



**David Krawczyk | 2017**

**Work Sample for COOKS HOUSE**

# Liscio

## Smart Phone

### Design Brief

Design a low cost cell phone that has qualities to differentiate it from other phones on the market.

### Role

Research market trends, sketching, interact with mechanical engineer for placement, 2D renderings, 3D modeling, CMF specification, oversee model making.



# Liscio

2D Rendering

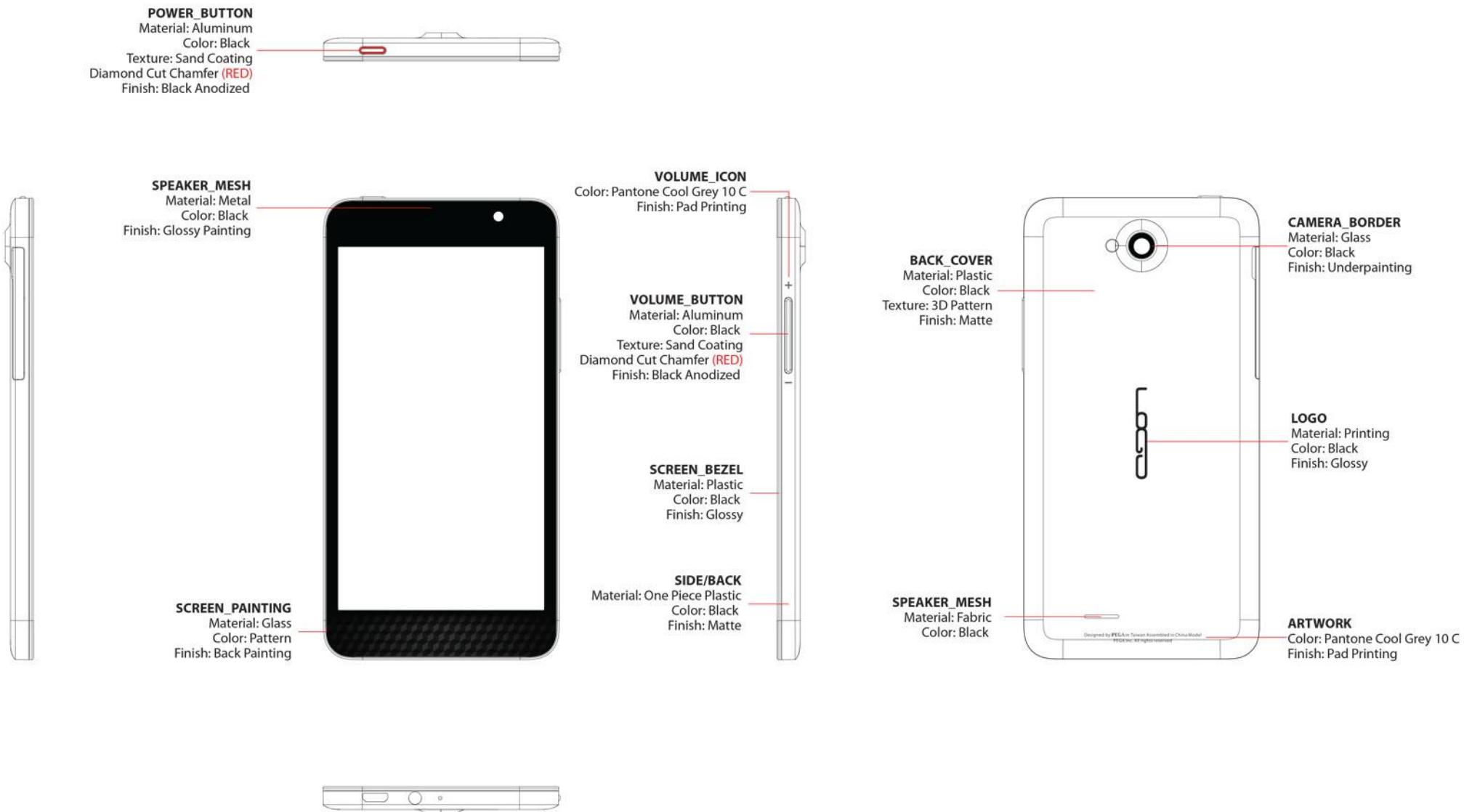


## Features

Back case incorporates a 3D pattern that is mimicked on the backprinting of the screen. Logo is pad printed.

# Liscio

## CMF Specifications



# Liscio

2D Rendering



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# Liscio

## Appearance Model



The model, created in multiple parts, consists of actual buttons, ports, and weights to make it feel as close to a production model as possible.



ABS was CNC'd for maximum resolution. The back features a 3D gradient pattern.



The front display was back printed with a pattern to mimic the back surface.

Liscio

Appearance Model



LOGO

Designed by PEGA in Taiwan Assembled in China Model  
PEGA Inc. All rights reserved

## **YTMA**

YouTube Music Awards

### **Design Brief**

Create a high quality award that would be presented to winning artists at the YouTube Music Award Ceremony. Names would not be released until after the ceremony.

### **Role**

Design development, determining fabrication method, hand finishing (sanding and polishing).



# YTMA

## Fabrication



Aluminum blanks were waterjet cut and then hand finished to a polish.



