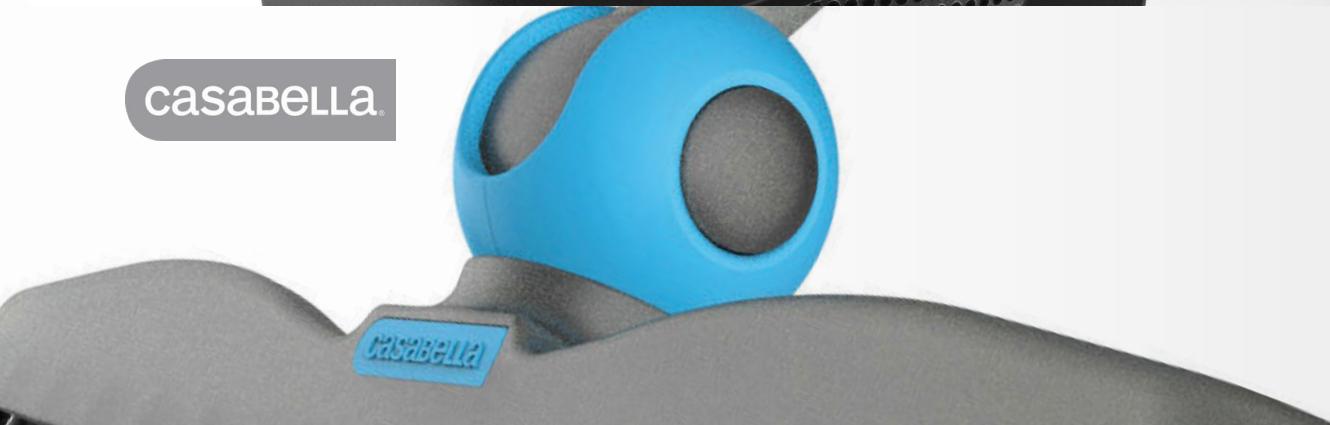




MoodRing

casabella.



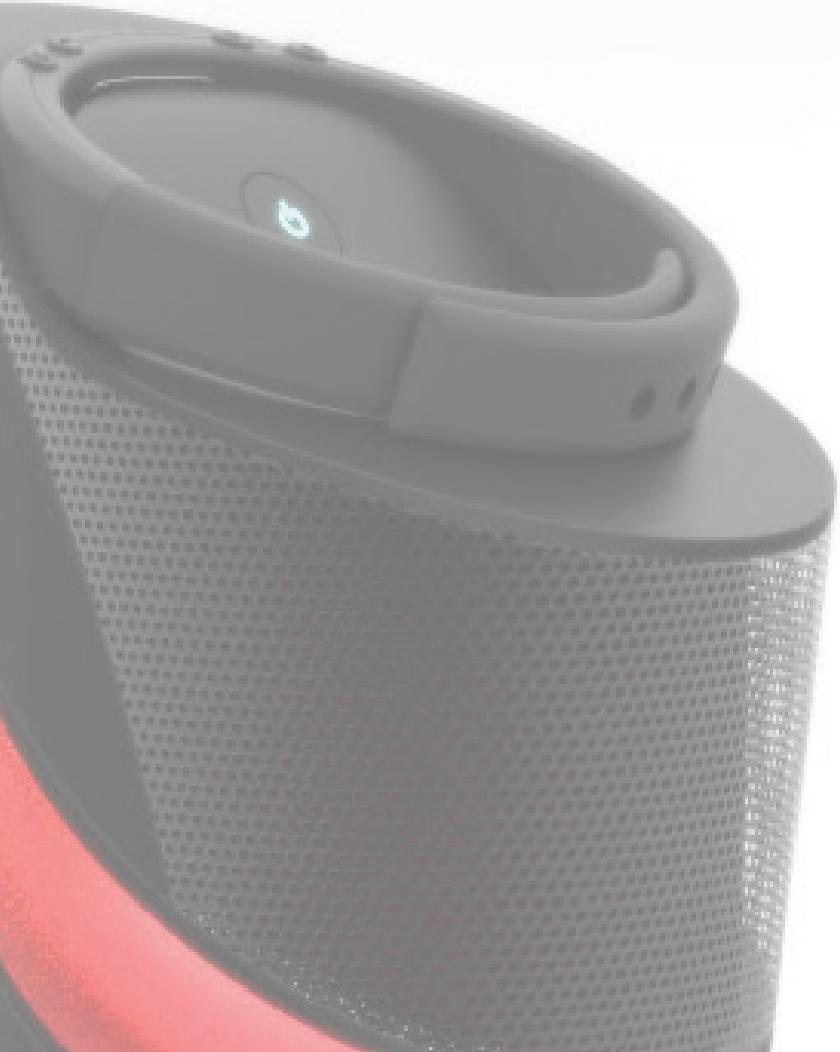
Pivot Broom



AmbiLux



Top Gauge



A data driven listening experience tailored
to your individual music needs.

The Music Landscape.

74% People reported listening to music for more than an hour each day.

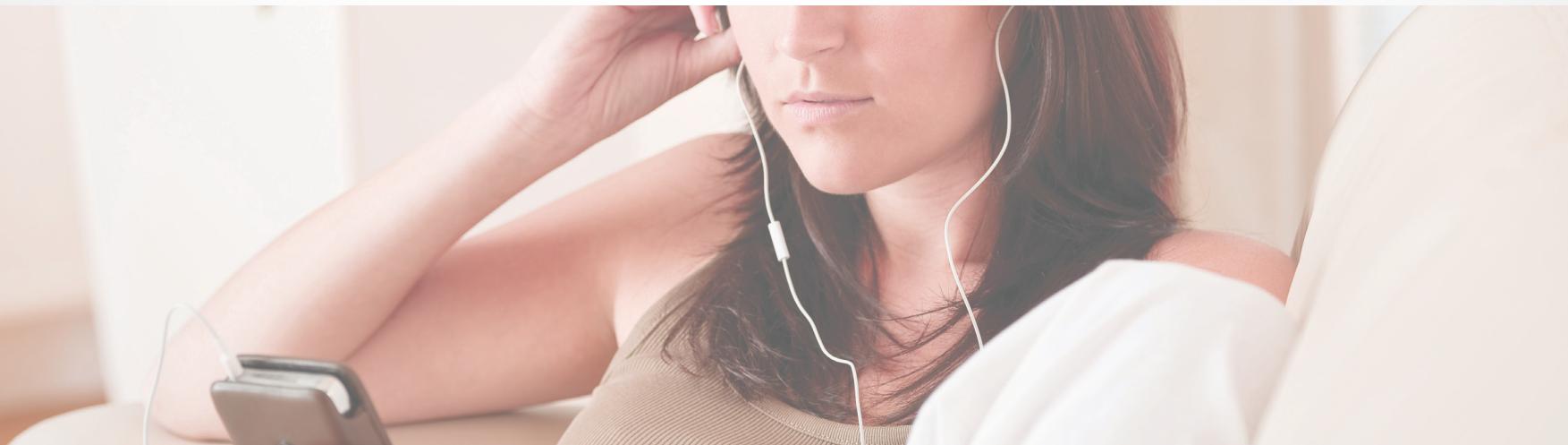
25% People reported still using the radio as their primary source of music.



Streaming services
are on the rise but
why do we still
listen to the radio?

