

PRECIOUS UKAIWE

PORTFOLIO

My interests regarding design fall into the categories of **Sustainable Design, UX, Visual Marketing, Photography, Interiors, and Graphics.** My portfolio aims to convey my **versatility** in design and also some of my **hobbies**.



Brief:

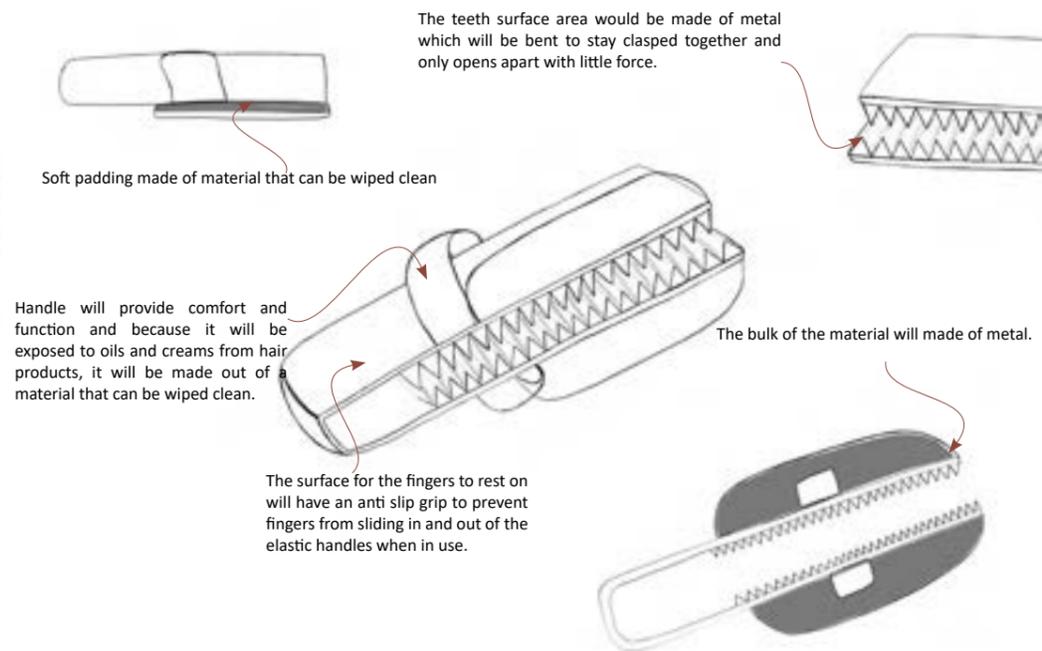
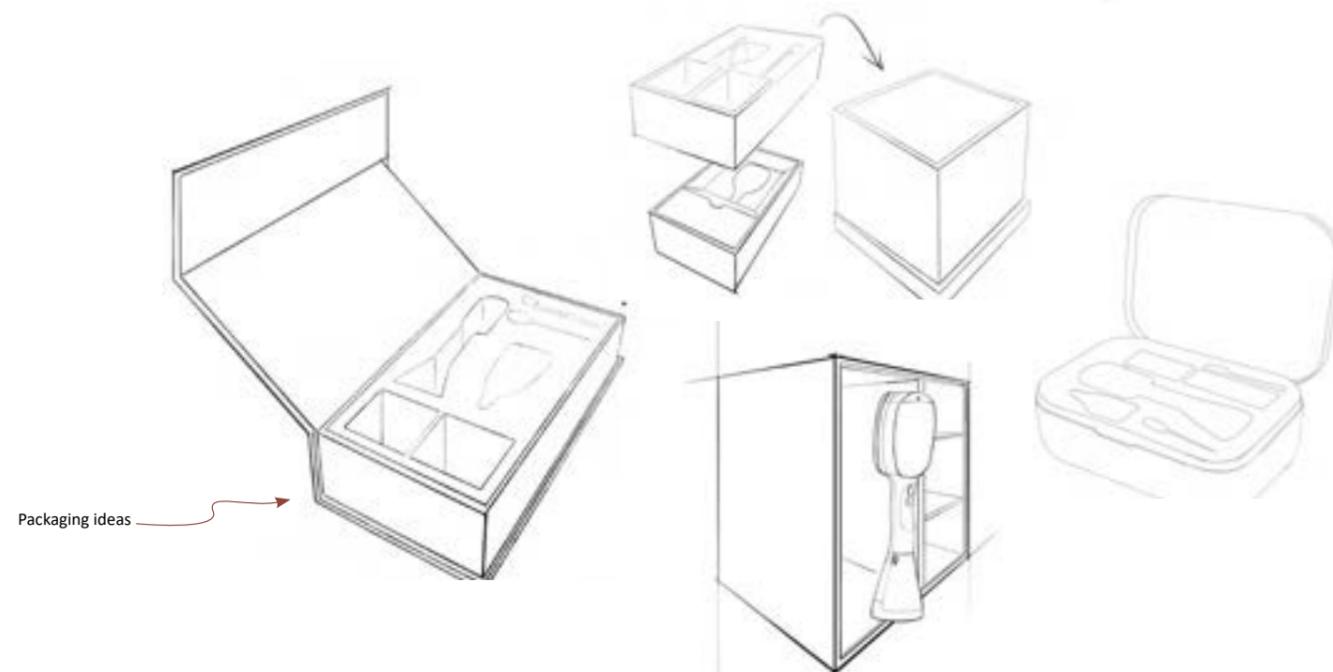
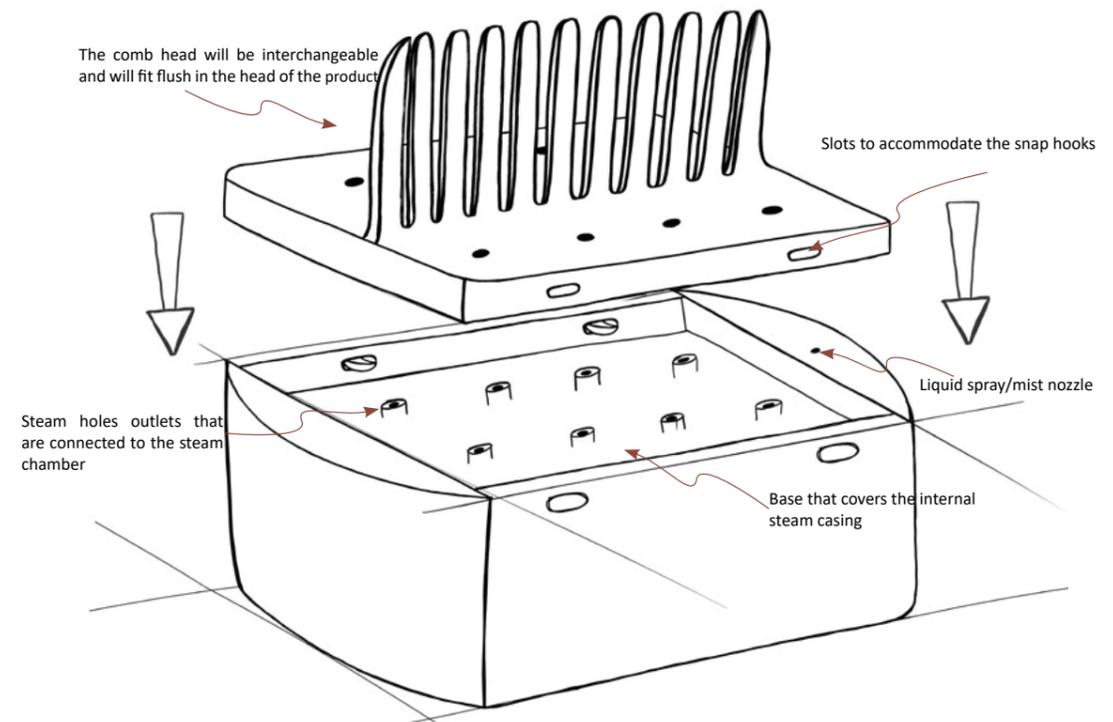
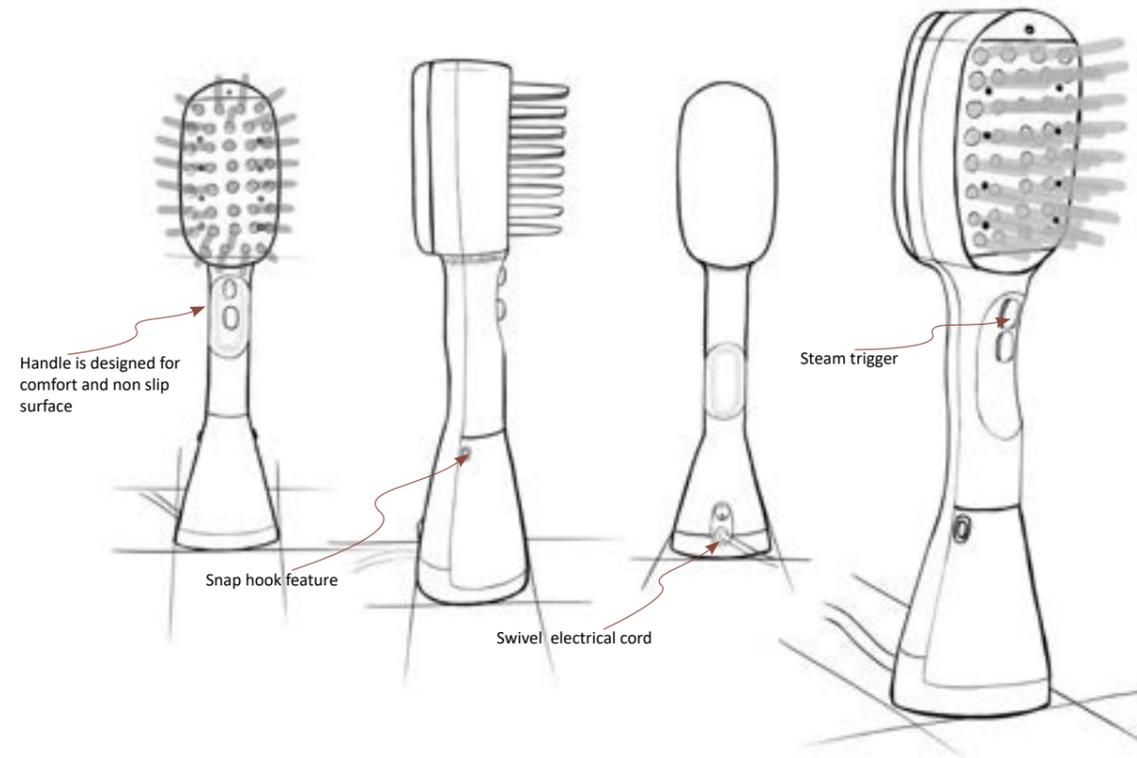
Action research and the subsequent findings arising from the primary and secondary research you undertake within THD1381 Responsible Research & Innovation will provide a critical framework that will underpin a new product development process involving the conception of four original product innovations, and the development of one concept to a high level of design resolution: aesthetic, technical, manufacturing, user requirements etc.

The report identified a variety of issues surrounding problems faced when detangling curly hair, it concentrated on the characteristics of curly hair, the issues found during the process of washing, styling and grooming. It argued that detangling curly hair is a lengthy and painful process due to the prevalence of knots and the inefficient methods currently available to tackle this. This led to an opportunity to develop products that aid in detangling curly hair efficiently whilst minimising pain.





Sketch Development



Sketches of ideas of the different elements of the kit were made throughout the development process.

Modelling Development



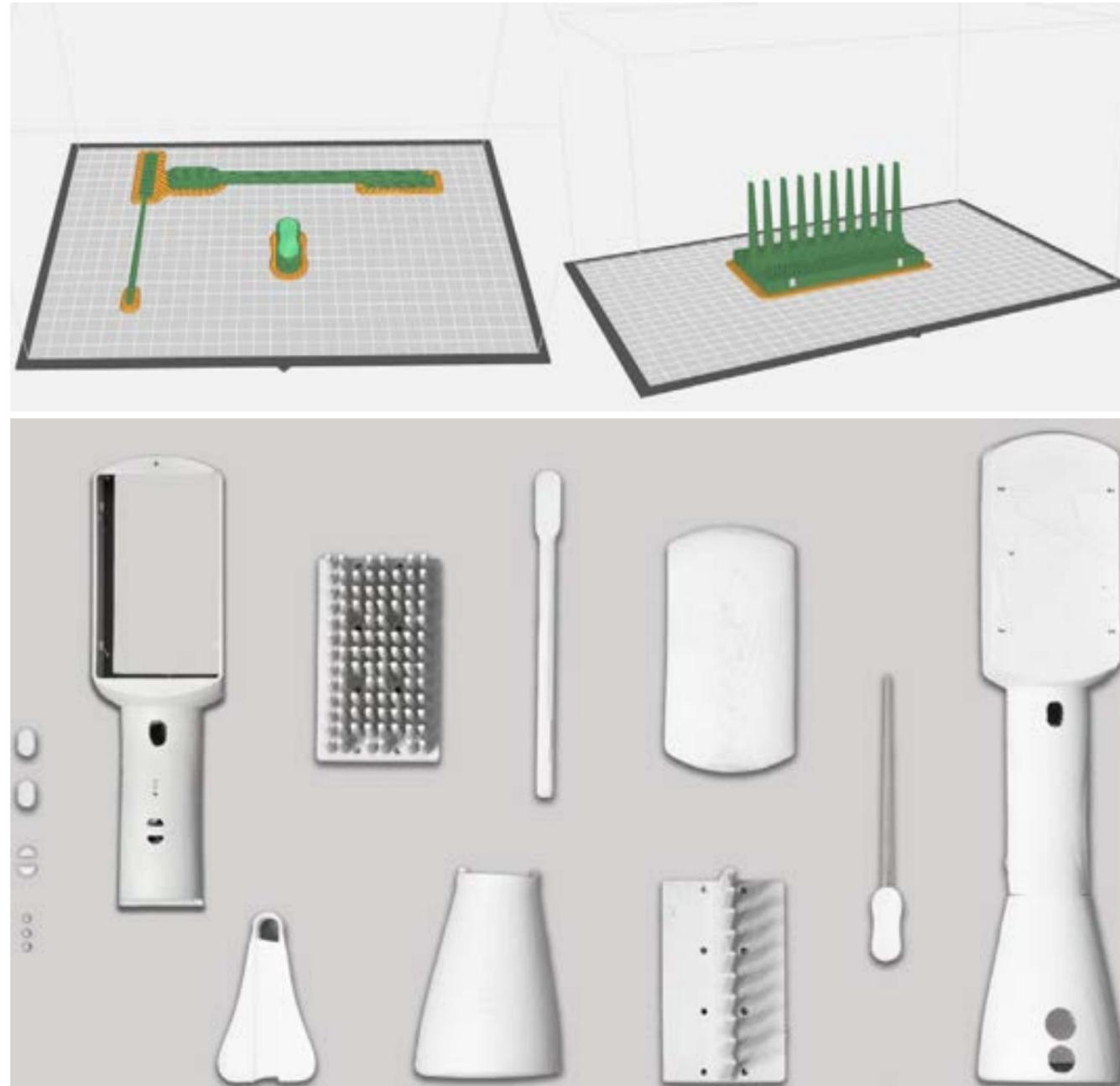
Low fidelity prototypes were made for the main product using different materials, this was done to make sure the product followed ergonomic guidelines and is comfortable and functional for the user.

Modelling Development



The clamp, the pik and the brush head and handles were modelled and tested to check for comfort of use and function.

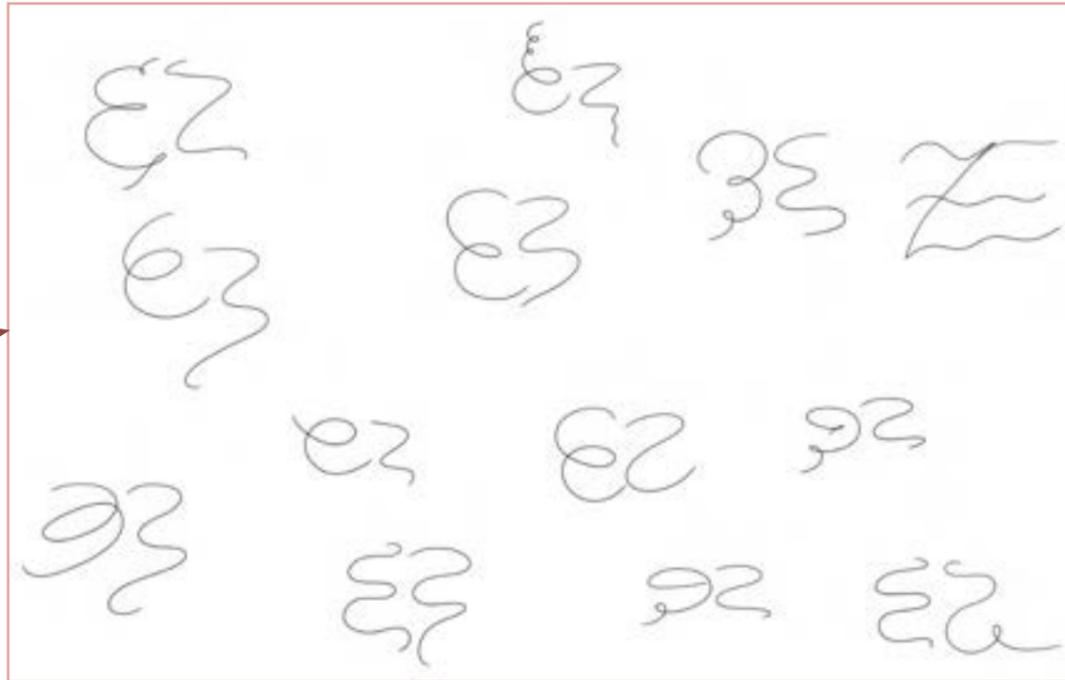
Modelling Development



CAD was used to further develop the products and the parts were 3D printed for testing.

