DEAN AS PORTFOLIO 2021

INDUSTRIAL **DESIGN**

PORTFOLIO
CONTENTS

Dean As

Industrial Designer C.V

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PERSONAL STATEMENT

Hi there,
I'm Dean As, a young Industrial designer with strong eagerness to learn and great enthusiasm for the profession on a mission to inspire people through abstract forms, materials and the story that bind them.

Born and based in Tel Aviv, my passion for Industrial Design began the moment my eyes met a clay car prototype at the Geneva motor show 2009.

I like to approach each design project with a healthy dose of curiosity and imagination while exploring the fundamental underlying issues of each design problem with different potential solutions.

When I'm not in the workshop, I dabble in old car restoration, (My '67 Mustang Coupe is my pride and joy.) An avid adventurer, particularly passionate about meeting new people and learning about different cultures. Ultimately, my travels serve as my personal muse.

VOLUNTEER WORK

2016-2017
Dog shelter photographer
herzliya loves animals foundation

2015
rebranding and social media strategy
Mami - A human circle saves street children in danger

DESIGN SKILLS

01 Software

Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Adobe Lightroom
Soiidworks
Keyshot
Rhinoceros 3D
Grasshopper
Procreate
Sony Vegas
Autodesk fusion
Blender

02 Knowledge

3D modeling.
Product sketching.
Market research.
Prototyping.
Interface design.
Branding.
advertising strategy.
media planning.
Product photography.
Video directing & editing.
Image editing.
Good sense for typography.
Color theory knowledge.

WORK EXPERIENCE

120 Hour Internship 2021
Industrial Design intern
Hyfit Gear - Wearable Gym

From 2016 to 2020
Event & Product Photogaphy
Freelance.

2017
Editor.
Ronen Kook Architecture
Photography Studio

From 2013 to 2016
Graphic Designer
Sde Dov Air Force Base

From 2012 to 2021
Graphic Designer.
Freelance.

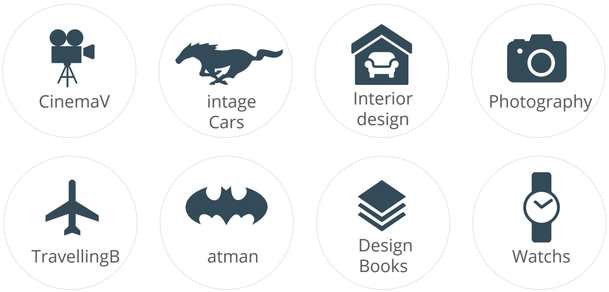
EDUCATION

From October 2018 to June 2022.
Industrial Design.
Shenkar College of Engineering, Design and Art. Ramat Gan,IL.

From 2015 to 2016
Advertising & Marketing Course.
Habetzefer, Tel-Aviv,IL.

From 2006 to 2012.
High School.
Herzliya Hebrew Gymnasium, Tel-Aviv, IL.

HOBBIES & INTERESTS



EMOTICARS
EMOTIONAL CONVERSATION STARTERS

Third year First Semester - COVID19

TOY DESIGN COURSE
EMOTICARS

My aim was to create a tool for children therapist's that evokes an emotional dialogue. Most of the toys used by therapists today are 2D board games. These tools often rely on the childs reading capabilities which are lacking at young ages.

By using a set of 4 3D vessels that communicate key emotions to children **ages 4-7** the therapist will be able to create an emotionally open conversation during the session.

Materials
PLA
Monster Clay

Technologies
3D printing
Clay Modeling

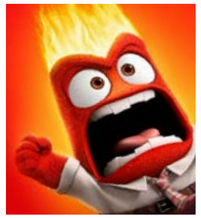
IDEATION
REFRENCES

My own passion for cars & experience as a child in therapy led me to design vessels of emotions as classic 1960's cars. These vessels serve as an alternative to the board games & dolls usually used in therapy with children.

