

oliverrees
DESIGN PORTFOLIO

 +44 (0) 7746 159 603

 design@oliverrees.com

 www.oliverrees.com

 [linkedin.com/in/orees](https://www.linkedin.com/in/orees)

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CONTENTS

ABOUT ME

LUNARAIL

COLLABORATION: THE HOLT RANGE

ECO DESIGN: KETTLE

CONTEXTUAL ISSUES: GOOGLE IS WATCHING

BRAND REPOSITIONING: GOPRO

LATENT NEEDS: TILING TOOL

ERGONOMIC HAIR DRYER

PHILIPS LUMINAIRE

BRANDING: ORCHARD KITCHENWARE

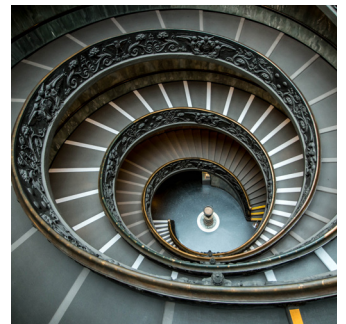
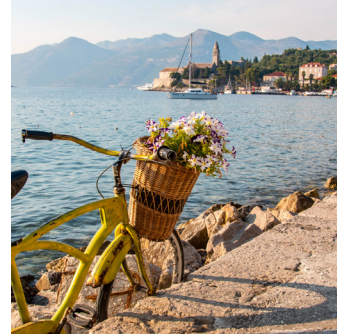
PROTOTYPING EXPERIENCE

GRAPHICS: MY BRAND

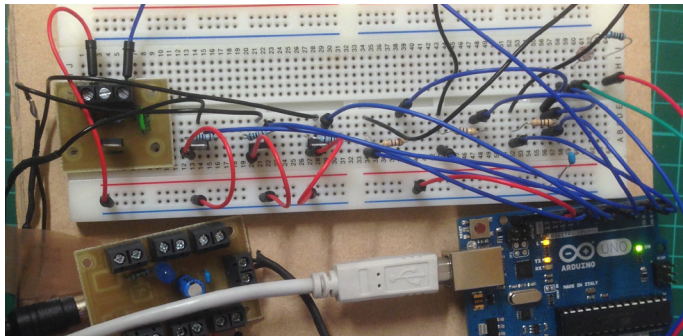
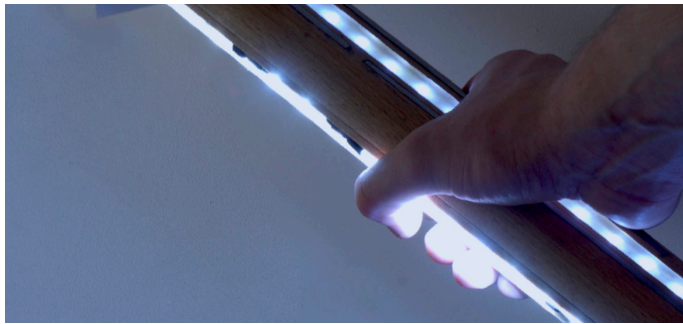
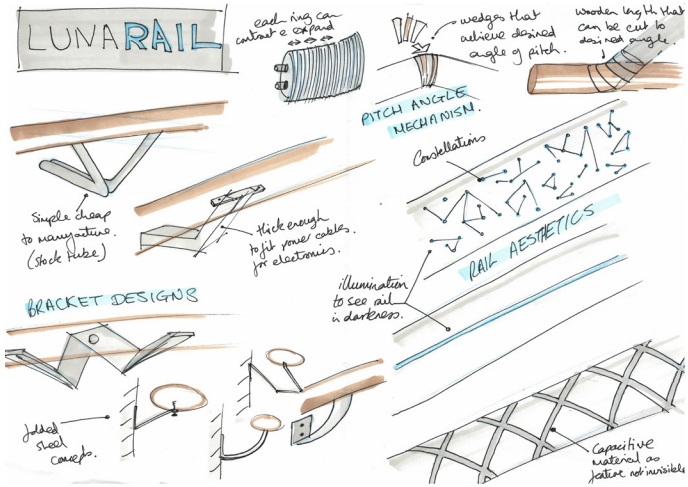
ABOUT ME

I graduated in Product Design at Brunel University in 2015. At Brunel we are taught not to simply design for ourselves but instead to design with real people in mind who have real problems to solve. My personal philosophy builds upon this. I believe good design can fulfil a function but also bring joy. This is achieved by understanding the users' struggles and their innate desires and by following an experience driven design process. Design that fulfils a goal is not enough - people must WANT the product. Only when a solution is found that appeals to the users' senses is it a true success. Successful design is not however through the addition of superfluous details, but through coherent, structured and beautiful design, that is both intuitive and unobtrusive. Elegance is achieved in the absence of 'clutter' and I aim to make even my most complex of designs as simple as possible. In every aspect of life I strive for excellence. In design, this is through practice and iteration. Outside of design singing is another great passion of mine, as is photography and travel.