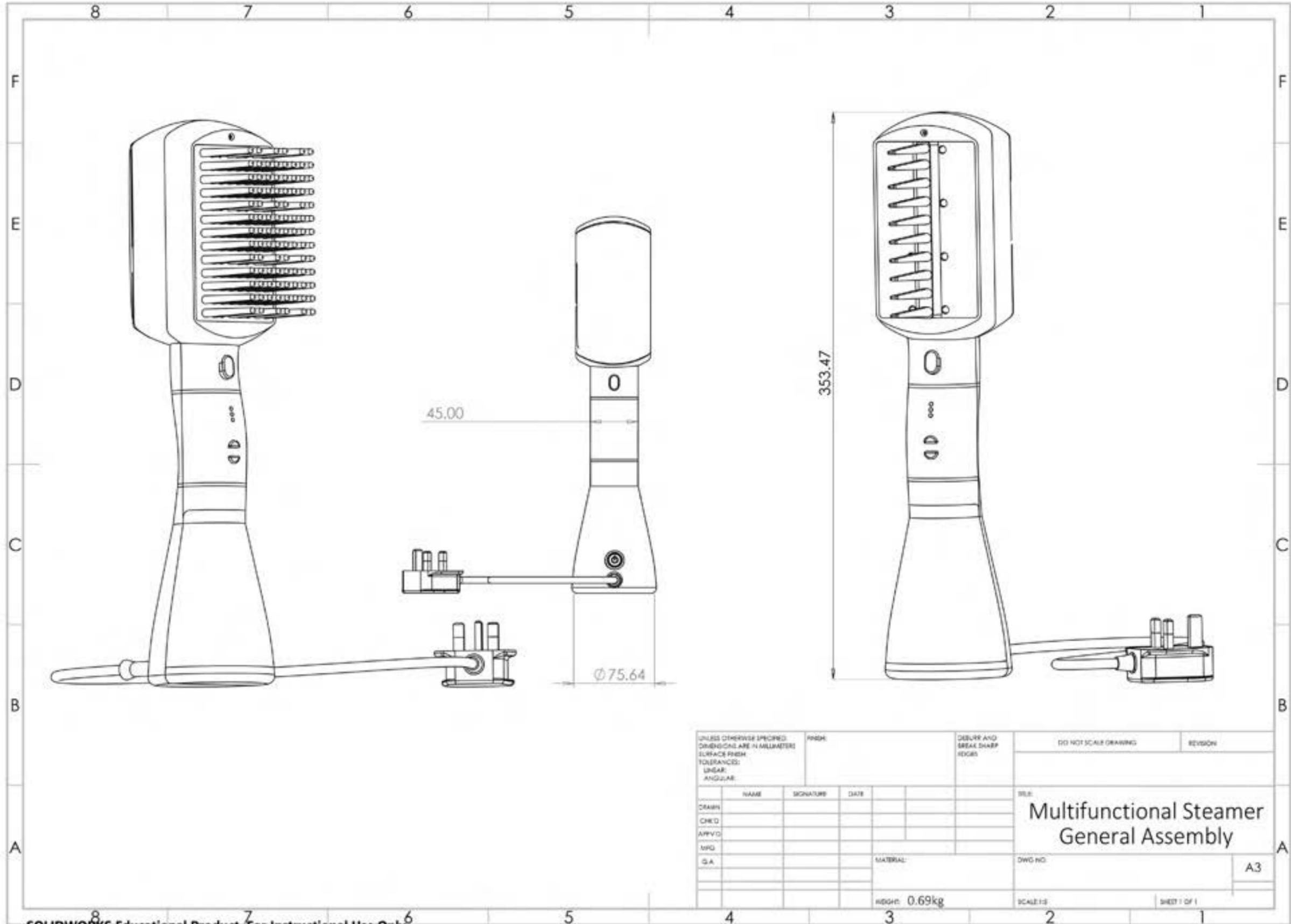
Logo Development

Reminiscent of the different curl patterns of curly hair types

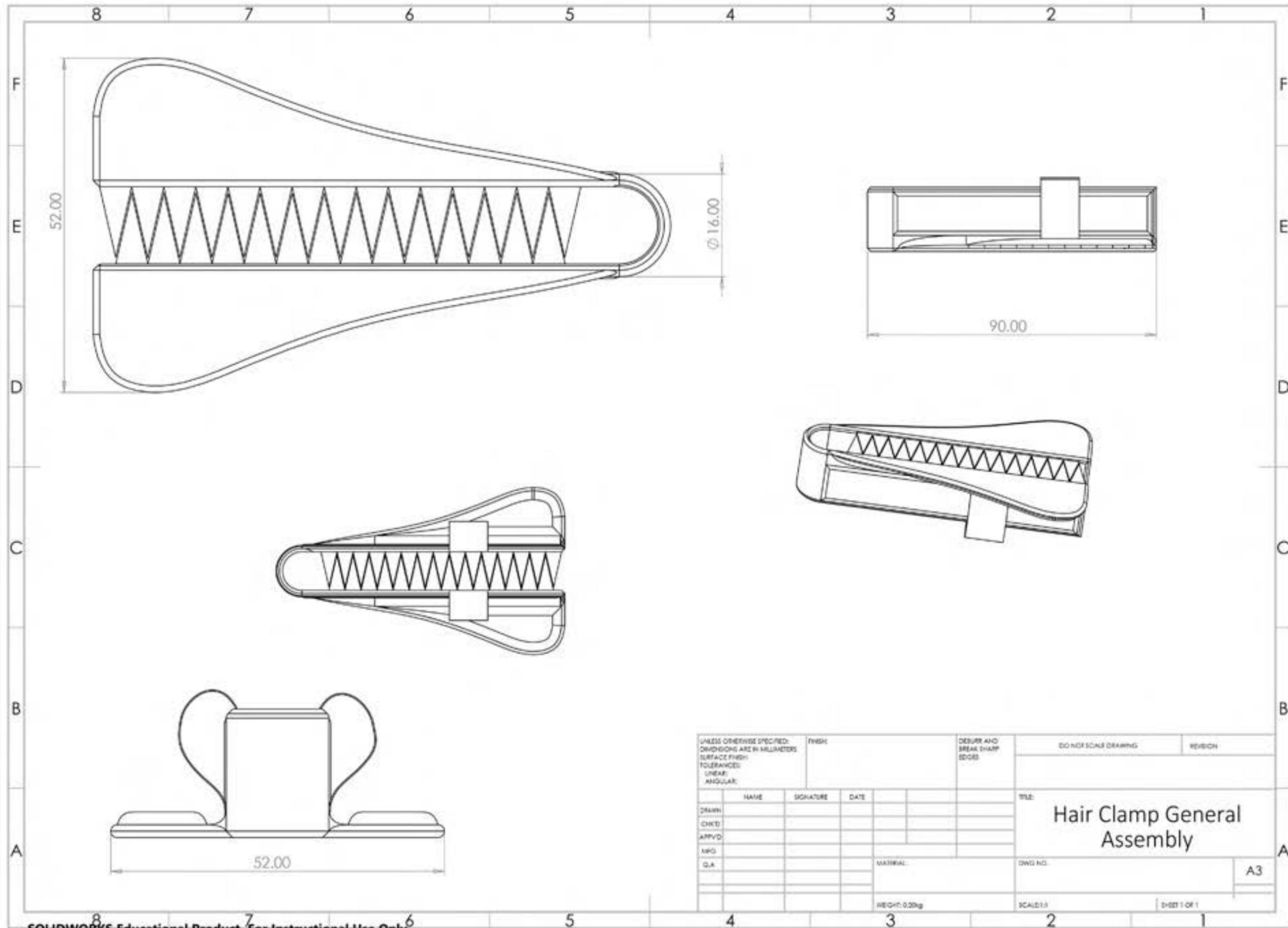


A logo was designed to create a brand identity, several sketch iterations helped to convey ideas. The final design was made in two colour tones.

GA Drawing



GA Drawing



ezhair





Groom your curls the EZ way.

An effortless experience.



A live Brief set by The Great British Exchange:

Recreate a trend driven, commercial and appealing brand design for the current Tom Kerridge ketchups. Please think about how your design will fit on multiple products within the range; sauces, chutneys, jams, gift sets etc.

TOM KERRIDGE KETCHUPS



KETCHUPS GIFT PACK



Branded gift pack concept showing how Tom Kerridge ketchups can be packaged.
Gift pack will include the best sellers.

TOM KERRIDGE CHUTNEYS



CHUTNEYS GIFT PACK



Branded gift pack concept showing how Tom Kerridge chutneys can be packaged.
Gift pack can be purchased in all 4 flavours or 2 of the best sellers.

TOM KERRIDGE JAMS



JAMS GIFT PACK



Branded gift pack concept showing how Tom Kerridge Jams can be packaged. Gift pack can be purchased as a set of 2 or 4.

Current Design



These are the current labels being used on the sauces. They look very plain and do not accurately represent the new and exciting flavours of Tom's brand.

Inspiration Board

cut out on label indicating product / ingredient



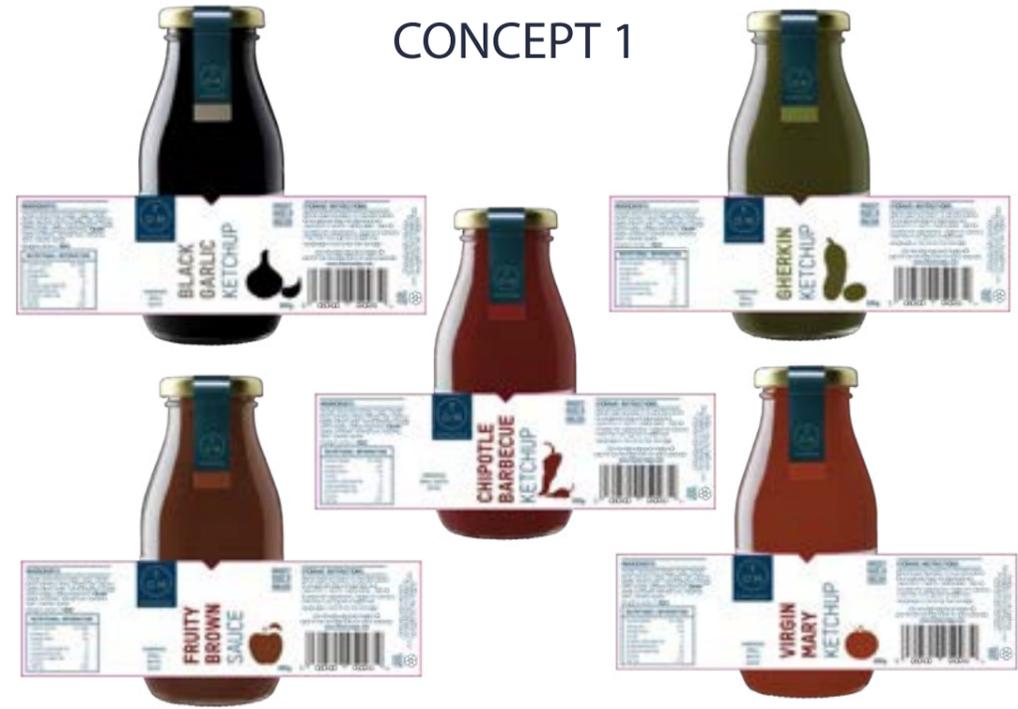
Flavour represented in colour of text



illustration on label showing main ingredient / flavour

colour of stripes indicating flavour gives product a modern and vibrant look

CONCEPT 1



concept showing similar layout to current design. However colour has been added to the title to represent flavour and a cutout included.

CONCEPT 2



Horizontal layout of title while keeping the use of lines to frame the text (similar to current design). colour has been added to the title to represent flavour and a cutout included.

CONCEPT 5



Horizontal layout of title while keeping the use of lines to frame the text (similar to current design). colour has been added to the title to represent flavour.

Horizontal layout of title while keeping the use of a vertical single line to frame the text. colour has been added to the title to represent flavour.

CONCEPT 3



chosen concept for label redesign making use of cutouts and stripes to indicate flavour / ingredient

CONCEPT 4



Marketing Support

The ketchups will arrive in SRPs as standard, ready for display. Each SRP contains 6 units of a single sauce flavour. Two strut cards will also be included dependent on order size.

Bus stops can be requested for use on slat walls at no additional charge. There is an additional charge for FSDUs, please ask your account manager for details.

Please note: final artwork designs subject to change before launch. Info/photography to be added to all except SRP.



Shelf-Ready Packaging (SRP) included as standard



A4 strut cards



Bus Stops for slat wall shelves

Freestanding Single Display Units (FSDUs)



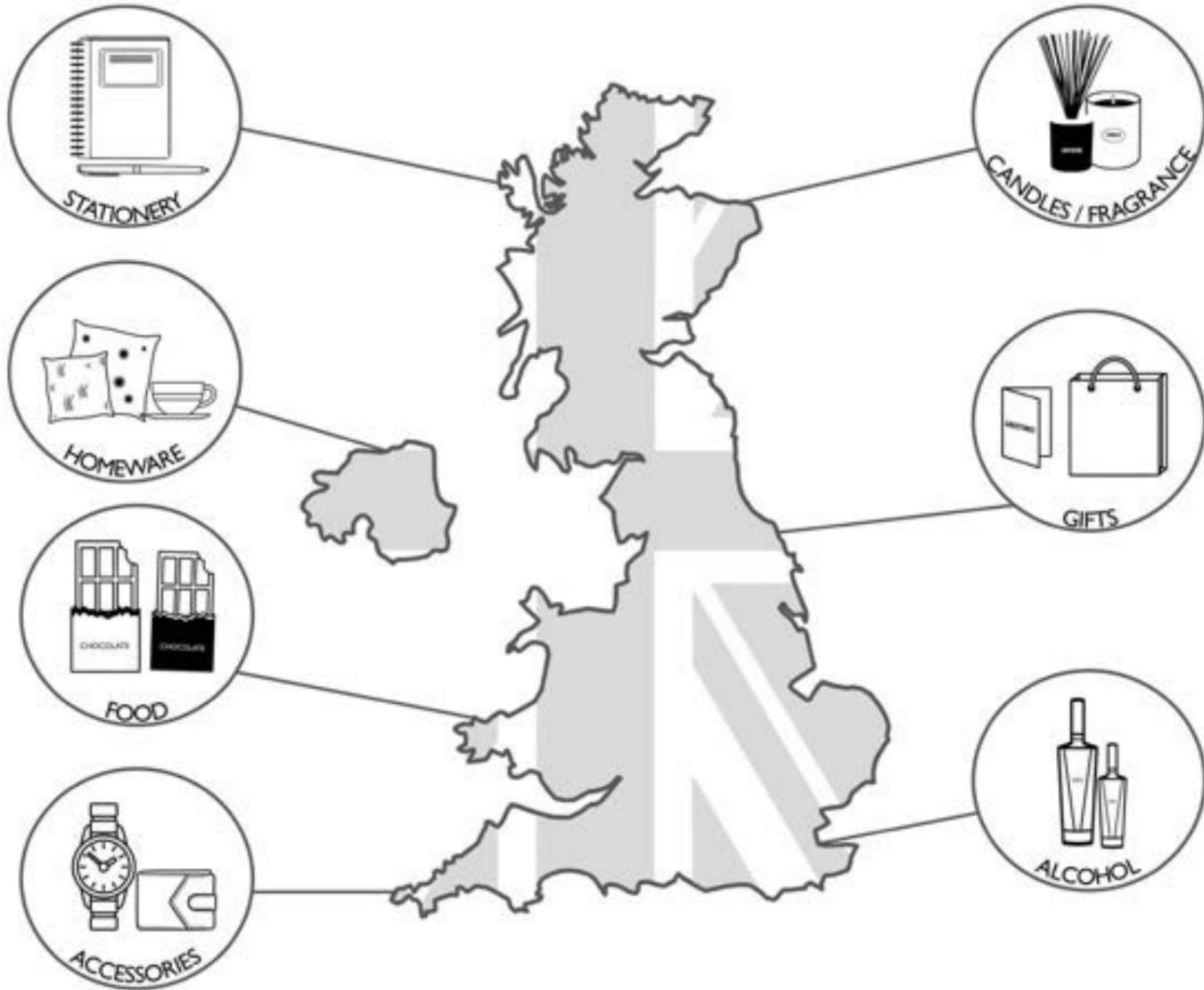
A live Brief set by The Great British Exchange:

Design a marketing display which would be used as part of a POS to support a project involving John Lewis and The Great British Exchange. This needs to promote the idea of a pop up shop initiative in John Lewis stores involving British producers accross the United Kingdom.



