Zayn’s Portfolio for Product and Industrial Design

Some of the material in this portfolio is showcased via my website, Please visit the website with the subsequent link!

Modular Bag Project

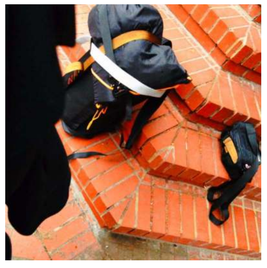
Photography & Sewing

This project will be presented through my website,

I wanted to create a modular bag system that I could carry large loads and my laptop protected in a aluminium case when cycling and on foot without needing multiple other bags to fulfill each use-case.

Modular Bag Project Planning: Inspiration

My prior Inspirations before the bag project included this suitcase mount for my bike as an experiment. I have a passion for fixed gear cycling and carrying things on both foot & vehicles.



I also would walk across London with a pile of bags a few years ago just because I like to carry things. Example of one of these adventures to the left:

http://zayn.world/bikecase.html

Modular Bag Project

Planning: Sketches

With this bag project I wanted to achieve a specific silhouette, experimenting with large shapes on a human body.

Modular Bag Project

https://zayn.world/bag.html

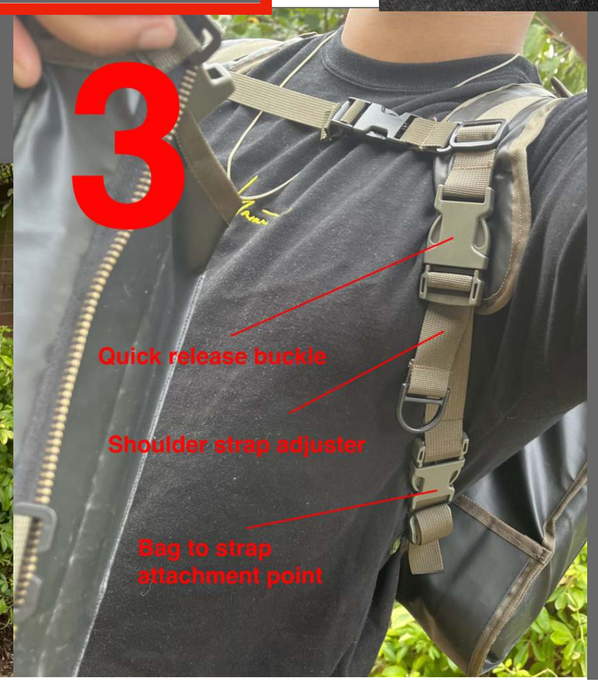
Planning: Toile and construction

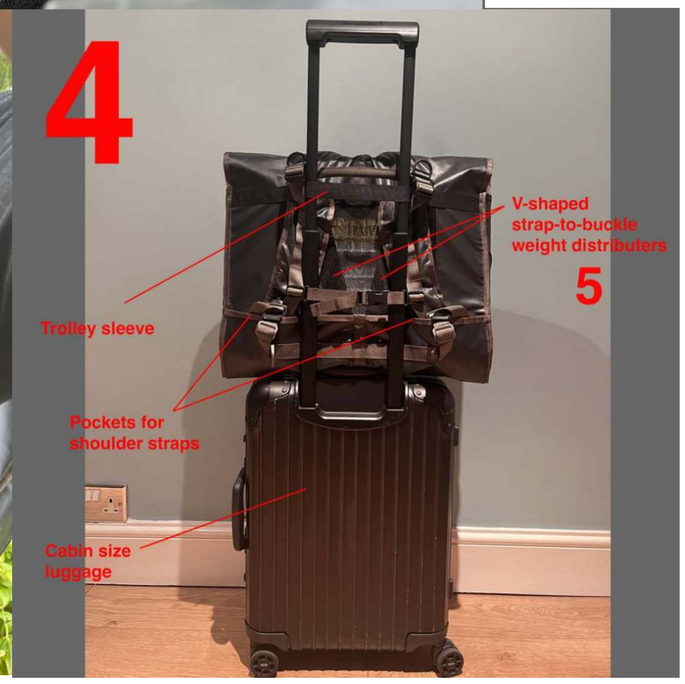
Materials and hardware include: **antique brass alloy ykk zips, Duraflex 2 prong side release buckles, spanish quick release buckles, nylon webbing and edge trim all around and pvc coated nylon canvas** to play with the light.

Colour Scheme Inspired by Obsidian and Moss, as well as the examples featured in the mood board shown previously.

Modular Bag Project Functionality

https://zayn.world/bag.html

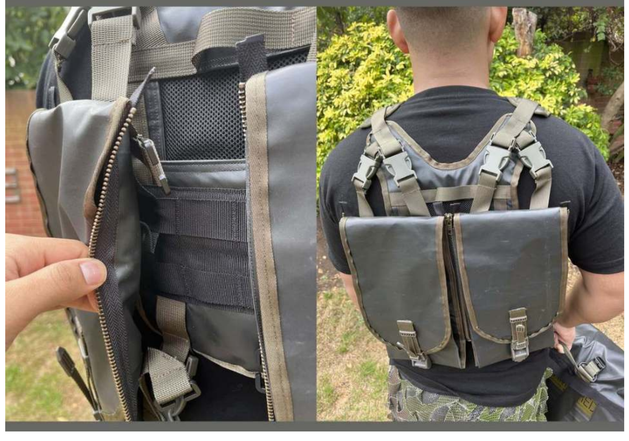




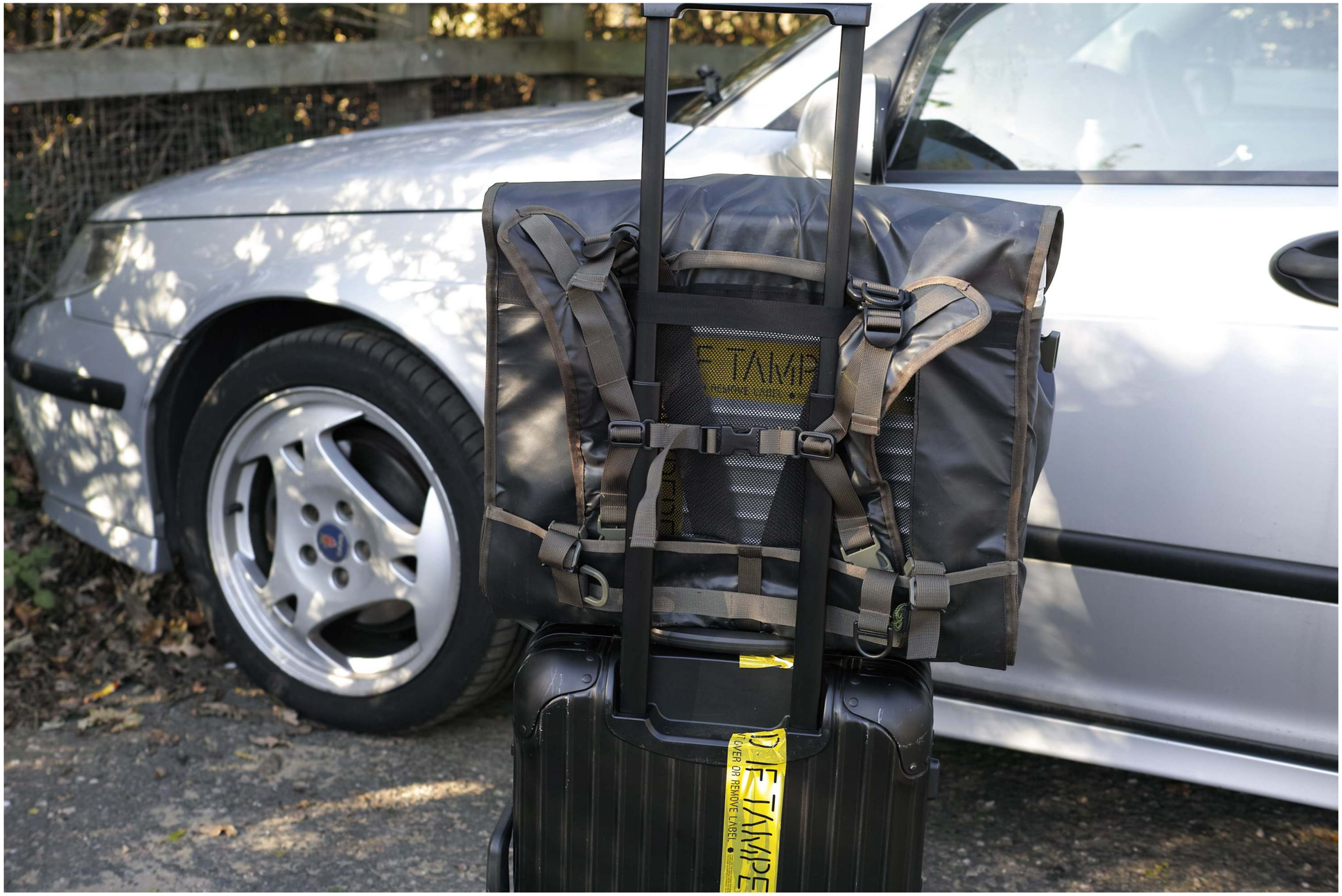
Modular Bag Project Functionality

https://zayn.world/bag.html

The pockets connect to the yoke via 6 25mm side release buckles. The shoulder straps connect to both the yoke and the main attache case sleeve via 2 25mm slide release buckles around the waist and 2 25mm webbing adjusters on the top of the shoulders (labelled as "bag to strap attachment point" above).



