

A top-down view of a desk covered with various product design sketches and physical models. The sketches include a 'Magnetic Chip' with a 'Navigation Buttons' label, a 'Lantern Light Radio' with a green arrow pointing up, and several other geometric forms. Physical models include a dark brown rectangular box, a green and black striped cylindrical object, and a dark brown textured rectangular object. A hand is visible in the bottom right, holding a pen and drawing on a sketch. A silver watch is on the wrist. The text 'PERRIE BISTON' is overlaid in white, and 'PRODUCT DESIGN' is overlaid in blue below it.

PERRIE BISTON

PRODUCT DESIGN



ABOUT ME

Hey there! I'm Perrie Biston, people call me Pez for short. I'm an aspiring product designer from Cardiff.

I'm constantly striving and working to reach new heights and to become a great designer!

I enjoy tackling complex problems with beautiful and innovative solutions.

My passion for design is ever growing and I am keen to kick start my career.

[#itchyfingers](#)

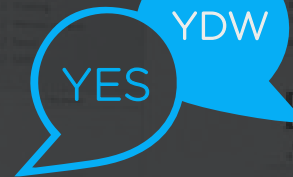
A BIT MORE ABOUT ME



29th MARCH 1989



NATIVE



BILINGUAL



UAL
BA PRODUCT DESIGN
2015

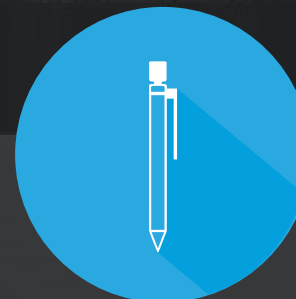
WHAT DO I ENJOY?



ADVENTURES



CRAFTING



SKETCHING



LEARNING

TECHNICAL KNOWLEDGE

Ps Ai ID 
PHOTOSHOP Illustrator Indesign Rhino

skill sets

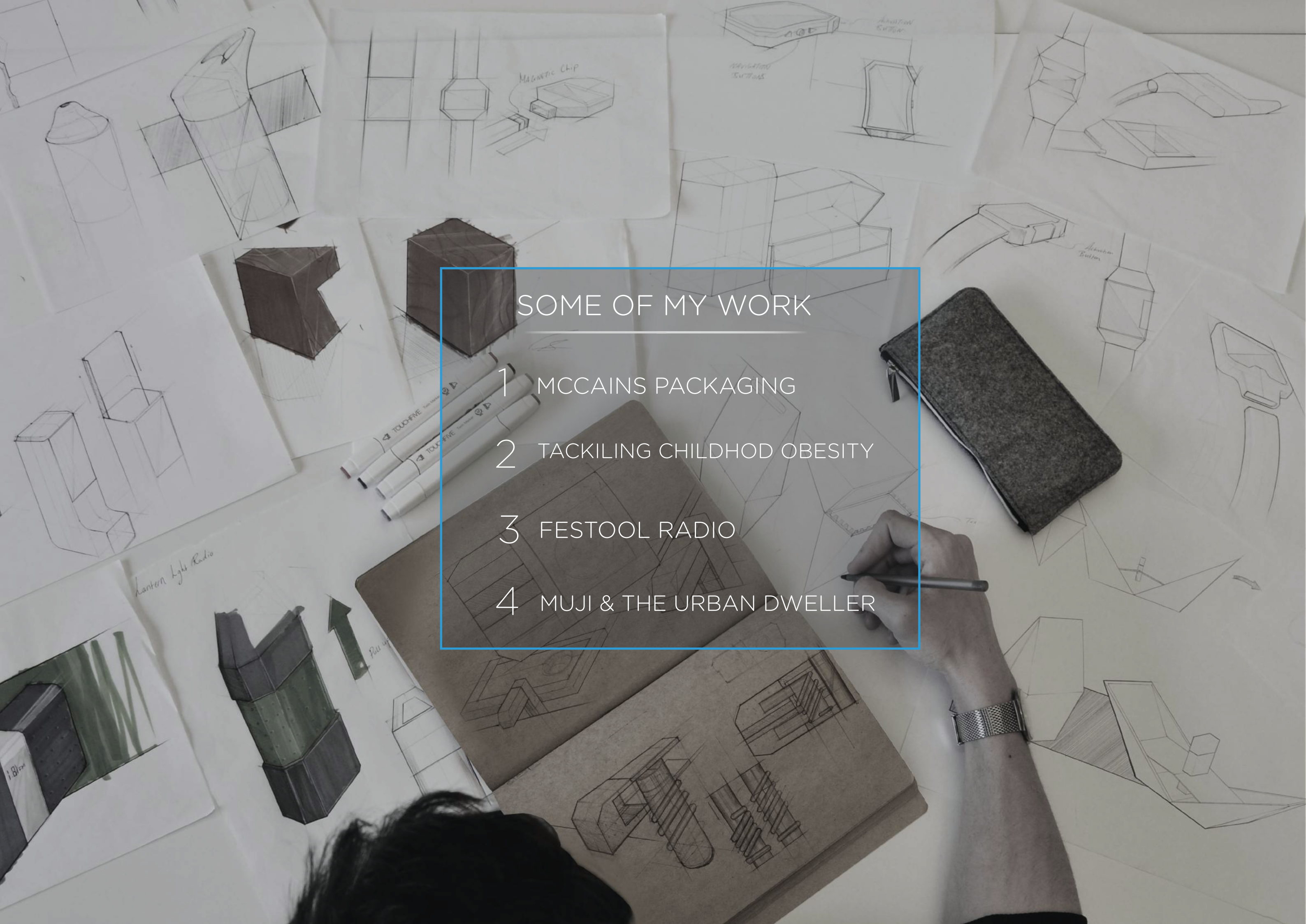
RESEARCH

GRAPHIC
DESIGN

CONCEPTUAL
SKETCHING

MODEL
MAKING

RENDERING
(2D/3D)



SOME OF MY WORK

- 1 MCCAINS PACKAGING
- 2 TACKLING CHILDHOOD OBESITY
- 3 FESTOOL RADIO
- 4 MUJI & THE URBAN DWELLER



THE FUTURE OF THE POTATO



PACKAGING DESIGN

PROJECT OVERVIEW



PACKAGING DESIGN



1 MONTH



SOLO WORK

DESIGN CONSIDERATIONS



BRAND IDENTITY



SNACKING
EXPERIENCES



BRANDS CURRENT
PERCEIVED VALUE



THE FUTURE OF THE POTATO

McCain are a leading foods company that are known worldwide for their products. In particular they are known for their range of delicious potato goods that are enjoyed by the masses worldwide.

The brief for this project was to create a new potato snack that would reach a new target audience within the snacking market.



INSIGHTS

RESEARCH .

SNACKING MARKET



HABITS



OCCASIONS



FOOD



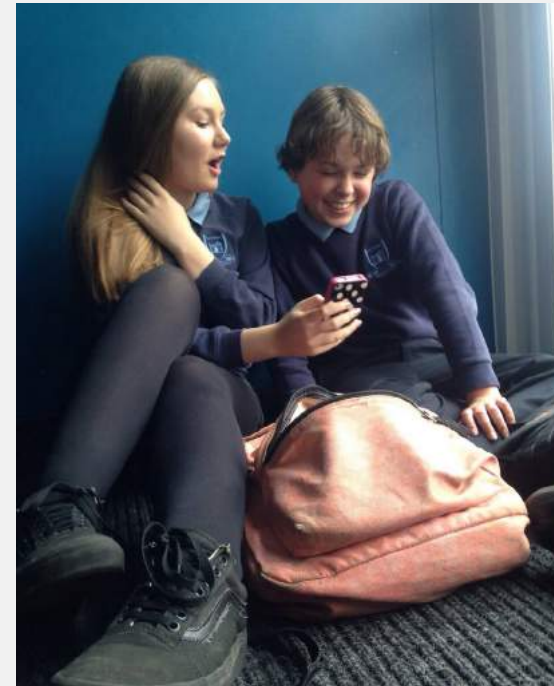
INSIGHTS

OCCASIONS .

