

INDUSTRIAL DESIGNER

JACKSON MOORE

PORTFOLIO

2023

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.

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.

Storytelling

Every product has its own story that needs to be told. These stories can be shown through product renderings, editorial photos or graphic design. I can help to tell the story of products.

O Motion.

Mobility for Multiple Sclerosis



SEM 2 2022 - 12 WEEKS

AUT

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.

Motion won gold at the 2023 Best Design Awards



Best Design Awards
Winner 2023

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.

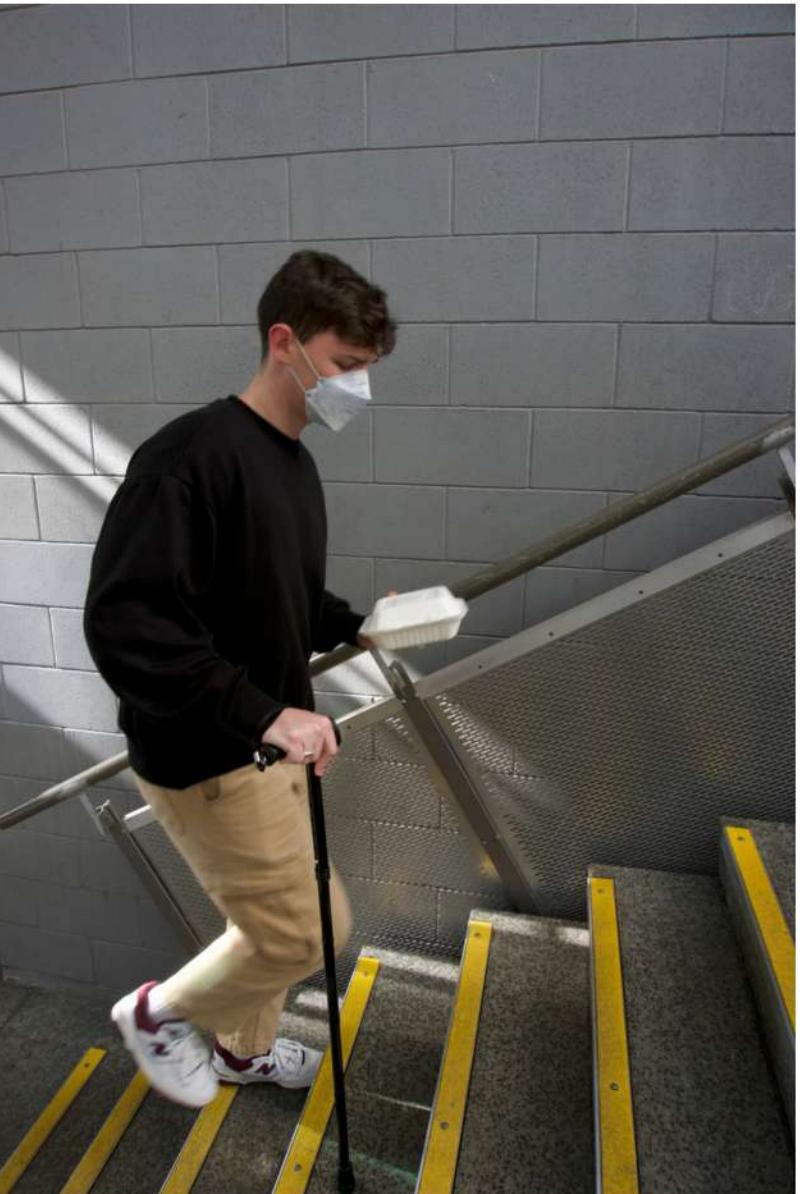
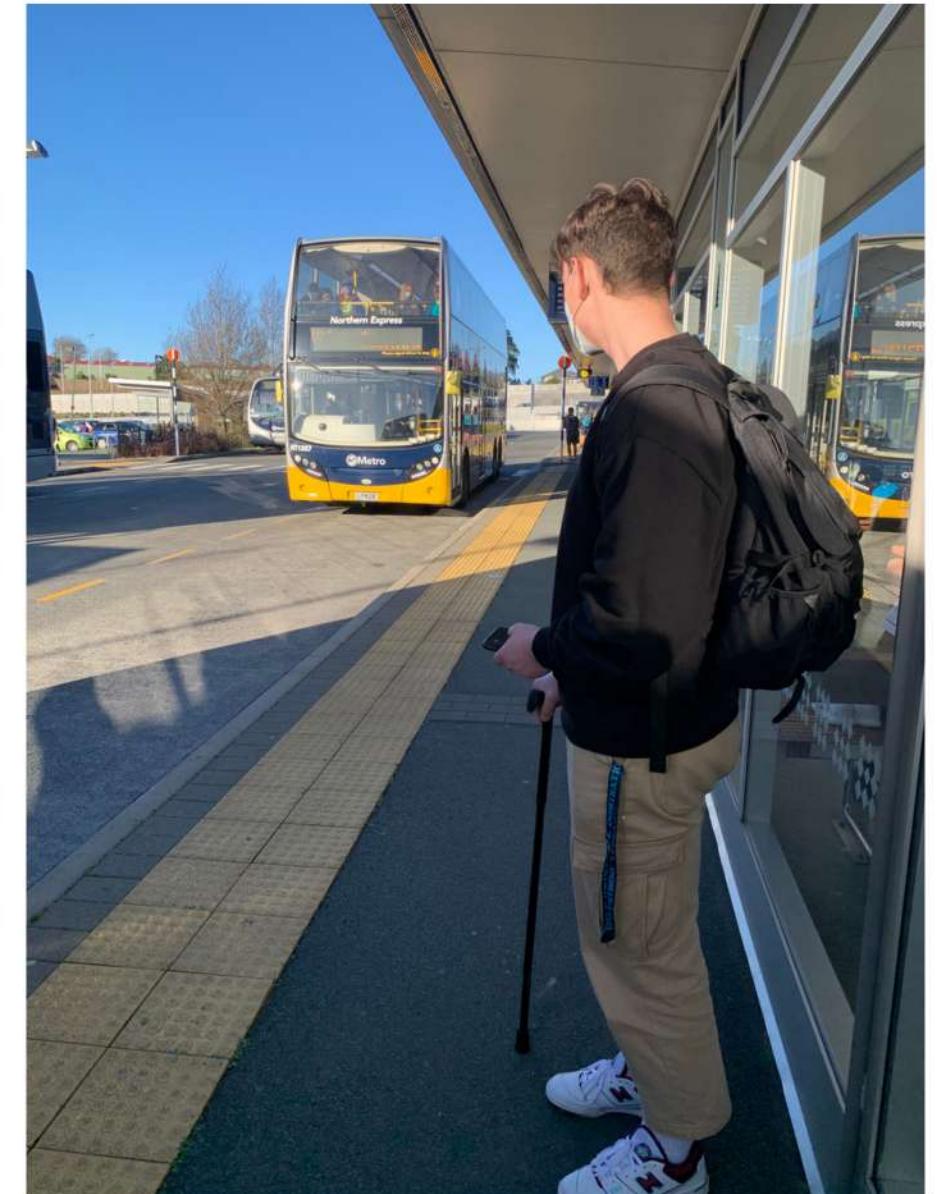
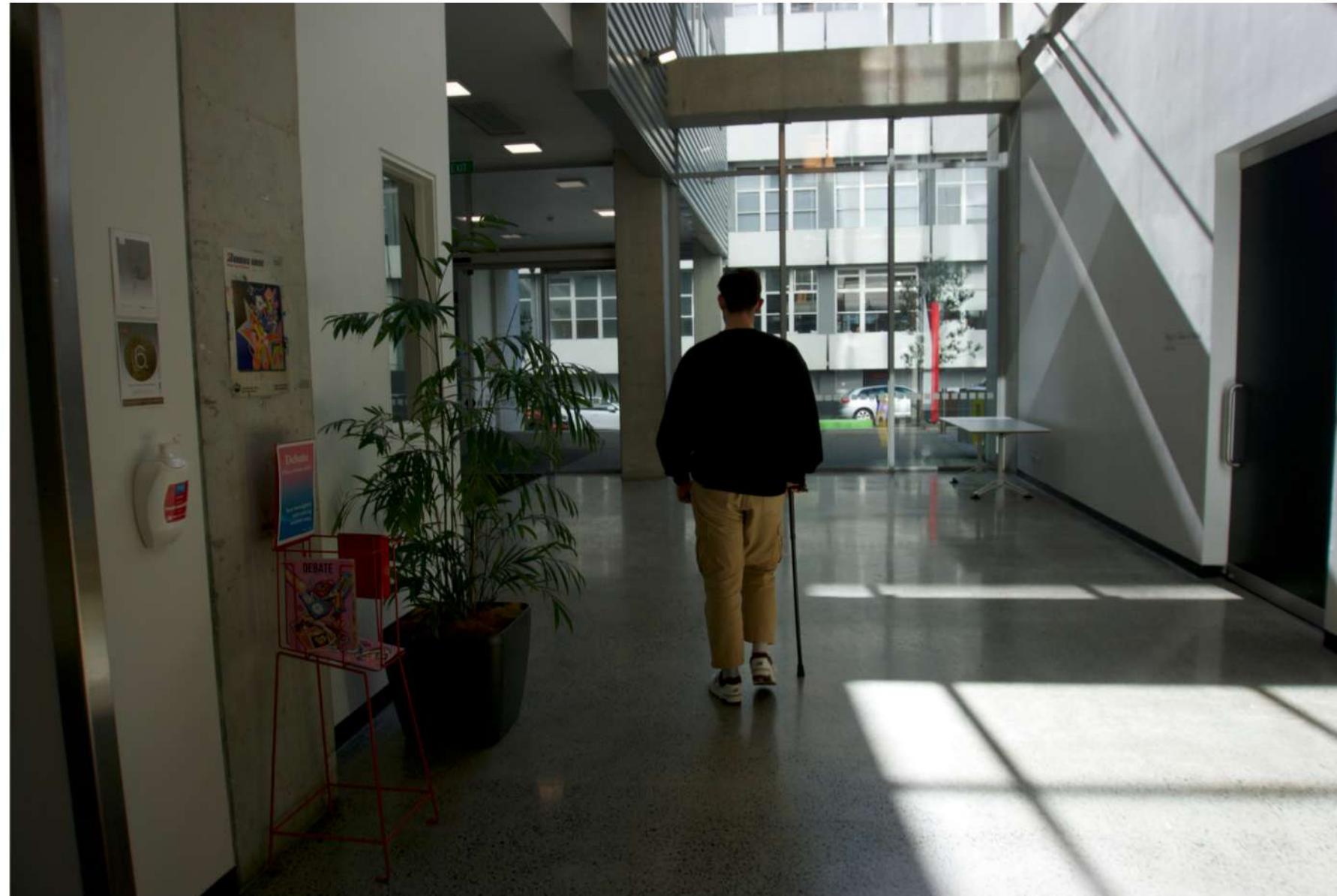