The inner triangle was machined prior to being anodized.



An iridescent triangle is placed in the recess to give the icon a subtle glow.

# YouTube Music Award (YTMA)

Custom Etched Anodized Aluminum



# **TRACT**

Modular Shelving System

## **Design Brief**

Design a visual shelving system that provides users more than one storage option.

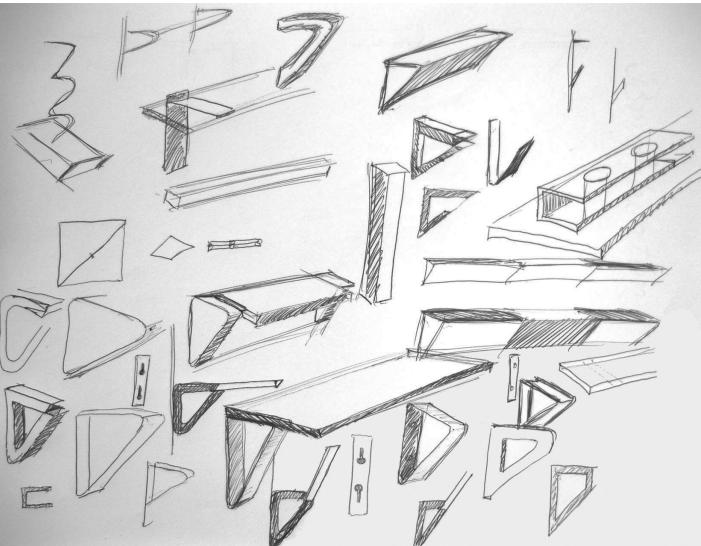
## **Role**

Research market trends, sketching and design development, prototyping and model making.



# TRACT

## Early Prototype



Sketches exploring the simplest means to accomplish a shelf and pocket.



Early bent metal bracket with wood plank prototype to test the concept.



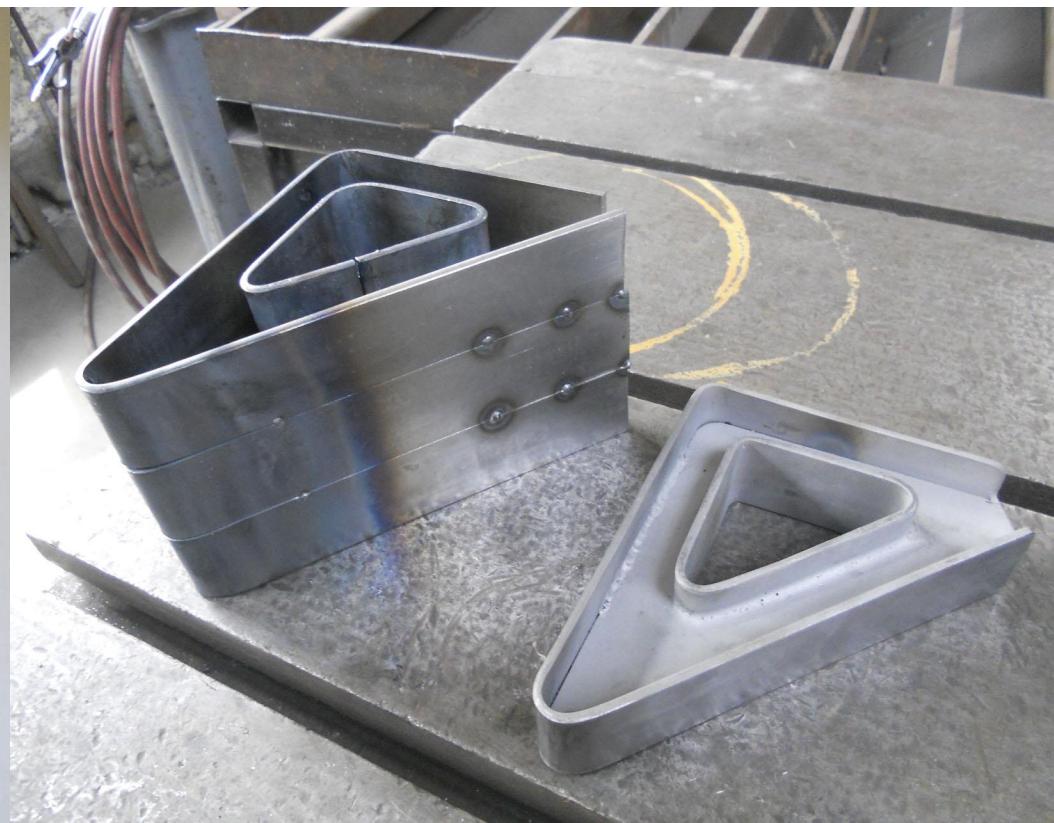
The pocket can store items such as gloves, scarves, toys, remotes, etc.

# TRACT

Prototypes



CNC'd polyurethane mockup to verify scale.



Fabrication of metal brackets for an appearance model.

# TRACT

Rendering



# Smart Watch

## Design Brief

Develop a smartwatch that features the latest in manufacturing techniques.

