

Jackson Moore.

PORTFOLIO

INDUSTRIAL DESIGN

Industrial Design

I apply a human-centered design approach, bringing products to life through an iterative process. This methodology has proven successful in both a small creative agency and large manufacturing company. By prioritizing user needs, I create innovative and user-friendly solutions.



Motion - 2023 Best Design Award
Gold - Student Product Design

Design Thinking

By utilizing design thinking, I can tap into creativity, empathy, and collaboration, ultimately resulting in the creation of products that not only meet functional requirements but also deliver meaningful and delightful experiences for users.

Maker

I take pride in being able to make and tinker with different materials, I have been pulling things apart and making new things since I was young, building go karts and ziplines. I have always been the go-to for any job for companies such as **Better Tea Co**, **HiJewellery**, and **Production Coordinator at Resident**

O Motion.

Design for Mobility



Best Design Awards
Winner 2023

ms.

Multiple Sclerosis
New Zealand

SEM 2 2022 - 12 WEEKS

Auckland University of Technology

My mother was diagnosed with MS at the age of 21, she was told she wouldn't be able to walk unassisted by the age of 30. This project was dedicated to her.



MS isn't a one size fits all

MS affects people differently and what works for some may not work for others. MS can come at any age and people will experience it differently which is why it is important to design for different users needs.

People can be diagnosed at the age of 16 and by 24 they need some form of mobility assistance. All current forms of mobility aids for those with MS are the same medical grade canes and walkers that are used by those who are disabled or geriatric.

These same medical grade mobility aids come with a stigma, shining an ugly light onto disabilities.

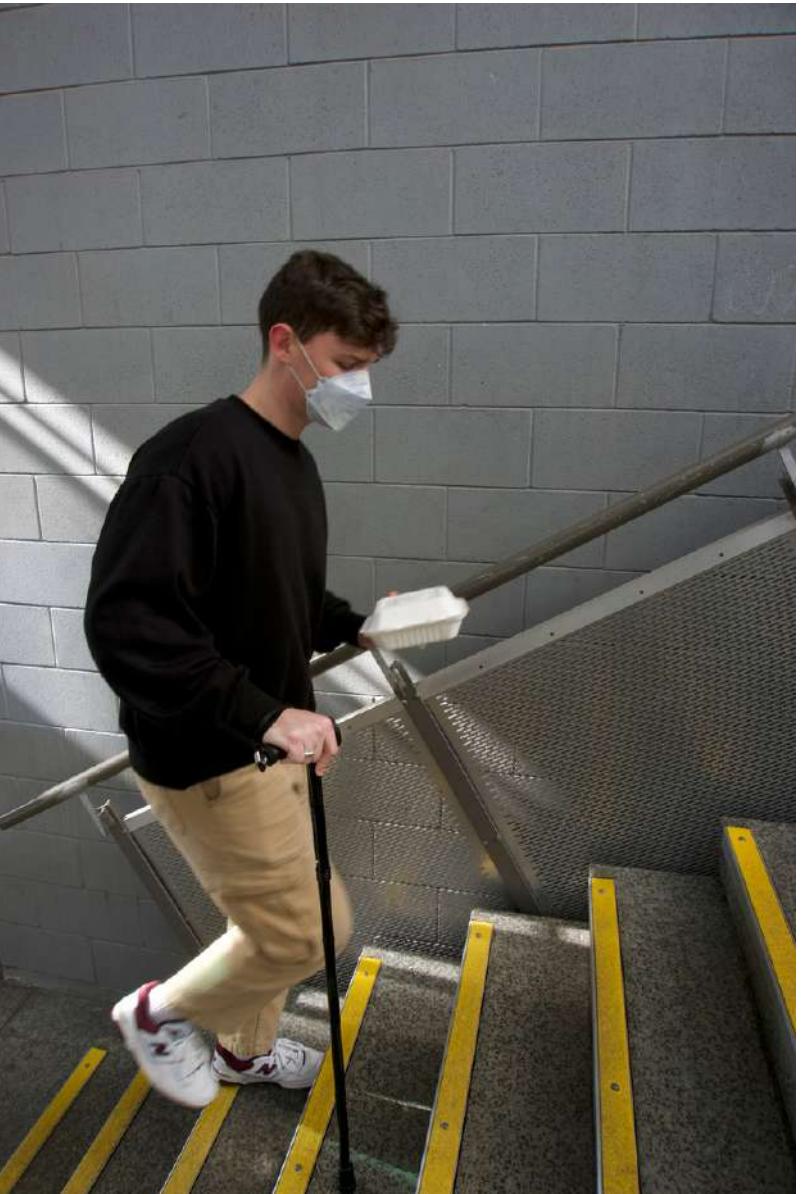
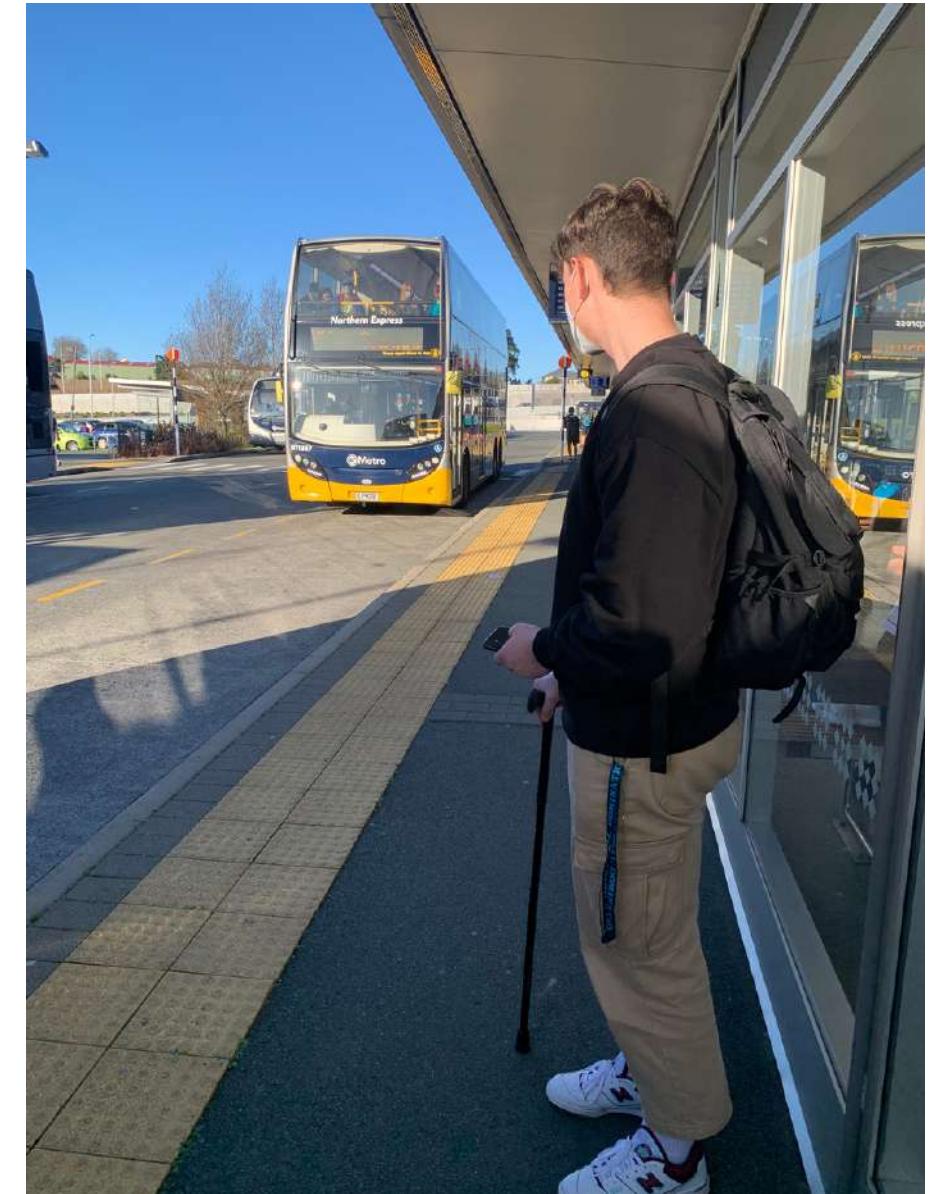
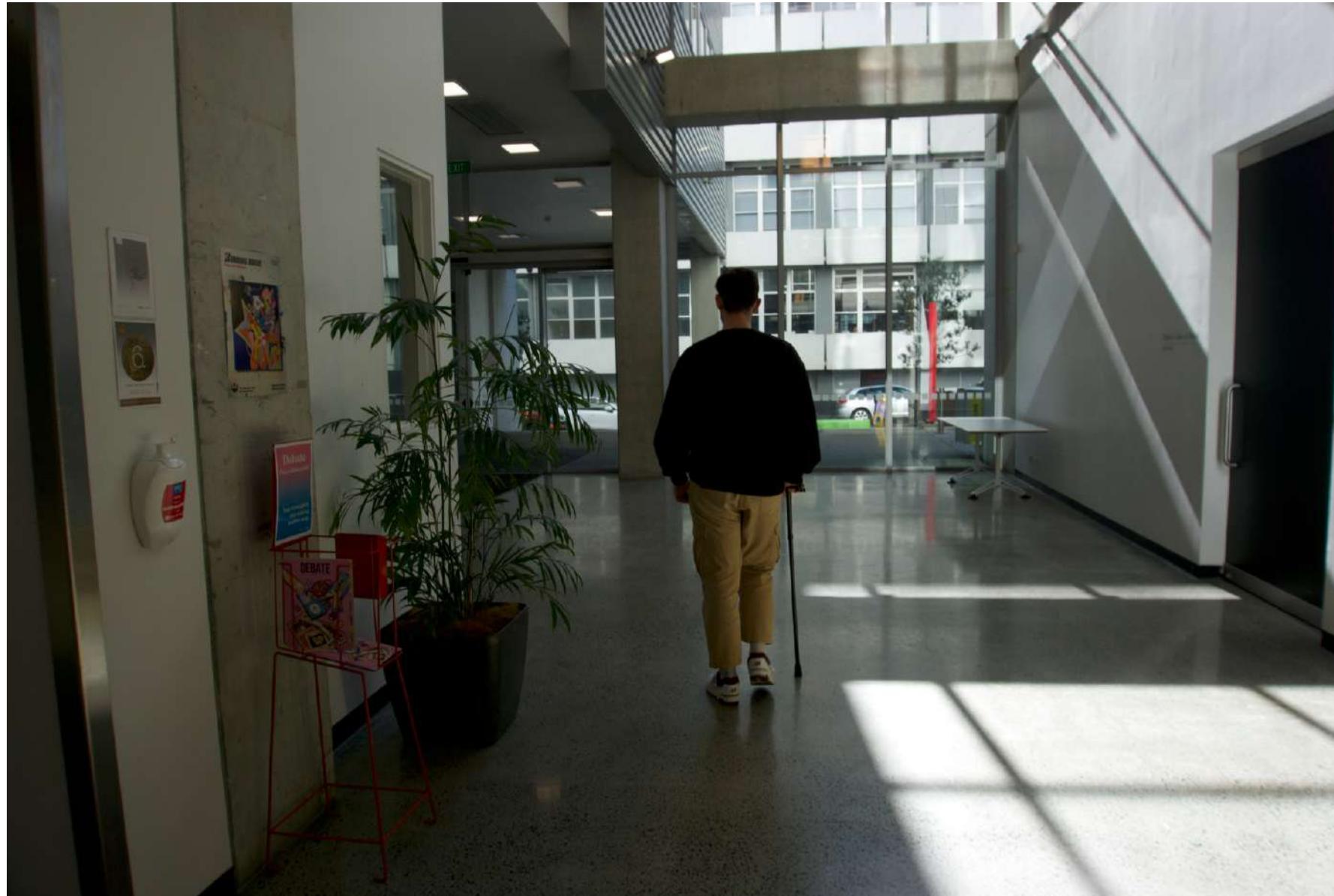


