

bears  
exo  
cloudburst  
trinity  
elmo  
kimodo  
new balance  
bhandha  
bella  
striker  
passage  
tween  
m.aloof

the  
resa  
bar  
bato

theresa barbato

design portfolio 04/05

Theresa Barbato  
6690 Raes Creek Court  
Loveland, OH 45140  
513-304-7682  
theresabarbato@yahoo.com

**education:**

University of Cincinnati- Cincinnati, OH  
College of Design, Architecture, Art, and Planning  
B.S. Industrial Design, Class of 2005  
GPA 3.5/4.0

Carmel High School- Carmel, IN  
Class of 2000

**honors and interests:**

Elise L. Sambur Memoial Scholarship '04/05, Dean's List all completed quarters,  
president and founding member of Association of Women Industrial Designers(AWID)  
student chapter, IDSA student chapter member, GM automotive studio  
Spring/Fall '03, shotokan karate, growing interest in fashion/apparel, knitting, shoes

**skills:**

Alias, Rhino, Painter, Adobe Photoshop, Adobe Illustrator, 2D and 3D communication

**work experience:**

Libby Perszyk Kathman Design (LPK)- Cincinnati, Ohio  
Summer '04  
Involved in many projects including point-of-purchase, environmental,  
packaging, and product design. Responsibilities throughout all  
aspects of design process including brainstorms and client presentation.  
Responsibilities of full time designer.

Kaleidoscope Design- Cincinnati, Ohio  
Winter '04  
Involved with various projects throughout different phases of design process  
such as blue sky ideation, client presentations, and internal design reviews.  
Also responsibilities included an independent research project, which  
included weekly presentations to design management.

Hasbro, Inc. - Pawtucket, RI  
Summer '03- Playskool Team  
Worked in Creative Play with the responsibilities of a full time designer.  
Managed and involved in the design process of several products from drawing  
concepts to making line review presentations. Involved in brainstorming  
sessions for future line developments. Worked closely with marketing.  
Winter '03- Disney Team  
Employed with duties of staff designer including research, sketching, line  
development, and line review presentations.

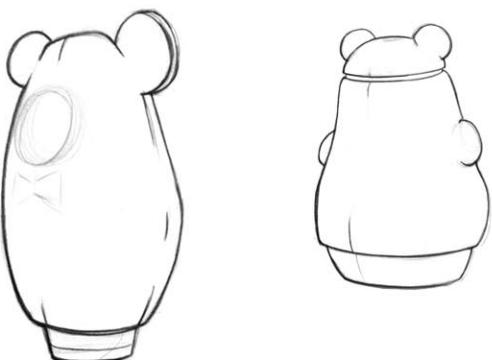
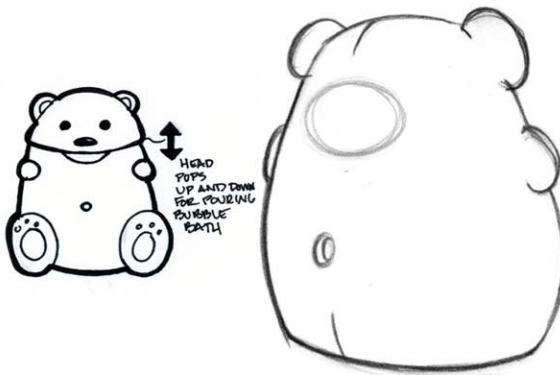
Daniel Richards Design- Indianapolis, IN  
Summer '02  
Responsibilities of staff designer. Duties included brainstorming,  
sketching, and product development for consulting duties for  
major sporting goods companies.

Matre' Design, Inc.- Milwaukee, WI  
Summer '02  
Employed with duties of a staff designer. Involved in full design  
process of various products, including ideation sketching and  
line review presentations.

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Objective:  
Design bottles in Alias  
using a family of form.  
Bathtime Buddies are  
designed to make a  
child's bathing  
experience fun and  
exciting.



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**Objective:**  
Using research and development, create a hatchet for a chosen target market. The Exo hatchet was made with the serious hikers and campers in mind.

2



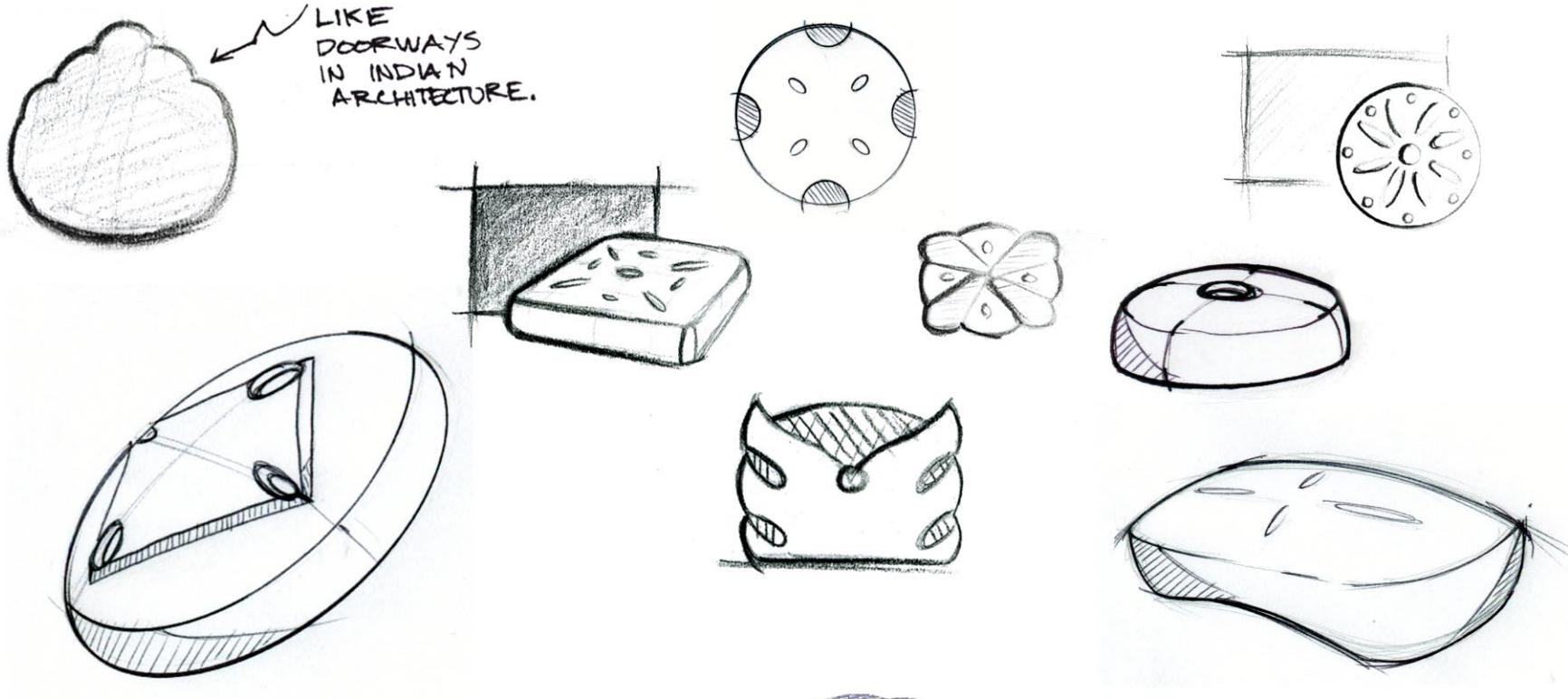
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**Objective:**  
To create a soap and package for a particular target market by using research and development. Cloudburst soap was designed for a teen-aged girl from Delhi, India who is worried about her complexion and is intrigued by the brit pop music scene.