THE GREAT BRITISH ° EXCHANGE °

Introducing our pop-up shop of British brands



The poster I designed was used across John Lewis stores involved in the pop up initiative across the UK



- MADE IN THE UK
- QUALITY ASSURANCE
- SUSTAINABLY SOURCED
- HAND MADE
- LOCALLY GROWN
- SMALL BATCH

For more information on how to get involved
please visit : www.thegbexchange.com or contact us on 01423 229988

A live Brief set by The Duchess of York:

Design a luxury stationery range drawing inspiration from one of three themes - flowers, oceans and forests.

An Inter-disciplinary team project involving: Ukaiwe, P., Hannam, J., (Product Design) Baxter, S. (Textile)

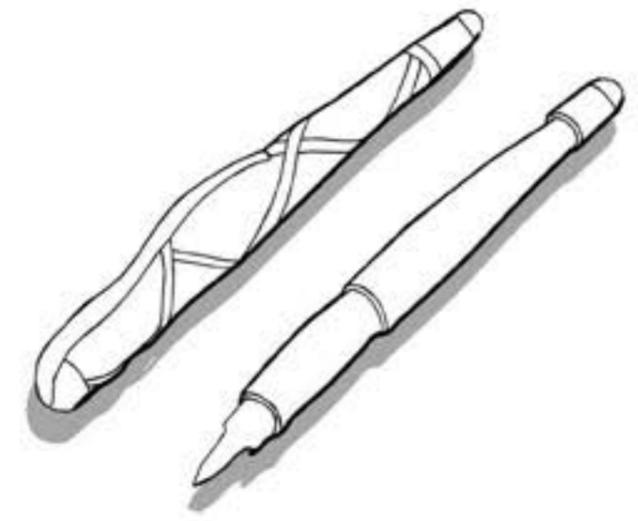
VINE



24K Gold Exterior Mold



24K Gold Exterior Mold



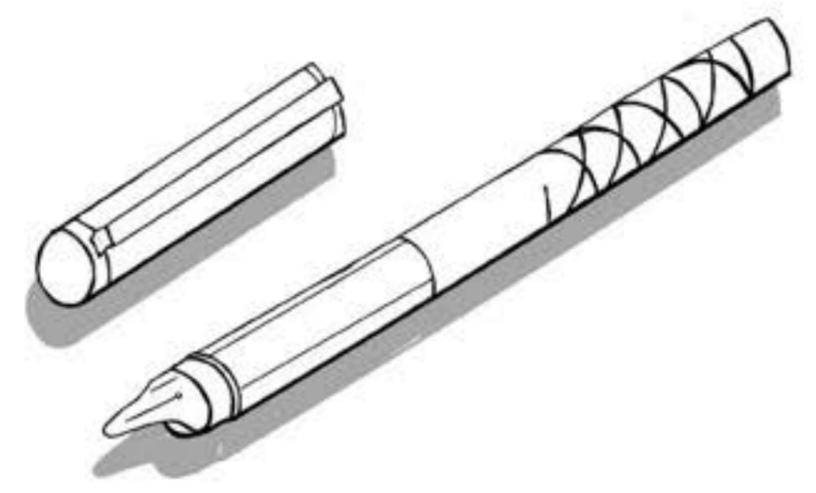
Mahogany and Velvet Casing



Nature Is Golden

ROOTS

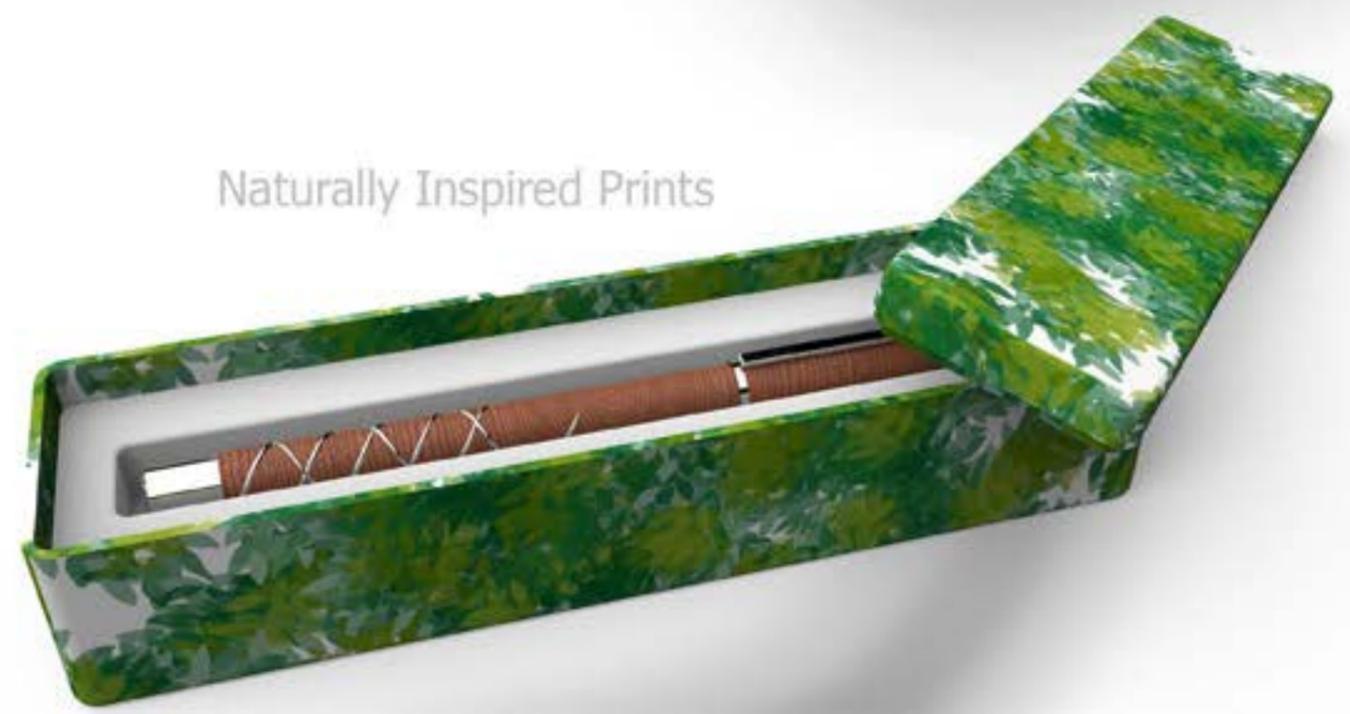
White Gold Overmold



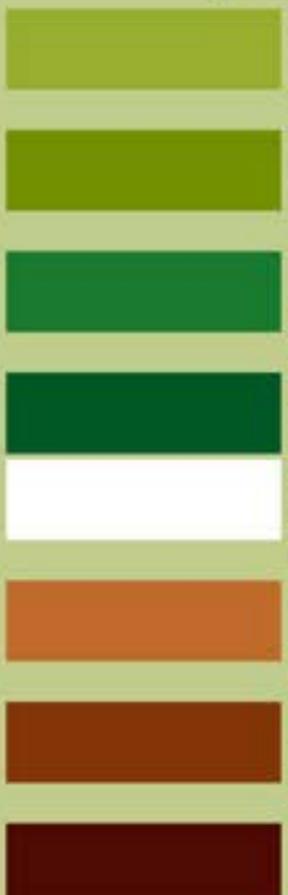
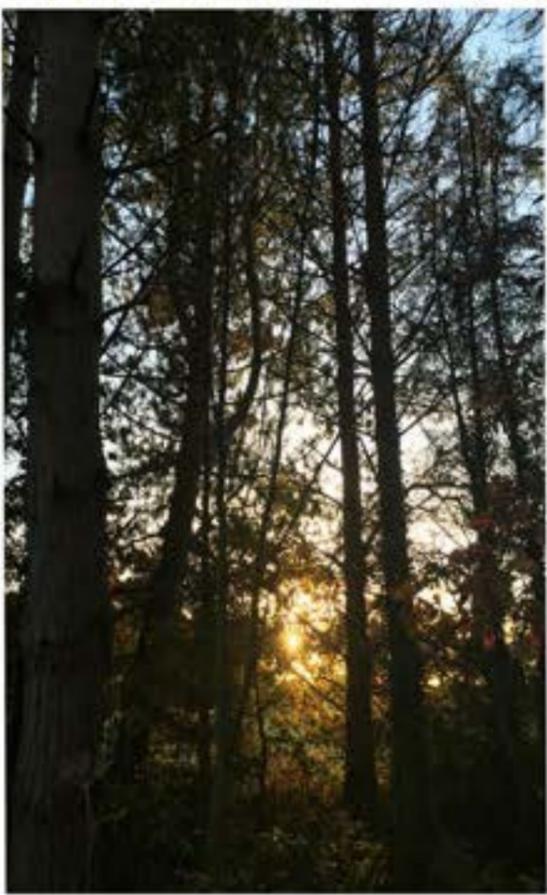
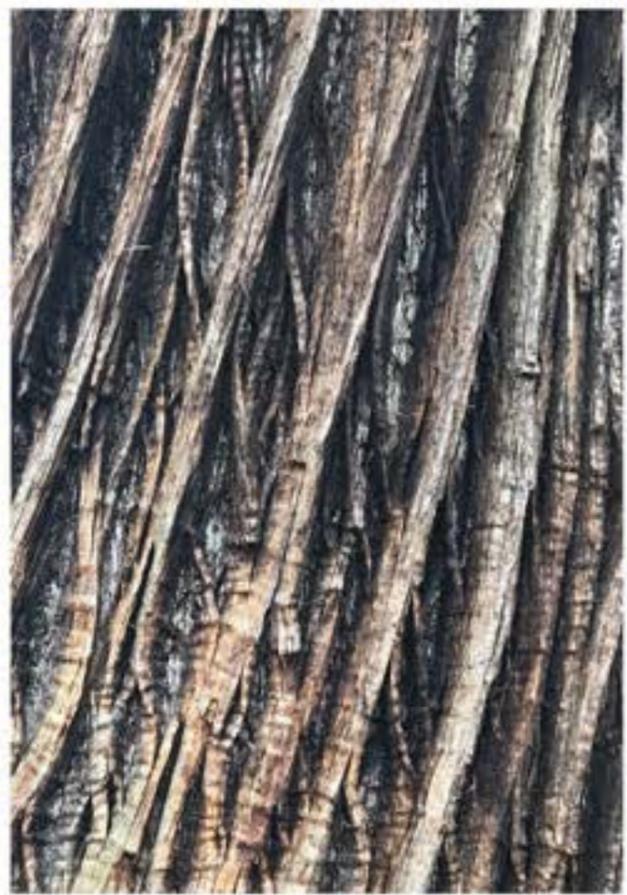
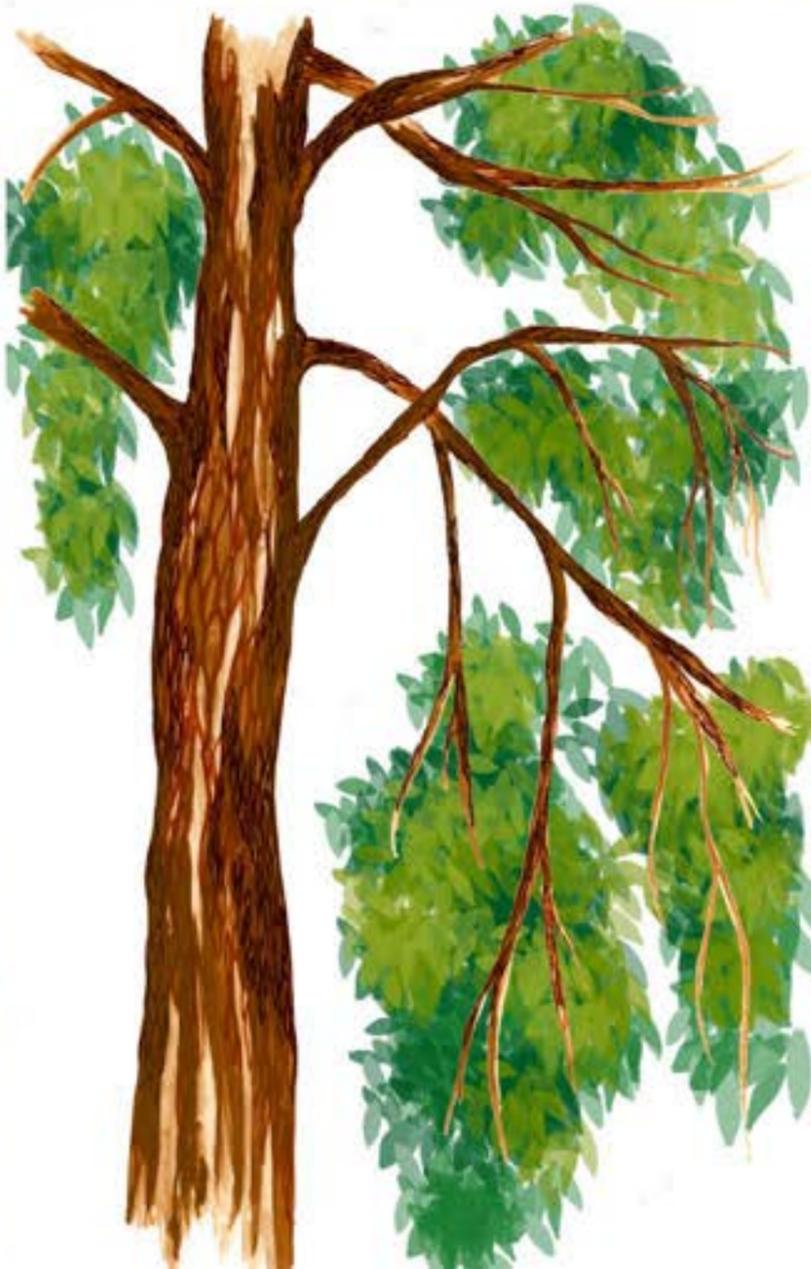
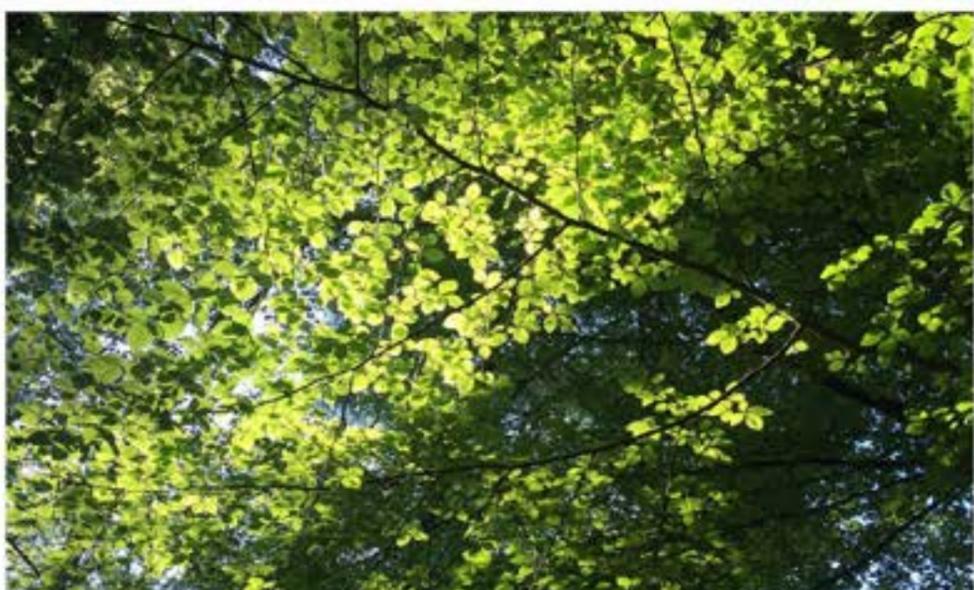
24K Gold Exterior Mold