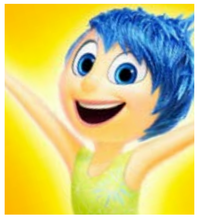
Sad - 1962 Trabant 601

Scared - 1964 Shellby Cobra

Angry - 1960 Dodge Powerwagon



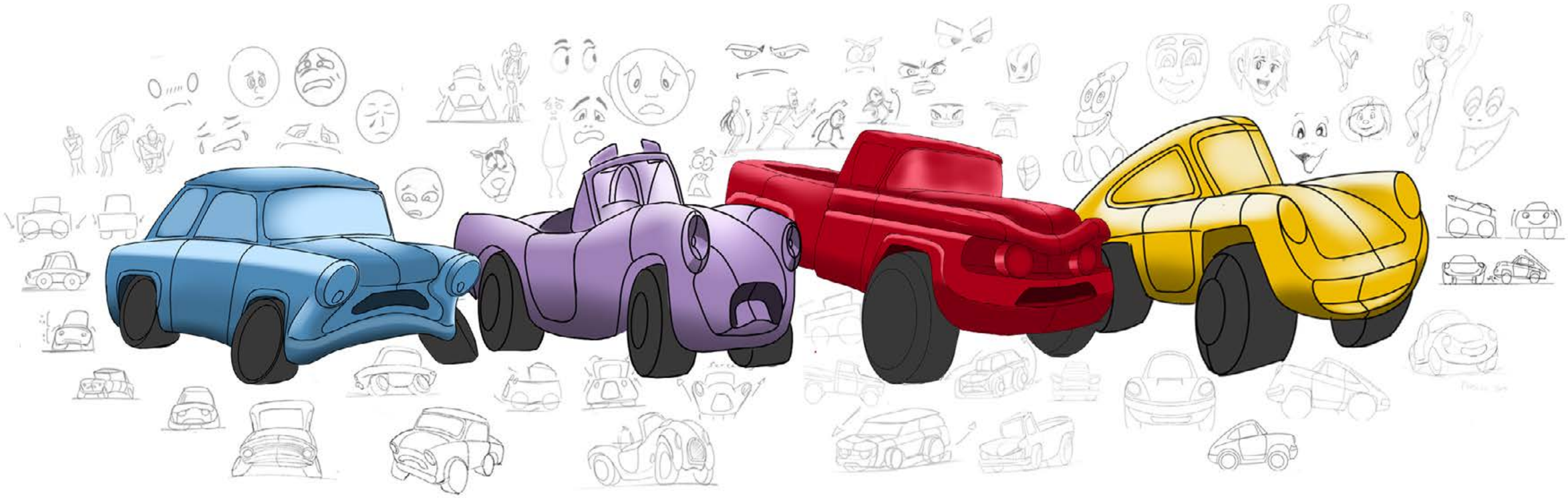
Happy - 1964 Porsche 911



IDEATION
SKETCHES AND MODELS

After I chose the key emotions, I conducted a **sketch research of the visual cues for each emotion**, such as expressions, human and animal postures at different emotional states. Those elements were later combined with the iconic car models from the 1960's.

IDEATION
SKETCHES



IDEATION
MODELS

The Transition into 3D started with **regular clay**, after realizing it's not the right tool for the job. Working with **Monster clay**, for the first time, gave me much more freedom to understand the 3 dimensional forms and details I needed to figure out for 3D modeling.

USER STUDY
CONCLUSION

The child had no problem recognizing the emotion of each emoticon. He was very excited to play with the cars instead of the previous games he played.

The therapist said the experiment was very successful, within a few minutes of play she could navigate the conversation into emotional situations that came up during role play.

After the cameras stopped rolling we tested Emoticars combined with different conventional therapy games like imagination dices and feeling boards.

Emoticars became integrated into the therapy session seamlessly.

FINAL RESULT

EMOTICARS

Intended for use during psychological therapy or art therapy. **Each vehicle expresses emotion with its stance, face and color.**

The goal is to use Emoticars as an ice breaker at the beginning of a session to evoke an emotional dialogue with the patient.

SPARROW
CRUISE SHIP WATCH

Third year First Semester - COVID19

OBSERVATION COURSE III

CRUISE SHIP SMART WATCH

How might we keep passengers calm at a cruise ship emergency? Unlike most other means of transportation where the passengers are seated and often wear seatbelts, at a cruise ship passengers are walking freely around the ship.

Materials
PLA
Monster Clay

Technologies
3D printing
Clay Modeling

IDEATION
REFANCES

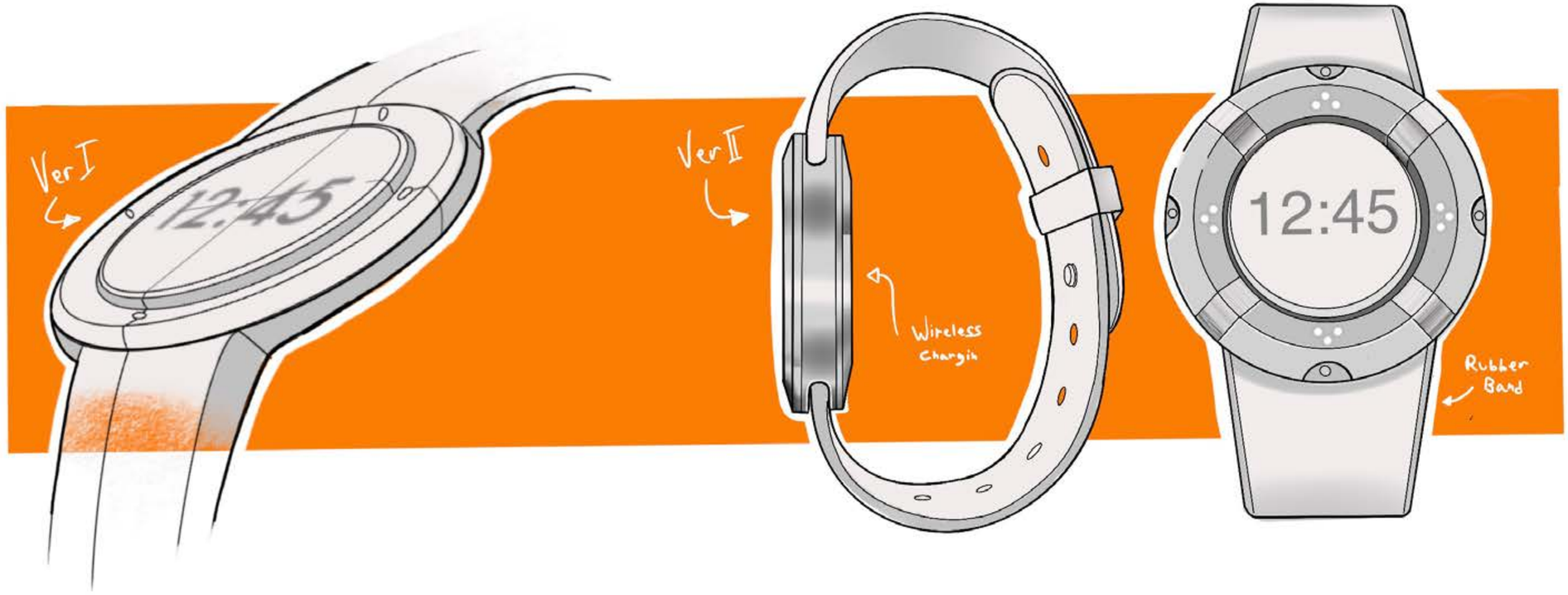
I was determined to design a unisex timeless piece of jewelry that will not be intrusive to a cruise ship passenger wardrobe, which can vary from a bathing suit to a tux. The final design was mainly inspired by Josh Sperling's art mixed with a lifebuoy and the Royal Caribbean International logo.








