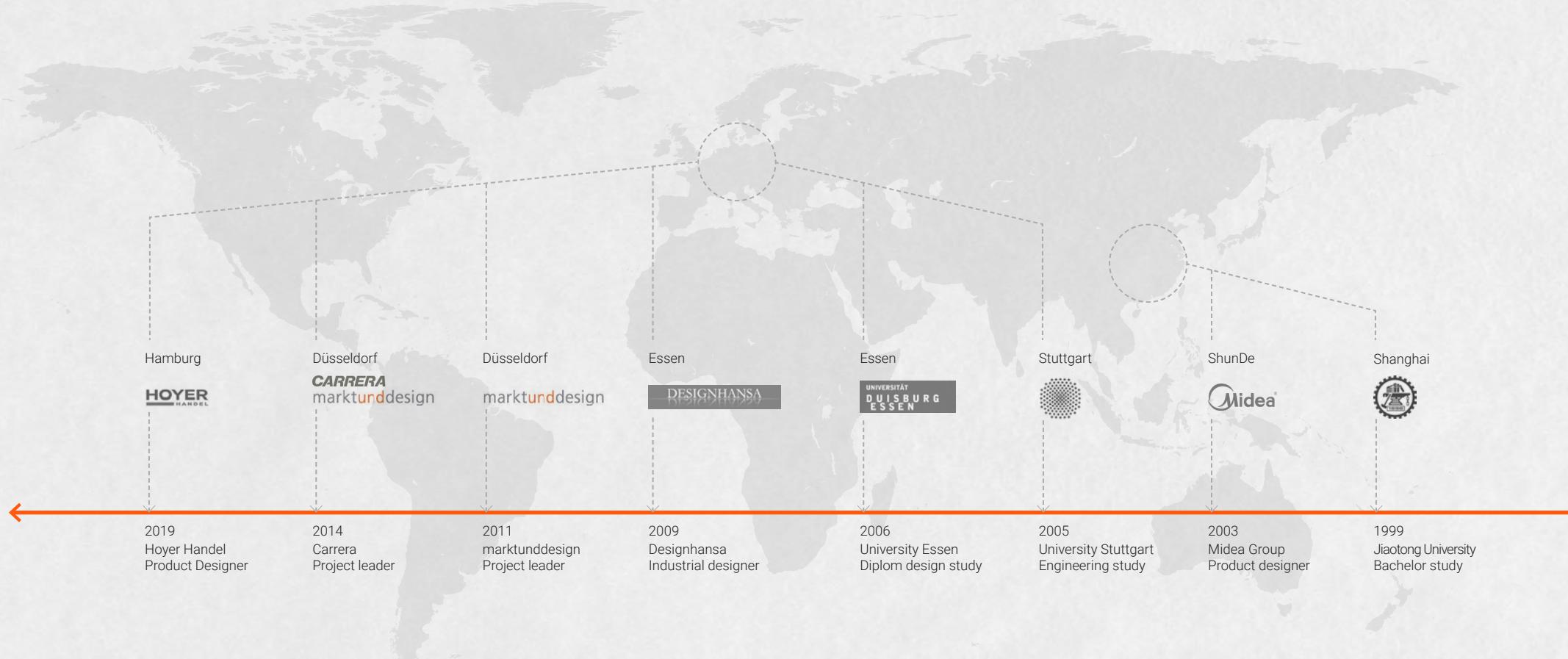


Portfolio

You Wu

Industrial Design & Project Management Showcase 2024

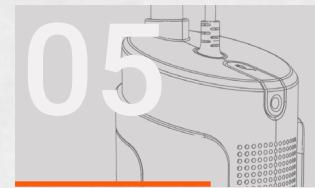




In my nearly twenty-year career, I've had the honour of serving great clients and brands e.g.:



■ I. Product design ■ II. Project Management ■ III. Brand Rebuild



05
Household Appliance
Steam 2in1



10
Diploma Project
PIBOT



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Lidl Headphone
Audio Buddy



23
CRR Karim Suitcase
Trolley



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Aldi Personal Care Series
TWIST



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Moree Lighting Series
Alice



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B-Safety 1.Aid Device
Eye Shower



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Part I. Product Design

2in1 Cleaner

Date> 2022
Category> Customer Project
Product> Home Appliance

A multi-purpose steam cleaner

It offers both vacuuming and steam cleaning capabilities and is available in **two versions**: one integrates steam cleaning and vacuuming functionalities, while the other incorporates a **detachable** handheld steam cleaning brush onto this base



Background

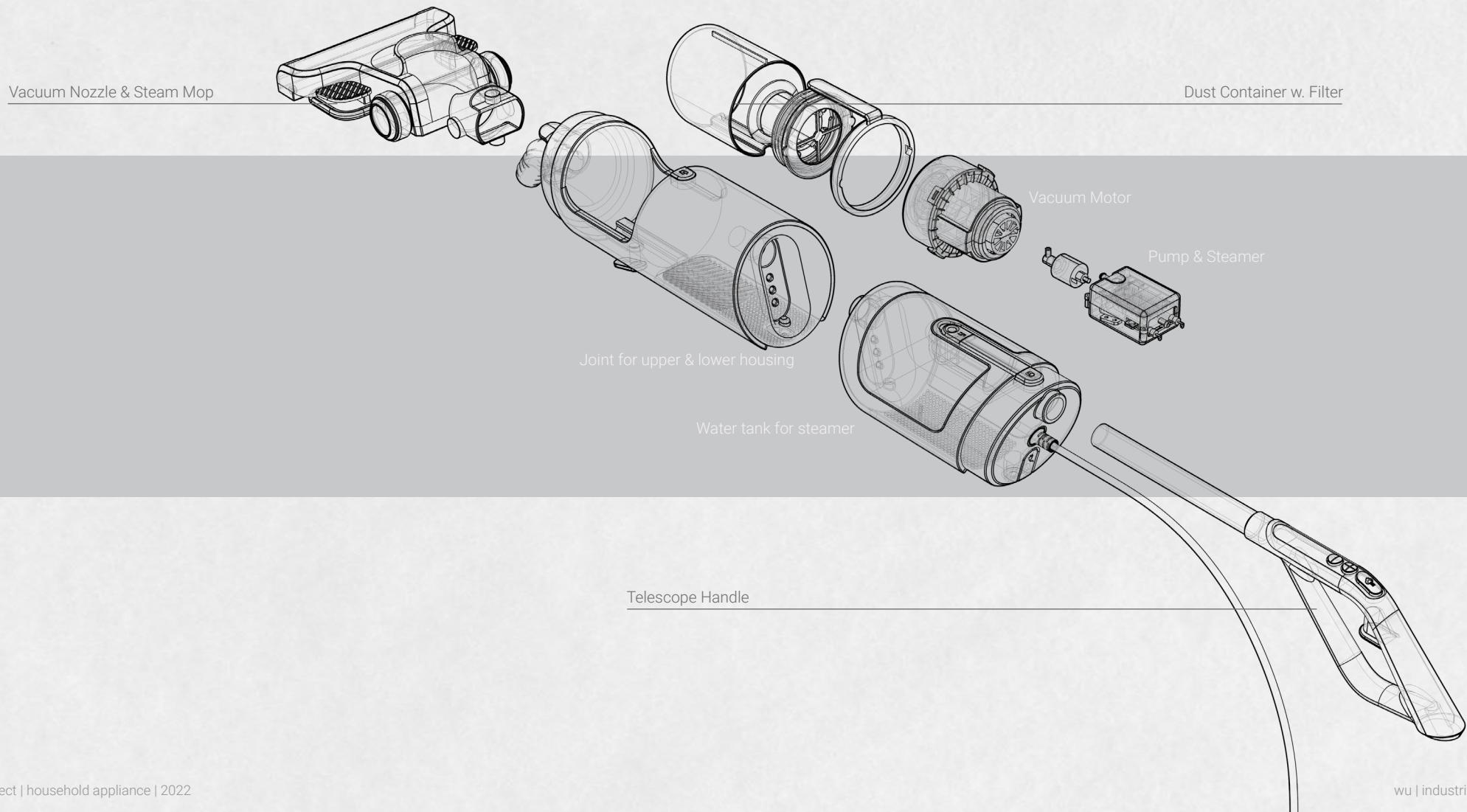
The client seeks a product series characterized by a uniform appearance (family look), with product differentiation achieved through functionality, specifications, and features such as color, material, and surface finishing (CMF).

The objective is to maximize **shared tooling** across the series.





*Due to contractual obligations, I am unable to disclose the names of the customer or the product model.





PIBOT

Date> 2011
Category> Diploma Project
Product> Robot Design

Pet **I**nteraction **R**obot
is my Diploma design(Diplomarbeit)
for university study.

