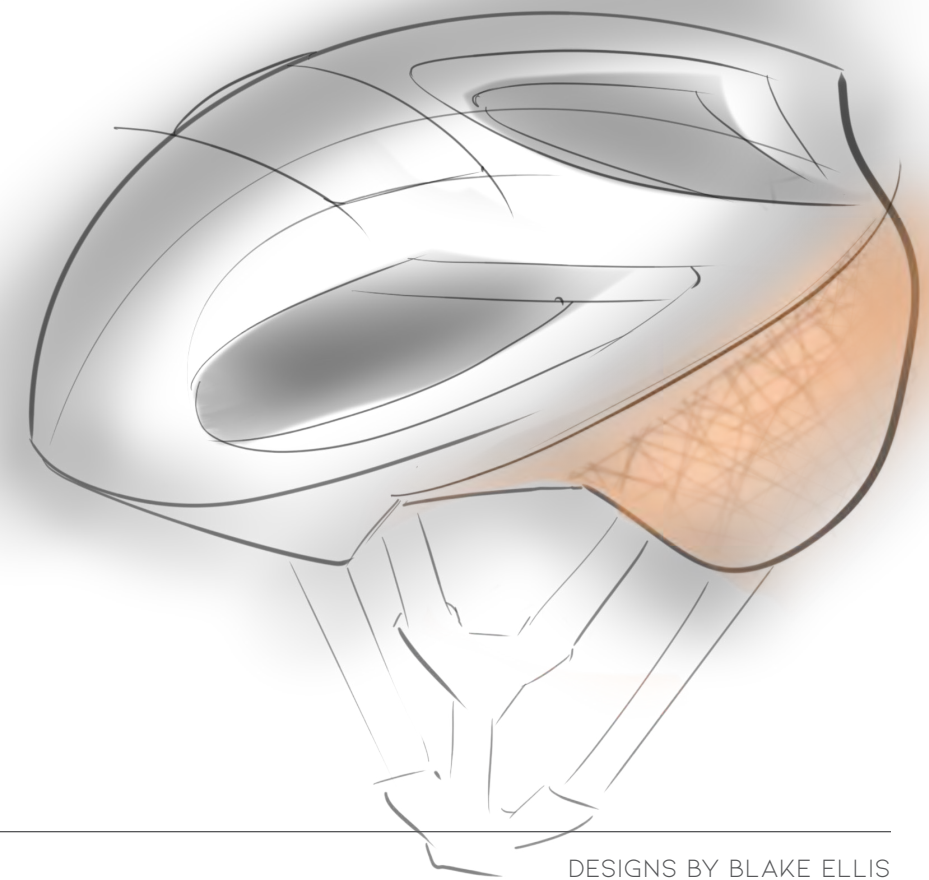
REFINEMENT

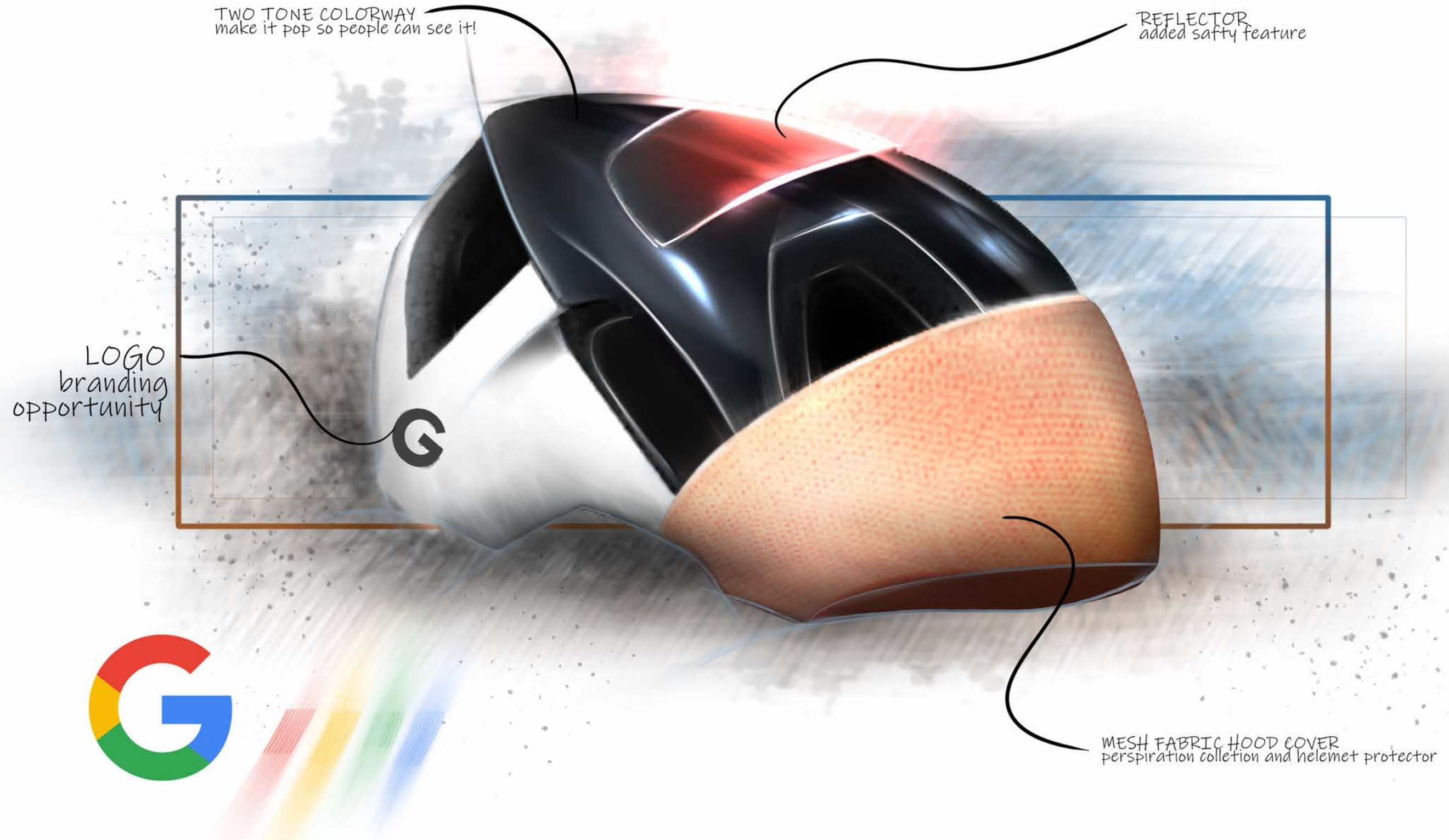


IS THIS SPORTY ENOUGH?