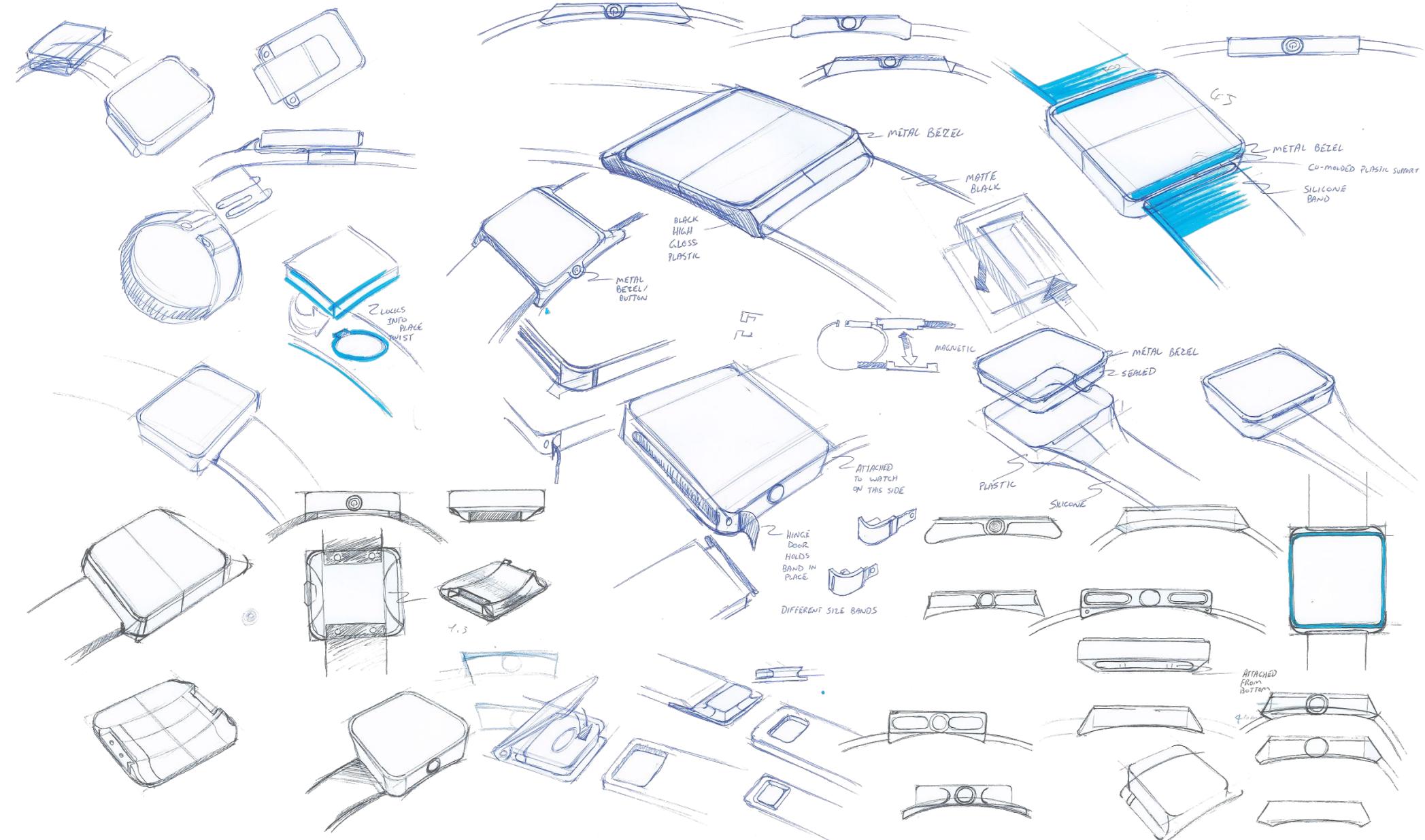
## Role

Market and manufacturing research, concept development, sketches, 2D rendering, 3D modeling and rendering.