3



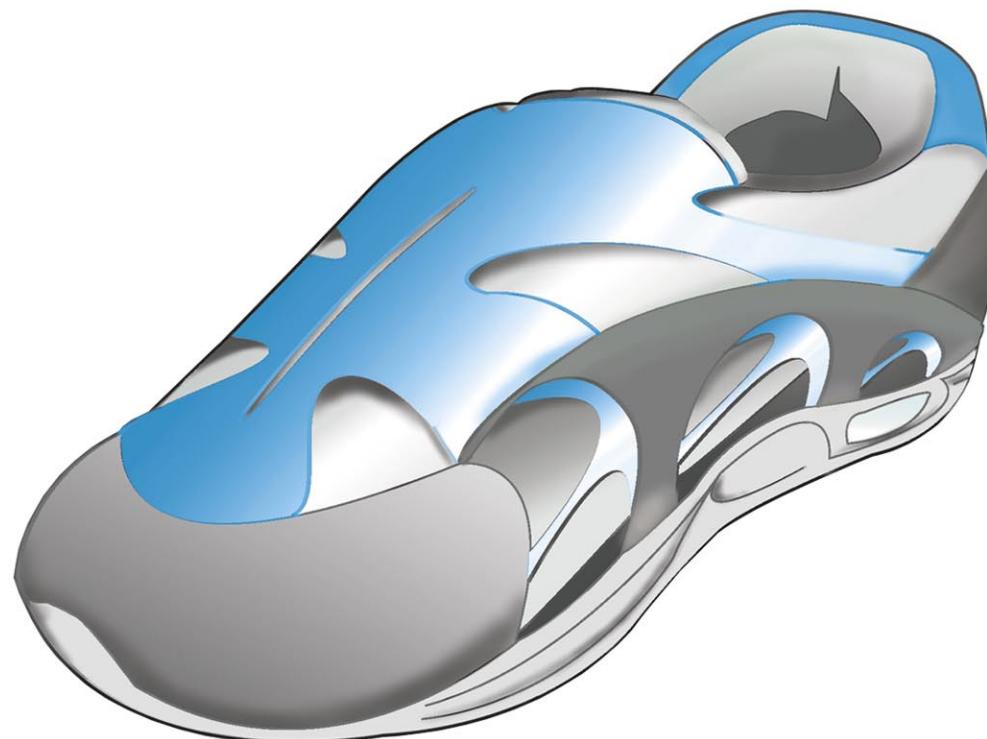
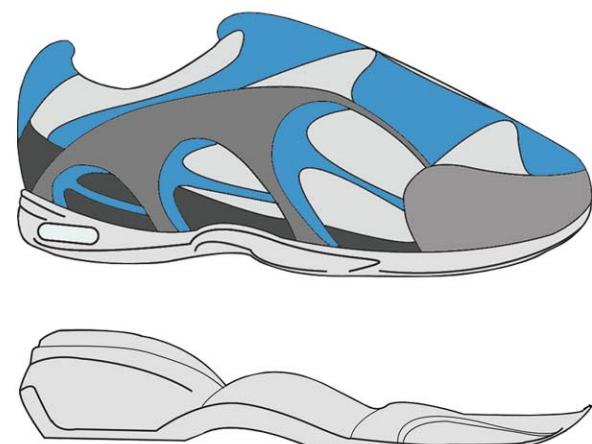
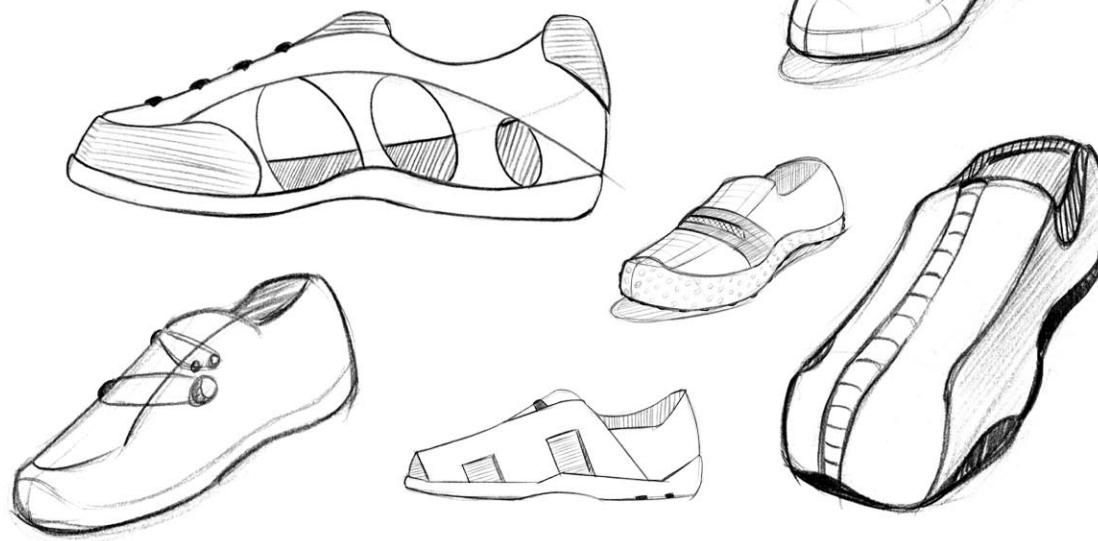
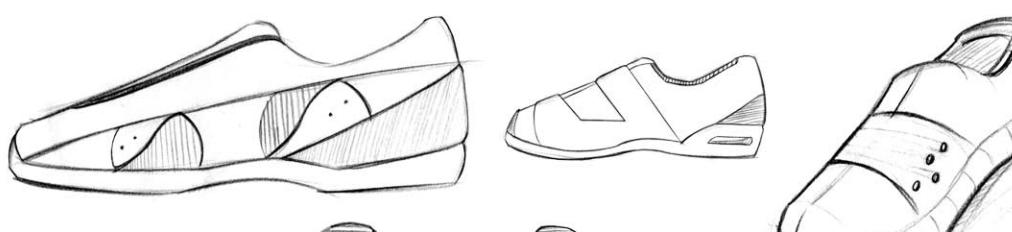
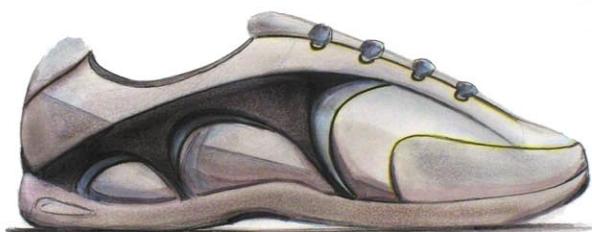
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**Objective:**  
To develop a functional,  
yet stylish shoe for  
serious women skateboarders.  
Trinity uses  
heat molded foam  
to form-fit the  
consumer's foot