MS effects everyone differently

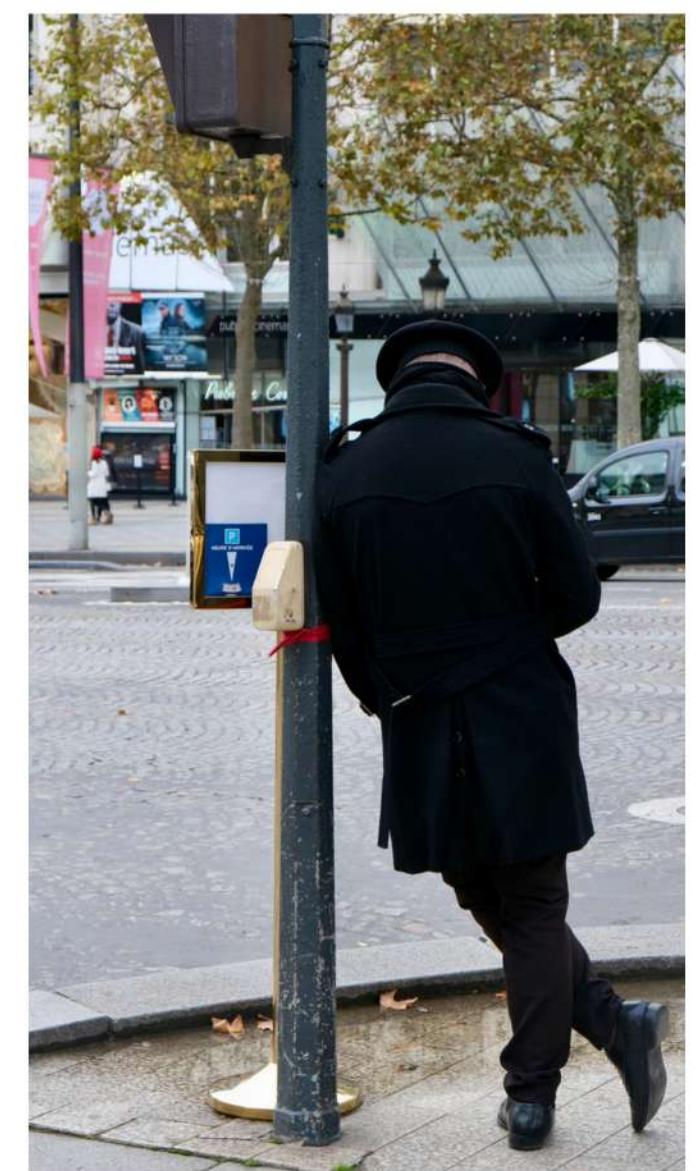
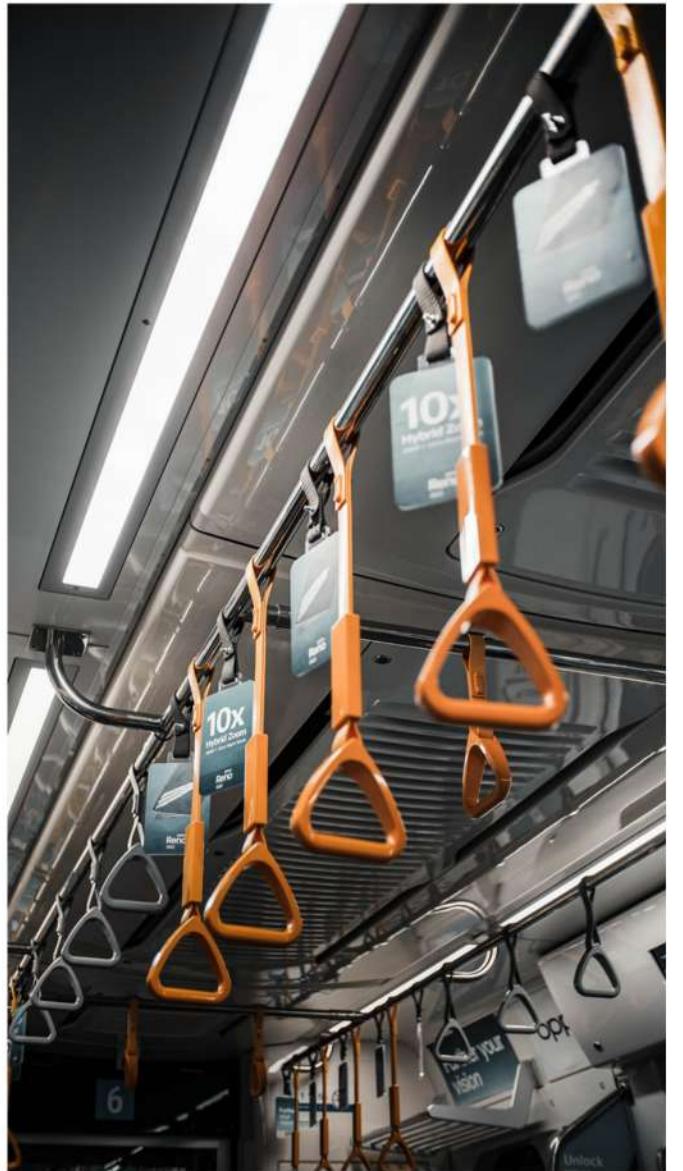
The most common effect that most people will experience is the loss of balance or difficulty balancing.