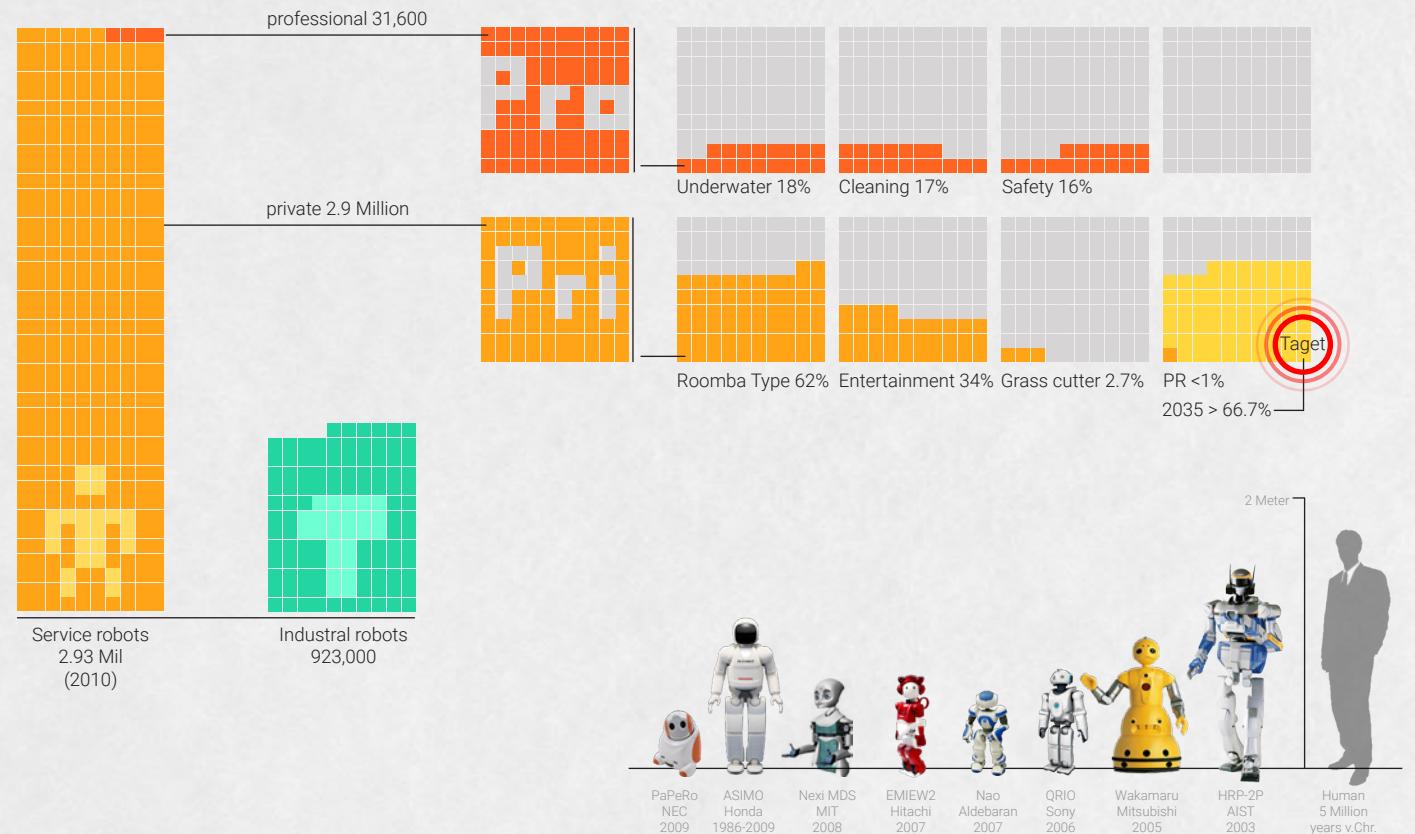
Today, robots are no longer confined to science fiction. With advancements in technology, including industrial robots, we've gained valuable experience in robotics. Now, **personal robots** like PIBOT are becoming available for home use. PIBOT helps with pets by providing companionship and entertainment when you're away, offering a remote-controlled interactive solution.



Background

High expectations for **household robot growth**

The service robot sector, covering underwater, medical, cleaning, security, care, entertainment, and pet robots, is attracting significant attention. Despite its small current market share, **expectations** are high.

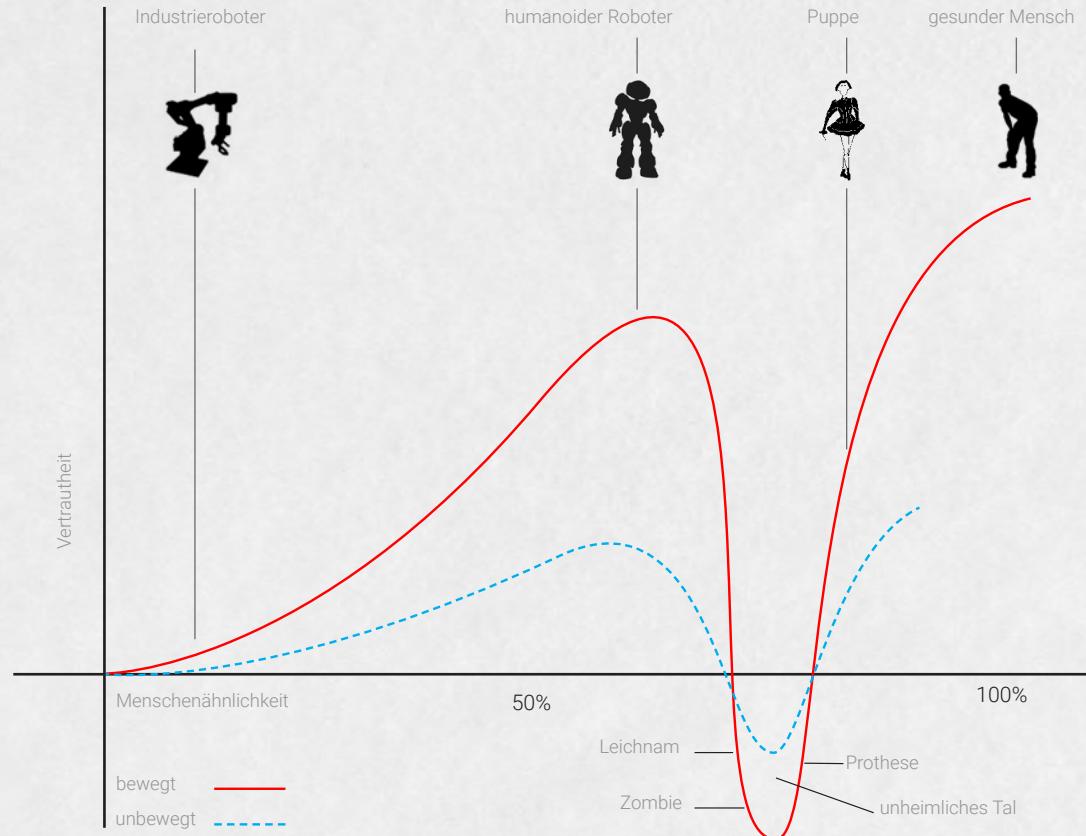


Research

The project lasted for 6 months, with the preliminary research phase including the following content:

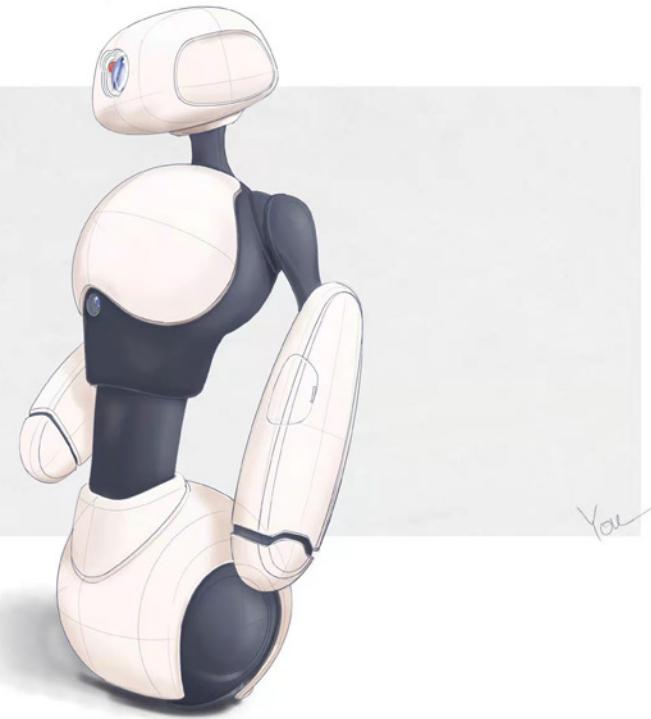
- Topic Analysis
- State of the Art
- Trends and Development
- Customer Requirements
 - Target group
 - Problem Statement
- Usage Scenario
- List of Functions

Based on which, solutions to the problem were determined and the final design was developed.