MS effects everyone differently

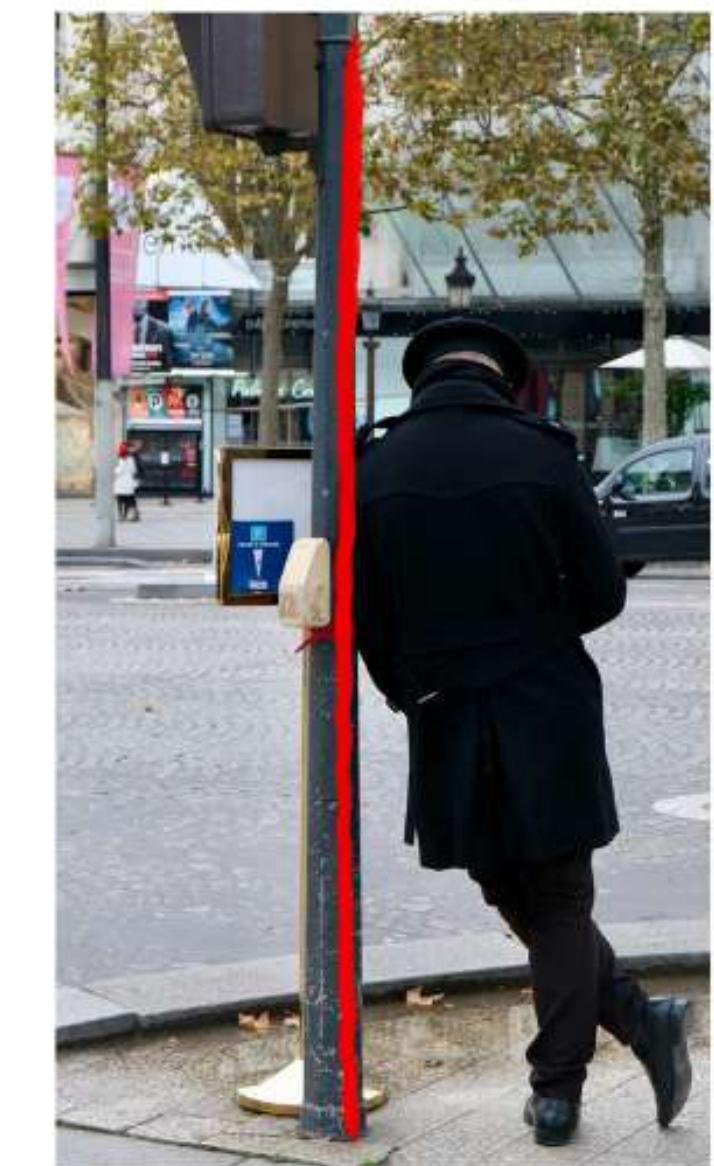
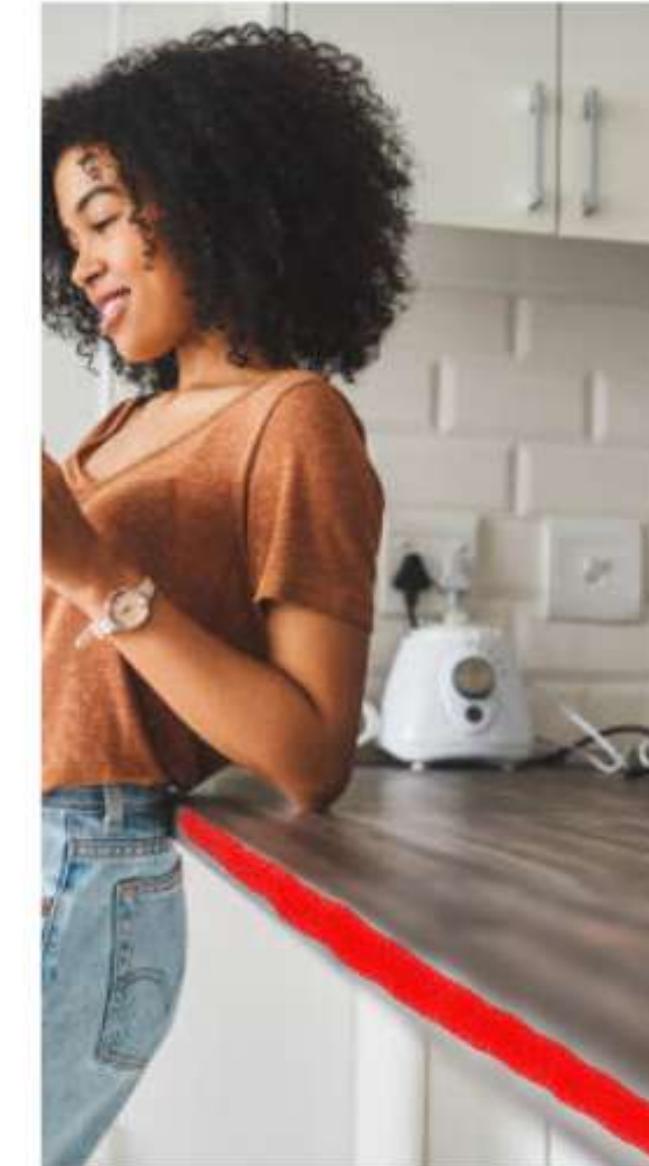
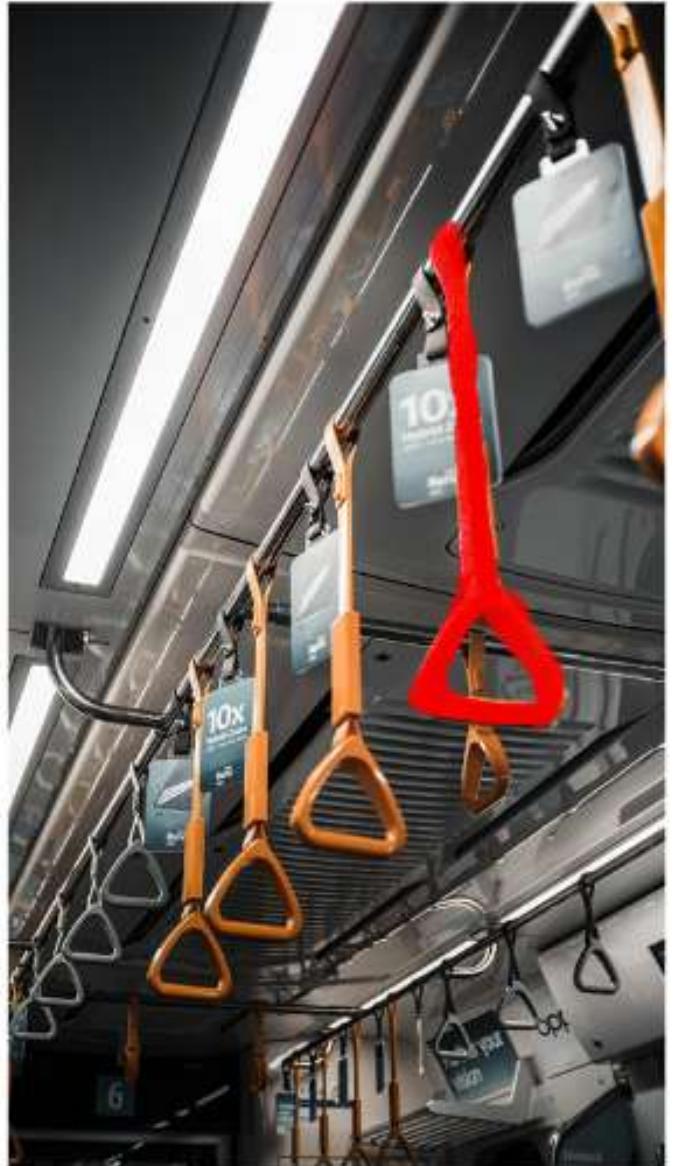
The most common effect that most people will experience is the loss of balance or difficulty balancing.

This sparks the insight into how we balance in our environment when we may have difficulties balancing ourselves...





