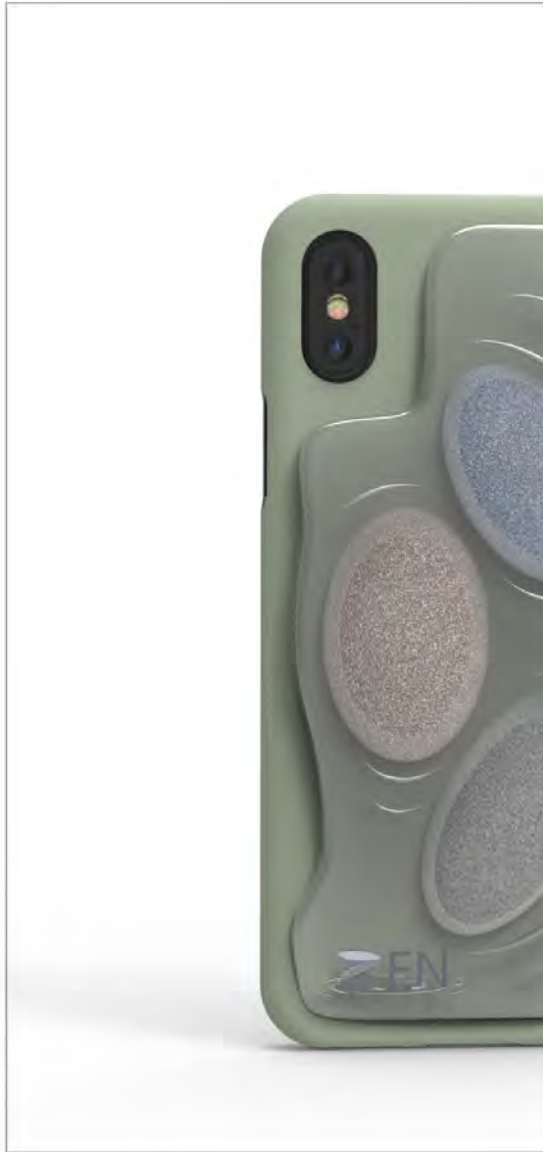




Product Design
PORTFOLIO
2020
Kieran Sutherland

Contents



Zen Focus

An anxiety reducing smartphone case, inspired by Neuro-Linguistic Programming.



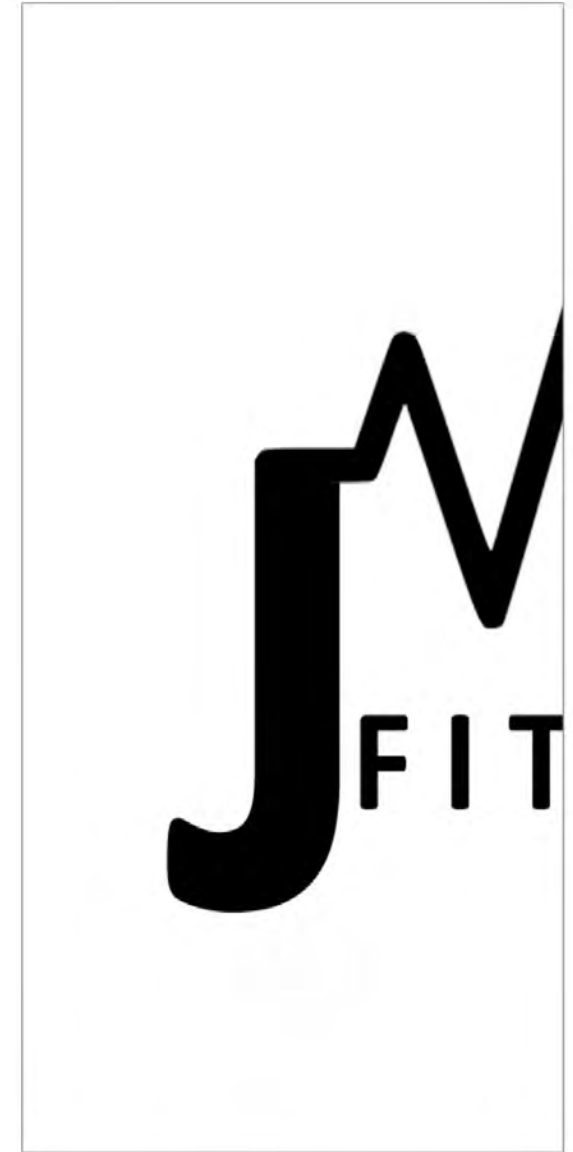
Let Loose

A swing set installation, designed to bring joy to commuters.



Furniture Design

A chair design which focuses on aesthetics and comfort.