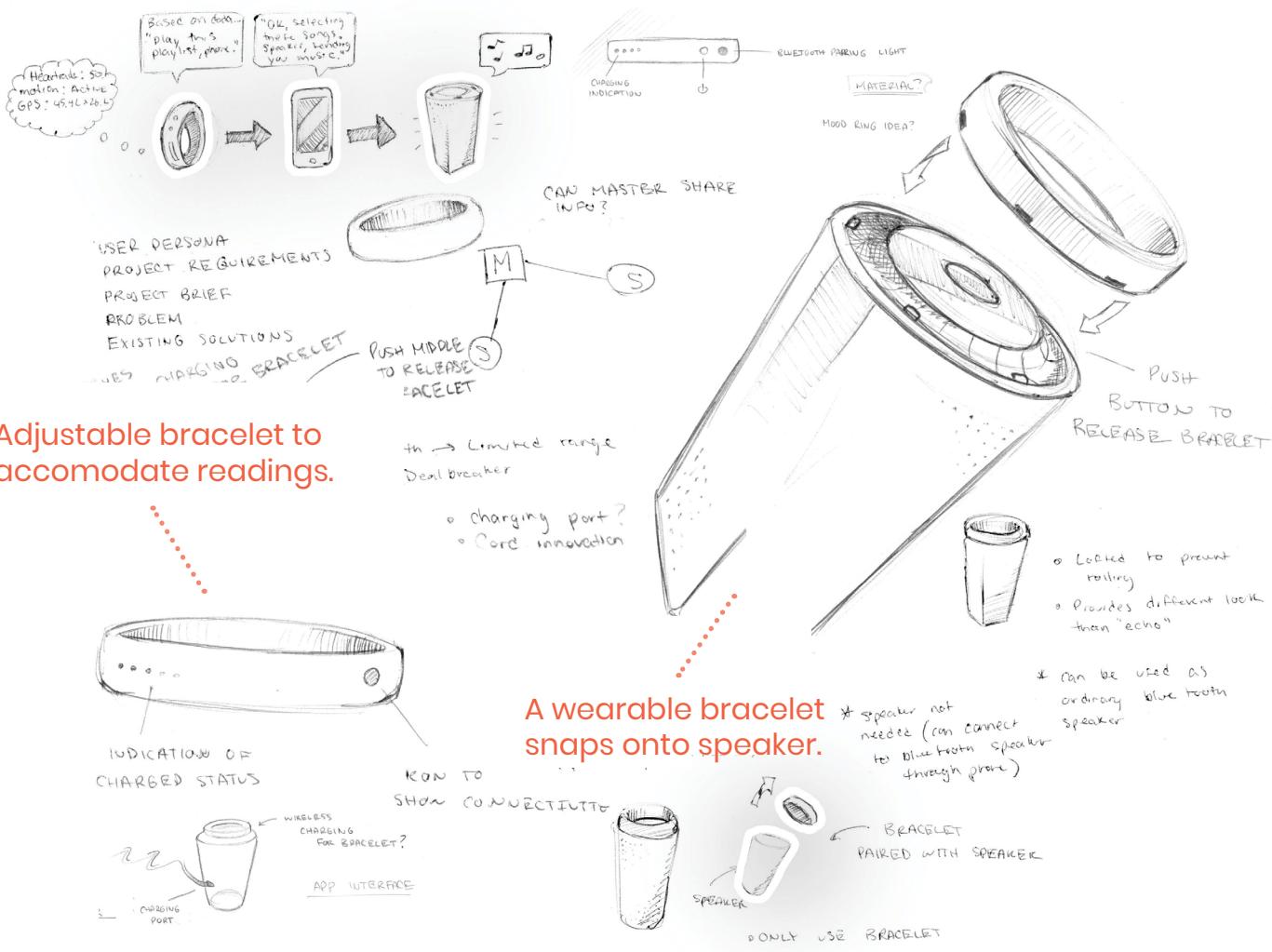
What Listeners Want

- Music categorized
- Music tailored to their mood
- Less work making playlists
- Their own music



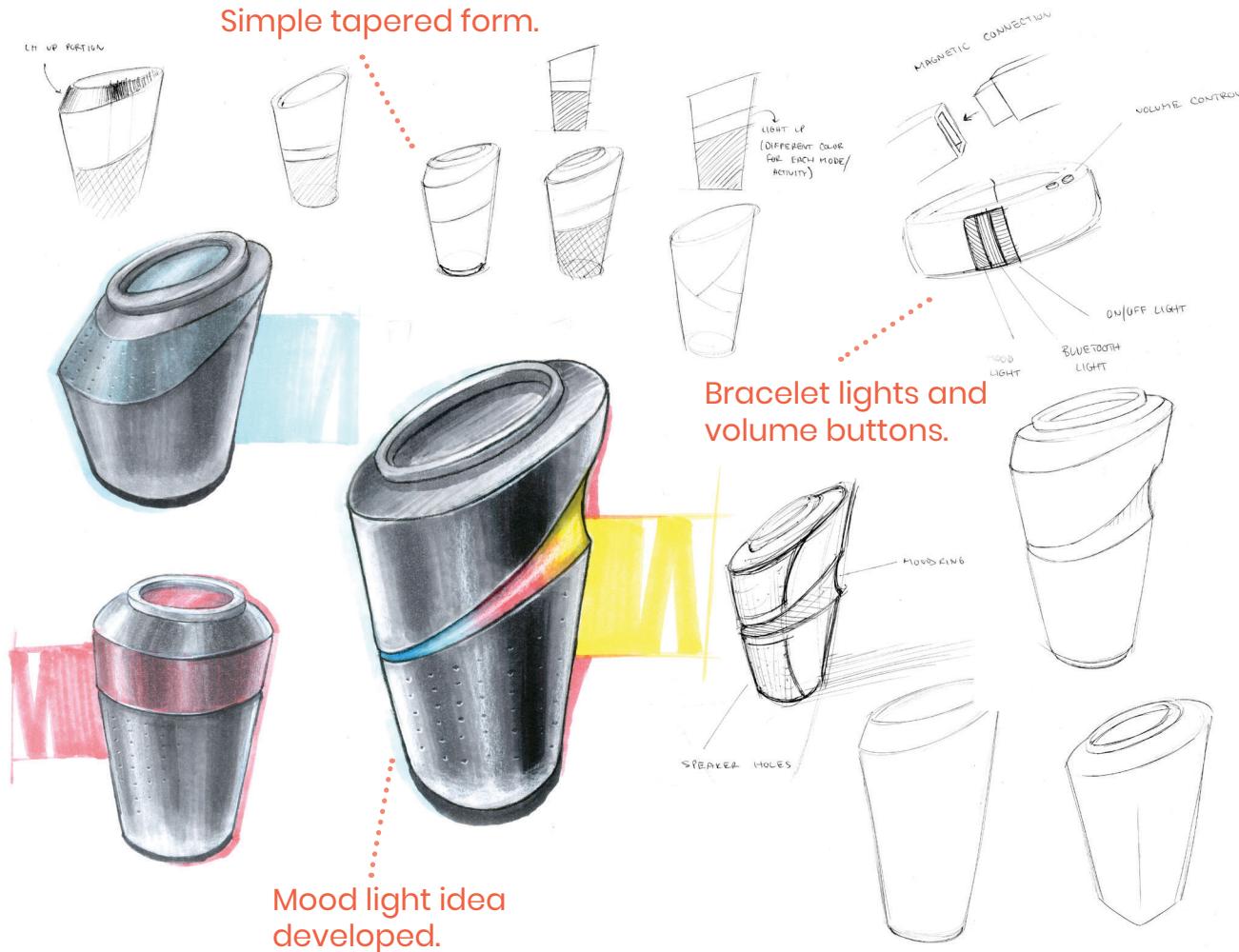
Initial Ideas.

I began to experiment with the idea of a system that suggested music for you.



Refinement.

The speaker needed to be something that was interactive and stimulating for the user.

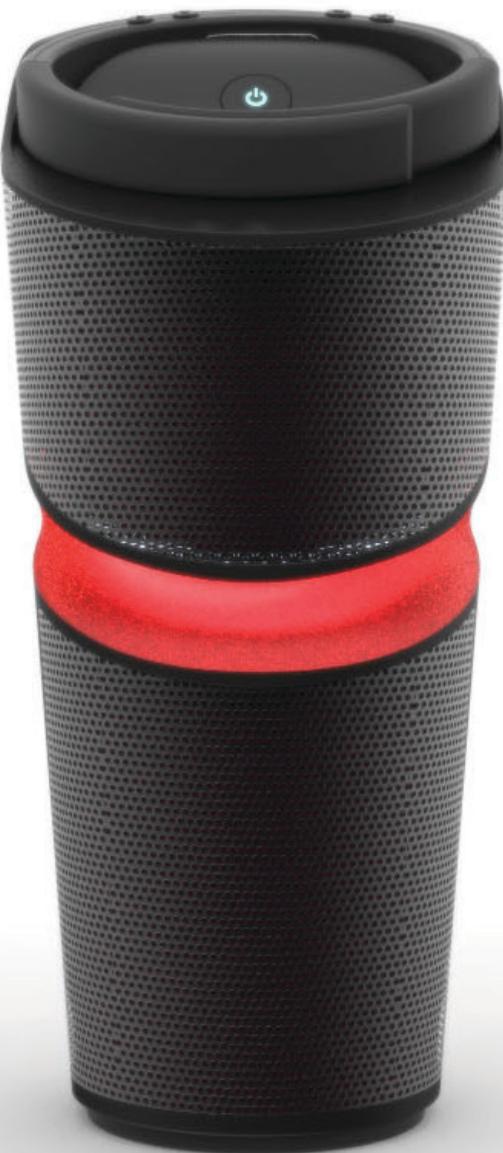


Colors correspond to user's mood, activity level, etc.





A speaker-bracelet pair that collects various data from the user to better understand their musical preferences and compile music sessions accordingly.



Features.



How it Works.

1.

Data is collected and interpreted by the bracelet and is sent to the mobile device.



2.

Based on data collected, song selections are made from a user's music library.

3.

The user can monitor what "mood" is playing and view song suggestions through the mobile app.



T I D A L

The App.