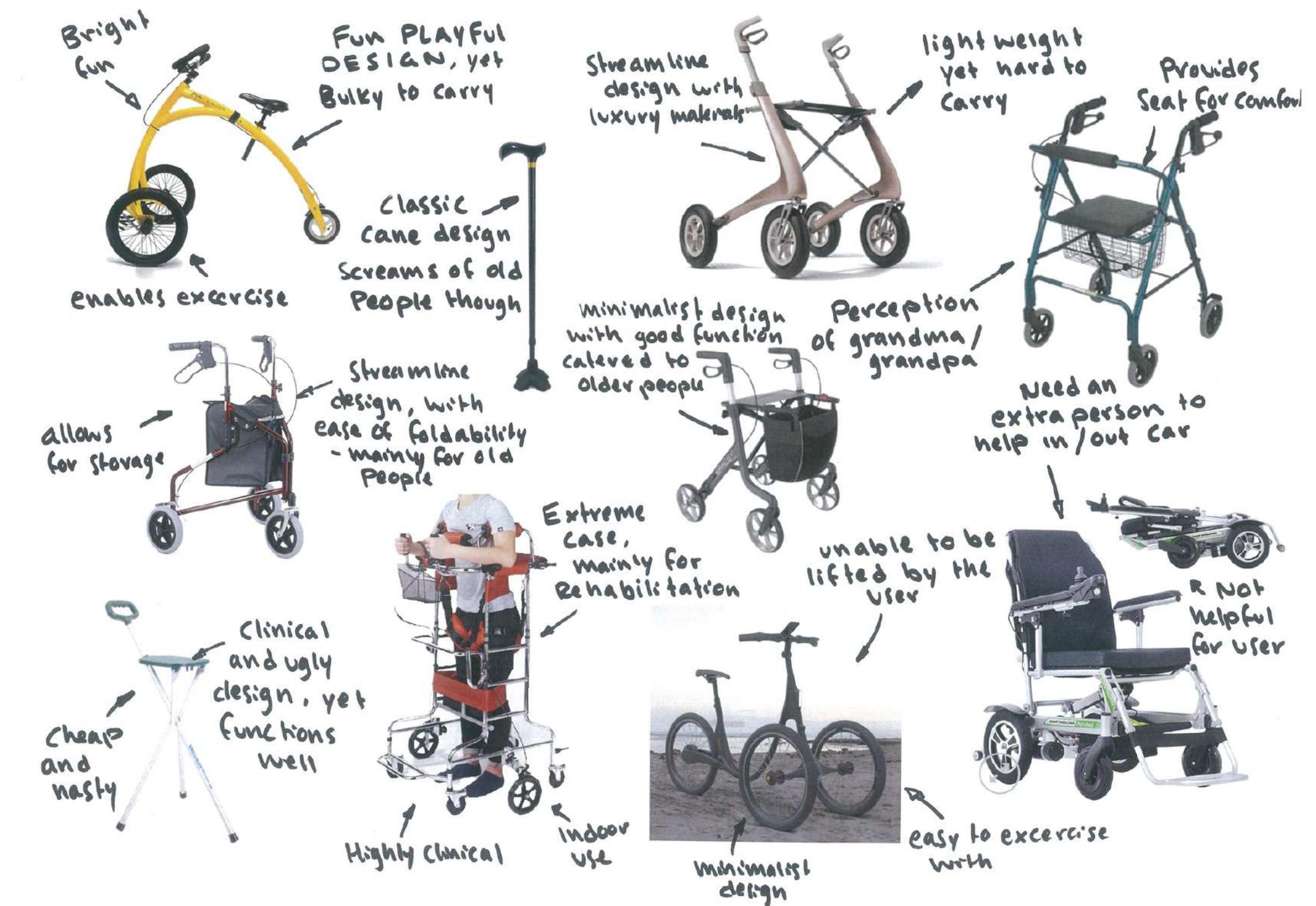
As part of my initial research I roleplayed as a 20 year old with MS, I spent a whole week walking around with a cane. I made sure I used it everywhere I went and was aware of the stares I got.

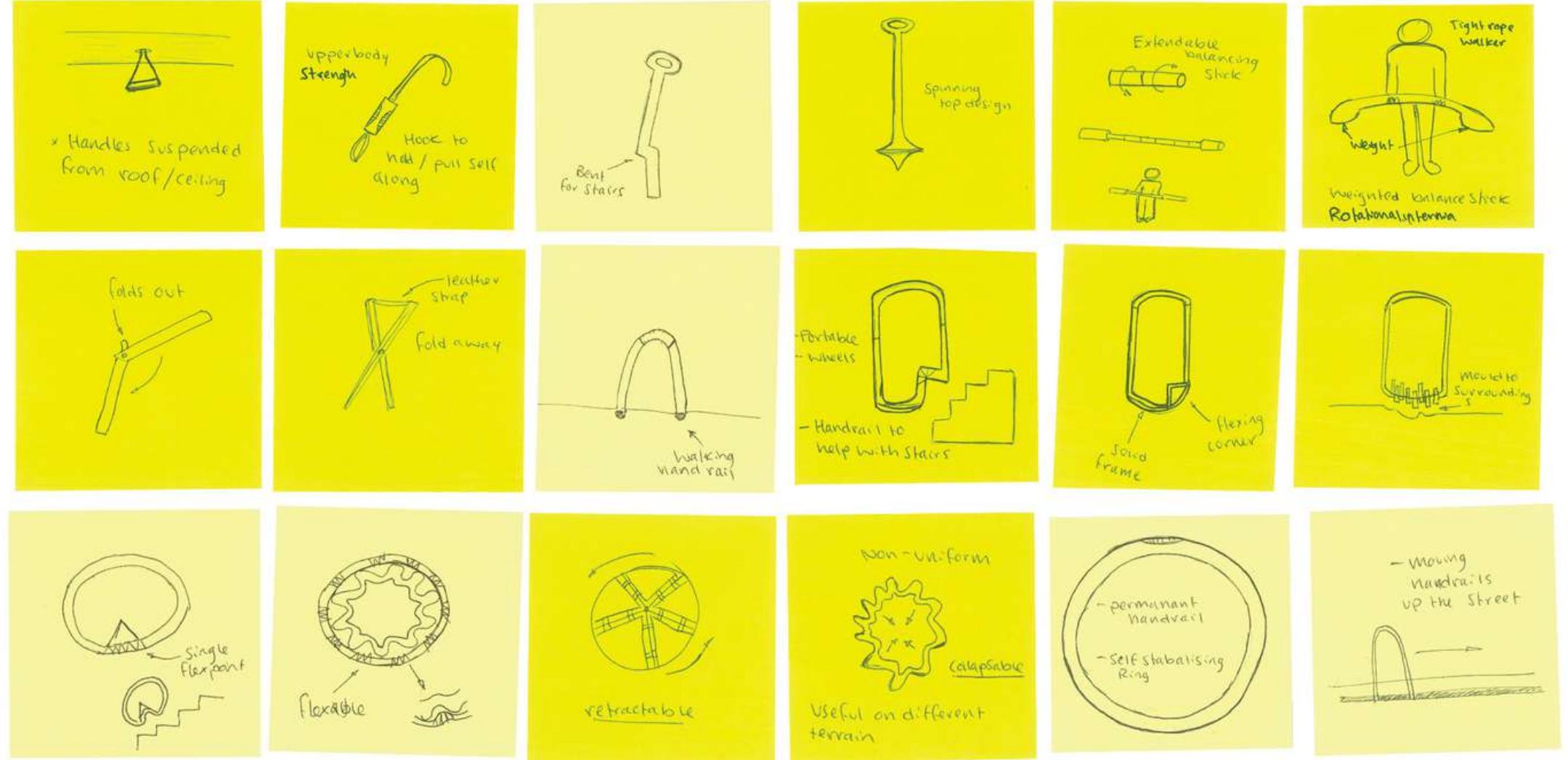


I noticed we often use the opportunities in the environment around us to support our bodies in navigation or to remain stationary in a comforting way. These opportunities do well to blend into our environment, or are unintended for these purposes yet they afford the opportunity for assisted balance.

Balance is Beauty

Medical equipment used to help patients balance is ugly and comes with a public stigma, people having to use this equipment don't enjoy using it because of this. It doesn't empower them to want to move so most people choose to abandon these devices that would normally help them. Balance is meant to be associated with elegance, beauty and to spark joy.





Ideation was quick, dirty, getting ideas on paper



Several of my ideas seemed to relate to each other and made me think of these examples of emotional design that helped me to achieve a balance of beauty and fun into one design.