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





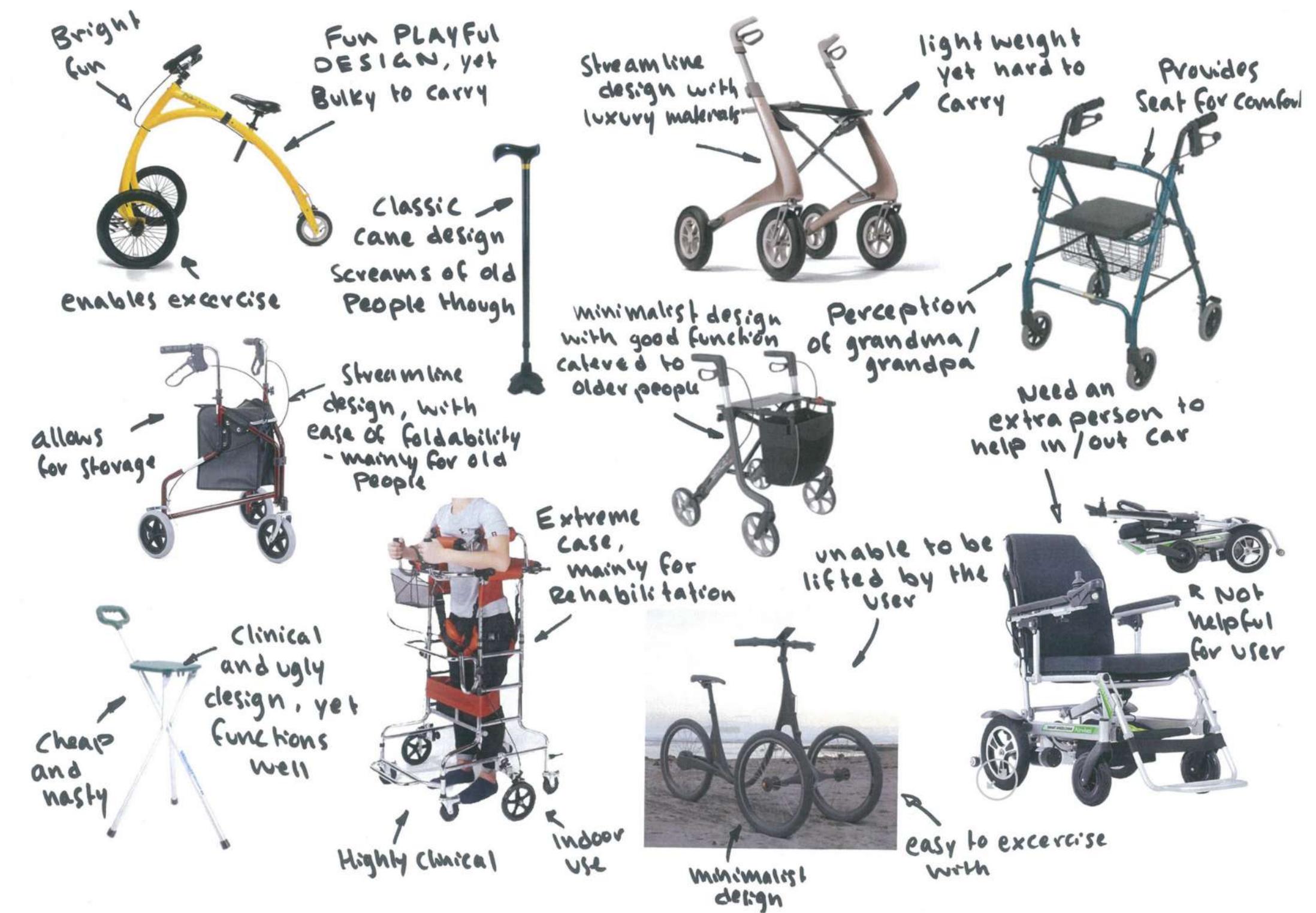
As part of my initial research I roleplayed as a 20 year old with MS, I spent a whole week walking around with a cane. I made sure I used it everywhere I went and was aware of the stares I got.