Apple MUSIC



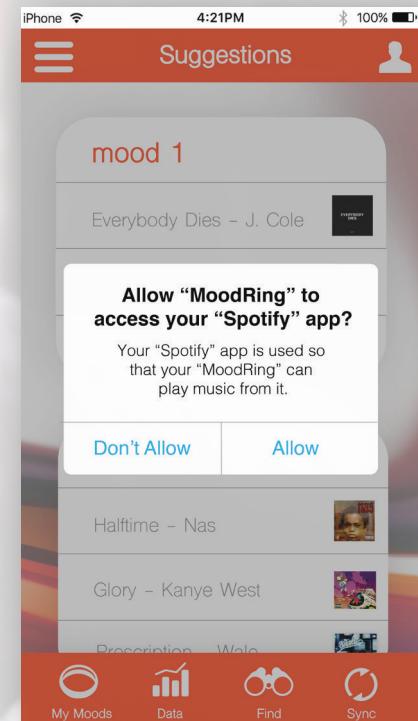
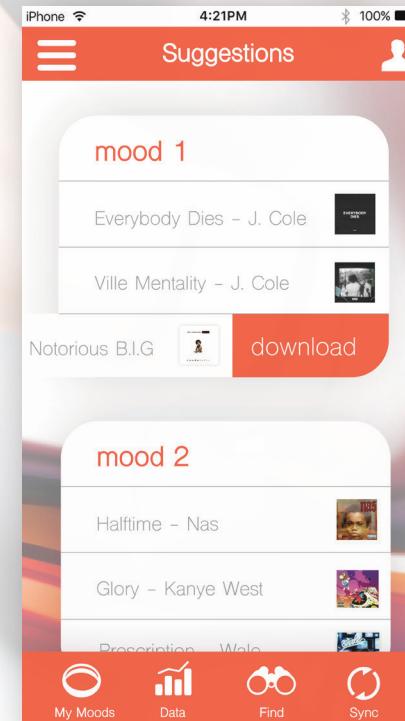
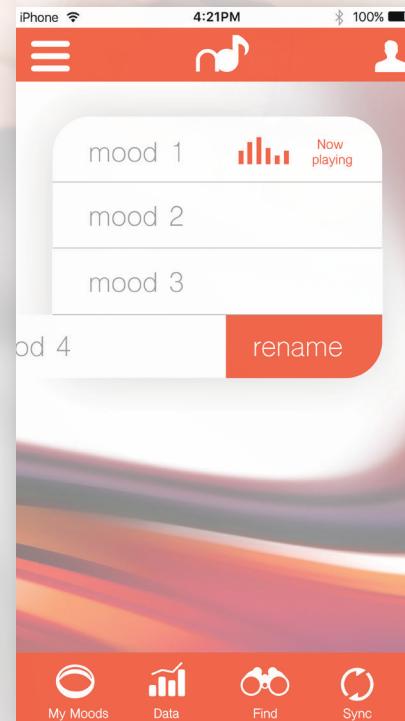
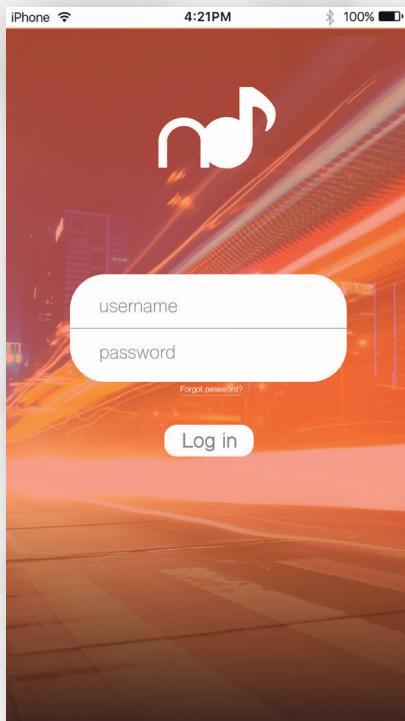
Spotify

Create an account
for your MoodRing
and never lose your
preferences.

Manage your “Mood”
playlists.

View suggestions
based on what you
listen to.

Pair Moodring with
your streaming
service of choice.



moodring





casabella.

An all purpose broom that goes
where you need it to.

Out of Reach.

Under the bed

It's nearly impossible to get the right angle when sweeping under a bed.

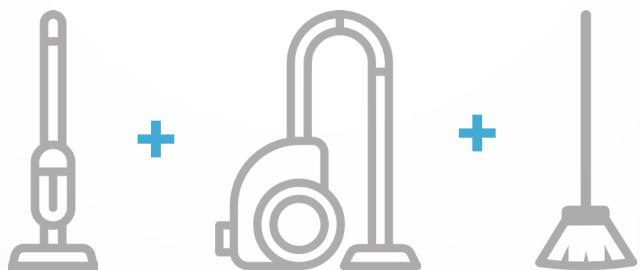
The fridge gap

That annoying gap between the fridge and the pantry has yet to meet its match.

Overhead

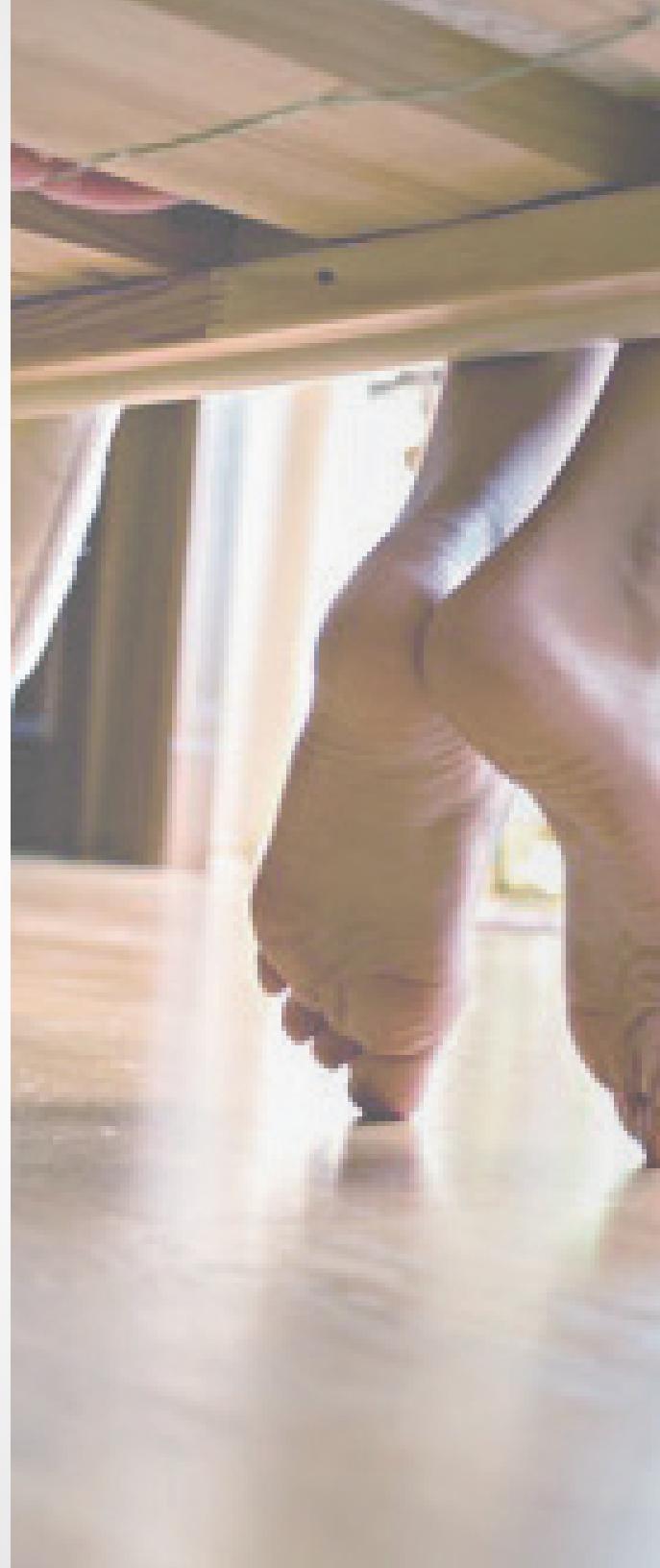
Coralling larger contents overhead when an angle duster is too soft.