Prototyping was also a fast process, having something physical to hold and look at helped give me perspective on my ideas. Having them to scale made the idea feel more real and gave context within the environment I could put it in.

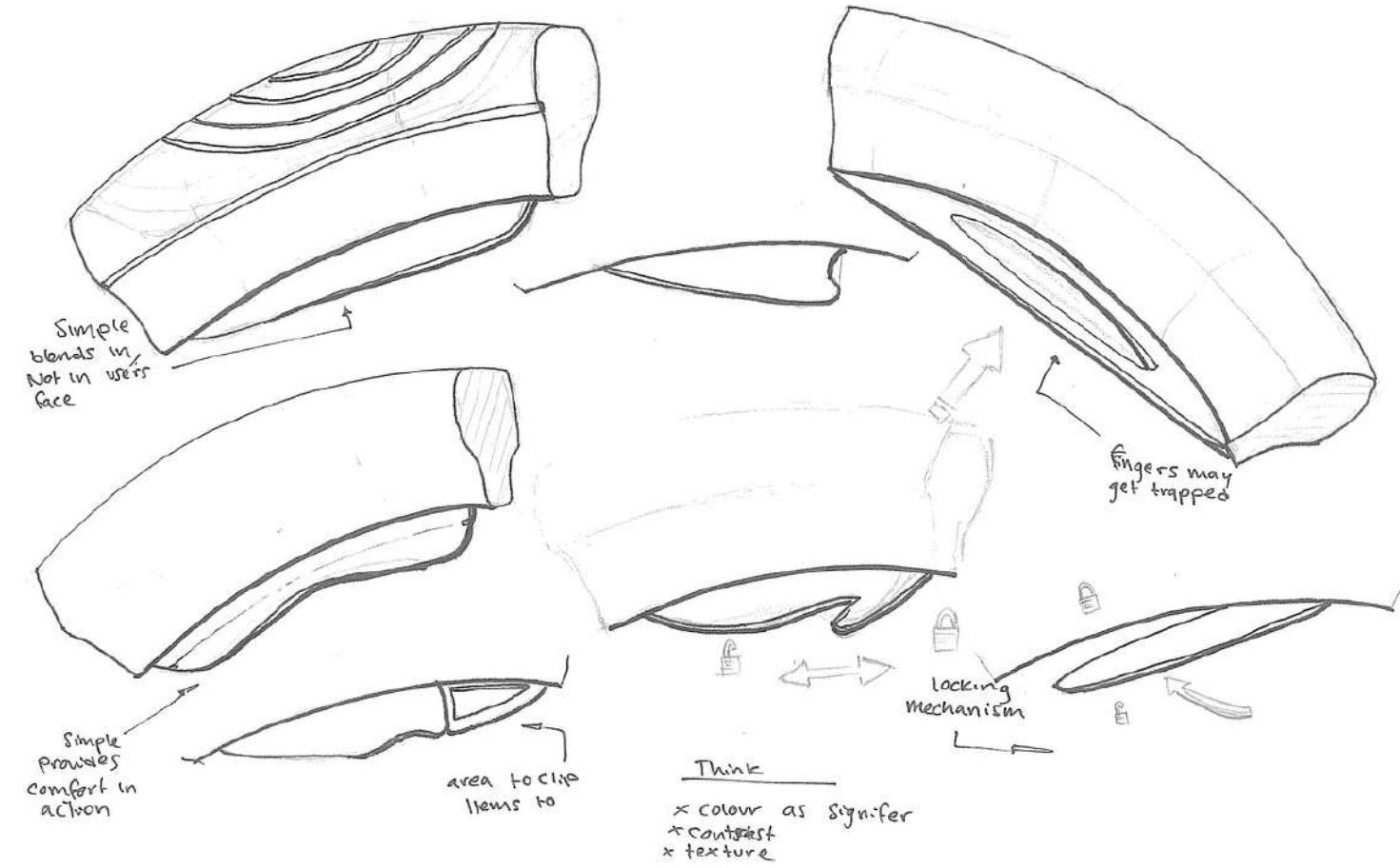
I carved foam and used different sizes and scales of circular frames.

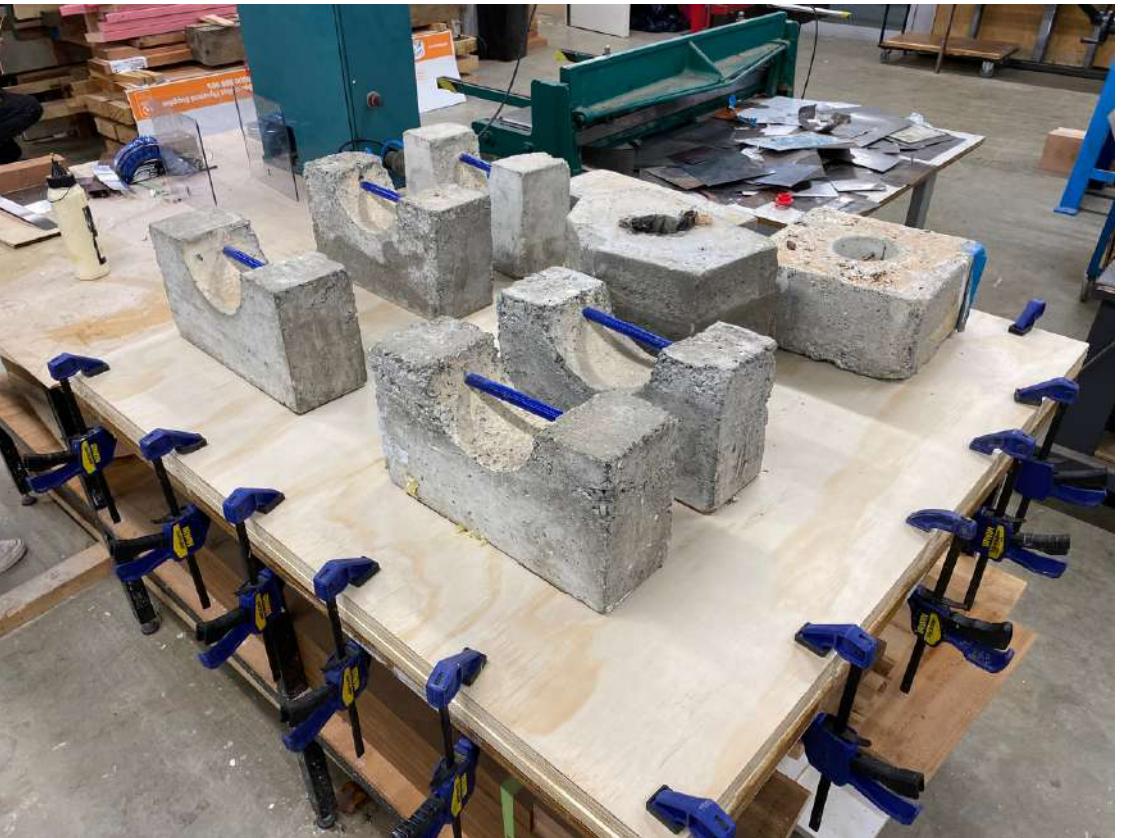
I wasn't happy with the direction of aesthetic and decided to reframe the design slightly.