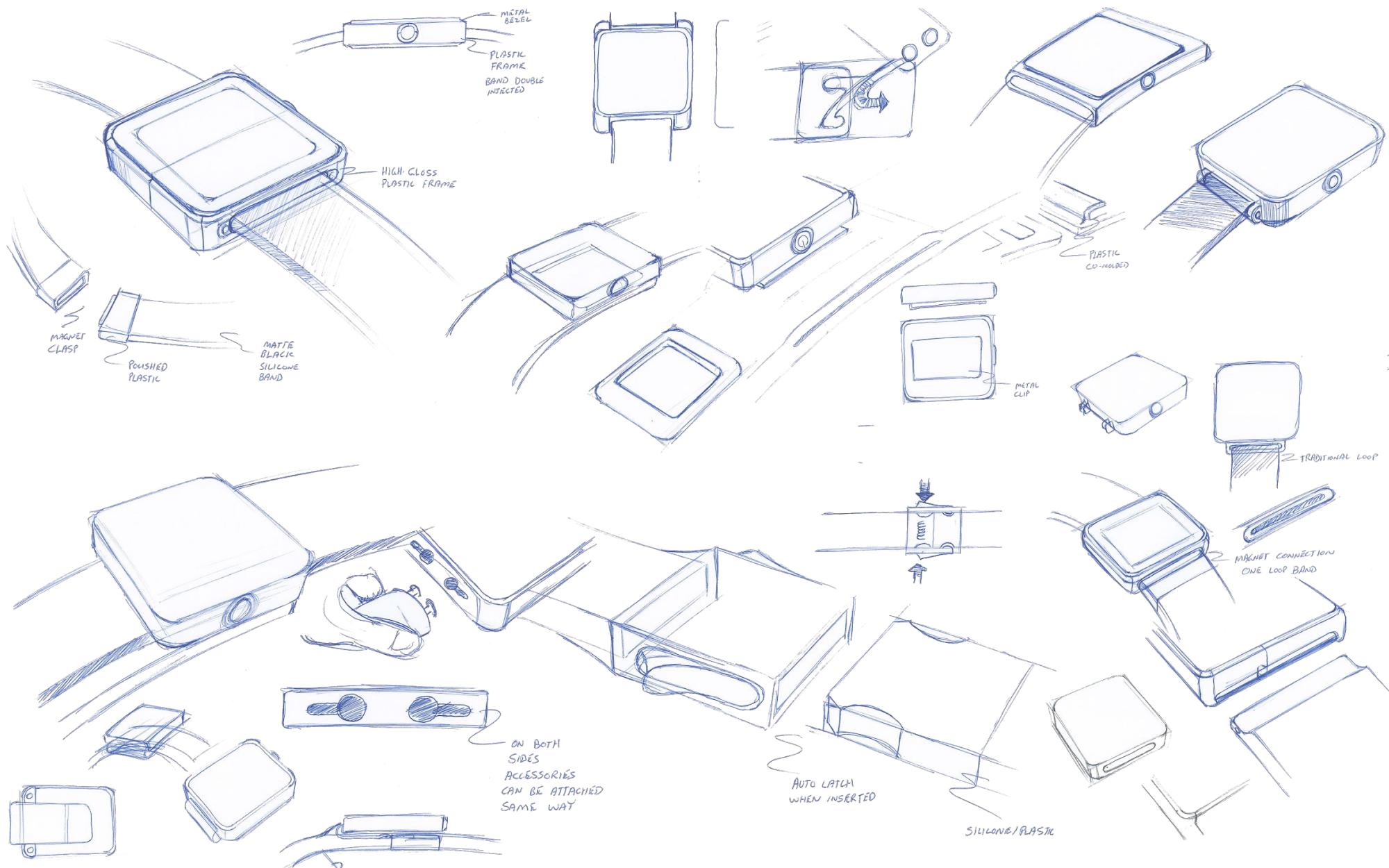
# Smart Watch

## Concept Sketching



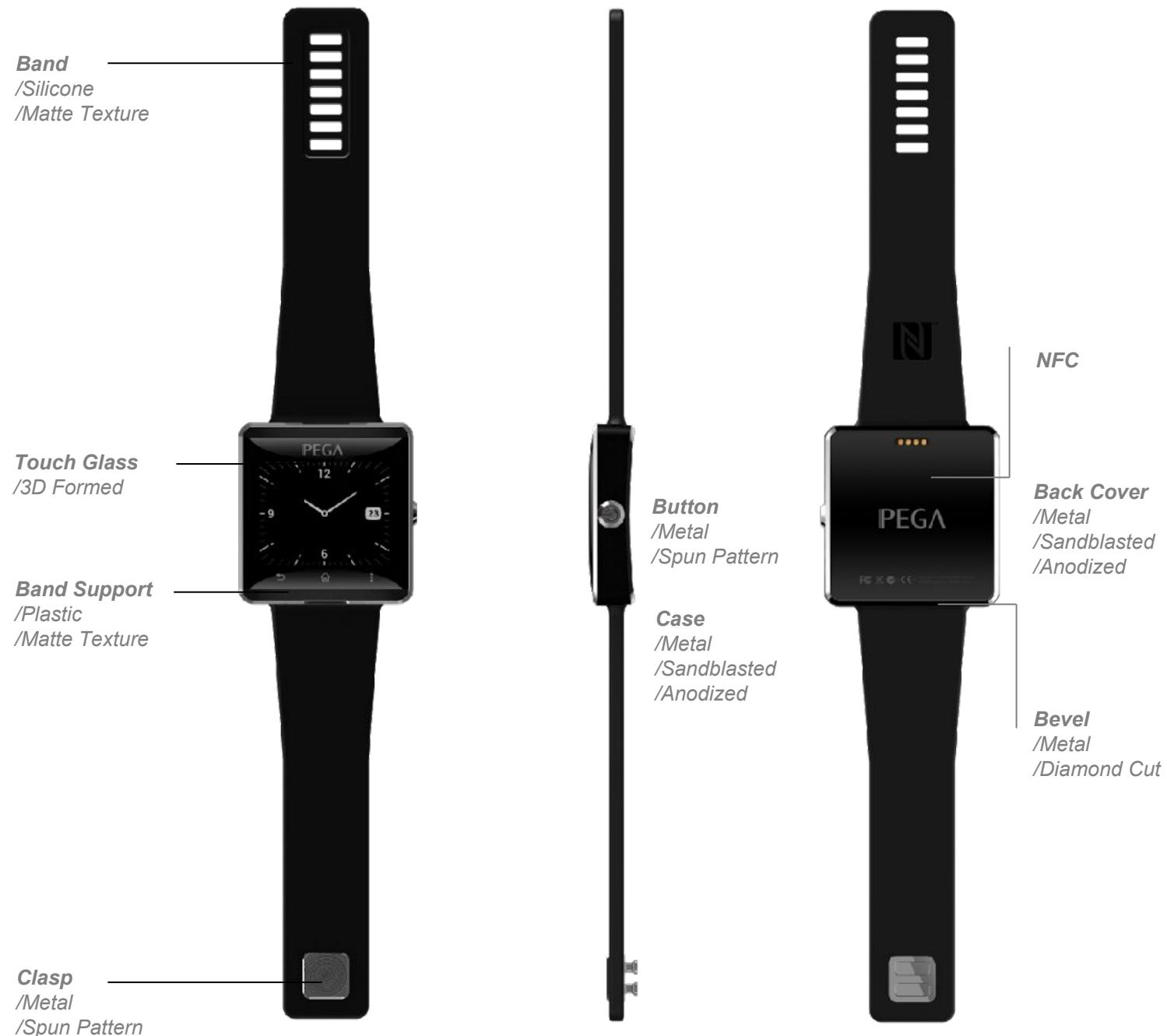
# Smart Watch

## Concept Sketching



# Smart Watch

CMF



# Smart Watch

## 3D Rendering - Features



### 3D Surface

The plastic and glass together form a 3D curved surface complementing the curve of the bottom of the module.

### Seamless Design

The silicone band is co-molded to the plastic structure within the module. The band passes through a slot in the metal frame.