*diagram: uncanny valley - as the basis for the final styling

Styling







Function

PIBOT serves as a platform for interaction between owners and pets.

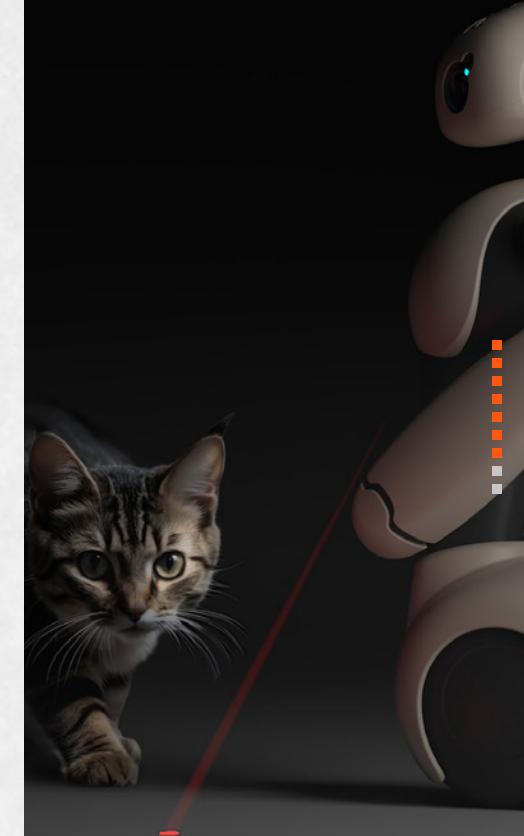
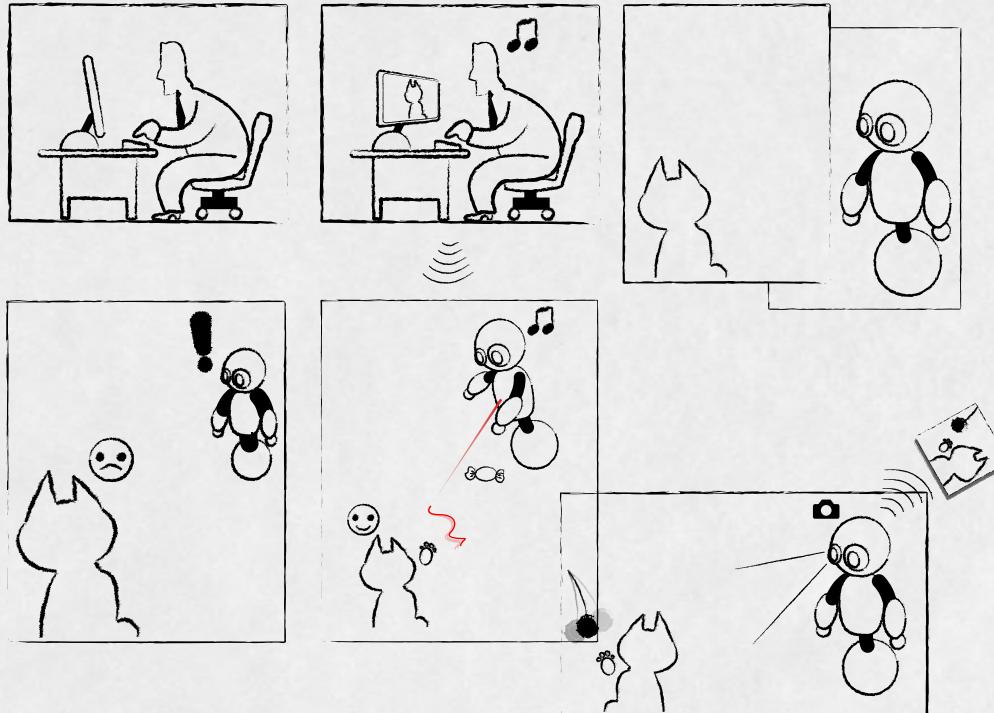
When pets are home alone, PIBOT carefully monitors them to ensure their safety, capturing photos and sending them to your smartphone. This allows you to document your pets' interesting behaviors.



Function

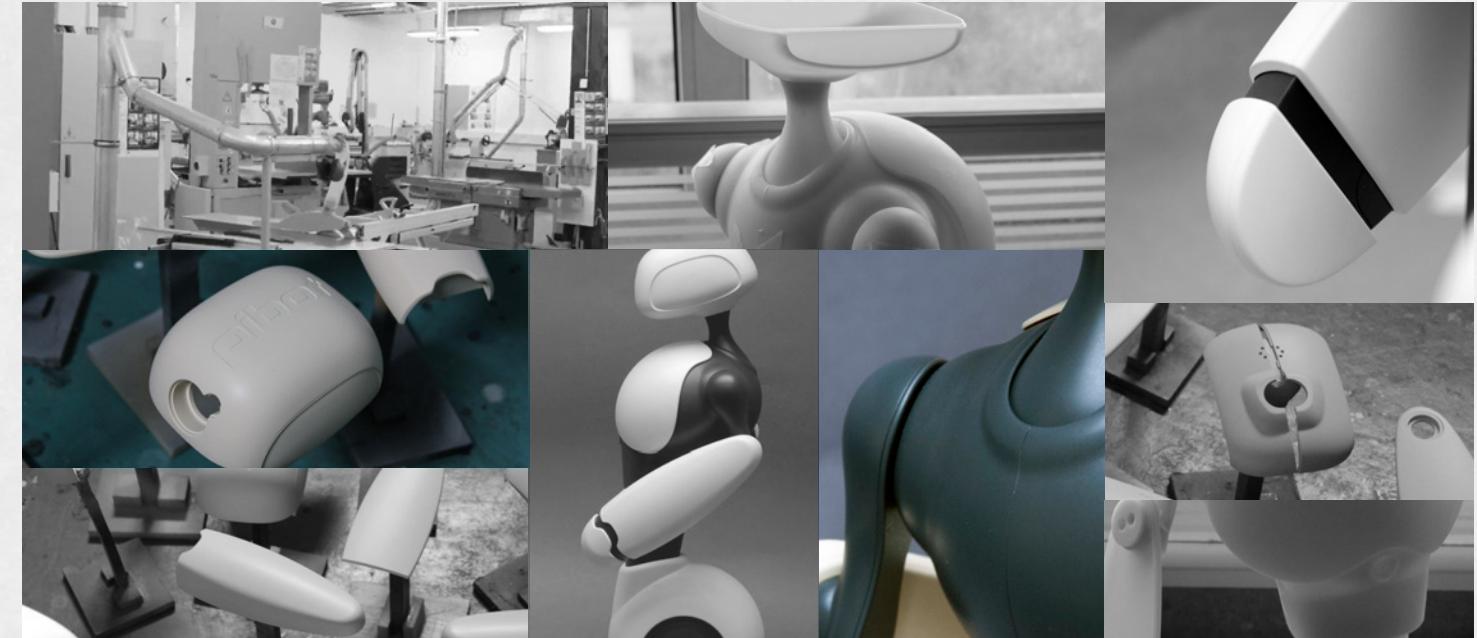
To entertain bored pets, PIBOT projects a fast-moving light spot on the ground using a laser pointer, keeping pets engaged for a while.

Through the remote function, you can also interact with your pet, calling them, playing with them, or even feeding them.



Modeling

The model production process involved 3D modeling, component separation, CNC molding, polishing, painting, surface finishing, and final assembly, and took more than a month to complete.





Presentation

The 1:1 model was showcased at the diploma project exam exhibition held at the "Sanaa Building" in Essen Zollverein, **Red Dot Design Center**. The exhibition lasted for 10 days.

PIBOT was featured on **radio station 1live** on Feb. 4. 2011.

The design of PIBOT has been patented with **patent** number ZL201530347619.5





Audio Buddy

2023

<Date
<Category
<Product

This children's headphone is a **follow-up product** to the well-known Lidl product "SpeakerBuddy".

The Silvercrest® SpeakerBuddy audiobox is a portable speaker for children.

For this purpose, there are "Creative Coins", which are placed on the box to play audio stories.

Creative Coin



Lidl SpeakerBuddy



Audio Buddy

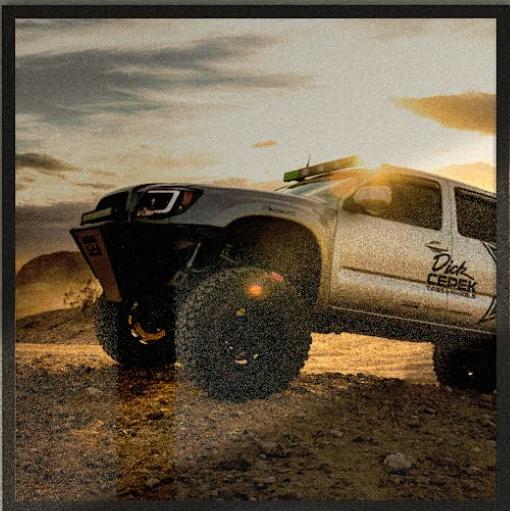
The client requests that the headphones utilize SpeakerBuddy's "Creative Coins" and have them installed on the side of the headphones to enable shared functionality among series products.