4



lightweight mesh upper, EVA midsole  
cushioned heel and arch



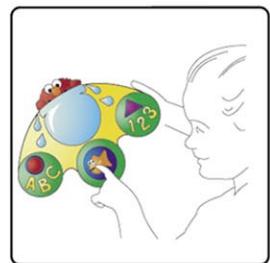
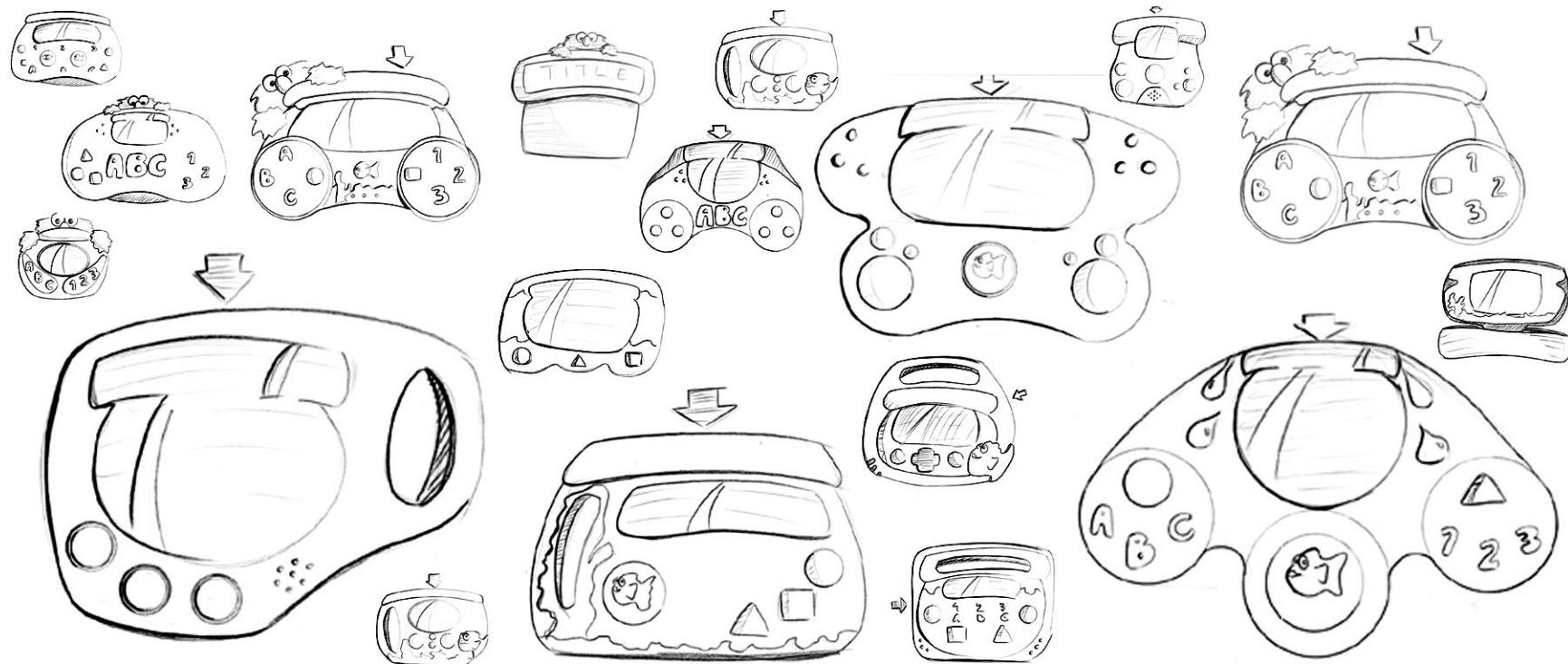
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**Objective:**  
A handheld game based off of the Sesame Street segment Elmo's world. Designed for children 3 to 6 years old.

