

Portfolio

**Product Design
Rosie Williams
2020**

About me



I am a highly motivated student who has just completed her 3-year Product Design degree, and I am currently looking for a full-time job that I can start straight away. I have prior experience working in a Garden Centre, in the fast food industry and have volunteered at a charity shop in recent years.

Contact

- 07557536963
- rosiewilliams5733@gmail.com
- <https://www.instagram.com/rosiewilliamsdesign/>
- <https://www.linkedin.com/in/rosie-williams-425865150/>

Education

- 2017-2020 University of Huddersfield
BA(Hons)Product Design
- 2015-2017 Kesteven and Grantham Girls' School Sixth Form
- 2013-2015 Kesteven and Grantham Girls' School

Work Experience

- September 2018- Present Freelance Product Designer
Work including:
-Creating musical accessories
- October 2017- Present Freelance Graphic Designer
Work including:
-Poster artwork for local bands
-T-shirts, stickers and album artwork
-Logo design for Rose Healthcare Corporation Ltd
- July 2017- August 2018 Kitchen Staff at McDonald's Grantham
- September 2016- August 2017 Sales Assistant at Downtown Garden Centre Grantham
- September 2014- January 2017 Volunteer at The British Heart Foundation charity shop in Grantham

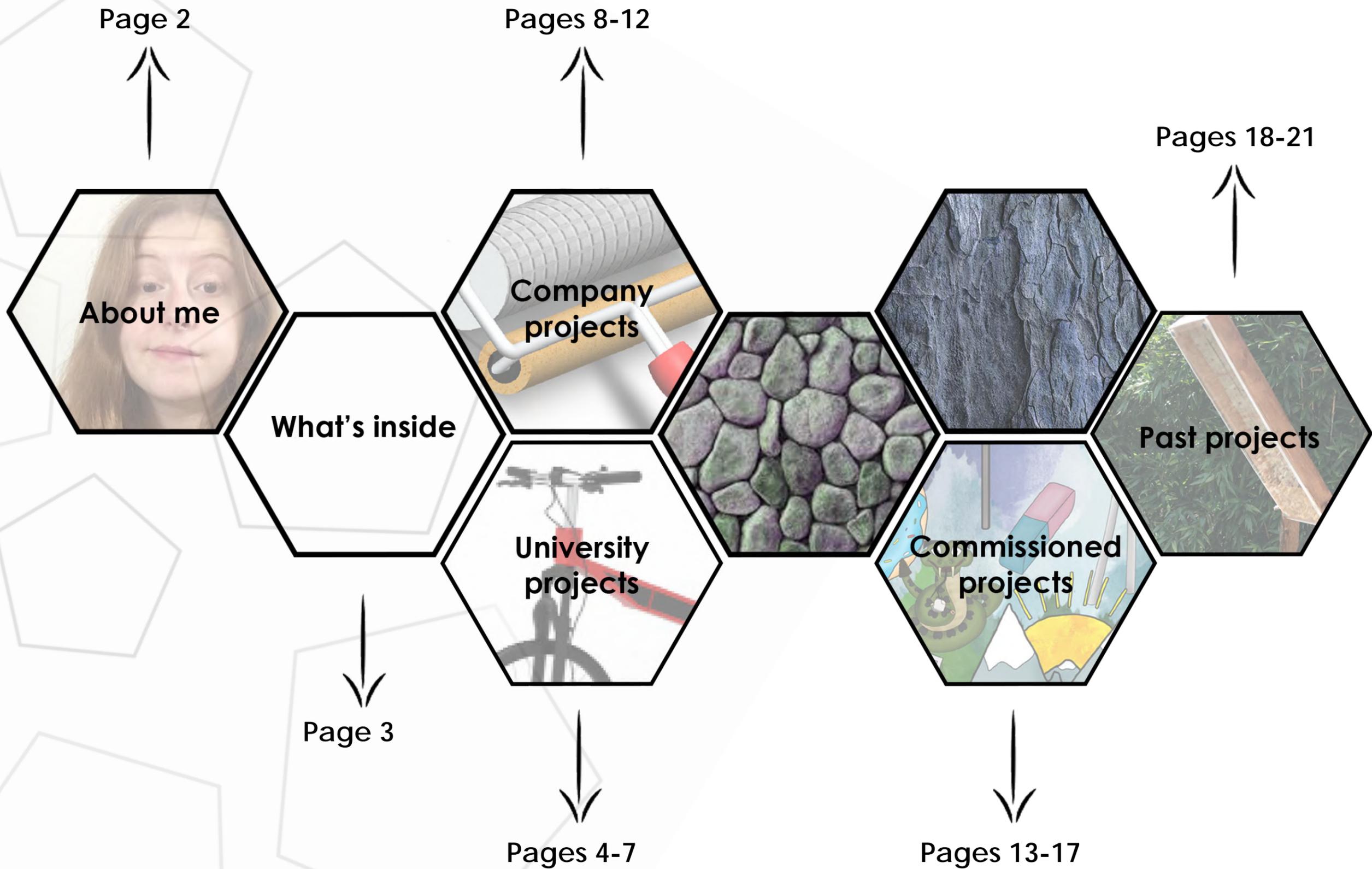
Skills

- Microsoft Office skills
- Model making
- 3D printing experiences
- Graphic Design
- Illustration
- High creativity
- Adobe Software(including Photoshop, Illustrator and In-design)
- Solidworks
- Autodesk Alias
- Autodesk 3ds Max
- Problem solving

Interests

- Music
- Drawing
- The outdoors
- Reading
- Films

What's inside



University projects



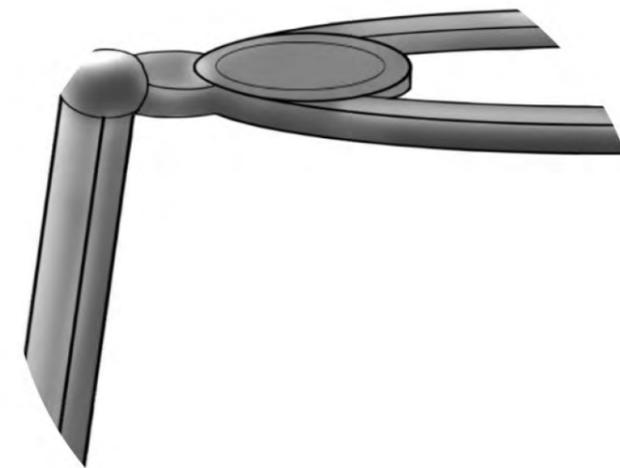
Bike CAD and bike animation renders

Page 5



Table storage

Page 6



Lighting project

Page 7

Bike CAD and bike animation renders

Brief 1: To design a folding electric bike with a chain or a shaft. Using the concept I was to create a 3D model in Solidworks by modifying and improving the design by making it easy to use, ergonomically, aesthetically and visually pleasing whilst ensuring it is still manufacturable and economically feasible.

Brief 2: To create a 3D animation on 3ds Max of the bike created in term-1. It needs to demonstrate how the marketing team can utilise the animation for commercial applications. The theme is a TV advert of the bike of 45-90 seconds.

Throughout the two projects I used a variety of softwares such as Solidworks to create the bike, Keyshot to render the bike so that it looks realistic and then for the animation part I used 3ds Max and Adobe Premier Pro to edit the video and merge all the rendered images.