The headphones are also available in various color versions.









Carrera Trolley

Date>

Category>
Product>
Internal Project
Suitcase Design

To expand its product range, CRR attempted collaborations with various industries. This project involved partnering with the world famous **Karim Design** to provide solutions for its market in China.

Karim
CARRERA







Project

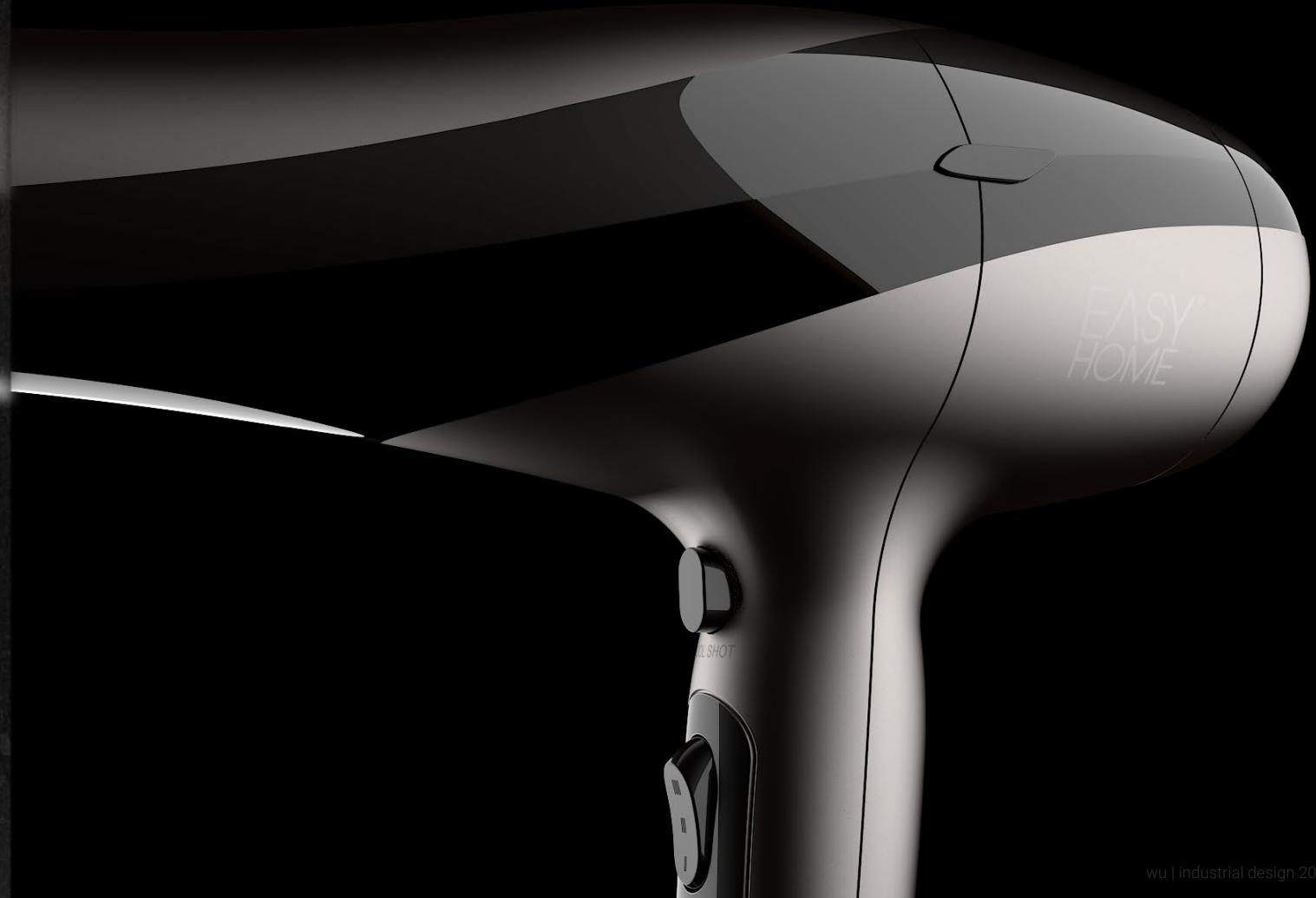
The project goal is to complete a series of concept designs for 20" suitcase, featuring magnesium-aluminum alloy outer shells and high-strength **aluminum alloy** frame structures. Two of these concepts are showcased here.



TWIST

Date> 2016
Category> Customer Project
Product> Personal Care

The twist line is a personal care product family for **OEM** market including hairdryer, epilator, lady shaver and other expansion products.





Styling

The design's standout feature is the **two-tone finish** on the smoothly "twisted" surfaces of the housing, which creates a dazzling color effect when in use.

This allows for the simplest way to control costs for OEM products, maximizing the utilization of supplier's resources, and achieving product design differentiation.

ALDI





Part II. Project Management



ALICE

Date> 2014
Category> Internal Project
Product> Lighting Series

This project aimed to innovate lighting concept by integrating new materials, merging advanced technology into a serene living atmosphere.

As the **project manager**, I led its development from initial sketch to successful launch of Alice into market.

moree®

*Moree is a sister company of marktunddesign, the entire project was carried out as an internal initiative within the company.



I. Design Phase

The design phase encompassed market research, brainstorming, ideas gathering, sketching, prototyping, and initial selection of design proposals.

This process included feasibility analysis of processing technologies, testing material properties, and finalizing the prototype solution.

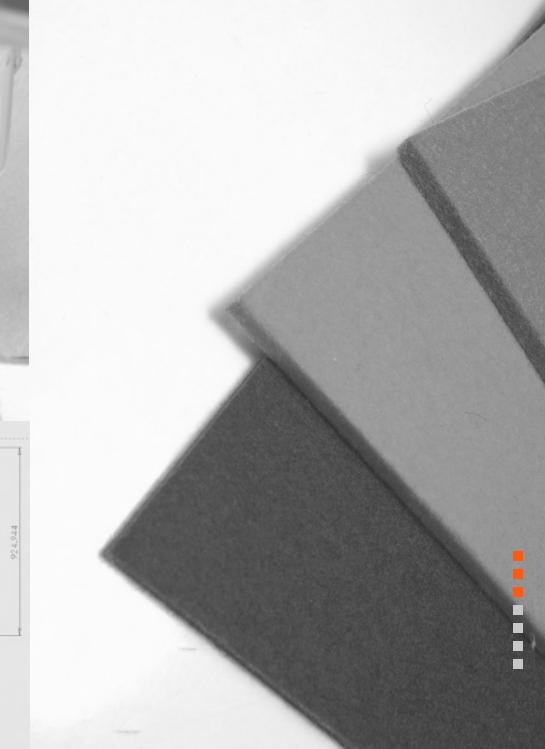
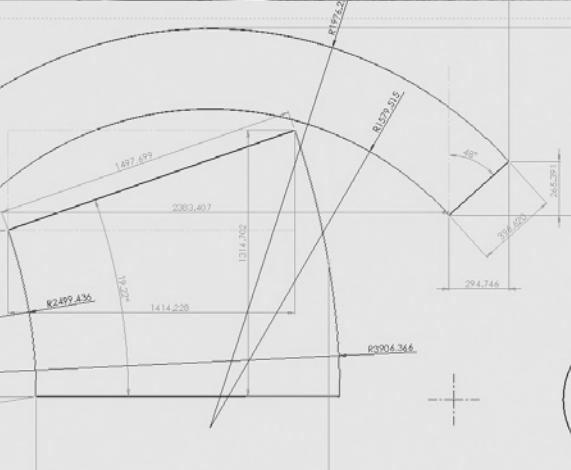


II. Mockup

The most effective method to test ideas beyond paper is to bring them to life through modeling.

Initially, a volume model was created to assess proportions and functions. Subsequently, a functional mockup was developed for further communication.