**What
Users
Want**



Swiffer

OXO



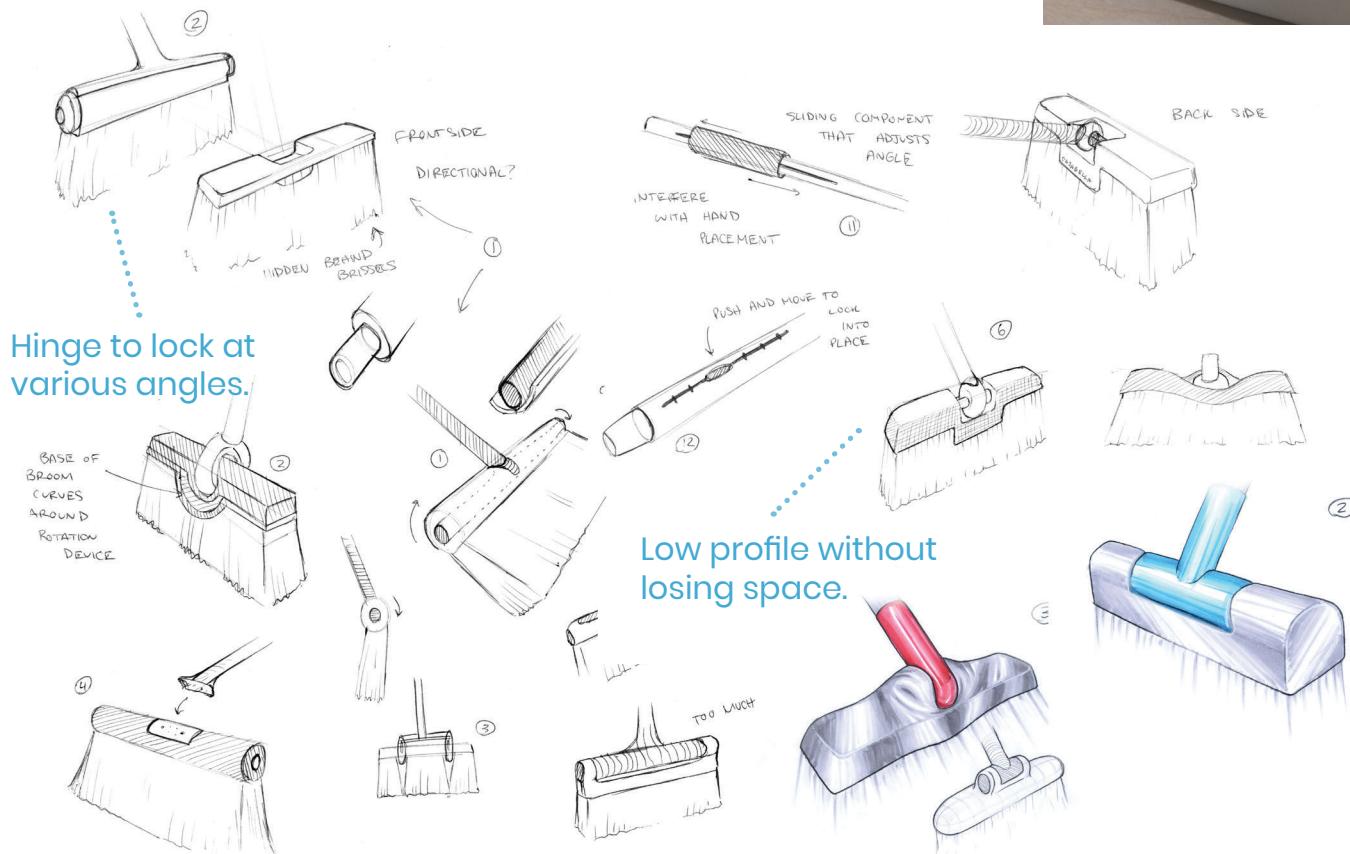
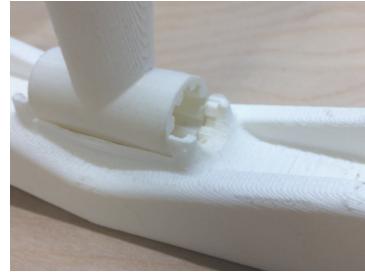
Initial Ideas.

The initial goal was to design a broom that could bend back and forth.



Early prototype

- T-hinge
- Angle lock button
- Low profile

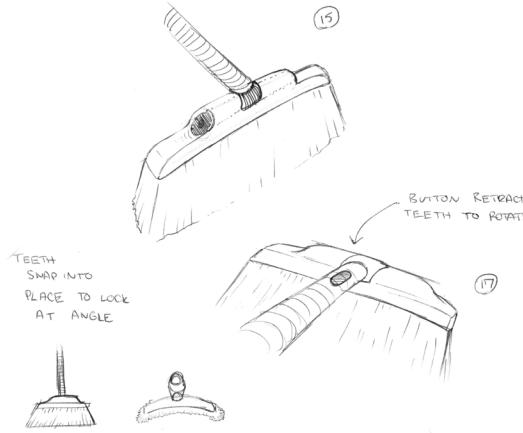


Refinement.

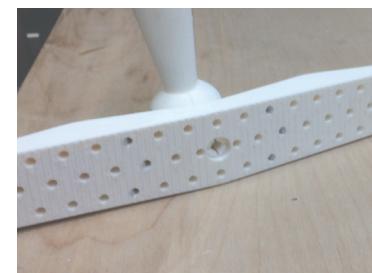
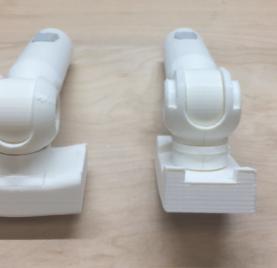
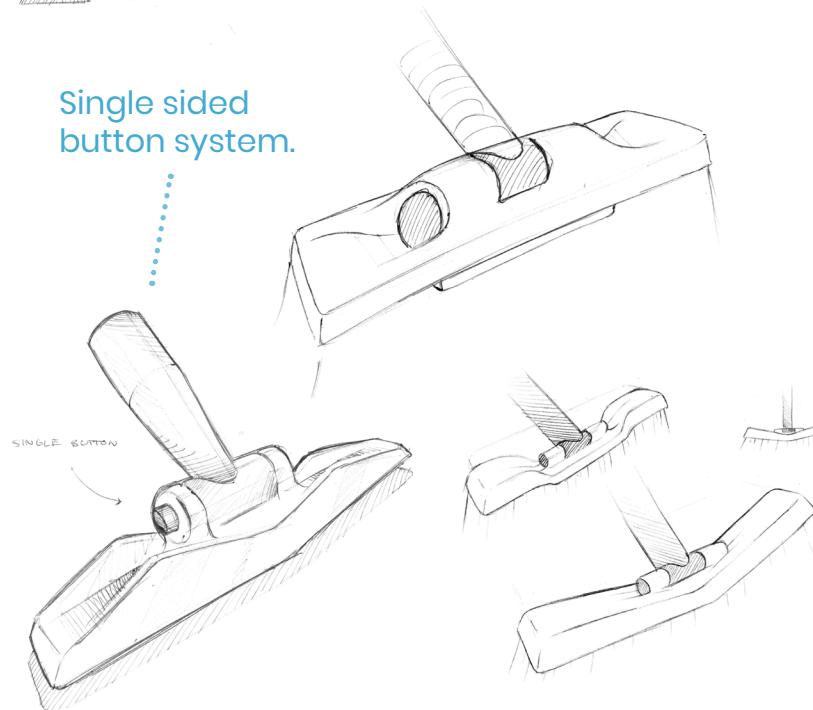
Further conversation led to the decision of a hinge that could pivot in all four directions.

Ball mechanism

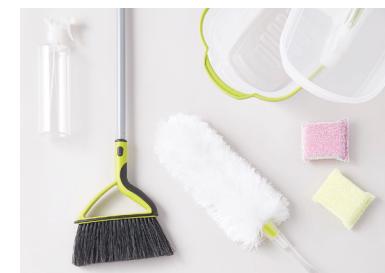
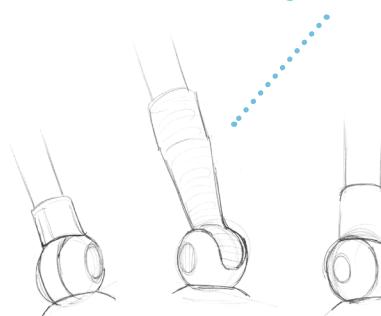
Pin designed to hold two sides of ball together.



Single sided button system.



Ball mechanism designed.