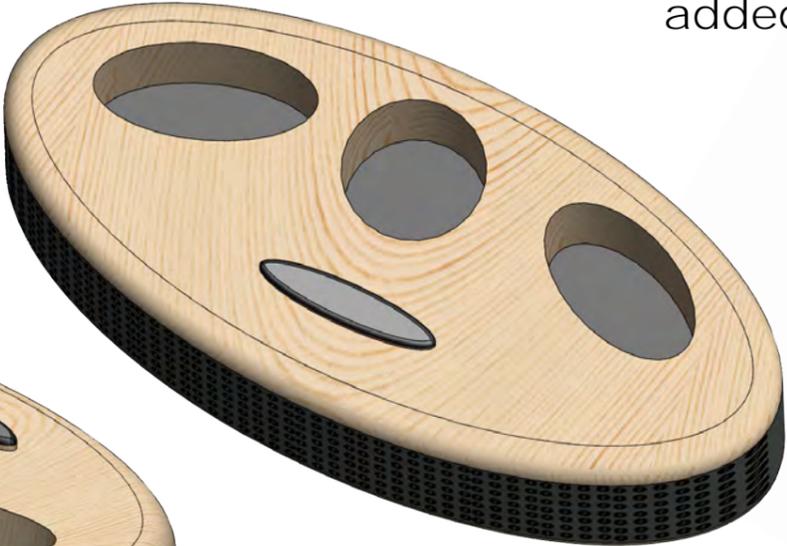


Table storage

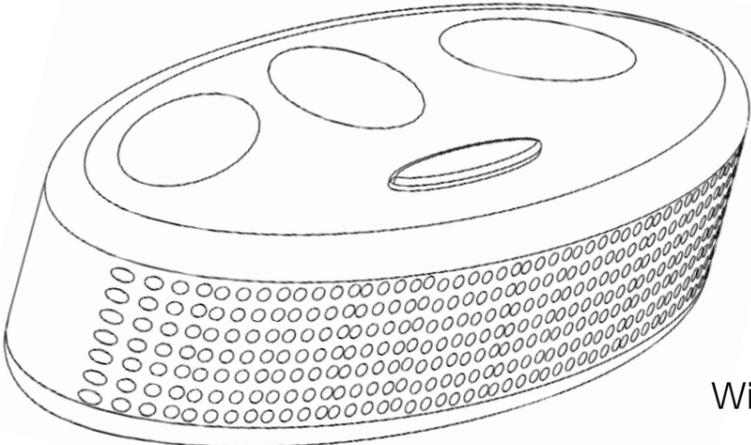
Brief: To design a stationary storage device for a desk.

I started with the brief , analysed it trying to work out what i could design. I researched pre-existing storage pots and storage units already in the market. I realised that the target market will possibly be for a student and as most of these will be at university they will have limited desk space. So if they were to have a storage unit on their desk, it shouldnt just be a storage unit, it should have the possibility to have more than one purpose. This is why for my desk unit i added a bluetooth speaker.

Pine material for main body



Some solidworks models of the pencil pot idea.



Wireframe view



Lighting Project



Task light
inspiration



Brief: To design a task lamp for a chosen target market and situation.

For my chosen market i chose a design student as it was the most relatable and i had a better understanding for the situation.

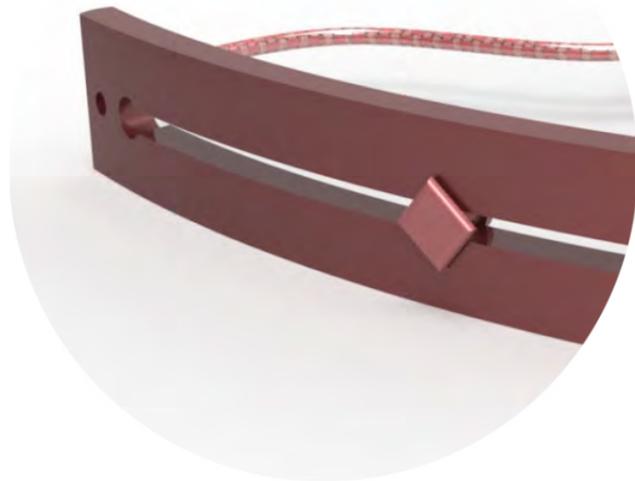
I wanted my light to be different and best suited to the target environment.

I thought about the types of activity the design students would be doing and what essential things they would need from a light.

Thinking about how small desks are and that the students are likely to be using large A3 sheets, i designed the light to be attached to the table and not placed on the table reducing the amount of space that the light takes up.

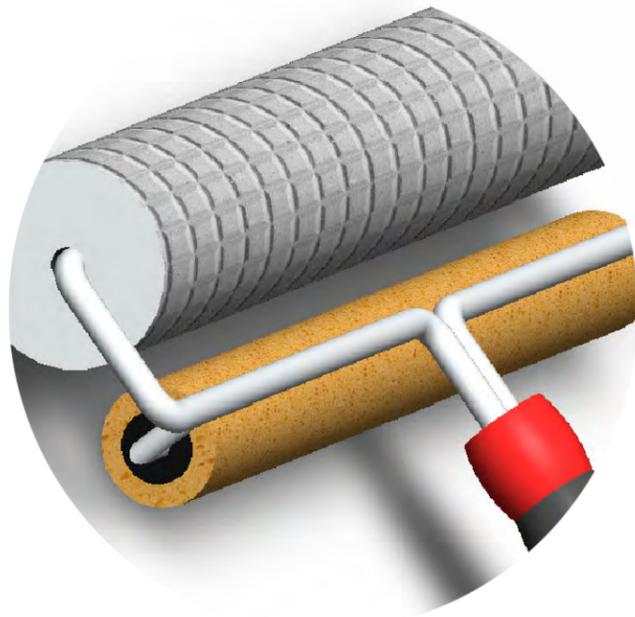
I also considered the option to allow the students to change the colour of the light depending on the time of the day and what sort of work they are doing.