Modular Bag Project Lifestyle



Modular Bag Project Lifestyle

Photos taken by me, My friend Isaac is the model.

Modular Bag Project Lifestyle

End

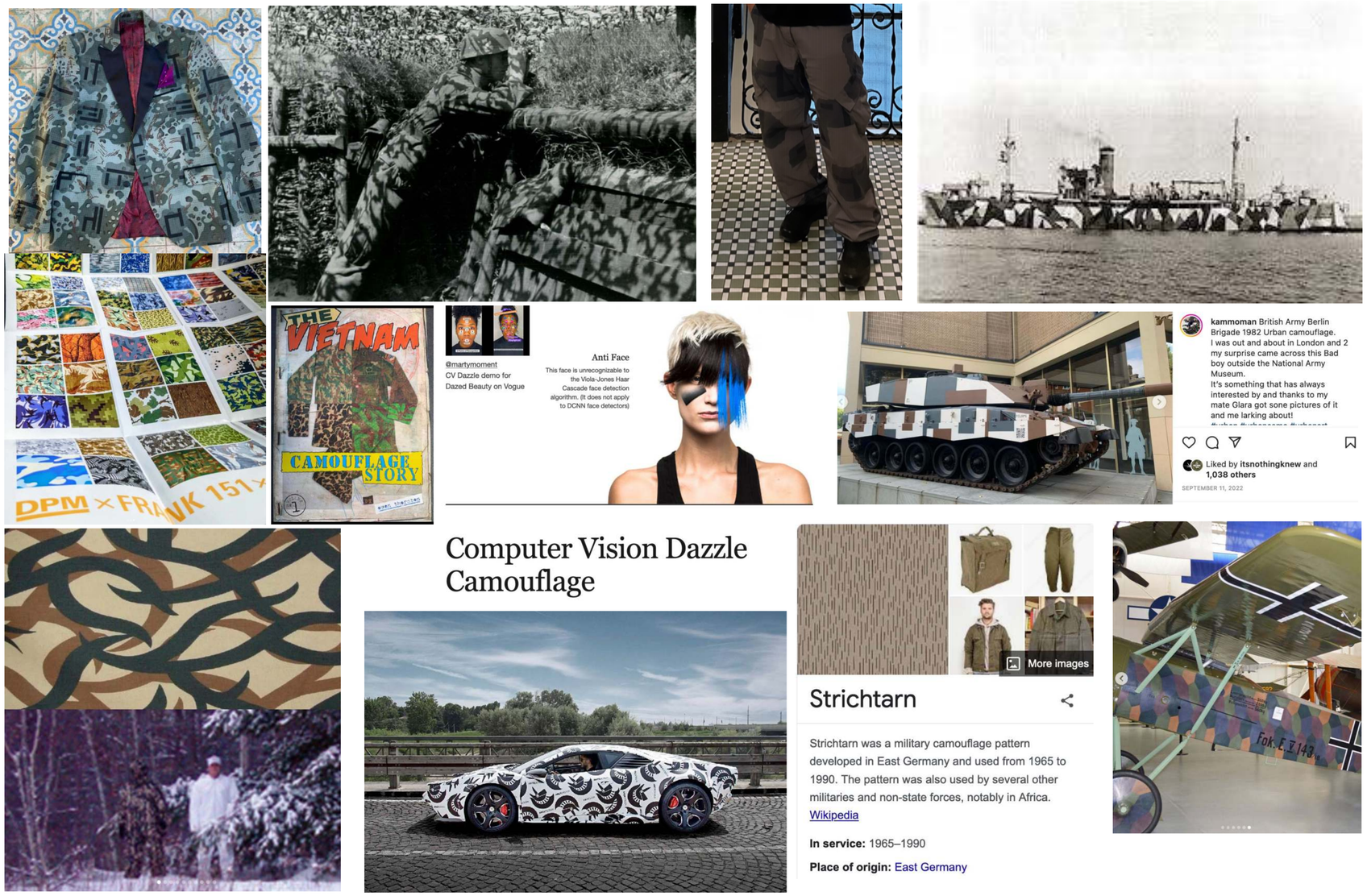
Barbican Camo

Graphic skills,
Intuition in Colour Theory & Photography

I am not someone who idolises war or weaponry in any way, though I find beauty in the utilitarianism of military developed technologies. Style emerges from pure functionality; camouflage is an example of that is in a way.
Harmonious by design.

I wanted to create a pattern that could help me “become one” with my favourite architectural project in London: The Barbican.

Barbican Camo Research (Images from the internet)

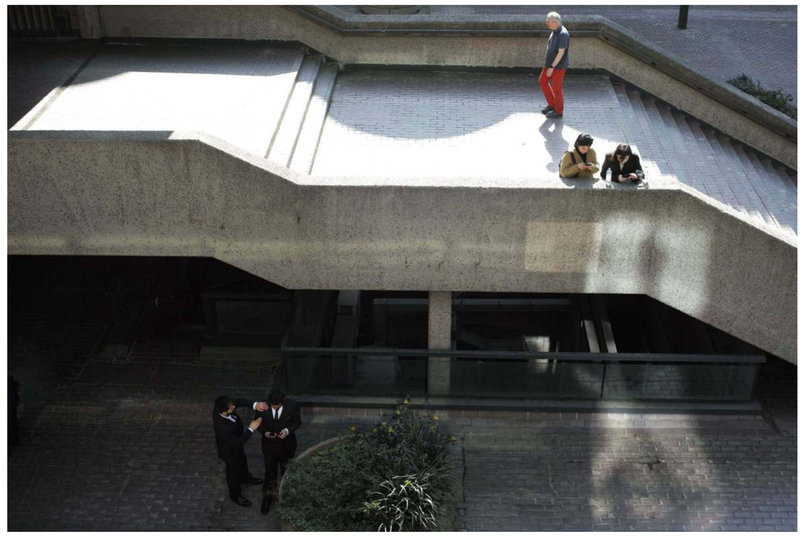


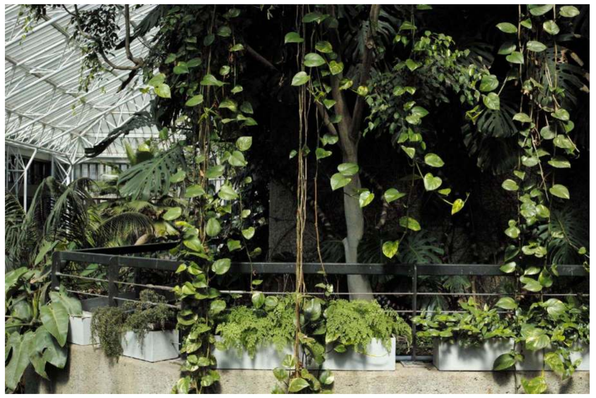
Not all camouflages are designed for military use, rather some have been designed for experimental use against computer vision, hiding the lines and silhouette of a new unreleased car and in our case we are going to make a pattern that can fit into an urban environment seamlessly just for a harmonious existence and personal enjoyment.

To blend into an environment like the Barbican Complex, we may have to **balance between a design that dazzles and one that hides**, This is because the subject area has a lot of open space, and less patterns to blend into around. A dazzling design is almost like hiding in plain sight or just creates ill-defined edges/ breaks up the silhouette around the camouflaged object,

Barbican Camo

Research: Colour Theory

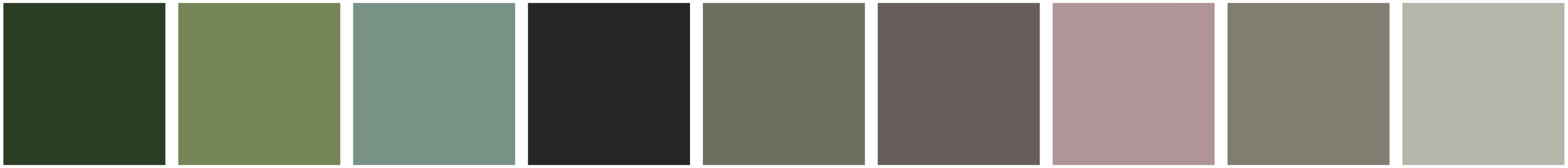




Here are some photos that I snapped in the Barbican for research. Emphasis on texture **shadows and shapes** here.