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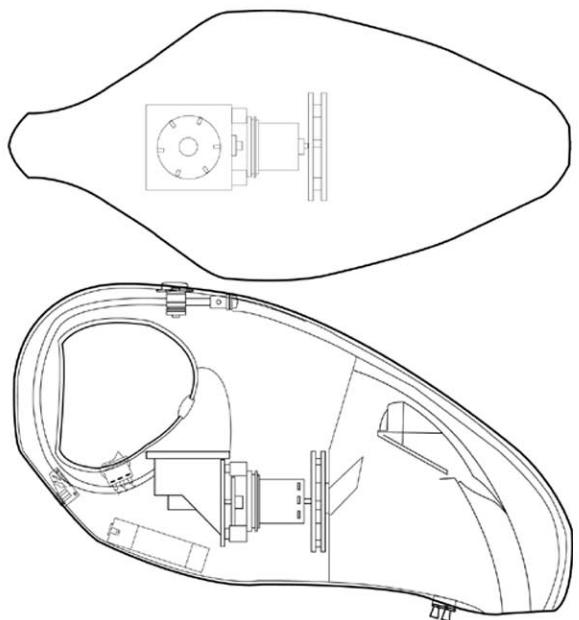
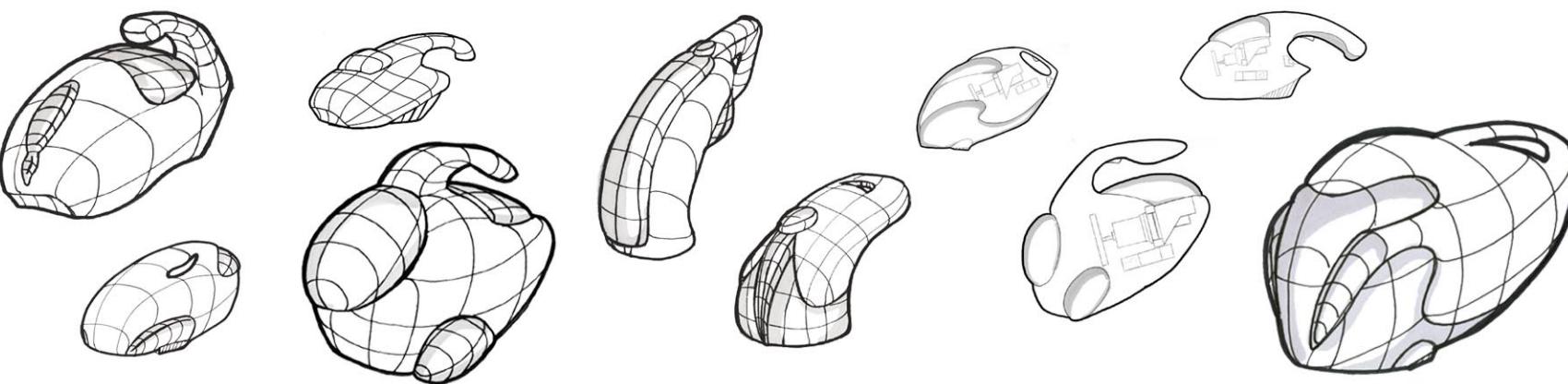


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Objective:  
Create a handheld power tool for a chosen target market, using research and development. Kimodo is a rechargeable hand vac targeted towards bachelors aged 21 thru 28. The form of Kimodo needed to add a fun element to cleaning, yet still stay aggressive enough for the male market.



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**Objective:**  
Create an everyday athletic shoe for the co-ed target market of the ages 16 to 22.



lightweight mesh upper, EVA midsole  
cushioned heel and arch

**new balance**

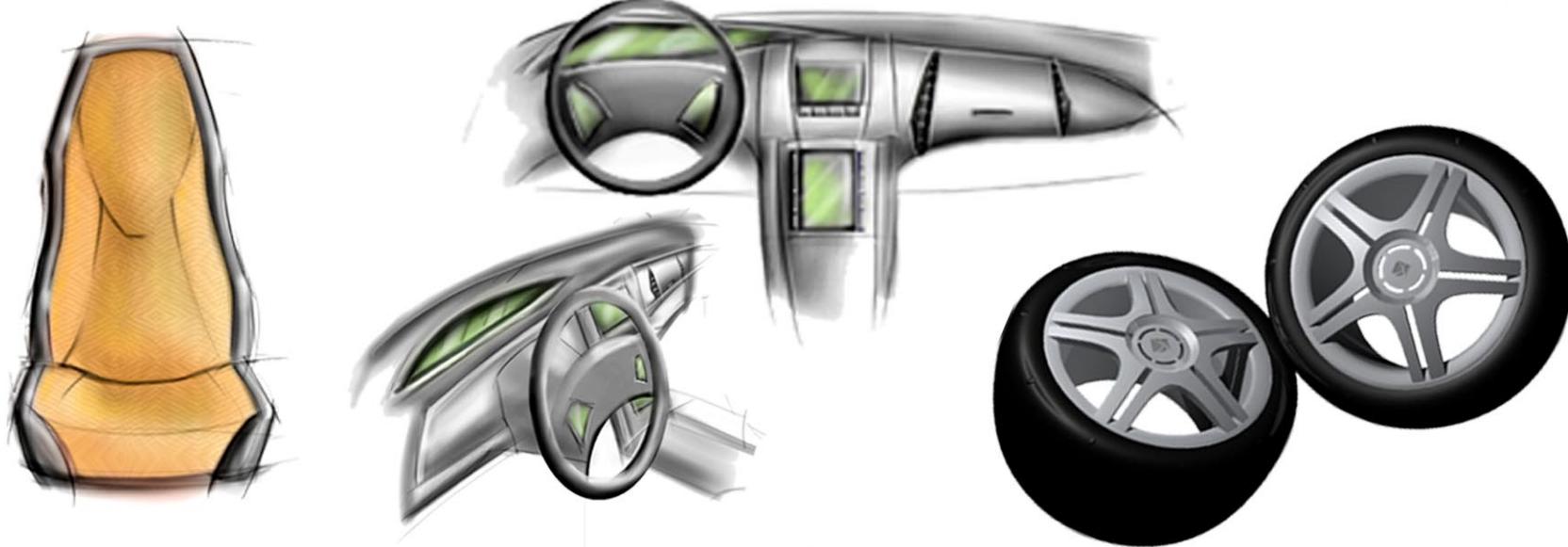
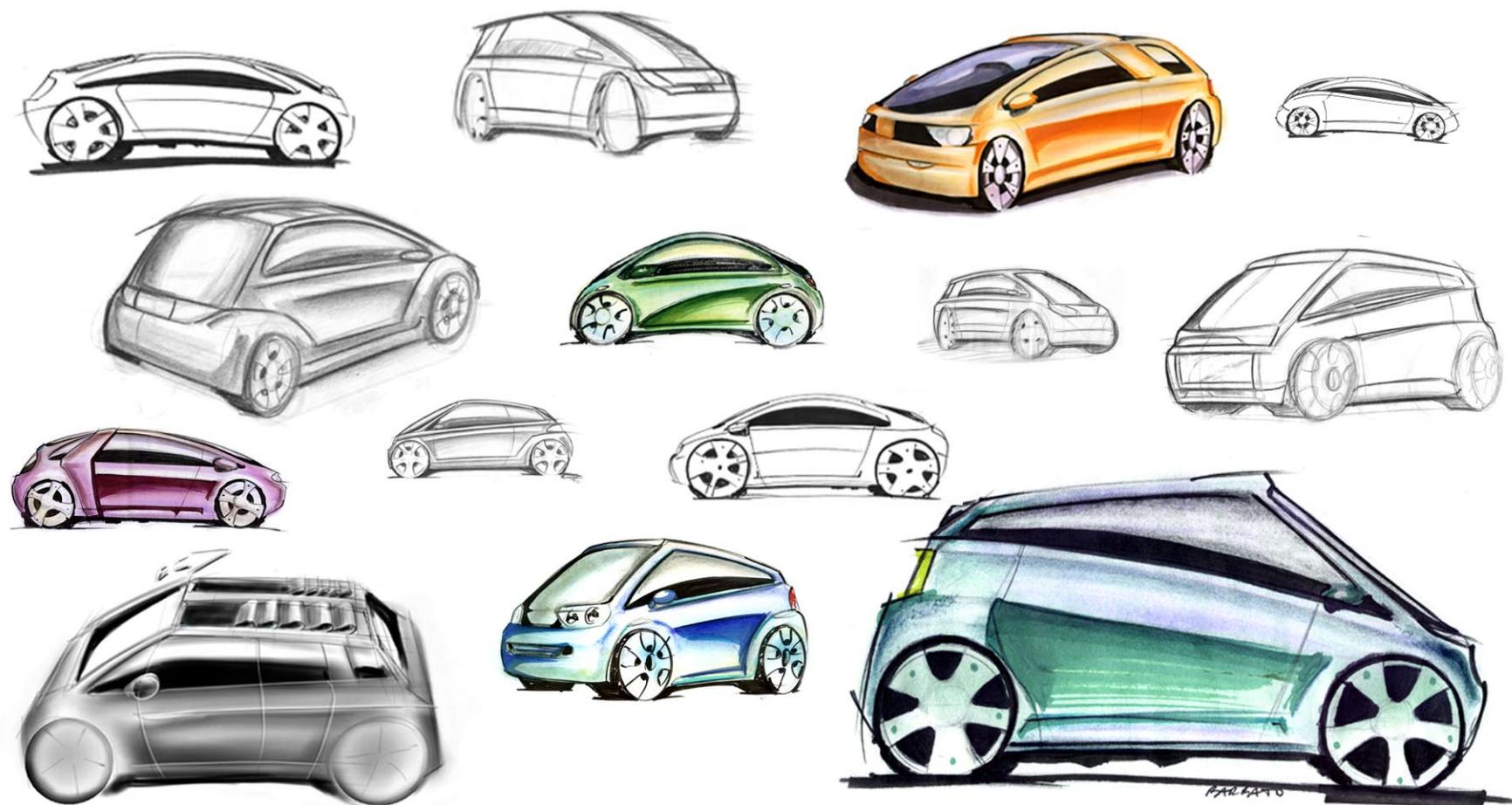
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**Objective:**  
An alternative fuel vehicle aimed at women aged 25-35.  
Bhanda utilizes GM's "autonomy" platform while taking design cues from Ashtanga (power) yoga.



