Portfolio

Industrial Design Portfolio

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Industrial Designer

Ashkan Vishkaei

2020-21

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Ashkan Vishkaei

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Hey, My Name Is

Ashkan Vishkaei

An Industrial Designer



This is a collection of some of my projects which I have learned a lot about design through working on them. I have tried to look at this collecting and representing as a design project, and I have learned good things from this, too. I hope you like it.

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Tehran, Iran

My Experiences

Designer and design team leader
Chevrolet Suburban conversion to RV
Jay-Offroad 2020

Designer and design team leader
Metal skeleton Drop-Camper design
Espidej 2019-20

Marketer and Sales Expert
Marketing campaign launching, CAT development & Field Selling Management
Snapp 2017-19

Goldsmith
Stonesetting
Gohar Neshan 2016

Education

BA, Industrial Design
Pars Art and Architecture Non-Profit Institute of Higher Education,
Tehran 2016-20

AS, IT Engineering
Azad University of Tehran-South,
Tehran 2013-16

Skills

Ideation	Design Thinking
Adaptability	Researching
Collaboration	Modeling
Communicate	Molding
Decision-Making	Welding

- Rhino
- KeyShot
- Illustrator
- SolidWorks
- Premiere

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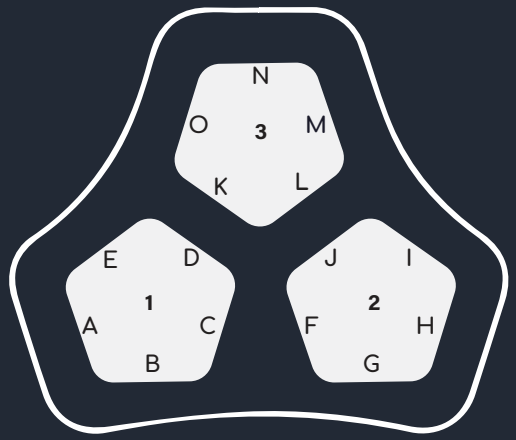
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VALVE

The method that I employ in my designs, is the one I have reached during my academic and career projects, inspired by "Double Diamond", "Bryan Lawson's" and "3Cs" models. In fact, this method summarizes and shows me the operations required for each stage of the design as it runs in my mind. Each of these three steps consists of five phases, which I have drawn as a triangular pentagon shape and named it "Valve" because of the image that Gestalt creates in my mind. Of course, this name is also related to what this design method does, it controls and directs the intense and scattered currents when facing the problem, leading to a neat output.

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A. Objects
B. Environments
C. Activities
D. History
E. Trends

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F. Competitors
G. (Target) Users
H. Representation
I. Design Criteria
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K. Brainstorming
L. Sketching
M. Evaluation
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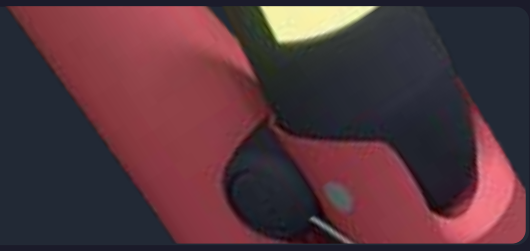
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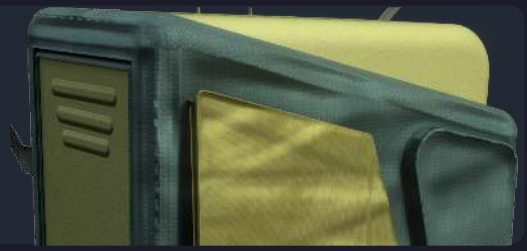
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Don't forget to bring the house!



The design of this concept was done after my work experience in designing and producing two other campers, one inside a Chevrolet Suburban and the other a trailer with metal as the main material. These experiences and, of course, my personal interest in camping and campers led me to design a more adaptable and user-centric model for Iran and choose it as my thesis.