LARGE VENT HOLES





IN CONTEXT RENDERING



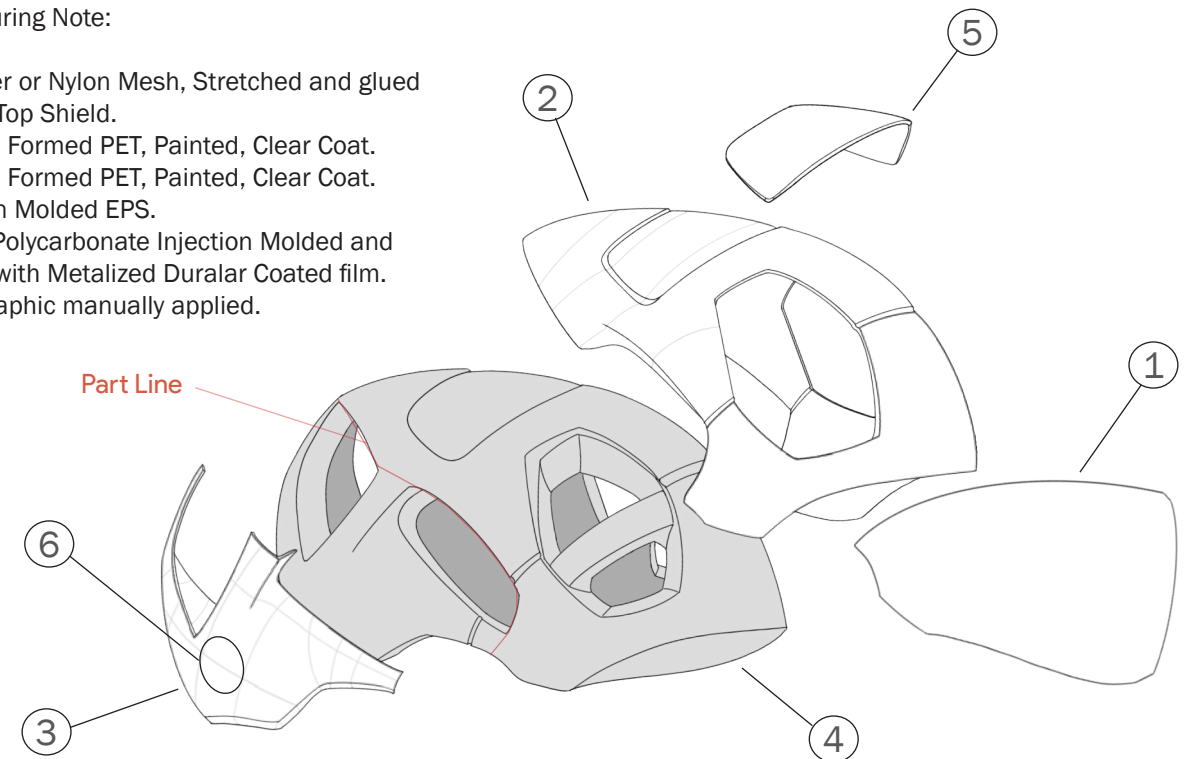
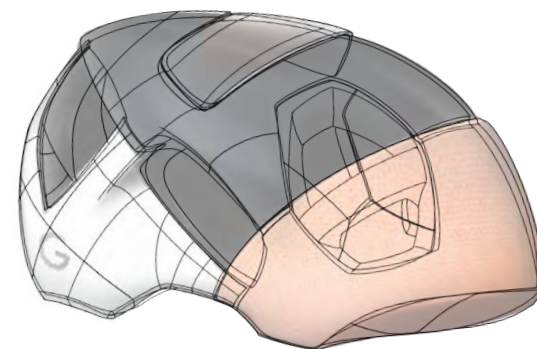
SKETCH RENDERINGS



RATIONALIZING BILL OF PARTS

Manufacturing Note:

1. Polyester or Nylon Mesh, Stretched and glued Around Top Shield.
2. Vacuum Formed PET, Painted, Clear Coat.
3. Vacuum Formed PET, Painted, Clear Coat.
4. Injection Molded EPS.
5. Plastic Polycarbonate Injection Molded and Coated with Metallized Duralar Coated film.
6. Vinyl Graphic manually applied.



Google.Lid BOP				
Item #	Qty	Part Number	Description	Mtrl
1	1	101	Mesh Hood Fabric	Nylon
2	1	102	Top Shield	PET Plastic
3	1	103	Bottom Shield	PET Plastic
4	1	104	Core	EPS
5	2	105	Reflector	Metallized Duralar Coated EPS
6	2	106	Black Reflective Vinyl Graphics	Vynal

NEXT PROJECT



BELOW

PORTABLE CIGAR HUMIDOR

TIME LINE: 40 HOURS

I.D. EDUCATION LEVEL: END OF SOPHOMORE YEAR

Design a vessel inspired
by works from Richard Sapper;
for an Alessi Product Line.



MOOD BOARDING

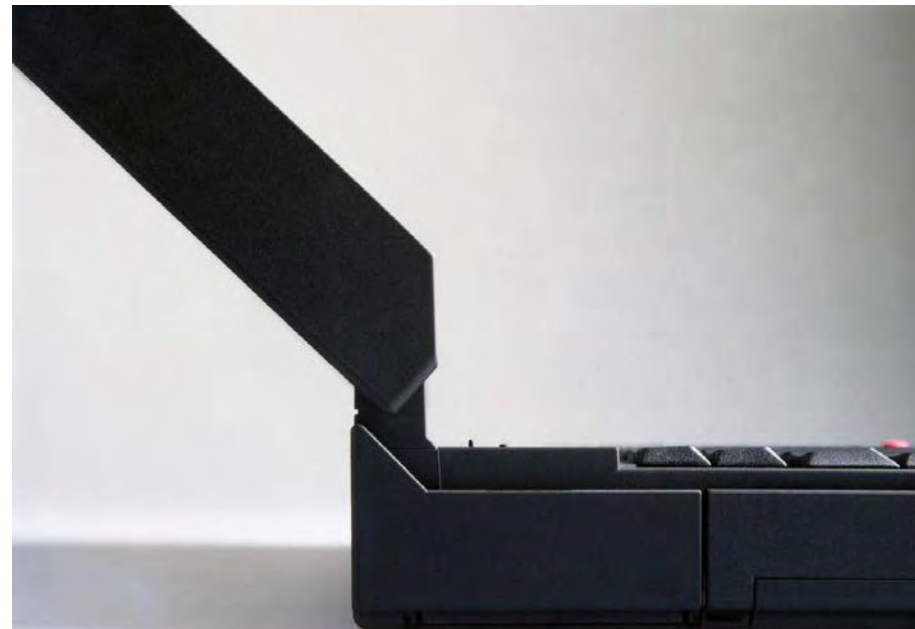
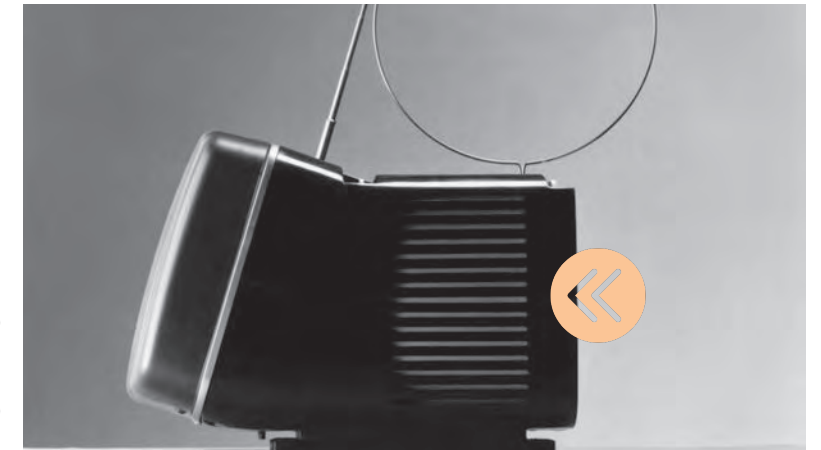
RICHARD SAPPER + ALESSI MOOD BOARD