IDEATION
SKETCHES AND CLAY



USER STUDY
CONCLUSION

When weather conditions cause the ship to tilt, panic spreads around the passengers often running around looking for their family, friends and shelter.
My smart watch design aims to solve passenger panic by alarming voyagers of the coming dangers and navigating them to safety while gathering family members together.

When the winds are low and the sun is high passengers can use their watch to **pay for items** and services, **find friends** and family across the ship with tracking a app as well as **open their room door.**

Each passenger will receive a fully charged watch upon boarding.
With battery consumption in mind the watch is designed to last an entire cruise without charging.

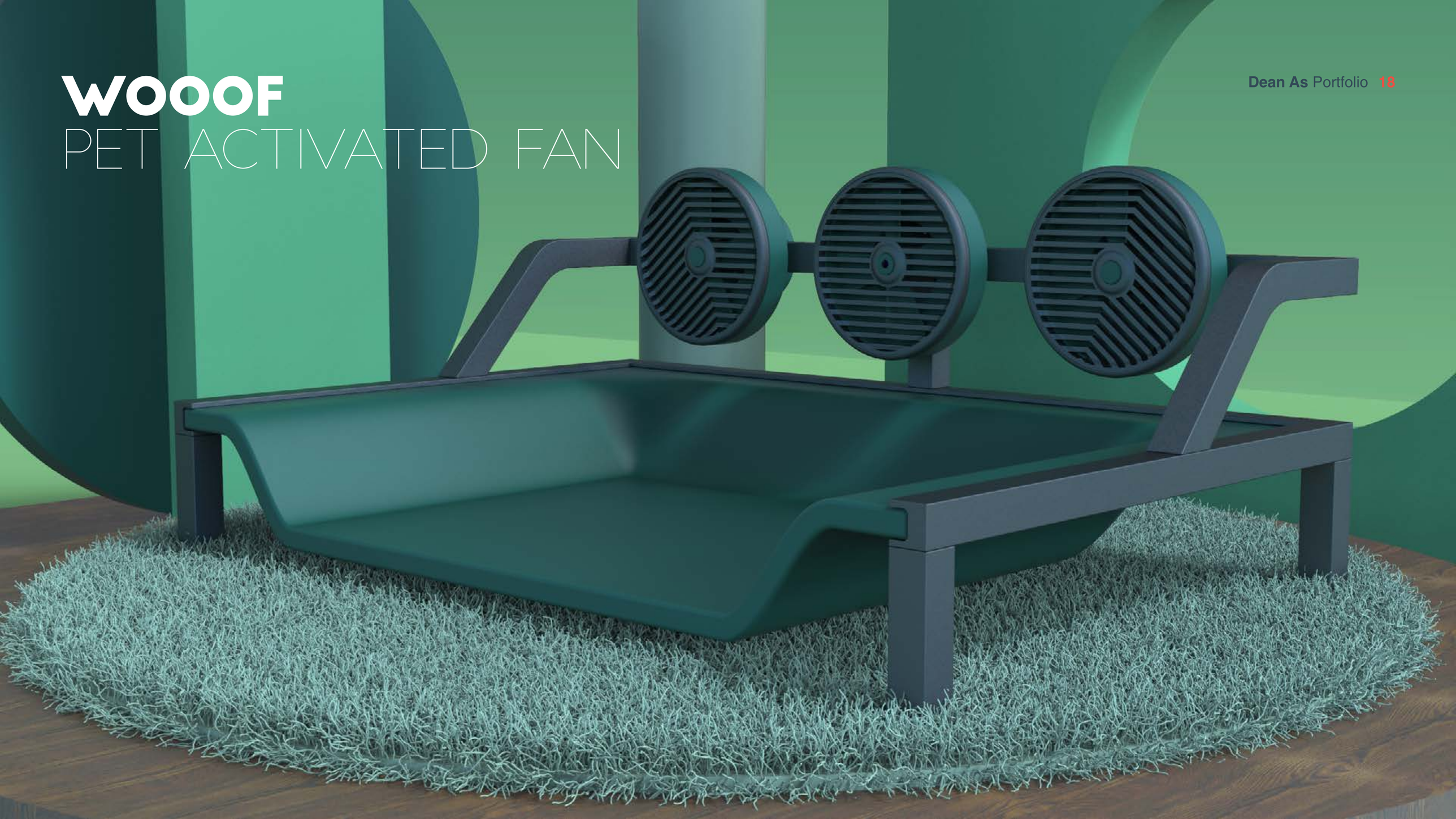
FINAL RESULT

SPARROW CRUISESHIP WATCH

The result is the Royal Caribbean cruise companion. The Sparrow smart watch, A fine piece of jewellery that canbe worn on the wrist, laced around your neck or clipped to your bathing suit.

Sparrow is your cruise concierge and a personal lifeguard promising a better and safer cruise expirience.