Company projects



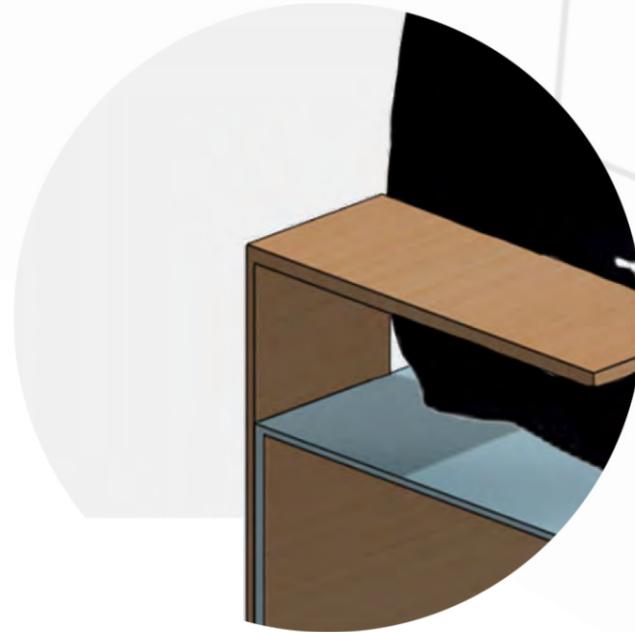
DIP project

Page 9



W'innovate project

Page 10



Connection project

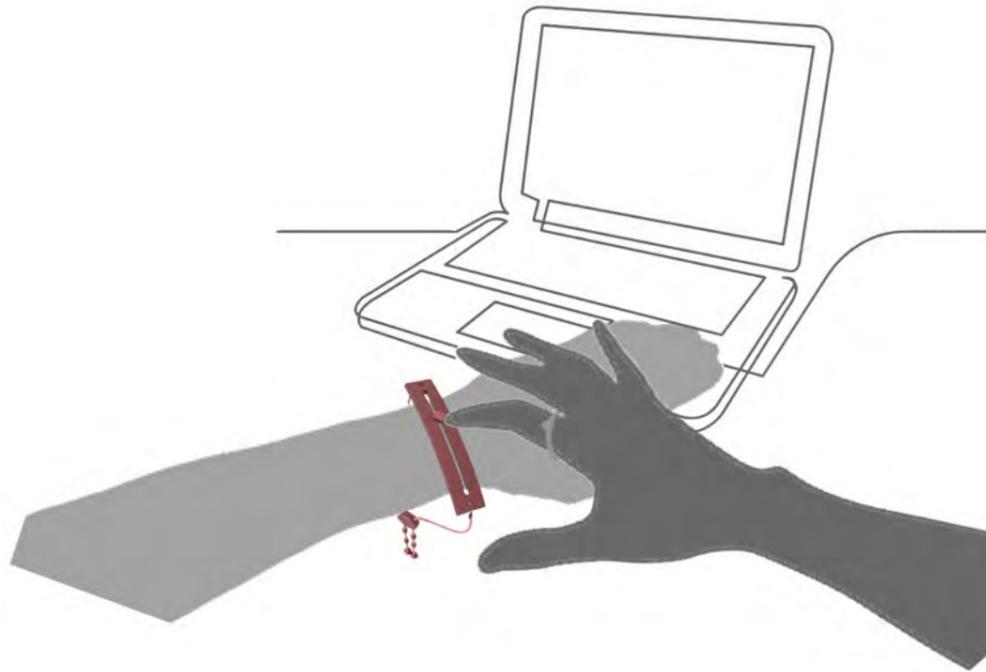
Page 11



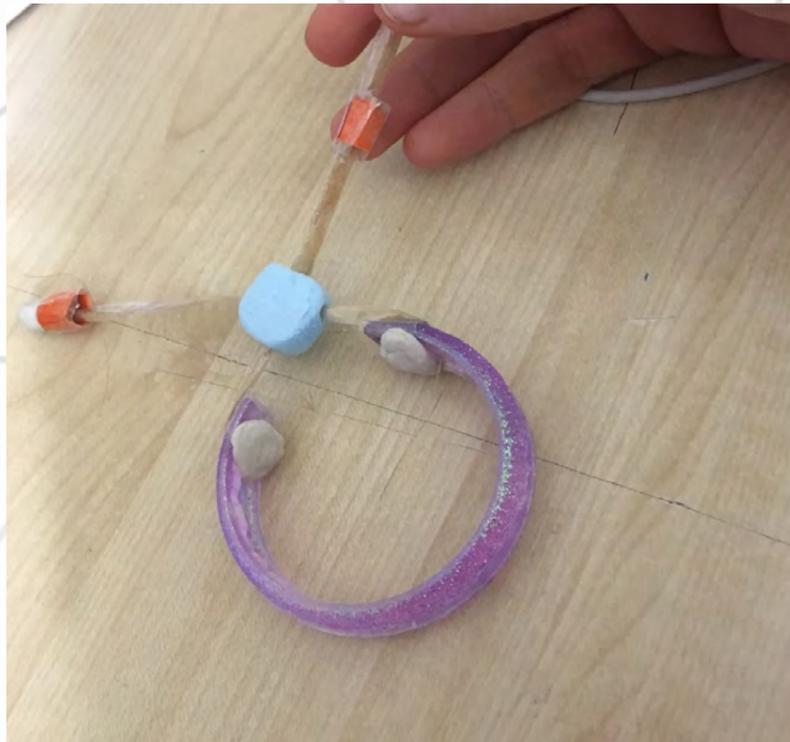
Cycle of good

Page 12

DIP project



Brief: You are challenged to produce a design on the theme of improving health, well-being or encouraging exercise. Initially i mind mapped some key parts related to health, well-being and exercise and i narrowed it down to arthritis, diabetes and stress and anxiety. From those i continued with stress and anxiety. I noticed there was a gap in the market for stress reliever toys especially those to which you wear. So in the end i designed a fidget bracelet that is designed so that the user can play with the bracelet and they can become calmer as the bracelet acts as a distraction.



Key features- changeable middle charm, rose gold appearance, adjustable size and lots of parts to fidget with in order to destress.

W'Innovate project

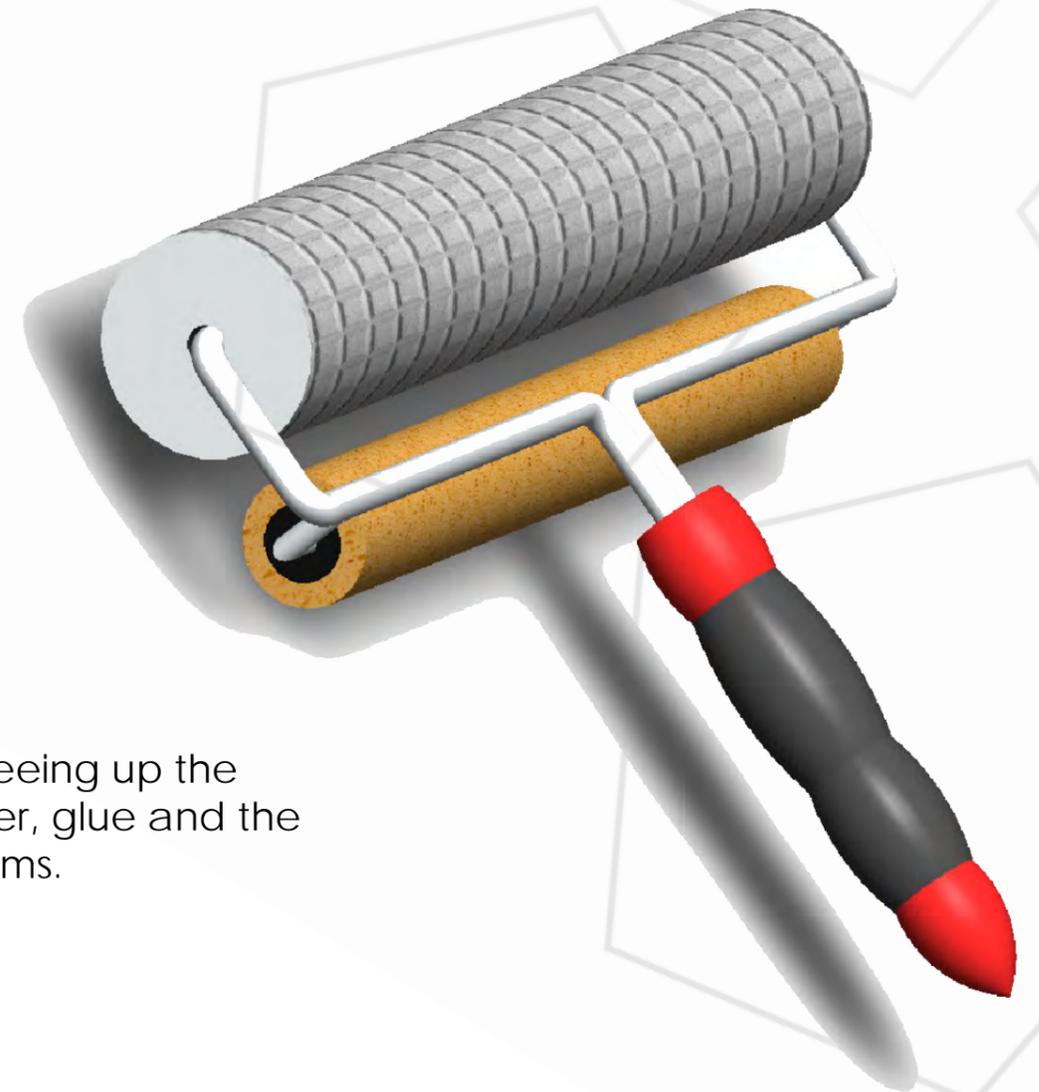


Key features: can be used by one hand freeing up the other hand for other uses, included the roller, glue and the wall paper reducing the space to store items. Super easy to use.

Brief: We were given a brief by W'innovate to create a product to help the user when wallpapering ideally ensuring that there is a hand free.

My idea was to create an all in one roller spreader and wallpaper brush, so that you hold it at the top and then as you pull the roller down the glue part glues the wall whilst the wallpaper rolls down and sticks to the wall.

My product leaves a hand free so that it could be used for holding a ladder or another tool for example.

