



# Product Design Portfolio

Designs by Malvin Gonzales





# Projects

Product Design & Graphic Design Portfolio

By: Malvin Gonzales

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# Personal Profile



Creative, passionate product designer with experience in designing products, concept designs, and brand identities. My skills revolve around creative product design, product innovation, CAD design, concept sketching, app wire - frame design and creative computer skills using various creative suites. I am interested in progressing my career by gaining valuable experience within the product design industry through in-house or consultancy design work.

A stylized, handwritten signature in black ink, consisting of several loops and a long horizontal stroke extending to the right.

# Skill Sets

## **Concept Design**

- Concept Sketching
- App Wire – Framing
- Design Ideation

## **3D Modelling Software**

- Solidworks 2016
- Keyshot 6 Professional Rendering
- Autodesk Showcase Rendering

## **2D Creative Software**

- Adobe Photoshop CC/CS6
- Adobe Illustrator CC/CS6
- Adobe Premier CC/CS6
- Autodesk Sketchbook Pro
- Sketch App Design

## **Prototyping**

- Blue Foam Modelling
- 2D Laser Cutter
- 3D Printing
- Wood Working Skills
- Arduino Electronics/Coding

## **Graphic Design**

- Brand Identity
- Corporate brand guidelines
- Brochure and book layout design

# Product Design

Product Design is more than just creating an object. It's a journey which requires exploration through the world we live in. Designers are curious individuals who question each object that they touch and see; they can imagine what the other designer was thinking when designing that particular product. A designer is a problem solver, the creativity each designer possesses is how they showcase their imagination. A product doesn't just come in a snap of a finger, it requires research and a thorough understanding of the end user.

As a designer, my aim is to create products that solve the problem and makes people's lives easier. Products revolves around our lives, there isn't one object that isn't designed by someone. But only when you think of the process of which that designer has designed that particular product the way it is, then you will realise that it took a lot of consideration and attention to detail to produce the objects we use every day.



# Sense Detect

## Smart Smoke Detector

Sense Detect is a smart smoke detector designed for the internet of things. The internet of things is a growing product sector in the 21st century where users can interact with such consumer electronic products with the use of their mobile phone. Sense Detect aims to allow its users to control its internal sensors which range from smoke, carbon monoxide and a humidity sensor. The inspiration for the overall form of the device is from a shape of a leaf which consists of a smooth oval shape. The vent design is Sense Detect's distinct design detail which matches the overall brand of the device.

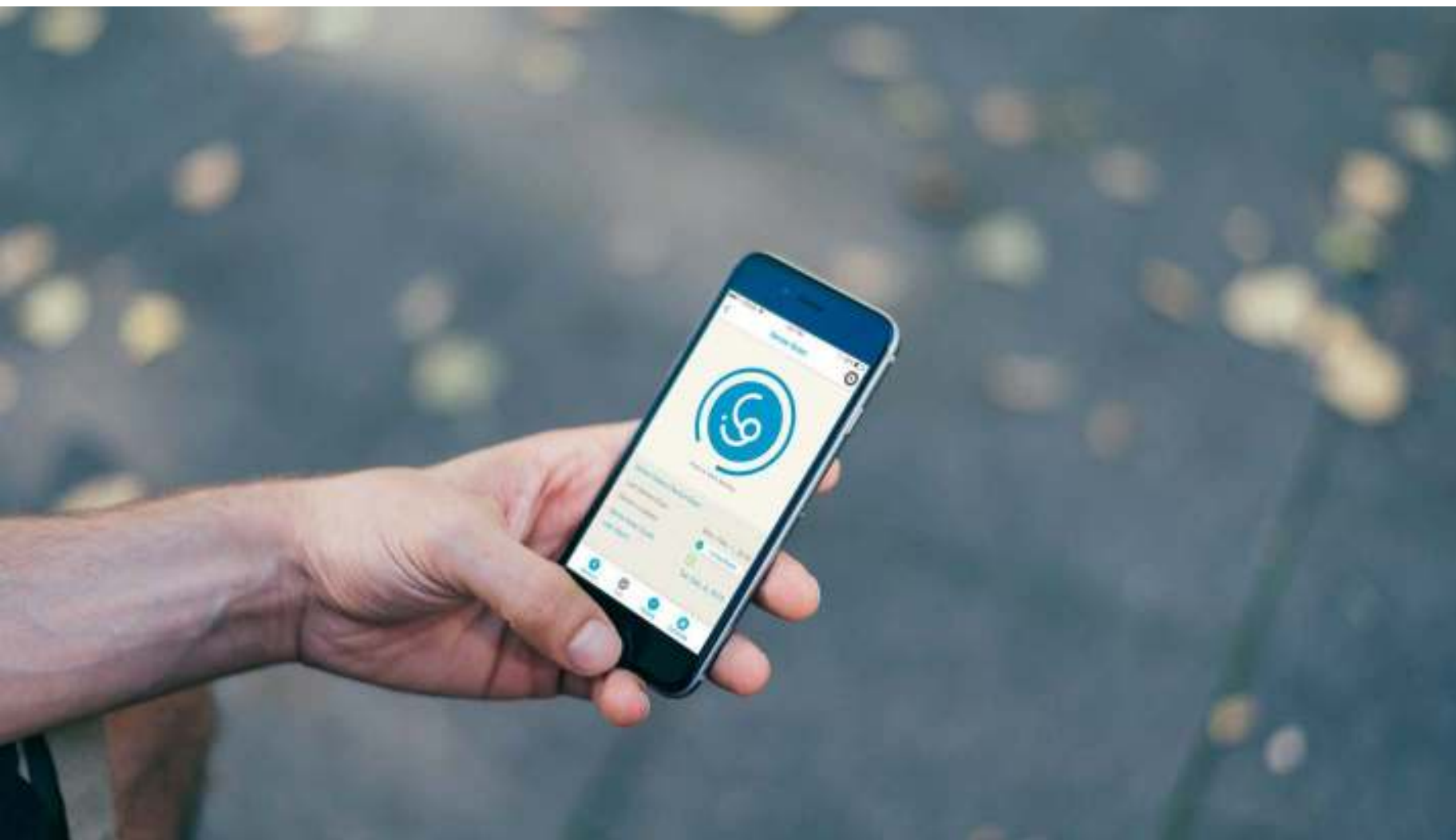
Sense Detect was a final year project during my time at university. A project which allowed me to showcase my creativity and my passion for designing products for the internet of things.