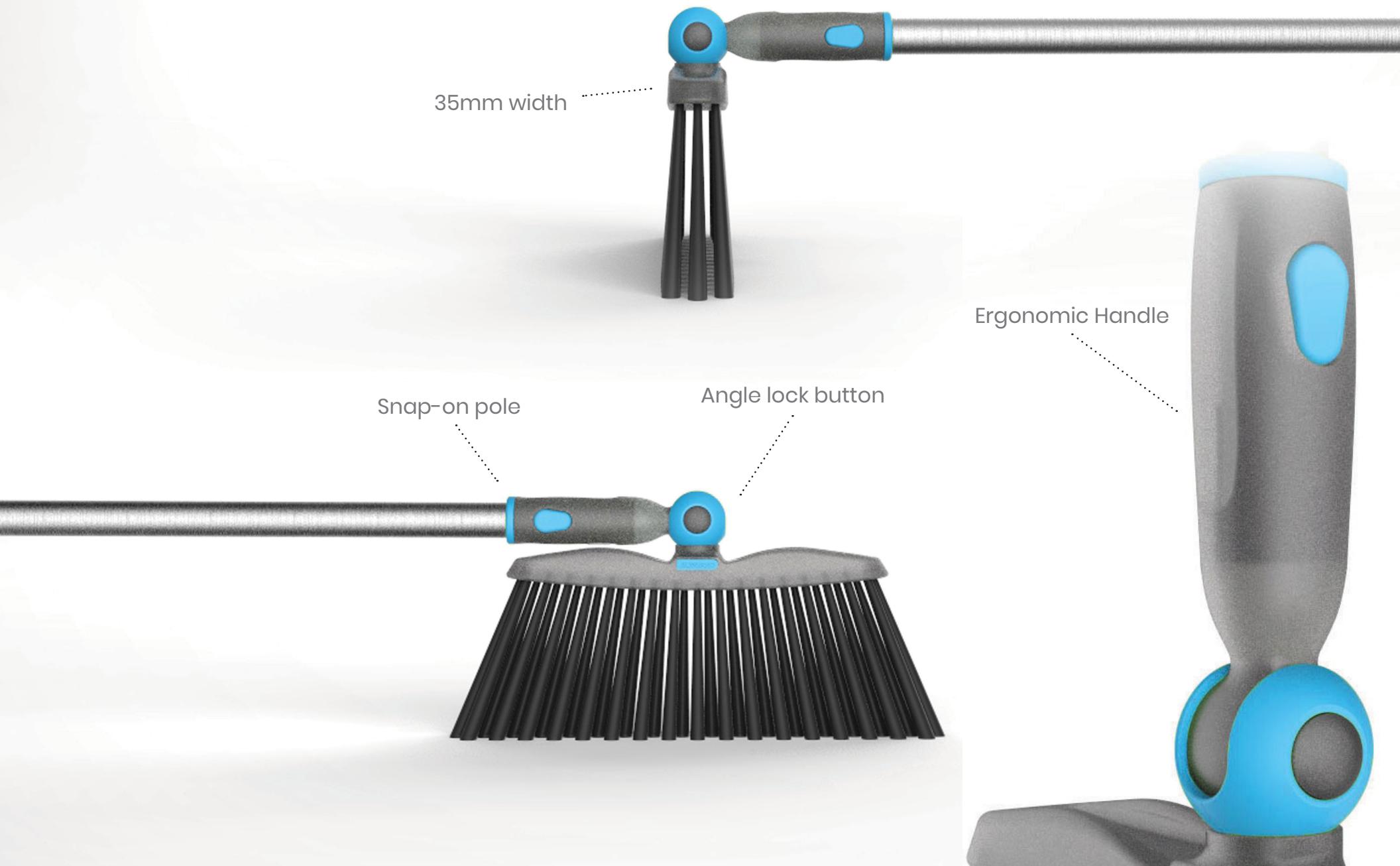
casabella.

An all purpose broom, designed to accomodate any sweeping angle necessary. Whether it's under the bed or behind the fridge.



Features.

The broom's comfortable locking mechanism allows the user to use it at any angle.



How it Works.

1.

The spring allows the button to protrude when the components are compressed.

2.

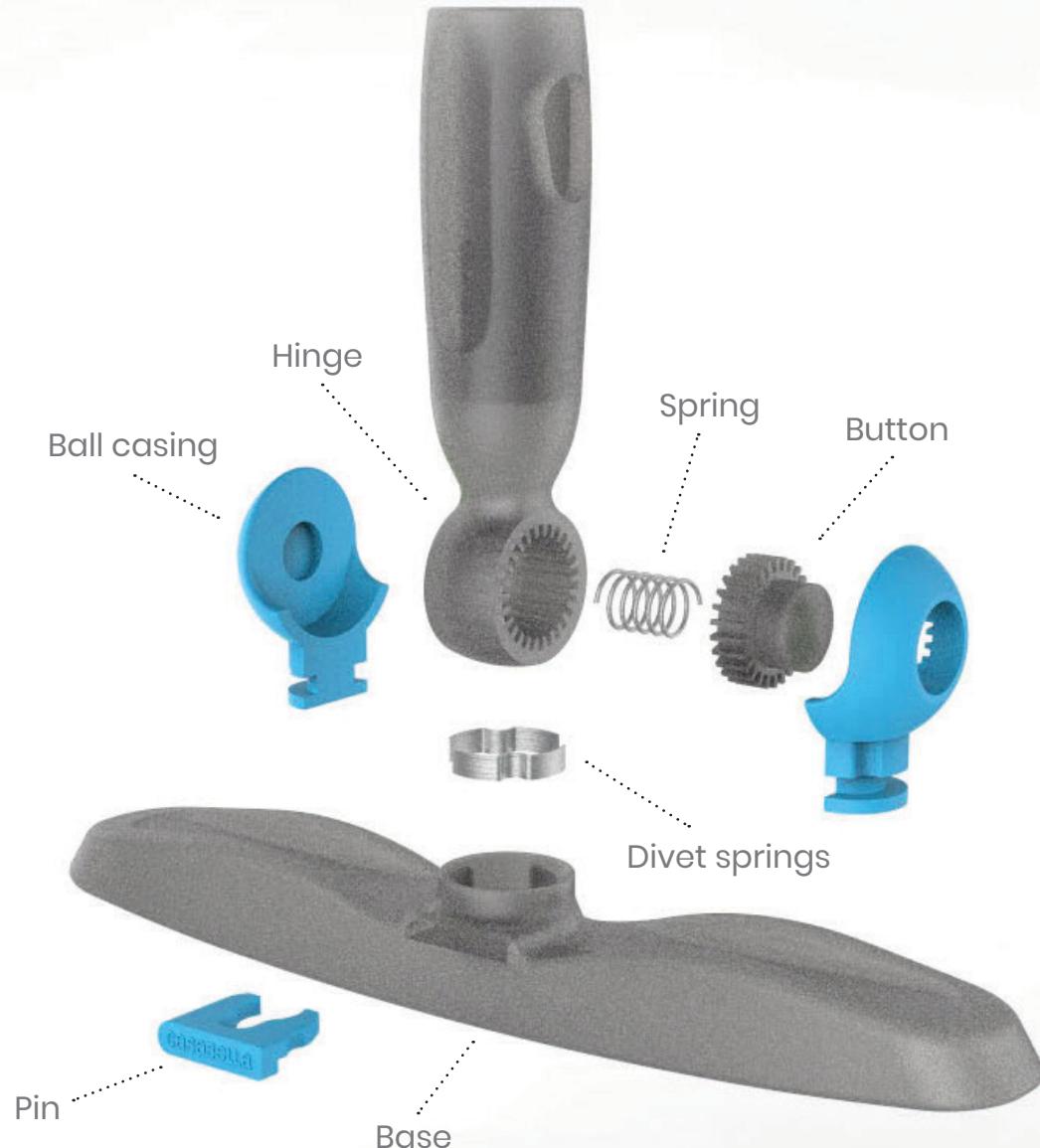
When the button is pressed, it engages the teeth in the hinge to swivel. When released, it engages the teeth in the ball casing and the hinge to lock in place.

3.

The divet springs sit in the base and serve as locking points (via friction) when the hinge is rotated on the X plane.

4.

The pin fastens down the ball casings and hinge portion while also serving as the branding location.



What it Can Do.

Leans against a wall without falling.

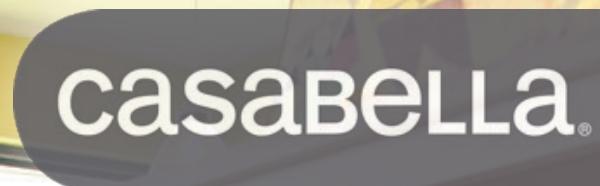
Can function as an European straight broom or American angled broom.

Removable pole for use as hand broom.

Swivels to get in tight areas.

Can serve as a push broom.

Bends to get under furniture.



casabella®



ambi_iux

A dual purpose lamp with
storage options.



Objectives.

Upcycling

Giving life to old materials could help give character to the design.