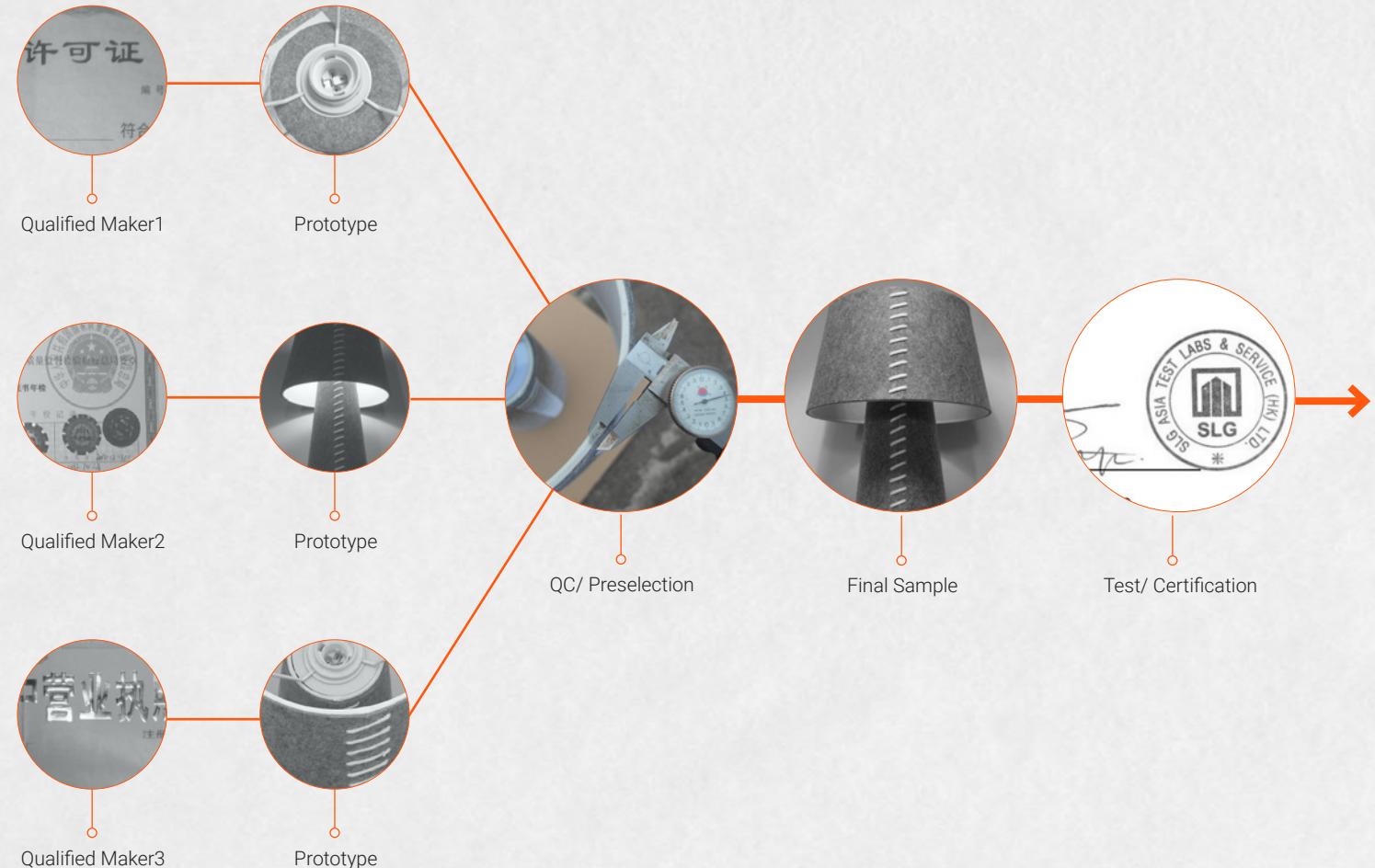
All of these processes were conducted internally within our design team.



III. Sourcing

The most challenging aspect of the project was identifying the right manufacturer and facilitating effective communication between the design team and the maker.

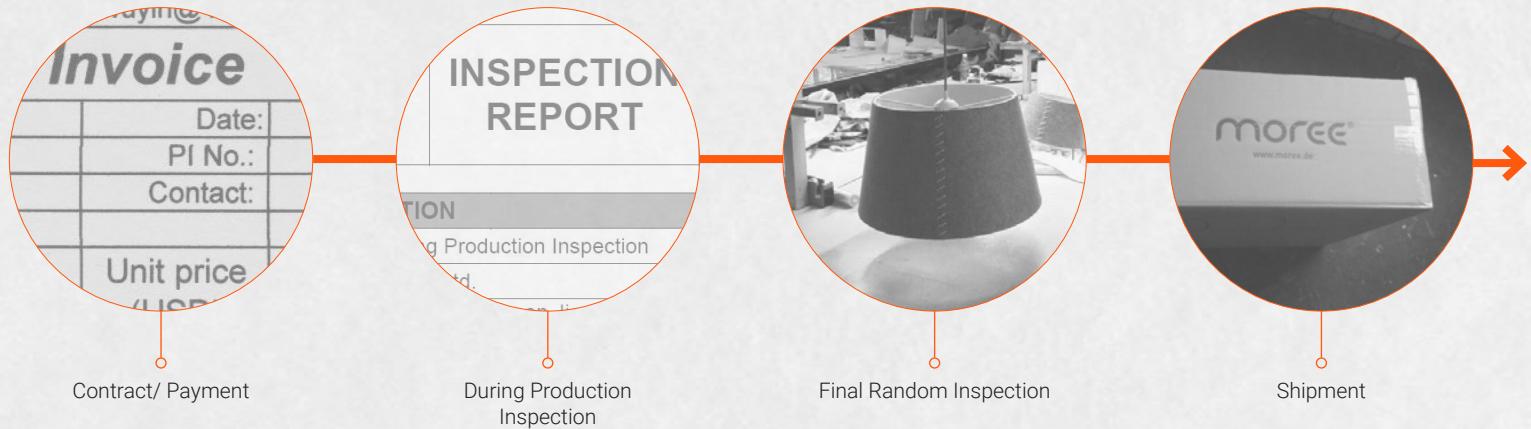
In this regard, **my international background** proved to be invaluable and decisive.



IV. Production Monitoring

As the project leader, I oversaw the **entire process** from sample completion to finalizing contract details, ensuring production quality control, and managing product delivery.

Additionally, I closely collaborated with both internal and external teams, actively following up on market feedback and promptly making necessary adjustments.



V. Extension

The outcome was inspiring: following Alice's debut at **IMM 2015** in Cologne, it became a market **success** for the company.

Subsequently, we introduced an entire **product line** of felt lamps as planned, comprising pendant lamps and floor lamps, all in the same design language.

More importantly, we successfully established a brand-new development, production, and feedback process, cultivated **new supply and technical partners**, paving the way for the subsequent development of related products.



Pendant Lamp Alice 30

Pendant Lamp Alice 50

Floor Lamp Alice XL



Eye Shower

Date> 2015
Category> Customer Project
Product> First Aid Device

For almost a decade now, this **first aid** eye washer I spearheaded development for **remains a top-selling** item within its category, alongside similar products.

It was a replacement for the former product. It's for accidents occurring in laboratories, factories, etc., enabling users to swiftly flush away hazardous substances that may cause injury within seconds.

B-SAFETY



EYE SHOWERS

Hand-held eye showers
Safety eye showers
Frost-protected eye shower
Tank eyewash stations

Here you will find operating and assembly instructions, data sheets, certificates and catalogues.

 DOWNLOAD CENTER

TOP SELLER



Background

This **specialized project** required meticulous attention to materials, ergonomics, and engineering.

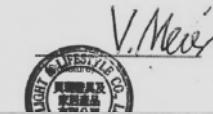
At first, we collaborated with production, verification, and supply teams, trying to improve **predecessor product** based on user feedback.

Ultimately, the client concluded that a new design, along with an innovative structure, was necessary for the **successor product**.