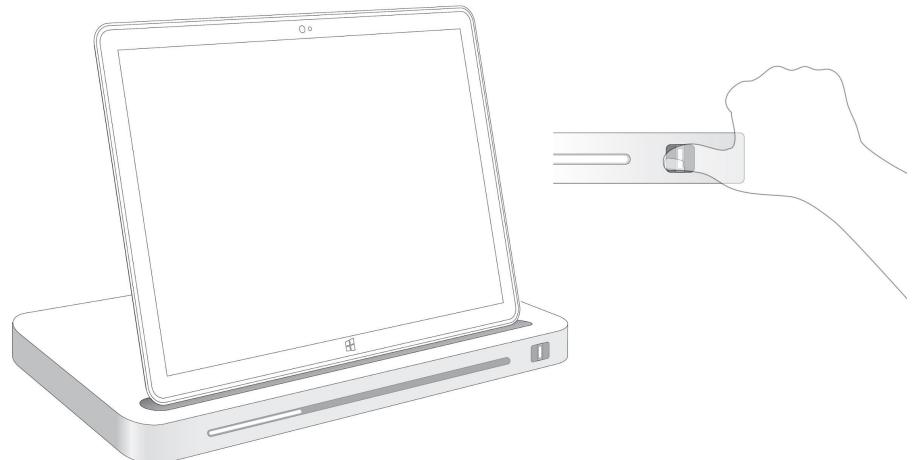
# Microsoft Surface Docking Station

## Design Brief

Ideate new features for a Microsoft Surface docking station.

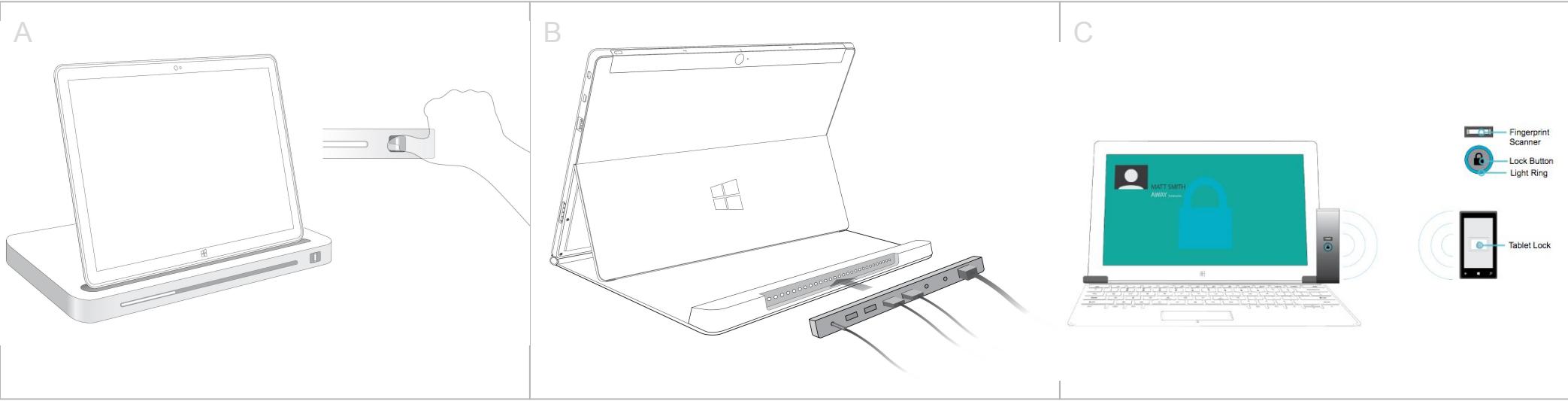
## Role

Concept development, 2D scenario renderings



# Docking Station

## Concept Development



Backup files securely to an external hard drive dock protected with a fingerprint scanner. Light bar illuminates drive capacity.