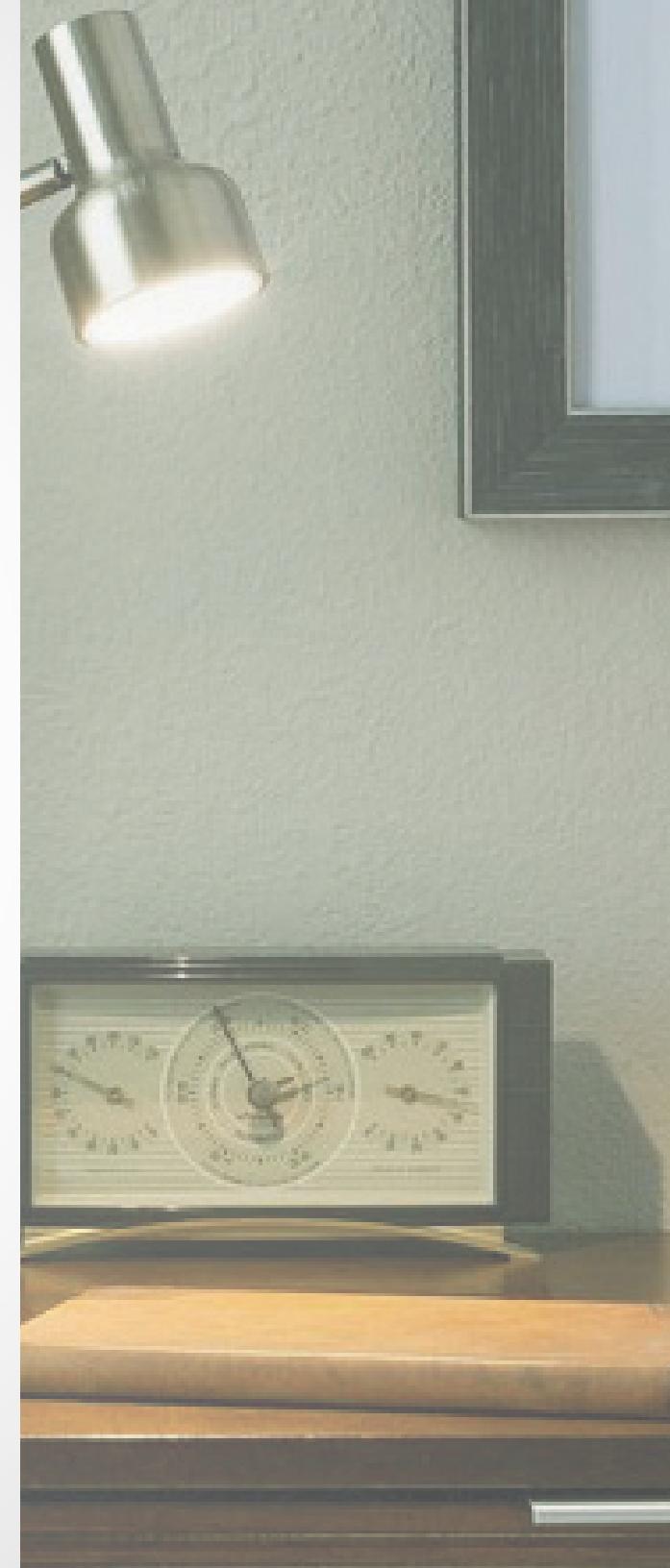
Storage space

I wanted to provide storage space for a device, wallet and keys.

Dual functionality

I aimed to design for multiple purposes in the simplest way possible.

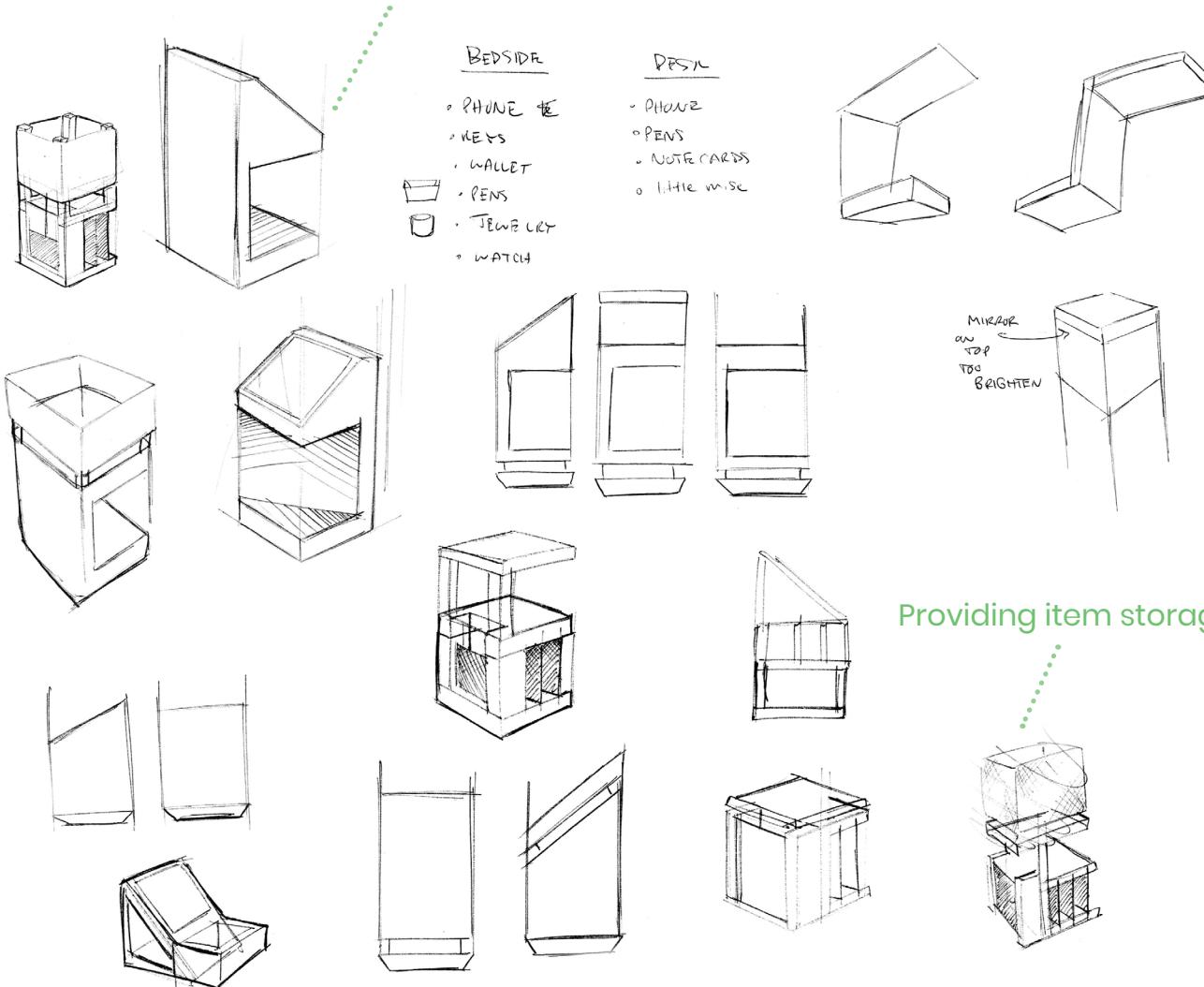
Three Main Goals



Initial Ideas.

I wanted a geometric form inspired by international style architecture, while upcycling materials and providing storage space.

Cantilevered top half.



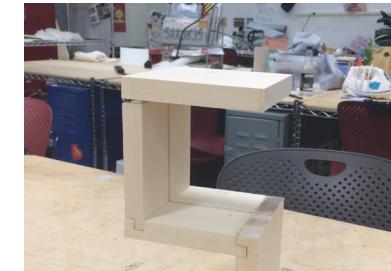
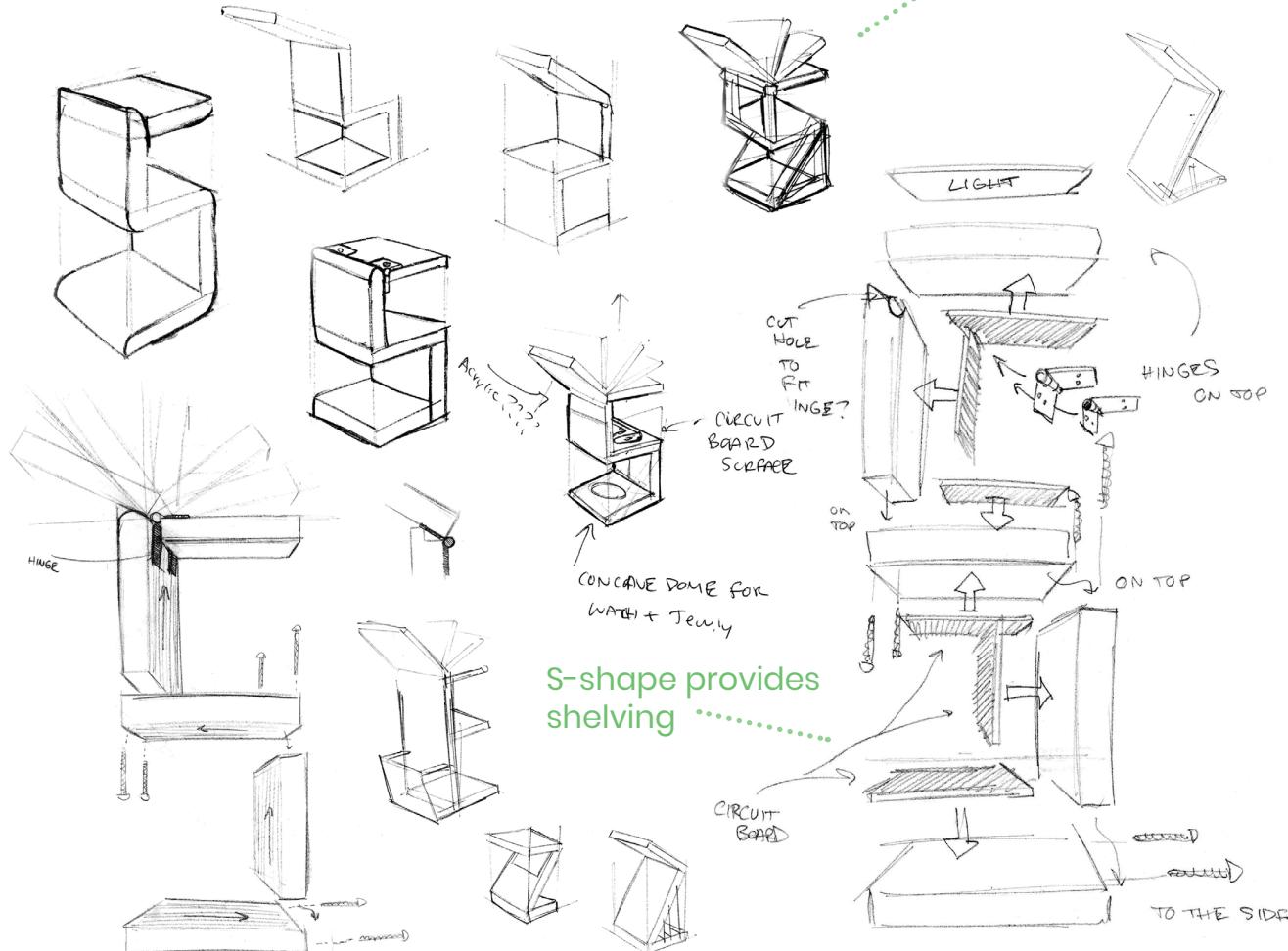
Refinement.