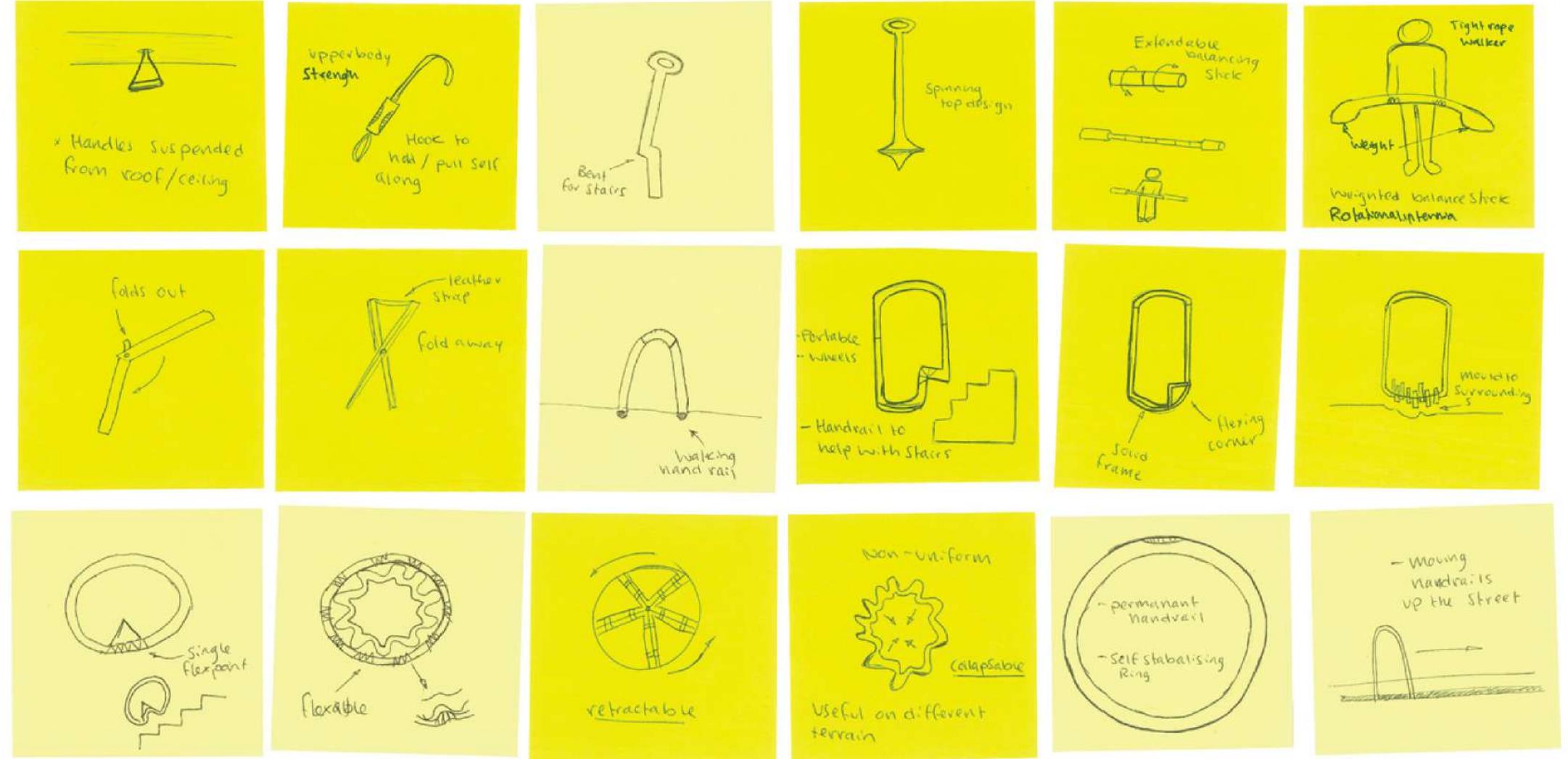


I noticed we often use the opportunities in the environment around us to support our bodies in navigation or to remain stationary in a comforting way. These opportunities do well to blend into our environment, or are unintended for these purposes yet they afford the opportunity for assisted balance.

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.





I started to do quick ideas onto sticky notes of trying to blend, balance, beauty, and fun



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.



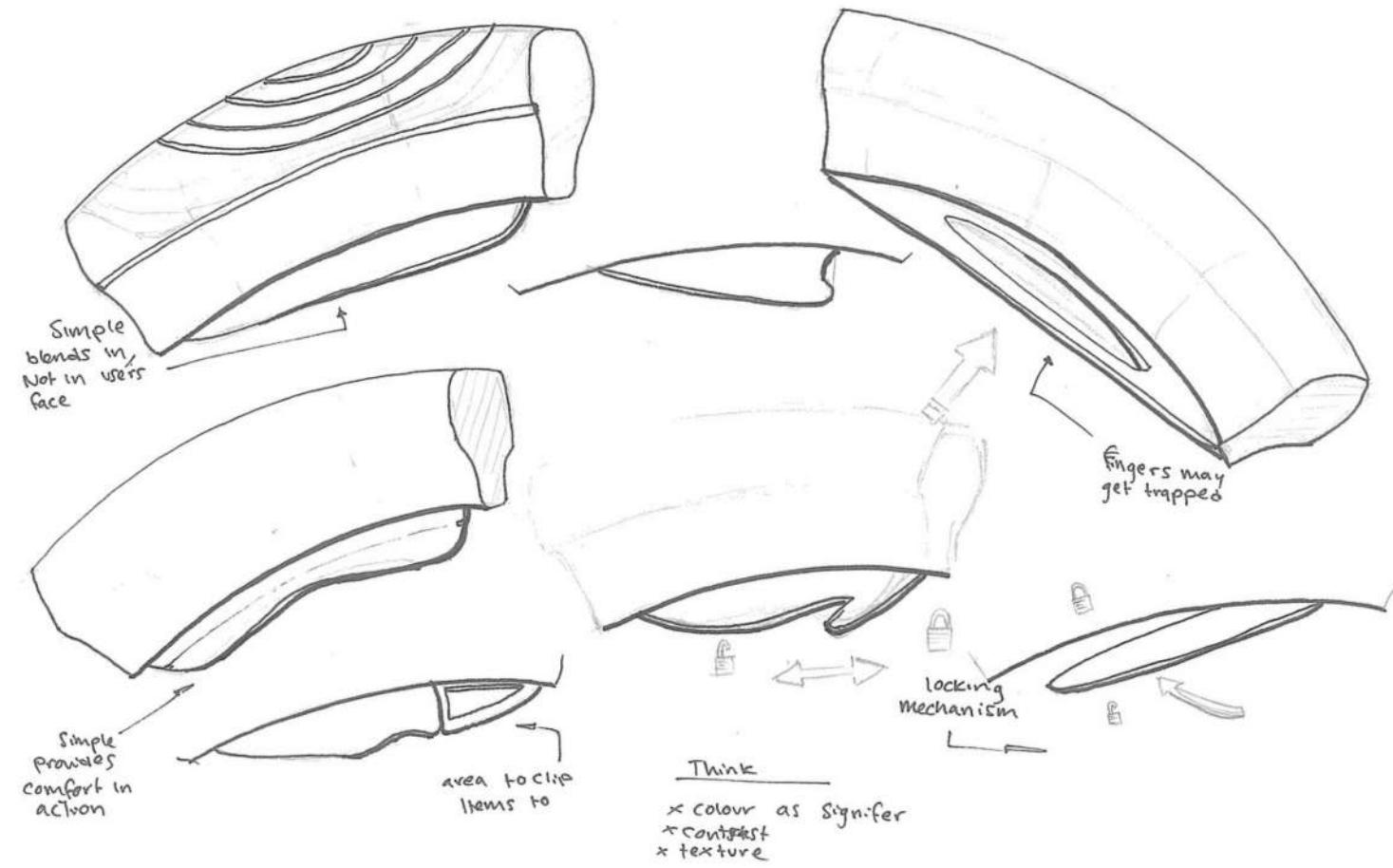
I played around with different sizing to see what would be the most comfortable sizing for different heights, I realised there won't be a one size fits all so something needs to be adjustable on the design.