COMMUTING



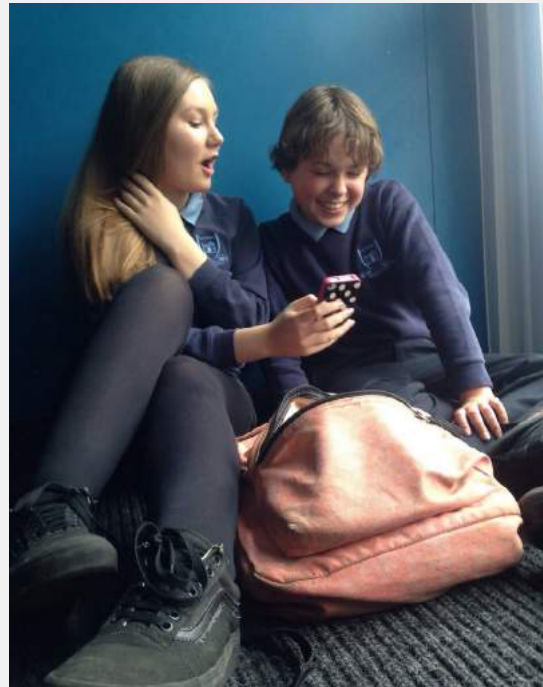
SCHOOL BREAKS



AFTER SCHOOL

INSIGHTS

SOCIAL SNACKING.



Through my insights a recurring theme could be found throughout each snacking occasion.

Snacking is quite the social experience. Snacking plays a part in social interaction when hanging out with your mates. Unknowingly snacks act as props in making our leisure time more satisfying and fun.

Bow & Arrow McCain
CONCEPT 2 | TEAR OFF TUCK IN SHARE PACK

INSIGHT
 ON THE WEEKENDS ME AND MY FRIENDS HAVE SLEEPOVERS, SIT LOADS OF POPCORN AND CRISPS AND WATCH MOVIES

AUDIENCE
 KIDS AGED 8-11 WATCHING MOVIES WITH FRIENDS AND SHARING SNACKS

INGREDIENTS
 ORGANIC FLOUR
 BAKING POWDER
 BUTTER
 ORGANIC SWEET POTATO
 SWEET POTATO PUREE

OCCASION
 SLEEPING OVER A FRIENDS HOUSE AND SHARING SNACKS

KEY BENEFITS
 OFFERS A HEALTHIER AND TASTY TWIST ON YOUR AVERAGE TORTILLA CHIPS, GIVING A CRUNCHY TASTY, HEALTHY SNACK WITH A VARIETY OF TASTY DIPS

Bow & Arrow McCain
CONCEPT 1 | JACK POTS

INSIGHT
 AT SCHOOL ON LUNCH ME AND MY MATES OFTEN SHARE EACHOTHERS SWEETS TO TRY NEW THINGS

AUDIENCE
 KIDS AGED 8-11 ON SCHOOL BREAK LOOKING FOR SOMETHING FUN TO DO WITH THEIR FRIENDS

INGREDIENTS
 POWDERED SUGAR
 VANILLA EXTRACT
 PUREE
 ALMOND EXTRACT
 SWEET POTATOES
 MILK
 ANGEL FLAKE COCONUT
 CINNAMON

OCCASION
 HANGING OUT WITH FRIENDS ON LUNCH BREAK SHARING SNACKS

KEY BENEFITS
 OFFERS A HEALTHY UNIQUE TWIST ON CHOCOLATE WITH WEIRD AND WONDERFUL FLAVOURS, PEELE AWAY THE WRAPPER AND PLAY A GAME WITH YOUR MATES!

Bow & Arrow McCain
CONCEPT 3 | SELFIE PACK

INSIGHT
 WHEN IM WITH MY FRIENDS OR HAVE A SLEEPY OVER WE SHARE A LOT OF SNACKS WHILST WE TALK ABOUT STUFF, WE TAKE LOADS OF PICTURES TOGETHER AS WELL.

AUDIENCE
 KIDS AGED 8-11 HANGING OUT WITH FRIENDS AND HAVING A SLEEPOVER

INGREDIENTS
 SWEET POTATO
 ALL PURPOSE FLOUR
 OATS
 BROWN SUGAR
 BAKING SODA
 SALT
 TEASPOON CINNAMON
 LARGE EGGS, WHISKED
 MILK
 CANOLA OR VEGETABLE OIL
 VANILLA EXTRACT

OCCASION
 SLEEPING OVER A FRIENDS HOUSE AND SHARING LOTS OF SNACKS

KEY BENEFITS
 OFFERS A HEALTHIER AND TASTY TWIST ON A TRADITIONAL SNACK, GIVING A UNIQUE EXPERIENCE IN BOTH FLAVOUR AND INTERACTION

SKETCHES

CREATING NEW EXPERIENCES





THE FUN WAY TO MUNCH.

SNACK STACK

Snacking is quite the social experience for kids. So, why not make that experience one to remember and add a little bit more fun with the McCain Snack Stack.

Each pack contains a variety of flavoured sweet potatoe crackers and a delicious dip.

The crackers inside are shaped to resemble the flavours and themes. The crackers can then be used to take selfies with for a fun food interaction with your friends.





THE FUN WAY TO MUNCH.

SNACK STACK

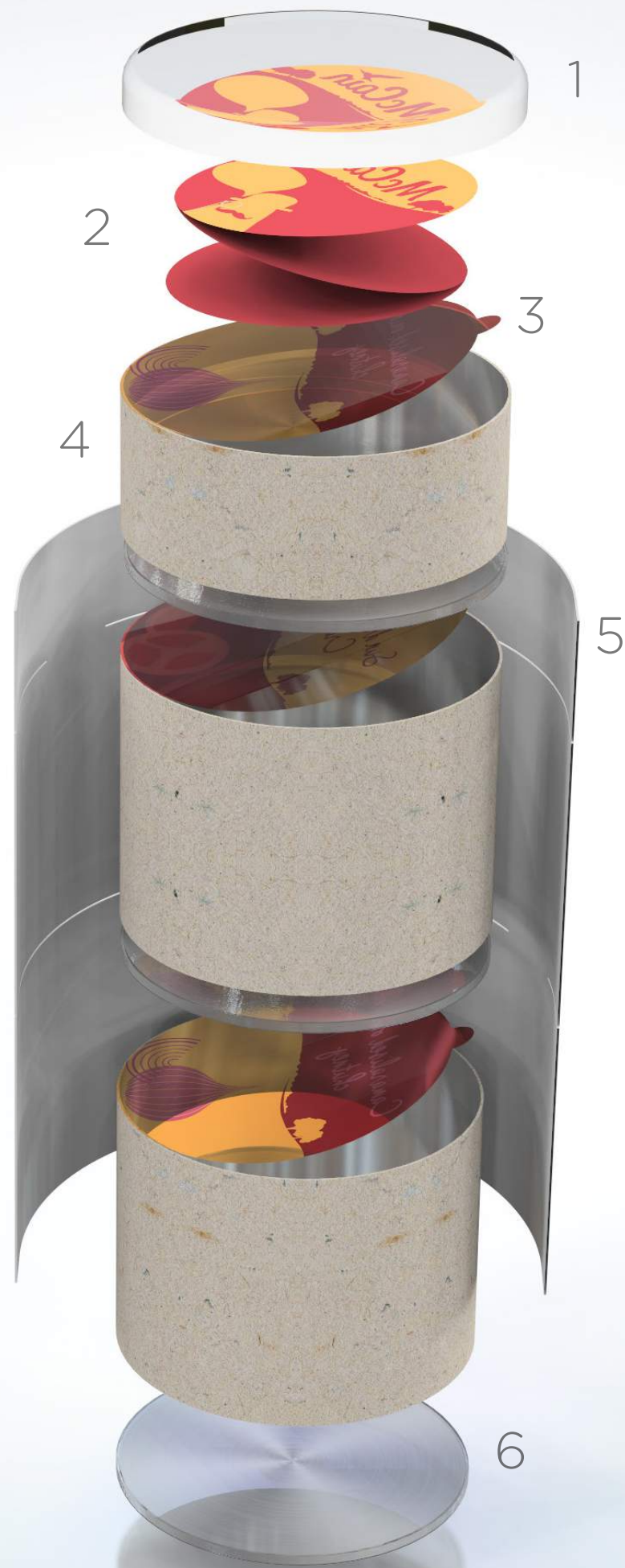
The graphics label that is wrapped around the 3 separate containers acts as a hinge allowing the stacked containers to unfold neatly whilst still remaining connected.