Designed in Germany
Made in Germany



Troubleshoot for B-Safety Eye Shower
B-Safety 洗眼器漏水问题分析



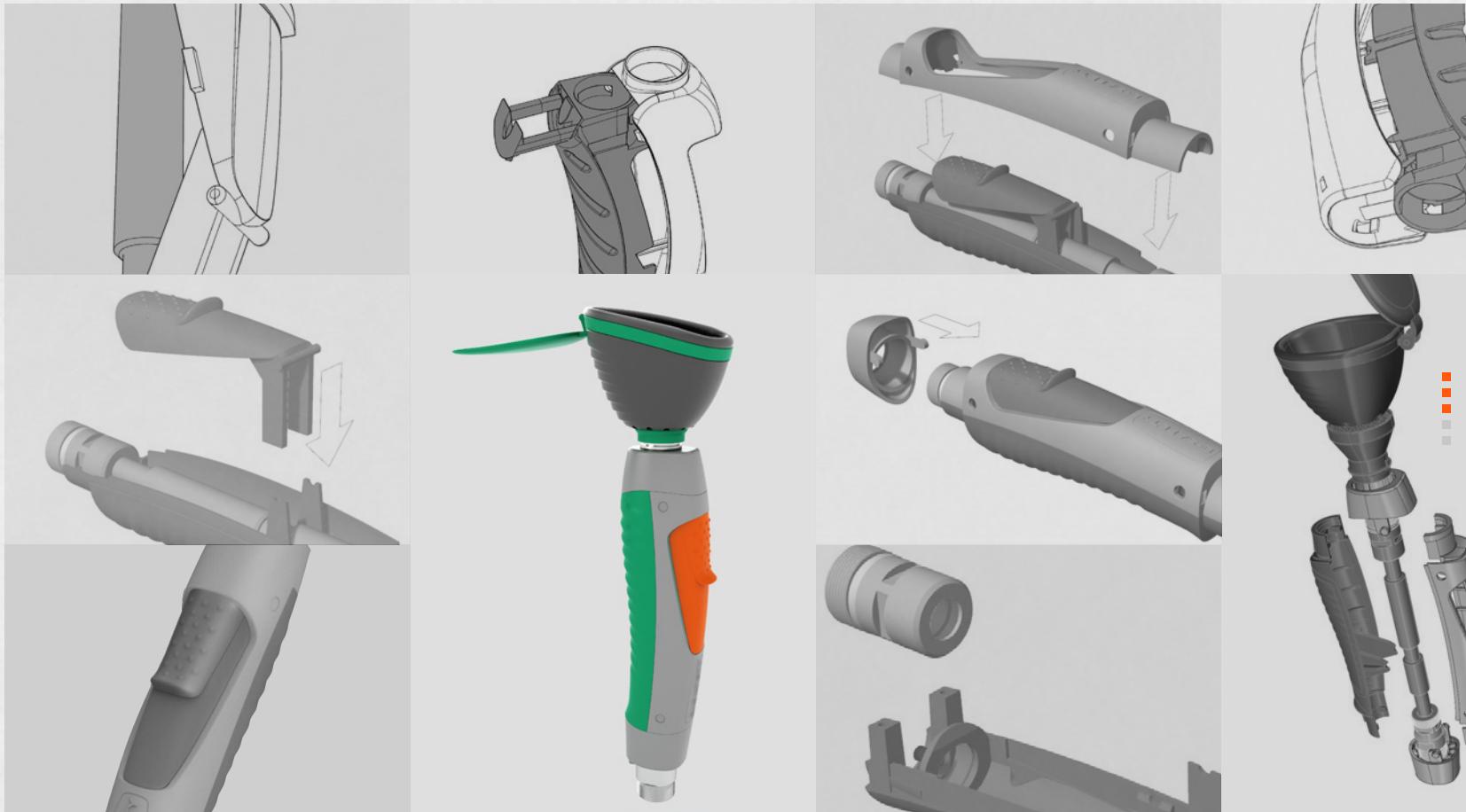
DPI report for eyeshower 20	
Design and Development	PRODUCT PHOTO
Germany	
Mr.	
Shanghai Mould Co., Ltd.	
Eye shower	
Product Name	
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Design

During the design phase, our main focus was on addressing **functional concerns**, particularly in terms of ergonomics, convenience, and safety.

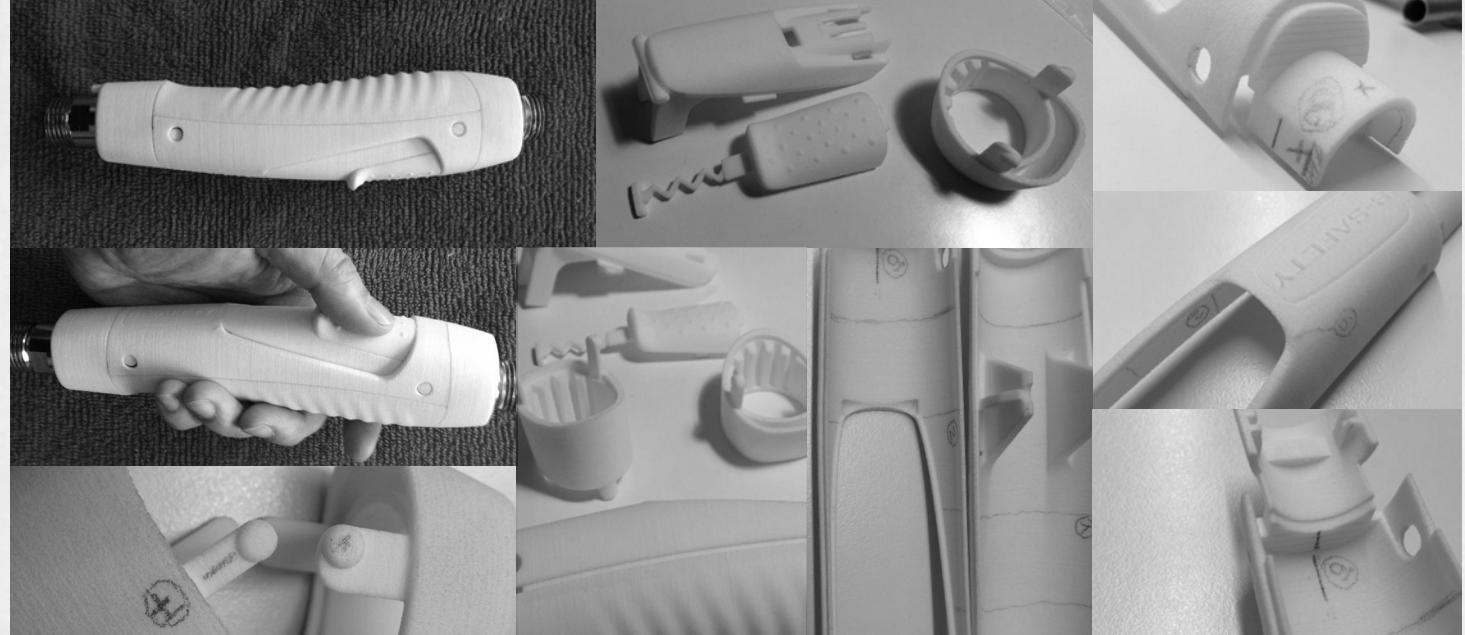
This meant i.g. making buttons easy to press and identify with a distinct shape and color.

Also, structural requirements focused on reliability, durability, and **innovative assembly methods** for easy maintenance.



Prototyping

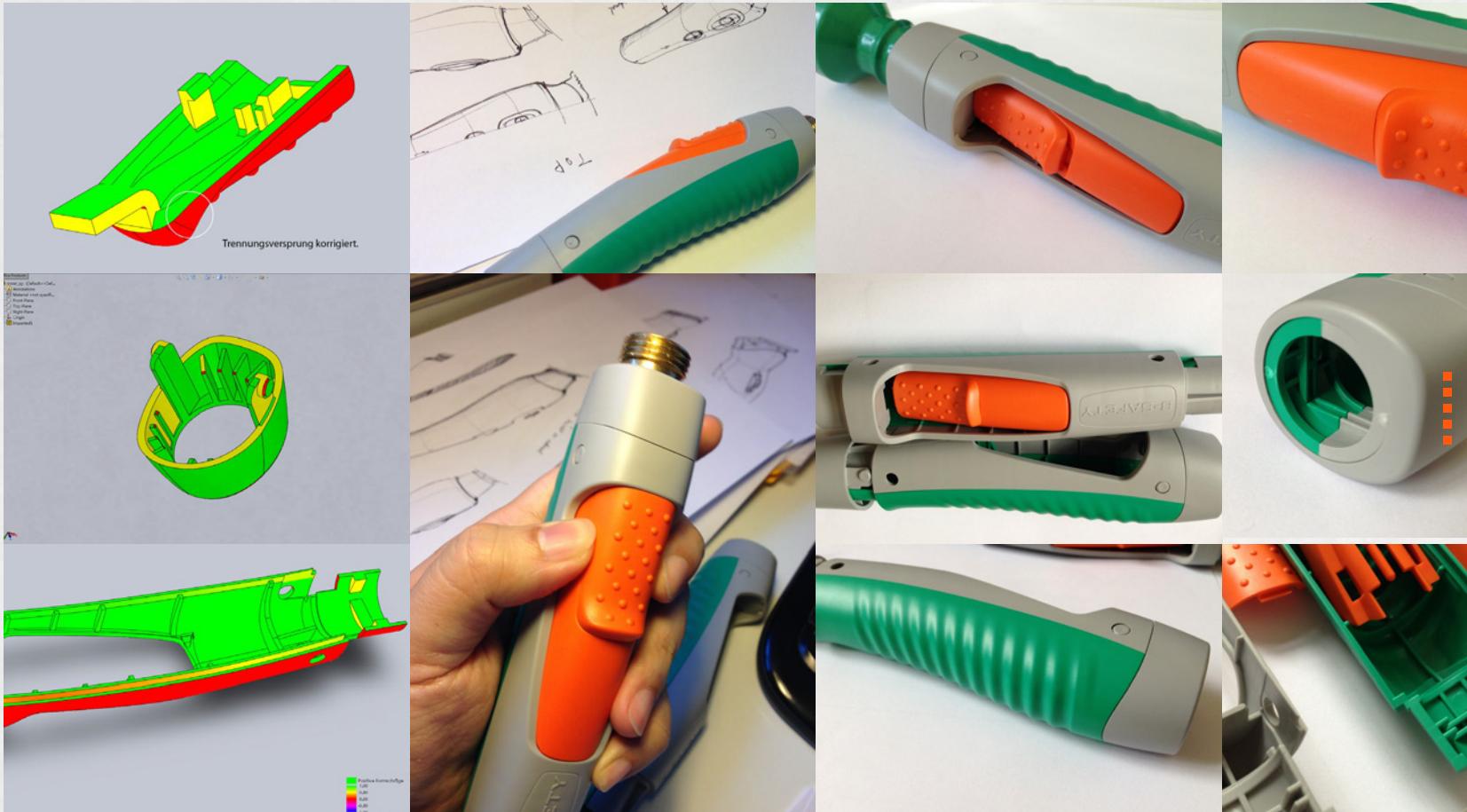
For examination of the design and construction a rapid prototyping was applied. It was finished in SLS 3D-printing and adjusted for several times to optimize the final ergonomical design and engineering result



Tooling

After validating the new design's feasibility, I prepared the structural design for local engineers in Germany, addressing tasks like collision avoidance, adjusting wall thickness and draft angles, and explaining material choices per client requirements.