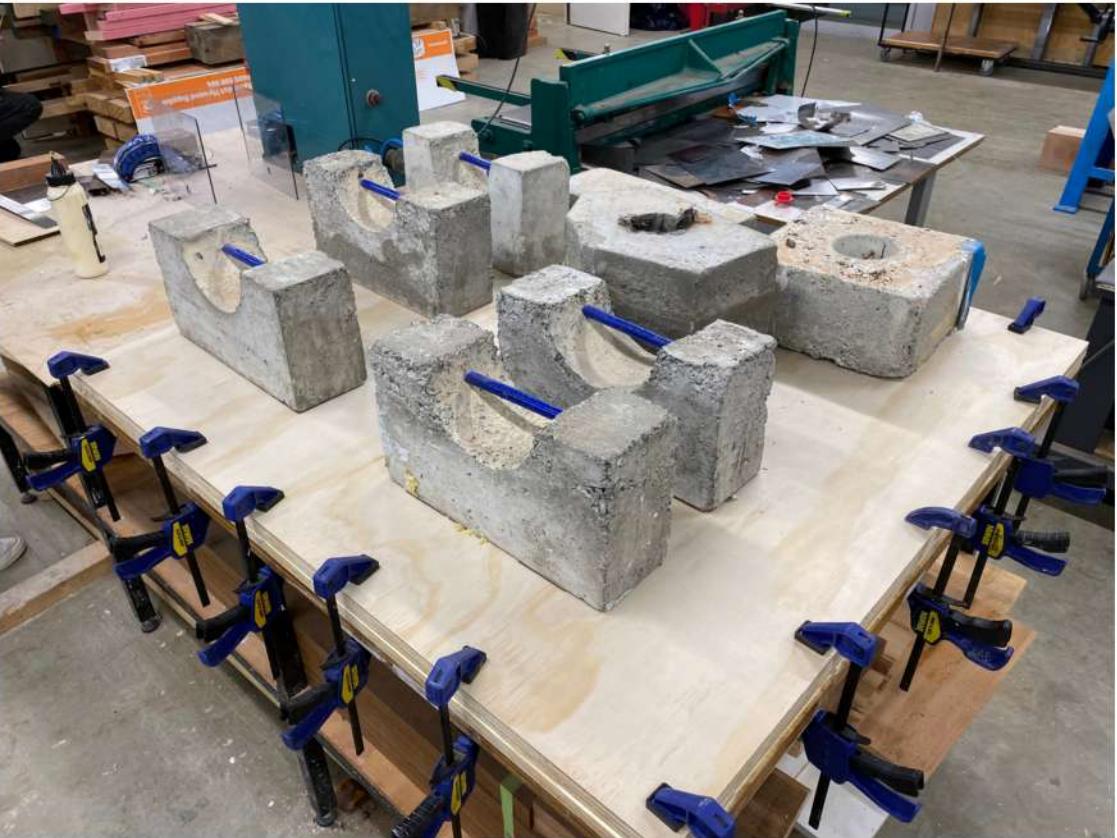
I used foam to try give me a rough visualisation of what this may look like.



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.

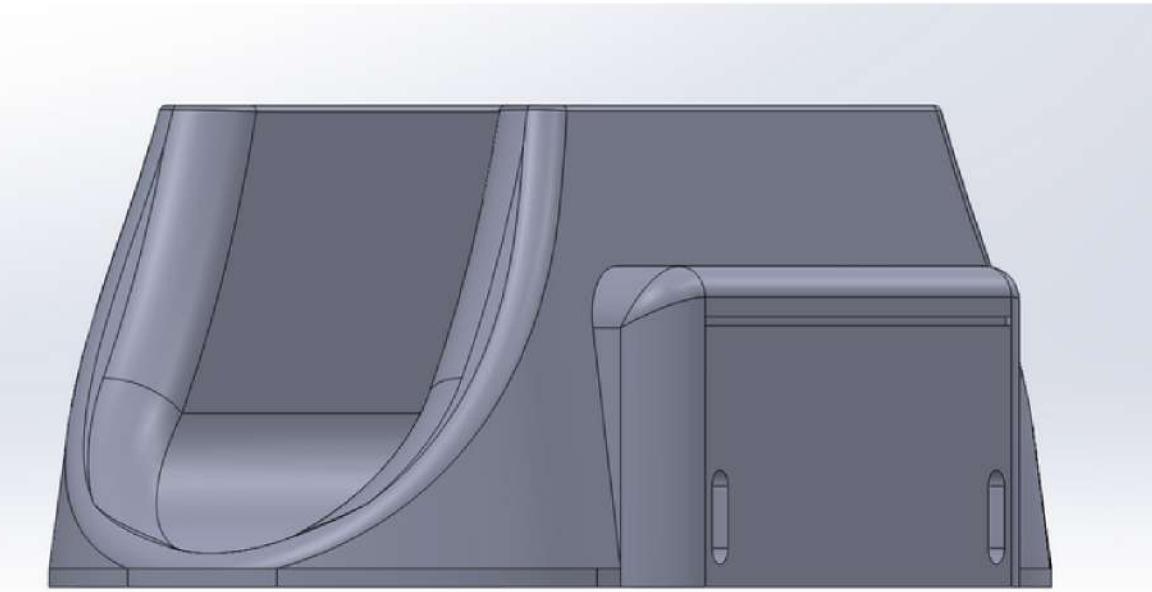
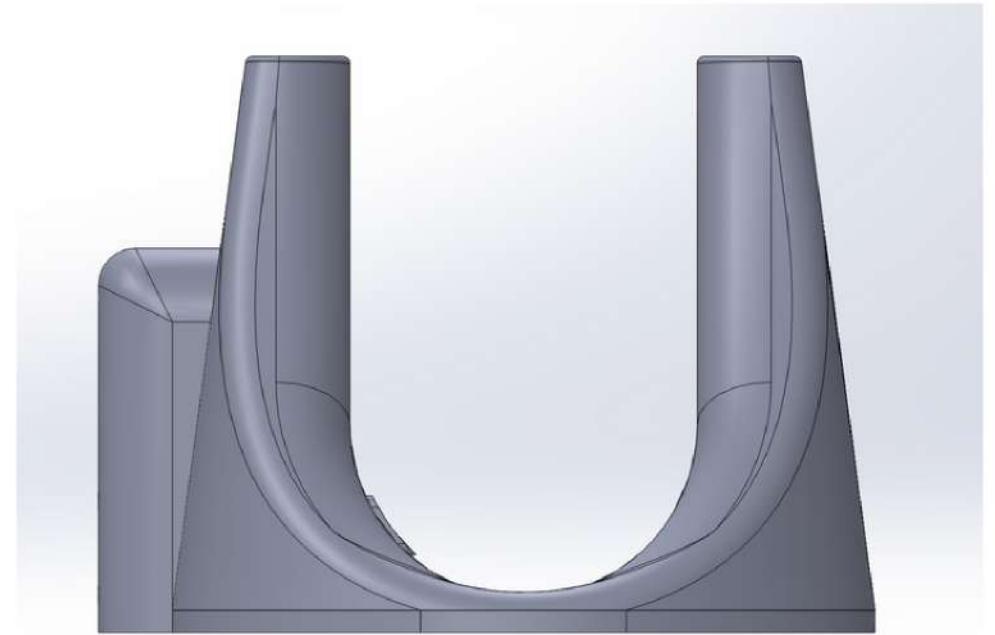
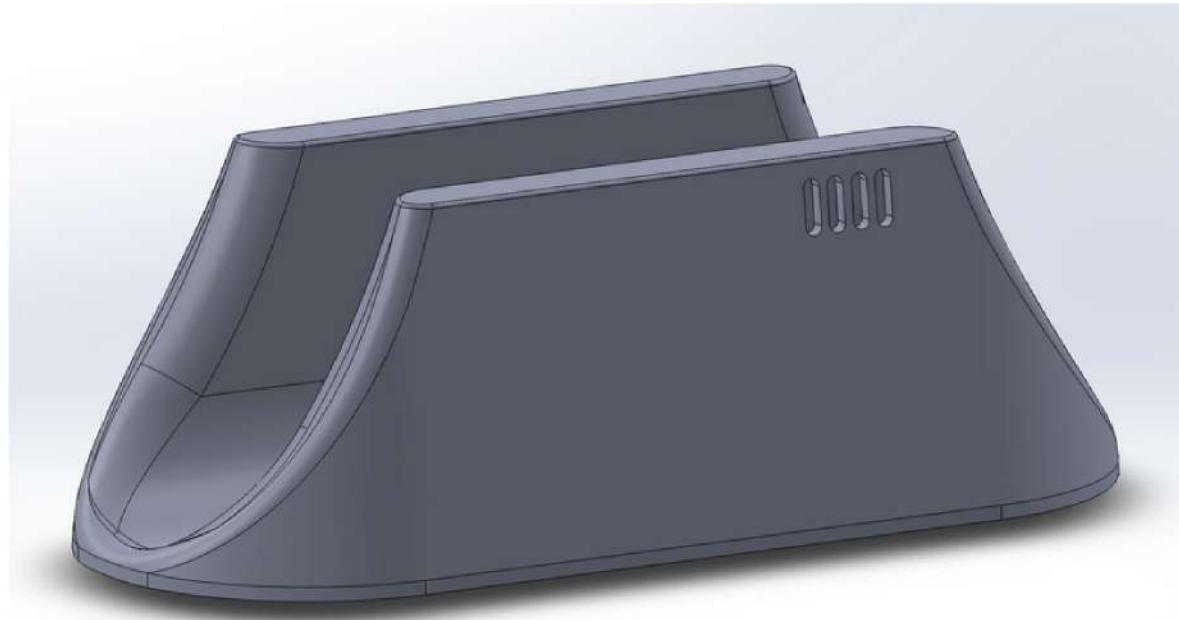
Looking into designs made for people with arthritis in mind I came up with my own designs and tested them with 3D printing.