Freelance

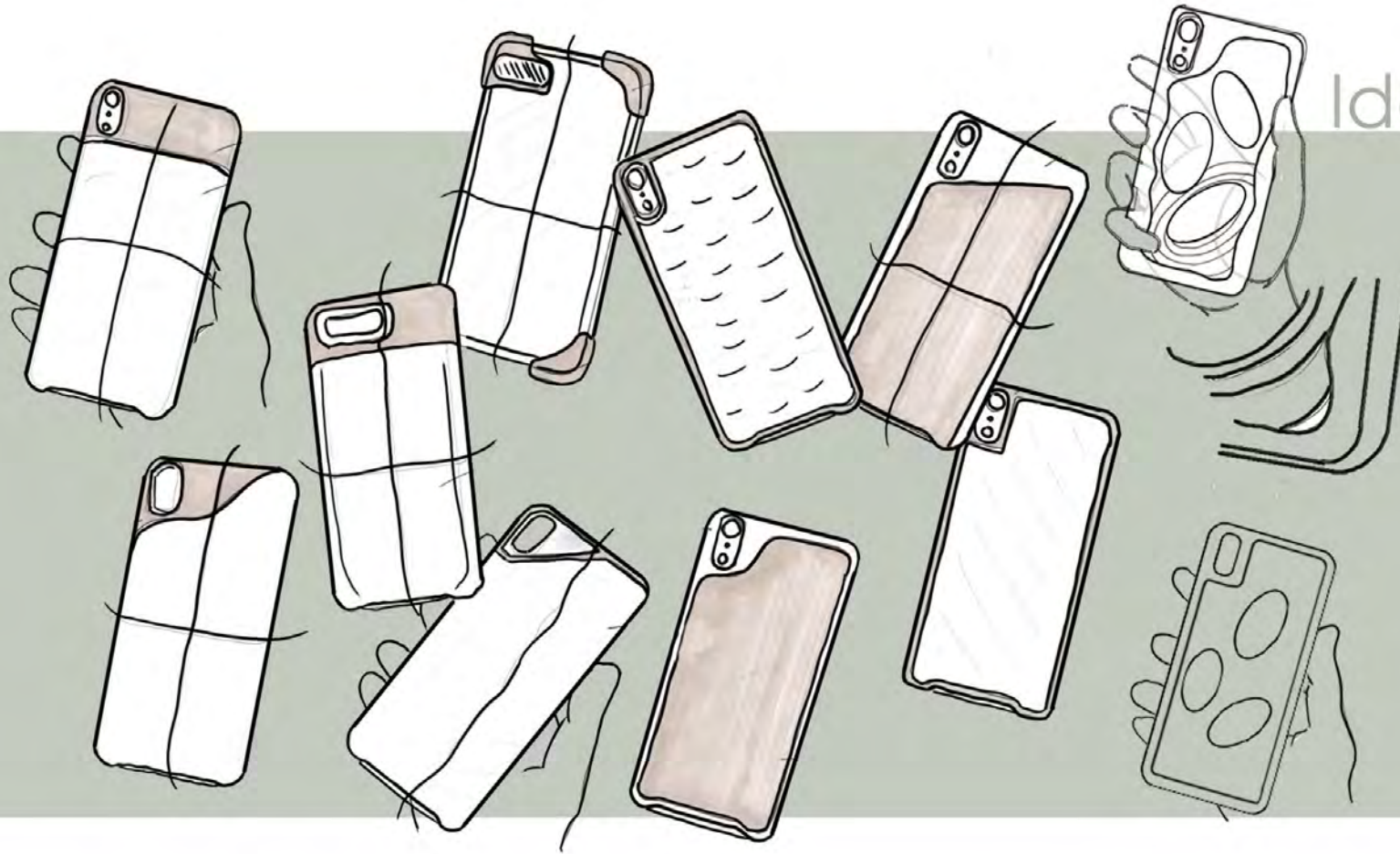
Logo design commissions.



Anxiety reducing
smarphone case inspired
by Neuro-Linguistic
Programming.