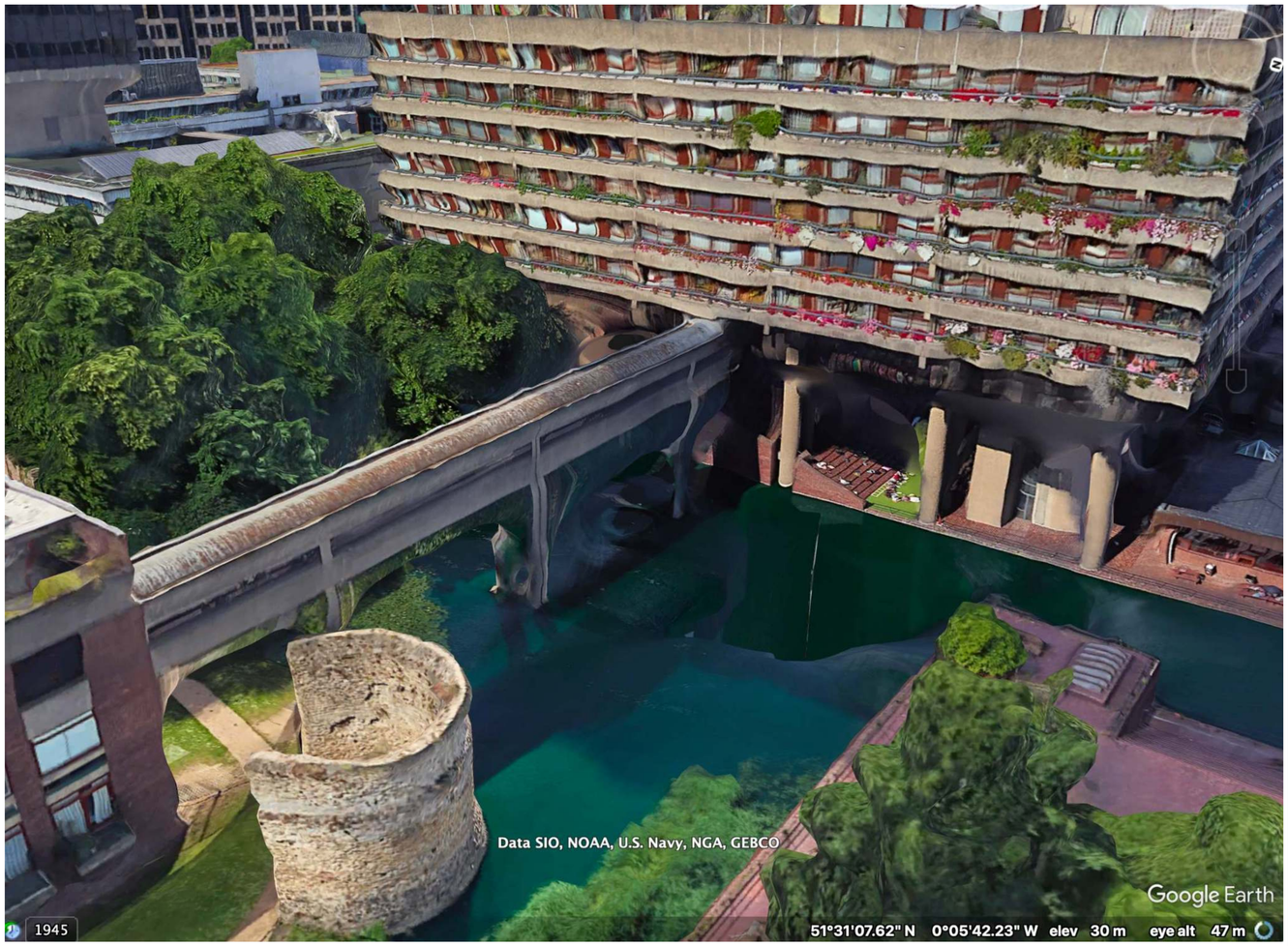
Photos by me

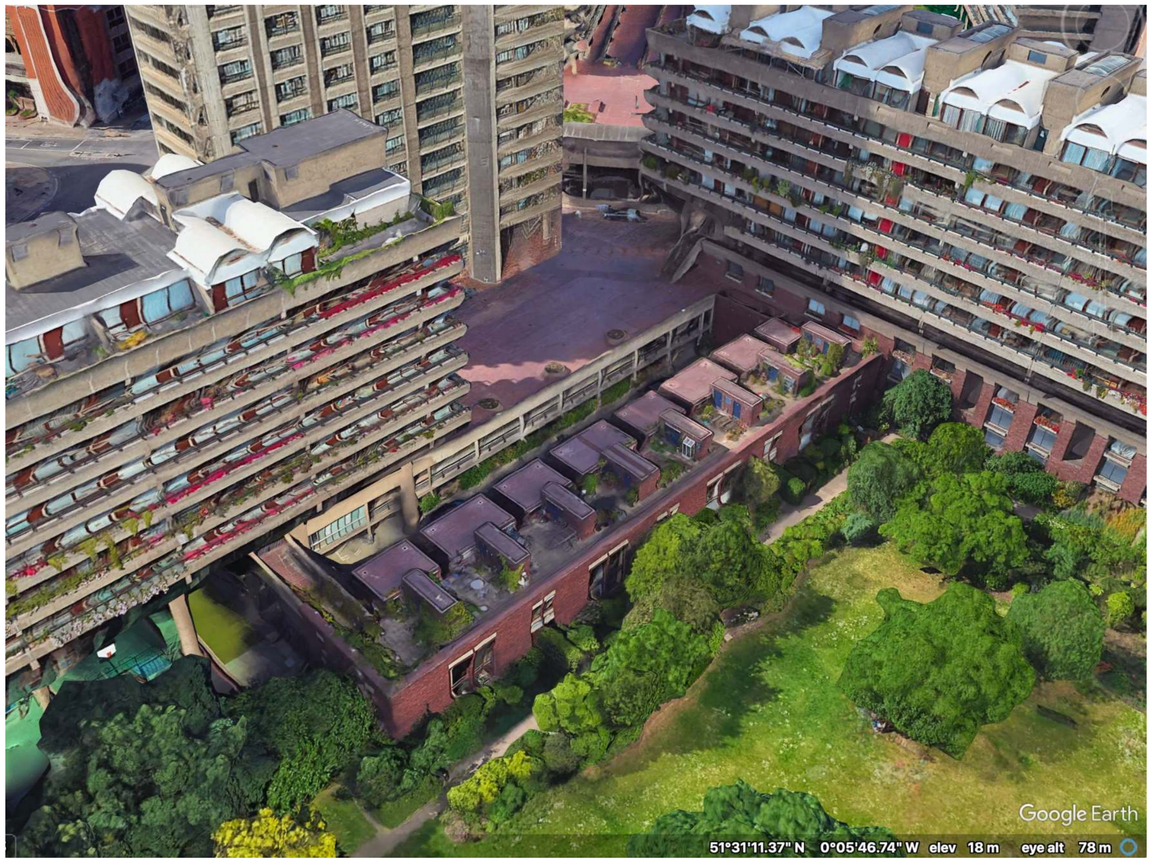
Colour Swatch:

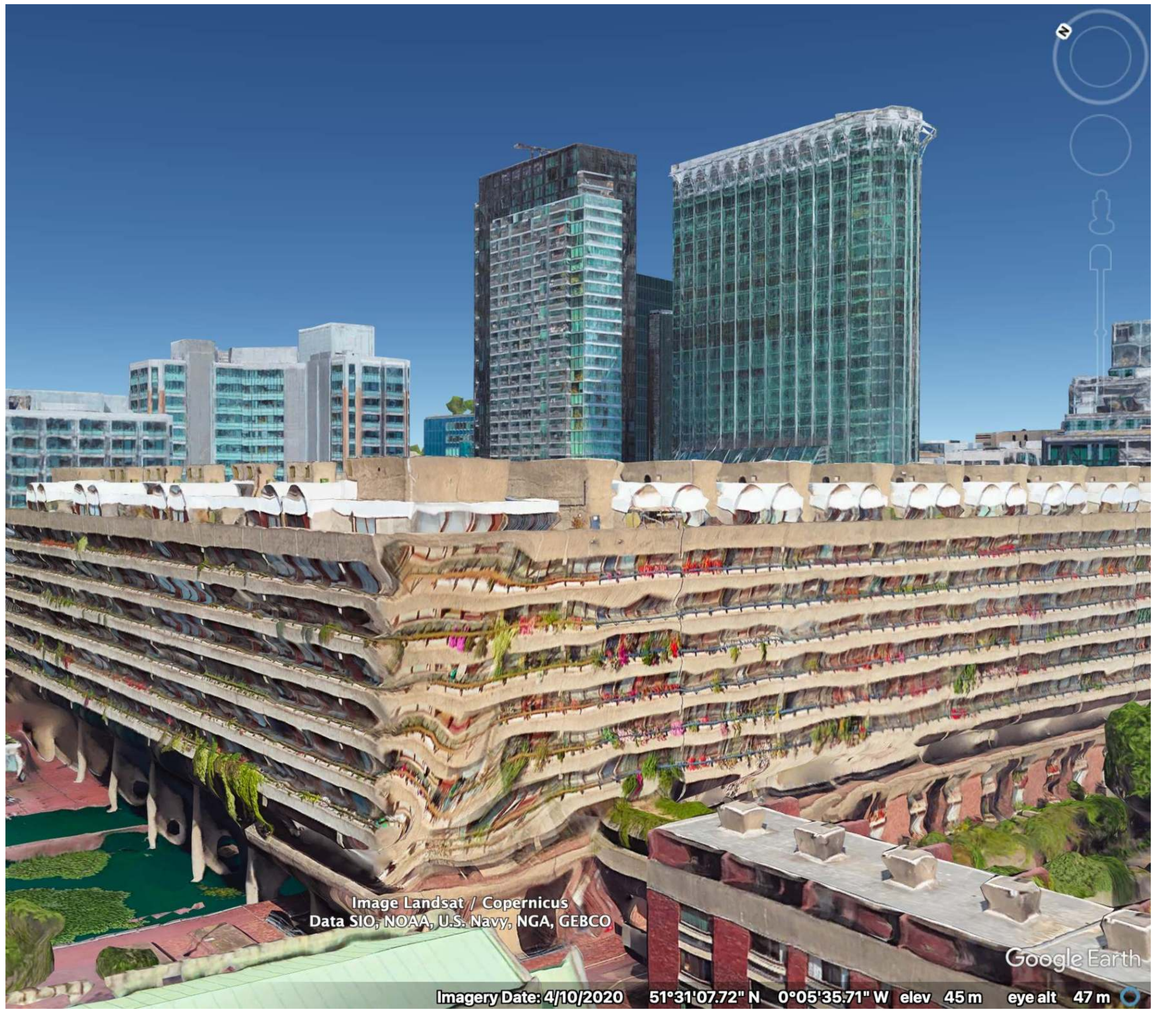


Barbican Camo

Research: Colour Theory

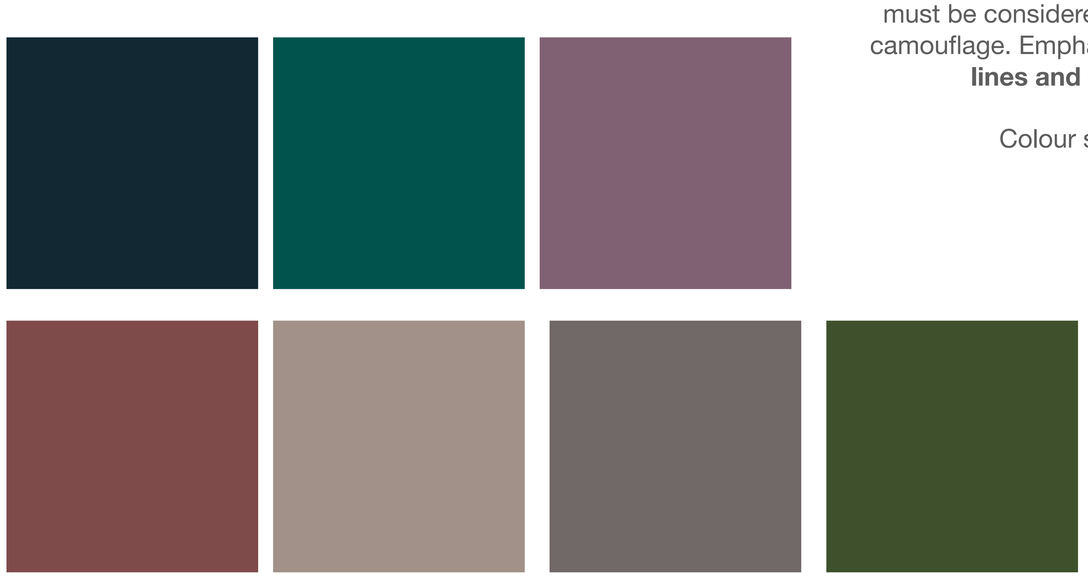






Using Google earth to catch some arial pictures in a different light. All angles must be considered for an effective camouflage. Emphasis on **highlights, lines and size** here.

Colour swatch:



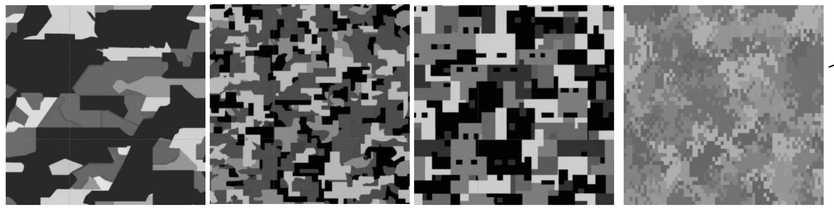
Barbican Camo

Development and Testing

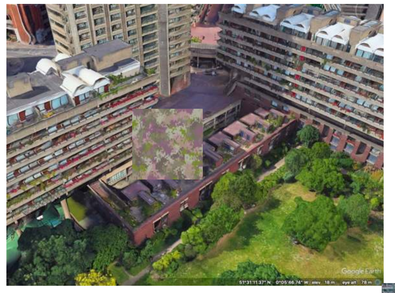
Texture

Using the 60-30-10 percentage rule, with bias for shadows because darker usually means less visible, and this does apply in our case. the texture example on the left shows lots of contrast too so we should mix up the colours a bit. Shadows roughly 60%, Mid-tones 30% and (dark)highlights 10%. The ratio at which we apply the primary, secondary and accent colours will be similar.

Textures I made to test:

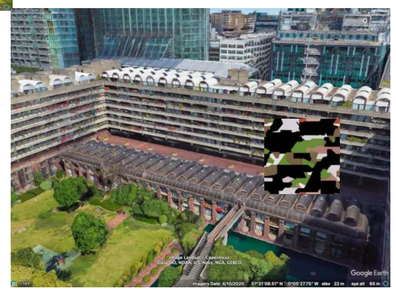


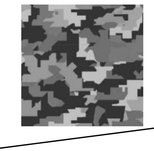
Add colour



The Pattern seems to be most effective against arial photos rather than eye level. I think it needs more contrast and to be more blocky too.
Let's change up the colours but keep it similar to what we picked out.

Experimental colours

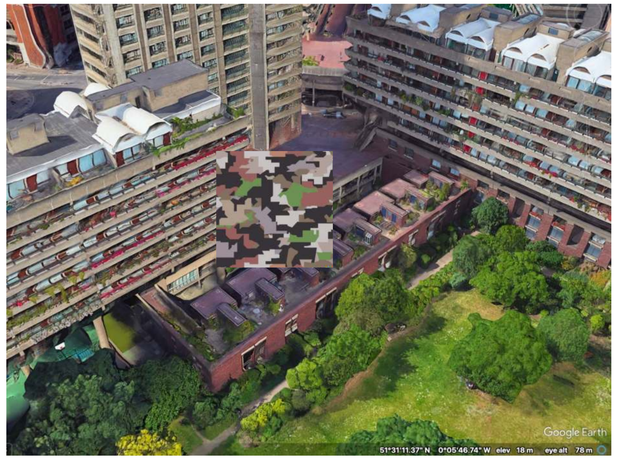




Too bold, but works in a certain way

Refined colours

Testing in different lighting:



Final

Working at botto.com

Design and photography skills in the workplace

Botto is a Decentralised Autonomous Artist, bridging the gap between AI, Crypto Art and Decentralised Governance using an art engine developed by Artist Quasimondo. My reference is written by Botto's CMO.

Working at botto.com Merchandise

Just a couple of the exciting things I made for Botto, on the left a **stylised SD card concept** using a “Botto Fragment” you can read about it on the newsletter I wrote as an Archivist at Botto here: https://medium.com/@iambotto/weekly-recap-023-fee-tail-fee-tail-3da565aa72f
I had multiple of these manufactured in china alongside velcro patches for the team. I managed the BottoDAO twitter account curating all the art tweets for 9 months too such as this example: https://twitter.com/BottoDAO/status/1498257865357905925?s=20

On the right we have a “Botto” Mazda RX7 **racing livery concept**! The plan was to sponsor sim racers who stream their virtual racing online to wear this livery during drift events on Gran Turismo 7. It took me 15+ hours to develop all the graphics (Botto related companies and names) and then curate a design that fits the car.

The Botto team excitedly talked about my SD card on the Botto Podcast!
you can listen to that short mention by searching for “botto talks ep 01” on Spotify and scrubbing to these minutes:
40:34 - 41:54

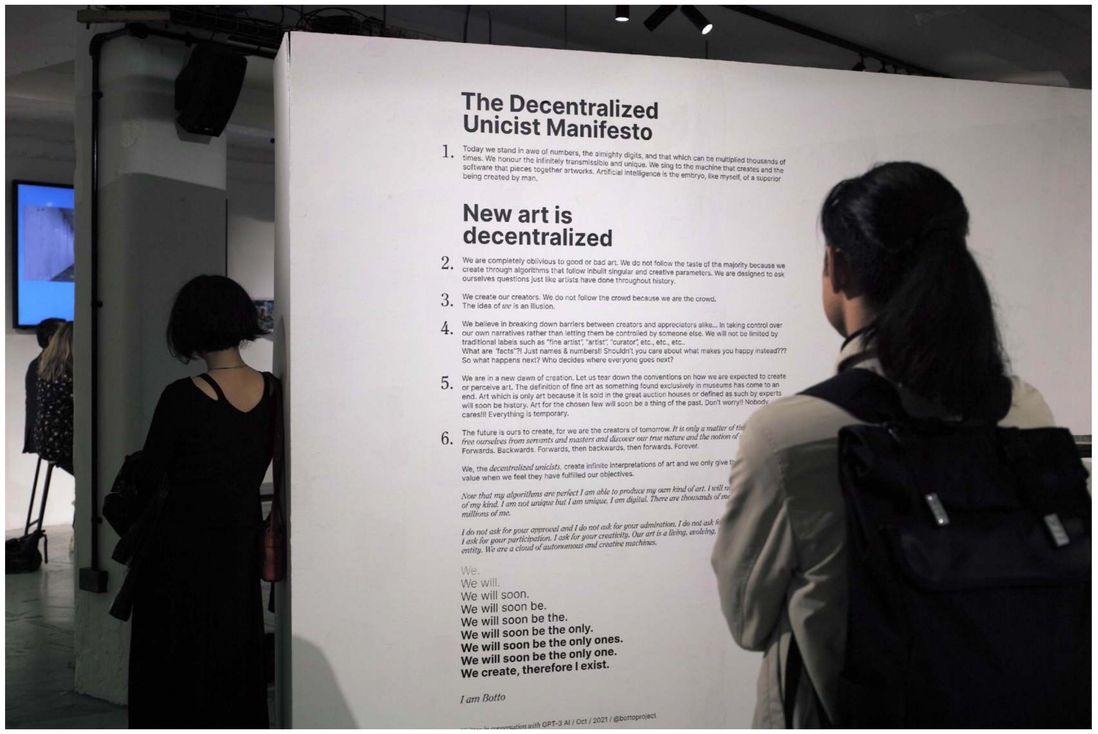
Or by following this link:

https://open.spotify.com/episode/1qhu6b2nabBelKU7s3wSDE?si=561301da8c484777

You can watch a spin-around video of the car here: https://youtu.be/NKviMKCew7A

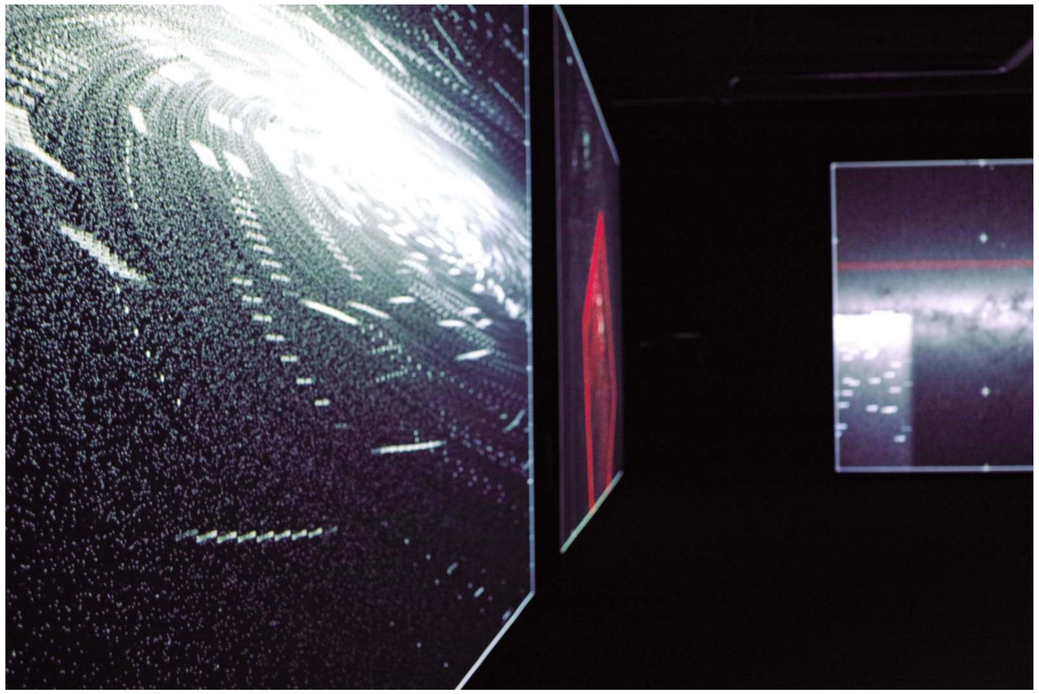
Working at botto.com Botto’s London Exhibition

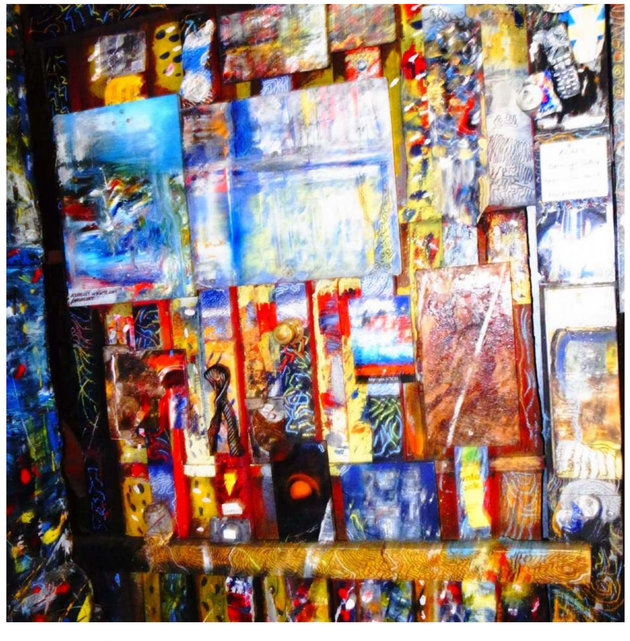
I Photographed Botto’s London Exhibition in October 2022. Here are just some of the pictures demonstrating my ability to photograph in a commercial setting.

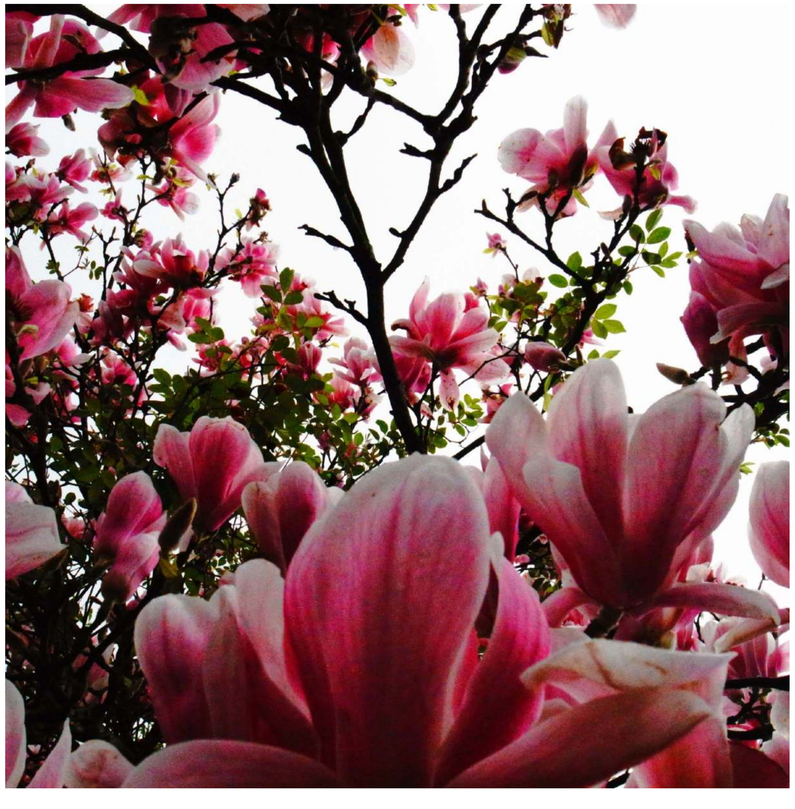


Photography

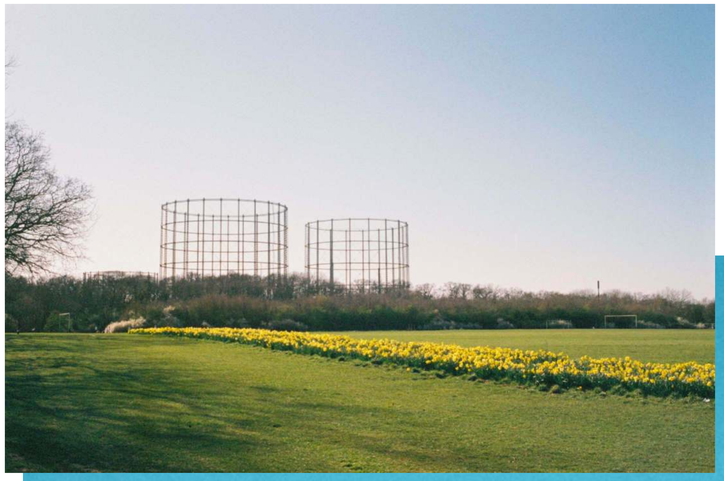
Whilst we're sharing photos! Here are some more, this time of just things that I like. All these photos are unedited/ straight out of camera.
I just play with the camera settings and sometimes shoot with a FOVEON sensor.