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Sarr — General Problems

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Objects

car, tent, bedding, books, utensils, Balls, cameras

plants, animals, suitcases, cell phones, laptops, Musical instrument

Environments

River, forest, Foothills, desert, Foggy, mountains, coast

meadow, city, sunny, Road, stony, campsite, Sand

Activities

sleeping, Washing, Playing, Working, calling, cooking, photographing, eating, lighting a fire, writing, drinking, smoking

History






Trends

- back to basics
- more windows, better views
- modern minimalism
- Fiberglass
- space allocation frugality

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Sarr — Specific Problems

Design Brief

The design of this concept was done after my work experience in designing and producing two other campers, one inside a Chevrolet Suburban and the other a trailer with metal as the main material. These experiences and, of course, my personal interest in camping and campers led me to design a more adaptable and user-centric model for Iran.
Due to the diverse and four-season ecosystem of Iran and a very potential tourism platform in a wide range and also the lack of accommodation facilities in this required dispersion, campers have fewer restrictions than others. They can be an appropriate and modern response to the need to benefit from Iran's tourism potential, especially when they are designed to fit the Iranian community's requirements. The purpose of this project is to create a desired camper to make a decent experience for users.
As a result of this project, it is hopeful that the high market capacity in this industry would help to reach new and worthy experiences of traveling and the prosperity of the tourism industry, and also in the long run, to compete with international markets.

(Target) Users


Opportunist for traveling


5 to 44 years old


A family of 3 members


Adventurer


Independent


family lover


creative


with the monthly income of 7 million Tomans (300$) or more


Improvisational decision maker

Design Criteria

- Prioritize responses to basic needs
- Maximum usage in minimum space
- Safety
- Flexibility in a variety of situations
- Long-term use and high longevity
- Consideration of legal requirements and enforcement restrictions

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Mindmap



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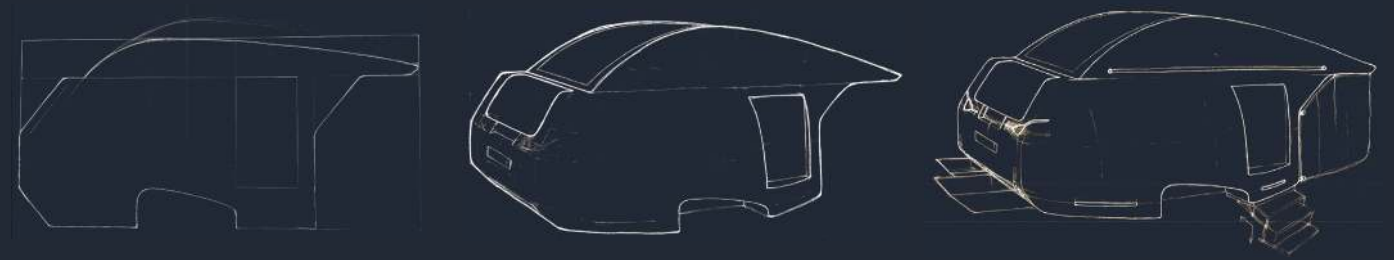
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Modeling















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The Light Shall Bring Victory!



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Objects

Book, Note book, Keyboard, Paper, Desk, Wood, Plastic, Metal, Cloth

Environments

Room, Bedroom

Activities

Writing, Typing, Watching, studying, looking for sth, thinking, sketching, Resting, Sitting, Standing, Playing

History



Trends

- Minimalist design
- Portable
- Lighting to show off wall art
- Home Office lighting - with personality
- Sustainable

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PinLight — Specific Problems

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Design Brief

This one started directly from a personal need. I am very interested in bedtime reading and as I said before, traveling is one of my main interests. Also, I often like to be able to sketch in different situations because it is really annoying to sit still for a long time while sketching. All of these require a suitable light source at different angles and conditions in different situations. Lamps and fixed ceiling lights that do not meet such a need at all, and desk reading lights cannot give me what I need when lying down or walking or being in the car or sketching. In fact, I need a light to adapt itself with me at different times, places, and situations, not to adjust myself to it. So I would design a product that will never leave me alone. That is exactly the project.

Competitors








(Target) Users

Students teleworkers writers children adults elderlies designers

Design Criteria

Flexibility, portability, minimalism, ease of use, beauty and compatibility.

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PinLight — Specific Solutions

Sketching & Modeling



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A trash saved is a trash earned

This project was one of my first designs to address my main concerns, wasting and preventing their pollution and damages. While I was designing the project, I became acquainted with the fascinating and significant concept of "ethnography" and the ethics of people using products. It was one of the most informative activities I have ever experienced during my education years.