Ideation

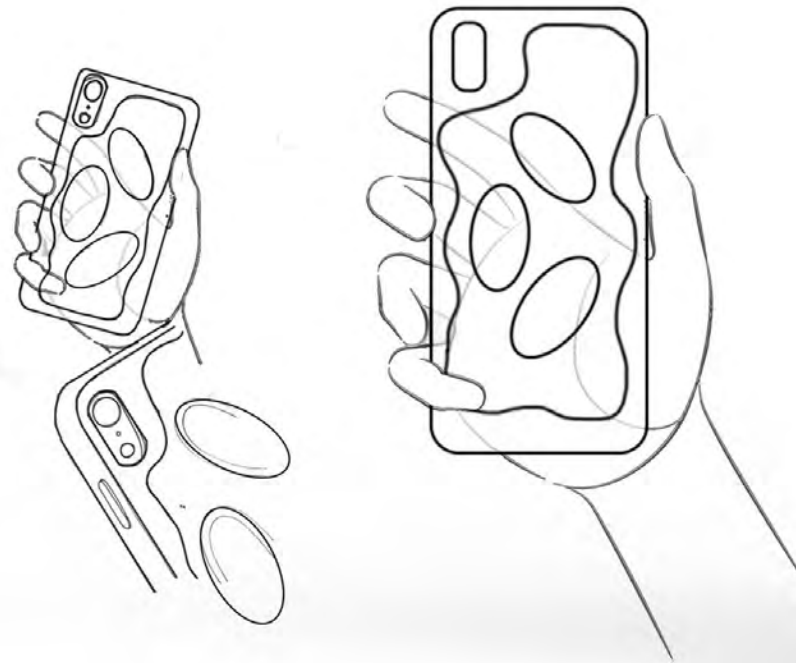


The Zen Focus Case, is an anxiety reducing phone case, which uses Neuro-Linguistic Programming (NLP) to reduce the user's anxiety.

NLP anchoring, is the association of positive mindsets and memories with a external stimulus such as touch or sound.



Anxiety affects millions worldwide



Modelling & Testing

I tested different textures and got users to interact with the test model to see which would bring the most comfort while holding. I also tested out how effective the raised back design would be at providing pressure on the user's pressure points.





Function

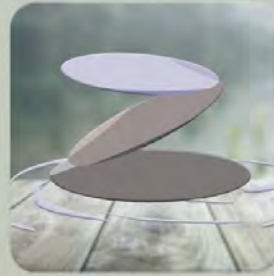


The rechargeable vibration motors fit inside the case, under the removeable back section of the case. This allows for the user to take out the motors to charge them.

The motors stimulate the user's NLP anchor points, while the user is interacting with the case. This allows the user to get back into the positive mindset, in which they associated with that feeling of stimulation.



App Features



The Zen Focus App



The calming sounds feature offers natural sounds such as rain, wind or waves,



The settings, allows for the user to control the pulse type and pulse intensity of the vibrations from the case.



The breathing exercises, allow the user to control their breathing.



Positive Mindset allows user to get into a positive mindset when setting their NLP anchors, through focusing on their happiest memories.



Let Loose

A swing set installation which takes users on a sensory journey, sparking joy through reminiscing about their childhood memories of playing on the swings.



Function



Let Loose uses emphasized design features to make users feel smaller when interacting with the swingset. This makes the user feel younger again and brings back joyful memories from their childhood.