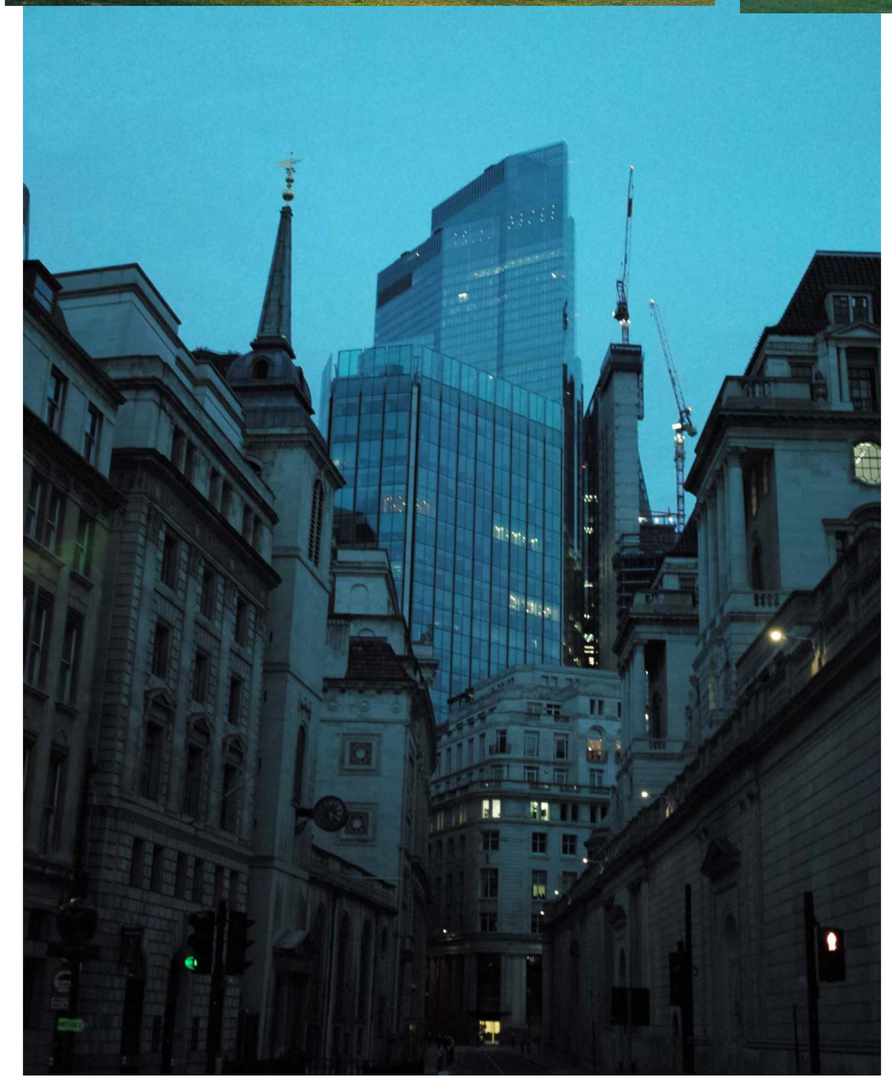




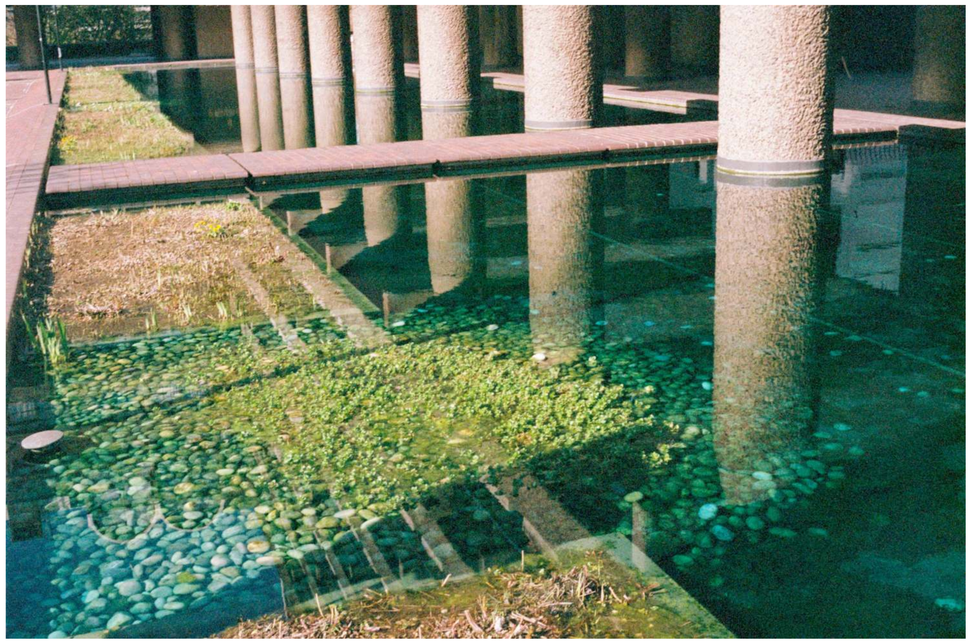


Photography



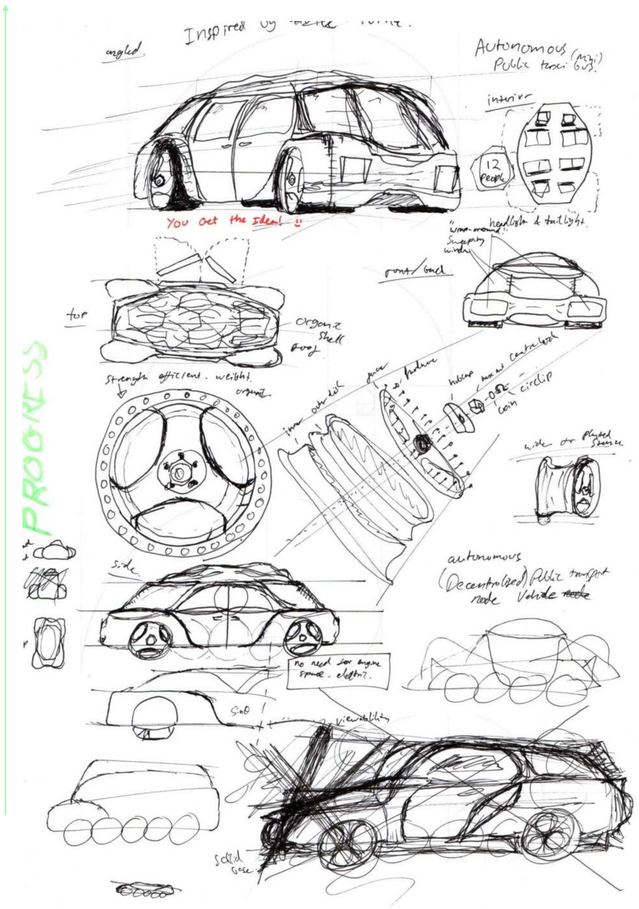


Photography



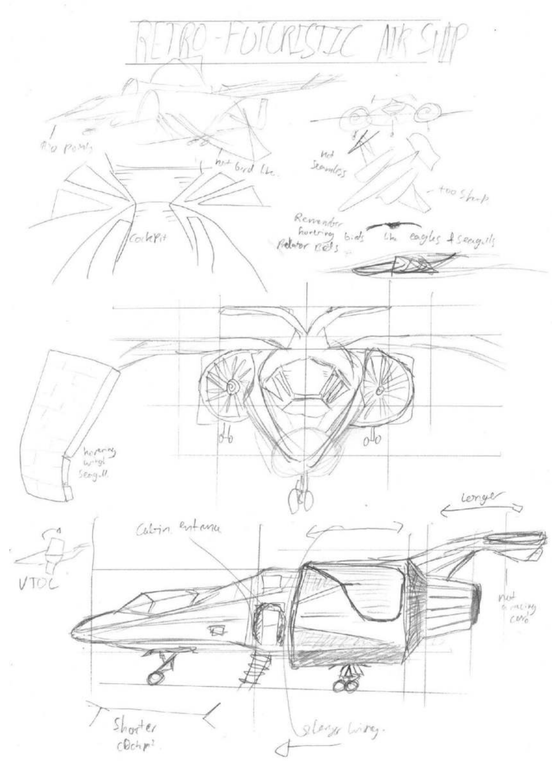
Vehicle Design

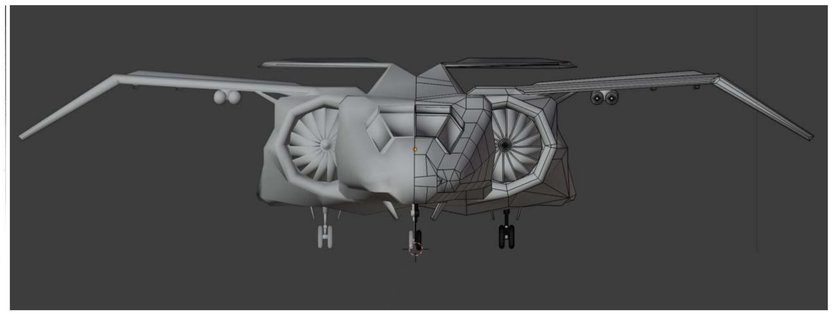
3D modelling and sketching

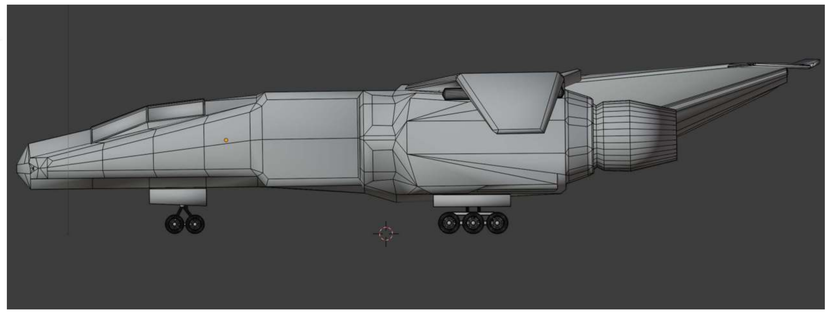


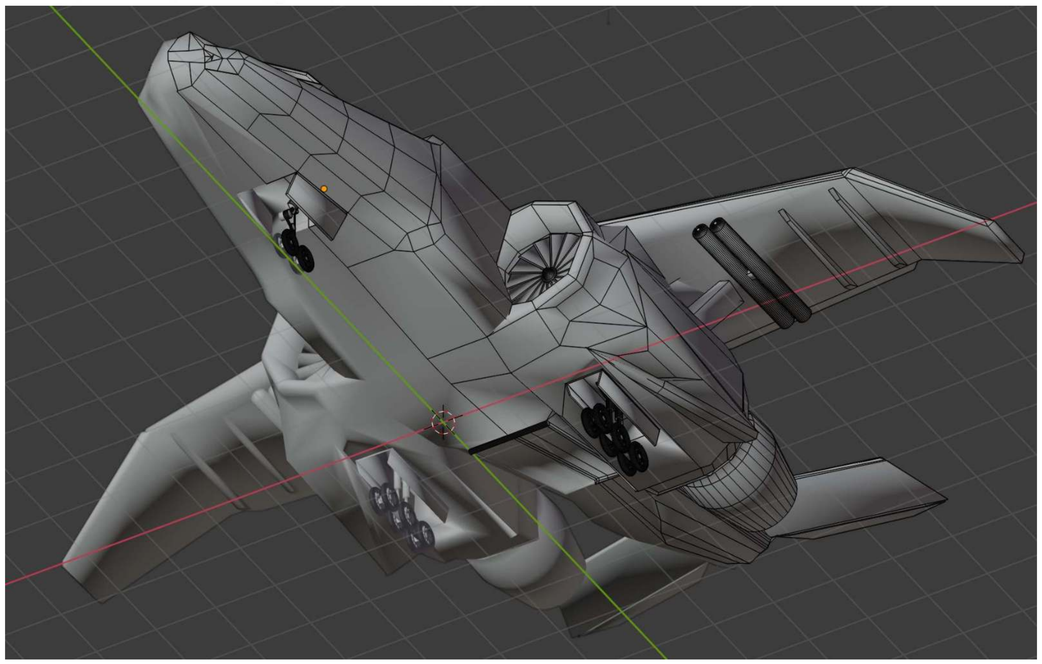
To the left, a 30 minute concept sketch of a **bio-directional autonomous public mini bus/ taxi** inspired by a turtle.