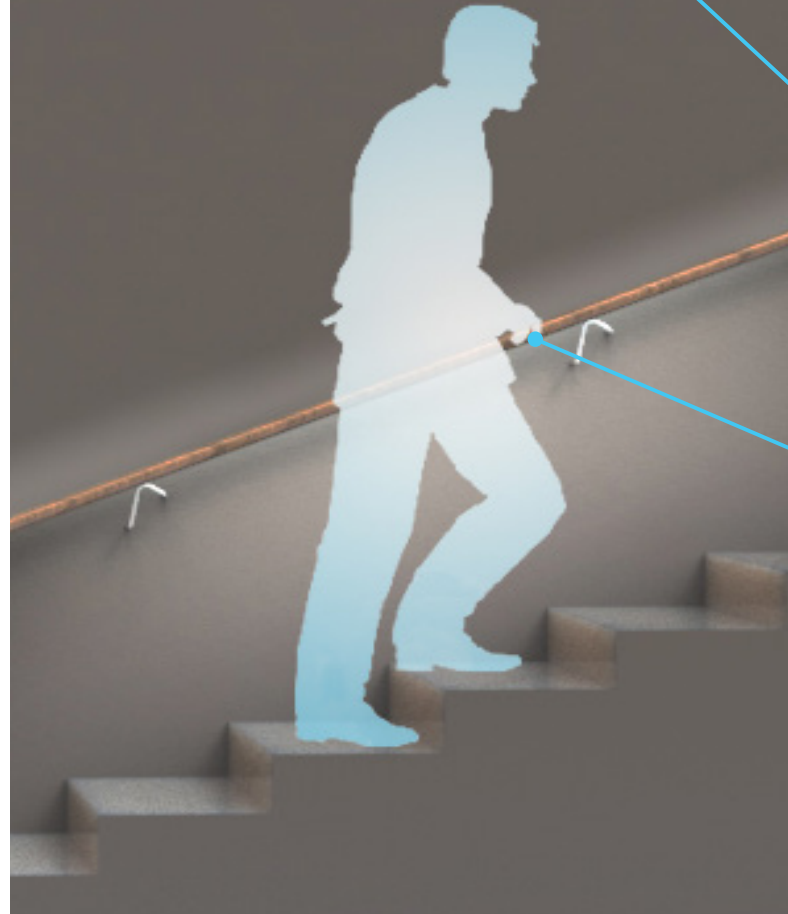


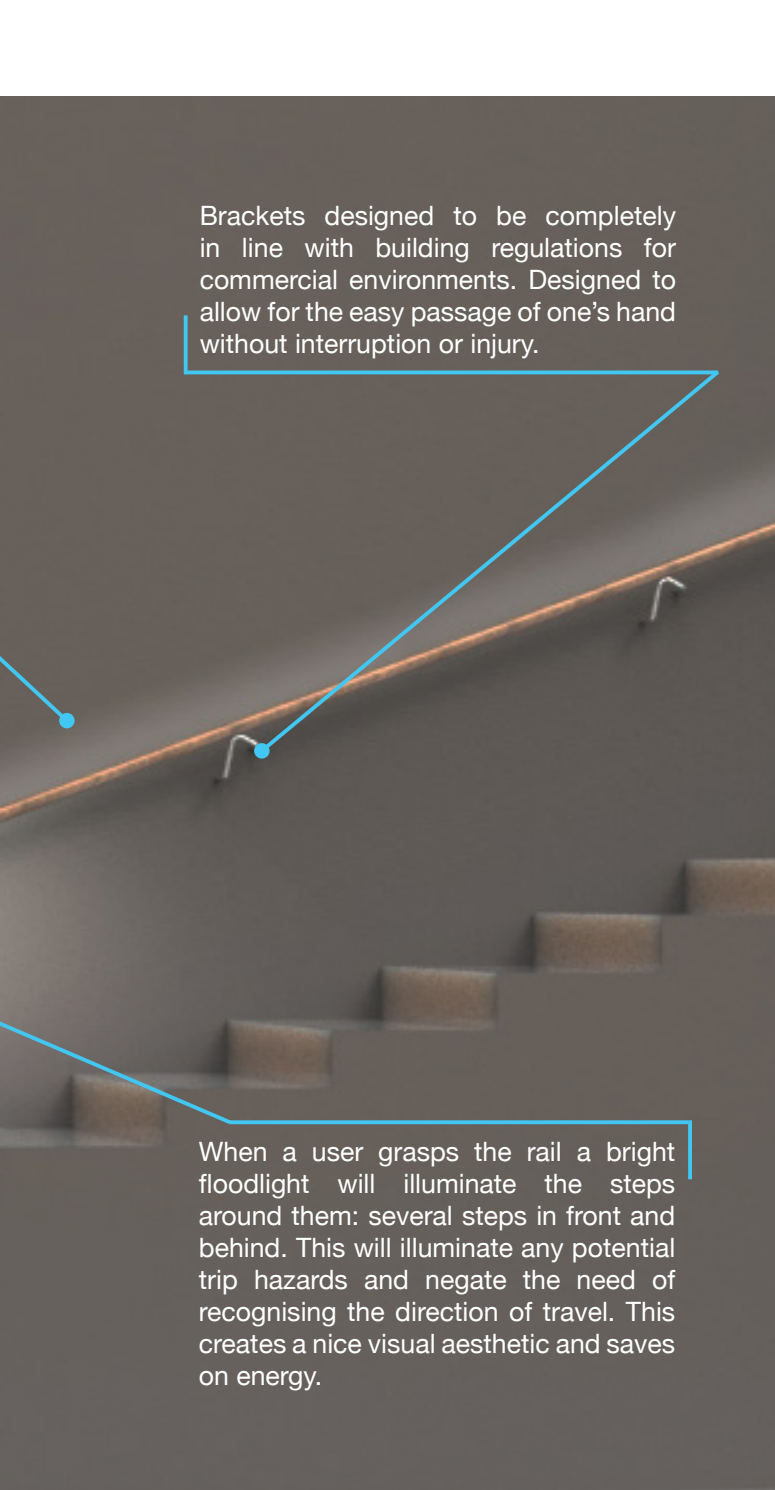


LUNARAIL



Ambient light that automatically turns on and off depending on the level of light so that the handrail can be located and grasped in darkness.





Brackets designed to be completely in line with building regulations for commercial environments. Designed to allow for the easy passage of one's hand without interruption or injury.

When a user grasps the rail a bright floodlight will illuminate the steps around them: several steps in front and behind. This will illuminate any potential trip hazards and negate the need of recognising the direction of travel. This creates a nice visual aesthetic and saves on energy.

LUNARAIL

Brief: To design a handrail that reduces the risk of stairway falls, for the young and elderly.

Stair falls accounts for the second highest number of accidental fatalities each year after car accidents (The Guardian, 2011). The most common causes are: carelessness from rushing and not holding onto handrails, trip hazards, and poor lighting. LunaRail is an experience driven, illuminating handrail that encourages a safer use of stairways by creating a seamless journey from start to finish along a smooth contoured rail that has no interruption from