I made the prototype by laminating sheets of plywood and using a CNC to form the shape of the prototype.
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.

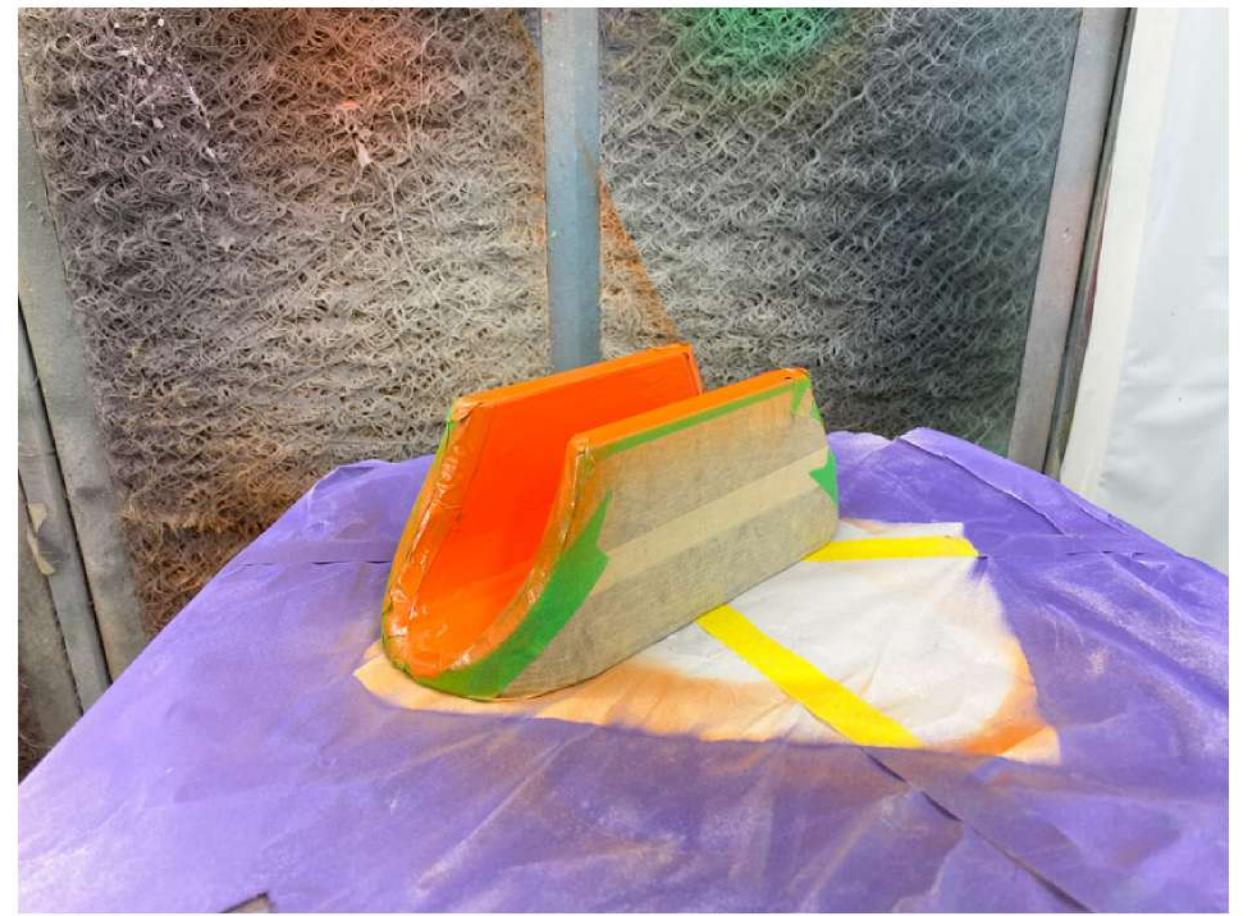
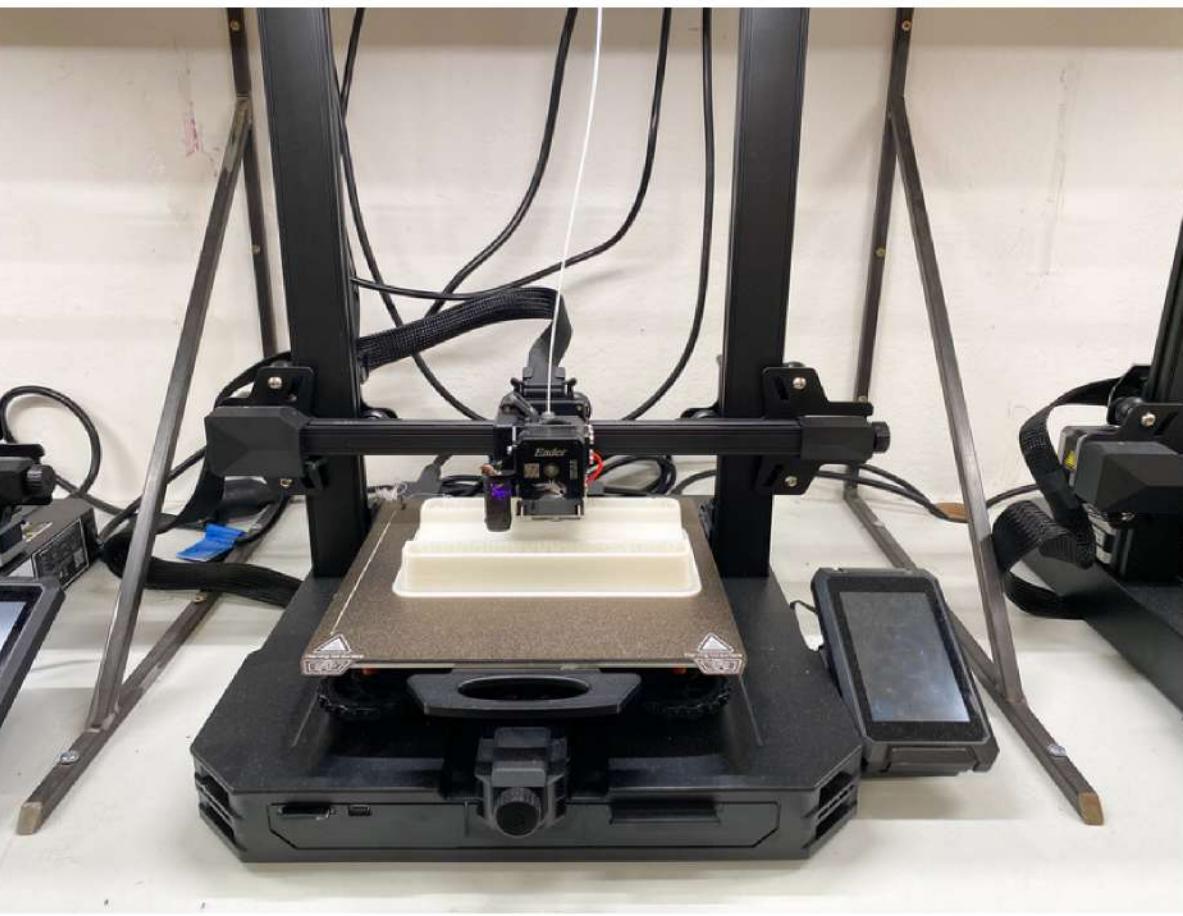




The design of Motion comes with a charger that doubles as a stand for the prototype to stand upright in a room.

I designed the form on solidworks and 3D printed the final design.

I masked off areas that were to be different colours when spray painting.





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.





Dynamic Curb

Smart City Streets



SUMMER INTERNSHIP 2022
SMART CITY STREETS

This internship was heavily focused around designing for manufacture, I was involved and tasked with designing the inroad light that combined existing technology from SCS into a new product.

This products technology is under NDA but I can show the manufacturing I did.