8a

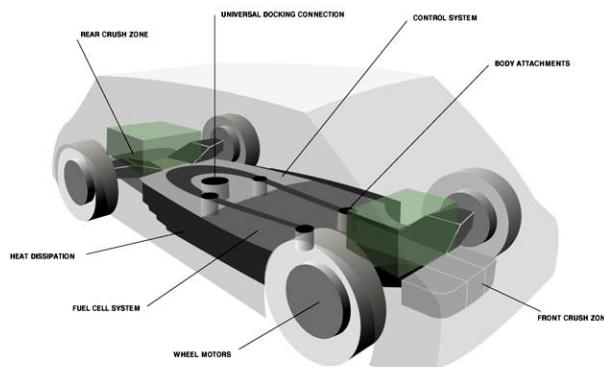
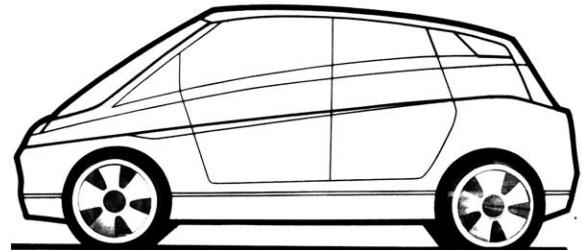
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**Objective:**  
An alternative fuel vehicle aimed at women aged 25-35. Bhanda utilizes GM's "autonomy" platform while taking design cues from Ashtanga (power) yoga.

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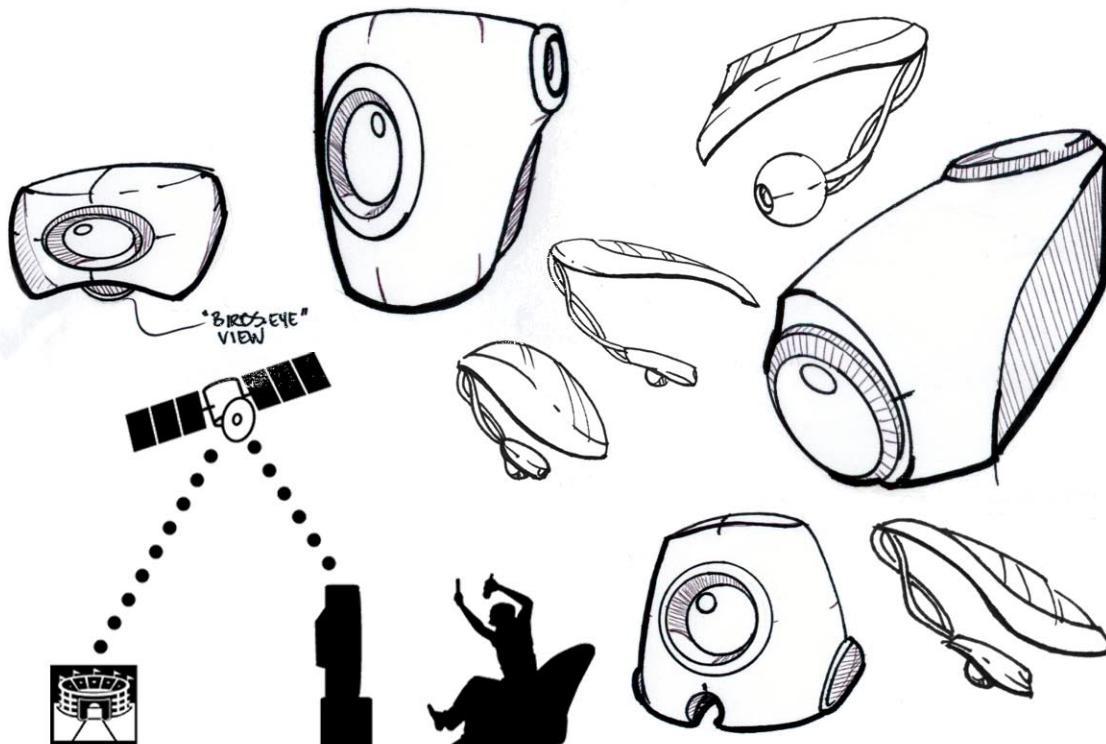


## Solution Vs. Field Research

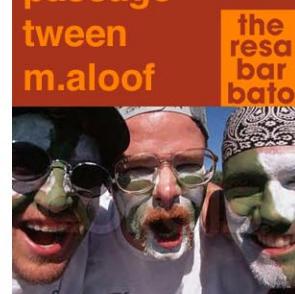


**Objective:**  
To develop an ergonomically correct soup ladle for everyday use, and model it in ren.  
The Bella soup ladle is designed for optimal use of the neutral hand position in order to relieve excessive pronation and supination of the wrist.

