

A person's arms and hands are visible, holding a large white rectangular sign. The person is submerged in water, with only their arms and the sign visible. The background shows a blue body of water and a distant city skyline under a clear sky. The sign has text on it.

#DESIGNSAVES

MIAMI 2040

Julius Lucaci

Last Week

#DESIGNSAVES

Sea Level Rise

Hurricane

Extreme Precipitation

Sea Level Rise + Hurricane

Sea Level Rise + Extreme Precipitation

WE DESIGN FOR PEOPLE

WE TAKE A HUMAN-CENTERED APPROACH TO DESIGN BY TRANSLATING INSIGHTS AND COMPLEX PROBLEMS INTO COMPELLING AND THOUGHTFUL SOLUTIONS.



INNOVATION IS INFORMED BY

DEFINITION >

Insights

Research Analysis

Data Analysis

Immersion & Strategy
Development (POV)

DISCOVERY >

< Sketch Ideation

Conceptual Renderings

Rapid Prototyping >

2D Layouts

DEVELOPMENT >

3D Final CAD

Final ID Model

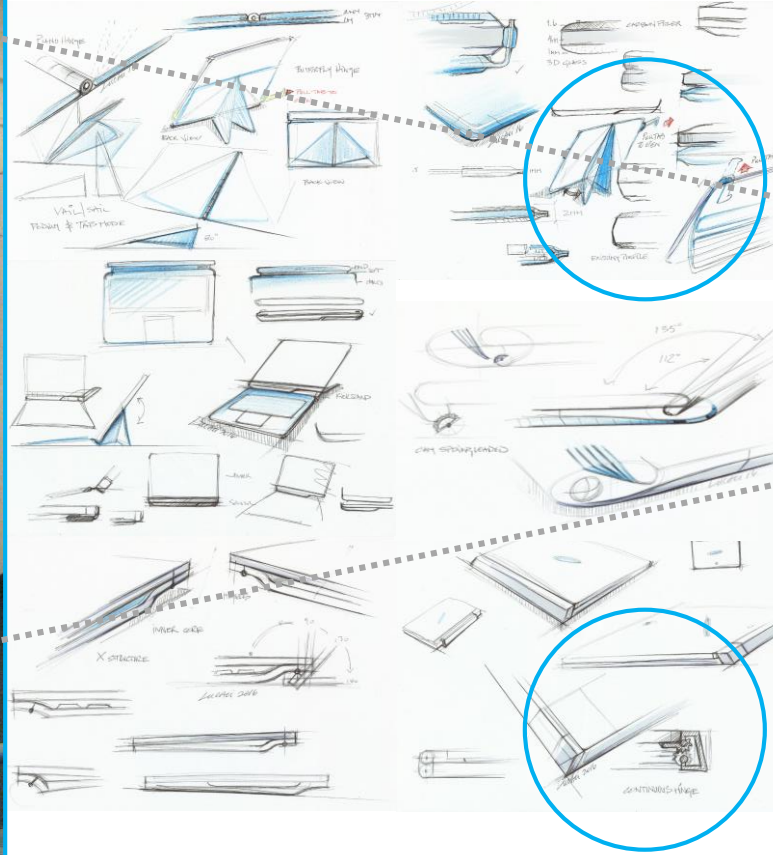
< Final Renderings

DESIGN PROCES

DEFINITION



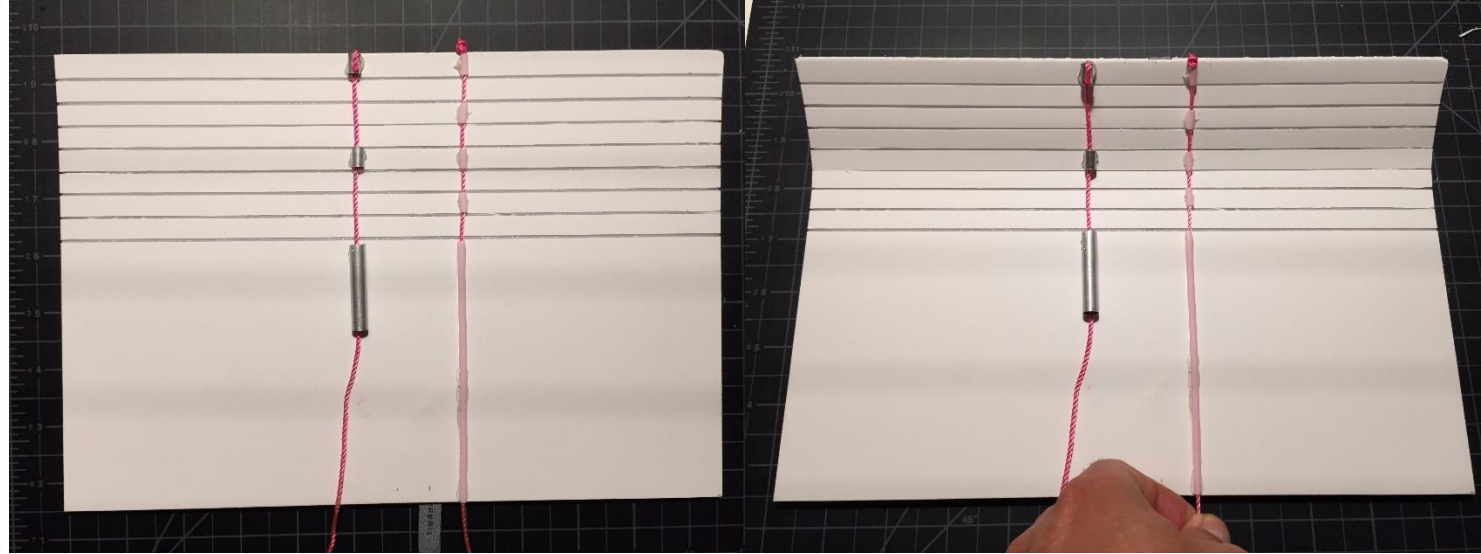
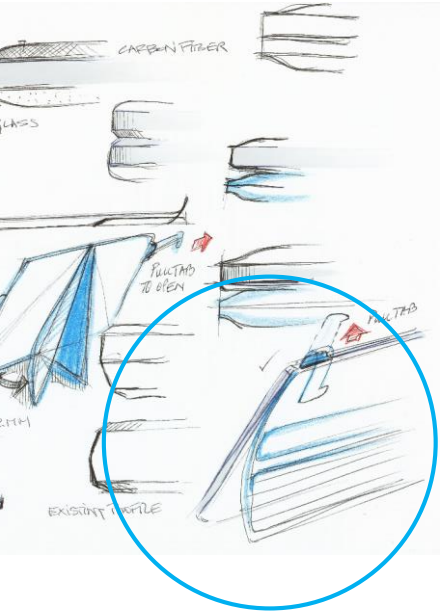
DISCOVERY