MECHANICAL



INNOVATIVE



GEOMETRIC

PLAYFUL



UNEXPECTED

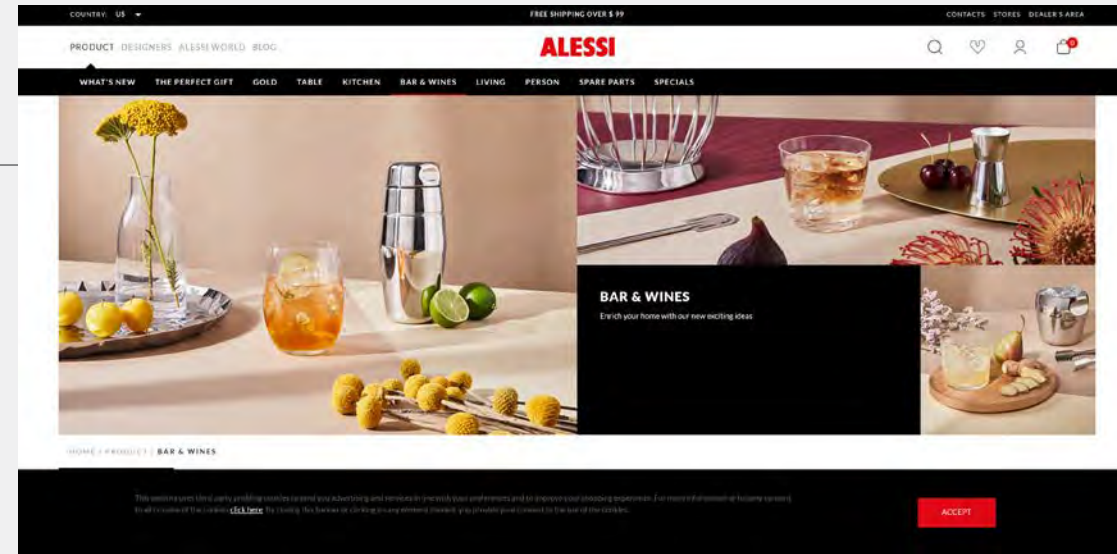


FUNCTIONAL

CHOOSING A PRODUCT



WEB SEARCH



ALESSI PRODUCTS



Bottle opener Splügen
SPLÜGEN
\$55.00



Cocktail measure 865
865
Price from \$44.00



Bar strainer 5053
5053
\$55.00



Vasca in acciaio inossidabile 16/10 lucido. Noè
NOÈ
\$350.00

BAR AND WINE CATEGORY



Ice tongs 505
505
\$19.00



Cocktail shaker 870
870
Price from \$125.00



Cocktail shaker UTA1381
UTA1381
\$130.00



Wine cooler CA72
CA72
\$240.00



Hip flask Shot
SHOT
\$78.00



Pitcher TUA
TUA
\$240.00



Wine cooler Chiriquito Cooler
CHIRINGUITO COOLER
\$65.00



Hors d'oeuvre set Babyboop
BABYBOOP
\$72.00

TAKE AWAYS

EXPENSIVE

HIGH END



OPPORTUNITIES

Tangent Market to Bar...CIGAR ACCESSORIES



PORTABLE
CIGAR
HUMIDOR



IDEATION/REFINEMENT

SKETCHES



3D PRODUCT RENDERING



3D PRODUCT RENDERING



ALESSI PRODUCTS



Bottle opener Splügen
SPLÜGEN
\$55.00



Cocktail measure 865
865
Price from \$44.00



Bar strainer 5053
5053
\$55.00



Vasca in acciaio inossidabile 16/10 lucido. No8
NO8
\$350.00



Ice tongs 505
505
\$19.00



Cocktail shaker 870
870
Price from \$125.00



Cocktail shaker UTA1381
UTA1381
\$130.00



Wine cooler CA72
CA72
\$240.00



Hip flask Shot
SHOT
\$78.00



Pitcher TUA
TUA
\$240.00



Wine cooler Chiriquito Cooler
CHIRINGUITO COOLER
\$65.00

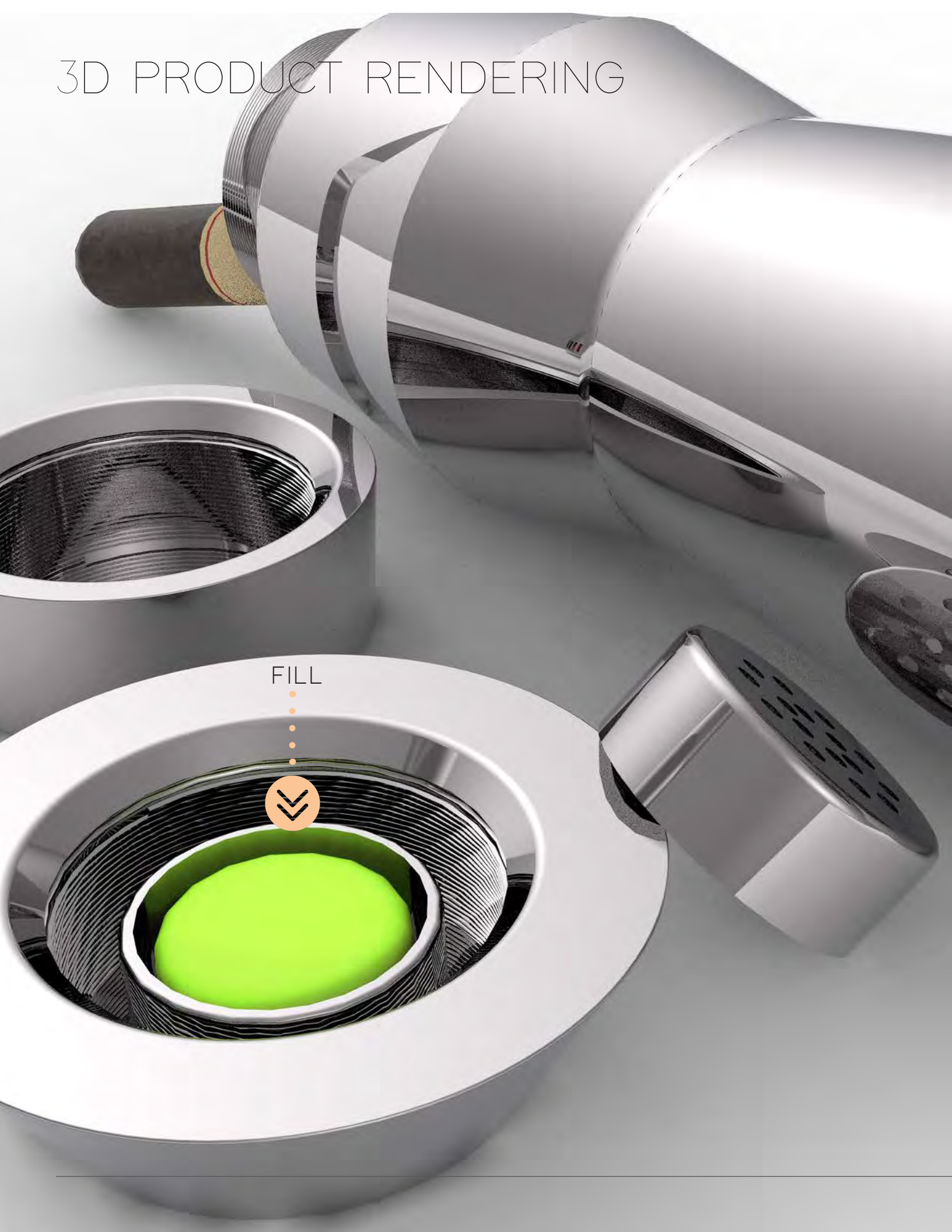


Hors d'oeuvre set Babyboop
BABYBOOP
\$72.00

. 3 + / - CIGARS .