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**Objective:**  
Create a futuristic/fantasy product dealing with sports. Striker Vision provides a better perspective for the die-hard fans, giving opportunities to follow a favorite player or see the game from a different angle.

10

## Profile:

**Life Story:** Ben, an only child raised by a single mother in suburban Pittsburgh, found a source of friendship and role models by joining the Boy Scouts of America. Ben has always loved to "tinker" with and fix things, so most of the tasks required for merit badges came easily to him. What he really loves, though, were the athletic activities, especially the mountain biking and bicycle racing. Eventually Ben moved up the ranks to become the highest ranked member in his troop, the Eagle Scout.

Ben currently works at a local bike shop called "The Resa Bar Bato". It is one of their top bicycle mechanics. He is also taking online courses through the local community colleges in order to earn a business degree which will enable him to attain his goal of opening up his own bike shop one day.

He is a member of the Allegheny Cycling Association- a biking club that provides bicycle racing opportunities throughout Pennsylvania. Along with racing, Ben is constantly volunteering to lead various bicycling and camping activities with the local Boy Scout troops. Because of this he is constantly traveling to various locations across the state to race- so half the time he is living out of his car.

**Special Needs:** For his first car, Ben is looking for a dependable and affordable car that can keep up with his active lifestyle. He hopes to find a fun and tough vehicle that is able to haul his bikes, camping equipment, or anything else that might come his way.

### Scout Oath:

On my honor I will do my best  
To do my duty to God and my country  
and to obey the Scout Law;  
To help other people at all times;  
To keep myself physically strong,  
mentally awake, and morally straight.

### Scout Law:

A Scout is:  
Trustworthy      Obedient  
Loyal      Cheerful  
Helpful      Thrifty  
Friendly      Brave  
Courteous      Clean  
Kind      Reverent

### Gear:



## Profile:

**NAME:** Ben Miller

**SEX:** male

**AGE:** 25

**ETHNICITY:** white

**LOCATION:** suburb of Pittsburgh, PA

**INTERESTS:** volunteering for boy scouts, bicycle racing, camping, internet

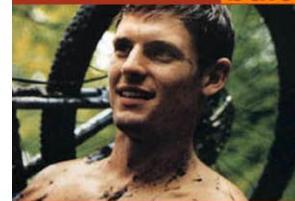
**EDUCATION:** currently working on business degree

**OCCUPATION:** bicycle mechanic  
\$20,000/yr



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**Objective:**  
Design an automobile for a 25 year old bicycle mechanic and part-time college student from Pittsburgh, PA who is looking to purchase his first car.  
This studio was sponsored by General Motors.