EXPLODED VIEW

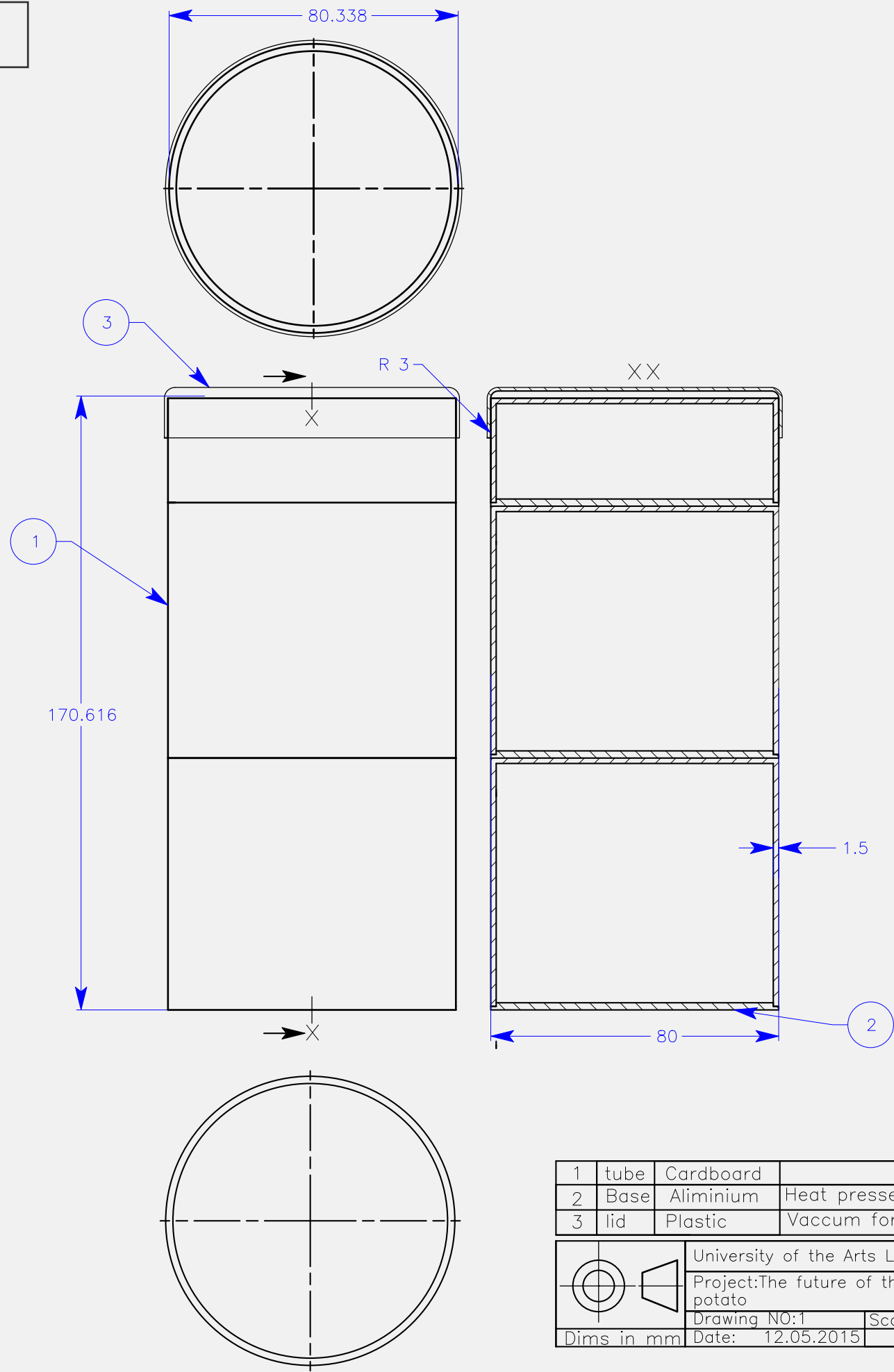
MATERIALS

- 1 Plastic lid
- 2 Competition leaflet
- 3 Peel away lid
- 4 Cardboard Tubing
- 5 Graphics label
- 6 Aliminium cap



TECHNICAL DRAWING

G.A.



BRANDING

DESIGN LANGUAGE





ADSHEL

McCain

How crackers

Are you

?



BRANDING
DESIGN LANGUAGE



2 FOR £3.50



BRANDING
DESIGN LANGUAGE

Walkers Deli Pita
£2.19
£1.33 per 100g
2 FOR £3.50



THE FUN WAY TO MUNCH .





THE FUN WAY TO MUNCH.



TAKE A SELFIE
THATS CRACKERS



KIDFAT

GET FIT, THE FUN WAY .



WEARABLE TECH

PROJECT OVERVIEW



TECHNOLOGY



1 MONTH



SOLO WORK

DESIGN CONSIDERATIONS



CHALLENGE



REWARD



INTERACTION

INACTIVITY IN CHILDREN

AN EPIDEMIC.

For this project I investigated the connection between child obesity and lack of physical activity in children.

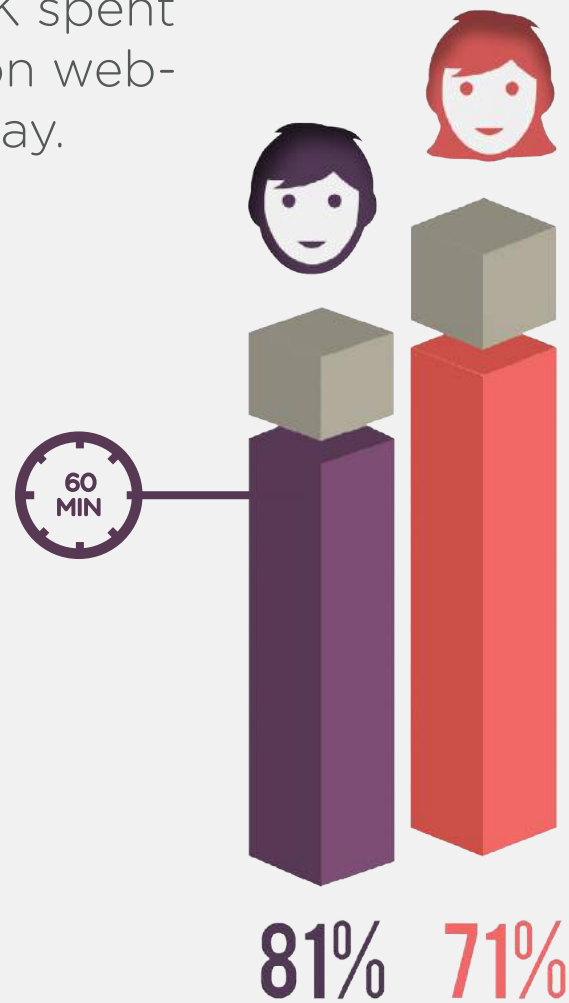
Inactivity in children is an ever growing epidemic, not only in the UK but world wide. Inactivity in children can be heavily linked with the rise of digital platforms of entertainment.



INSIGHTS

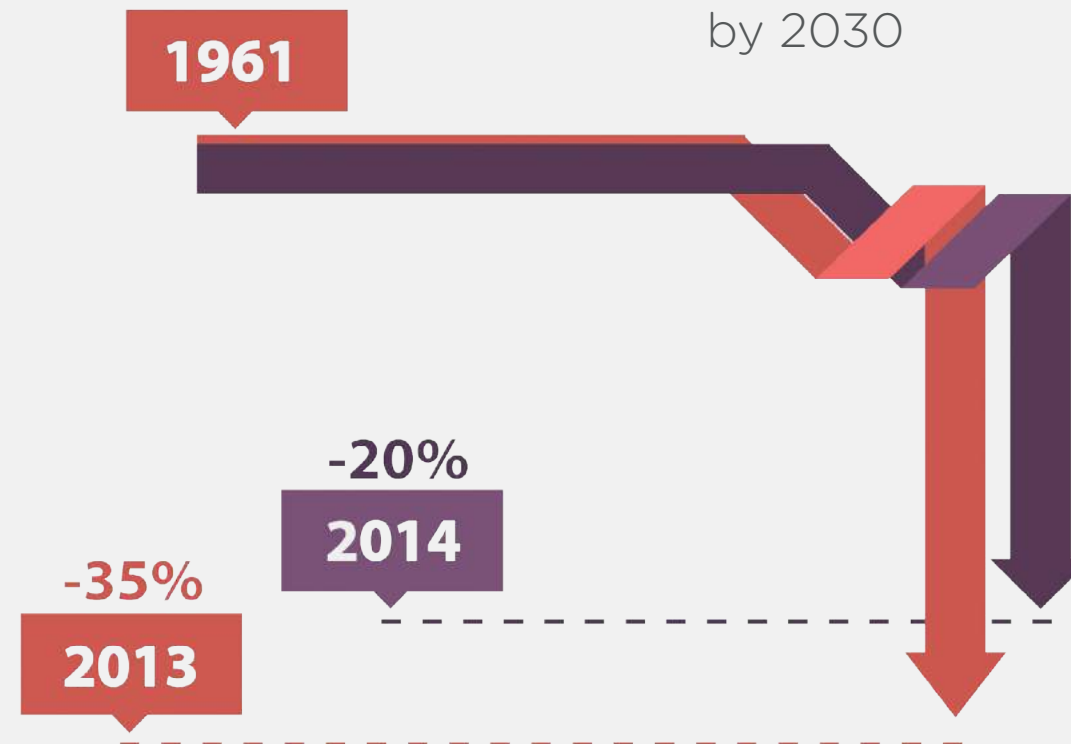
ACTIVITY DECREASE.