A big part of this design is the ergonomics. It needs to be easy to use for its demographic. People with MS will often feel numbness at times and struggle to grab things such as those with arthritis.

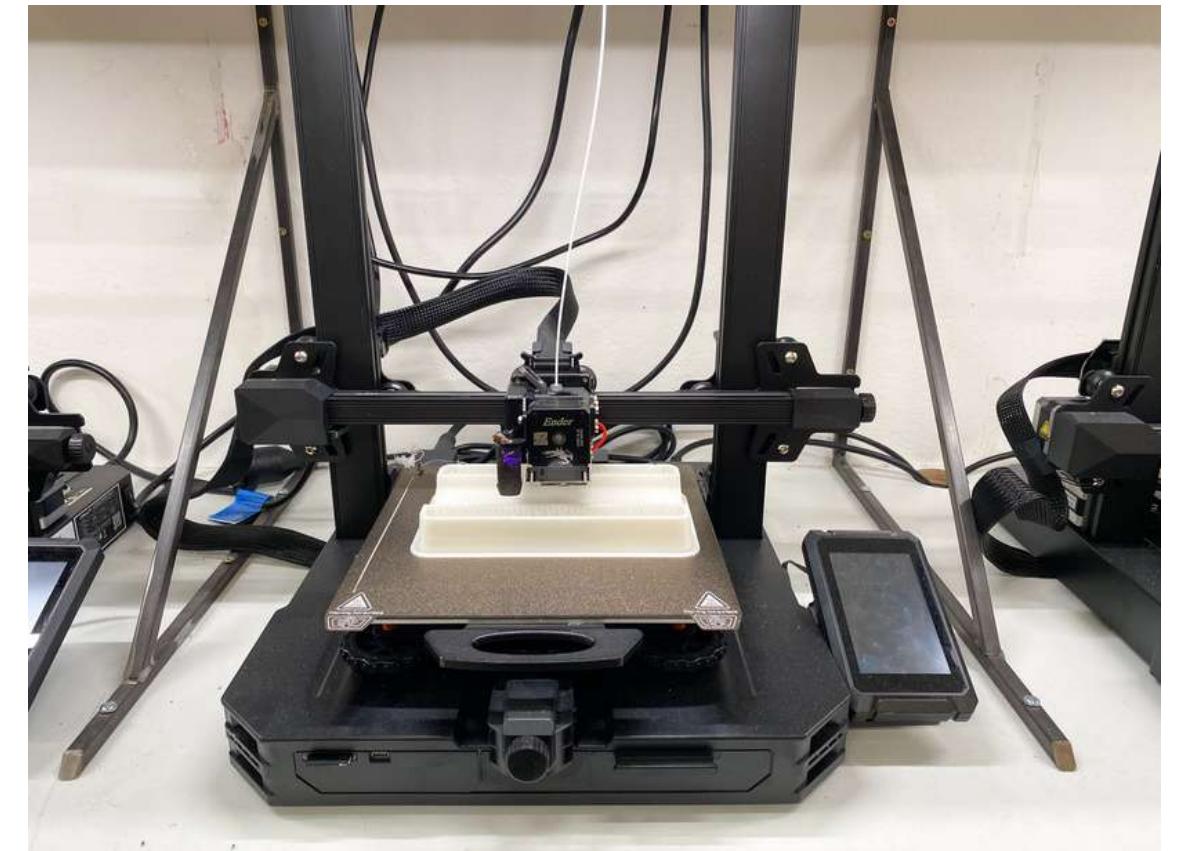
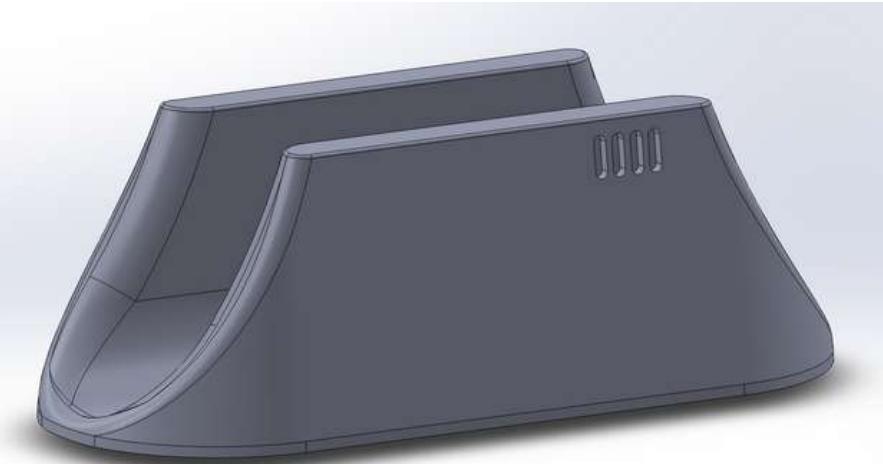
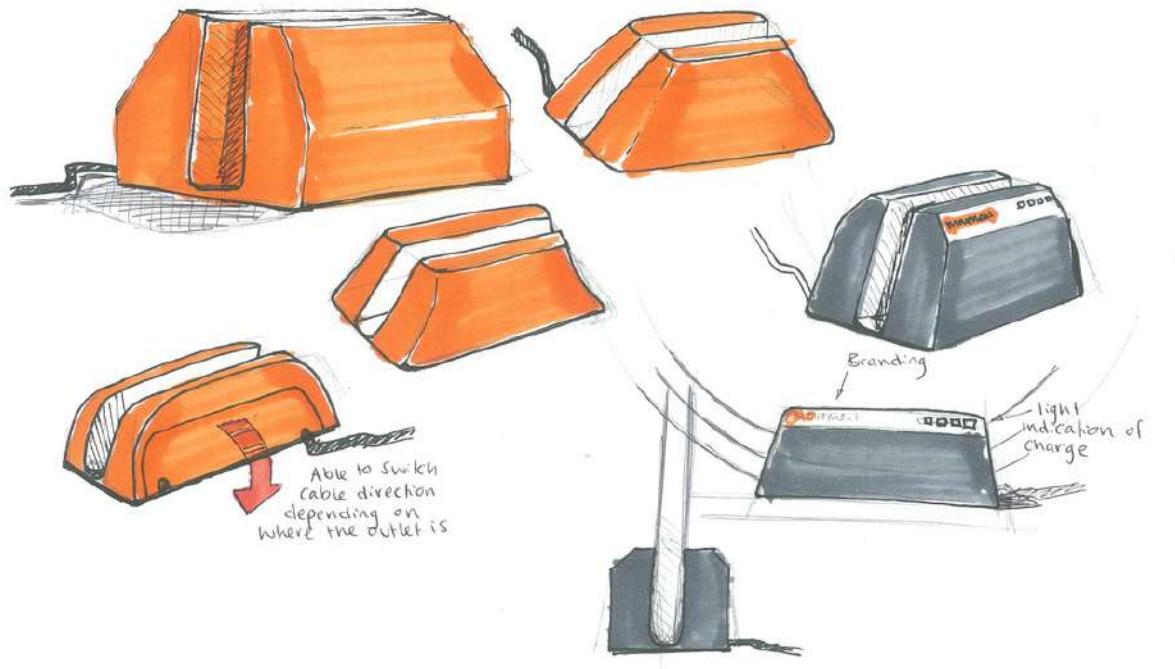
Looking into designs made for people with arthritis in mind I came up with my own designs and tested them with 3D printing.