3D PRODUCT RENDERING



HUMIDITY GAUGE



NEXT PROJECT



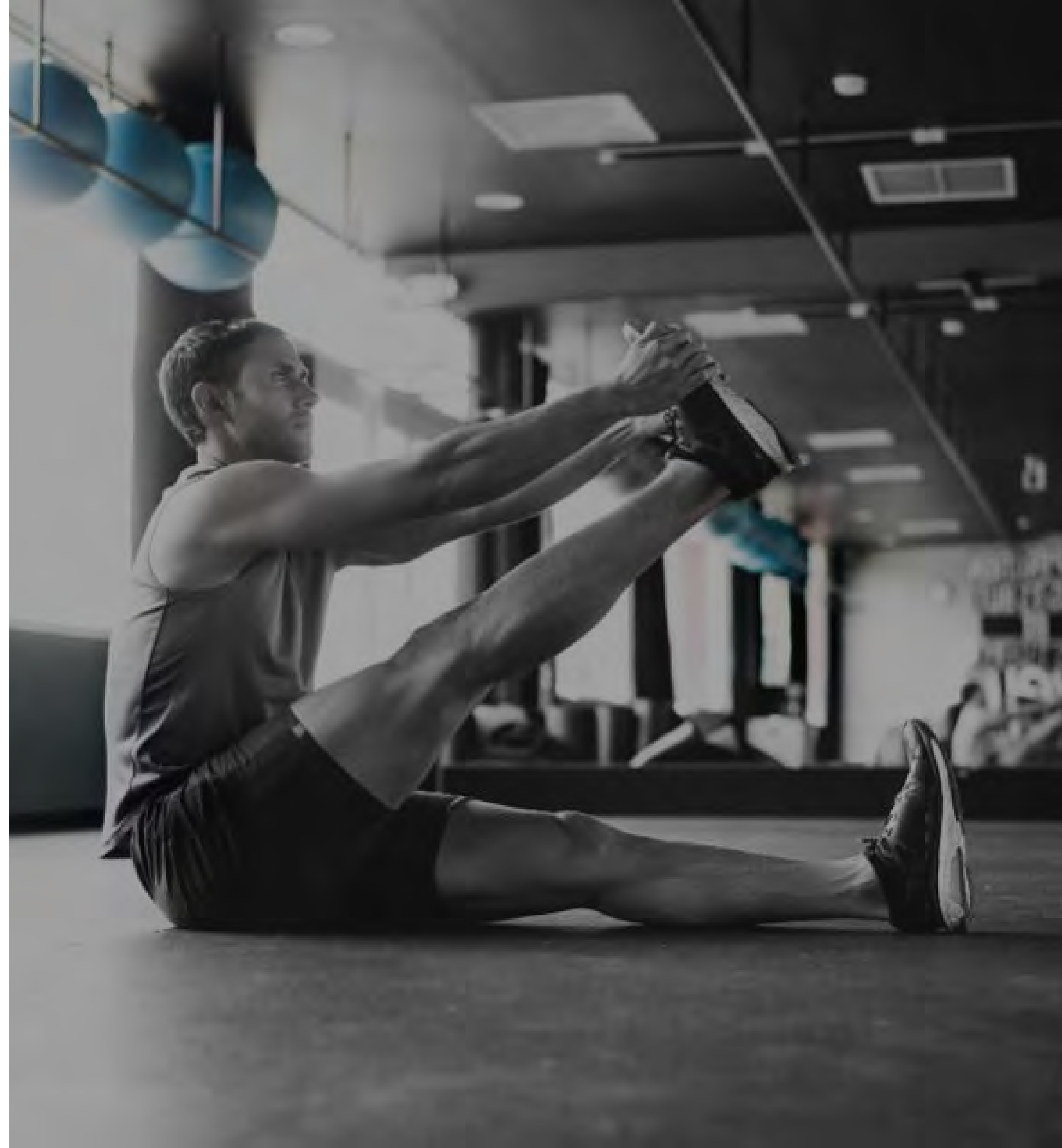
BELOW

CONAIR FOIL RAZER

TIME LINE: 120 HOURS

I.D. EDUCATION LEVEL: BEGINNING OF JUNIOR YEAR

Design a Foil Razor for a new Conair
Product Line. <<



DESIGN CHALLENGE

Design a portable electric shaver,
for customers to take with them to
the gym.

“Respect the ritual.”
CONAIR



DESIGN LANGUAGE



CHAMFER



TOUGH



SLOT



ATHLETIC



CIRCULAR

THE USER

THE SUIT & TIE WORKERS



FITNESS ENTHUSIAST



ATHLETES



EARLY MORNING PRACTICE

TAKE WITH YOU



THE USER

ASKING MYSELF AS I BEGIN

What are men currently taking with them to the gym?

Are these things specifically designed for travel?

Does this product work on the go?

Who is shaving at the gym?

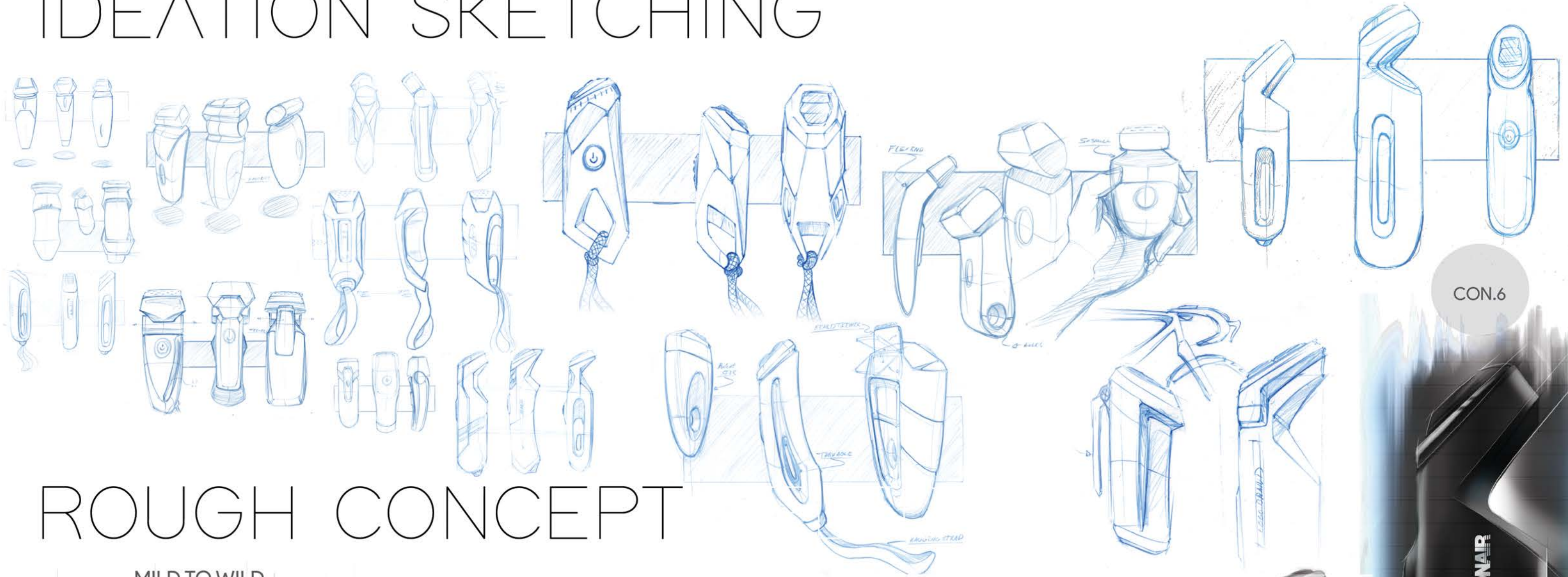
What is their morning routine?

Why are they buying this product?

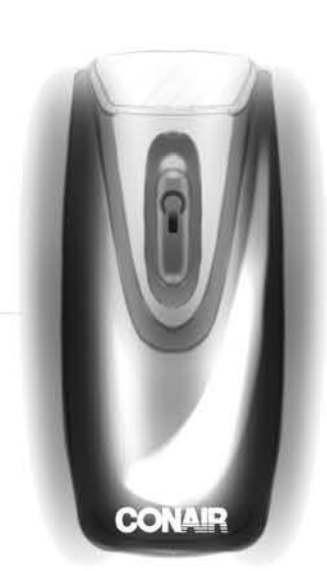
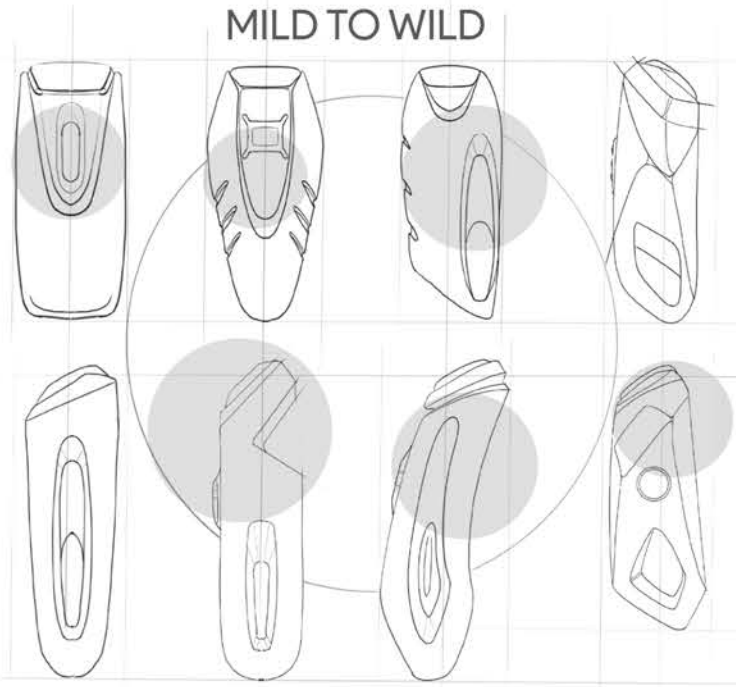
What makes this product different than any of the others?