Naturally Inspired Prints



Inspiration



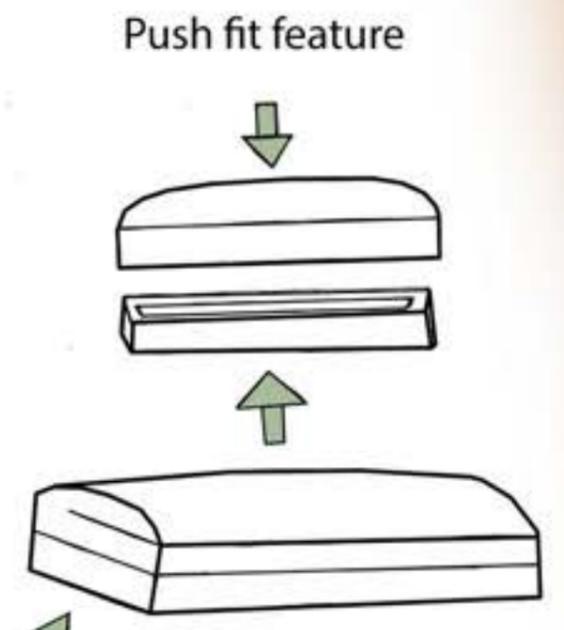
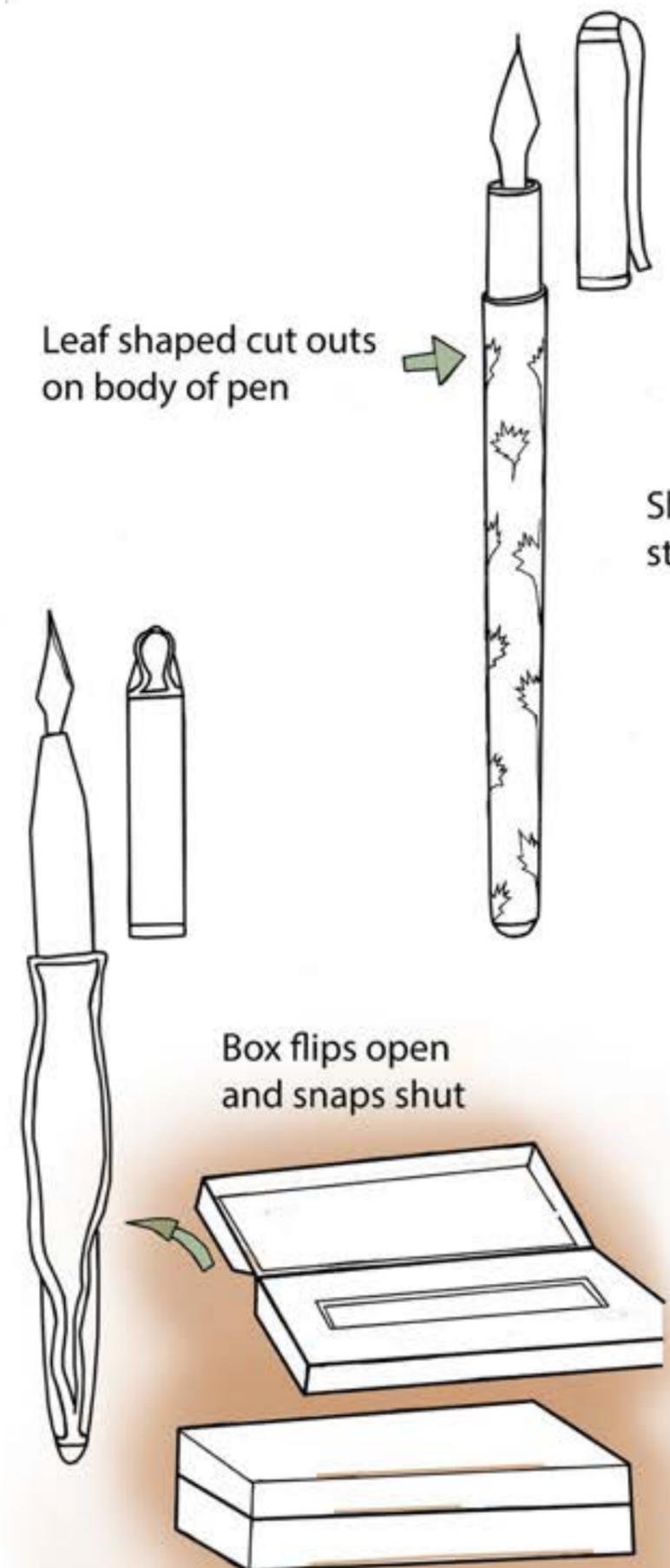
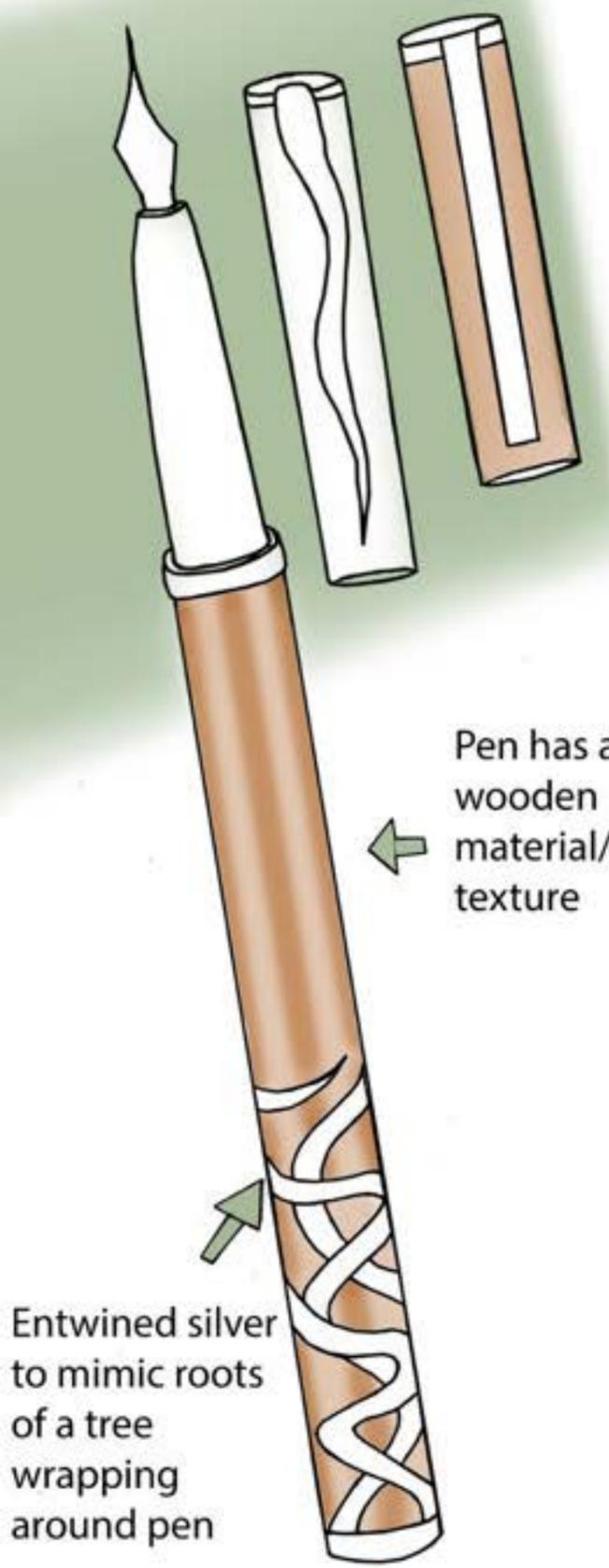
Modelled in Solidworks
Rendered in Keyshot



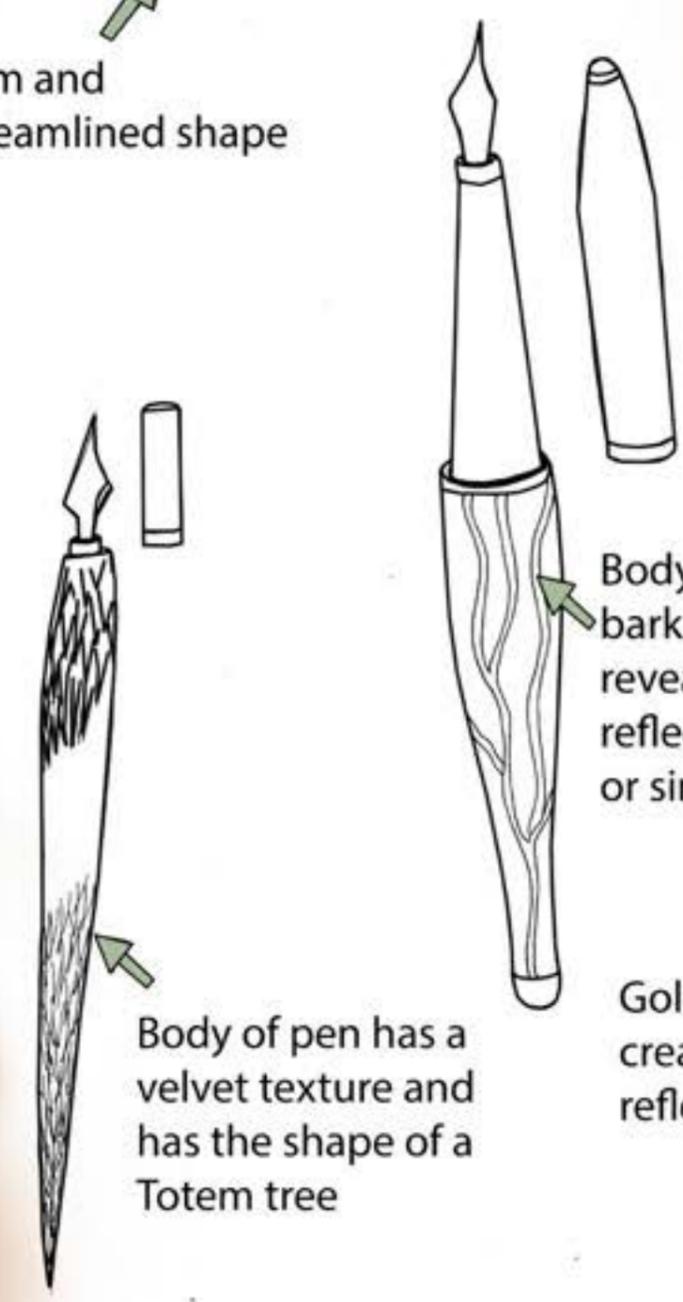
Modelled in Revit
Rendered in Keyshot



Concepts

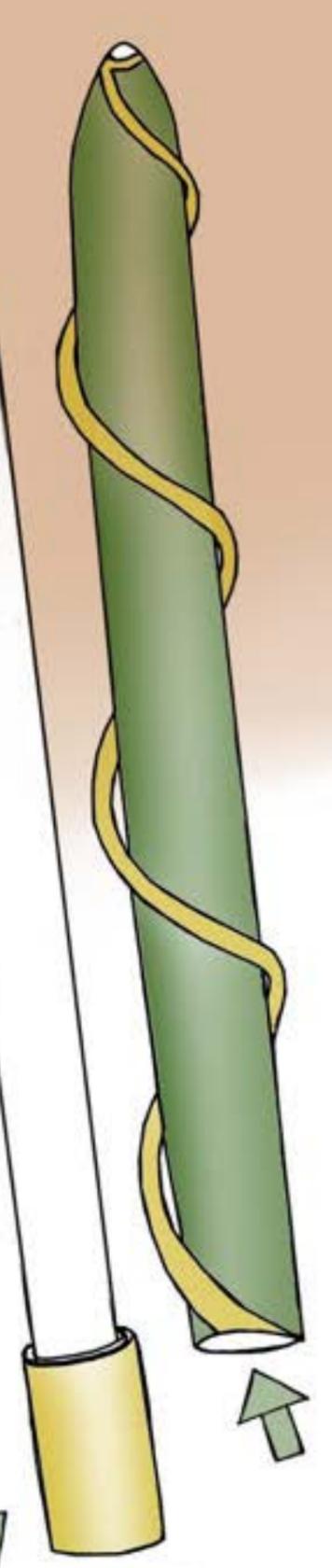


Slim and streamlined shape



Body mimics a tree bark and gaps reveal a gold reflective material or similar

Gold material creates beautiful reflective visual

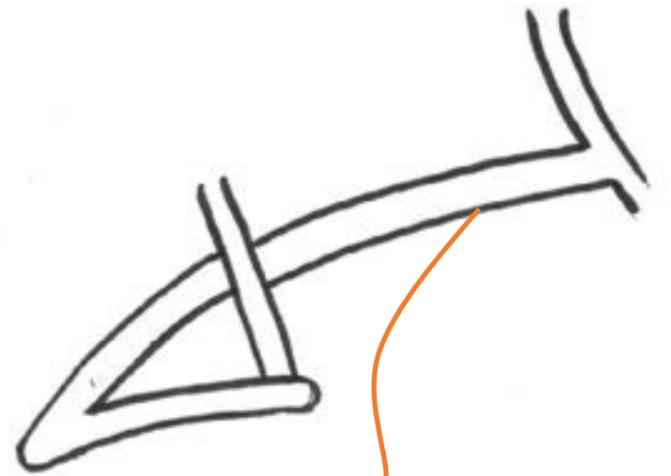


Brief:

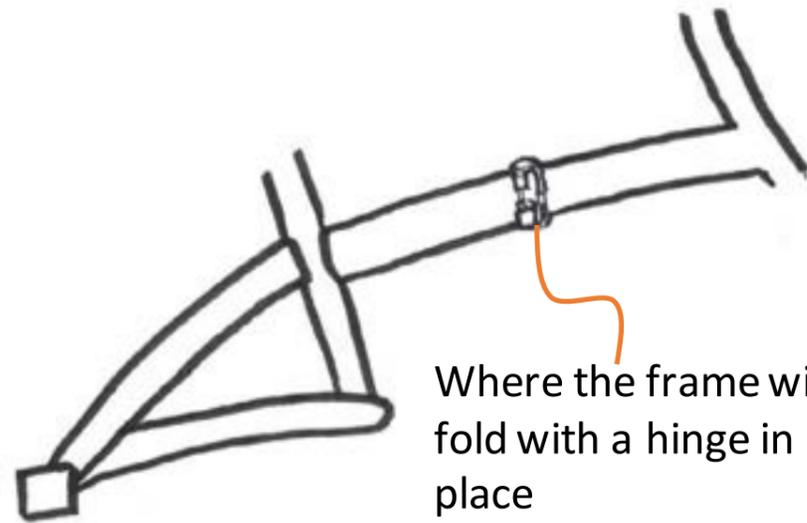
You are required to choose a folding Electric concept bike with Chain or Shaft to examine the current design aspects, materials, manufacturing implications. Using the concept, you are required to create a 3D model by modifying and improving the design to be easy to use, ergonomically, aesthetically and visually pleasing but also manufacturable and economically feasible. The bike frame materials can be produced from the following only: Aluminium, Steel, Plastics or Carbon Fibre.



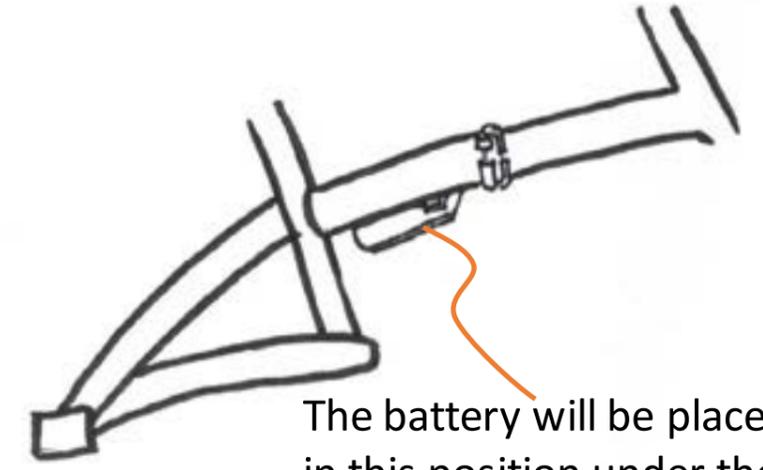
Sketch Development



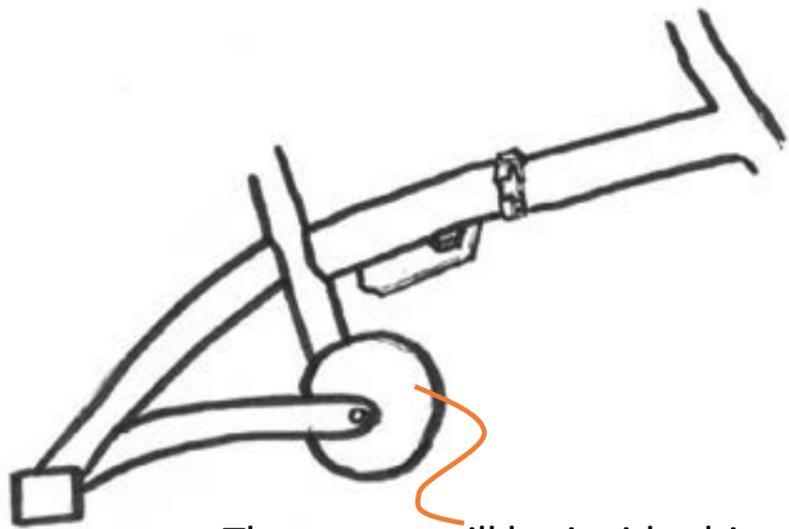
Initial desired shape of frame



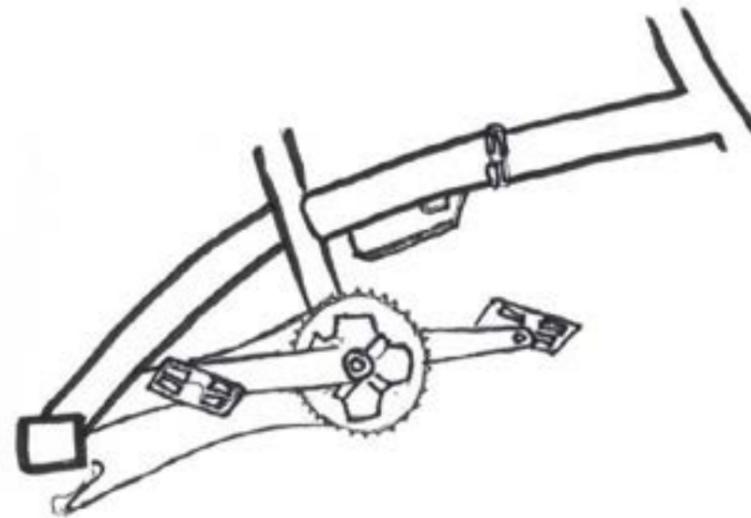
Where the frame will fold with a hinge in place