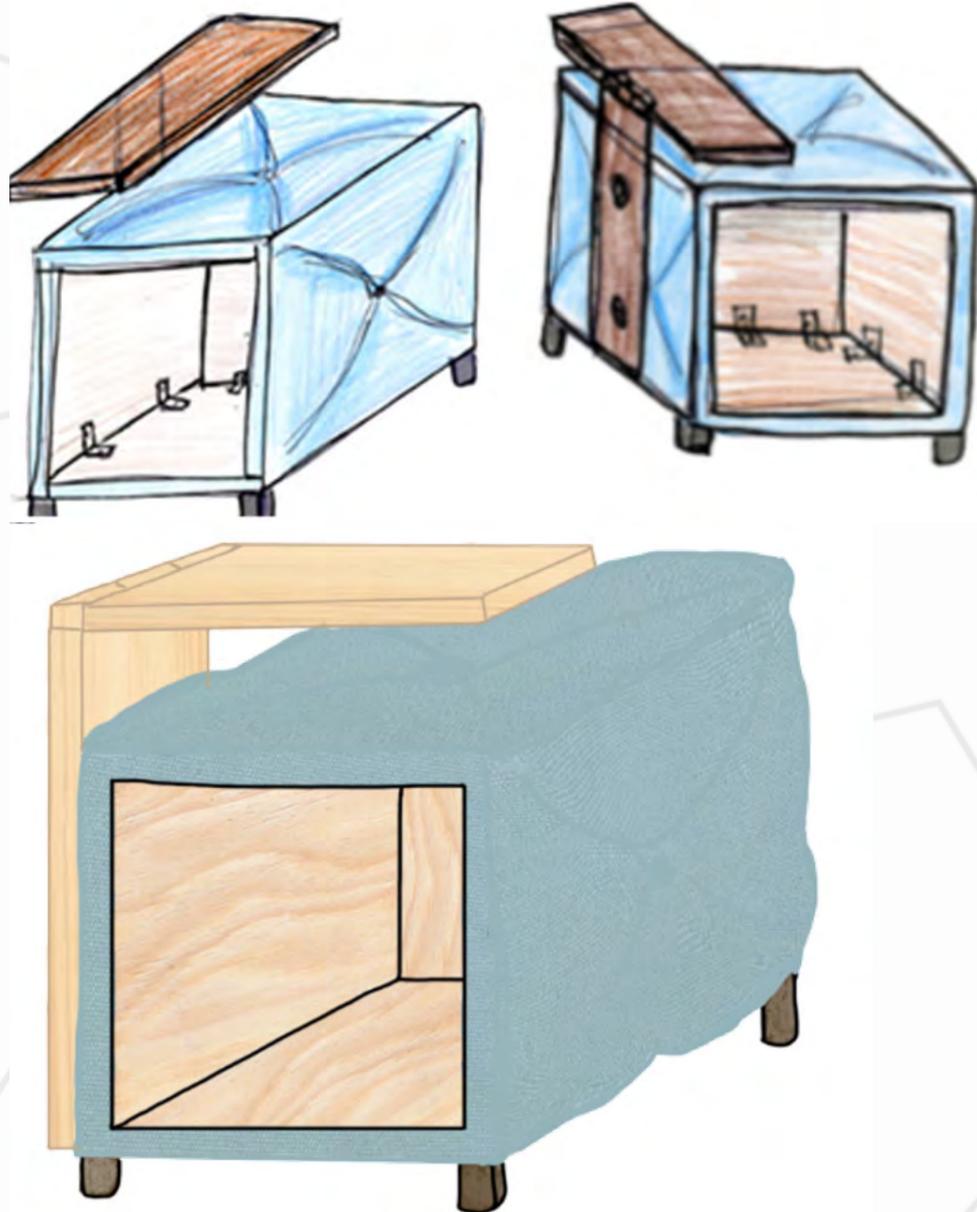


Connection project

Brief provided by Connection: to design a product that includes current workplace trends such as agile working, worker well-being and coworking.

After researching agile working i decided on a chair that is comfortable, modern and is multi-purpose. So in my design the 'Stairble' the chair is a box stool with four legs that has under seating storage for bags as well as a small desk that the user can sit on, next to or under to use so they can work. It can be used ny both left and right handed people.

Sketch ideas



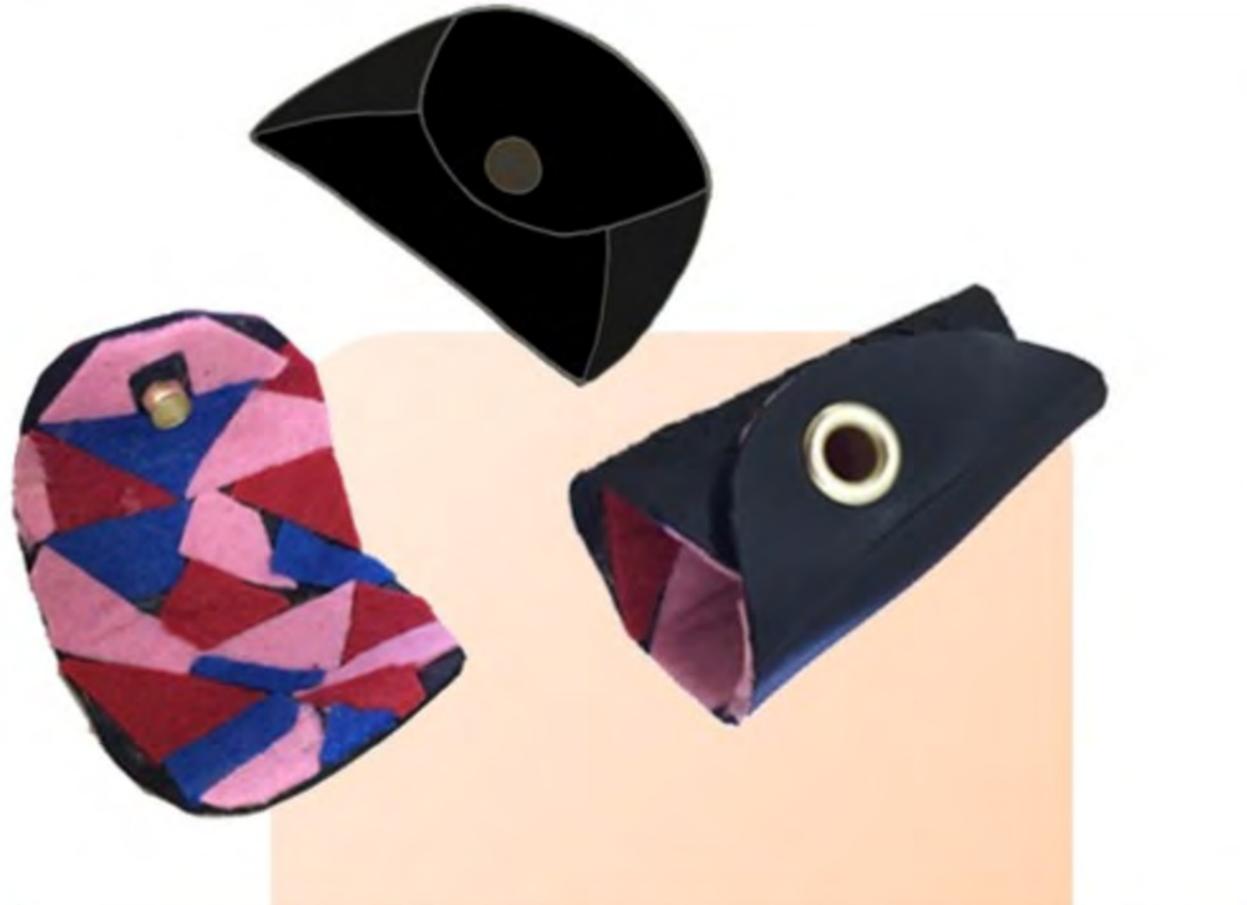
Stairble



Cycle of Good

Brief provided by Cycle of Good: For this week long project we were given the brief of: design and create products that can be created by workers in Africa out of recycled inner bike tyres.

FINAL IDEAS: HEADPHONE ORGANISER AND CHARGING SUPPORT



For my ideas, i chose to create a headphone storage item so that they dont get tangled in pockets. I also created a charging pocket that can be placed with the phone and hold it so that it isnt put on the floor and damaged.