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Objects

strap, small trashes, plastic, pocket, zip, cloth, Color

receipt, Food's trashes, tissue, cigarette butts, Small packages, paper

Environments

Outside, nature, workplace, classroom, gym

car, public transportation, public environment, library

Trends

- Hobo bags
- Multi-Compartment Bags
- Rope Bags

Activities

cleaning, waiting, smoking, paying, shopping, eating, drinking, planning

sketching, drawing, writing, working, travelling, walking, promenade, reading

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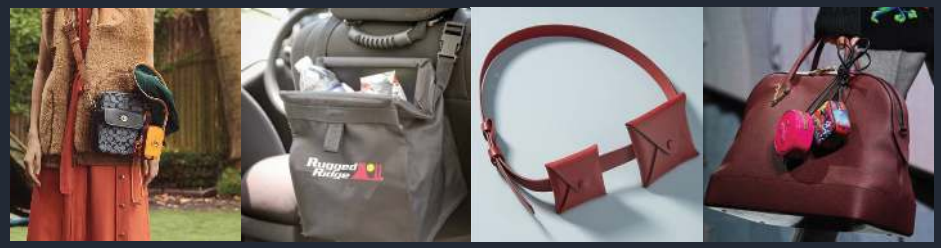
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Design Brief

We, the humans, are monsters in the field of the waste generation! And even more horrible is that we can easily dump the waste we produce in nature! Although trash cans can be found almost everywhere today, the left trashes are so. The fact is, we often find ourselves throwing away trashes that we don't think is worth the effort to get to the trash cans or wait and hold them until we reach the recycle bin. However, many of them in many cases can be much more harmful, such as cigarettes, plastics, batteries, small electronic components, and so on. Besides, this would damage the beauty of natural and urban environments. We avoid collecting a lot of the waste we produce, thereby harming plants, animals, and even ourselves.By designing a product that can easily accompany us in different locations, I tried to make the prevention of leaving wastes, more possible, and loveable. This design demonstrates that our small garbage collection is not only convenient but also more beautiful. A product that shows respect for nature and also us as a part of nature.

Competitors



Persona



Boy, 25, student, mountaineer, motorcycle rider, up to date, trends follower, smoker, book reader, nature lover, mediocre gamer.