The prototype was formed by CNC from several sheets of ply laminated together. Once the form was free from the plywood the next step was sanding. I then hung the prototype up in the spray booth and gave it several coats before applying the final coat.





I designed the charging dock to allow the wheel to be displayed. It shouldn't be a chore to have to get it out and use which will inevitably end with the user not using the device. It needed to be something that shows off how different and interesting the design is, sparking curiosity.





The final design is a sleek elegant, product that sparks curiosity to those who observe the user.

The design is able to self stabilize through a gyro that speeds up to allow periods that the user can let go of the wheel.
The charging dock compliments the design and allows for this product to be displayed in the house rather than hidden away.

This product is something a person with MS can be proud to use.



erald Theatre



— Kiri Te Kanawa Theatre



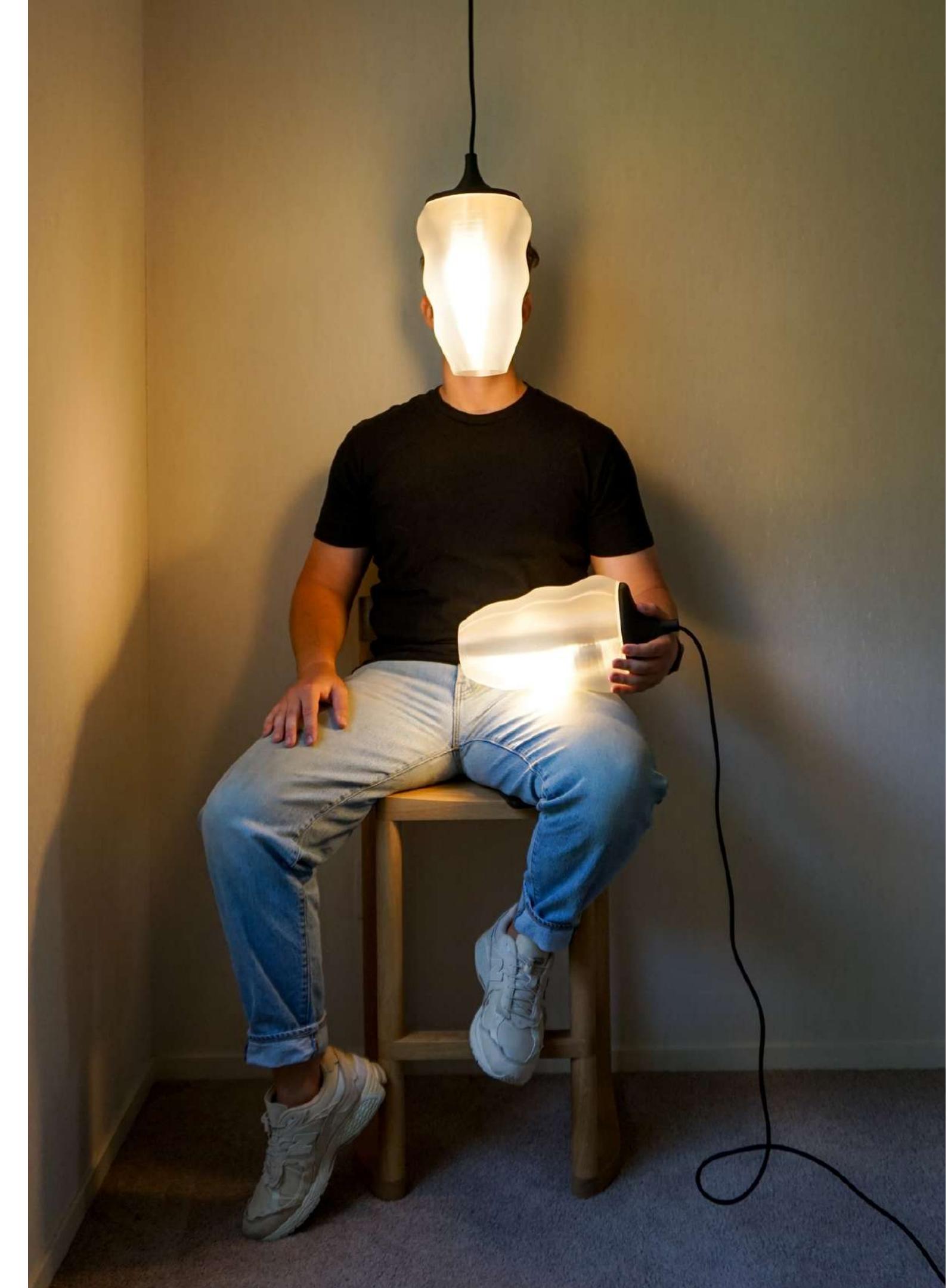
Weekly Projects

Documented on instagram



@jackson_mooore - 2024

A challenge I set myself this year to design
and make a new prototype product every
week of 2024.



Fatboy Table Light

Week 1

The Fatboy Table Light was an idea that sparked looking at mushroom styled lamps. The Lamp was crafted digitally and physically made through the use of FDM printing with a touch of paint.



After noticing a distinct style of lamps dubbed, “mushroom lamps” such as the Bellhop lamp by Flos I decided to have my own take on the style. Using 3D printing to realise the product physically, I sanded and painted the lamp to finish it off.