WOOOF
PET ACTIVATED FAN



OBSERVATION COURSE II

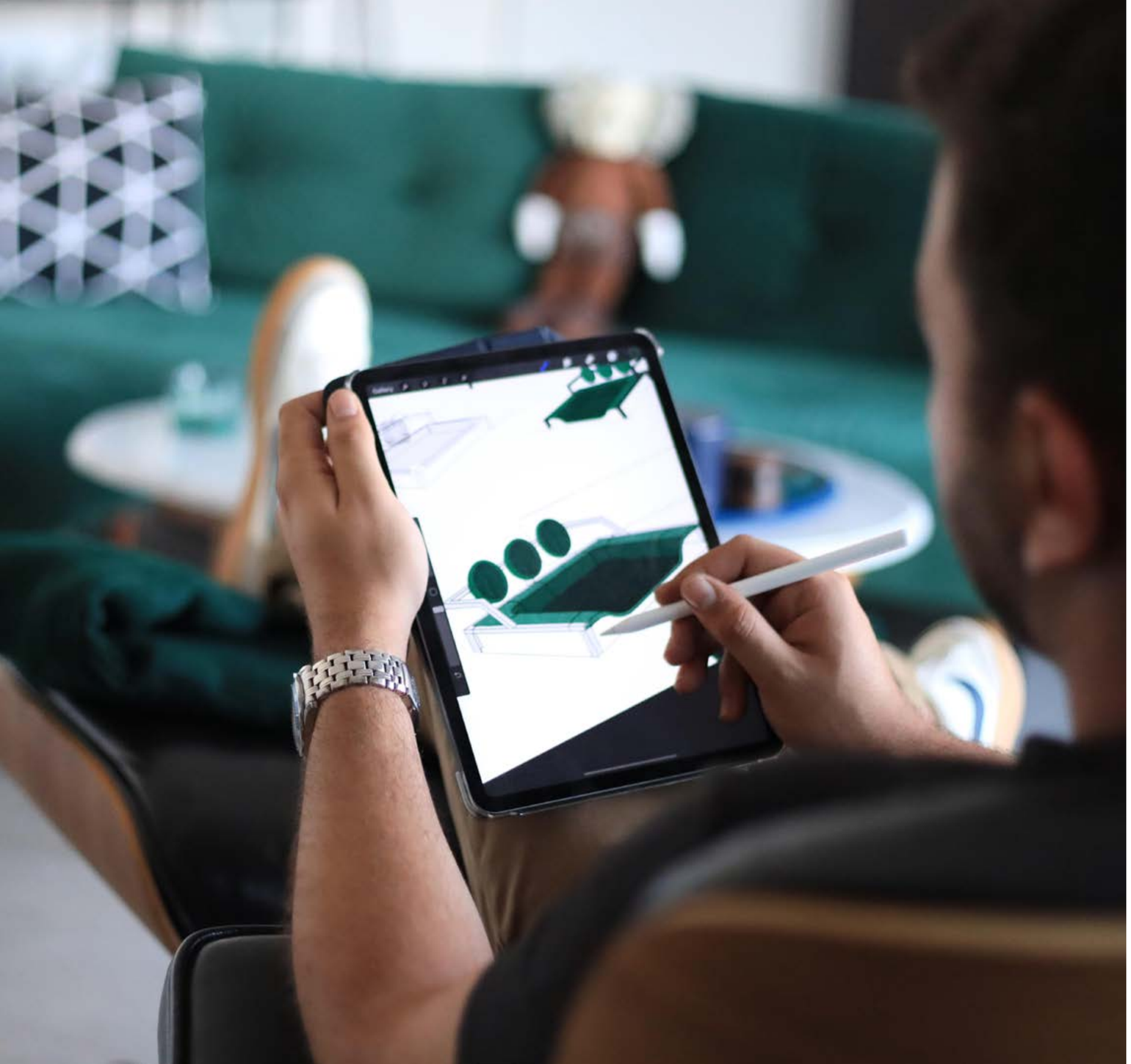
PET ACTIVATED FAN

In my fan design I intended to create a **solution for cats and dogs across the world in the rising heat** of small apartments due to the rapid climate change.

By creating a fan that can be activated only when needed by the pet we can keep our pets cool while saving electricity for some extra treats.

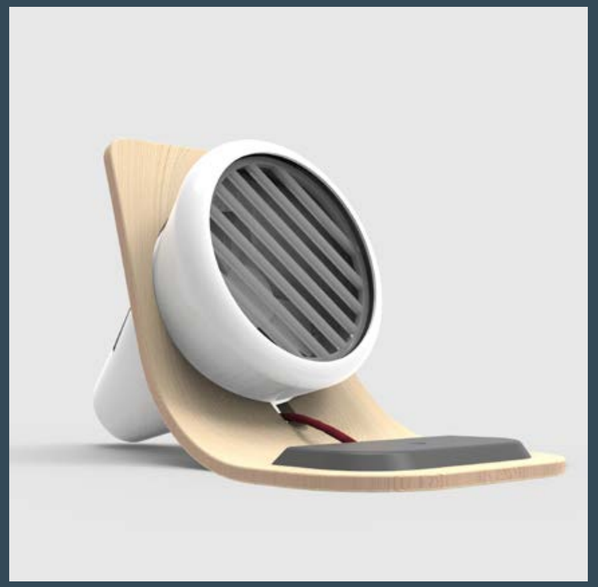
Materials
PLA
Cardboard

Technologies
3D printing



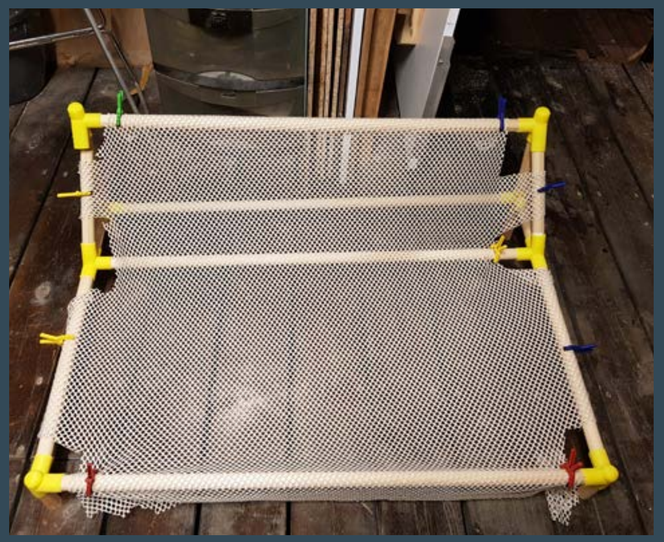
IDEATION
SKETCHES AND RENDERS

During the semester I explored several forms and variations of my fan idea. The ideation process included paper **sketches, procreate sketches, mood boards cardboard models, 3d models and renders.**