Can this be comparable in cost to existing lines?

IDEATION SKETCHING



ROUGH CONCEPT



CON.1



CON.2



CON.3



CON.4

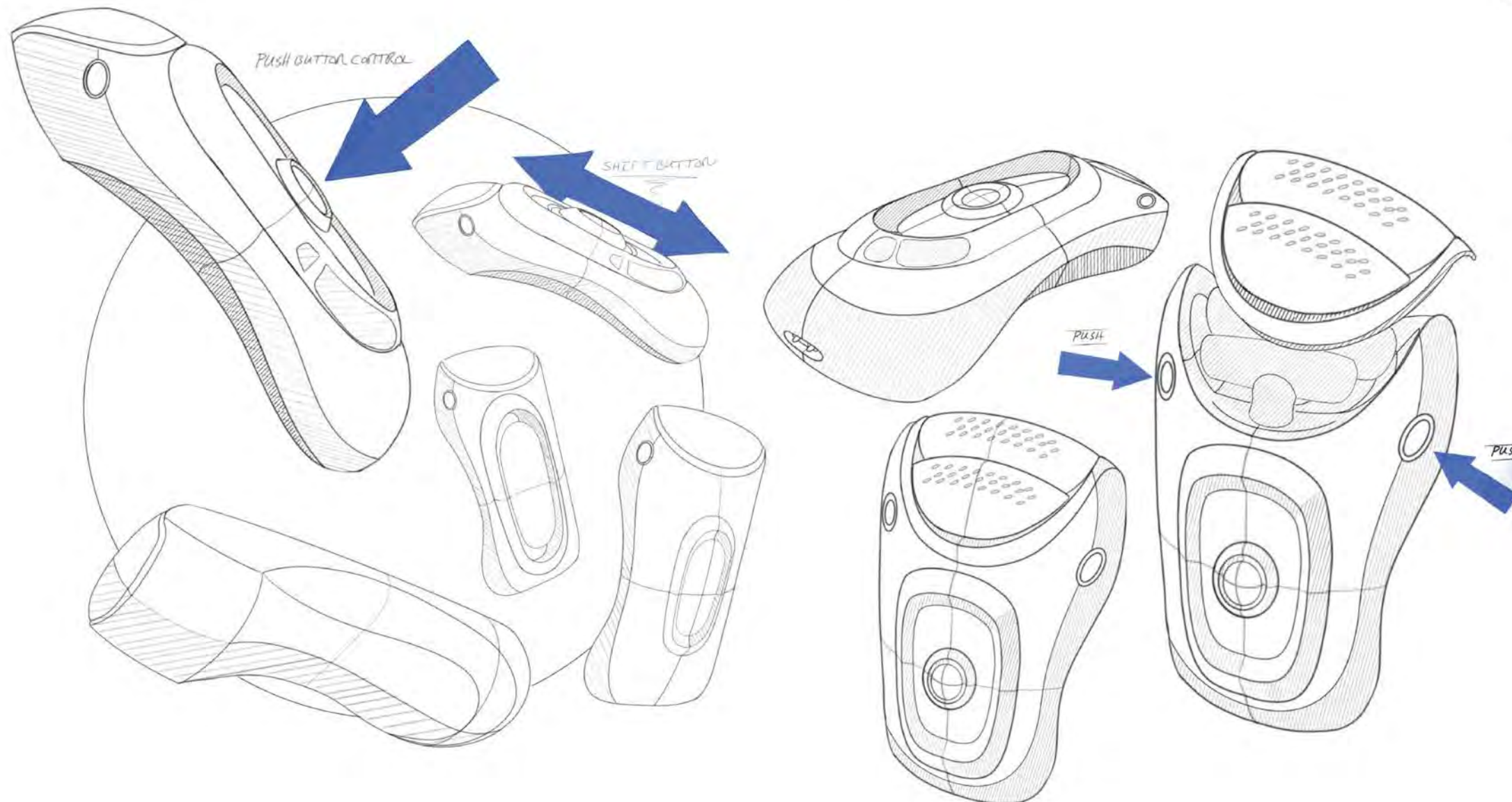
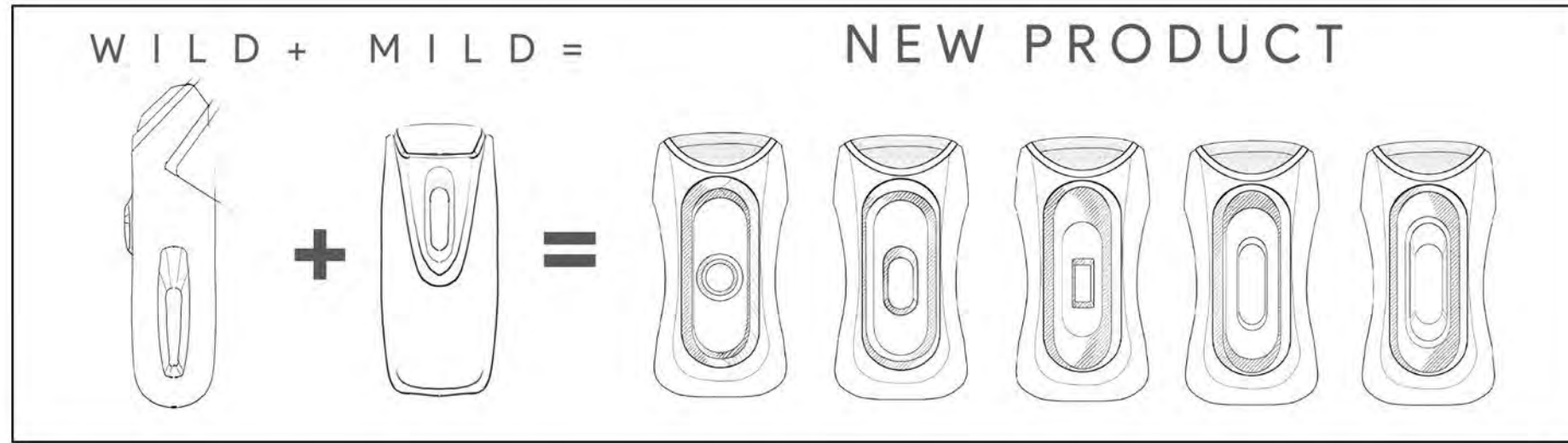


CON.5



CON.6

CONCEPT REFINEMENT



SCALE FOAM MODEL

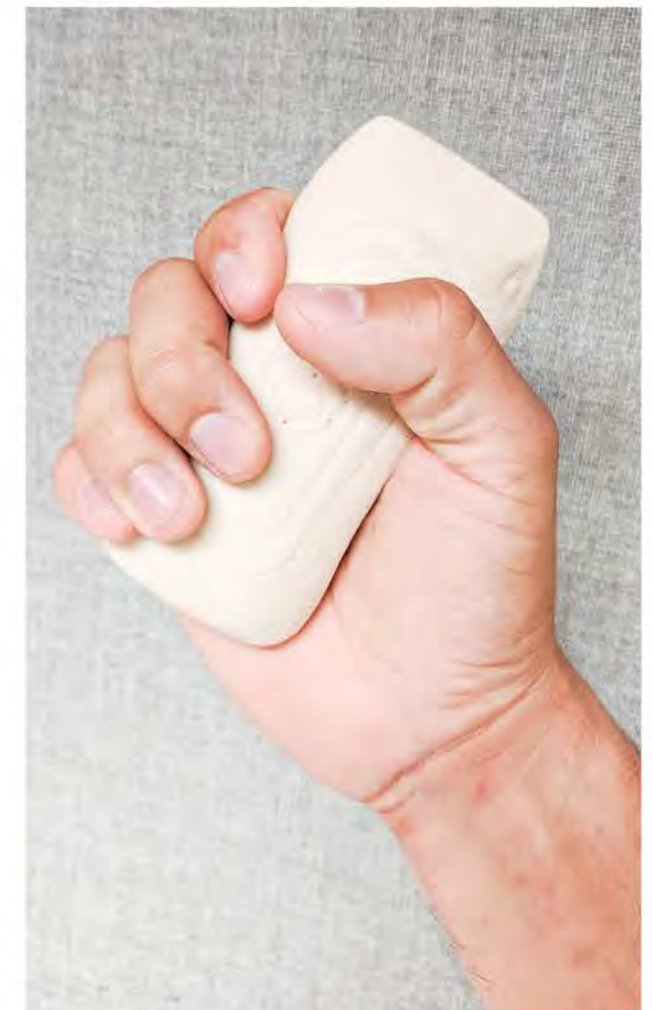
Sculpting this model gave me a much greater understanding of scale and the appropriate size the Foil Shaver really needed to be.