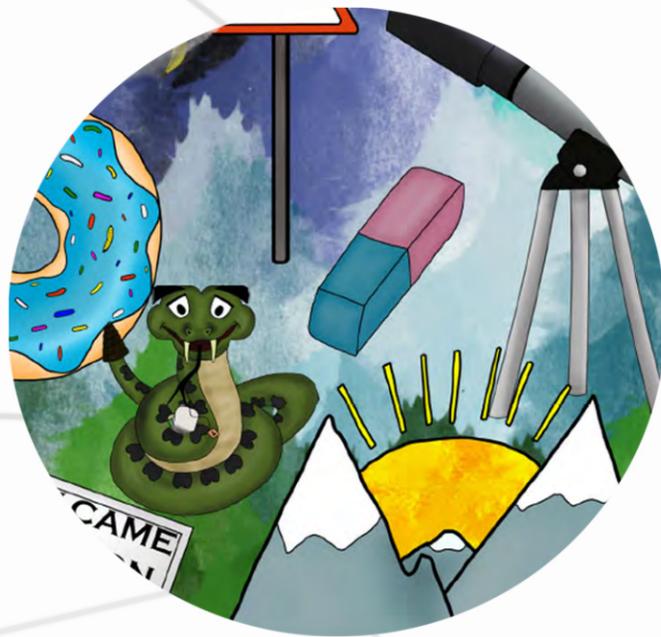


Commissioned projects



Rose Healthcare

Page 14



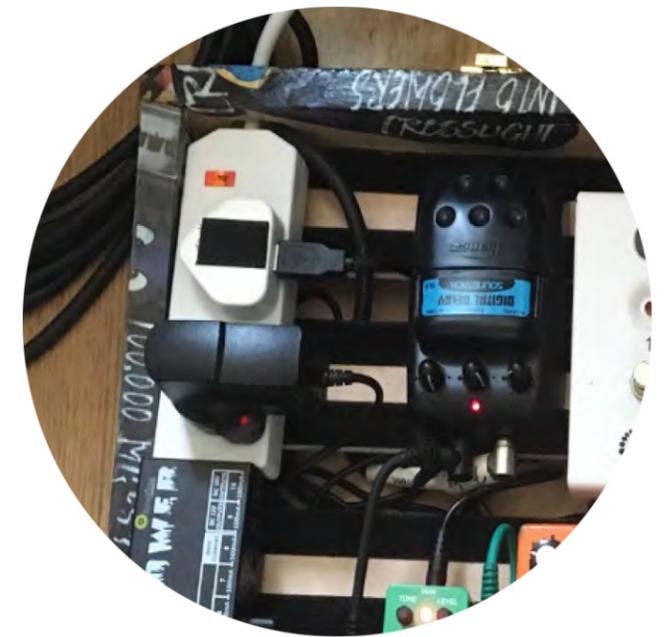
Artwork for album

Page 15



Crosslight band posters/
merch

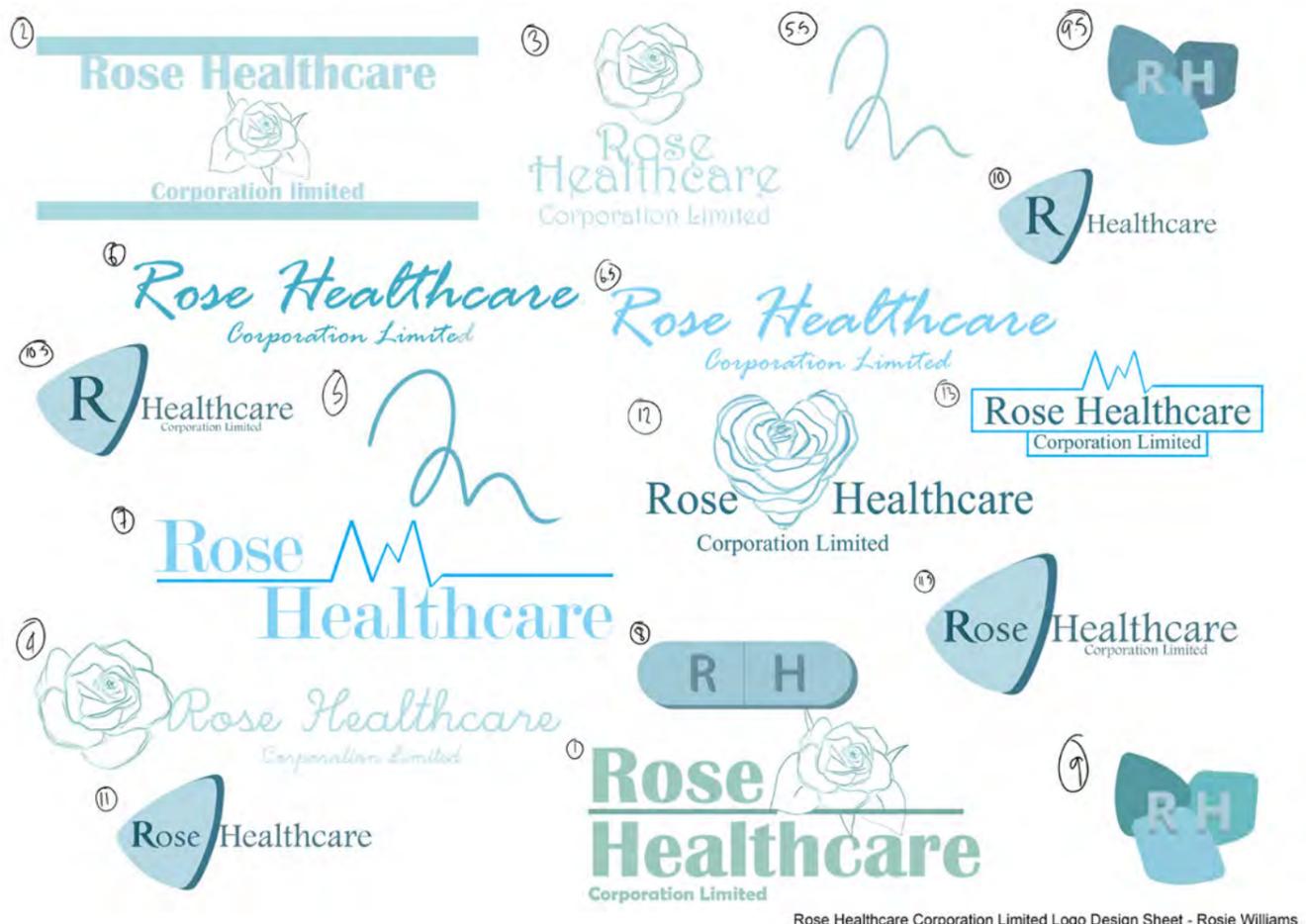
Page 16



Personalised pedal board

Page 17

Rose Healthcare



Rose Healthcare Corporation Limited Logo Design Sheet - Rosie Williams

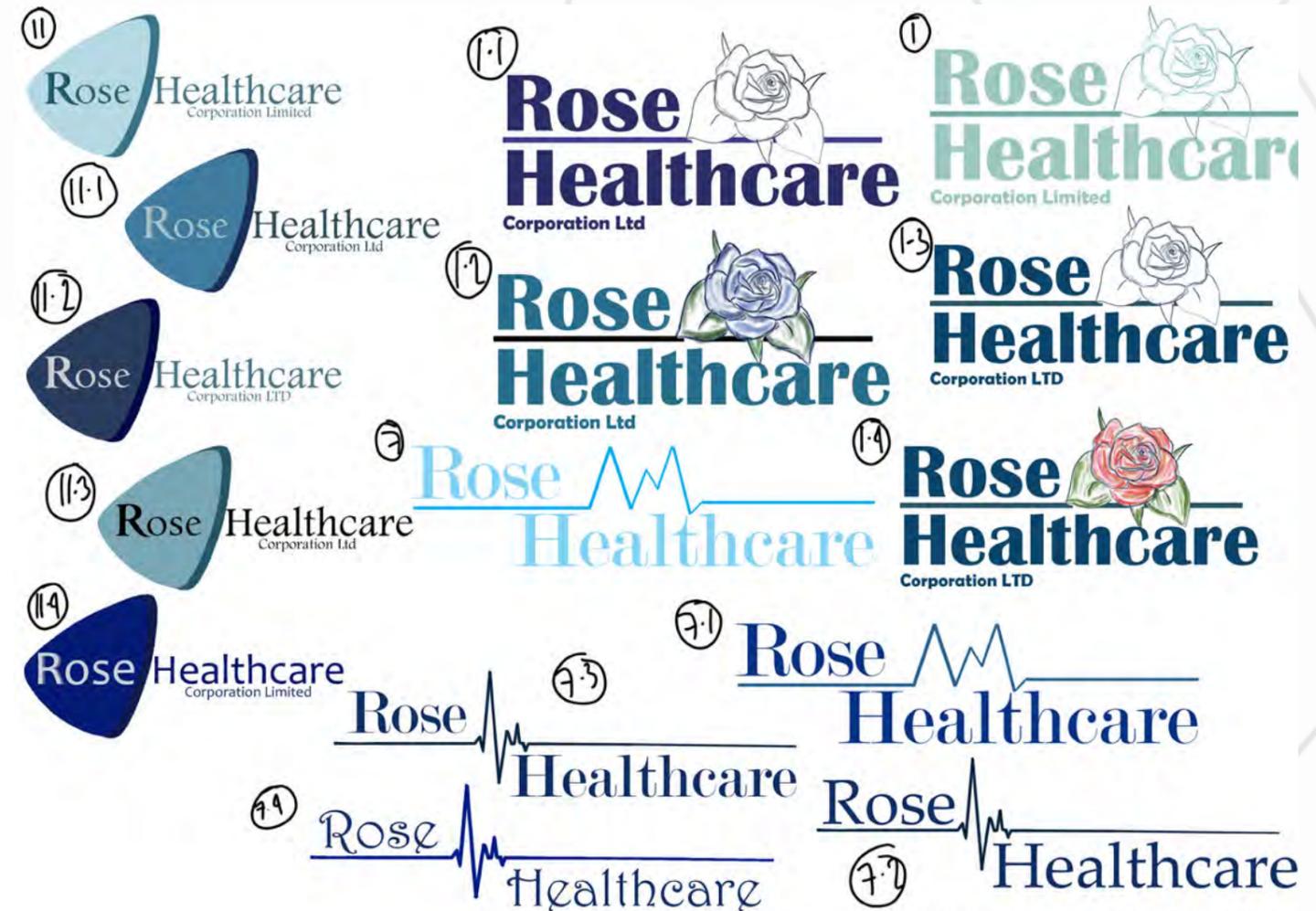
I was approached by a new and upcoming company and was asked to create their logo.