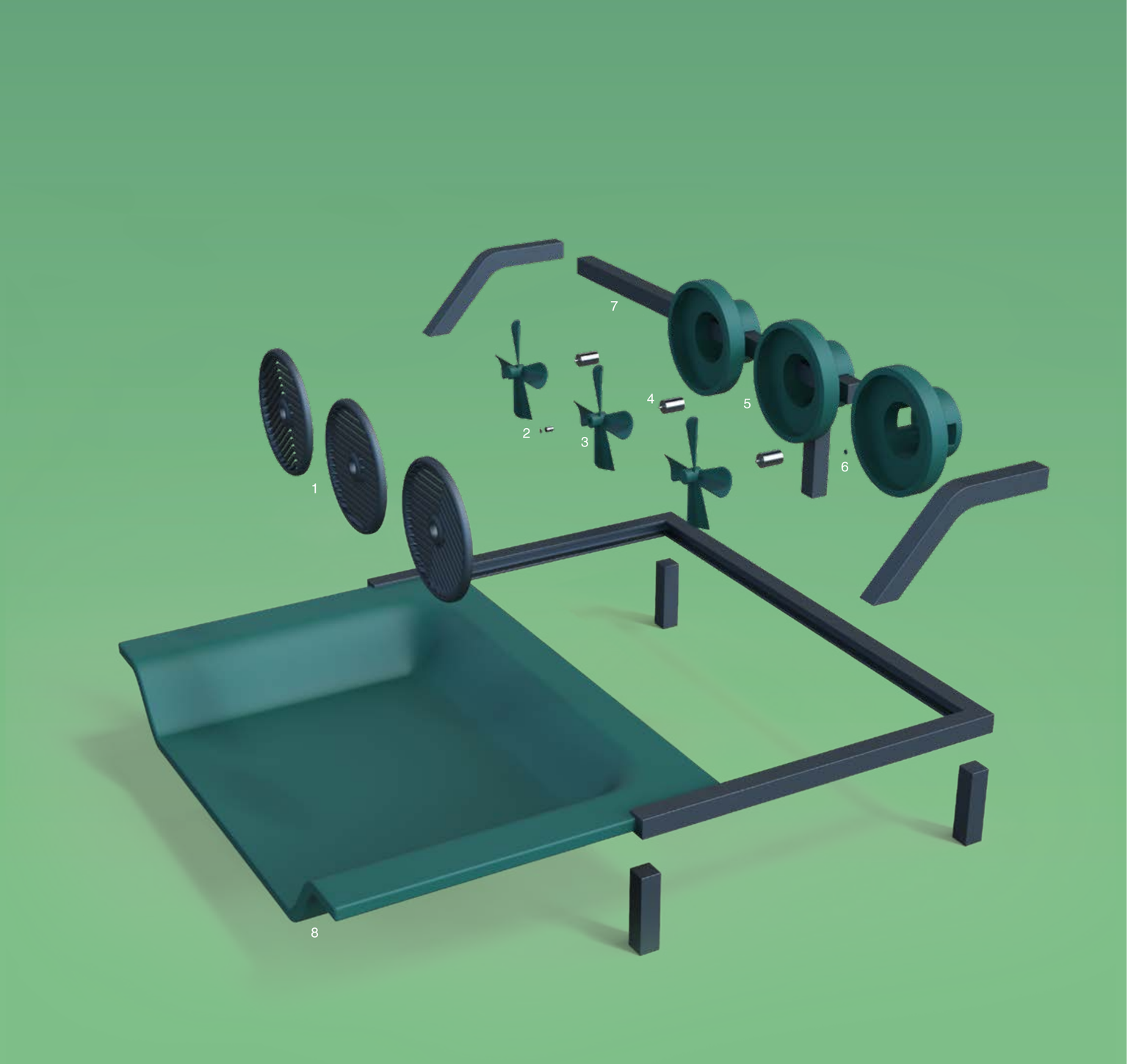
IDEATION
RENDERS

The first configuration was a wall mounted device triggered by a remote button.
Later I explored variations of pressure plate triggered options that eventually lead me to several other iterations of fans integrated into dog beds with motion sensing tech.