The initial dimensions I had thought I would use, did get a bit smaller. This made the device more comfortable to use and begin to feel more like a real product.

The shaving head also works much better as a circular form rather than a rectangular shape.



THIS SCALE IS LARGE.
FITS IN HAND BETTER @ 5.25"



FINAL RENDERING



CONAIR
ACTIVE

NEXT PROJECT



BELOW



.BLENDER.

Industrial Design by Blake Ellis 2019

Design a new take on a classic kitchen product...The Blender.

TIME LINE: 120 HOURS

I.D. EDUCATION LEVEL: MID JUNIOR YEAR

SCHOOL PROJECT, PRODUCT DESIGN, MARKET RESEARCH, IDEATION
SKETCHING, REFINE SKETCHING, 3D MODELING, CMF, PRODUCT RENDERING

DESIGN CHALLENGE

Design a Personal Blender for a younger audience, choosing to purchase between a Keurig or Blender for the first time.



.MARKET RESEARCH.
.the business stuff.

WHAT I FOUND OUT

STORE VISIT

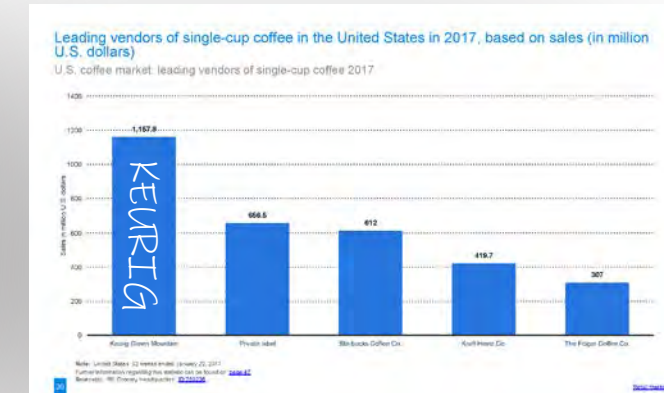
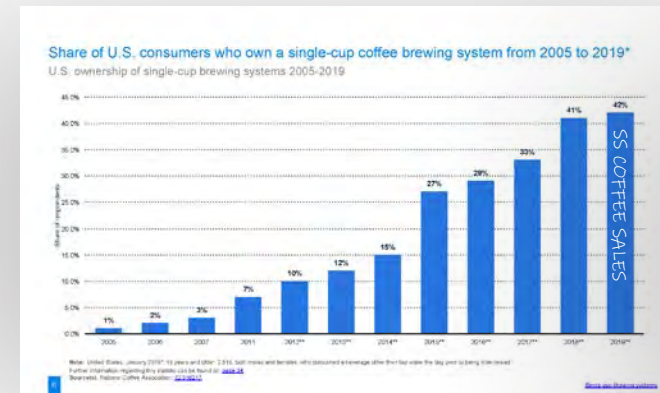
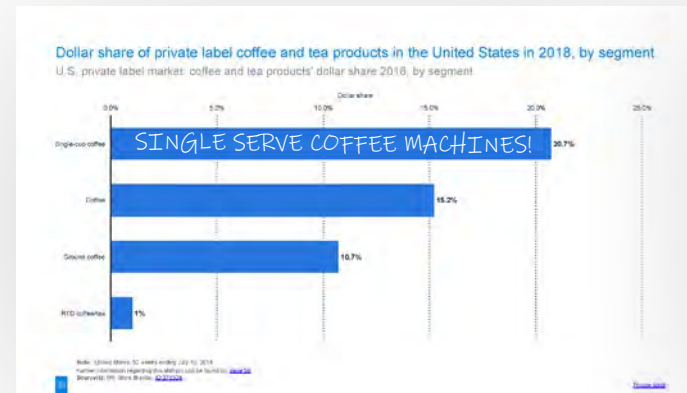


The products for sale had the same **kitchen appliance** feel and look. However, the coffee aisle, specifically the **Keurig** Section, was completely different. After pulling the actual statistical data, I found that **Single Serve Coffee Machines** were doing

great, and **blender sales** have been **stagnant** for years. This motivated me to design a product that contained a new aesthetic quality and experience that would motivate new buys to make the decision to purchase this product over the Keurig.



SALES ARE STAGNANT!





PRODUCT TREND NOTES

- HOME COFFEE ACCESSORIES ARE ON THE RISE
- "TECHNOLOGY AS NATURE" (SEE GOOGLE'S PRODUCT LINE)
- NEW USERS LOOKING TO SPEND MORE ON ELECTRONICS/APPLIANCES
- HONEST DESIGN
- "MINIMAL" DESIGN AESTHETIC
- DESIGN ROOTED IN ARCHITECTURE
- ARCHITECTURE IS AN EXPRESSION OF NATURE!

NOTES:

TAKE AWAYS



PRODUCT TREND NOTES

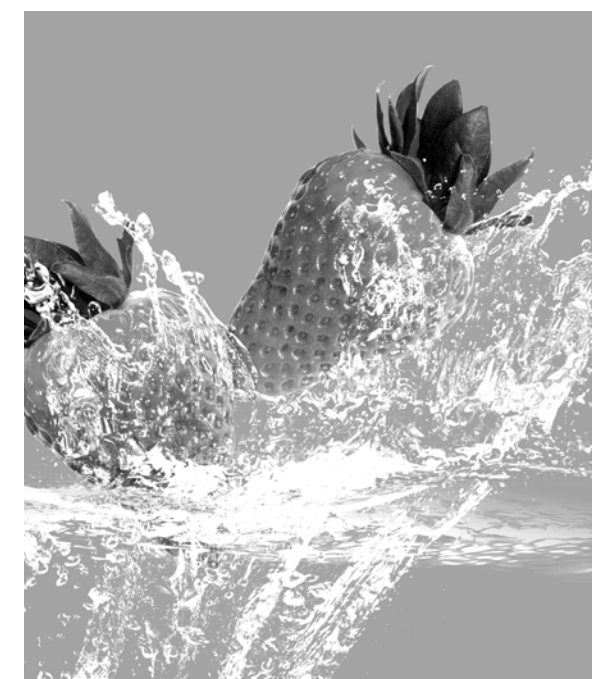
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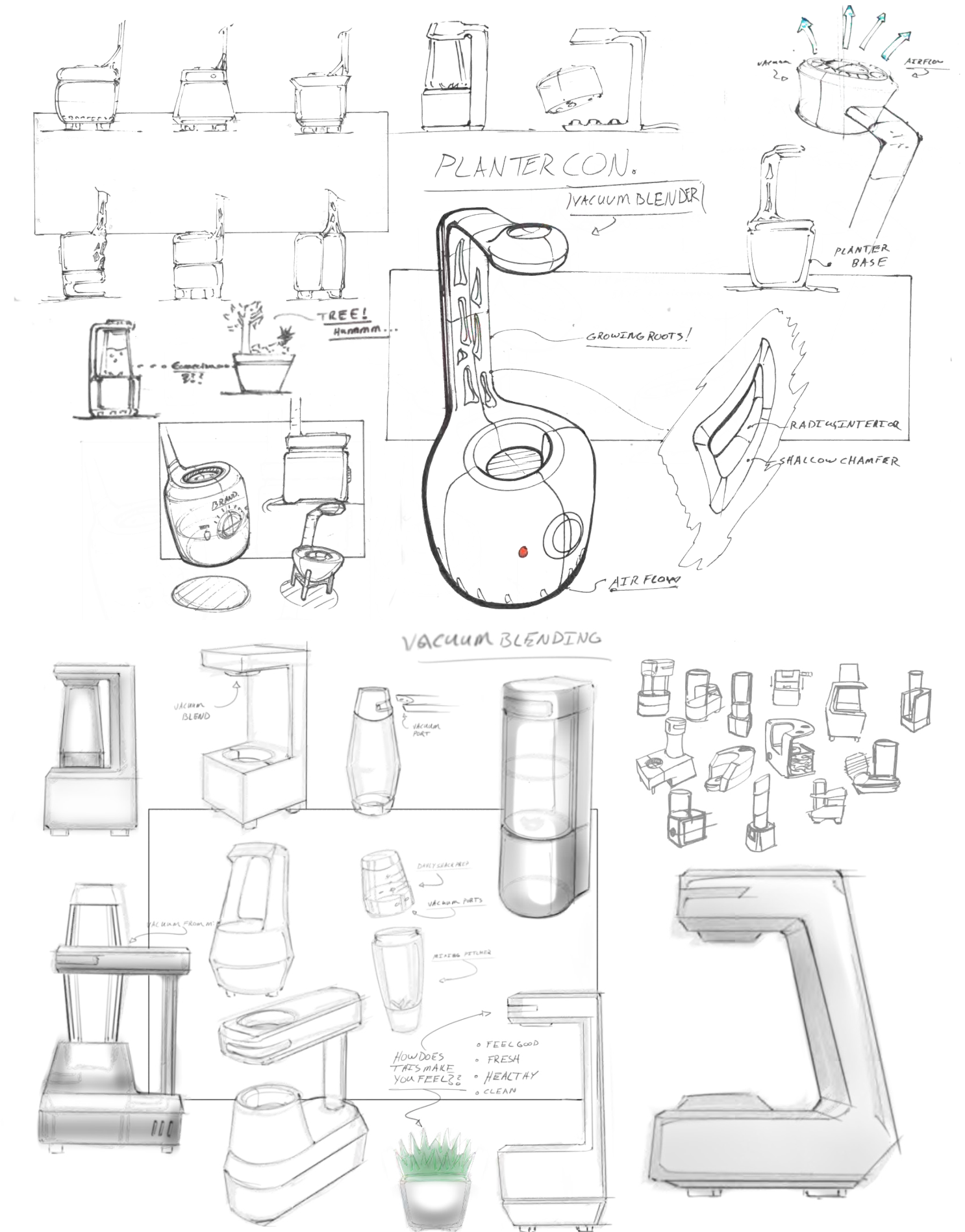
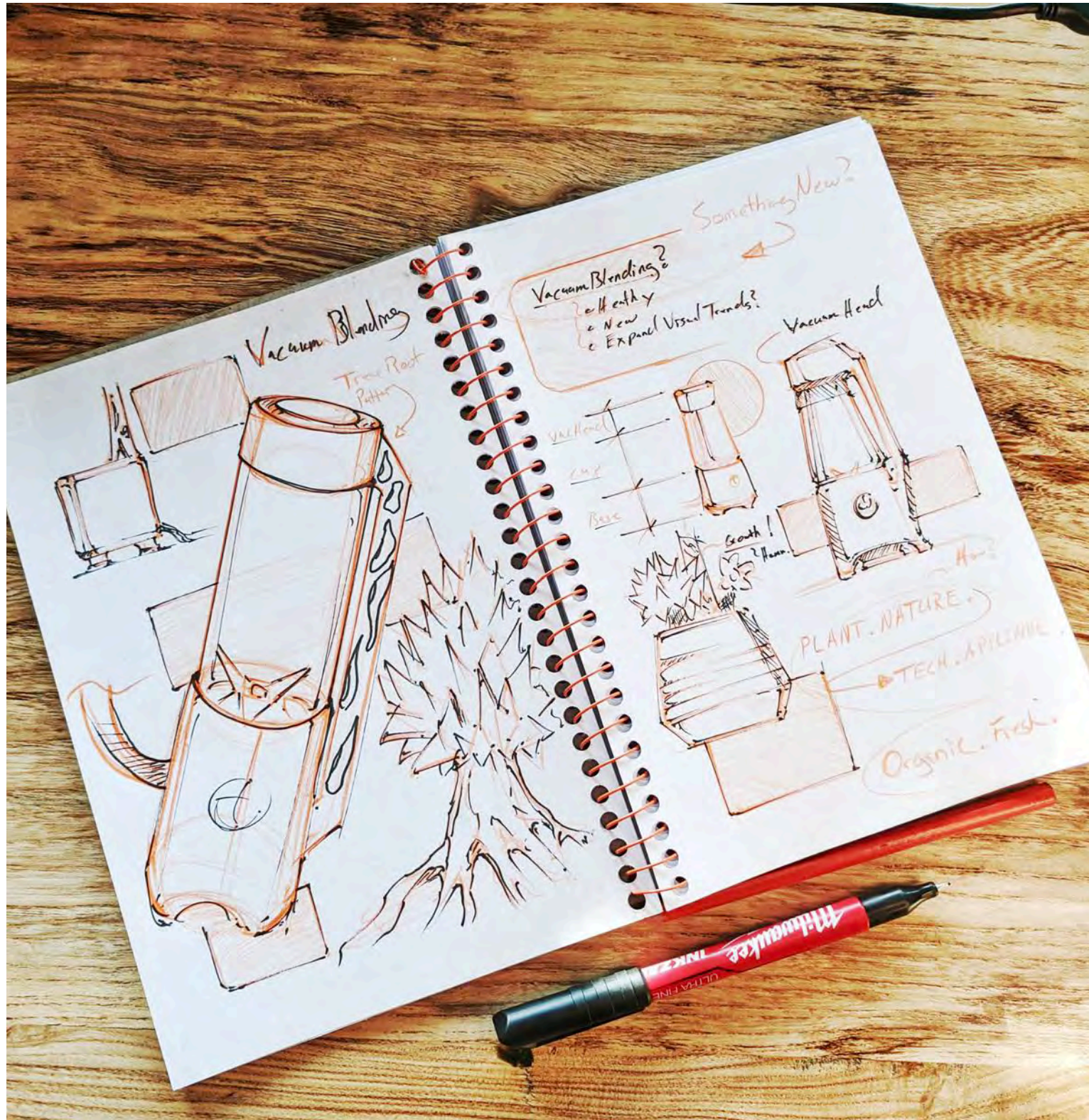


.MOOD BOARD.

When looking for inspiration, I was drawn to images of **harmonious** elements that emitted feelings of **heath** and **serenity**.



PRELIMINARY SKETCH IDEATION



KEY WORDS: VACUUM BLENDING. ORGANIC. HEALTH. NATURE.

DESIGN LANGUAGE

Hand spun clay is a timeless aesthetic that has been incorporated in interior spaces throughout time. This is was a **major source** of inspiration for the form of this product.