Two thirds (65%) of children go online most days and collectively children in the UK spent 13 million hours on websites every day.



In England 71% of 10-12 year old boys and 81% of 10-12 year old girls do not meet minimum physical activity guidelines of 60 minutes per day.

As a nation we are 20% less active than we were in 1961. If things don't change we are on course to be 35% less active by 2030.



ACTIVITY DECREASE

WHY?

DIGITAL FORMS OF ENTERTAINMENTS .



LOW INSENTIVE VALUE.

ACTIVITY DECREASE

SOLUTION

TECHNOLOGY .



INCENTIVE .



FUN .



ACTIVITY DECREASE

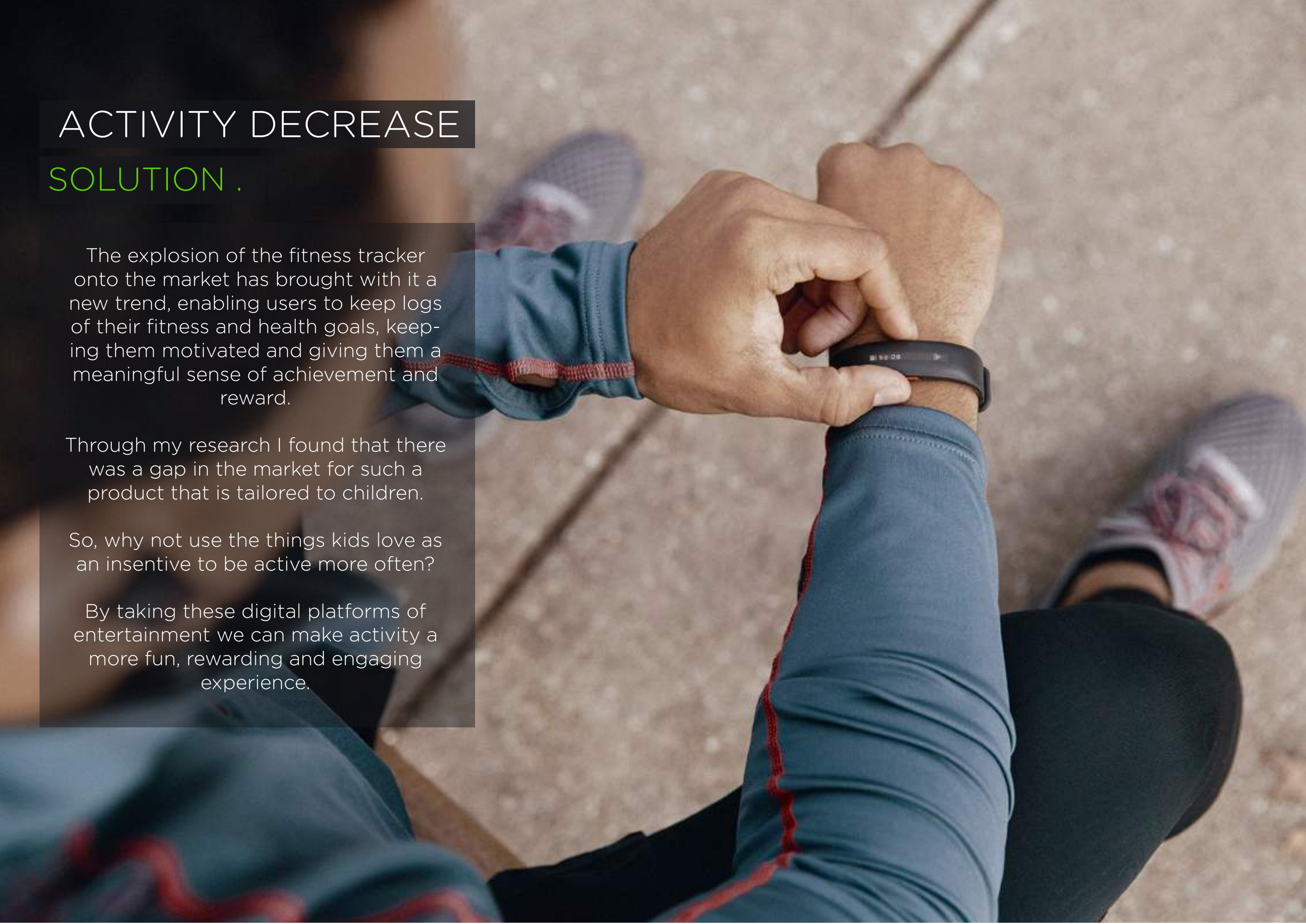
SOLUTION .

The explosion of the fitness tracker onto the market has brought with it a new trend, enabling users to keep logs of their fitness and health goals, keeping them motivated and giving them a meaningful sense of achievement and reward.

Through my research I found that there was a gap in the market for such a product that is tailored to children.

So, why not use the things kids love as an incentive to be active more often?

By taking these digital platforms of entertainment we can make activity a more fun, rewarding and engaging experience.





SKETCHES
THE BIG IDEA .

METAL
Snap BAND

MAGNETIC Chip

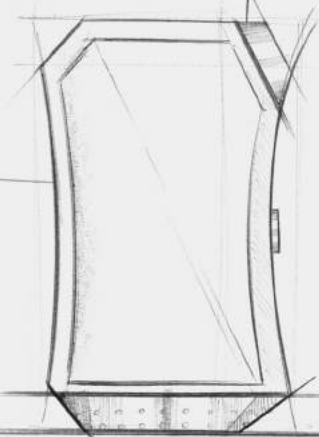
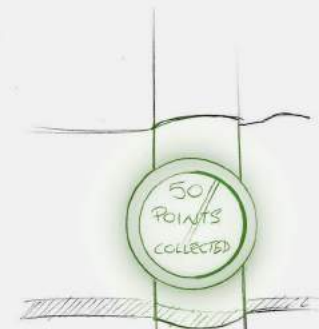
Rubber
CASING

Rubber casing

Activation
Button

Activation
Button

NAVIGATION
BUTTONS



KIDFIT

M O C K U P





GET FIT, THE FUN WAY .





GET FIT, THE FUN WAY .

The Kidfit is designed specifically for kids. It Allows them to complete challenges set by their parents, challenge friends, track their activities and challenge progress in a fun and playful way.

The device also allows you to play an array of unique and fun pre-installed games as well as win real life prizes such as cinema tickets, adventure trips, book, toys and much more.