The project was intricate, demanding **collaboration among diverse teams** and integrating unique materials and structures. With German manufacturing, it extended beyond conventional product design, covering product design, project management, and product management aspects.



MC Smart

Date> 2020-present
Category> Customer Project
Product> Food Processor

Monsieur Cuisine Smart is the latest model of the renowned **Lidl MC series**.

Throughout my tenure, I was actively involved in the **design finalization**, detailed optimization, communication with **manufacturers**, and other development processes for this versatile kitchen machine.

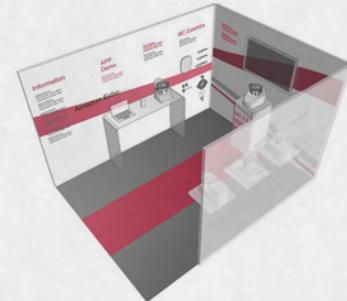
Additionally, I participated in later stages such as showcasing, promotion, and customer service.



MC Smart

During this period, I was responsible for facilitating communication within the development and design teams.

My responsibilities included, but were not limited to: post-production improvements, design and development of complementary accessories, exhibition planning, color and logo design.





*More details are not fully disclosed due to ongoing sales and continuous updates

This information is withheld for confidentiality reasons.

Part III. Market Research & Brand Development

Relaunch of the Brand

CARRERA®

First Styling Line



First Kitchen Line



Carrera

Date> 2014-present
Category> Internal Project
Product> Styling & Kitchen Appliances

CARRERA – no longer just about cars. The brand has a decades-long **history** in personal care appliances. Since 2014, we've completely revamped our styling products and introduced a new kitchen line to align with our brand's **new** image: endurance and power.

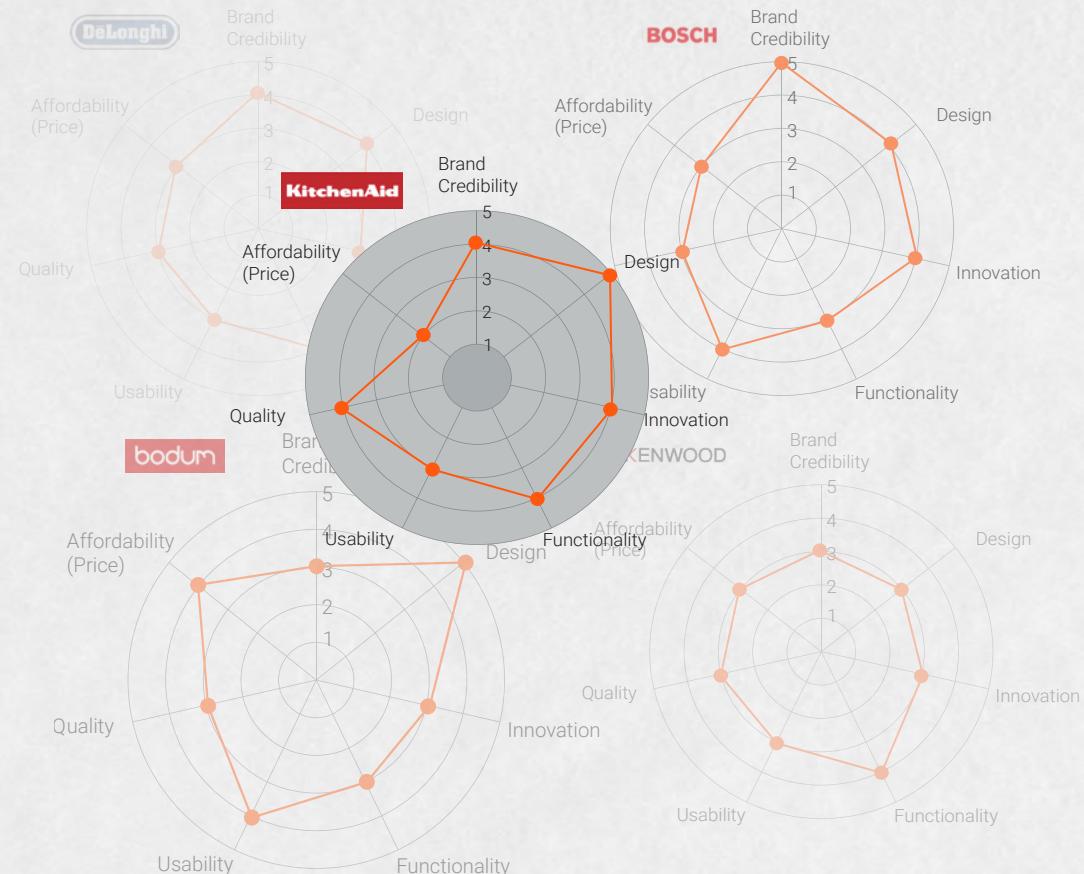
As a **key member** of the design team, I have been involved in every stage of the process, from defining the brand image and establishing product DNA, to product development, packaging, and marketing, including exhibitions.



Market

At the outset of the project, the design team focused on analyzing competitors to identify the optimal positioning for the brand.

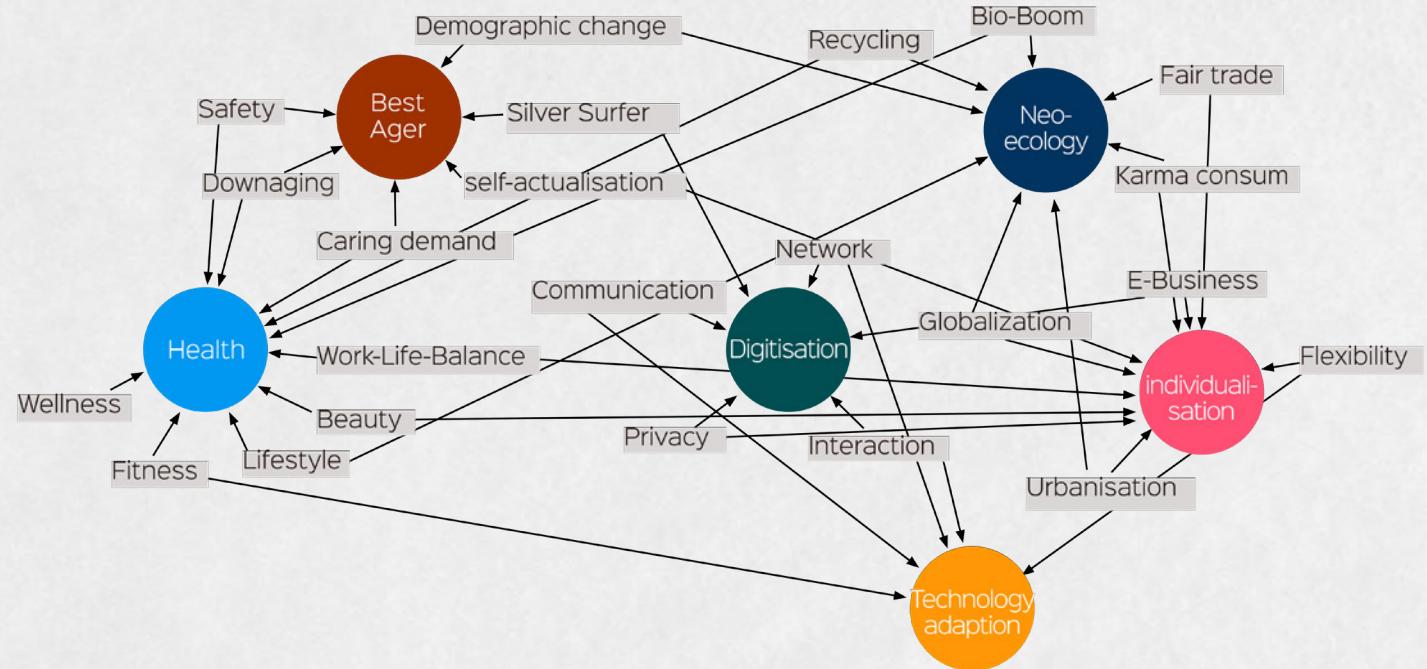
Through a thorough examination of their strengths and weaknesses, we identified a gap in the market and developed our design language accordingly for the products.