DEVELOPMENT



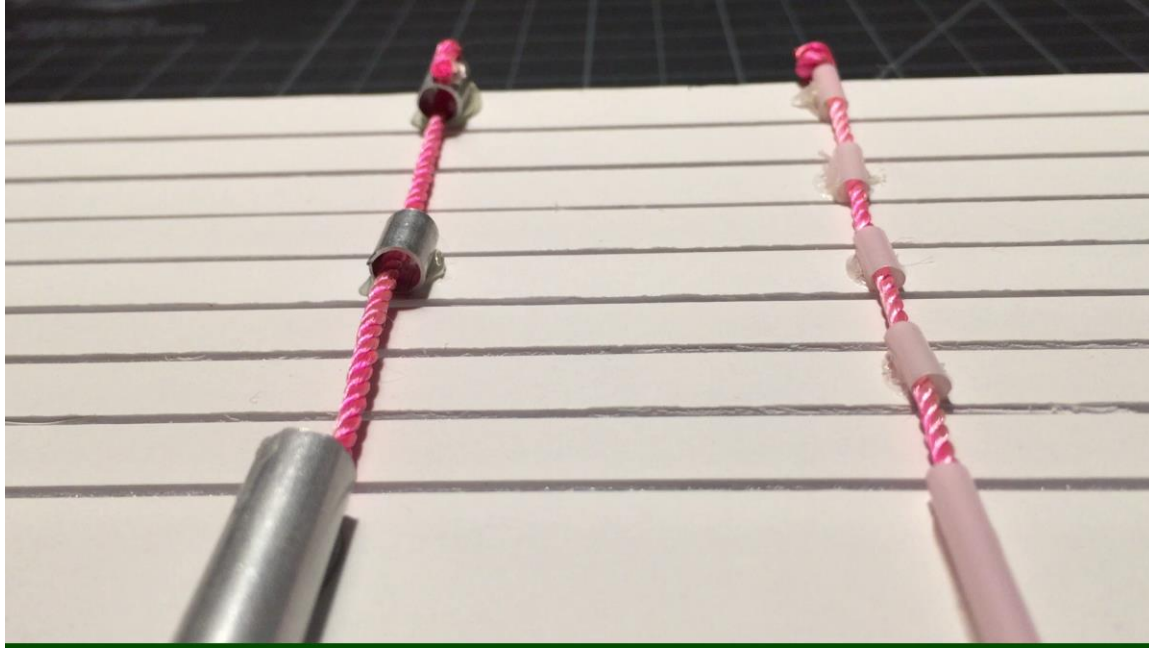
DISCOVERY



Step 1. Unit is flat on the table

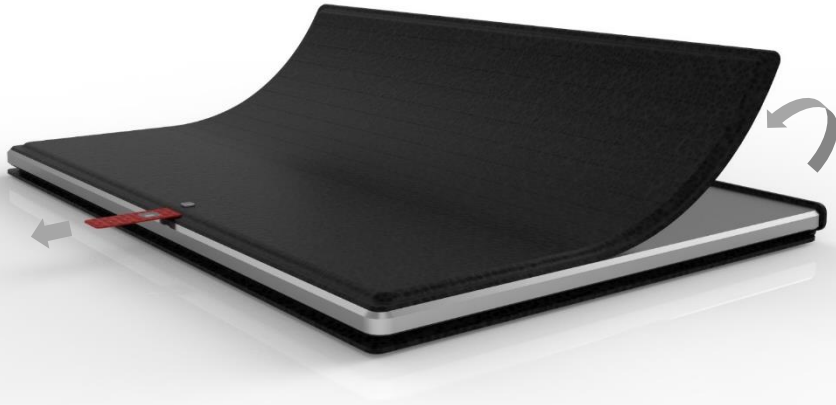
Step 2. Pull tab to articulate

DISCOVERY

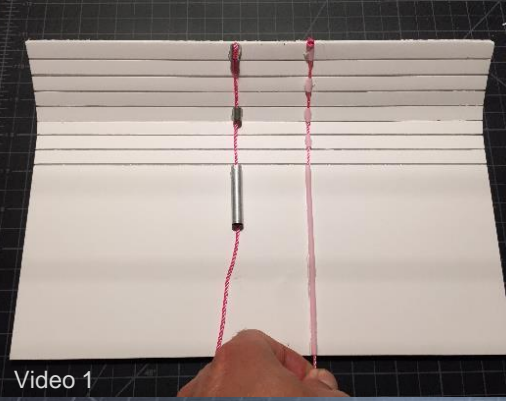


Video

DISCOVERY



Numerous rapid prototypes were developed as proof of concept.