CUSTOMISATION



Choose from a variety of cool and vibrant colours to suit everyone

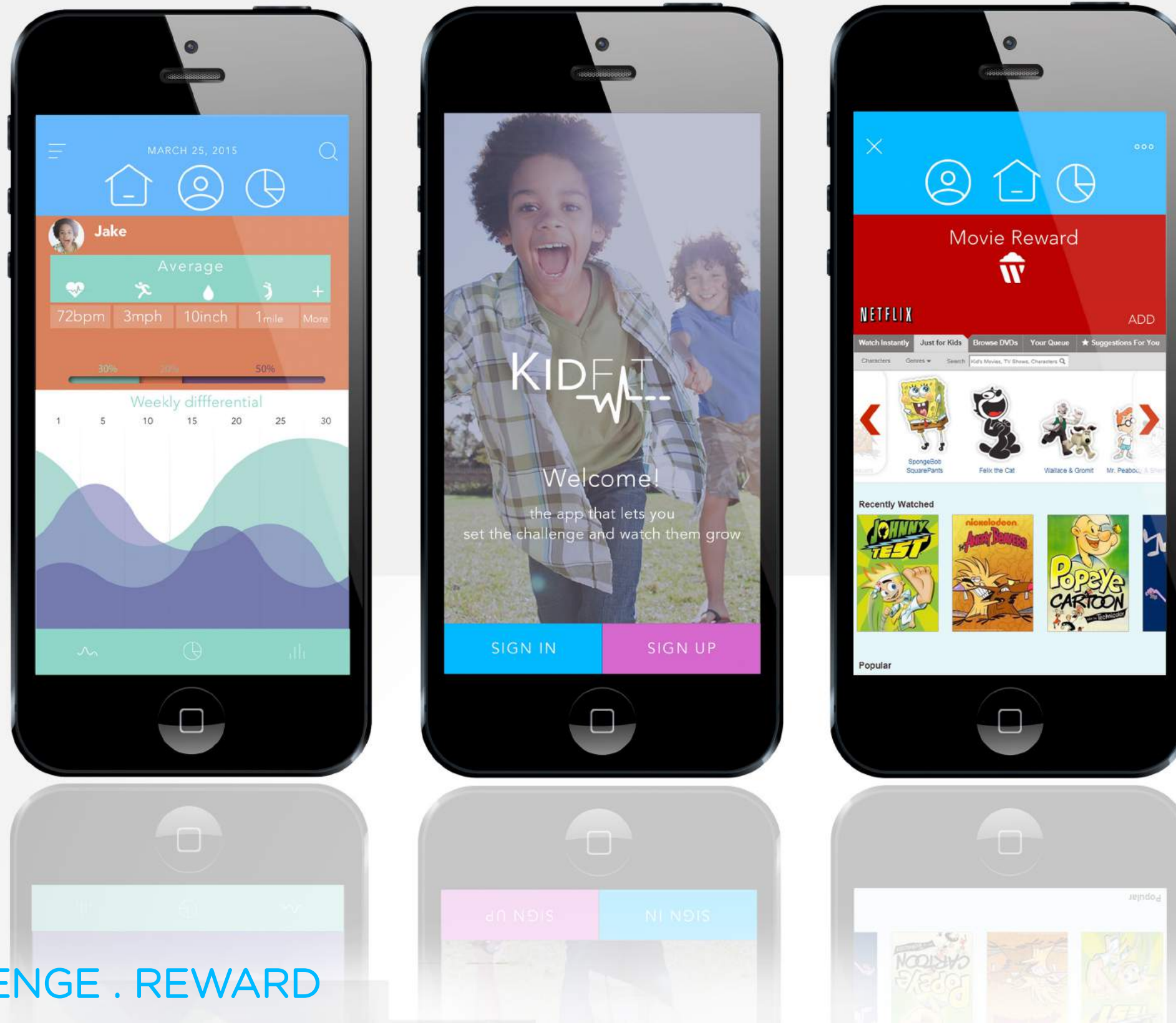


CUSTOMISATION





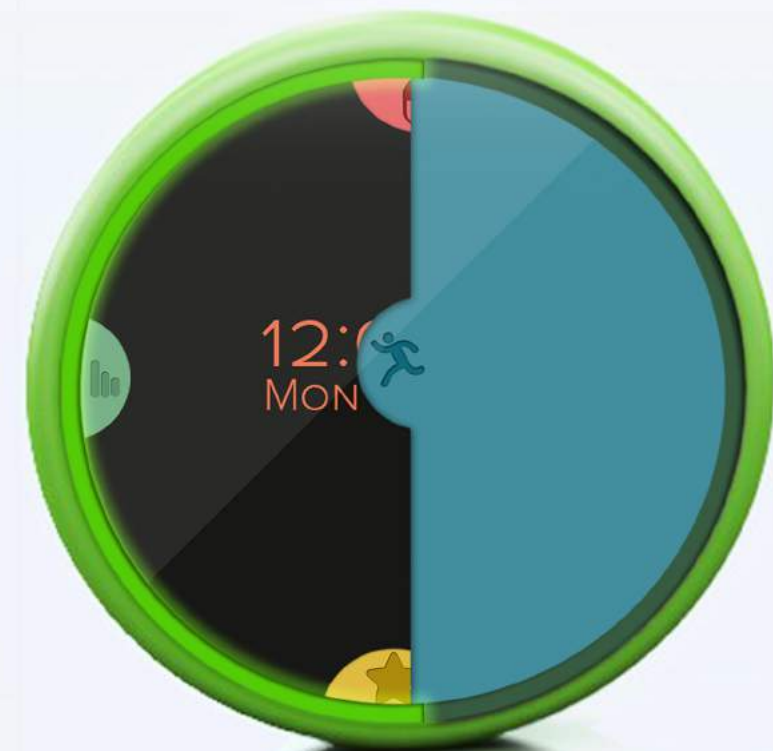
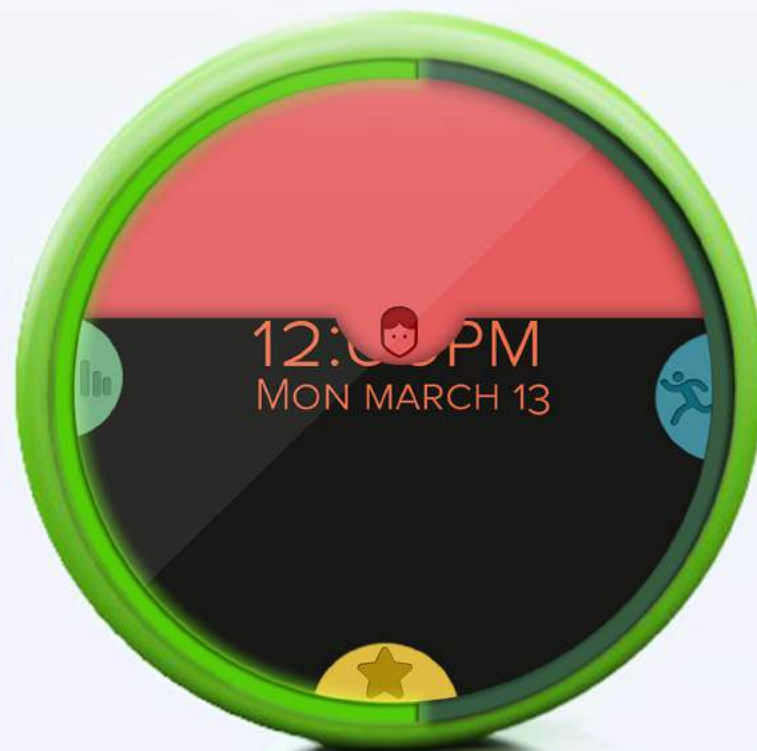
PARENTAL APP UI DESIGN



CREATE . CHALLENGE . REWARD

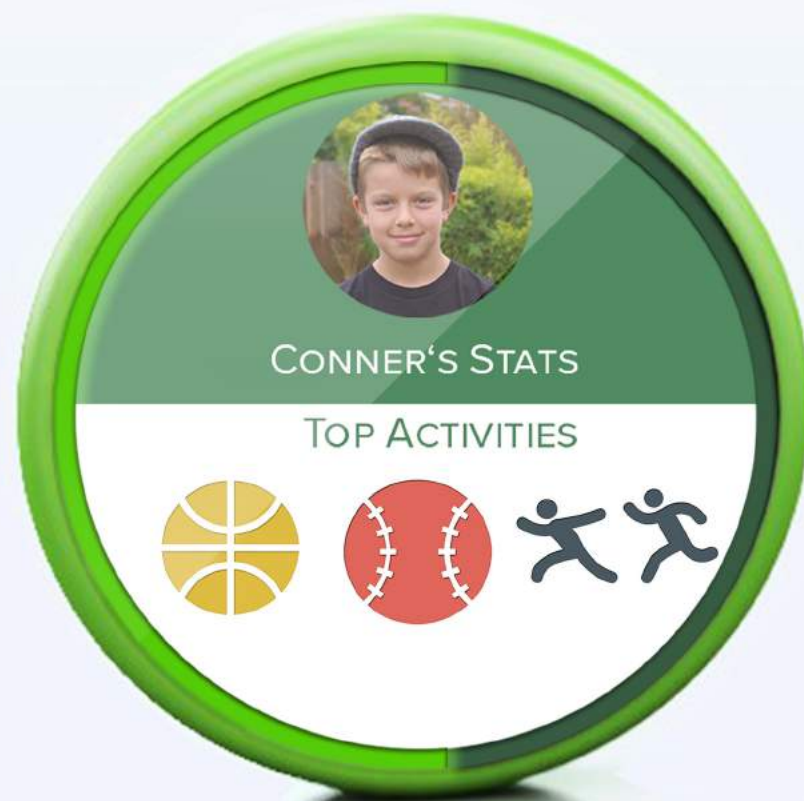


KIDS UI DESIGN





KIDS UI DESIGN



KIDFAT

512MB



512mb ram
running on
MSM 8226
Snapdragon

**1GHZ
Dual-Core
processor**

**Gorilla
Glass
3**



protects
against
rough usage

**Electronic
Bioimpedance
sensor**



track :
Galvic skin response
Heart Rate
Respiration Rate



FESTOOL

RADIO



REBRANDING

PROJECT OVERVIEW



REBRANDING



1 week



SOLO WORK

DESIGN CONSIDERATIONS



BRAND IDENTITY



USER



CURRENT DESIGN LANGUAGE

FESTOOL

THE FERRARI OF POWER TOOLS .