(Target) Users


hikers


ecotourists


travelers


workers & employees


students


athletes


drivers & riders


shoppers


smokers

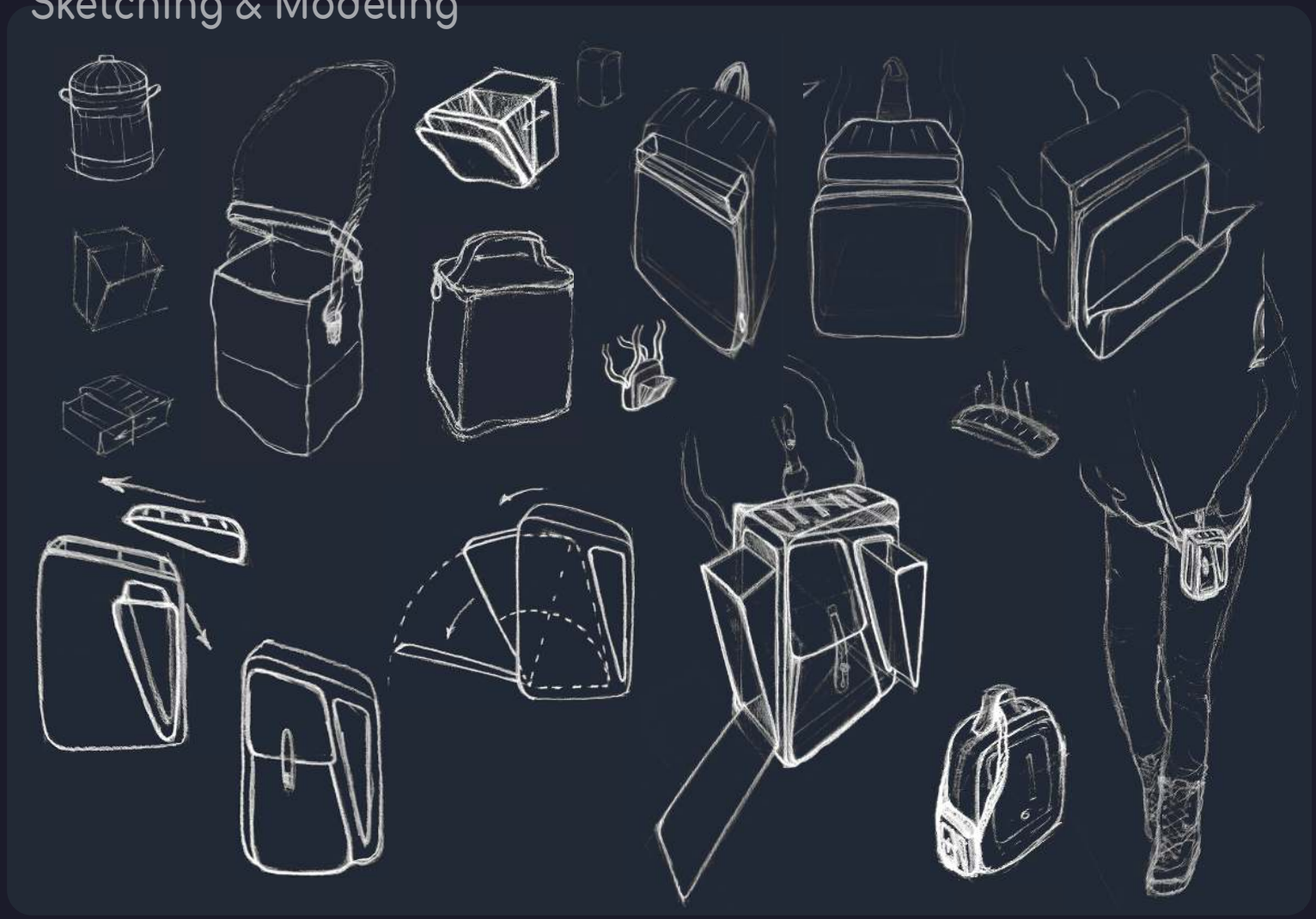

promenaders

Design Criteria

Enough space for routine small trashes,
Compatibility, Beauty and Attraction,
Usability in different situations

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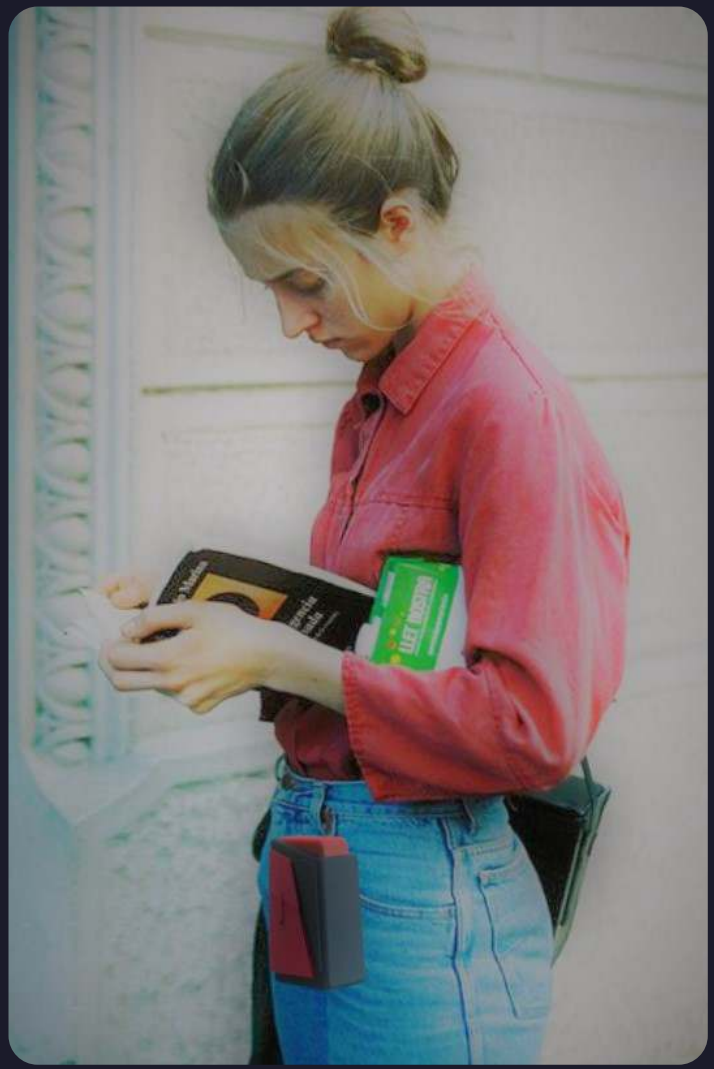
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Key Partnerships