Users can expand the Surface into a PC at work and an entertainment center at home without the hassle of reconnecting the cords. The dock folds to cover the display for safe transport.

The dock protects personal information when the user is not present. When a synced cellphone leaves the proximity of the workstation, the user account automatically locks. User can also push button to quickly secure the device. The device can be unlocked with the fingerprint scanner.

## D-Link: Komfy

Smart Home Devices

### Design Brief

Design a smart switch and outlet that incorporates a camera and proximity sensor.

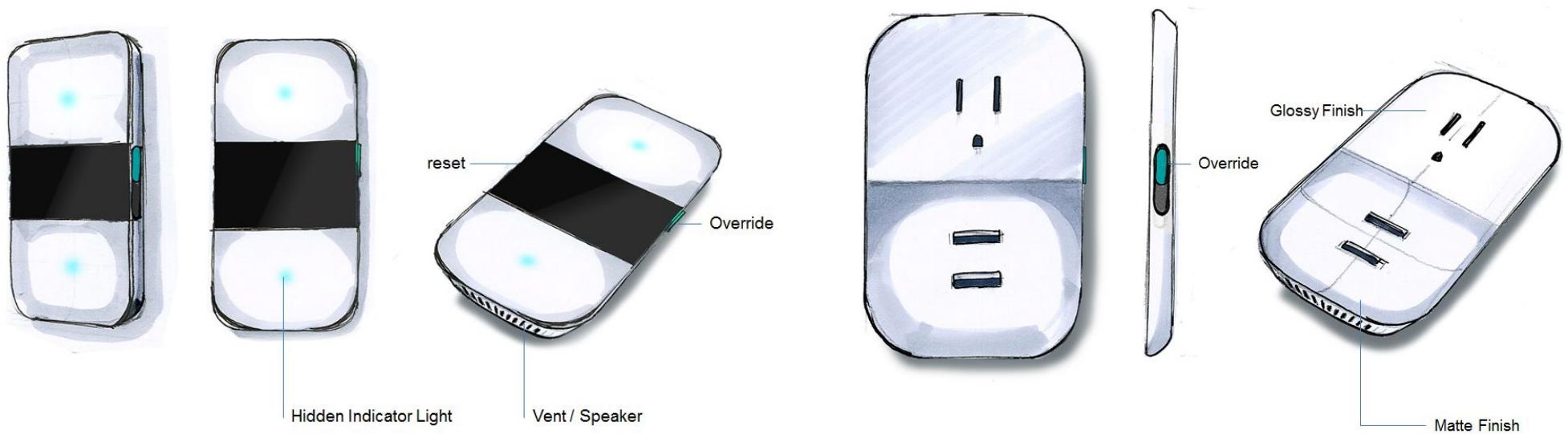
### Role

Market research, user experience and interaction, sketches, 2D rendering, 3D modeling and rendering.



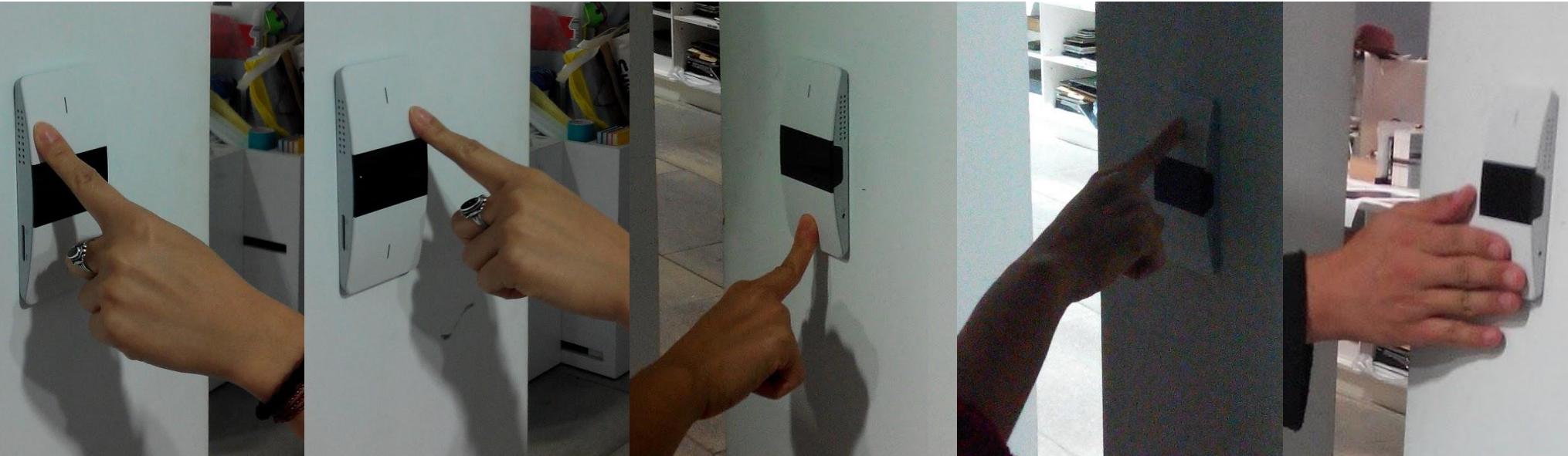
# Komfy

## Preliminary Sketches



# Komfy

## User Interaction



Individuals were asked to interact with the appearance model while another person turned the lights on and off based on how the switch would work in reality.