Drawings made on Adobe Photoshop



3D printed pieces before painting and finishing



Product visualization rendered in Keyshot

Photographed on Sony A6000

Bolted Plant Pot

Week 2

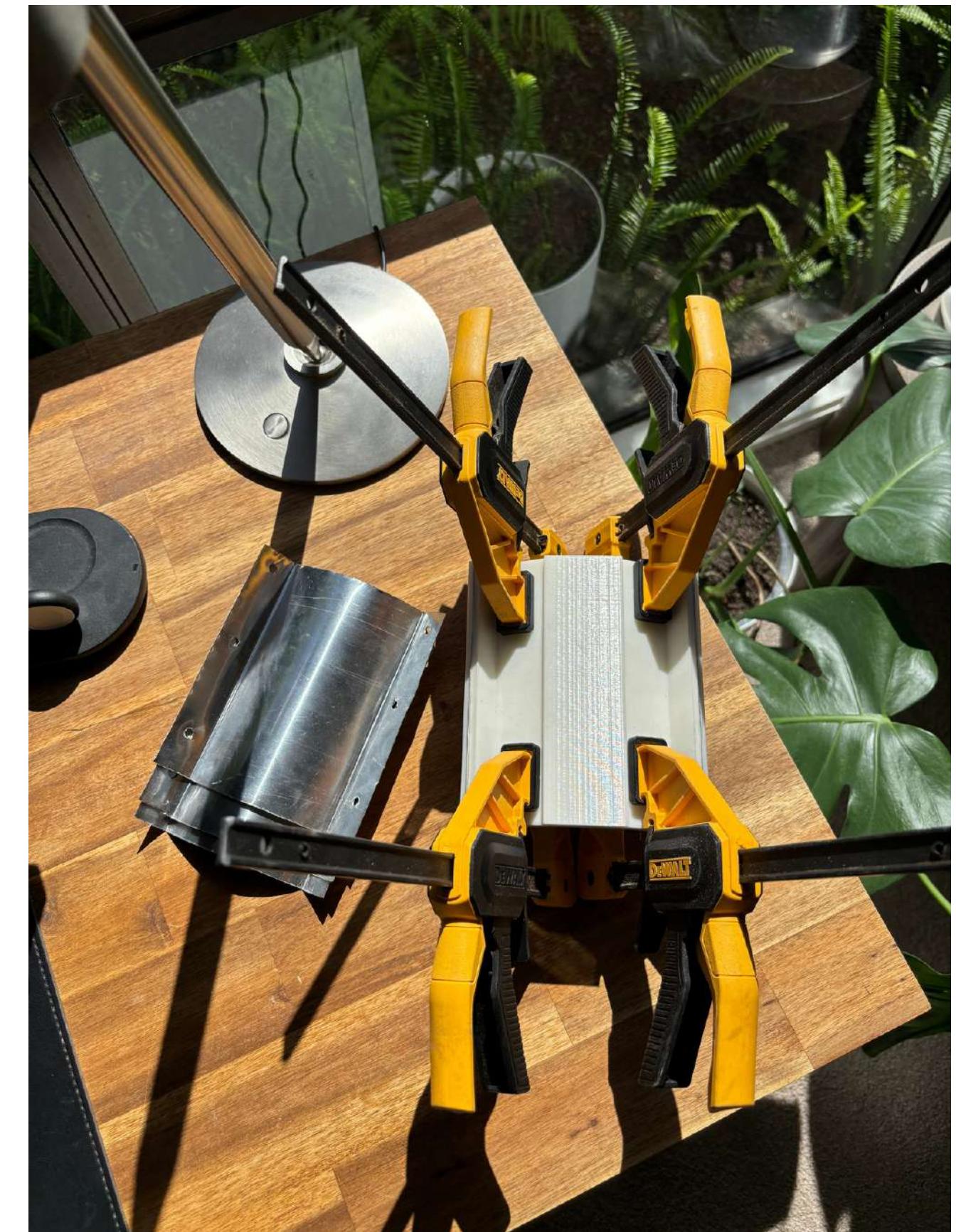
Inspired by Tarkett UK and Note Studios
Recent collaboration “Tarkett Atelier” with
its distinct fixtures on display. The saying
“Screws over Glues” promotes the ability to
fix and renew, with sustainability in mind.



The brutalist form of aluminium plates joined with nuts and bolts was formed by creating a custom 3D printed die press. I used clamps to press the form into shape and brushed the aluminium with a scouring pad.



3D Printed prototype, proof of concept



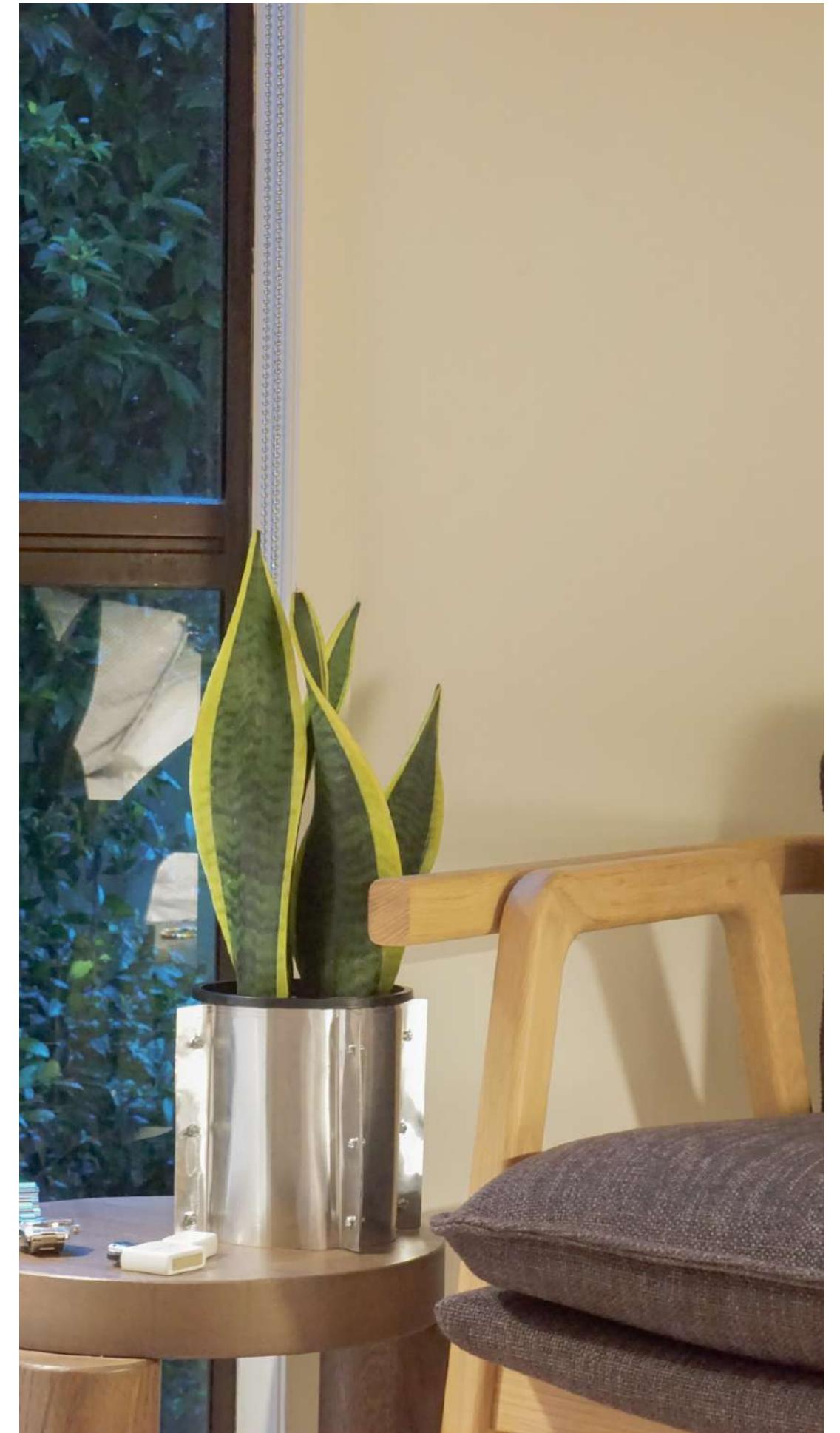
Producing parts in a 3D printed diecast



Assembly



Photographs taken on Sony A6000



Hive Pendant

Week 3

Inspired by the Akari paper lanterns designed by Japanese designer Isamu Noguchi and 3D printed lamps by companies such as Wooj or Gantri. I wanted to see the limits of 3D printing in creating an elegant high end design.



I wanted to challenge myself to design and print a Pendant light without any support needed, it took several attempts to get the design just right to where it didn't fail the print. I loved the way the light interacted and bent within the thicker 1mm layer lines and took advantage of that within this design.



3D Printed prototype, proof of concept



Printing the final prototype in clear PLA with 1mm layer lines



Photographs taken on Sony A6000



Edited using Photoshop AI

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