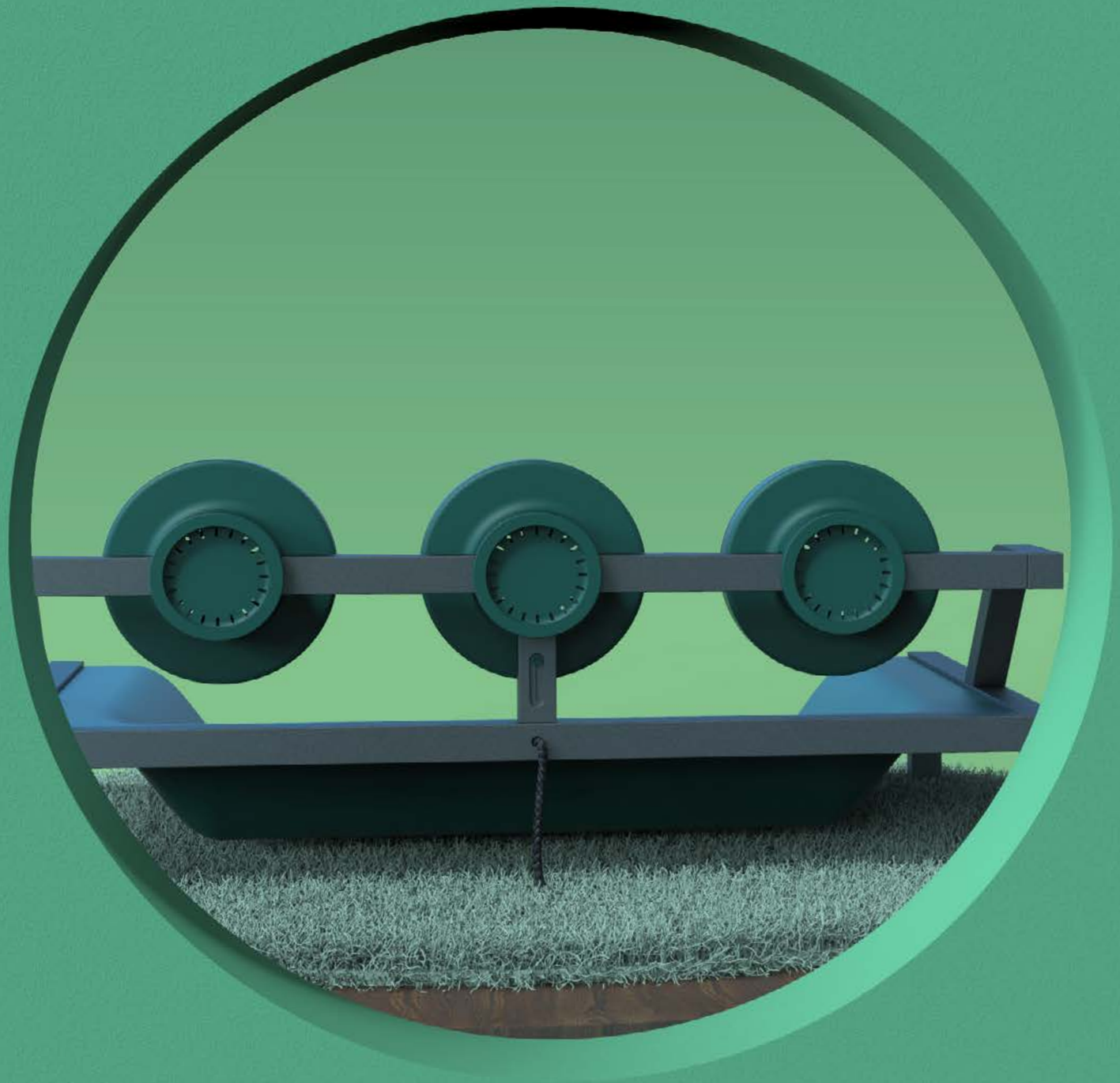
IDEATION
MODELS

Due to the break of Covid-19 at the beggining of the semester all models were made from household materials. The **lack of workshop access** was an **opportunity to improvise** and explore new ways of thinking.



EXPLODED VIEW

1. Steel cover
2. Ultrasonic sensor
3. ABS fan blades
4. DC motor
5. ABS fan body
6. ABS power button
7. Extruded steel rods
8. Polypropylene bed



FINAL RESULT

WOOOF PET FAN

In the United States, there were more than **200** reported cases to PETA of **pets dying from heat** waves around the USA in 2018." WOOOF - Pet Operated fan aims to solve that problem and cool off dogs across the world. They want to chill too.