I was very interested in a desk lamp and a normal ambient light, so I attempted to do both.



Stop hinges were used to achieve a proper angle.

Hinged top panel.



ambilux

A dual purpose lamp, functioning as a desk light or ambient bedside lamp, that addresses your storage needs.



Production.

A small run of six final lamps were produced by hand.



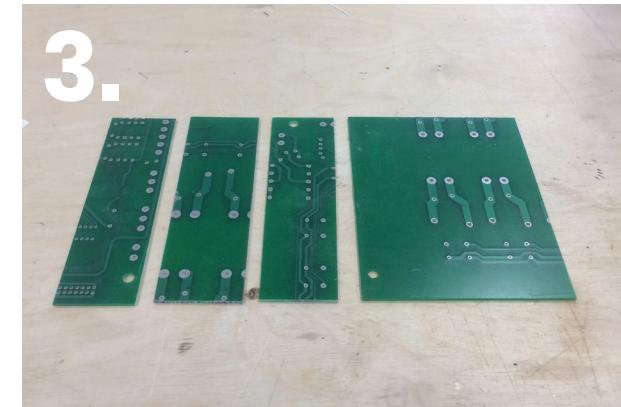
1.

Each surface was cut, then the wire channels were made.



2.

The surfaces were clamped and glued together.



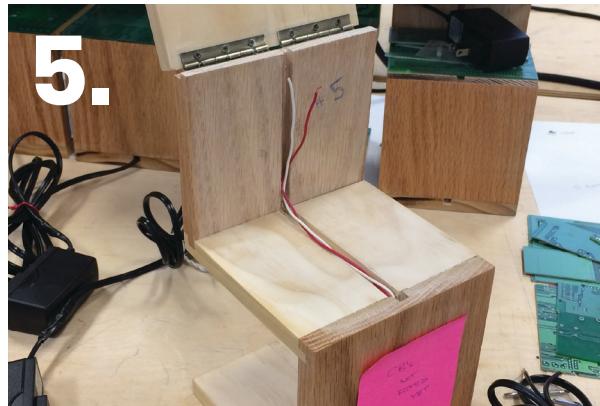
3.

Circuit boards were cut to fit each surface.



4.

Six wood frames were produced.



5.

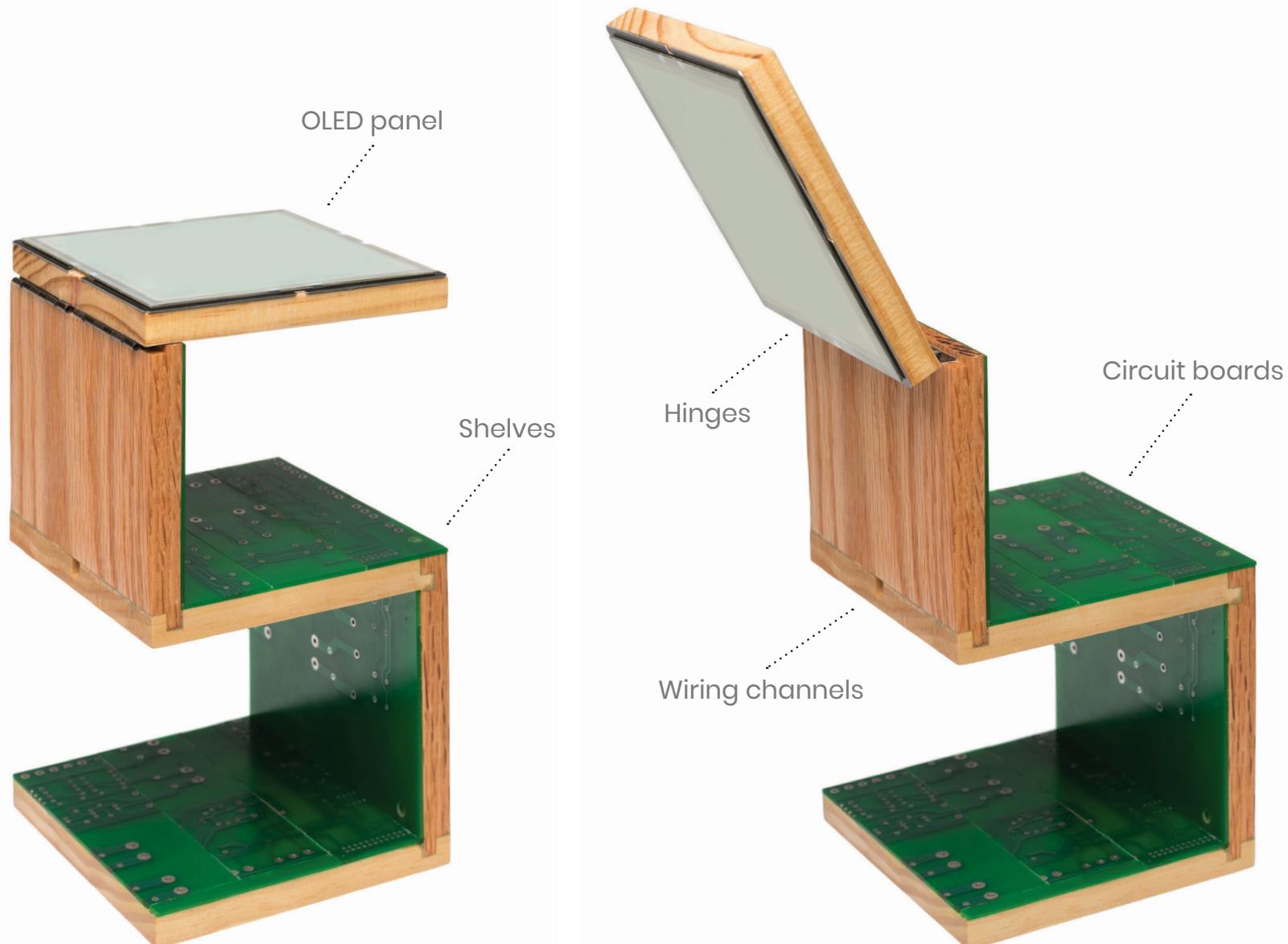
Bell wire was fed through the channels.



6.

The OLED and circuit boards were adhered, then the cord was added.

Features.



What it Can Do.

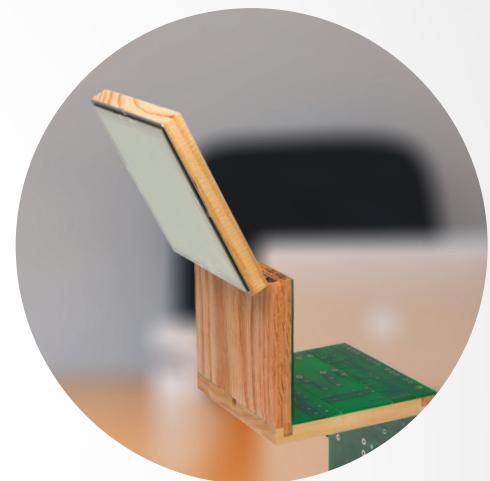
1.

Keep the panel flat for an ambient bedside lamp.



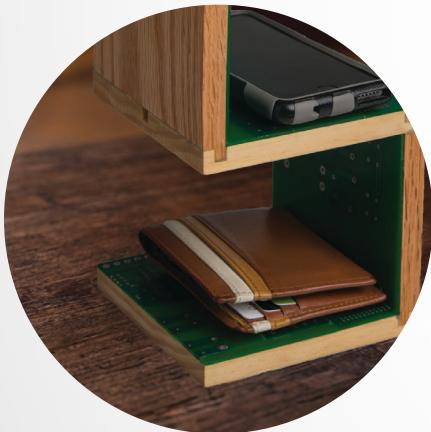
3.

Flip the panel up for more direct light.



2.