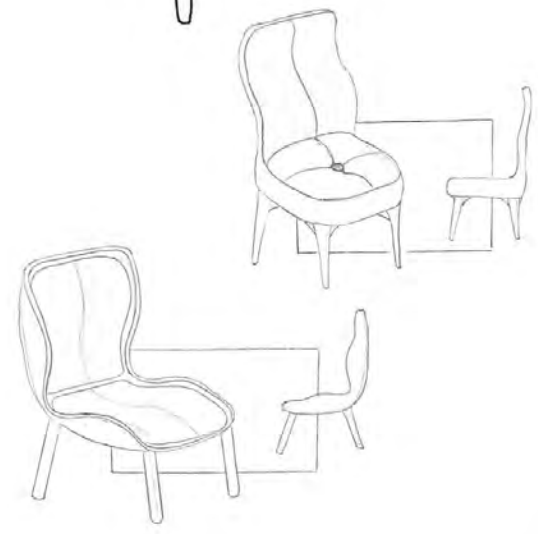
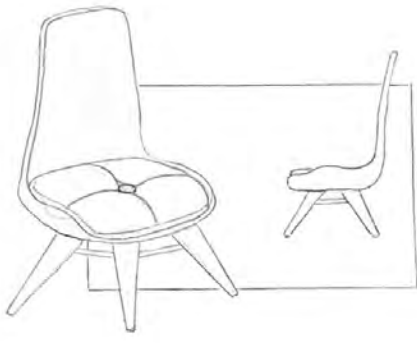
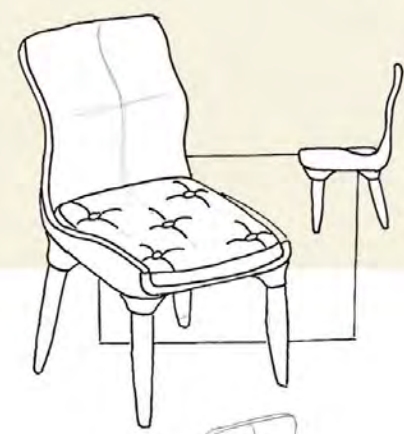
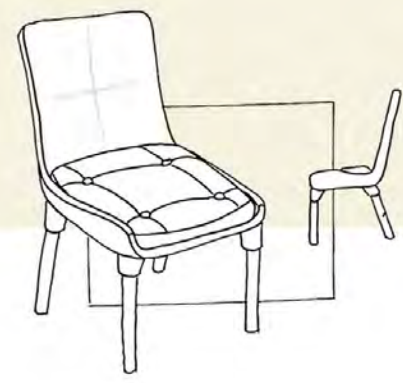
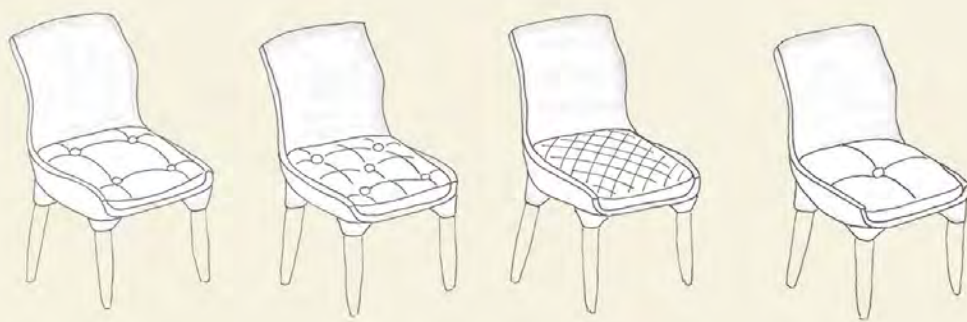
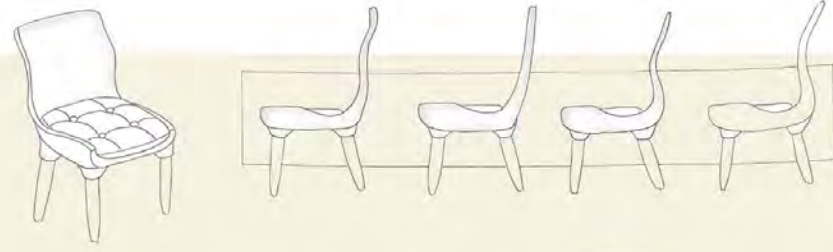




Furniture Design

Chair design inspired by luxury aesthetics and materials.

Furniture Design Ideation



Modelling

To test my final design, I made a model using a range of techniques including 3D printing, wood lathe and upholstery.

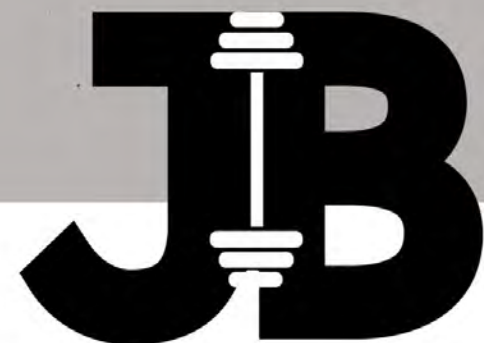
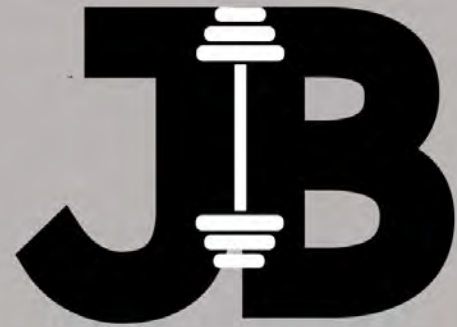
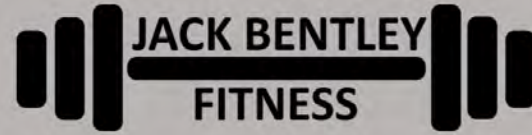
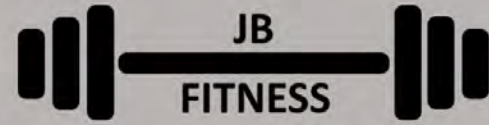


JMB
FITNESS

Freelance

Logo commissions for JB Fitness

Logo design



JB
Fitness

JB Fitness, is a small fitness company who provide fitness and wellbeing coaching online. I was approached by JB Fitness, to design them a logo in which represents their business. Throughout my designs I wanted to reflect the visual



THANK
YOU

————— GET IN TOUCH —————



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