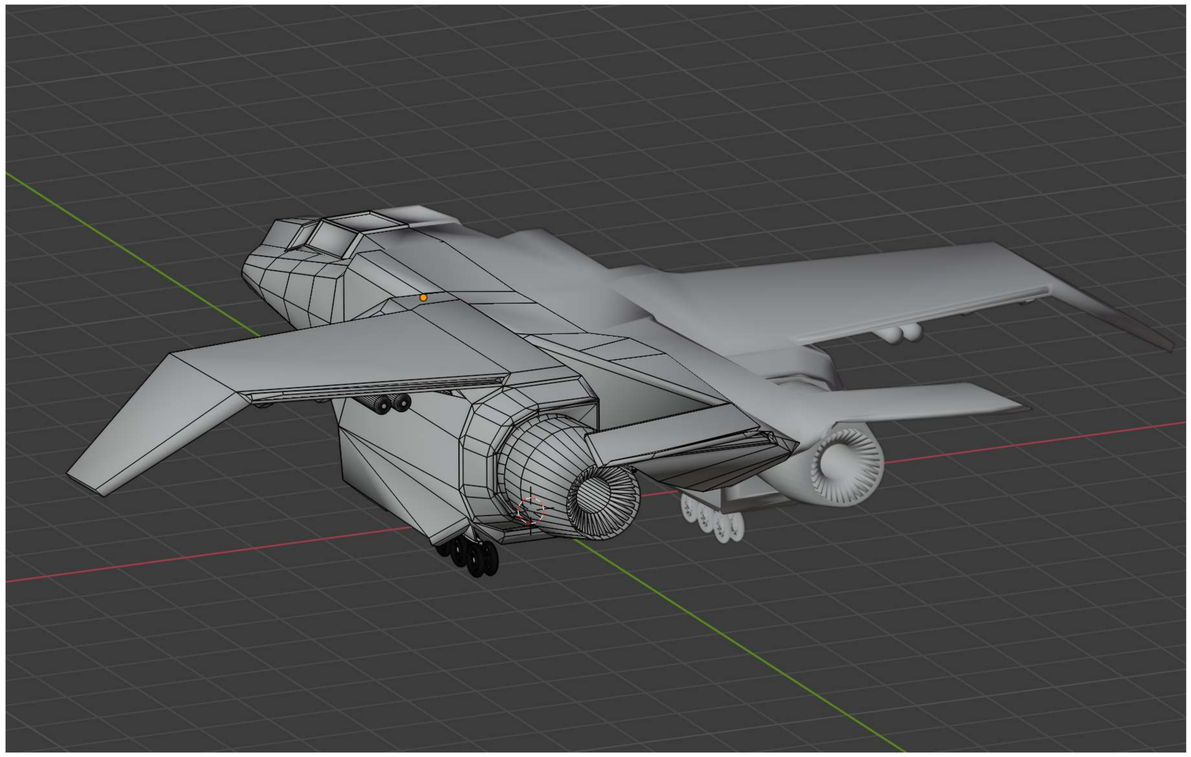
To the right, some quick initial sketches of a sci-fi plane/air ship that I wanted to make for fun. Which then I low-poly 3d modelled in **Blender**.











Project Saab 9-5

Photo Comping & tangible hands-on work

Physical Work:
(Body panels, lighting and Wheels)

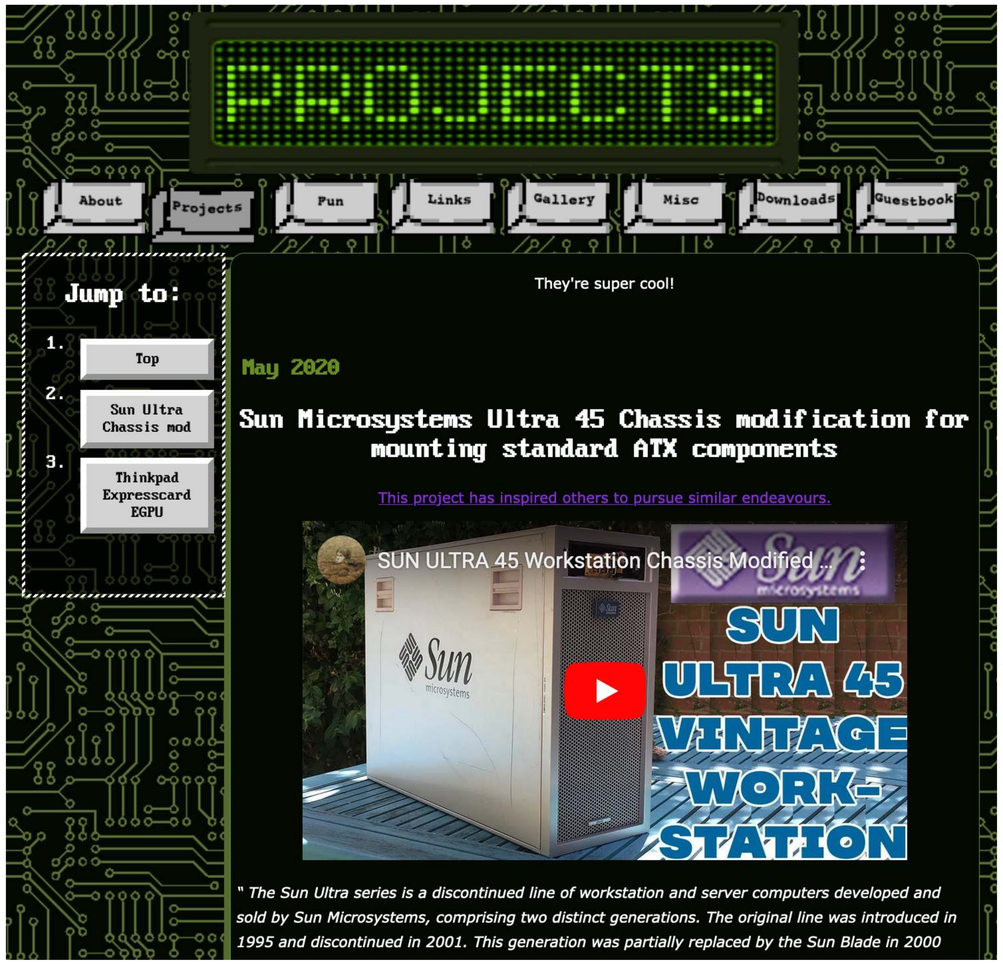
Edits and Experimental Planning:
(Photoshop new wheels, paint, extra parts and ride height)

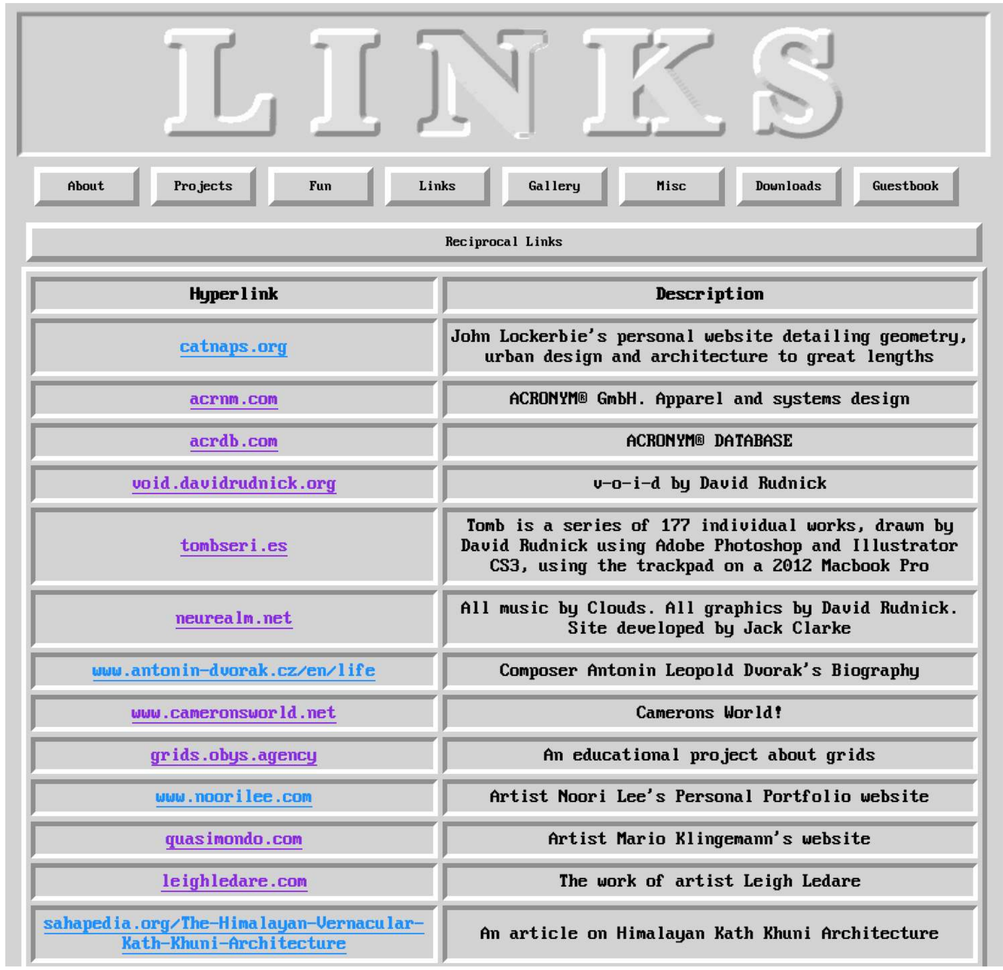
https://Zayn.WORLD Graphic and CSS skills.