## Brand:

utility



innovative

strength



GMC



inspired

hard working



adventurous

solid



rugged

active

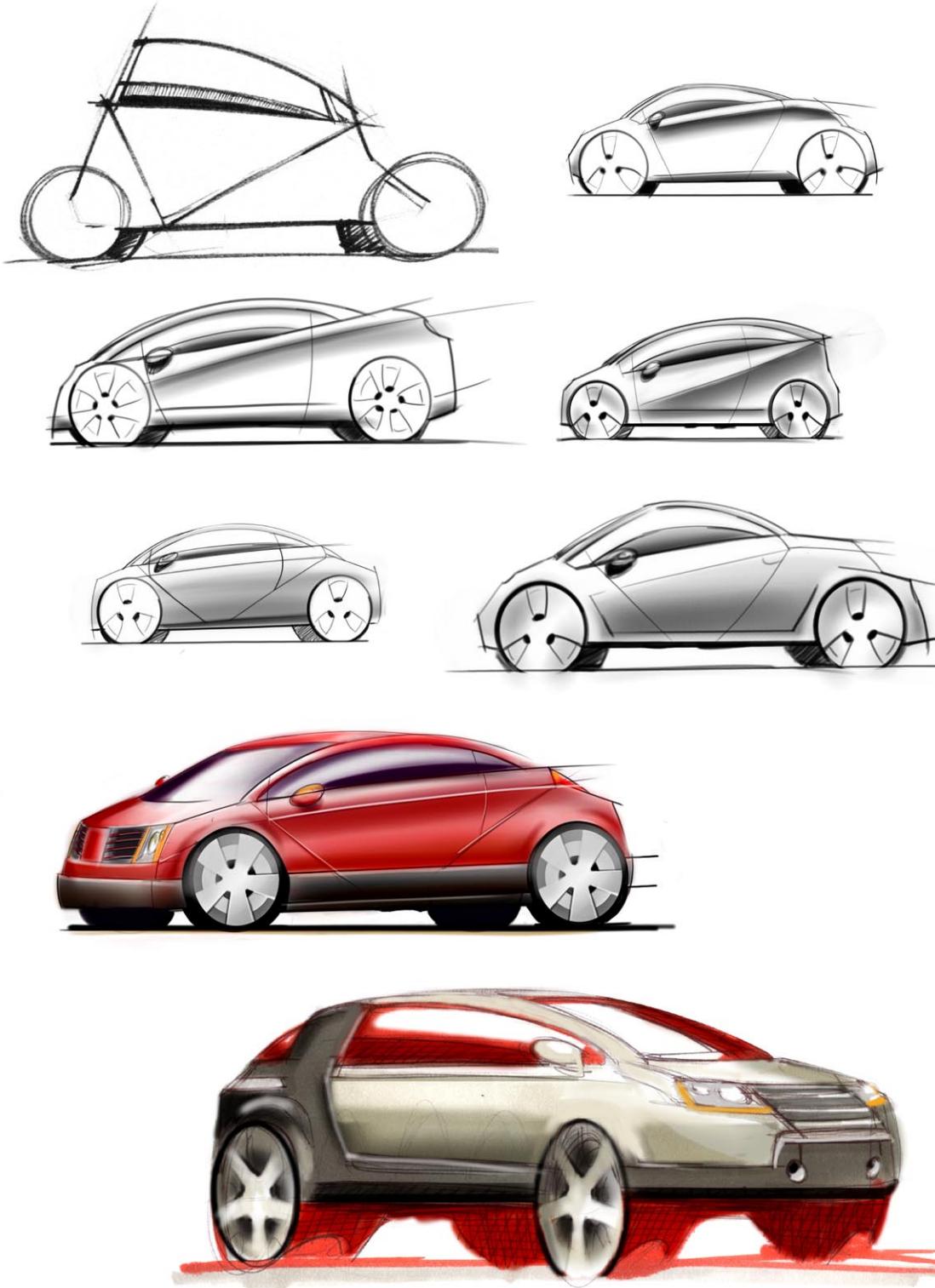
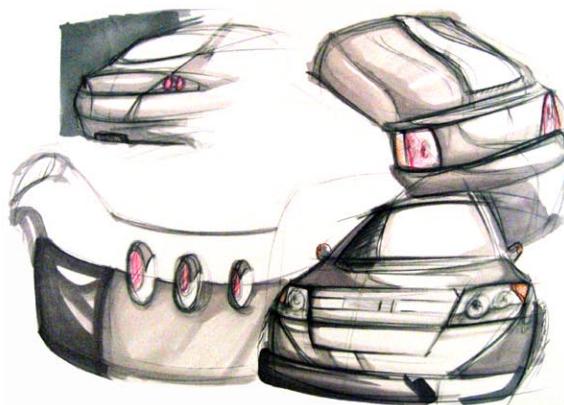
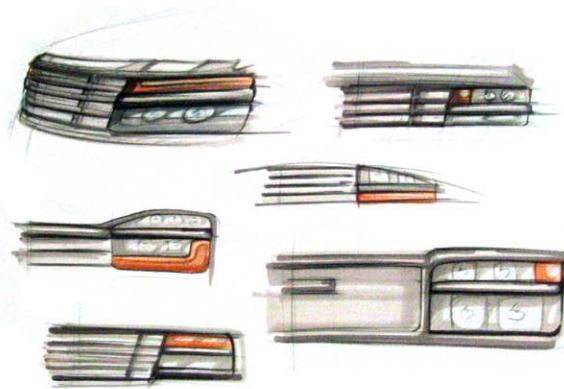
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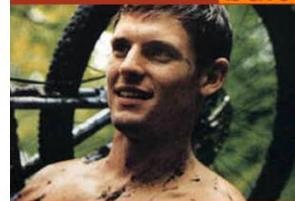
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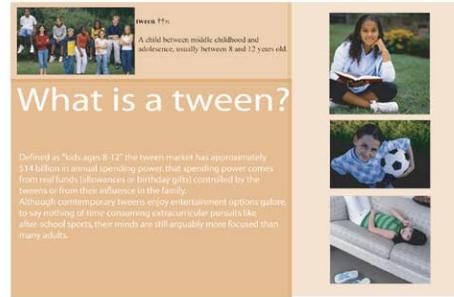
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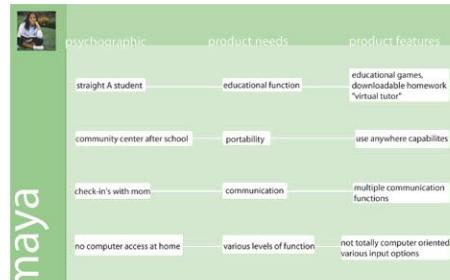
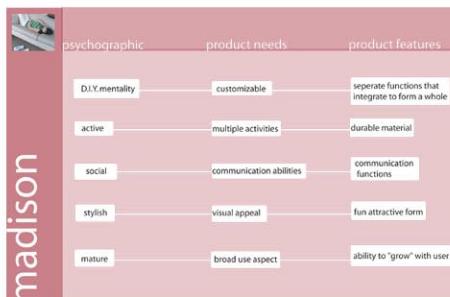
**Objective:**  
Research of Tween girl market for the use of designing electronic products.

12



## What is a tween?

Defined as "kids ages 8-12," this tween market has approximately \$14 billion in annual spending power, that spending power comes from real funds (allowances or birthday gifts) controlled by the tweens or from their influence in the family. Although contemporary tweens enjoy entertainment options galore, to say nothing of time-consuming extracurricular pursuits like after school sports, their minds are still arguably more focused than many adults.



## needs

8:00 am  
Alex and her friends gather in their usual hang out spot before classes start. They help each other with last minute homework and talk.



3:30 pm  
If she's not at volleyball or soccer practice, Alex babysits for her little brother and sister after school until her mom gets home from work. She usually spends this time talking on the phone and watching TRL.



10:30pm  
Alex calls her dad to say goodnight and make plans for what they will do over the weekend.

**Multi-Tasker Extraordinaire:** babysitting, homework volleyball, soccer...Alex takes it all in stride. She'd rather be really busy and hanging out with friends than just stay home.

**Hangin' Out:** When she's not at practice, Alex loves hanging out with her friends. They love getting together to watch MTV, the N, listen to the latest Hilary Duff single, and give each other the quizzes from their favorite magazine.