Video 1



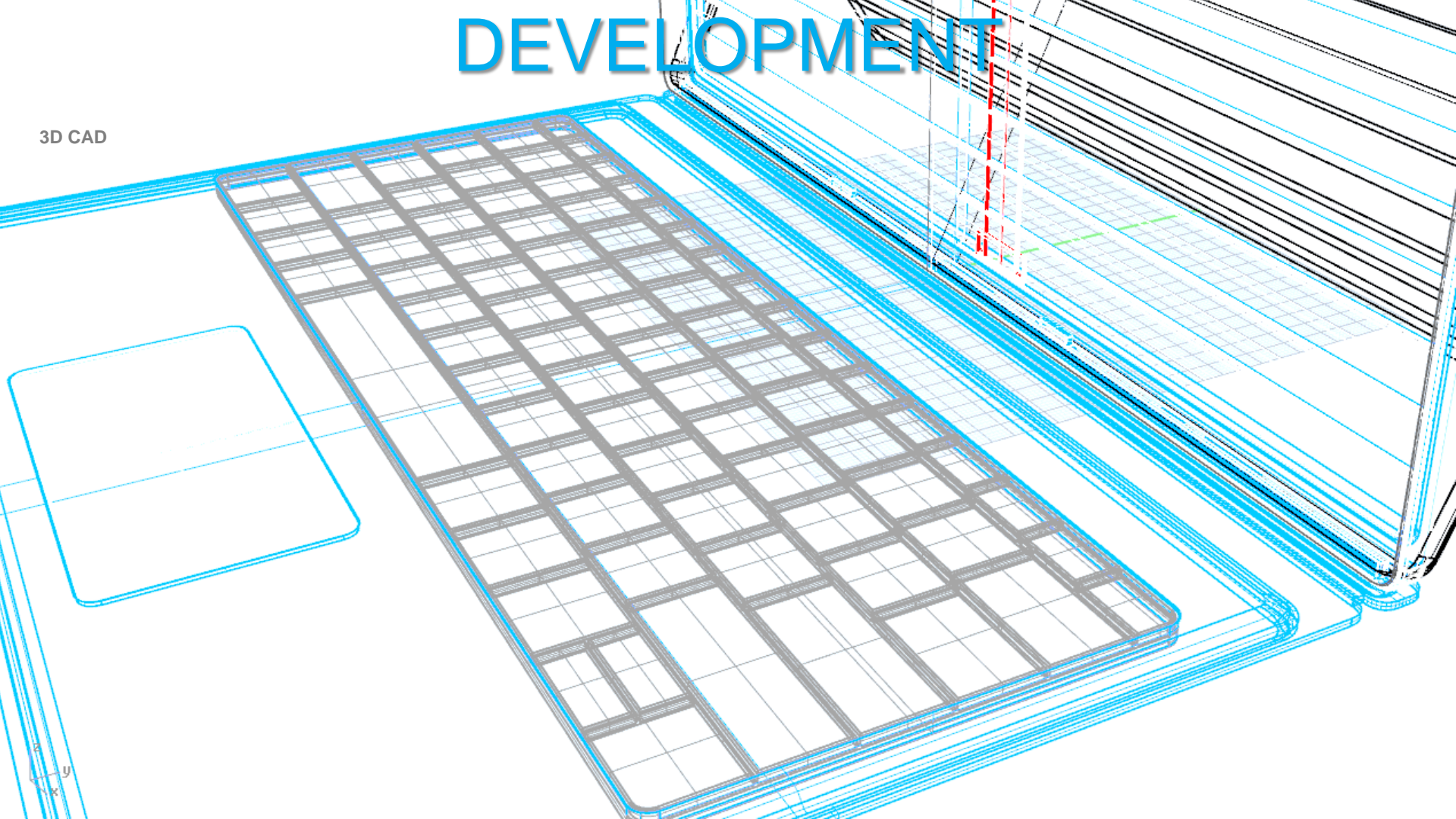
Video 2



Video 3

DEVELOPMENT

3D CAD



DEVELOPMENT

Design Story:

The ProTab compliments the senses with it's highly tangible features including a lightweight & thin keyboard and flexible endo-cover with luxurious materials. Sail is the perfect product for on the go and in the studio.



DISCOVERY



DEVELOPMENT

guided mastery, super thin yet incredibly intuitive



DEVELOPMENT

"Continuous" hinge mechanism rotates open to 125



ICONIC DESIGN

ICONIC DESIGN

Distinct and unique product experience delivered around the Infinity “edge to edge” display technology. This product is the 2nd XPS laptop available with this distinct solution of reducing overall product size through display centric architecture and strategy. Available now on Dell.com and Best Buy.

work created while at Dell



ICONIC DESIGN

XPS is the world's smallest 15" high end consumer notebook with an Infinity edge to edge display. The display centric form factor, carbon fiber palm rest and CNC aluminum makes for unparalleled experience.