Festool had led the power tool industry for decades. At the top-end of the market, the brand is loved by professional wood workers such as carpenters and cabinet makers.

What if Festool were a radio ?

During this branding project, the brief given was to design a radio for a brand that had been selected for me.

Combining brand analysis tools and design thinking, I had to imagine how would Festool - a power tool manufacturer - design a radio.



RESEARCH

INSIGHTS.

USER



AESTHETICS



MATERIALS

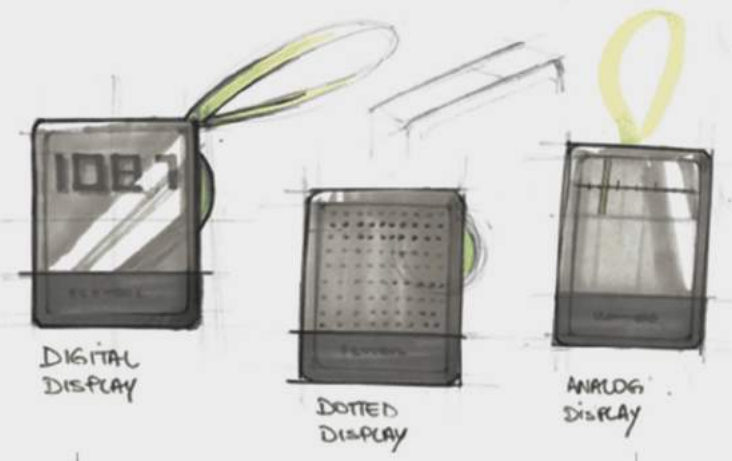
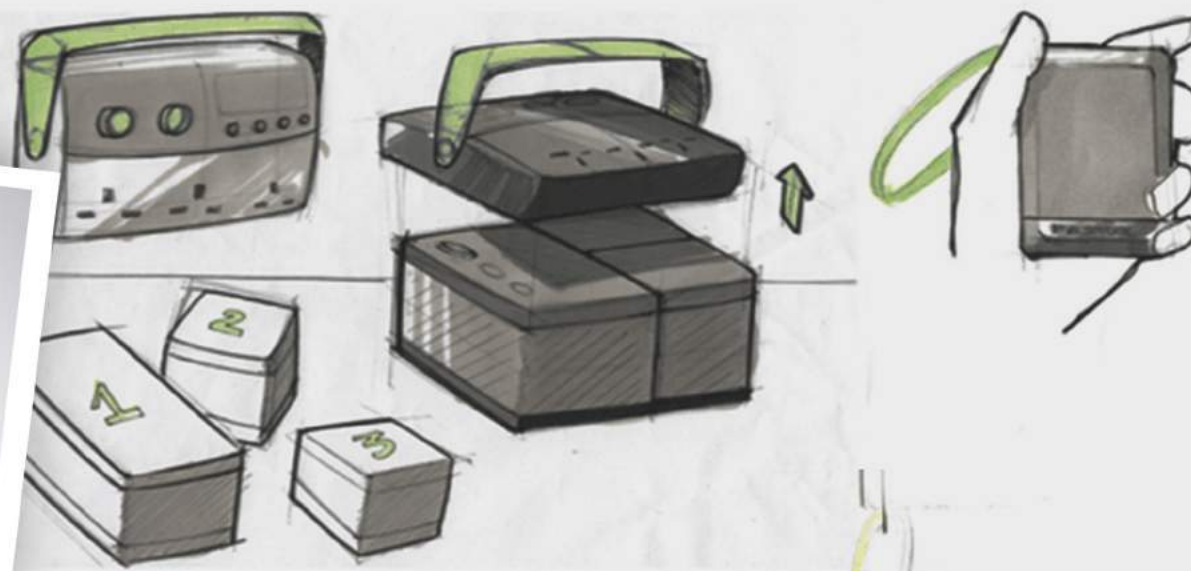


RESEARCH

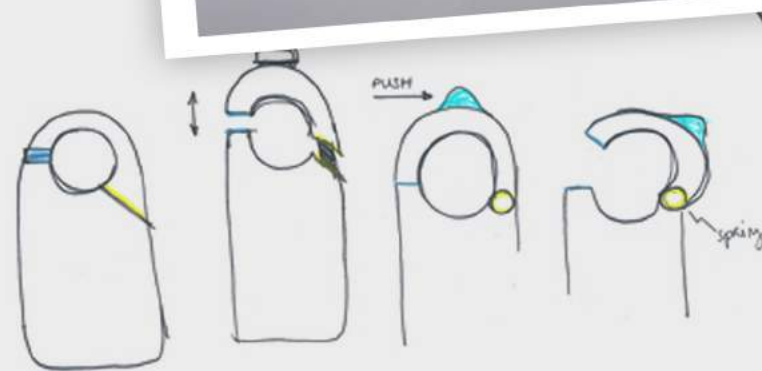
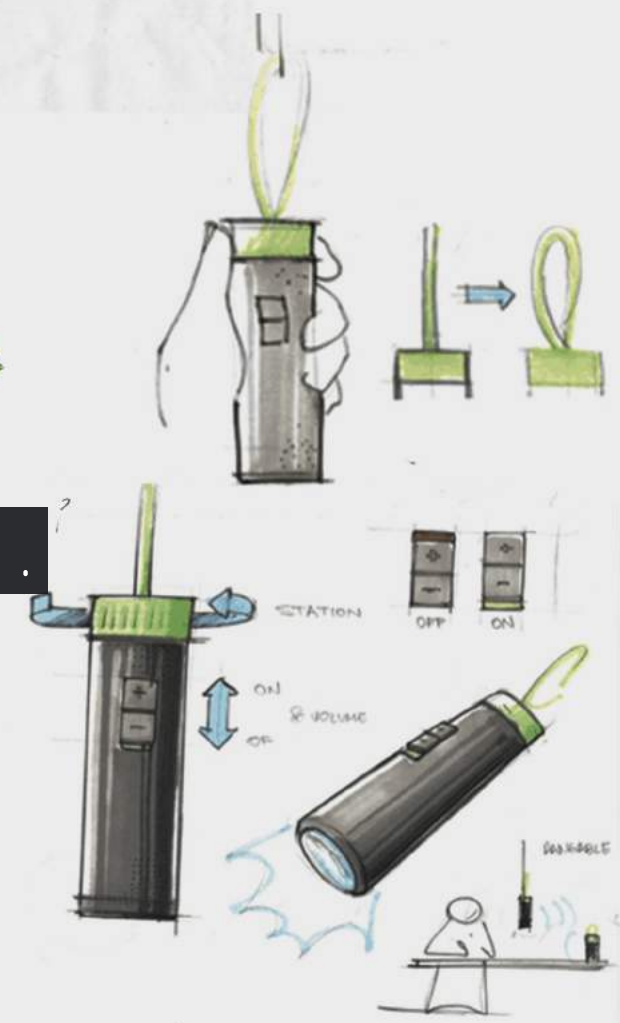
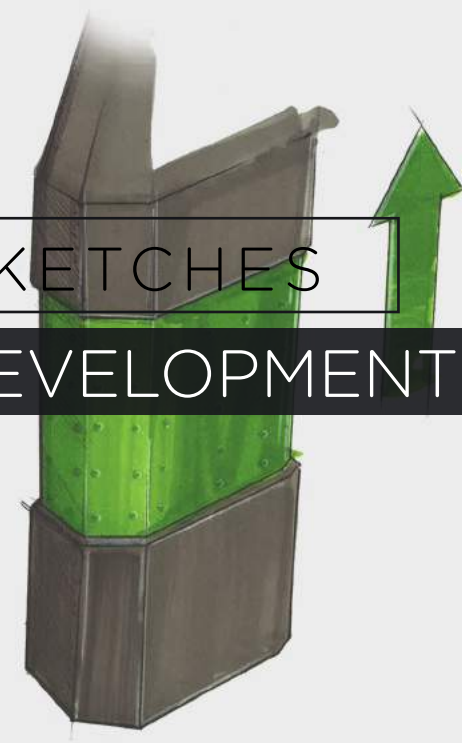
BRAND DECODING .