HAND SPUN CLAY

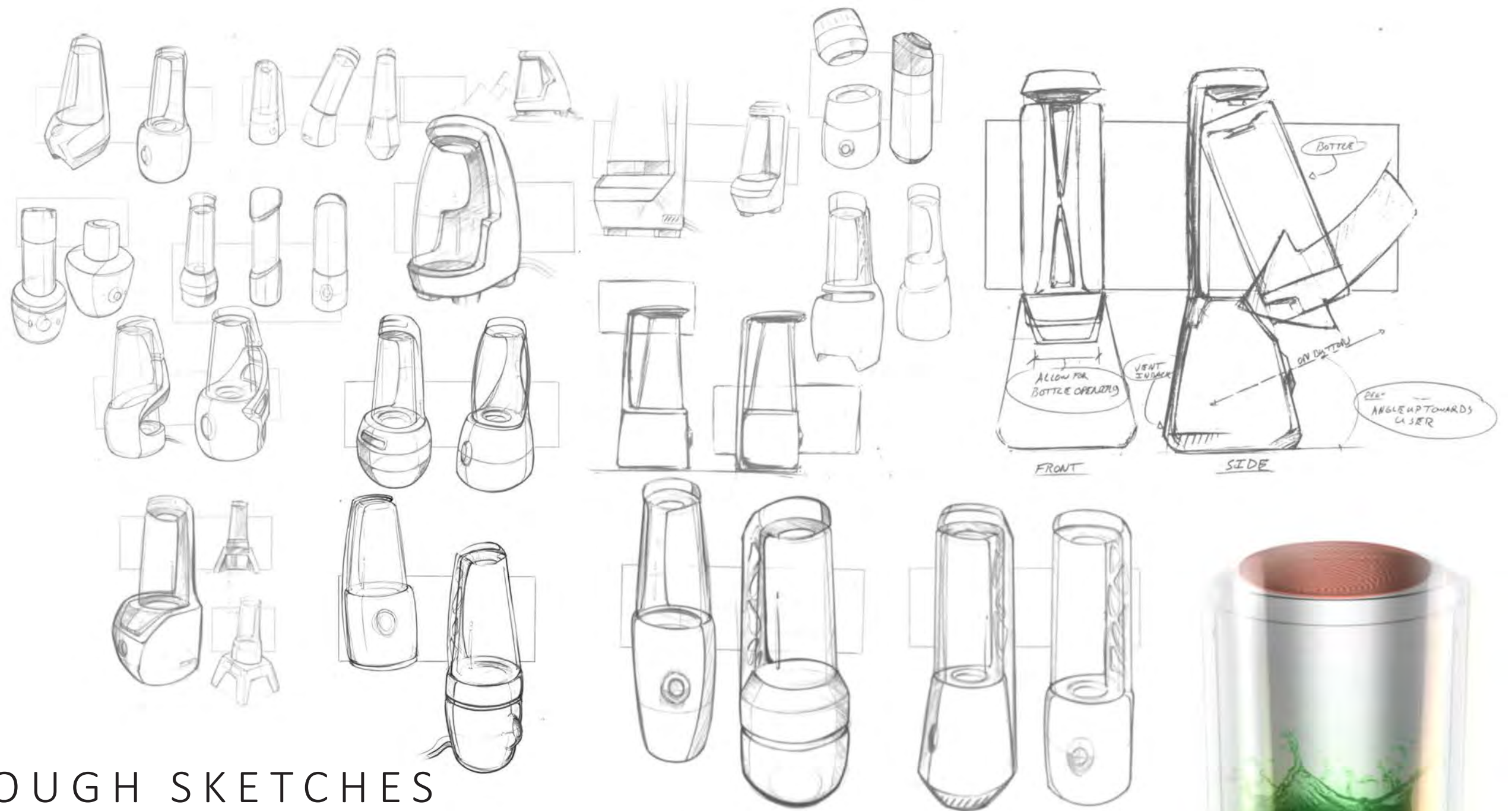


**SMOOTH FORM
TRANSITIONS**



PROFILE

IDEATION SKETCHES



ROUGH SKETCHES

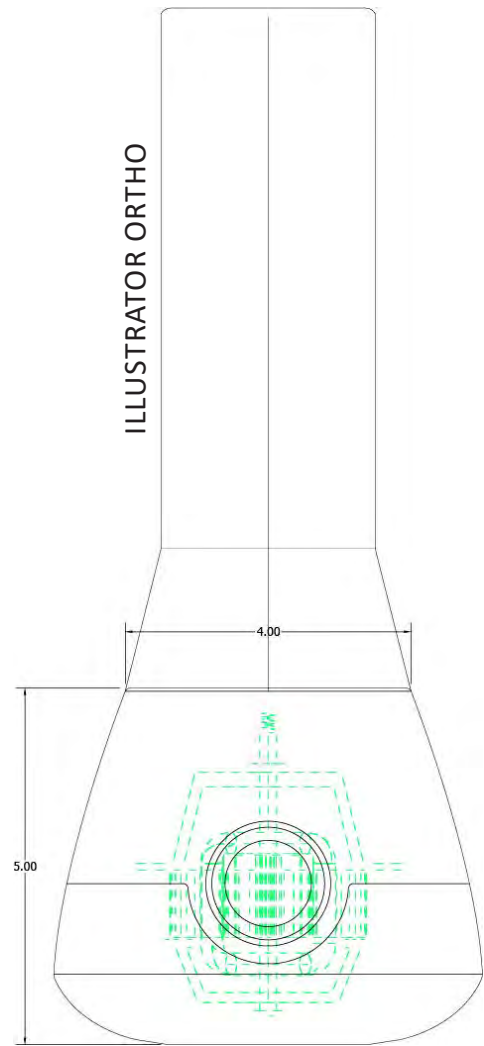


REFINED DIGITAL SKETCHES

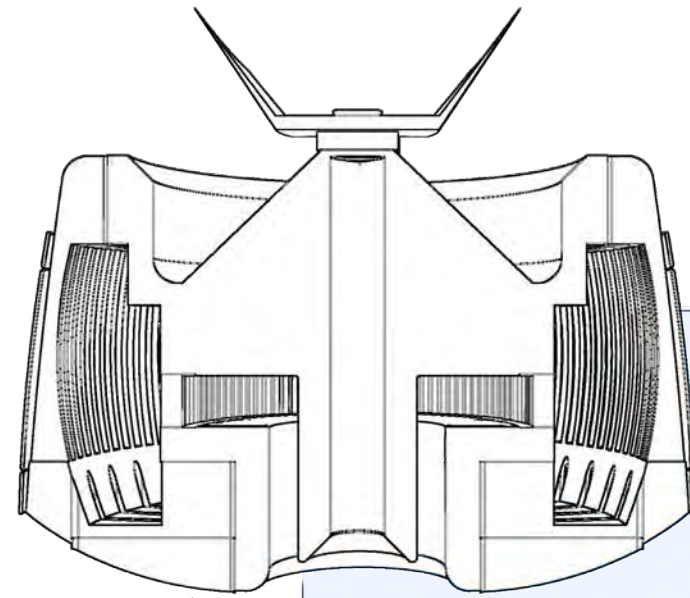


MOVING FORWARD WITH

PHYSICAL FOR DEVELOPMENT



BLENDING LID + AIR FLOW
PATH FOR MOTOR



Turning down the form
on a lath gave me the
opportunity to develop the
curvature.



HAND TURNED FOAM MODEL

FINAL FORM

.UI/UX.



The design for the eye was inspired by the “sun&moon” icon. This is a **playful** feature that will let users know when their shakes are blended to a consistent mix.



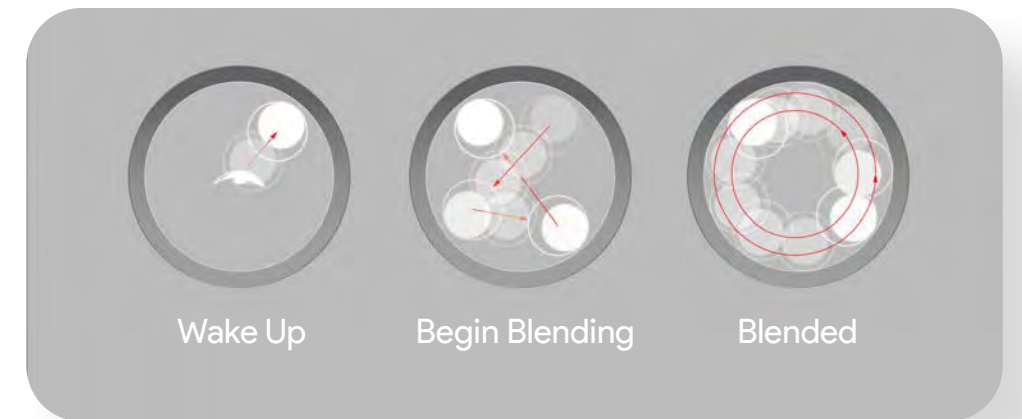
Wake Up



Begin Blending



Blended





.BLENDER.

Industrial Design by Blake Ellis 2019





.BLENDER.

Industrial Design by Blake Ellis 2019





THANK YOU



SEE FULL PROJECTS - www.blakellis.myportfolio.com