I was given very little information to base my ideas except the name and a colour of blue.

So from that i created a document of some ideas that i had came up with, sent them back to the company and from the feedback i chose the design and chose the colours that best suited the feedback and the company.

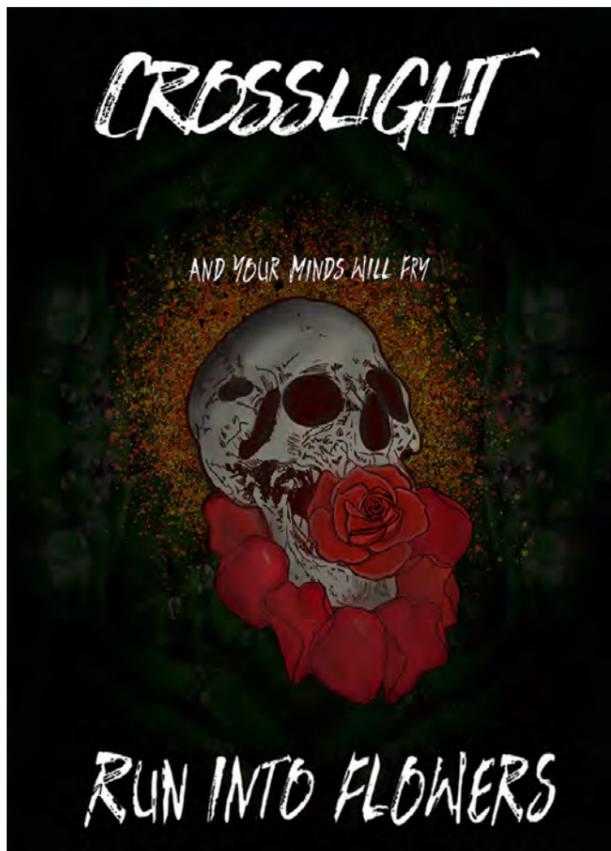


Final design



Rose Healthcare Corporation Limited Logo Design Sheet - Rosie Willk

Crosslight band posters/ merch



I was approached by a local band (Crosslight) to create their single artwork for 'Run into flowers(left). They were really impressed with the work that they asked me to listen to their unreleased album and create posters for each of 11 songs with artwork for the songs that i had interpreted from listening to them.

I pitched the band my ideas and worked closely with the band to work out exactly what they want and took in their feedback and ideas and included it in the posters.

I also helped them create posters, stickers and t-shirts from the single artwork which have all nearly sold out.

I also created the CD information creating lyric pages and collages of the bands favourite moments at the back.



I am still in close contact with the band and are frequently asked to edit some photos to put them on tour posters and band promotions.

I thought hard about the deeper meanings of the songs and for one song in particular called 'Im not done' i designed a small plant growing through sand just proving it can survive and continue to grow despite all its been through. Also the bowl that the plant is in had been broken and it had been repaired with the Kintsugi technique which means adding gold glue. So despite it being broken it is better than before as it has had gold added to it. The band found my creativity and deeper thinking very imaginative and unique.

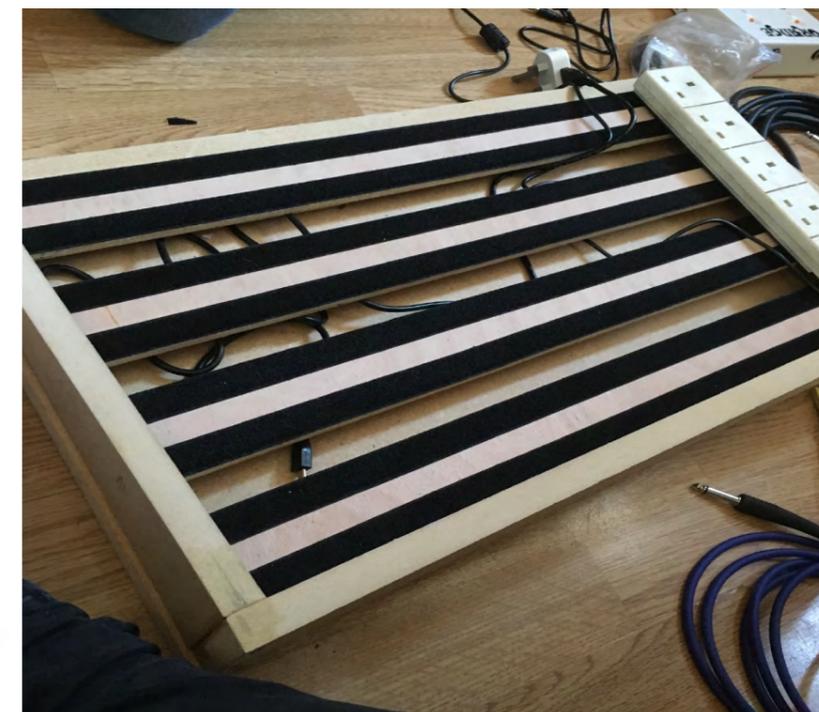
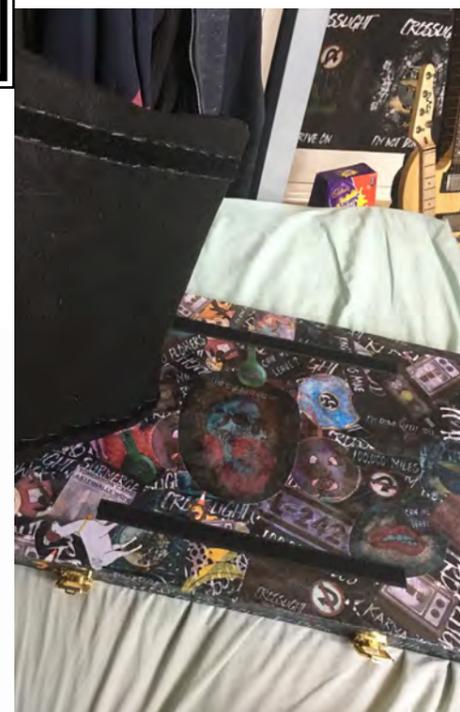
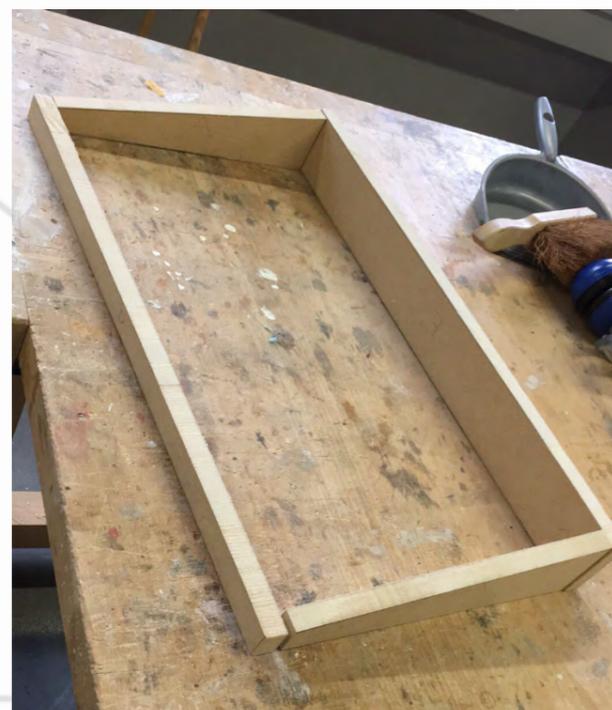
Personalised pedal board

The guitarist from Crosslight contacted me afterwards and asked me if i could create a pedal board for his guitar pedals. I was given the size that he wanted it and from that i sketched some ideas and created a quick model on solidworks and he was happy with what he saw.