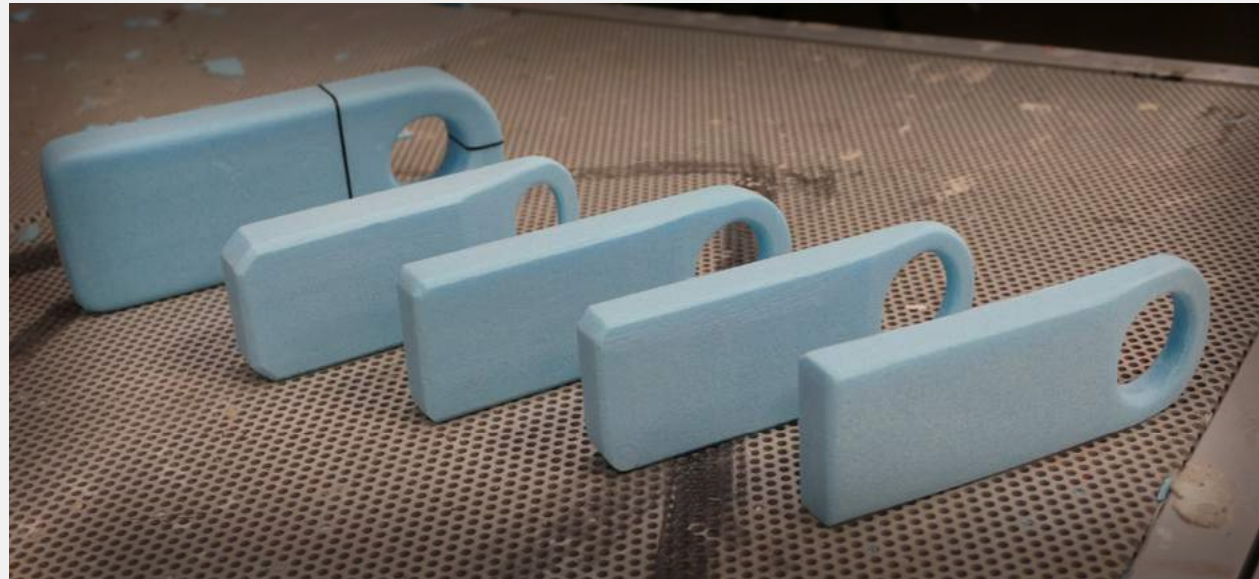
A big part of this project was trying to condense the brand to the essential meaning perceived by their users. These values were then embedded in the user centered design process as requirements and starting points.



SKETCHES
DEVELOPMENT



DEVELOPMENT MODELING .