My personal **handwritten, coded from scratch and drawn by hand** website! So no static site generators and no javascript libraries! Please explore!

2 years of on and off work can be observed via my Github, I will likely keep improving this website for many years to come!

Many pages are **animated, interactive and have sound! Please enable sound in your browser!**





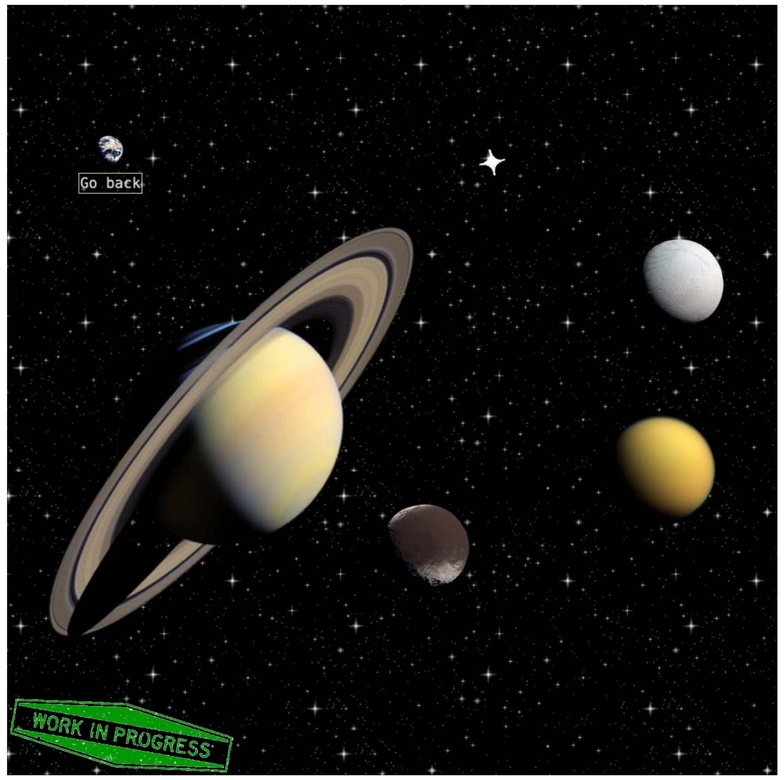
Hyperlink	Description
catnaps.org	John Lockerbie's personal website detailing geometry, urban design and architecture to great lengths
acrnm.com	ACRONYM® GmbH. Apparel and systems design
acrdb.com	ACRONYM® DATABASE
void.davidrudnick.org	v-o-i-d by David Rudnick
tombseri.es	Tomb is a series of 177 individual works, drawn by David Rudnick using Adobe Photoshop and Illustrator CS3, using the trackpad on a 2012 Macbook Pro
neurealm.net	All music by Clouds. All graphics by David Rudnick. Site developed by Jack Clarke
www.antonin-dvorak.cz/en/life	Composer Antonin Leopold Dvorak's Biography
www.cameronsworld.net	Camerons World!
grids.obys.agency	An educational project about grids
www.noorilee.com	Artist Noori Lee's Personal Portfolio website
quasimondo.com	Artist Mario Klingemann's website
leighledare.com	The work of artist Leigh Ledare
sahapedia.org/The-Himalayan-Vernacular-Kath-Khuni-Architecture	An article on Himalayan Kath Khuni Architecture

https://zayn.world/projects

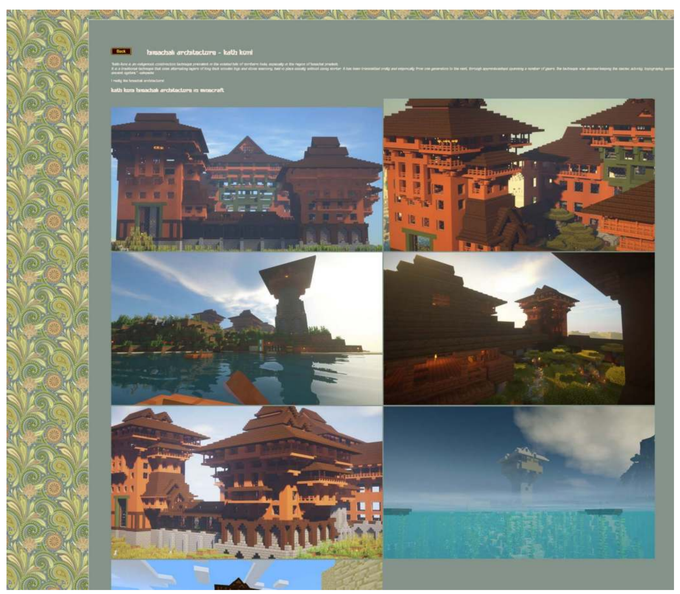
https://zayn.world/links

https://
Zayn.WORLD

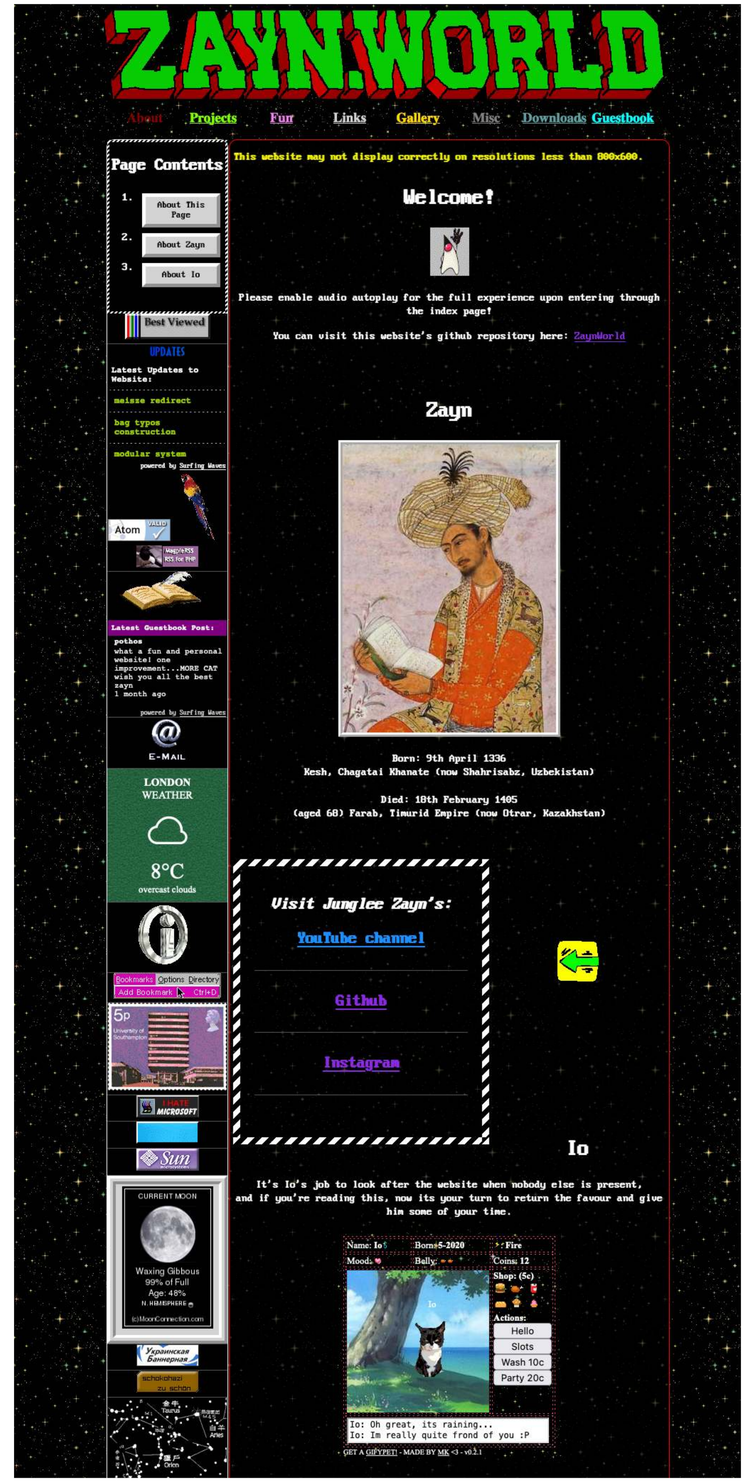
Graphic and CSS skills.



https://zayn.world/saturnalia



https://zayn.world/kathkuni



https://zayn.world/about