Electronic components sellers

Electronics, Hardware and Software Engineers

Ministry of Communications

Key Activities



Recording, connecting, uploading, downloading, speaking, listening, touching, holding, charging, carrying, typing, pressing, saving, sharing, playing, editing, processing

Key Resources



Recording, connecting, uploading, downloading, speaking, listening, touching, holding, charging, carrying, typing, pressing, saving, sharing, playing, editing, processing

Value Perposition



Can be used anytime and anywhere

Facilitate podcast production

Economically viable

Increase the quality of interviews

Improve livecasts

Channels



Showcases, website, social media, app.

Customer segment



18 to 40

Working or Middle class

Educating or educated

Active

Positive

Creative

Virtuoso

Revenue Streams



By promoting podcast production, increasing podcast listeners and increasing premium accounts, and eventually selling the device.

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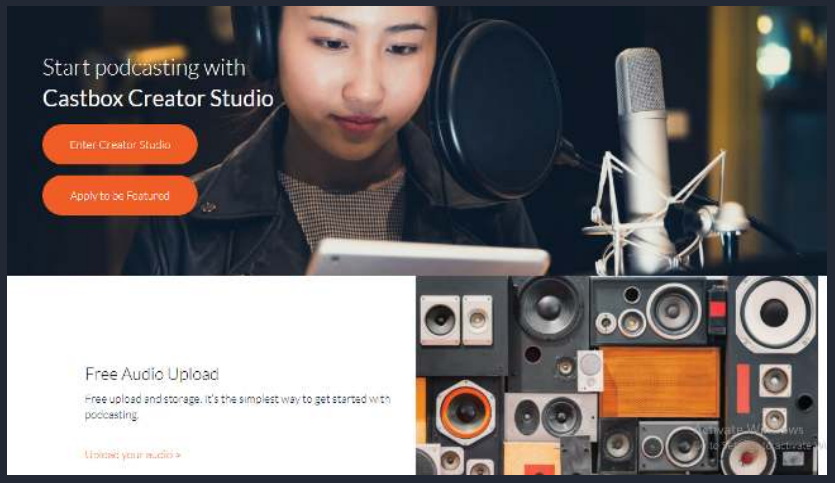
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Design Brief

Experienced podcasters use the right equipment, which of course, is expensive. But someone who is new to podcasts and wants to start often does not have enough money or the knowledge to do what they need to do. Well, how good it would be if Castbox had a product for people that could provide them everything they need to start in good quality. Wouldn't it? In this way, a bigger range of people would be able to produce podcasts. Besides, the quality of productions would be higher, and perhaps they could be recorded in more locations than just a studio. With more producers and more competition and more quality, there will be more users and this will be a good economic efficiency for the Castbox, too. A win-win situation.

This idea allowed me to experience an economically justifiable design with the help of the business model canvas. Besides, it led me look at a user-centric interactive design from a business perspective. Apart from that, it allowed me to design by following the existing identity of an organization, which I really like. This project was truly one of the most lovable to me, for all the opportunities it gave me to experience and also, for all the positive feelings it gave me from trying to design a device that could be so useful.