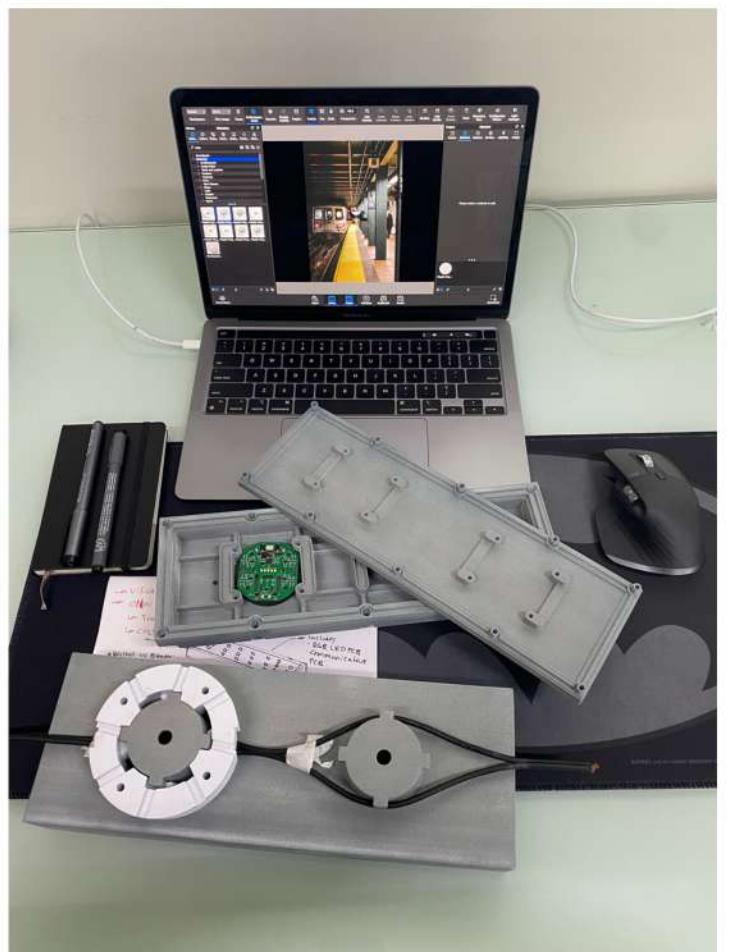
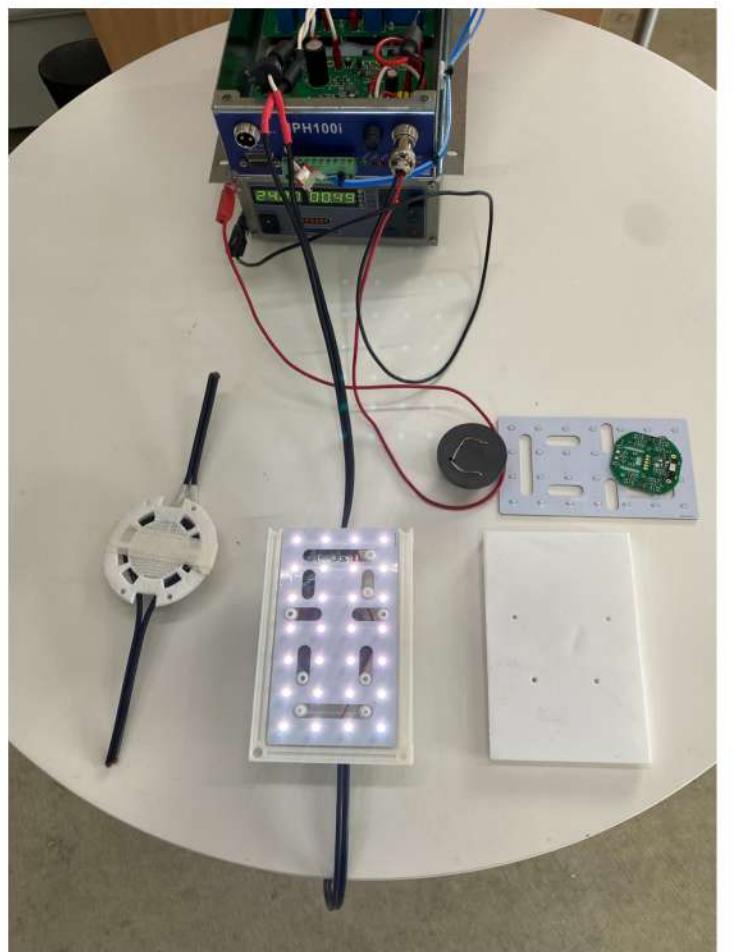
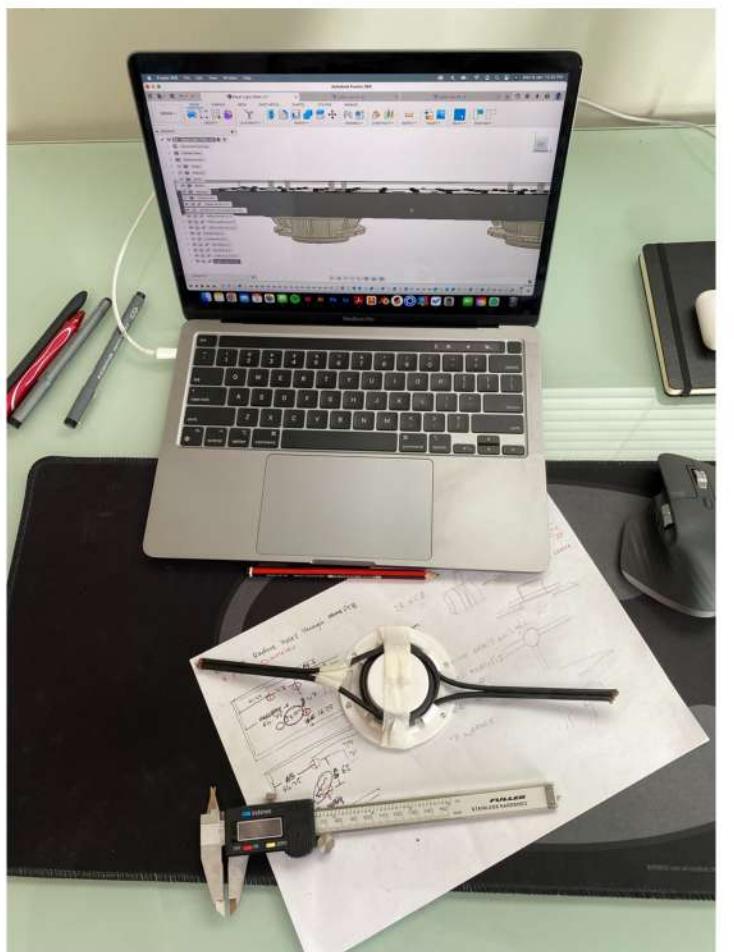
What is a Dynamic Curb?

They are a tool to allow flexibility in certain areas for different needs. Smart city streets (SCS) partnered with Metropolitan Transportation Authority (MTA) in New York to help their Para-Transit services.

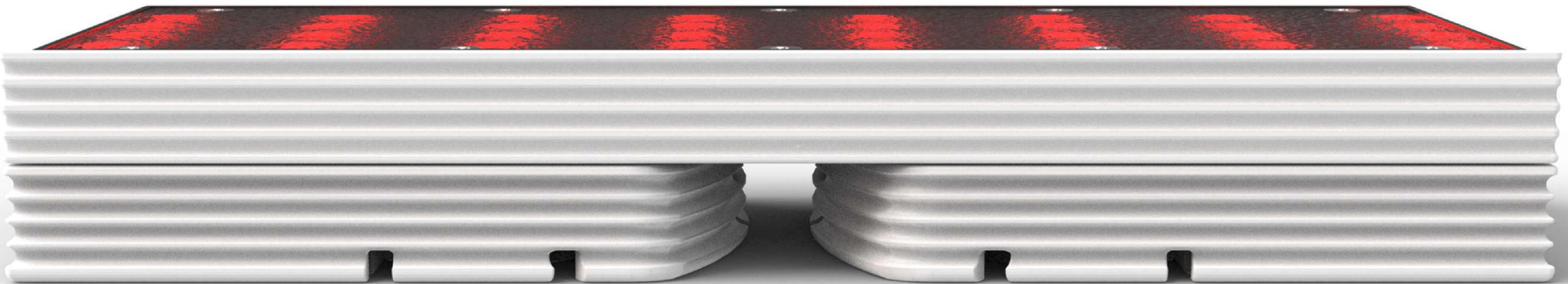
Over 10,000 people with disabilities in NYC travel using this service. Users can call and arrange for this service to pick up and drop them off at any location.

A dynamic curb system would allow users to streamline this process, allowing to book and confirm pick up and drop off locations that can better suit their needs.





From ideation - 3D printing - Injection moulding - to final product



Final image of Level Light V2 which will be coming to market soon

Lacinia

Bedside Table

SEM 2 2021 - 10 WEEKS

AUT

Lacinia meaning 'Skirt' or 'Fringe' details the design of this bedside table.
Inspired by pine needles.





The final design is a bedside table that isn't like any other.

The brief for this project was to design a bedside table that, has a moving part, discreet storage, and a flat surface.

Because the project was done over the second lockdown in Covid, we only got to design the prototype in solidworks and render in Keyshot.

The inspiration for this design came from a tree on my walk I was taking everyday during lockdown. It intrigued me and I kept coming back to it. The way the leather falls is reminiscent to the pine needles falling down.



Projects I have worked on



Campost, AUT 2022



HiJewellery "Change Maker"



Matariki, The Open Fort 2022



Student Designer, XLabs 2022



Team building game, RocketWerkz 2022



Kids Town, The Open Fort 2022

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