SPREZZATURA
COFFEE MACHINE

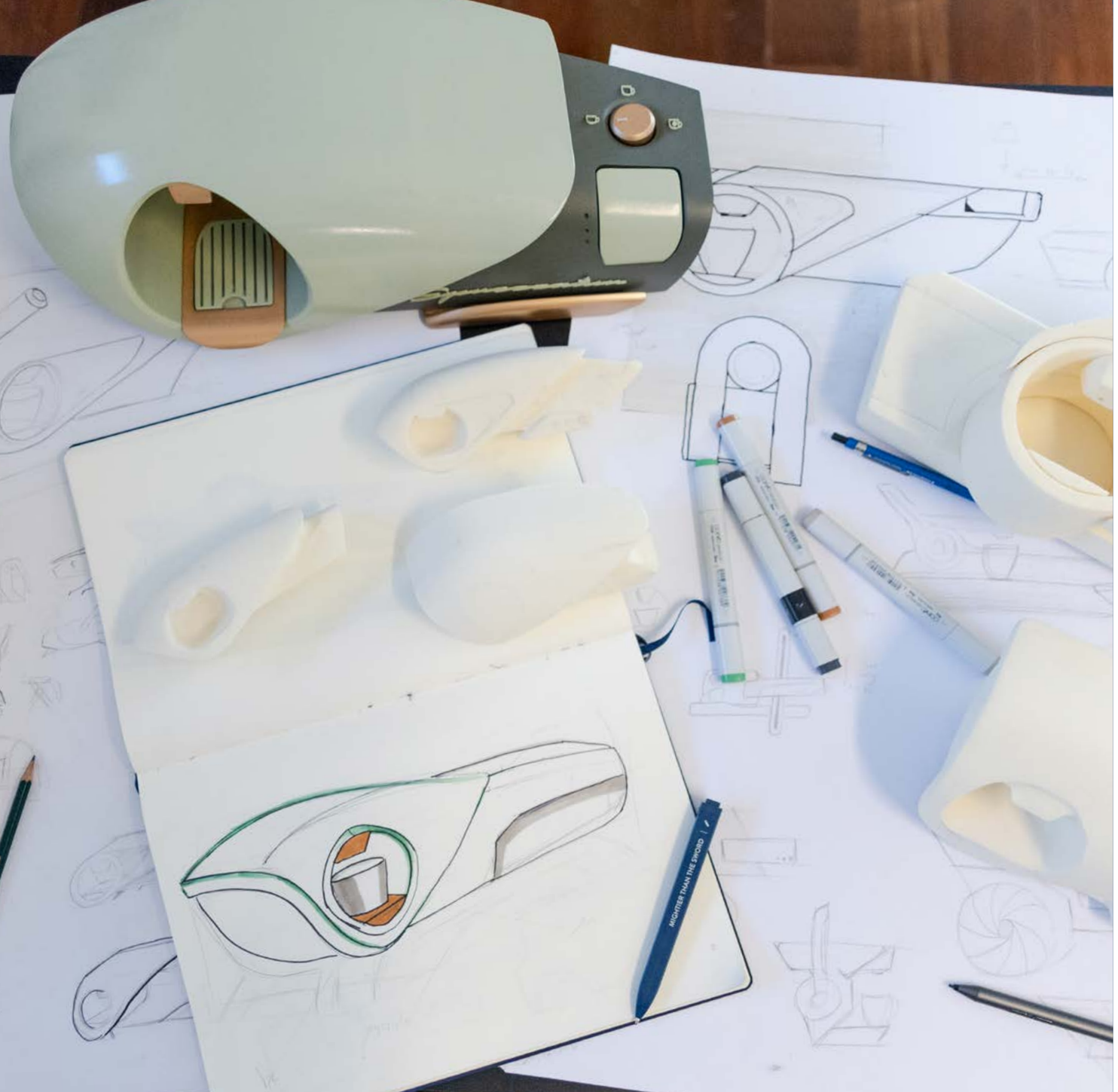
Second year First Semester

MORPHOLOGY 2ND COURSE ESSPRESSO MACHINE

As part of a Morphology II class we were assigned a brief a to design and model an espresso machine. During the semester I have explored several forms with the intention to create a sexy yet an industrial machine for the coffee connoisseur.

Materials
PLA
Carkit
polyethene foam

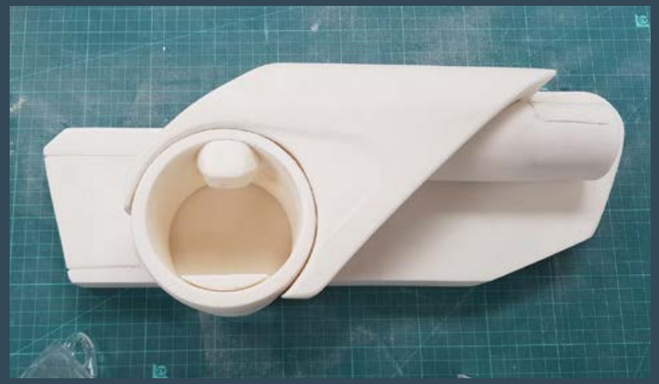
Technologies
3D printing



IDEATION
SKETCHES AND MODELS

During the semester I tried several coffee machine configurations with sketches and polyurethane foam models.

The Sprezzatura coffee machine started life as a futuristic wall mounted machine and since evolved into a more realistic counter machine in later iterations.



IDEATION
FOAM MODELS

At first my idea was to make a wall mounted machine **inspired from the curved surface of a wireless Beats earbud**. Later, came the decision to take the machine on the wall. I then explored several other iterations of counter machines in different proportions trying to achieve a sexy 1960's Italian racing car feel.

FINAL RESULT

COFFEE MACHINE

The final product is the Sprezzatura Espresso Machine, a miniaturized industrial machine with sexy Italian curves.

BUGATTI CHIRON

SOLIDWORKS

First year Second Semester

SOLIDWORKS COURSE
SURFACES

As part of Solidworks course we were assigned a brief a to model a product with complex surfaces. I chose to model one of my favorite supercars, the Bugatti Chiron.

Materials
3D Model

Technologies
Solidworks
Keyshot

SPRINGBAR LOUNGE

SWAPABLE STRAP CHAIR

Third Year First Semester

FURNITURE DESIGN COURSE

SPRINGBAR LOUNG

As part of Furinture design course we were assigned a brief a to design a chair the captures our identity and personality as modern industrial designers.
As an inspiring watch collector I aimed to combine these two worlds in my chair design.

Materials
leather
Steel Pipe

Technologies
Welding
leather Sewing

INSPARATION
THE WORLD OF WATCHMAKING

Most of us watch collectors know the "itch" to buy a new timepiece, but often we can't justify the big expense.
A great way around that is buying a new strap for your old watch that makes it feel fresh again.

I wanted to translate that experience into my chair design.
Using the quick change mechanism of watch bands, the owner may swap the leather to fit his mood without effort.

FINAL RESULT

SPRINGBAR LOUNGE

The final product is a chair inspired by the quick change mechanism featured on watch straps.

This allows the owner of the chair to change the colors, materials and patterns of bands fit different interior spaces or just freshen up the living room without buying a new chair.