A place to put your wallet, phone and keys.



4.

Turn it on and off with a simple toggle switch.



ambiLUX





A simpler tire pressure tool
that everyone can use.



Taking Tire Pressure.

Pen gauge

- ✓ Quick checking
- ✓ First tool used on car
- ✓ Pocket friendly
- ✗ Ballpark accuracy
- ✗ Uncomfortable



Inflator gauge

- ✓ Checks + inflates
- ✓ Accurate readings
- ✓ Good for winter
- ✗ Bulky
- ✗ Requires hose



Pressure monitor

- ✓ Wireless readings
- ✓ History log
- ✓ Used on most cars
- ✗ Bulky
- ✗ Not quick



Todd

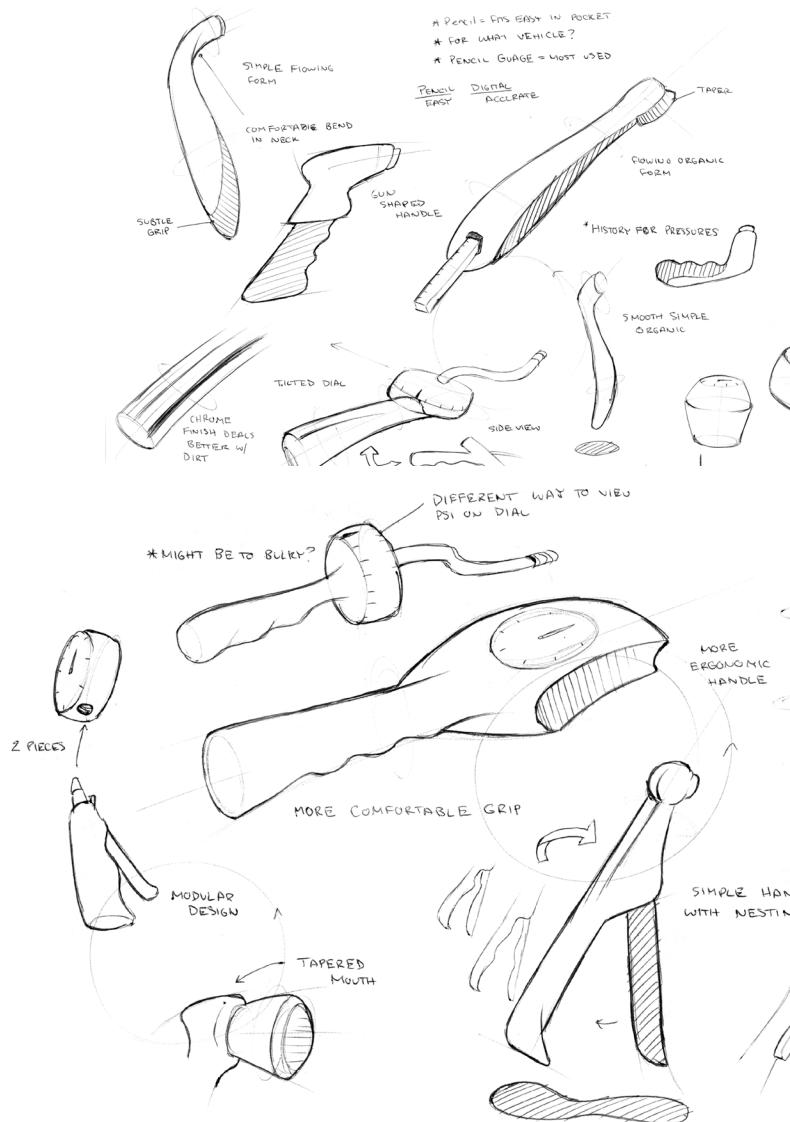
Owner of Shamrock
Auto Service

“ While taking tire pressure, ease of use, accuracy and durability are most important in the work environment. ”



Initial Ideas.

Initial ideation primarily centered around combining elements of the pen gauge and the traditional round dial gauge.



Internal components out of sight.

Combining elements of different gauges.

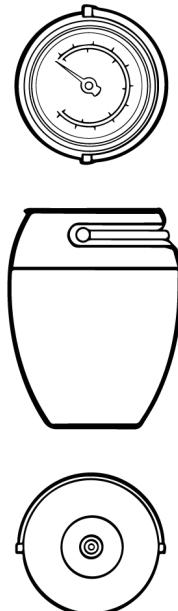


We focused our design around the simple intuitiveness of the pen gauge.

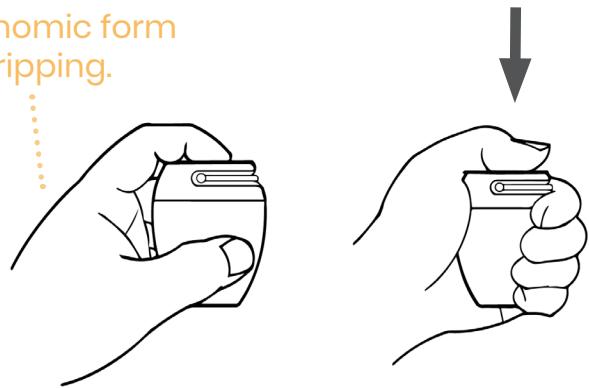


Refinement.

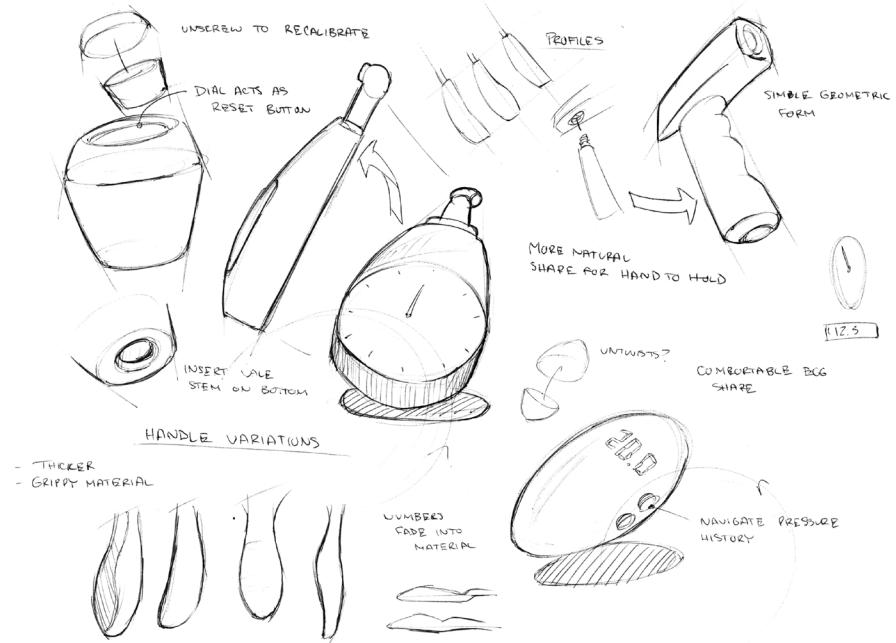
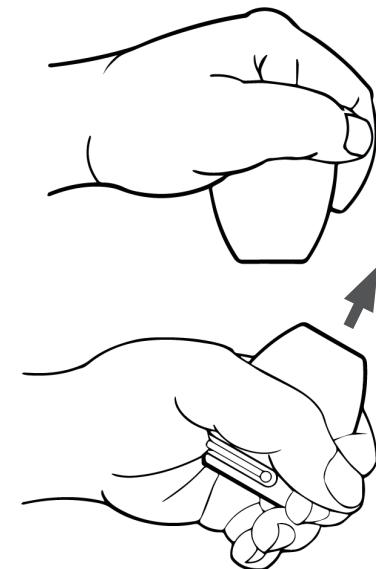
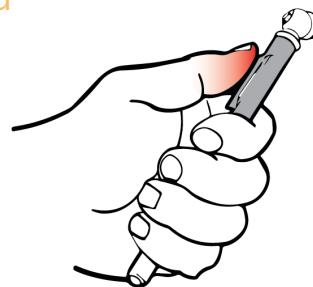
The refined form was designed with more surface area and comfort to grip with your whole hand.



Ergonomic form
for gripping.



Handle Included
for hooking.





A tire pressure tool driven by simplicity, elegance and the intuitive nature that all tools should have.

Features.

A final concept that is easy to hold and to operate where the dial can be pressed to reset pressure readings.



How it Works.

1.

Easily connect valve stem with a tapered guide to the coupling.



3.

Press on the dial's surface to reset readings.



2.

View your pressure readings on the analog dial.



4.

Lift loop to hook to belt and for easy storage.







Hello.

I'm Robert. Born in Rochester, NY with family ties to New York City and beyond, cultural exposures have shaped my style which is constantly evolving. I love being outside by the water, playing basketball and collecting old beat up electronics wherever I can find them.

Industrial Design is something I have grown to be truly passionate about. The artistic license to help better someone's everyday experience is what this field offers and what keeps me itching to design the world's next game changing product.

Let's make something together!