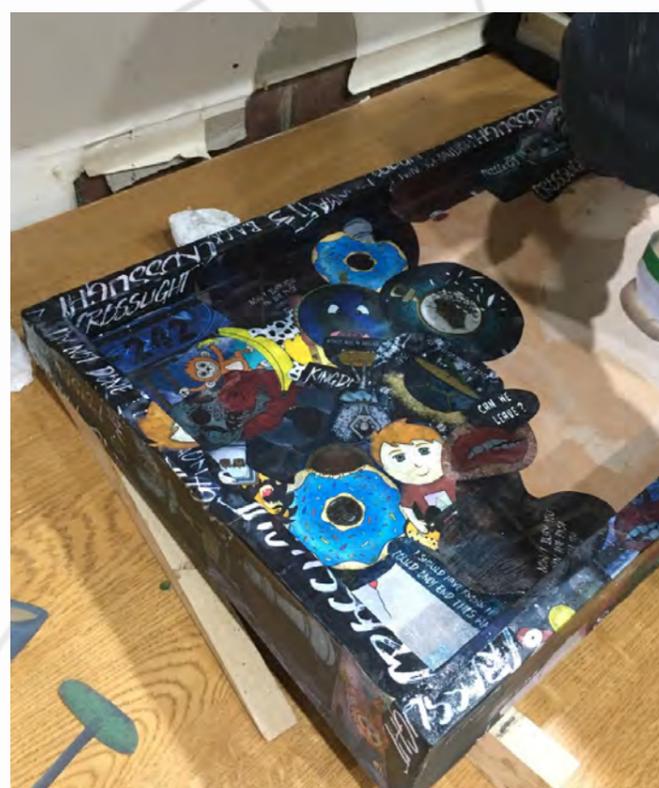
I then spent about 3 weeks creating the pedal board and after the main body was created he asked if it could be covered with the band artwork.

and so i then glued a collage of all the artwork together and added a protective layer so that when the band is touring it wont get damaged.

The pedal board has a large handle and has four lockable clips. It also has a small pocket on the front for wires and the extension lead.