# Komfy

2D Rendering



# Talky

Smart Reminder

## Design Brief

Develop use cases for iBeacon technology and create a low cost product that can be attached to objects by several means.

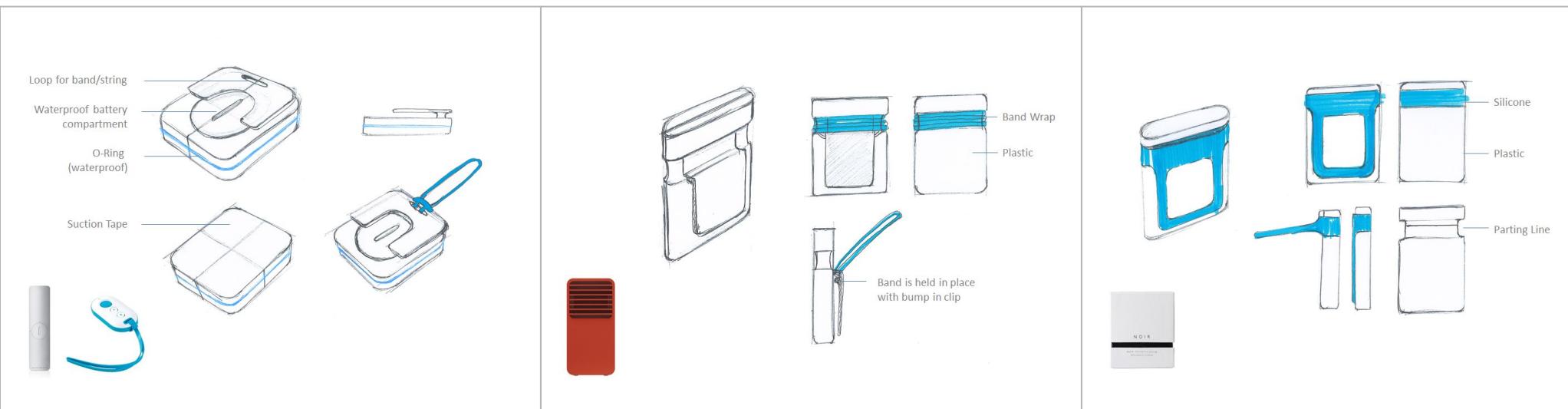
## Role

Market research, user experience and interaction, sketches, 2D rendering, 3D modeling and rendering, research and source vendors for manufacture.



# Talky

## Concept Sketching



Three methods of attachment were explored during ideation: suction tape, clip, and silicone band.