Megatrends

Megatrends are not short-term renewable trends in one or two areas. They are trends being formed during decades, which are indicated in almost all industries of modern society and effecting people's life deeply and entirely.

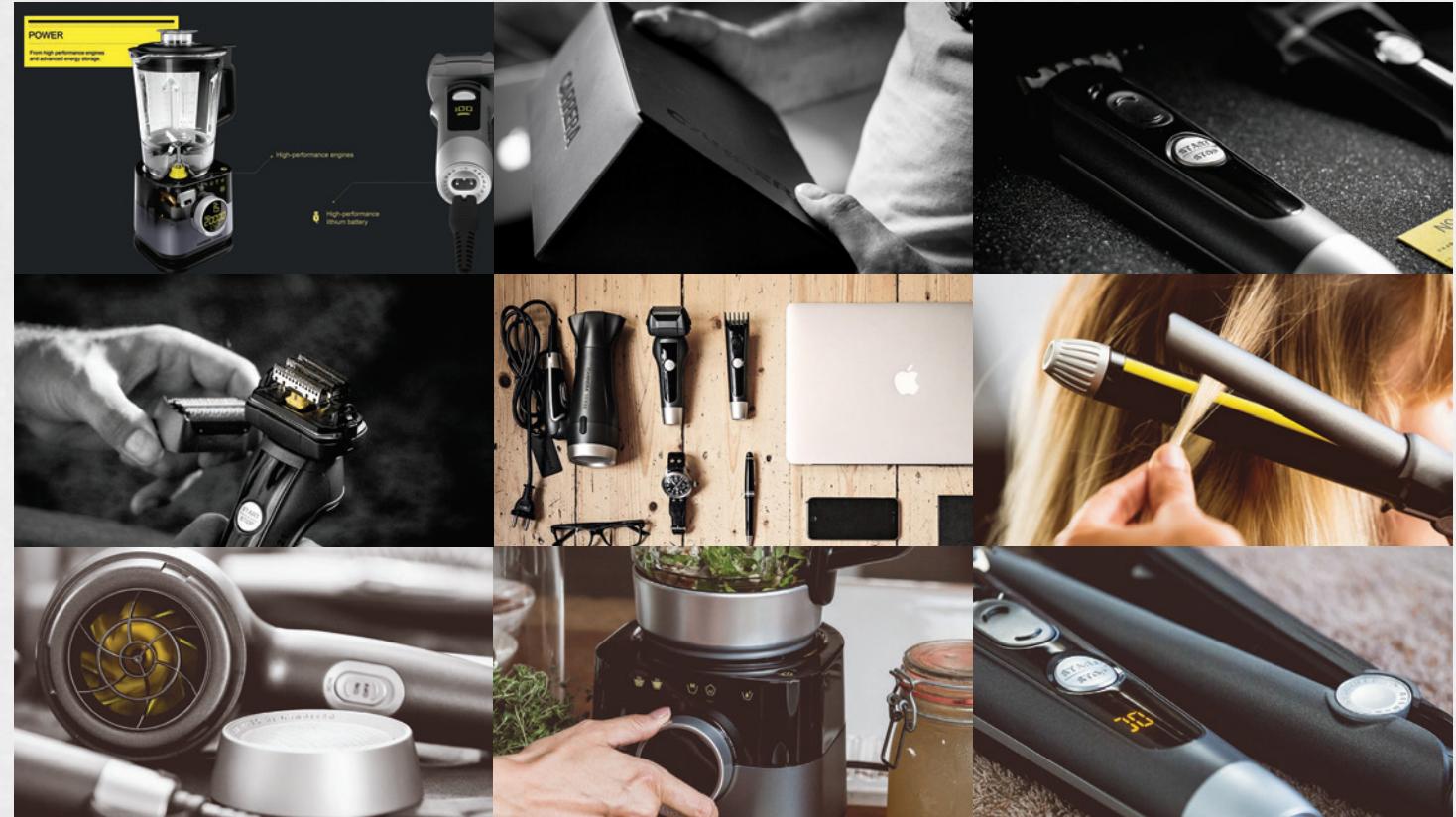
And many complicated research and analysis in the kind were being taken out during the design phases.



Image

These images not only serve for brand identity and advertising but are also reflected in the products themselves.

From the dark grey with vivid yellow accents to the silver caps all around and the powerful engines within, every small detail speaks one language:
Power and endurance.



DNA

DNA is the resource of transmission and evolution. It is the secret of nature and also for a long-term brand development: the only way to give products lives.

It is also part of design management to keep **all product as a family** and to lead the direction of design as a guide line.

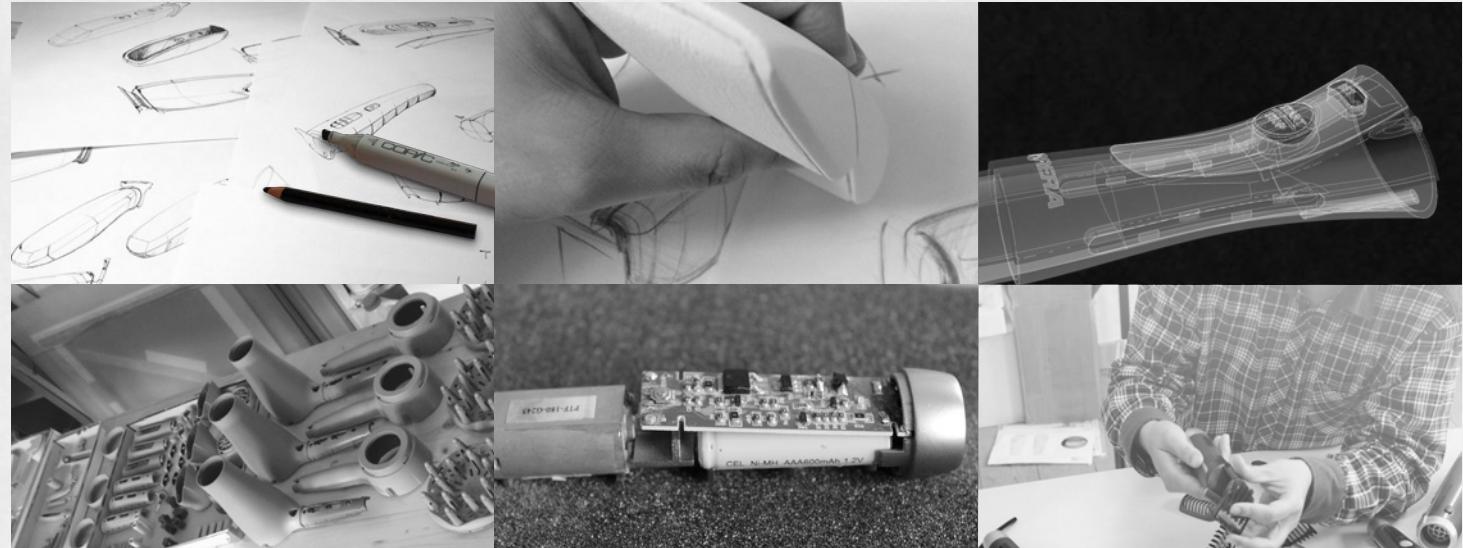


Product Dev.

After research, we proceeded with each product, engaging in idea generation, sketching, mockup creation, CAD design, rendering, 3D printing modeling, engineering, prototyping, testing, certification, and final series production.

Close collaboration with marketing experts, engineers, and sales professionals became more crucial than ever before.

The workload was equivalent to more than ten product design projects. This exemplifies the essence of teamwork.



Packaging

Packaging serves as the initial interface between users and products, conveying numerous narratives.

My role in this project as a designer involved rendering, defining graphics, and communicating with manufacturers.



the SHOW

From 2014 to 2016, the brand new Carrera appeared at the IFA in Berlin and made multiple appearances at other exhibitions.

In my role as a designer, I contributed to rendering, designing booklets etc, and enjoyed the process.



Awards

Following the brand's relaunch, numerous Carrera products have garnered considerable success, earning multiple design awards. Of particular **significance to me** are the following two:

As the key designer for Carrera Stick Blender No. 554: PLUS X Award 2016 for High Quality Design & Ease of Use.

As a design team member for the entire brand: PLUS X Award 2016 for Most Innovative Brand.



I'm a senior product designer/development expert, trilingualist, a passionate person with international background. I make ideas real.

Considering the limitation of this document, I would be delighted to share **further captivating projects** I've completed over my years of experience in person. I look forward to meeting your team and get acquainted **face-to-face**.

Contact

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+49 176 57856689

< Email
< Mobile