# Cuatro Envirobin

## Multi - Stream Recycling Bin

Cuatro Envirobin is designed for a live project ran by Leafield Environmental which is a rotational moulding expert. Their products are seen everywhere in city centres all around the UK. Cuatro Environbin is a product designed to reduce waste cross contamination, and the idea was to produce a modular city bin which uses a multi - stream system which divides the waste for recycling. The design elements of the Cuatro bin are all essential details which allow the overall structure of the bin to be robust and sturdy for the rotational moulding process. Cuatro Environbin follows the full guideline colours which are advice to be used in the UK by Recycling Now Organisation.

Cuatro Envirobin was a live project ran during my time at university. The project aimed to understand the design process of creating for a particular manufacturing process, thus making cure the key design details of the product allows for a sturdy, strong end product while making sure the product is aesthetically pleasing and matches the existing range of products Leafield Environmental currently sells.











# Culec

## Wireless Molecular Device

Culec is an immunoassay diagnostic device aimed to be used by doctors and paramedics in an emergency situation easily. Existing molecular devices used by physicians are bulky and cannot be moved around from one room to another, Culec aims to bring portability to its user. Culec is a designed commissioned by Firestar Tech, a start-up company that seeks to get funding to develop this immunoassay device. Firestar Tech has asked me to draw up a concept immunoassay method in which I have develop its brand identity as well as the design for the Culec Pad and Culec Lite.

Culec immunoassay diagnostic device is a freelance project which helped me gain knowledge in the field of medical device, having experienced researching and designing for the medical field for my final year project in University. This project has led me into considering the end user especially for doctors, nurses, paramedics and other individuals who may end up using this device in the medical field.















# Glucowear

## Non - Invasive Glucometer

Glucowear started off as my final year University project. The initial concept started off as a wearable glucometer which uses an innovative technology which I have found during the research phase of the project, and a need slowly grew as many people in the UK are diagnosed with diabetes. The problem was that people are not aware or couldn't be bothered to check their glucose level before and after they have their meal. The solution was to design a wearable glucometer that automatically tells the user if they are having a hyper or hypoglycemic event.

Glucowear then evolved when I was hired by Orsus Medical, a start-up company developing a non-invasive technology which can detect blood glucose level without using the finger prick method. Orsus Medical hired me to be their Product Designer Engineer to which I designed the first handheld device which showcases the company's aim for a handheld glucometer with an earclip attachment. The second concept was also a handheld but in a smaller size. Each concept design was produced around the final end user which was diabetics. The user interface showcases the unique feature the Glucowear handheld consists of which is allowing the user to distinguish their current reading and if they are in a hyper or hypoglycaemic state.

Designed for Orsus Medical Ltd































# Graphic Design

## Brand Identity Designs

Graphic Design has been part of my conceptual design process. As I start to create and come up with different solutions for a new product design, a brand and a name for the product suddenly evolves naturally which leads me to develop a brand identity for that particular layout. Although I didn't graduate as a Graphics Designer, I have grown to love Graphics Design just as much as I love Product Design. To me creating brand identities is slowly becoming second nature to me, a timeless brand design is what I try to produce as a brand represents a particular company and even a consumer product line. My aim is to allow the customer to identify my logo designs with just its colours and shape.