RECUROLL
AB WHEEL

Second year First Semester

OBSERVATION COURSE

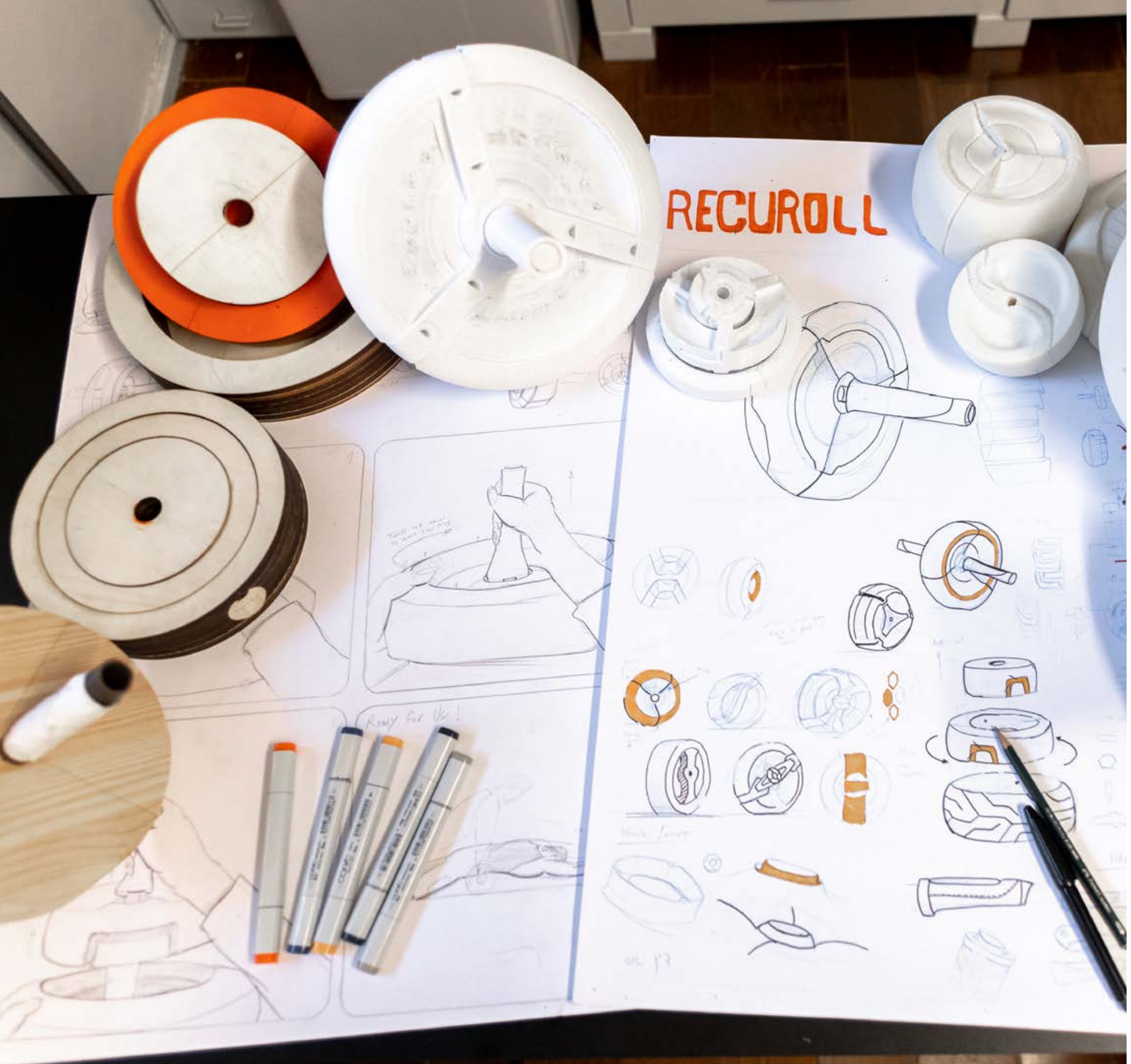
AB WHEEL

As part of Observation course we were assigned a brief to research and design sport equipment of our choice.

My passion for transportation design leads me to pick an abdominal wheel. In my research **I found it´s an extremely hard exercise to master.**
I decided to change that.

Materials
PLA
Perspex
Carbon Fiber

Technologies
3D printing
Laser Cutting



IDEATION
SKETCHES AND MODELS

After interviewing a few trainers and reading online reviews I found out there was a direct relation between the size and width of the wheel to the ease of use.

The larger the wheel the easier it was for beginners to train with.

IDEATION
QUICK MODELING

During the form exploration I experimented with different sizes of wheel that contained 2 smaller wheels in one that allowed the user to have **3 different levels of difficulty** to go from big and easy to small and extreme.

IDEATION
KEYSHOT RENDERS

— light indicators keep each set consistent for an a healthy workout.

WORK PROCESS
FINAL MODEL

The final Model was created using a Solidworks model and FDM 3D printing technology. After printing each part was carefully sanded, glued in place, primed and painted. Then came the 140 laser cut orange perspex pieces.

FINAL RESULT

RECUROLL ABWHEEL

The Recuroll is a first of its kind avowal that features 3 levels of difficulty. Competing ab-wheels in this category are notoriously hard to use & master, however, the Recuroll allows beginners to start with the largest and easiest wheel size in the market and work their way to the pro size.

THANK YOU

FOR YOUR TIME

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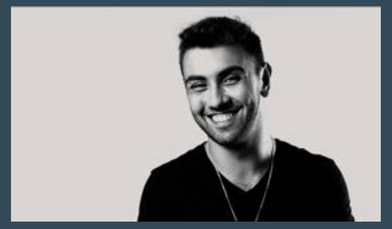

DEAN AS
INTRODUCTION AND C.V

EMOTICARS
KIDS THERAPY CAR SET

SPARROW
CRUISE SHIP SMART WATCH

WOOOF
PET ACTIVATED FAN

SPREZZATURA
COFFEE MACHINE

BUGATTI CHIRON
SOLIDWOR

SPRINGBAR LOUNGE
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RECUROLL
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