The battery will be placed in this position under the rear frame

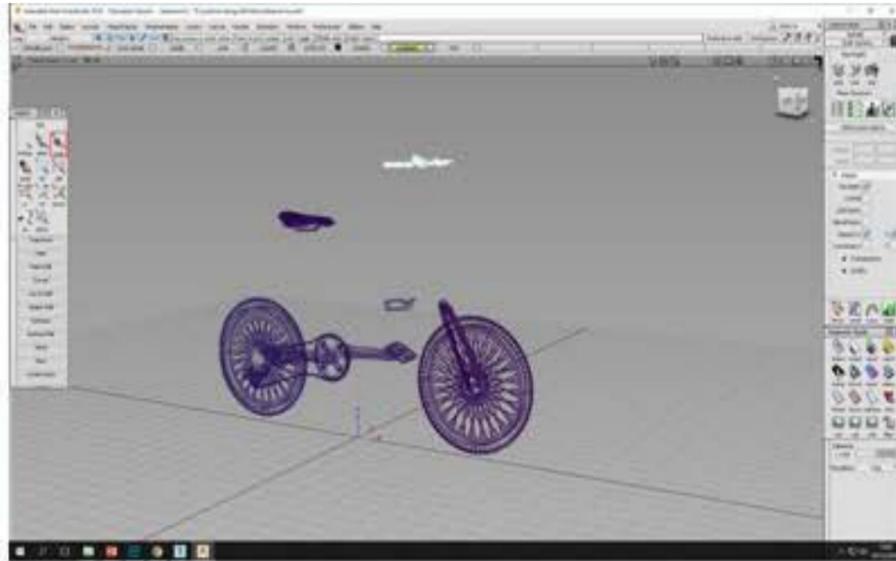


The motor will be inside this casing which is attached to the frame



This is a lock fit extrusion from the frame. The battery will have an opening in the casing where this will fit to ensure it stays in place

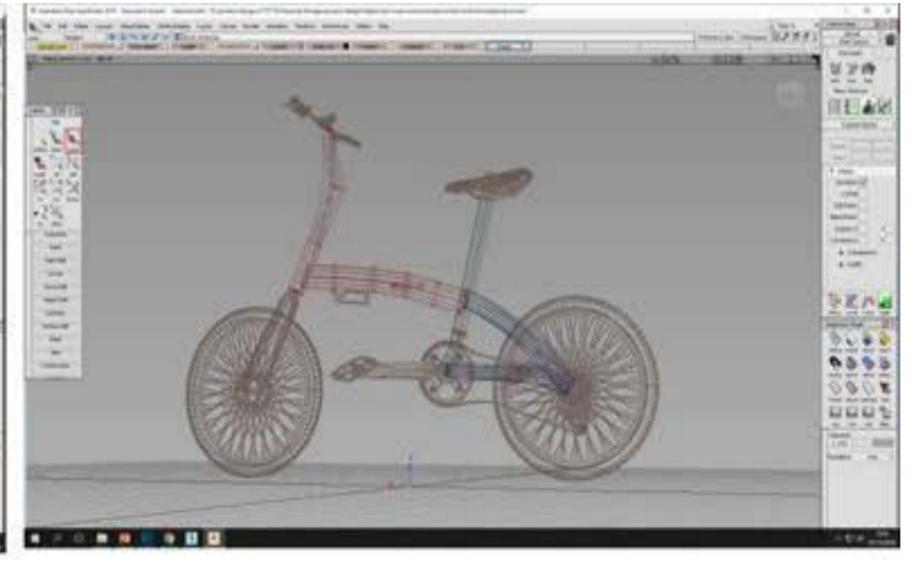
Modelling Development



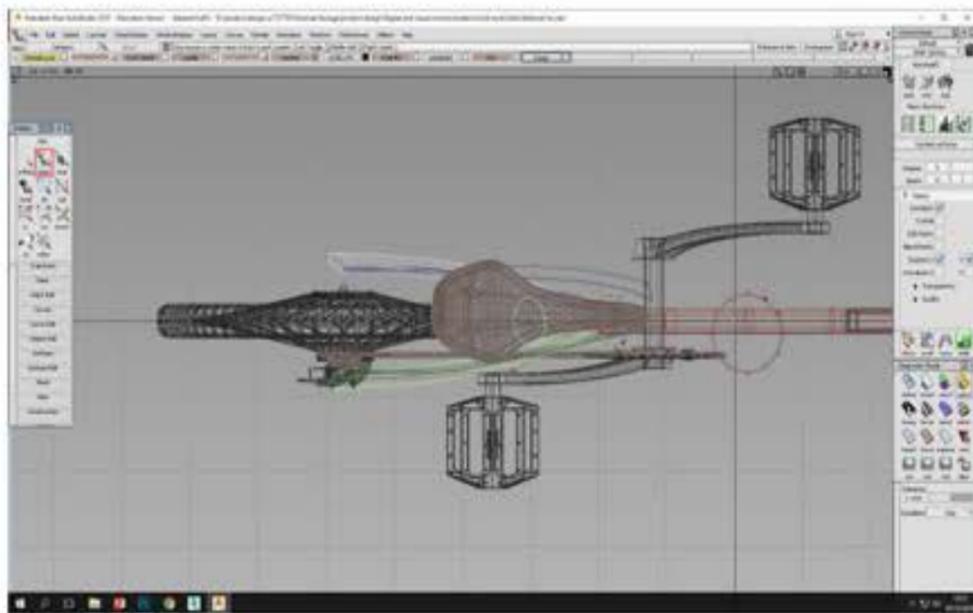
Importing standard components into Alias.



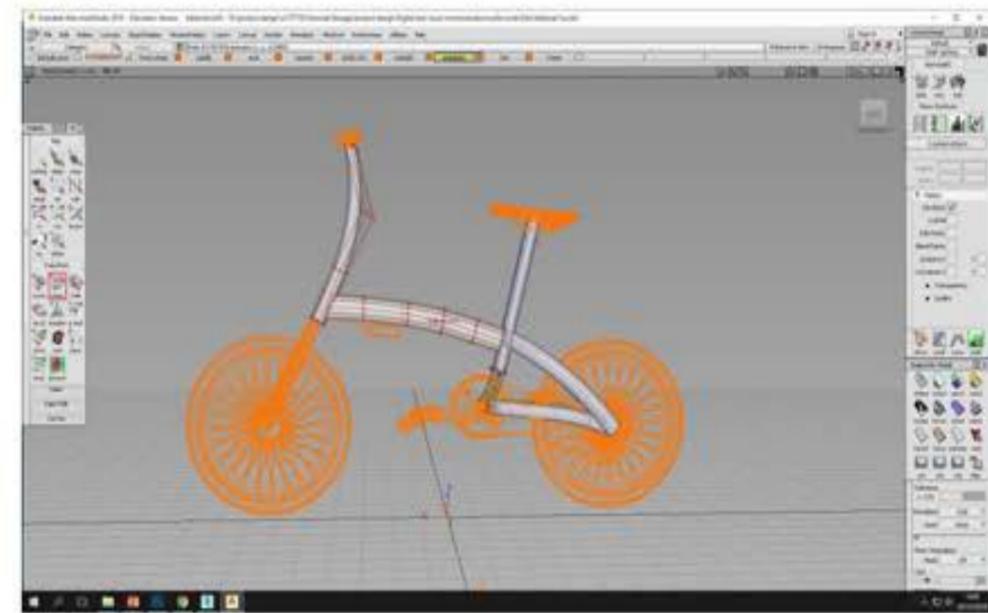
Importing rough bike outline as a template to arrange standard parts.



Modelling the frame

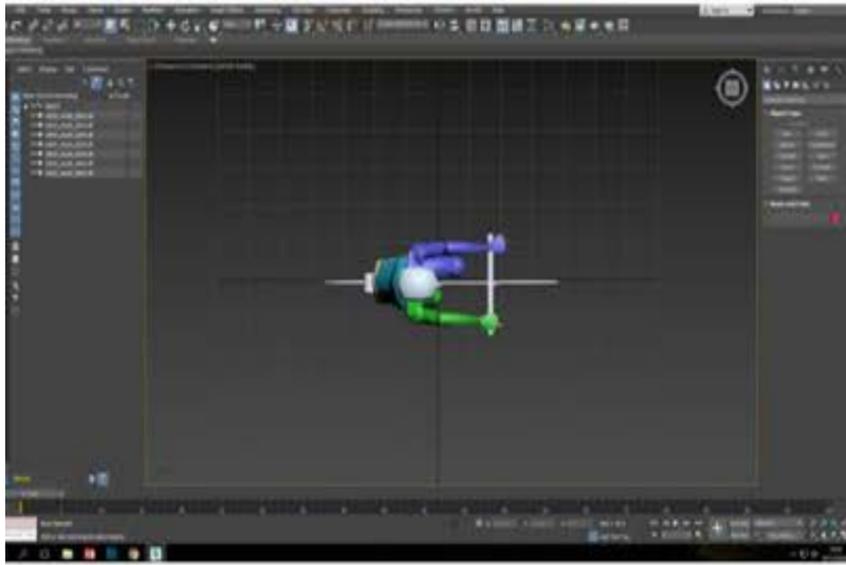


Modelling the rear wheel attachment of the frame before exporting it as an IGES file to Solid works.



Arranging the imported standard components to fit the frame.

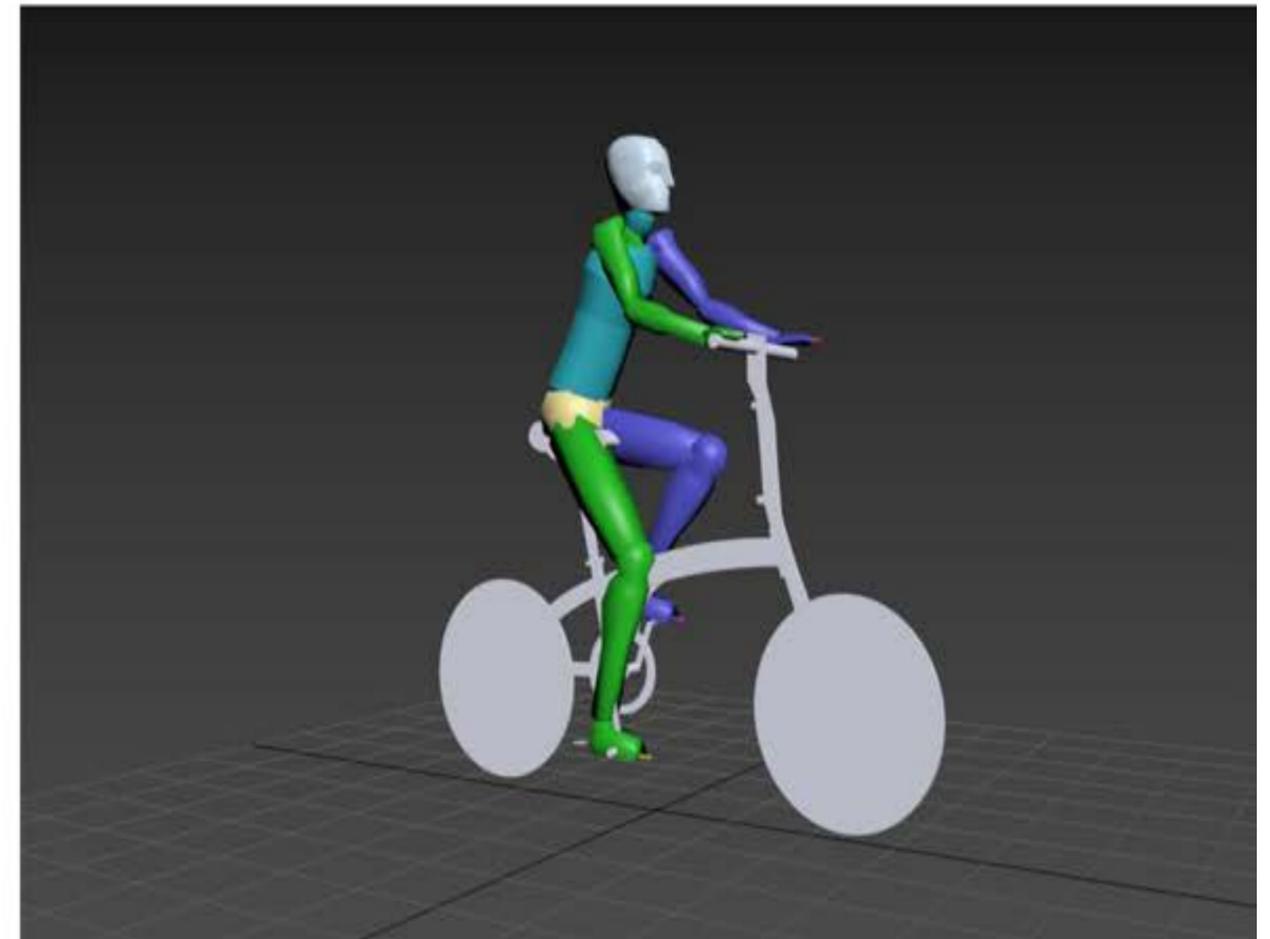
Biped Ergonomics



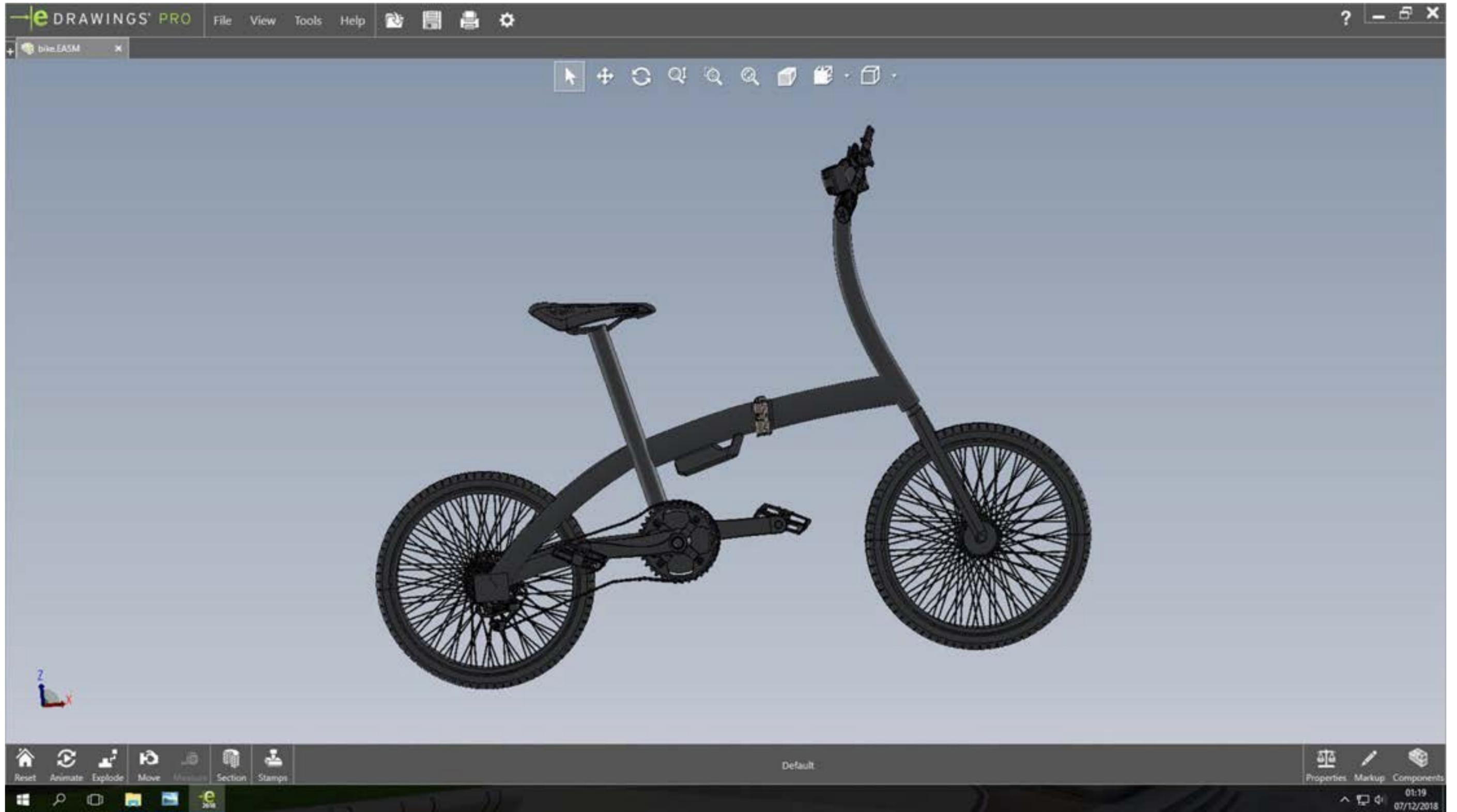
To ensure that the bike was the correct size for the average human height, the bike was imported into 3ds Max and the Biped's height was set to 1.7m.

This gave a clear guideline on the part of the bike which will need to be adjusted.