Castbox

Let Words Move You

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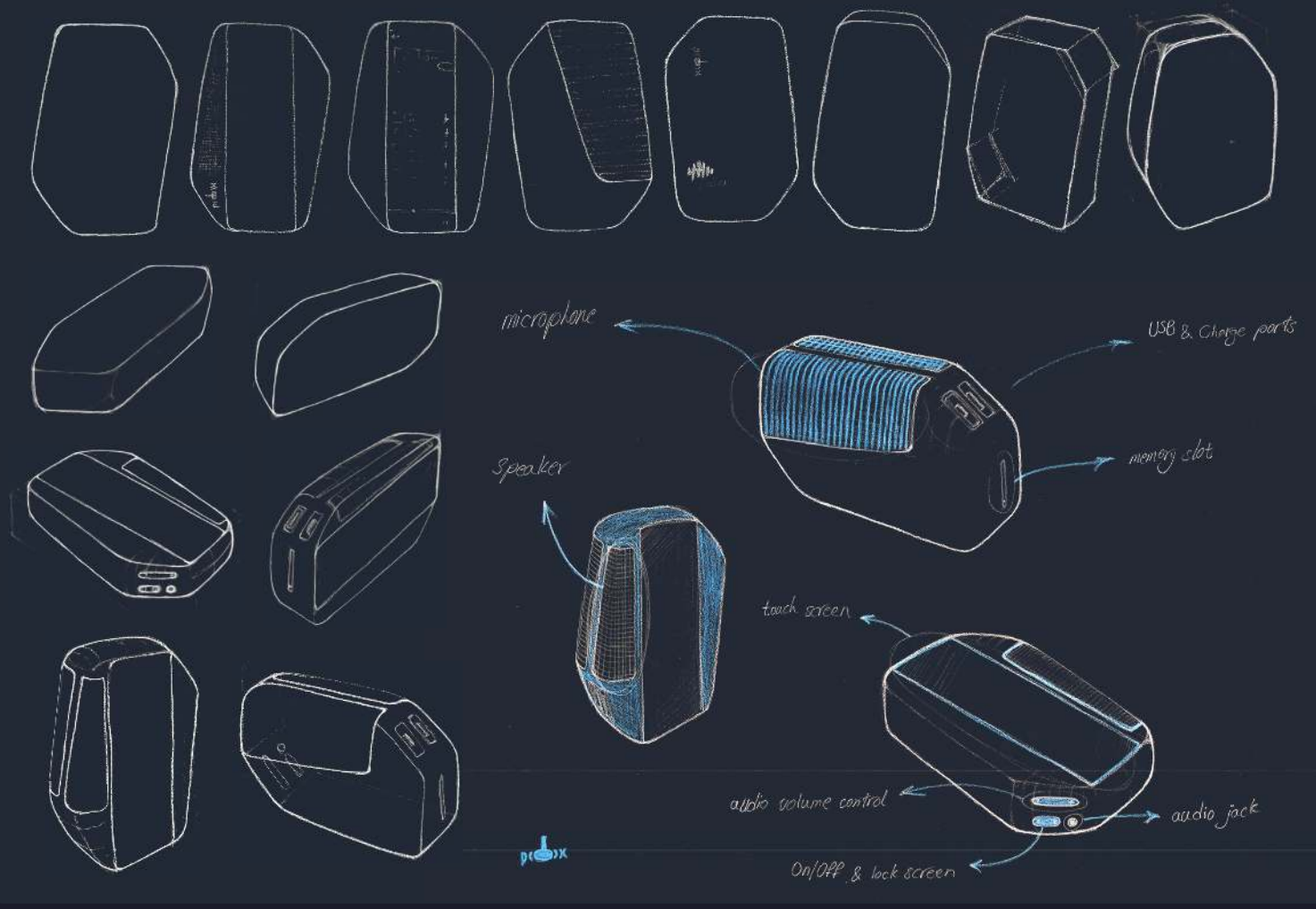
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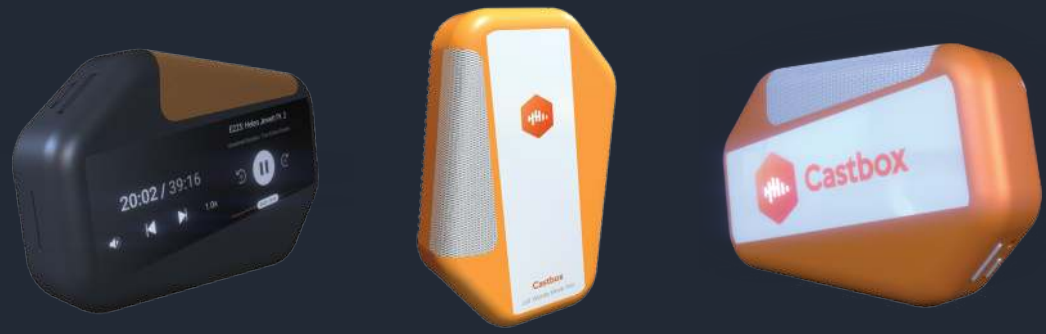
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Sketching & Modeling



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Thank You

I look forward to hearing from you