# GlucoWear

## Non - Invasive Glucometer Device by Orsus Medical

The GlucoWear brand started as a conceptual logo designed alongside the GlucoWear non-invasive glucometer. As I began to work as a Product Designer for Orsus Medical Ltd, Orsus have since then chosen the brand as their flagship product name for their non-invasive glucometer device. The brand has now been registered trademarked, and soon the name would be seen everywhere in the medical device market.

Activity Time:

Average:

Hyper/Hypo

Estimated HBIAC:





GLUCOWEAR



GLUCOWEAR





# Yummy - O

## Sugar Free Deli

Yummy-O is the UK's first sugar-free deli providing healthy, low GI foods for both people with diabetes and health-conscious individuals. Yummy-O aims to have an established, recognizable brand with a number of franchised outlets across in the UK in the next three years, and an international brand in five years. The overall inspiration for the Yummy-O brand is the Japanese aesthetic "Kawaii" which revolves around bright bubbly colours. The brand wants to attract diabetics from young kids to adults.

おいしい

Yummy

SUGAR FREE DELI



おいしい

Yummy

SUGAR FREE DELI



おいしい

Yummy

SUGAR FREE DELI





おいしい

Yummy

SUGAR FREE DELI



# Dieter Rams

## Ten Principles of Good Design Poster Design

Dieter Rams is one of the great product designers of all time, and his philosophy on what makes a good design has helped me as a product designer to design products while following his ten principles of good design. I have designed a series of posters dedicated to his principles while being inspired by modern Swiss posters using the typeface Helvetica Neue.

# 10

Designed by

Marcel Breuer

2018

Good design  
is  
as little design  
as possible

ten principles of good design

Less, but better – because it concentrates on the essential aspects,  
and the products are not burdened with non-essentials.  
Back to purity, back to simplicity.



Designed by

Majken Gerschlager

2010

# 1

**Good design  
is  
innovative**

the principles of good design

The possibilities for innovation are not, by any means, exhausted. Technological development is always offering new opportunities for innovative design. But innovative design always develops in tandem with innovative technology, and can never be an end in itself.

Designed by

Majken Gerschlager

2010

# 2

**Good design  
makes a  
product  
useful**

the principles of good design

A product is bought to be used. It has to satisfy certain criteria, not only functional, but also psychological and aesthetic. Good design emphasises the usefulness of a product without disregarding anything that could possibly detract from it.

# 3

**Good design  
is  
aesthetic**

the principles of good design

The aesthetic quality of a product is integral to its usefulness because products we use every day affect our person and our well-being. But only well-executed objects can be beautiful.

Designed by

Milan Gencic

2018

# 4

**Good design  
makes a  
product  
understandable**

the principles of good design

It clarifies the product's structure. Better still, it can make the product talk. At best, it is self-explanatory.

Designed by

Milan Gencic

2018

Designed by

Majken Gerschlager

2010

# 5

**Good design  
is  
unobtrusive**

the principles of good design

Products fulfilling a purpose are like tools. They are  
neither decorative objects nor works of art. Their  
design should therefore be both neutral and  
restrained, to leave room for the user's  
self-expression.

Designed by

Majken Gerschlager

2010

# 6

**Good design  
is  
honest**

the principles of good design

It does not make a product more innovative, powerful or valuable  
that it really is. It does not attempt to manipulate the consumer with  
promises that cannot be kept.

# 7

Designed by

Milieu Groenland

2010

**Good design  
is  
long-lasting**

the principles of good design

It excels being functional and therefore never appears antiquated. Unlike fashionable design, it lasts many years – even in today's throwaway society.

# 8

Designed by

Milieu Groenland

2010

**Good design  
is  
thorough down  
to the last  
detail**

the principles of good design

Nothing must be arbitrary or left to chance. Care and accuracy in the design process show respect towards the user.

# 9

Designed by

Majken Gerschlager

2018

**Good design  
is  
environmentally  
friendly**

the principles of good design

Design makes an important contribution to the preservation of the environment; it conserves resources and minimises physical and visual pollution throughout the lifecycle of the product.

# 10

Designed by

Majken Gerschlager

2018

**Good design  
is  
as little design  
as possible**

the principles of good design

Less, but better – because it concentrates on the essential aspects, and the products are not burdened with non-essentials. Back to purity, back to simplicity.

Industrial Designer

Braun: 1955 - 1997

Vistao: 1959 - Present

# Dieter Rams



ten  
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Industrial Designer

Braun: 1955 - 1997

Vistao: 1959 - Present

# Dieter Rams

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**Thank  
You**



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