The file was then exported to Alias which was used to scale the components and the frame to the suitable size.



eDrawing





Brief:

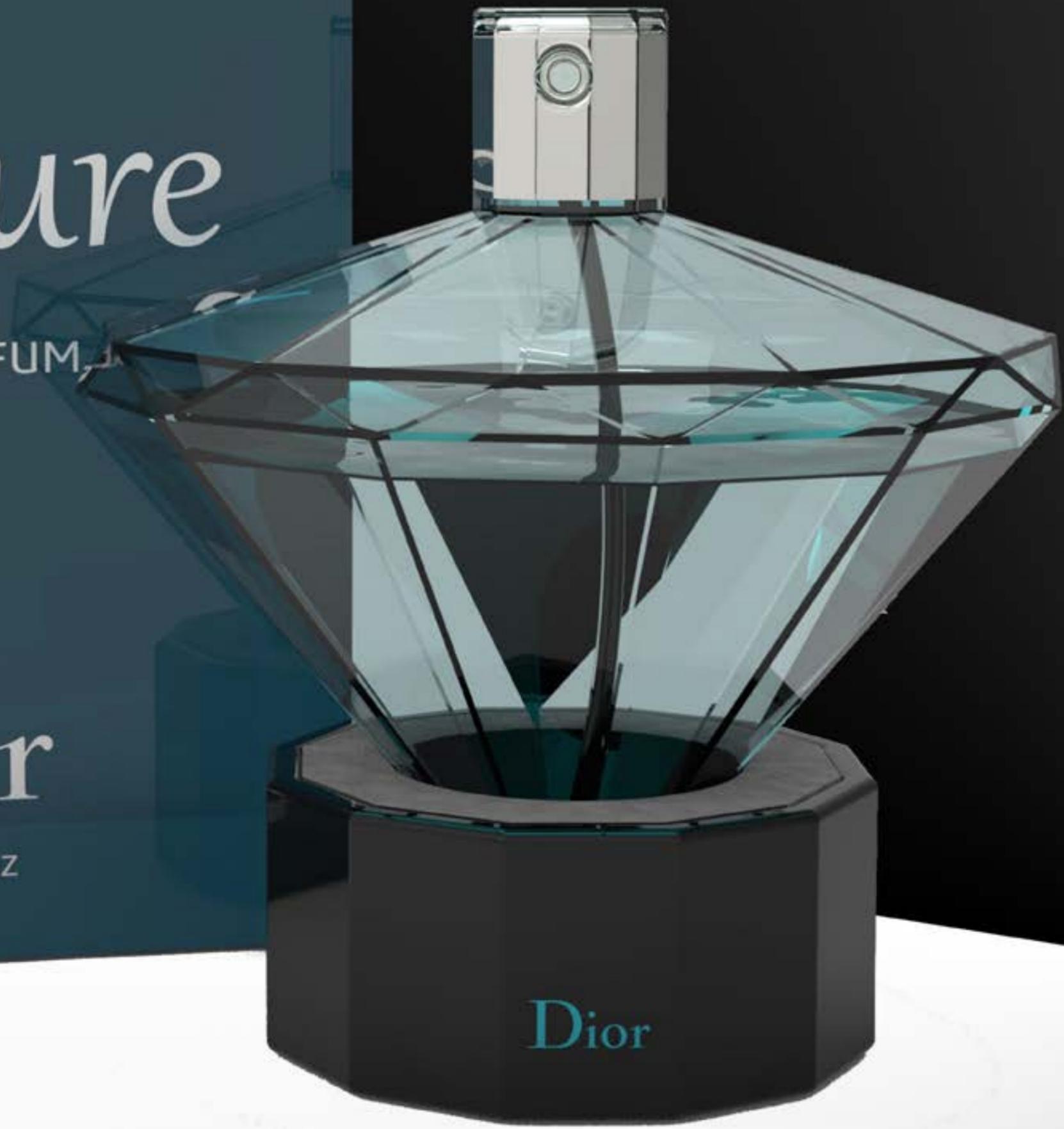
Design a perfume bottle and packaging for Dior. No plastic use bar the bottle lid.

Treasure

EAU DE PARFUM

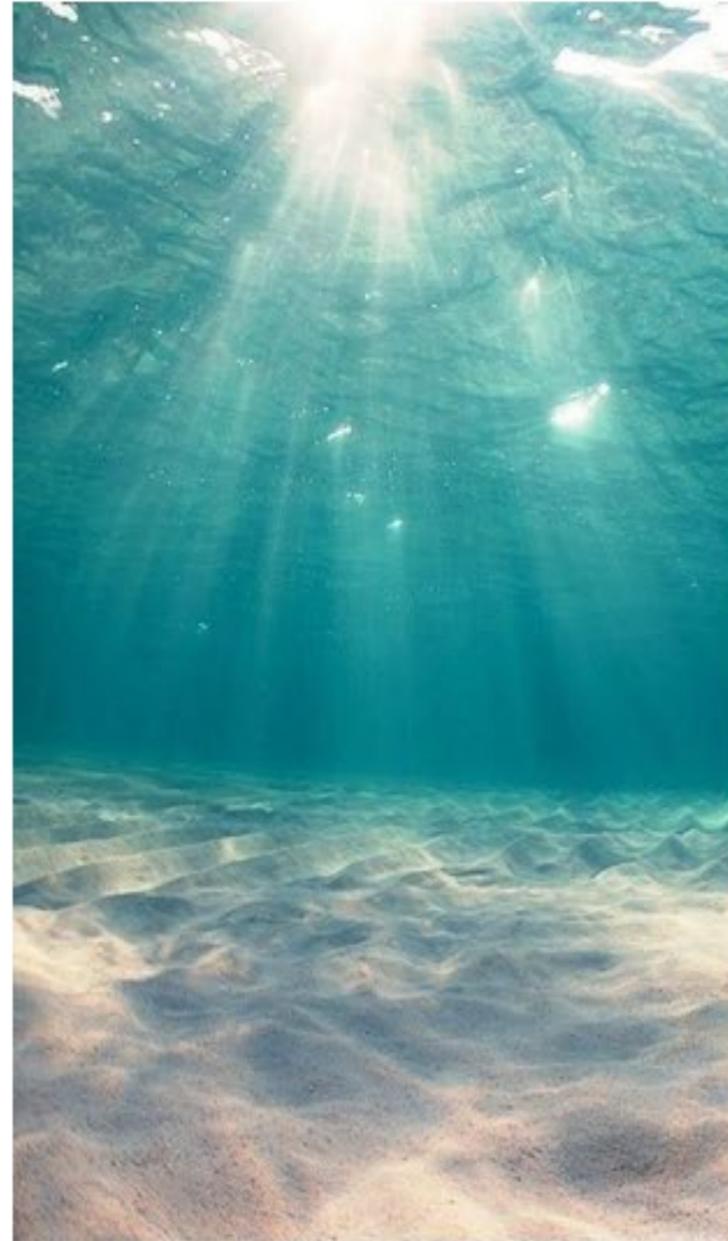
Dior

100ml - 3.4 FL.OZ

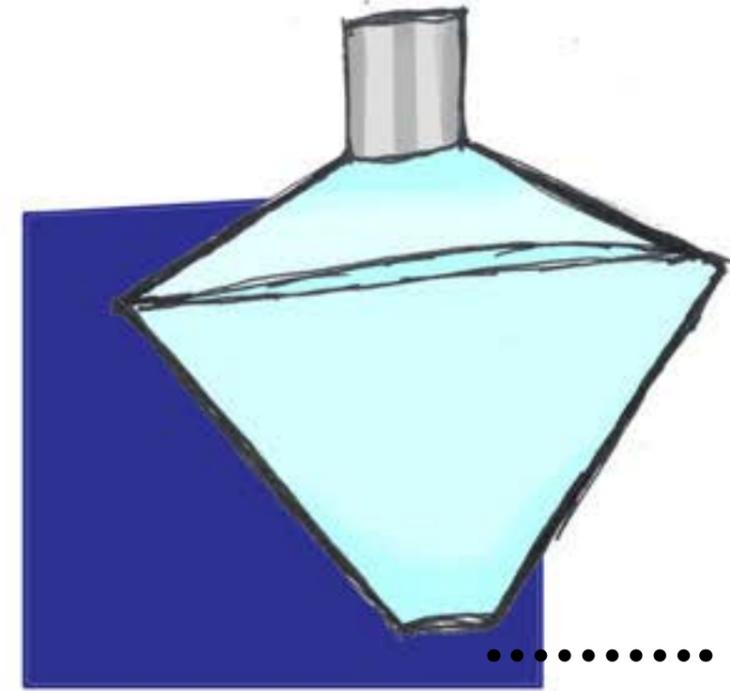
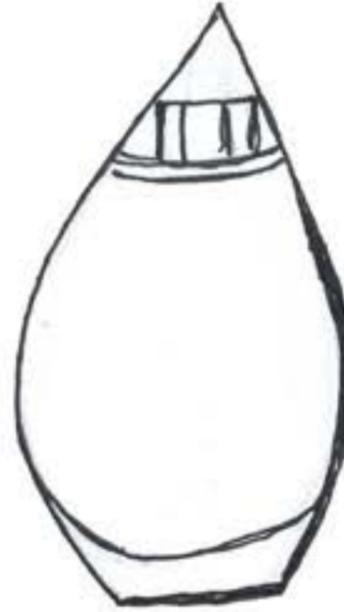


Dior

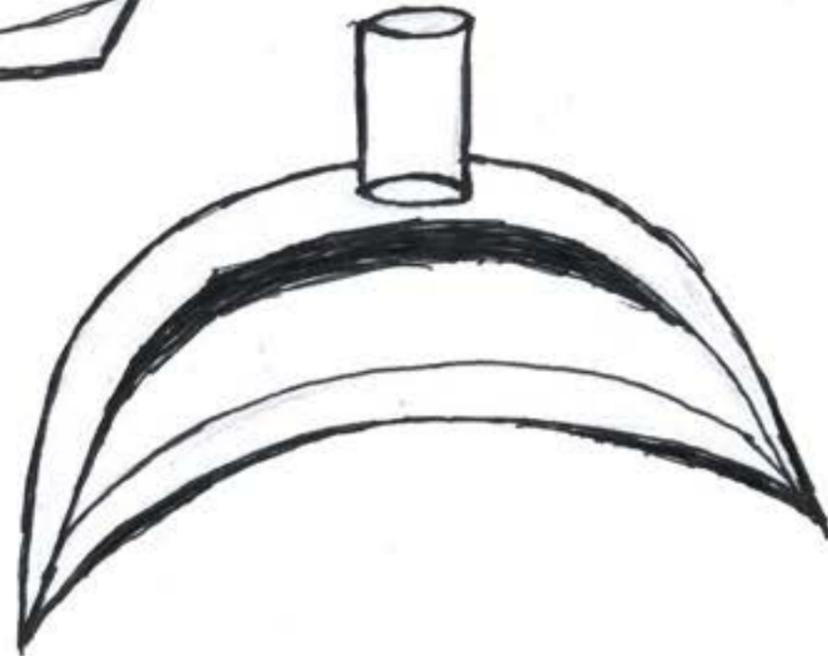
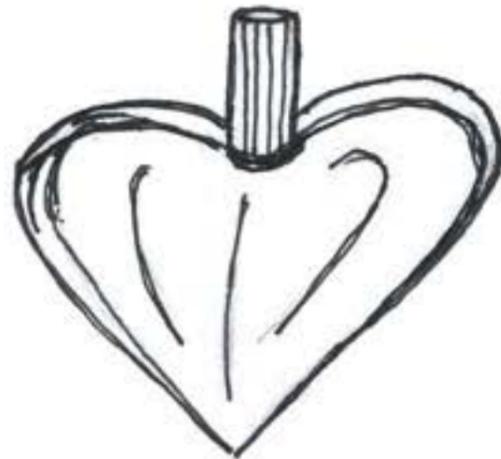
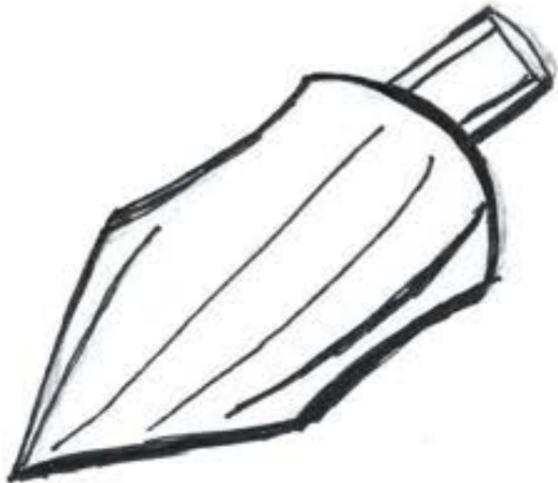
Mood Board



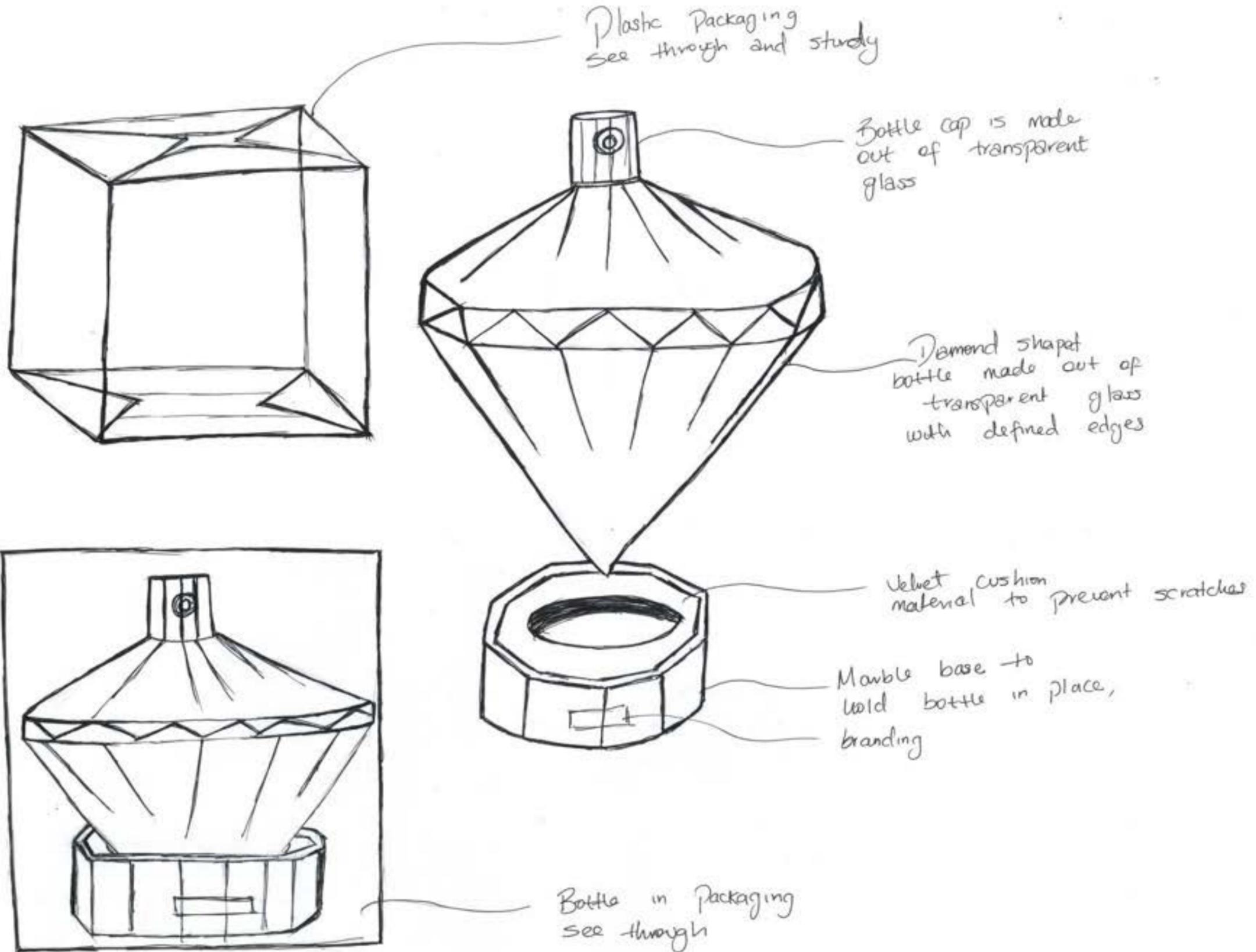
Concepts



..... Chosen concept



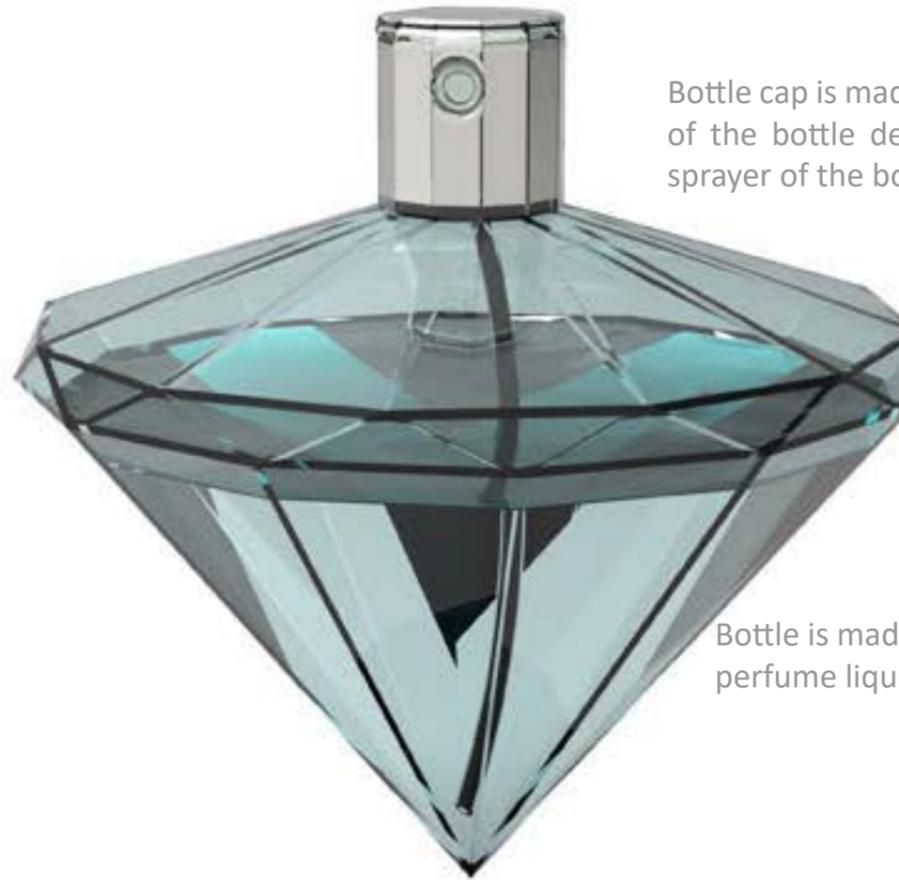
Development



Features



Packaging is a clear tinted colour which allows the product inside to be seen. The branding is clear and the colour contrast makes it stand out.