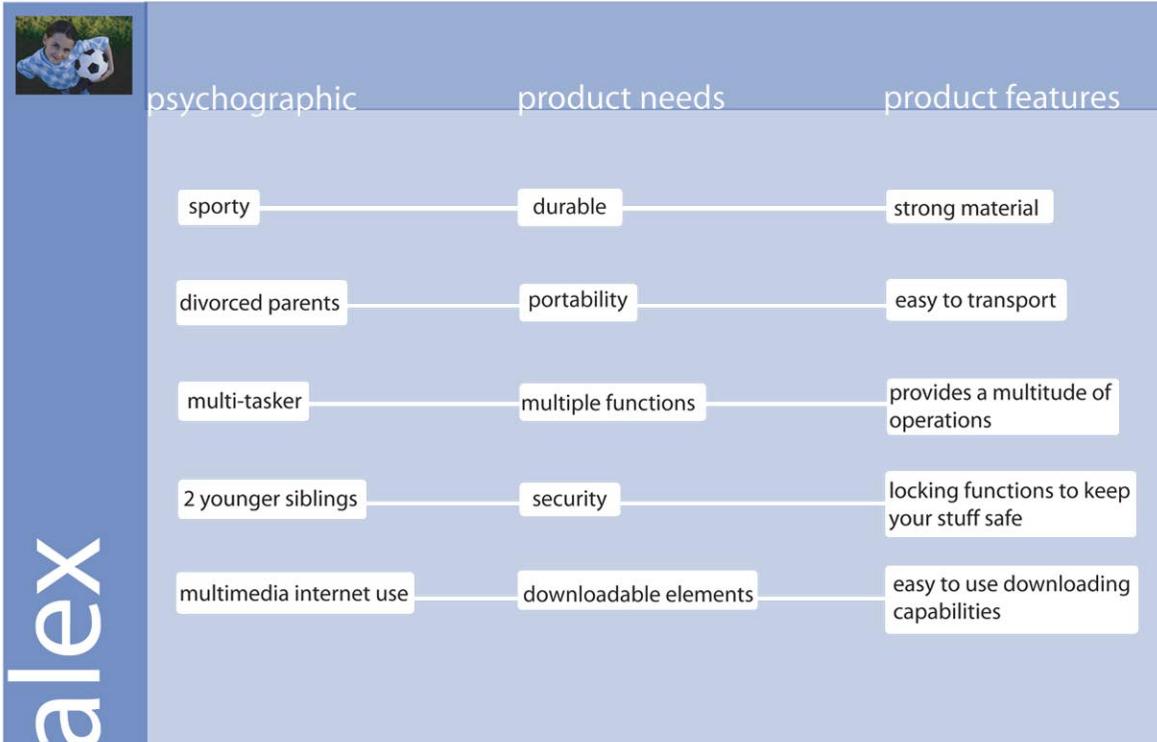
**Family:** Although Alex's parents are divorced, they try to stay on friendly terms for their 3 children. Alex lives with her mom and stays with her dad at least every other weekend. No matter where she is, she always has to check in with both parents when she's out with friends.

**Technology:** Alex loves using Instant Messenger to see what's up with all of her friends. She is constantly downloading the newest videos from MTV.com and voting for the videos on TRL. She also uses the internet for most of her homework. She is trying to save up her money for an Mp3 player. Her parents told her they would pay for half if she can save up for the rest.

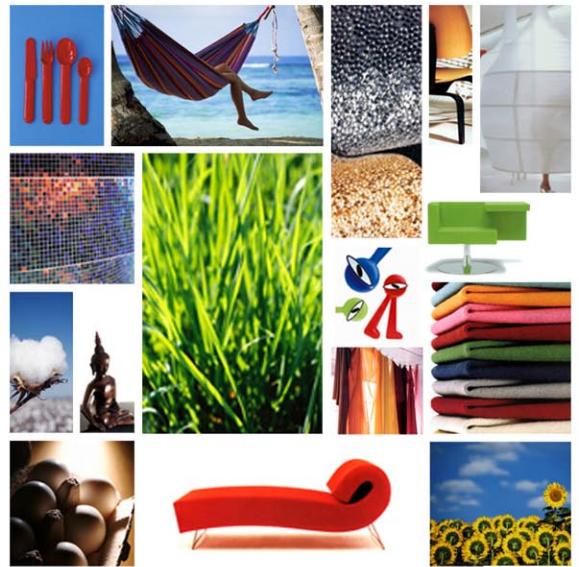
**Money Makin':** Alex babysits her little brother and sister after school and on weekends, she also receives a weekly allowance.



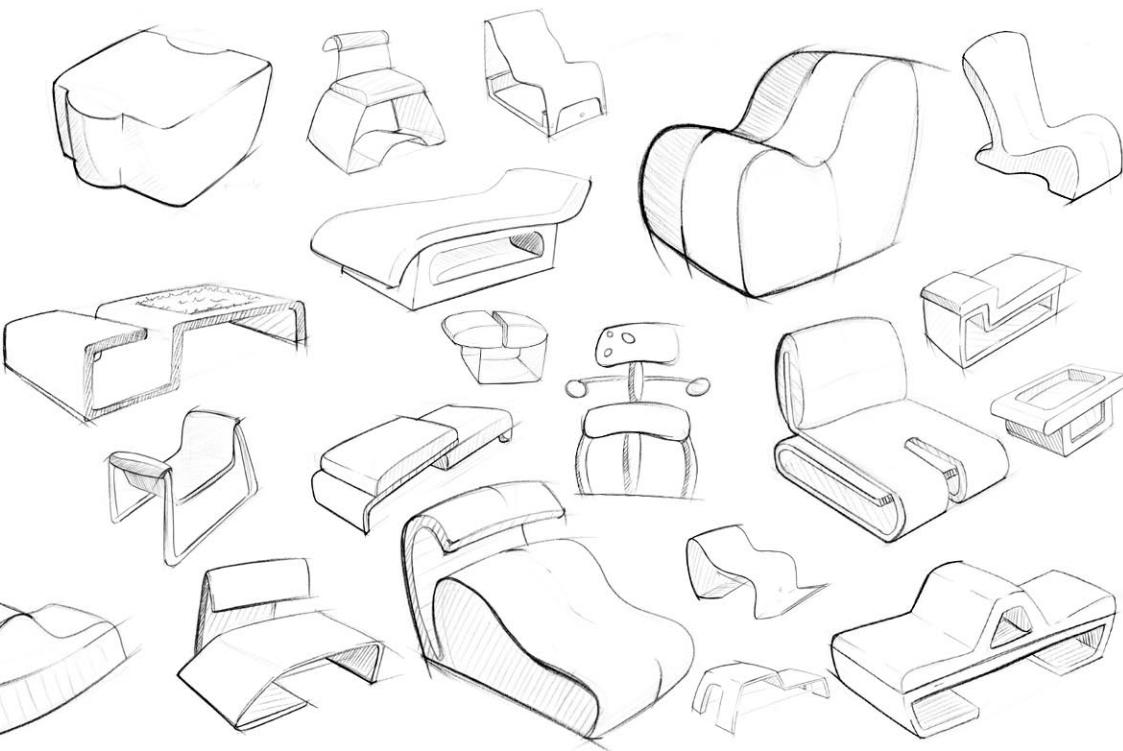
## key issues



## alex



ideation and inspiration board



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**Objective:**  
Create a chair with a blend of humor, simplicity, and craftsmanship. The m.aloof chair keeps the simple philosophy of the craftsman Maloof in mind, while looking into the future. The cushions snap on and off of the frame with the idea of a frame that lasts a lifetime but can still change its mood and style as often you do.



a sample of 35 A level drawings

13a

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13b



scale models of chosen directions and visual, functional, and final models



the maloof chair

DESIGN WITHIN REACH



**thank you for your time**

**theresabarbato@yahoo.com  
513.304.7682**

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