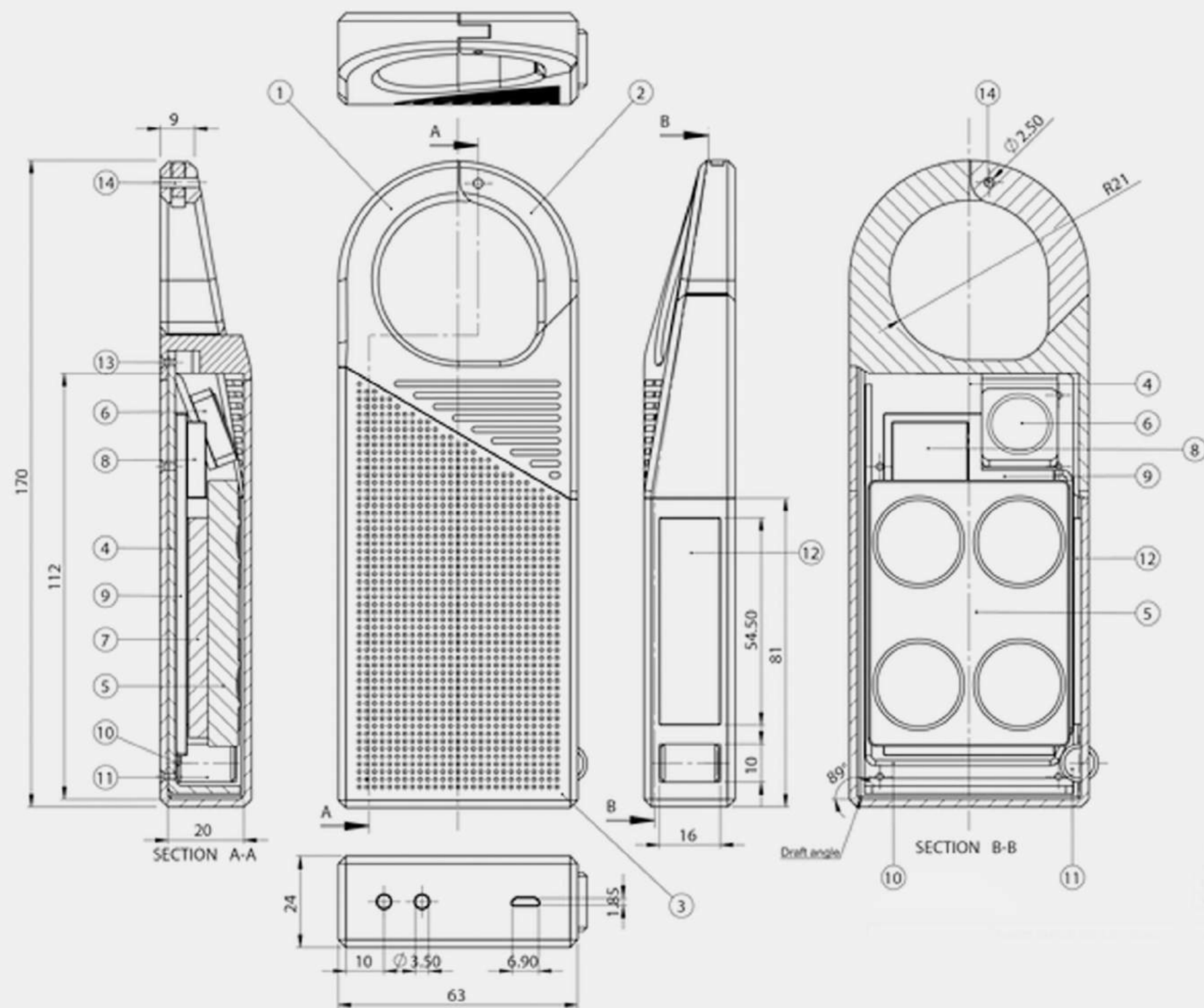


FESTOOL

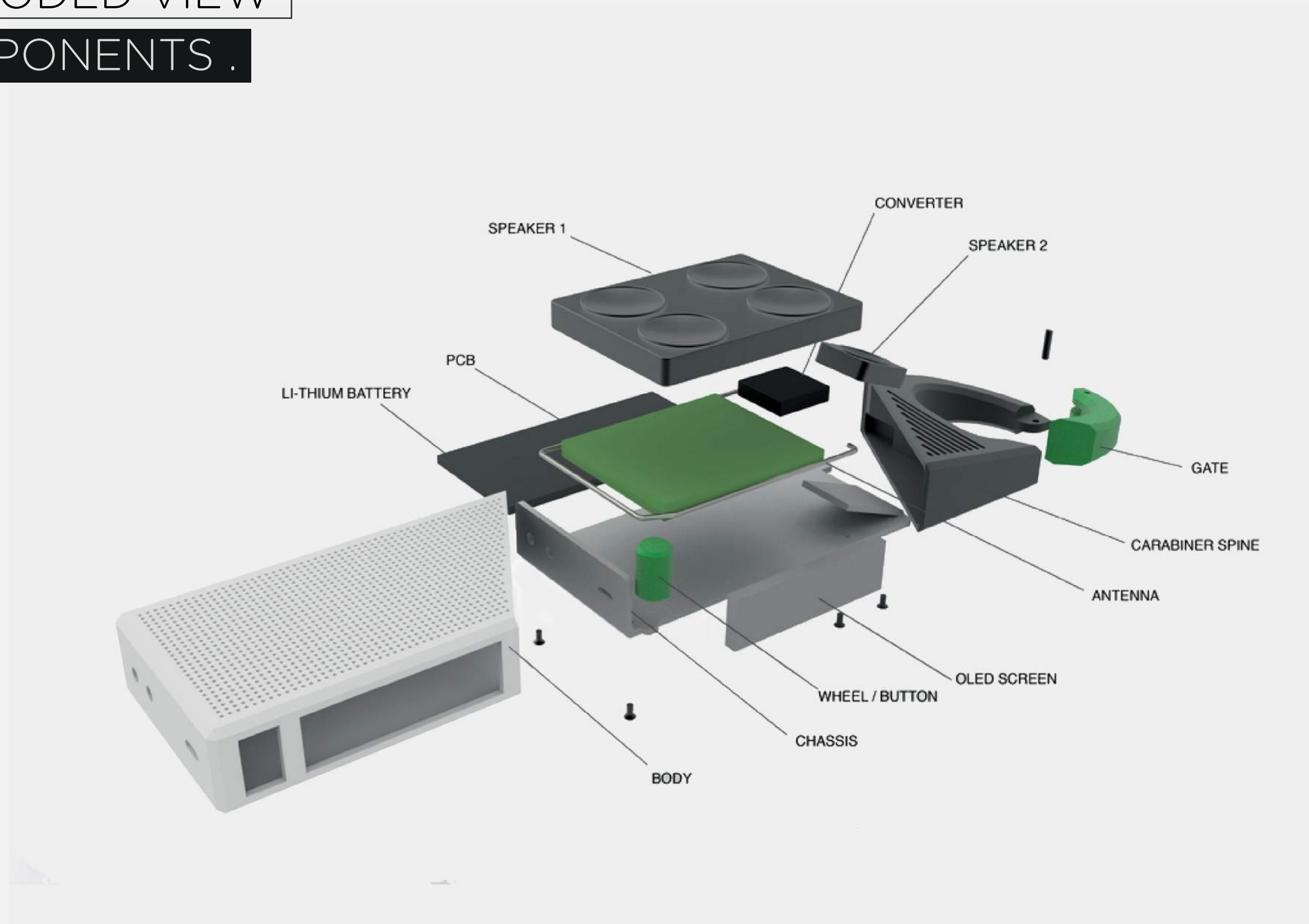
RADIO



A PERSONAL RADIO THAT FOLLOWS YOU ON THE TOUGHEST JOBS .



EXPLODED VIEW COMPONENTS .



FESTOOL

RADIO



IT'S TIME TO WORK.



SINGLE BUTTON USE .

FESTOOL

ITS TIME TO WORK.



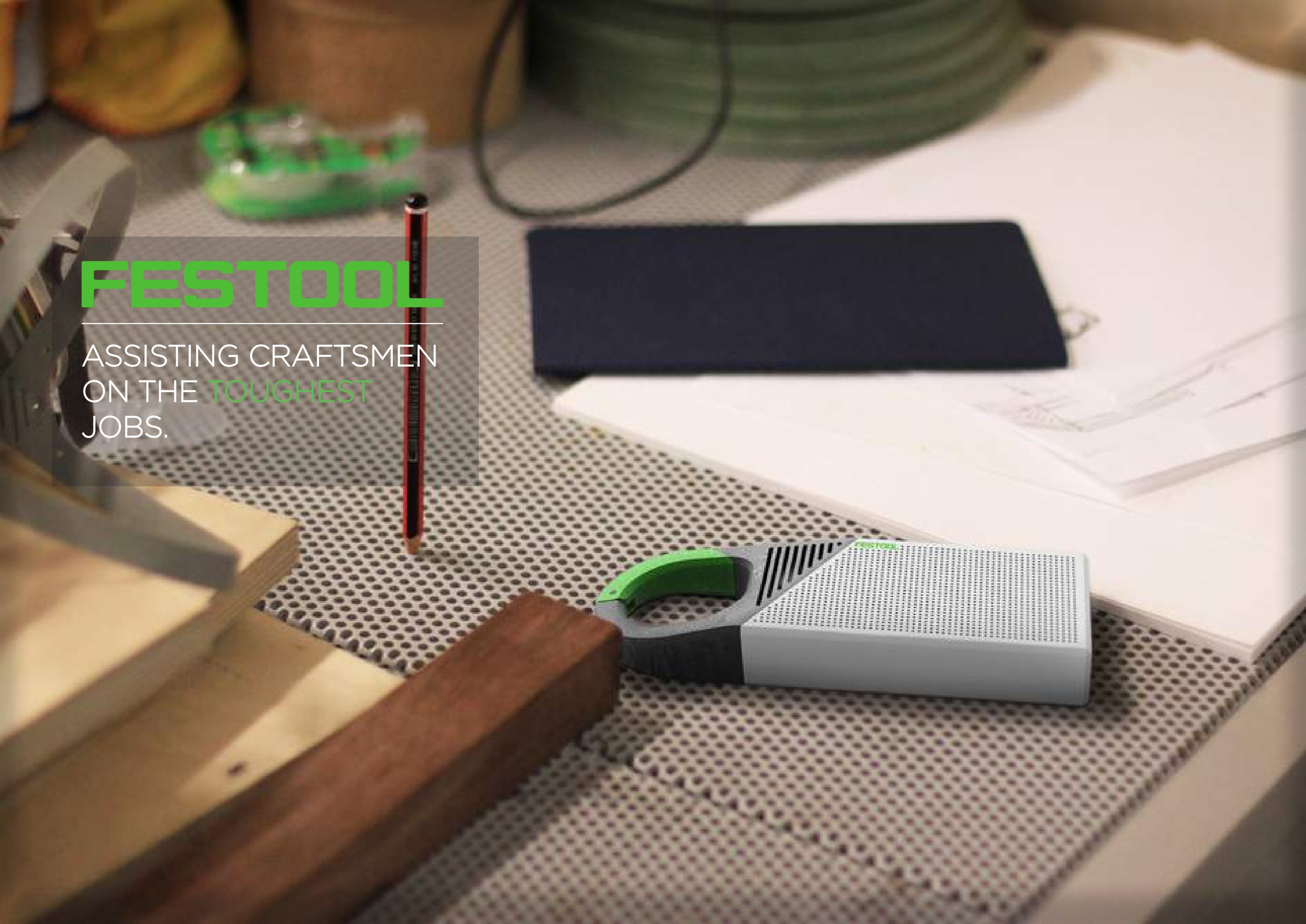
TOUGH & DURABLE .



LIGHT WEIGHT & MOBILE .

FESTOOL

ITS TIME TO WORK.

A workshop scene featuring a perforated metal workbench. In the foreground, there are wooden planks and a Festool hand plane with a green handle. A red pencil stands vertically on the workbench. In the background, a pair of safety glasses and a green tool are visible. The Festool logo is overlaid on the left side of the image.

FESTOOL

ASSISTING CRAFTSMEN
ON THE TOUGHEST
JOBS.

MUJI

無印良品



Branding Project

PROJECT OVERVIEW



BRANDING



1 MONTH



SOLO WORK

DESIGN CONSIDERATIONS



MULTI-FUNCTIONAL



MINIMALISTIC



DESIGN LANGUAGE

MUJI

無印良品

THE URBAN DWELLER

finding efficient space to store objects is often a challenge for people living in small homes. This client project for MUJI, was to reflect upon the lifestyle of Urban Dwellers and propose a new product for them that would allow them to use their limited space efficiently.





CORNER DEVIDER.

Like other MUJI products, the Corner Divider is designed to serve as a platform, allowing users to use the divider in different ways and letting them discover new uses.





3D モデルの発展

3D DEVELOPMENT



1.5mm の金属板は無印良品の仕切の既存商品に合うように使われる。

1.5 MM SHEET STEEL WAS USED TO MATCH THE EXSISTING MUJI DIVIDER RANGE.









CORNER DEVIDER .

USE YOURE SPACE
EFFICIENTLY
AND **BEAUTIFULLY**

MULTI-FUNCTIONAL . EASY TO ASSEMBLE . SIMPLE





THANK
YOU

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