Bottle cap is made of transparent glass and adds to the continuity of the bottle design. The see through effect reveals the silver sprayer of the bottle to give a nice contrast.



Bottle is made of transparent glass to reveal colour of perfume liquid.

Thick velvet material insert in base gives a luxury look/feel. It also cushions bottle securely to prevent it breaking.



The base is made of marble for a high quality feel and look, it has a thin thickness which reduces weight whilst being adequately sturdy. Features branding on front to link with perfume bottle.

The inclusion of a purpose made base means the perfume bottle can have any desired shape. This feature also gives a different experience to the user.

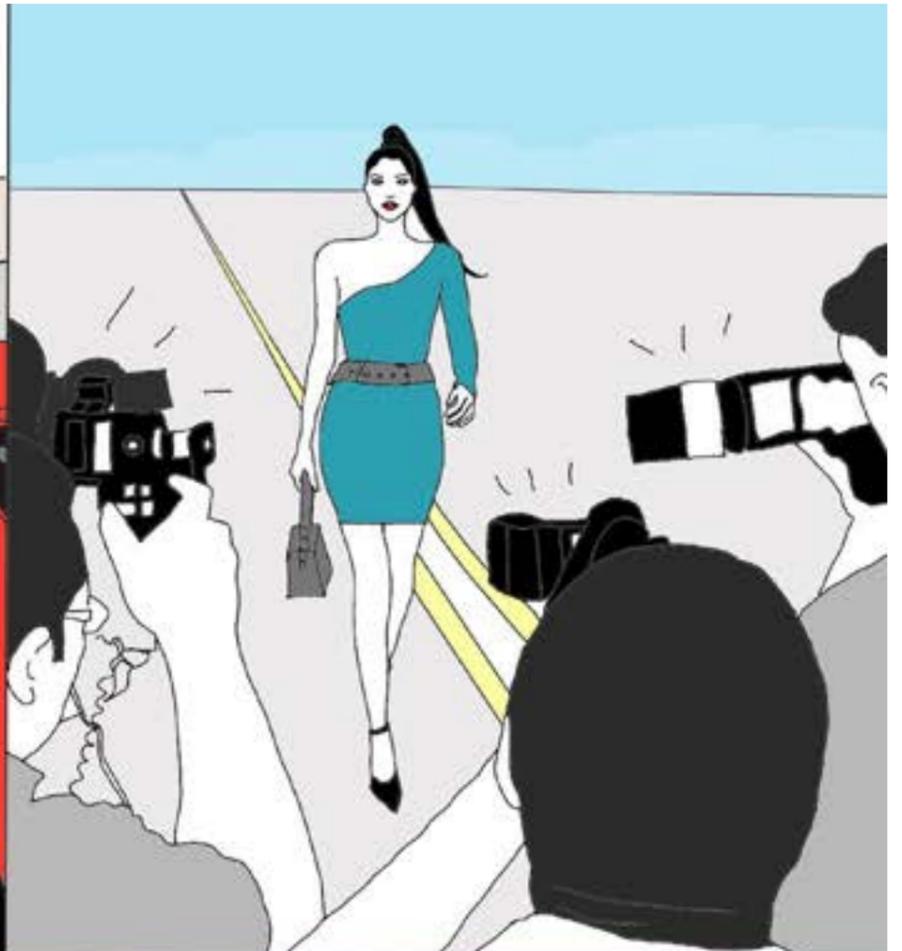
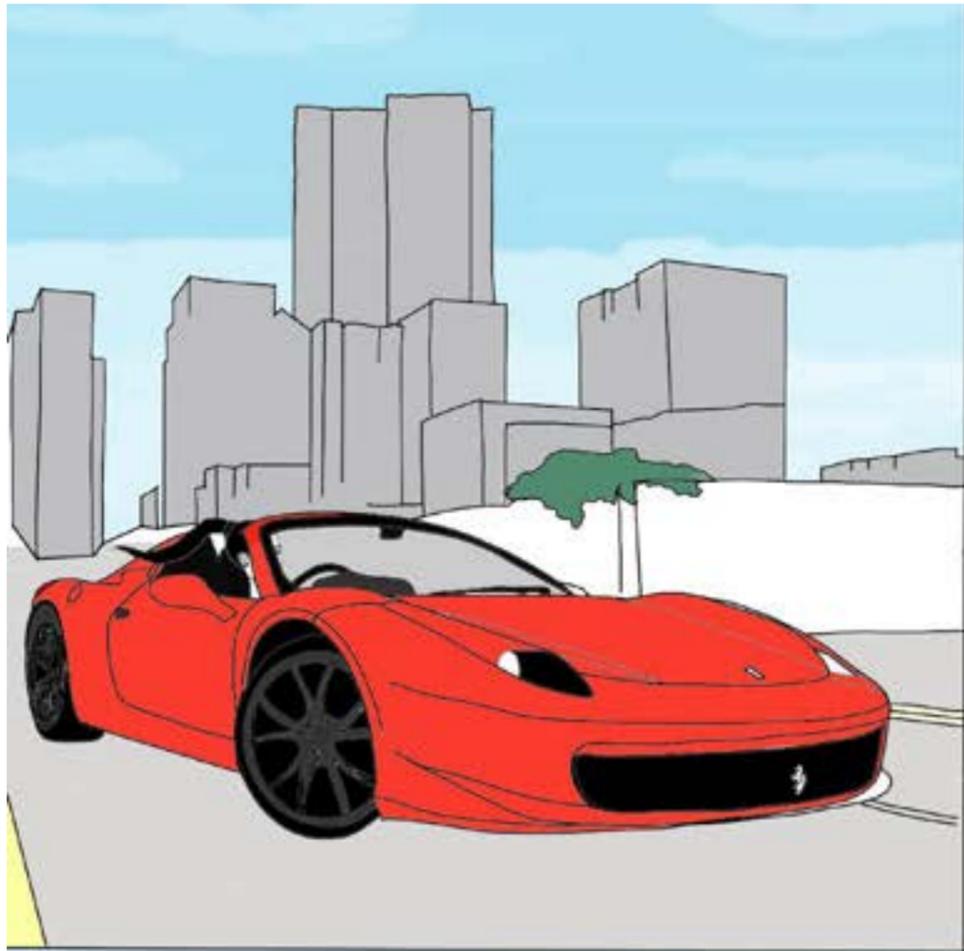


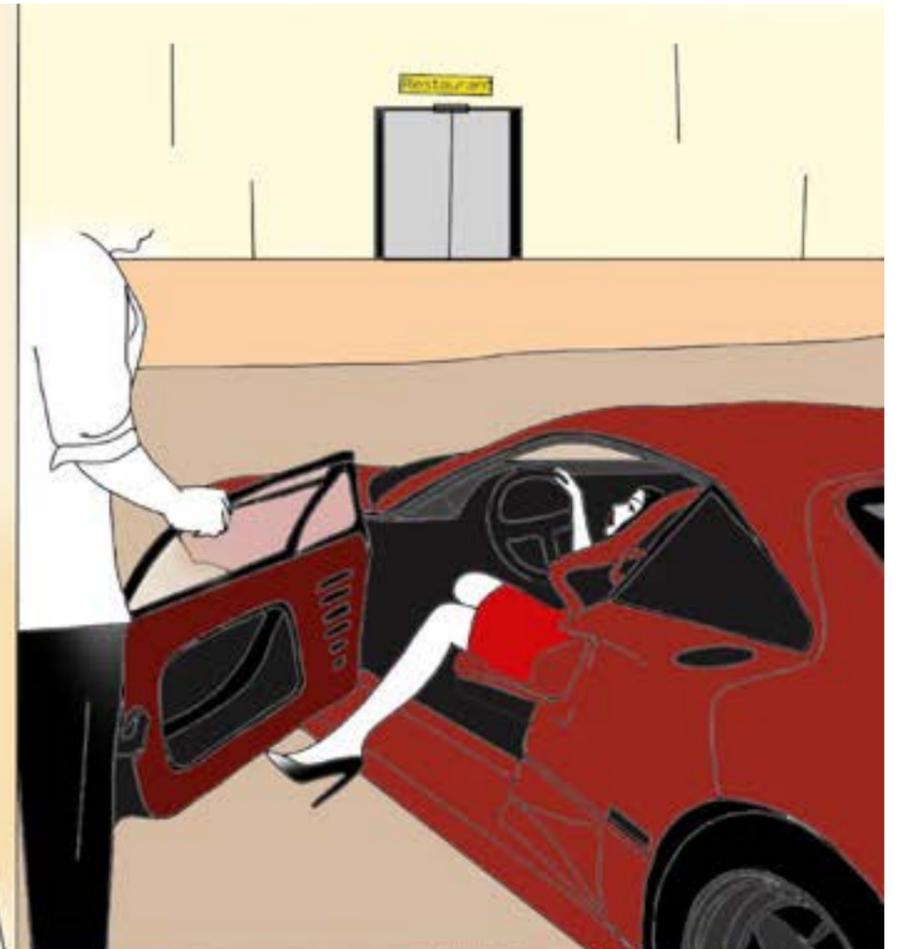


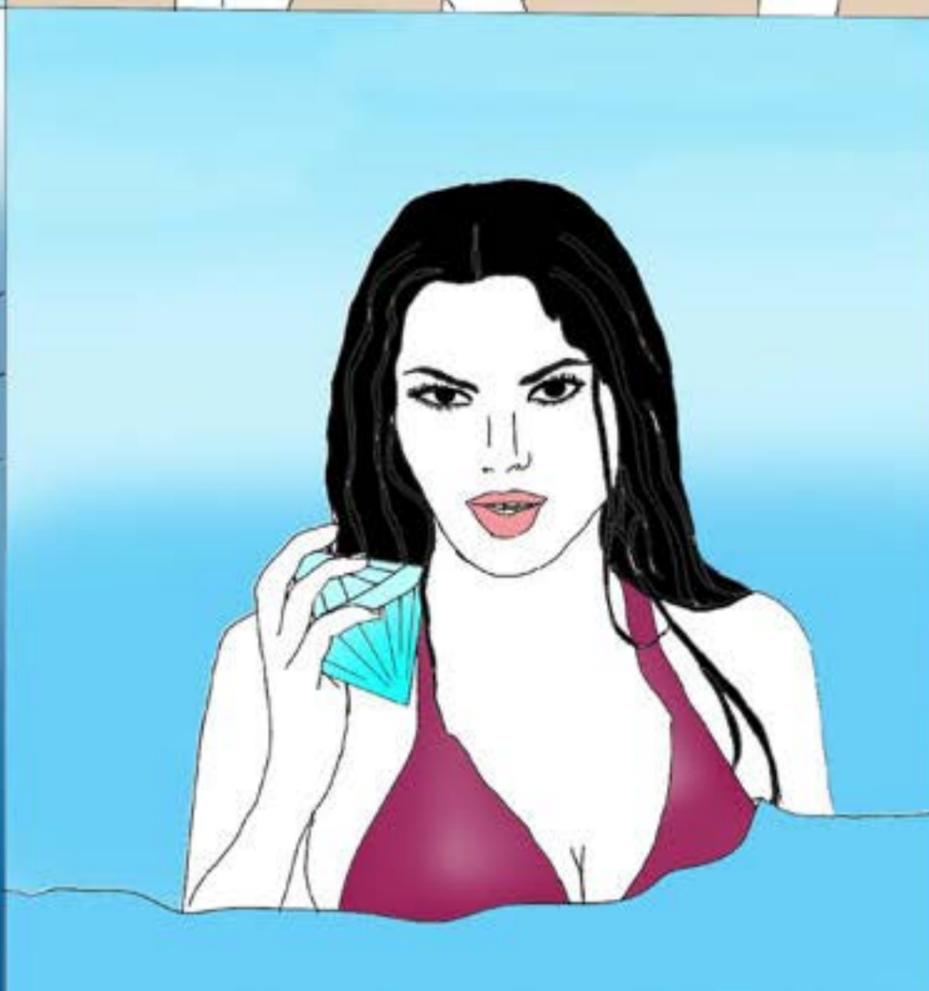
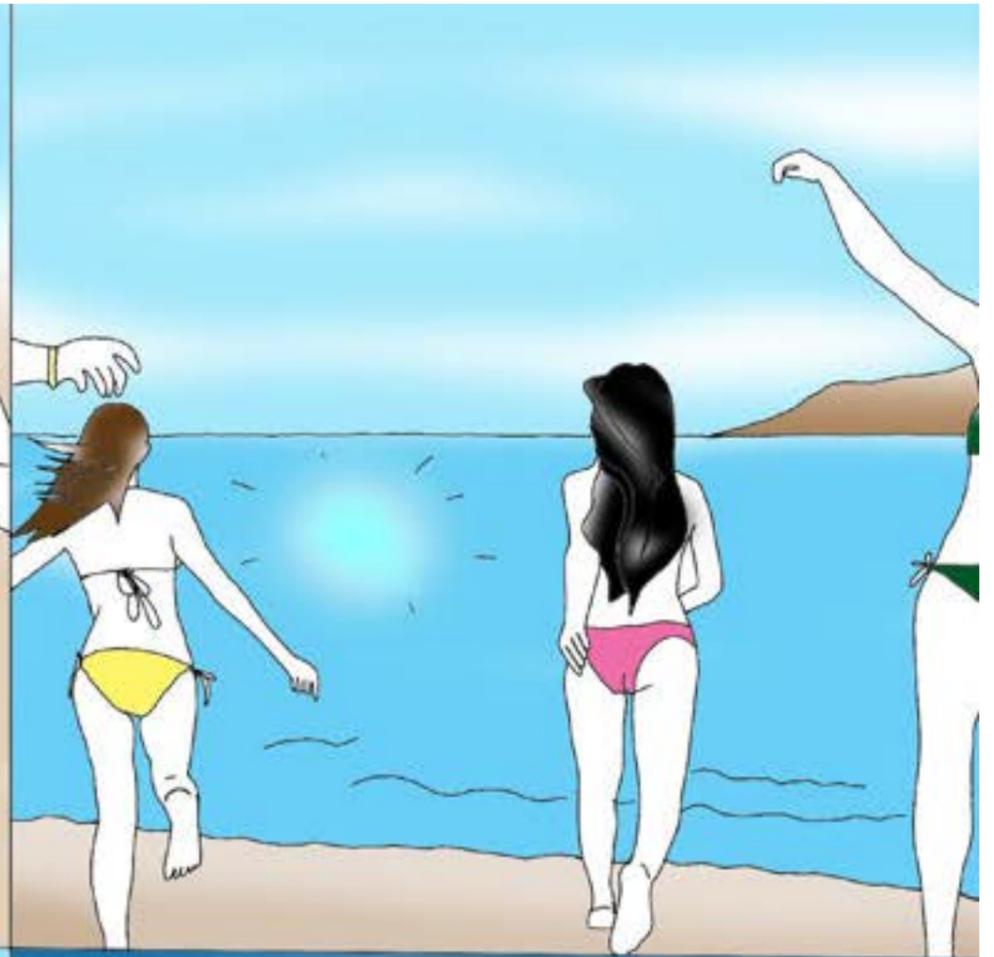
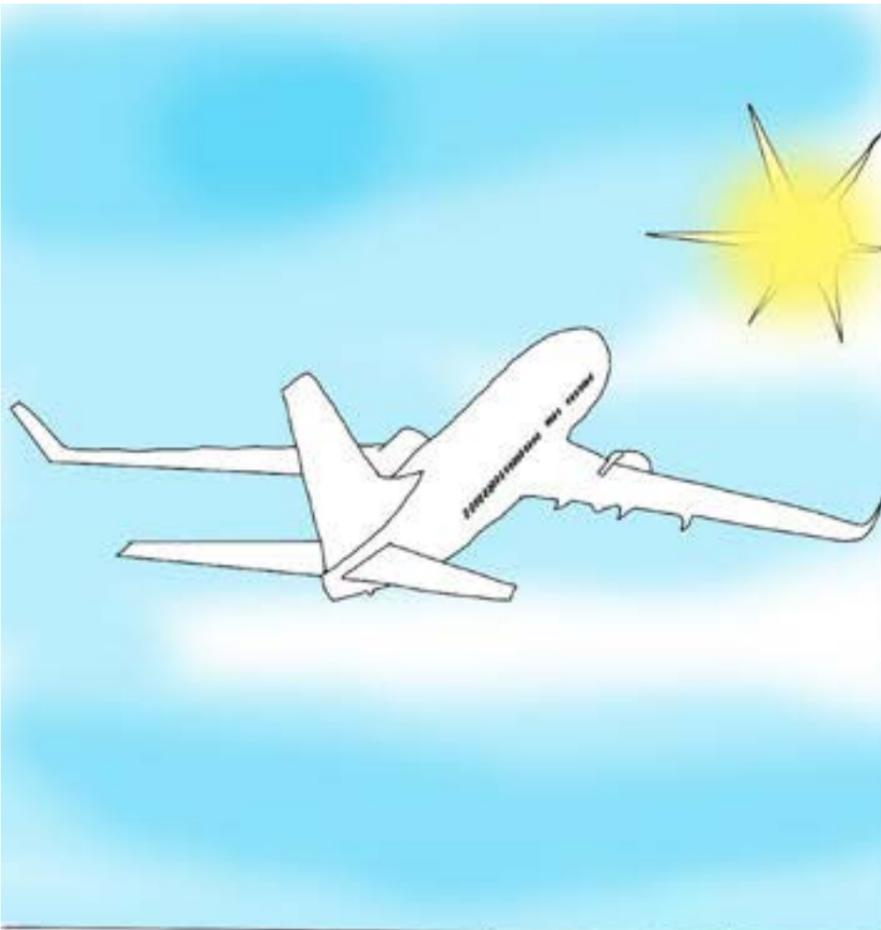
Treasure
EAU DE PARFUM
Dior
100ml - 3.4 FL. OZ.