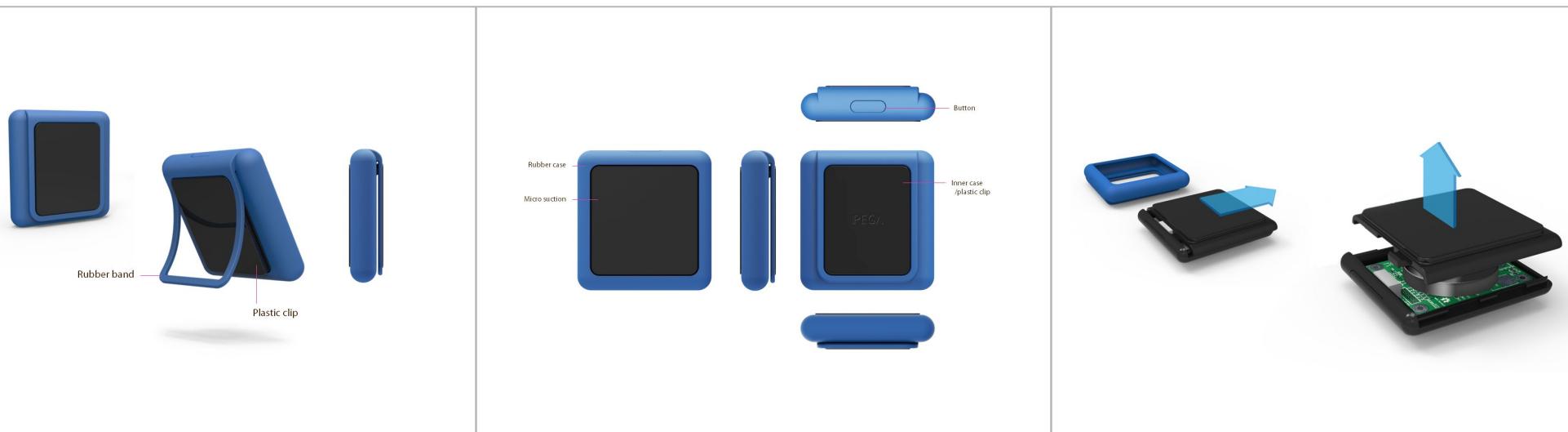
# Talky

## Concept Development

### Concept A

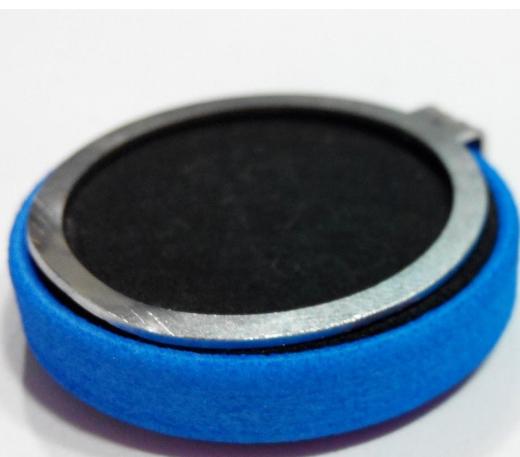


### Concept B



# Talky

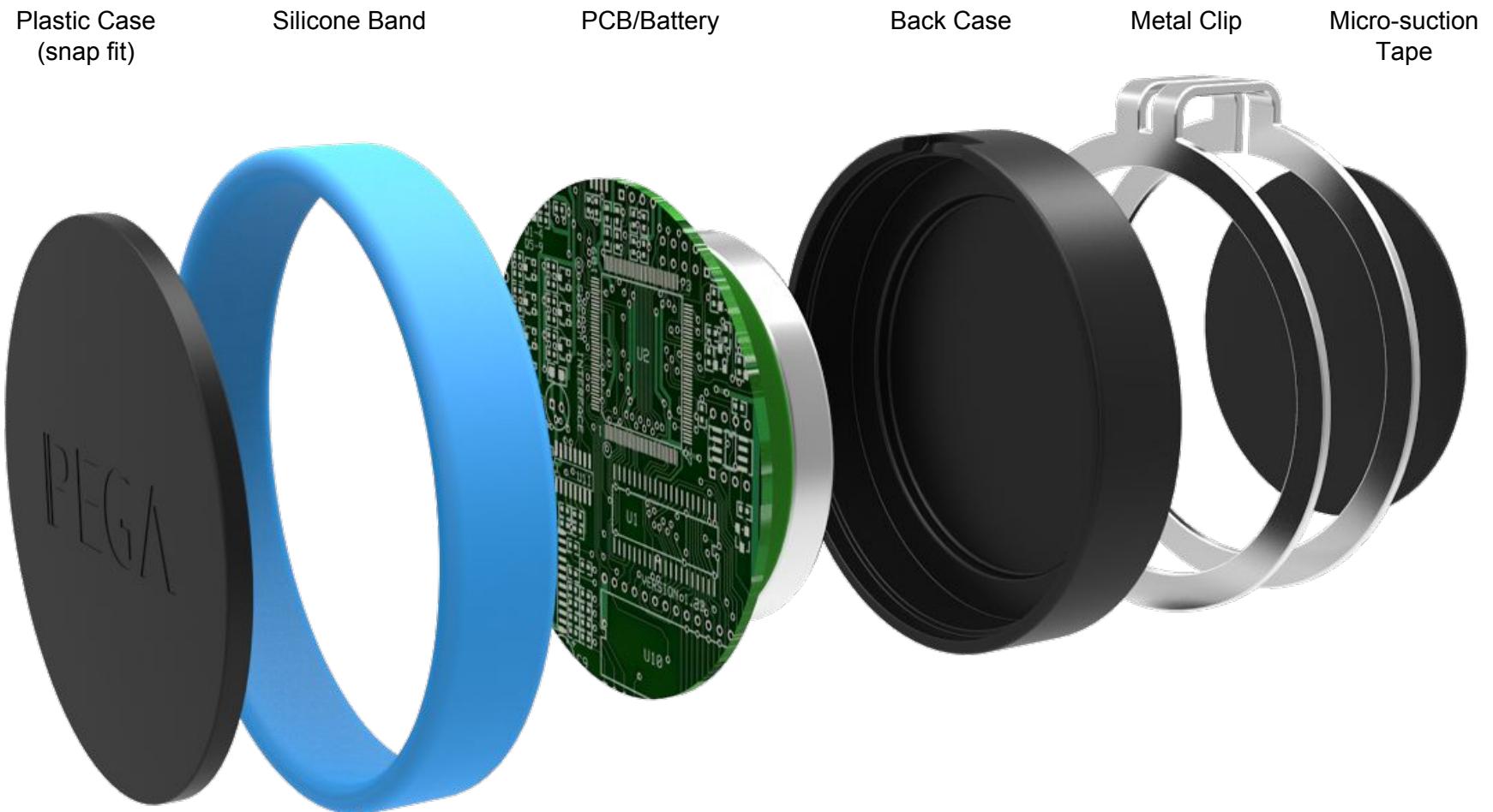
Prototypes



Scale models were prototyped complete with a silicone band, clip, and micro-suction tape.

# PEGA

Exploded Diagram



# Talky

Smart Reminder