Work created while at Dell, design collaboration



ICONIC DESIGN

Recycle cover for the chassis
Made from 111 recycled plastic bottles
Keep millions of plastic bottles out of landfills



Refresh

Recycle

Re-Use

ICONIC DESIGN



ICONIC DESIGN



ICONIC DESIGN

work created while at Dell

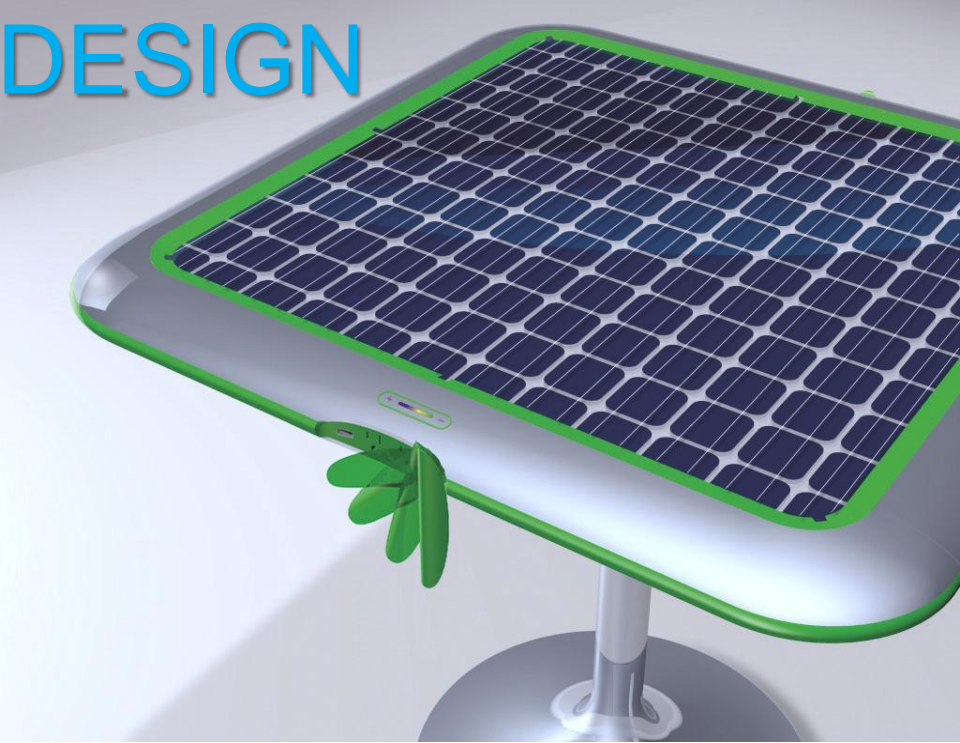


ICONIC DESIGN



work created while at Dell

ICONIC DESIGN



Solaris is a solar powered table designed to harness energy from the sun completely off the grid. In turn, the energy stored in the table is used to power laptops, MP3s and other electronic devices while on the go or away from your office. Embedding green technology, a sustainable experience and a strong design are the key differentiators for this outdoor or indoor furniture product.

The green power strip detail houses four plugs and two USB connectors which are protected by a weatherproof silicone cover. The green bumper also serves as a protective edge for the product.

ICONIC DESIGN

IDEA
2007

AUTOSEAL™ Travel Mug "West Loop"



West Loop is a double-wall, stainless steel, vacuum-insulated mug. It offers superior heat retention and a 100 percent spill-proof design for today's on-the-go coffee consumer. Simply press the button to drink; release the button and the mug automatically seals, keeping in heat and liquid—no more accidental leaks or spills. Its key components are color coded to give users visual cues for how the mug operates. When driving, users will not be distracted. West Loop's one-handed automatic-sealing function and strategically placed hand grip makes its use naturally intuitive.

IDSA bronze award winner 2007



Kids Sippy cups extended the product line



ICONIC DESIGN

In 1997, inspired by Asian culture and in particular the traditional Chinese fan, the first ever rotating form factor for mobile devices was fashioned. It took more than 3+ years for this concept and archetype to become a reality.

work created while at Motorola



IDSA gold award winner 2003
iF Award 2003

ICONIC DESIGN

Additional form factors (including wearable's) were created to evaluate the full range of design options for 180 & 360 rotating FF. Rapid prototyping was key to the success of the rotator family.



V70 Genesis, true wearables
(1996)



V70 Production



V80 Genesis



V80 Production

THX