Below- gluing the artwork on



Above- pocket added to front



Past projects



Lighting project

Page 19



Sketches

Page 20



Solidworks

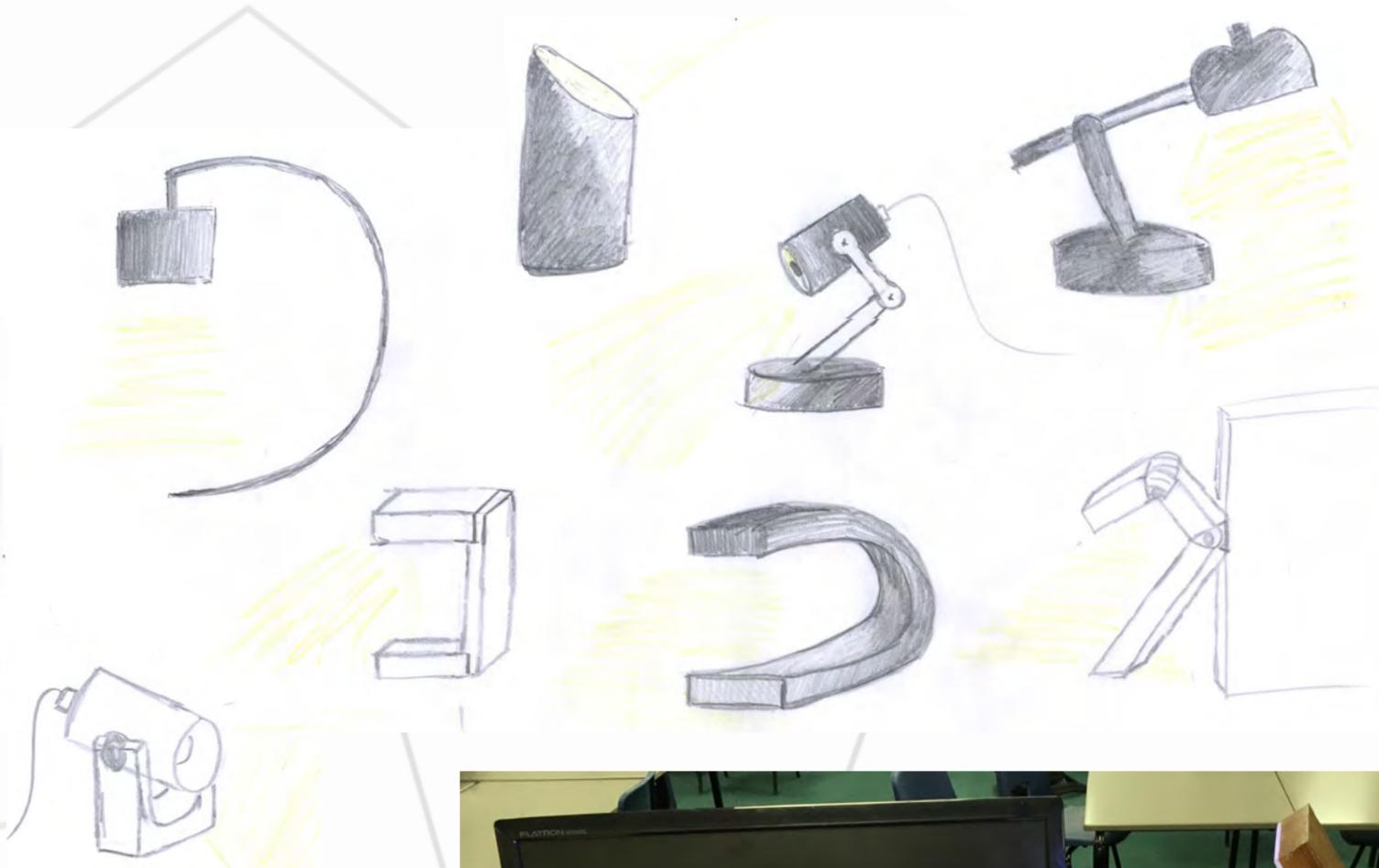
Page 21



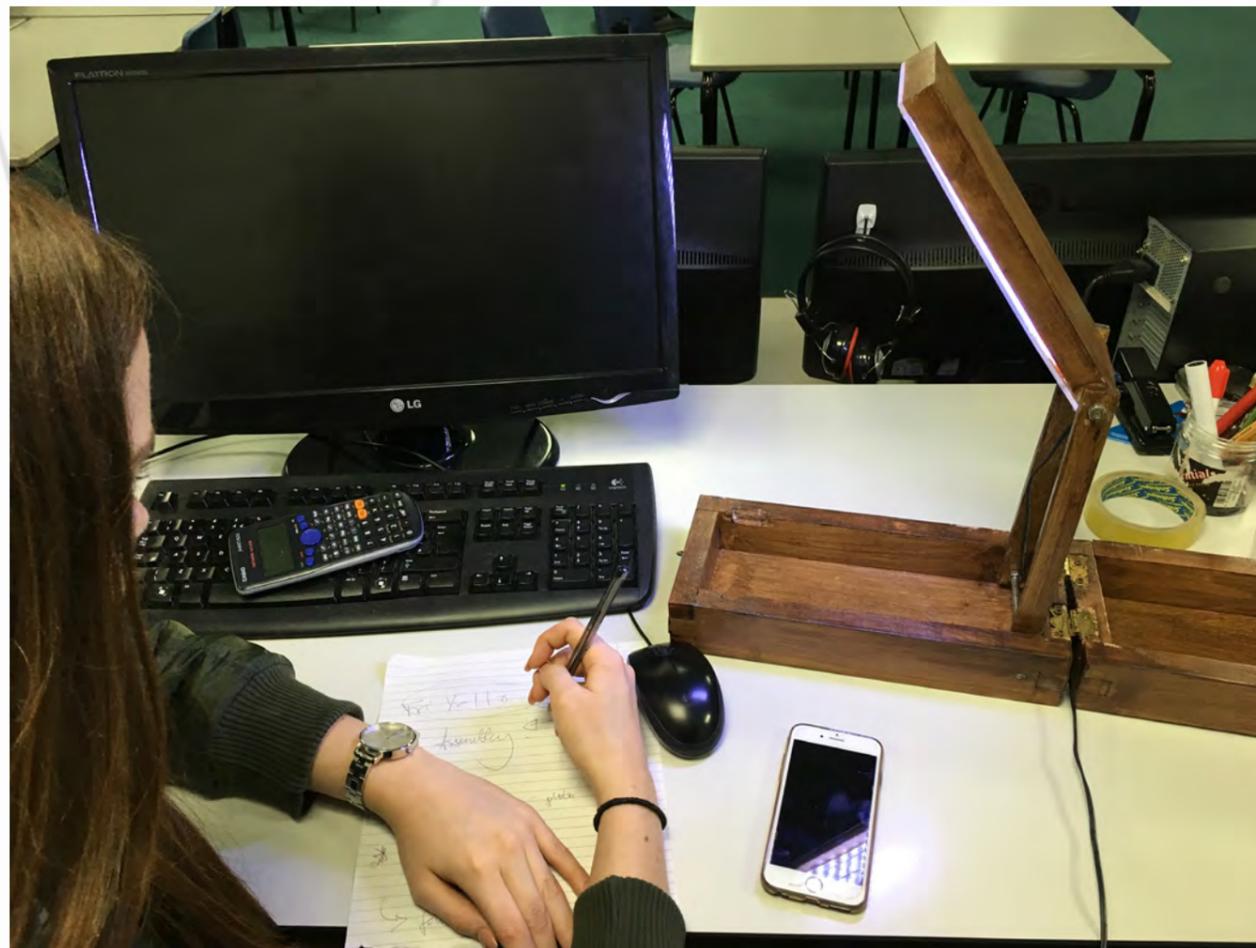
Lighting project

Here are some images of the light that I created for my A-level project in sixth form.

The light is unique as it is adjustable as well as being foldable as the light can be folded down and placed back in the box meaning when it's not in use, the light won't take up as much space as it will be half the size in a box.

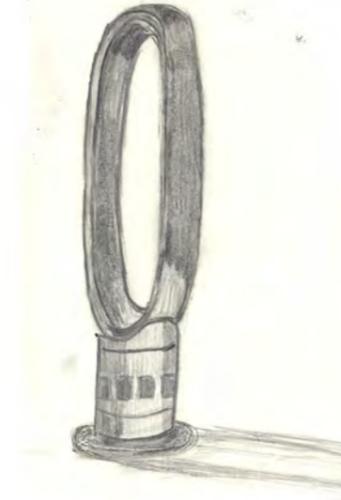


Sketches of some ideas that I came up with during the designing process.



Sketches

Here are some examples of sketches that i have done in the past whilst practicing my drawing skills.

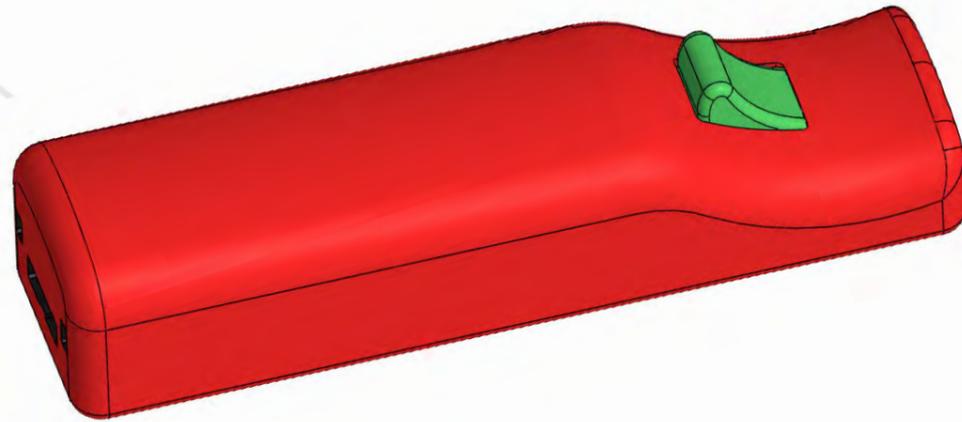


Solidworks

Here are some solidworks models i have created in the past whilst learning to use solidworks and all the skills that come with it.



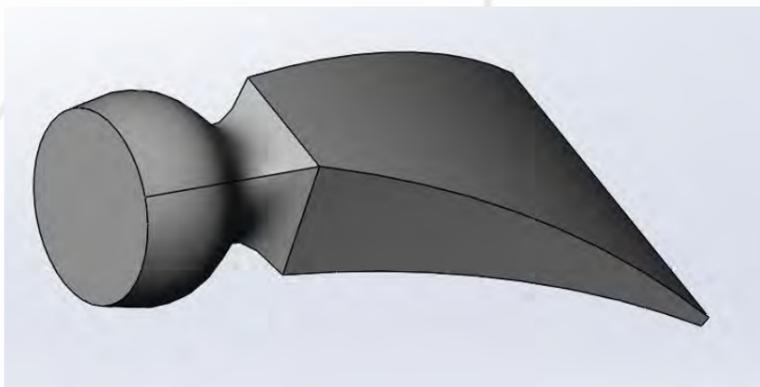
Wii remote



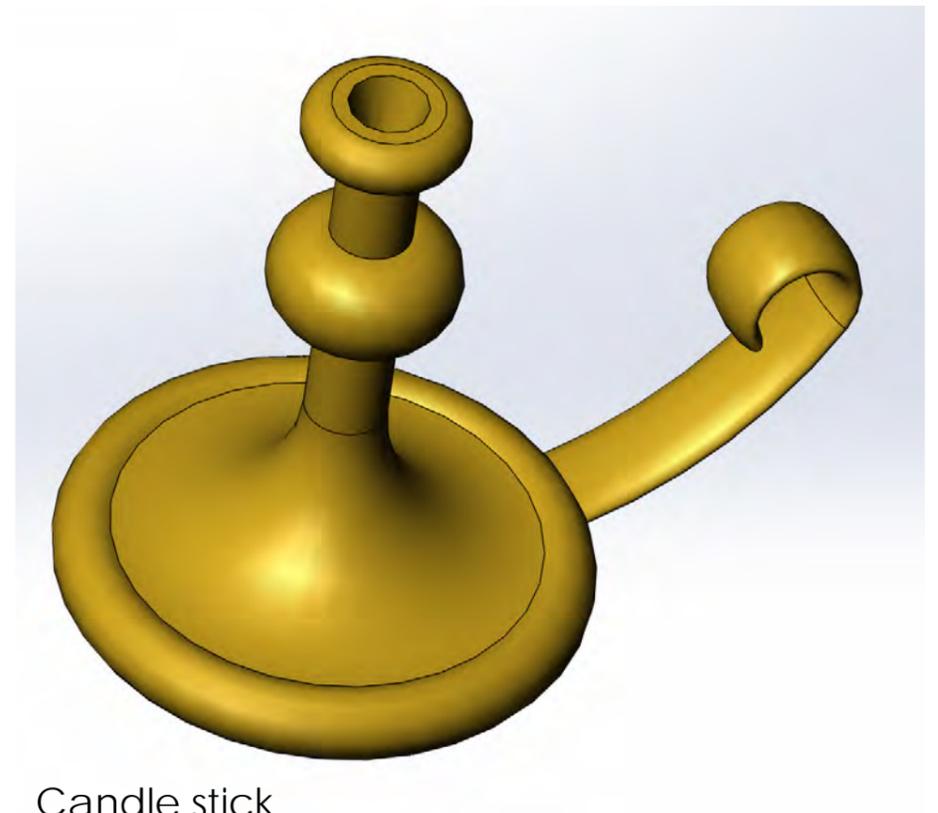
Wooden camera



Water bottle



Hammer head



Candle stick