Brief:

Develop a story-board for an advert with Dior - challenge the current norms of such ads. Dare to be different - but appropriate.







Brief:

You are challenged to produce a design on the theme of improving health, well-being or encouraging exercise.

Research Area: Elderly people with Dementia

Problem: Forgetting to continue eating food during mealtimes

MEMORABOWL

The smart MemorBowl senses inactivity for a period of time from the user and alerts them back to their food.



Keeps you engaged with your meal

Research Justification Board

More than 800,000 people living in the UK have some form of dementia. Dementia affects one in 14 people over the age of 65 and one in six over the age of 80. It is not, however, restricted to the over-65s. In the UK more than 40,000 people under the age of 65 years have been diagnosed with a form of dementia.

Undernutrition is common among people with dementia. It tends to be progressive, with weight loss often preceding the onset of dementia and then increasing in pace as the disease progresses (Alzheimer's Disease International 2014). A study by Roqué et al (2013) showed that malnutrition was present in 5.2% of patients diagnosed with dementia and was more common in patients diagnosed with Lewy body dementia. (Nursing Standard,2015).

Food plays a very important part in our lives, so it can be upsetting to see someone we love lose interest in food and lose weight as a consequence.

Reasons why people with dementia may stop eating or drinking include:

Losing their sense of time and forgetting about meal times.

Having difficulties connecting feelings of hunger with eating.

Forgetting to eat even when food is placed in front of them.

Being suspicious about food.

Becoming distracted, especially in a busy ward.

Finding it difficult to sit down to a meal and pacing around as a result. (Guy's and St Thomas' NHS Foundation Trust ,2014).

MEMORABOWL



The colour bright colour of the bowl provides a contrast and makes it easy for the user to distinguish their meal which is a problem most dementia people face.



The top circumference of the bowl contains an ultrasonic sensor which detects movement of a cutlery going in and out of the bowl. When there is no activity after 2 minutes (the time can be customised) a buzzer sounds an alert which brings attention back to the meal.



The base contains the battery, speakers, microphone and buzzer and the chip which has been precoded to perform specific instructions such as the amount of time that should pass before the alert sounds.



The top part of the bowl fits on the base by being screwed on



Press and hold for 2 seconds to turn on
Press and hold for 2 seconds to turn off

Press and release to increase/decrease time

Press and release to playback message
Press and hold to record message

Press and release to increase/decrease volume
Press and hold down to reset

Brief:

Capture a series of photographs from the locality. Two should be of buildings, the other 3 are your choice. Ensure you show a designer's eye.



Castle Hill
Huddersfield West Yorkshire



Oastler Building
University of Huddersfield, West Yorkshire



Green Head Park
Huddersfield West Yorkshire



Castle Hill
Huddersfield West Yorkshire



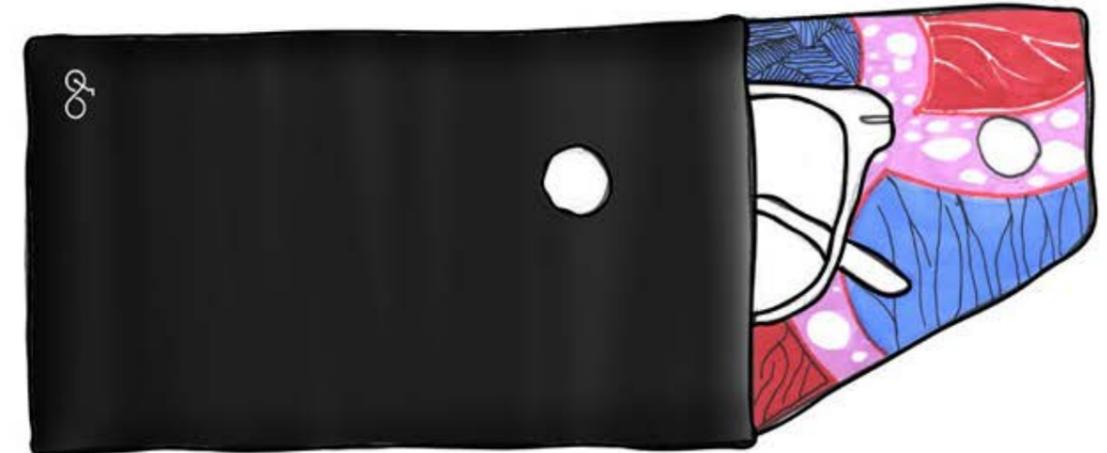
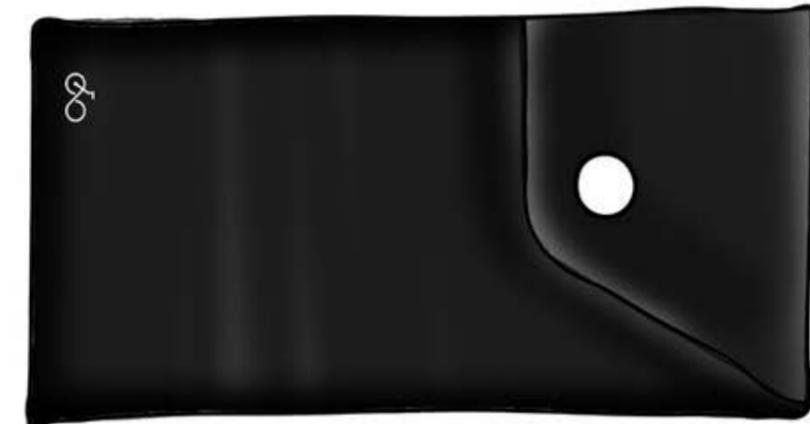
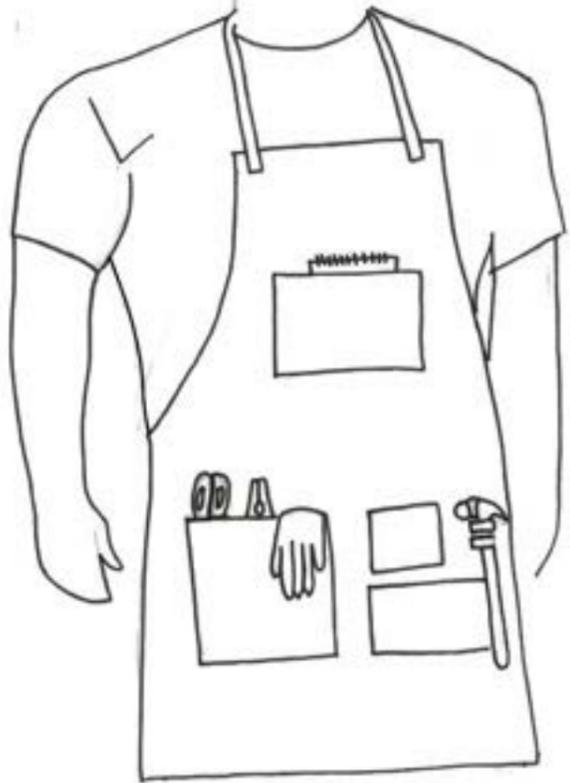
View from Castle Hill
Huddersfield West Yorkshire

Brief:

Great inner design tube challenge by a charity organization called Cycle of Good. (we were asked to produce innovative sustainable designs and models from bicycle inner tubes which can be introduced into the range of products which are currently being produced by a group of people in Malawi).



Concepts

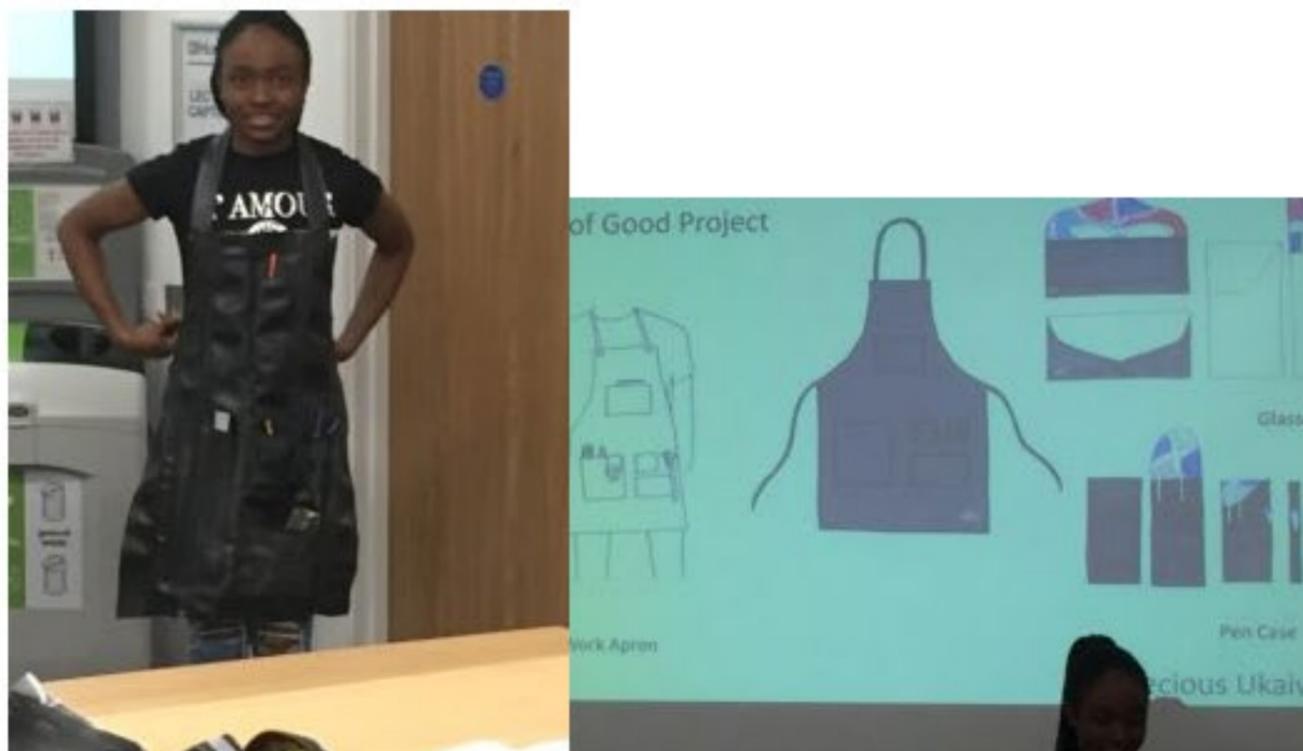


FUTURE DESIGNS

May 1, 2018 BY GEORGE FURNIVAL  0  BLOG

We've always got at least half an eye on the future here at Cycle of Good, and recently we've been busily developing ideas by working alongside the product designers of the future.

Keen students from Huddersfield University, as well as Buxton and Leek College, have been grappling with The Great Inner Tube Design Challenge as part of their product design and art courses and have come up with some exciting prospects. Around 40 students from Huddersfield presented their ideas following an intensive week of workshops where they learned about inner tubes as a material, investigating its limitations and possibilities. Capably led by Glynn Stockton Senior Lecturer from the School of Art, Design & Architecture, the students coolly presented their innovations and blew us away with their imagination! Presenting everything from hammocks, to guitar straps and aprons to suspenders, we loved the thought, care and flair they had applied and we came away with at least 40 new product ideas to trial.



My design featured on Cycle of Good's website.

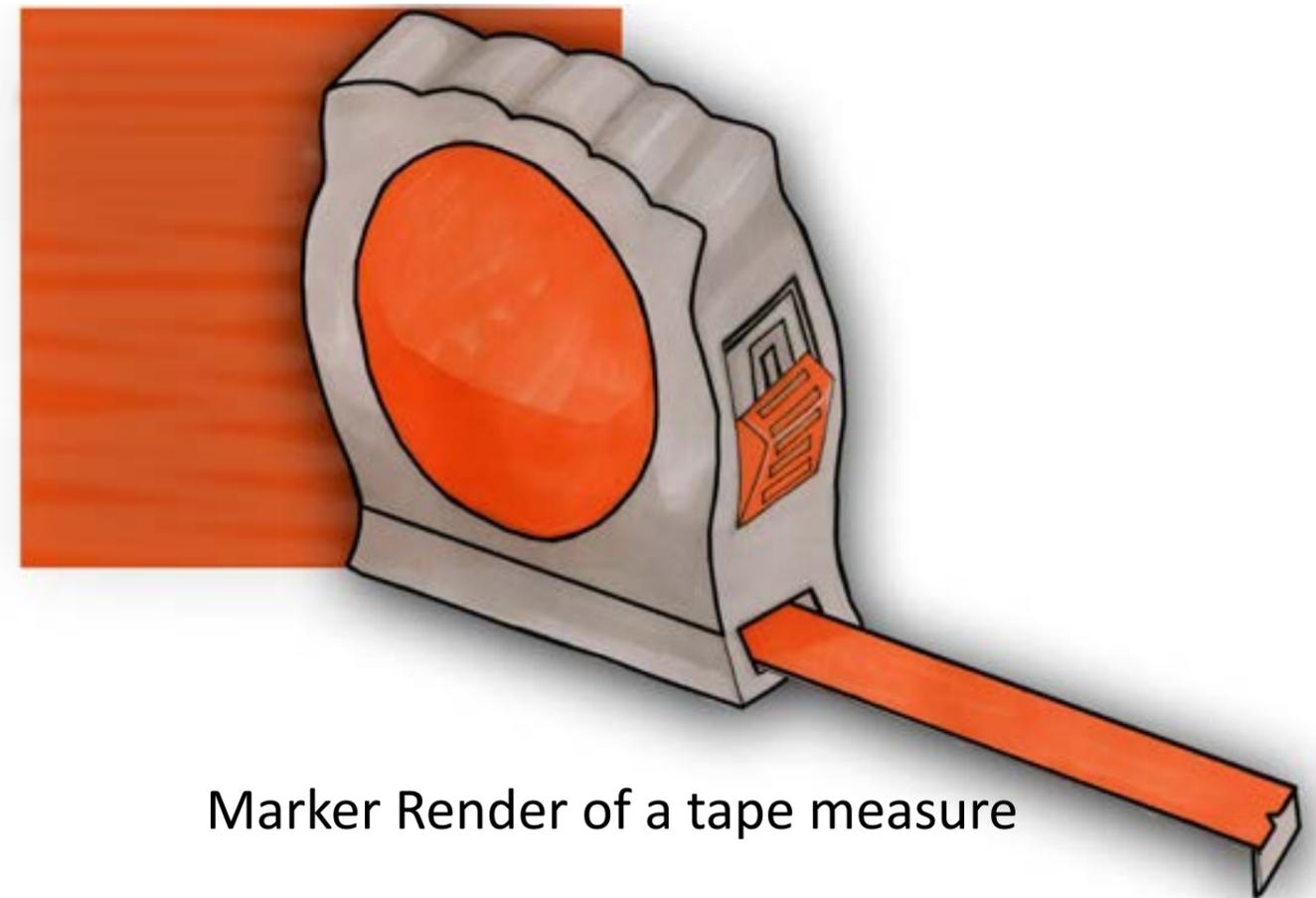
Renderers



Photoshop Render of a cordless drill



Marker Render of a kettle



Marker Render of a tape measure

HOBBIES

Photography