brackets. It is designed to be compliant of building regulations for commercial settings and thus would be ideal for hotels, cinemas and even elderly care homes where people are at more of a risk from injury.

HOLT

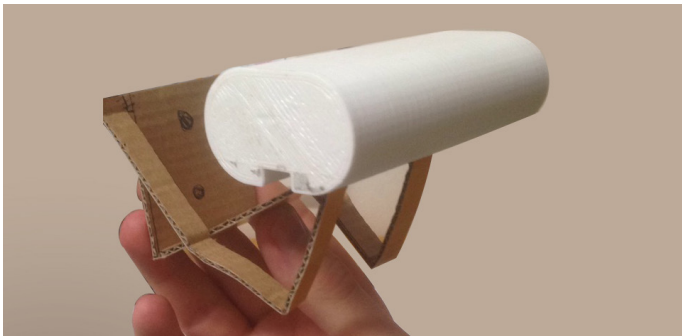
Brief: To develop a warm to the touch handrail to add to the 'Holt' range of architectural fixtures.

HOLT is a range of oak home furnishings developed by Urban Salon Architects (NKA Mowat & Company). I was taken on board by creative director Alex Mowat, and we worked to create a new product for the range - a handrail. Our aim was to replace the cold-to-the-touch stainless steel mass produced handrails we see all around us, with a new alternative that encourages people to hold on. The Holt handrail is smooth along its entire length with no abrupt corners or brackets that the user could hit and most importantly it is warm-to-the-touch. All these features make for a handrail that is optimised for comfort and safety. Despite this unlike other products on the market that fulfil similar agendas, the Holt handrail remains elegant and suitable for care homes, or modern hotels alike. We look forward to it being released within the year as an addition to the already successful HOLT range, which is sold at AllGood PLC.



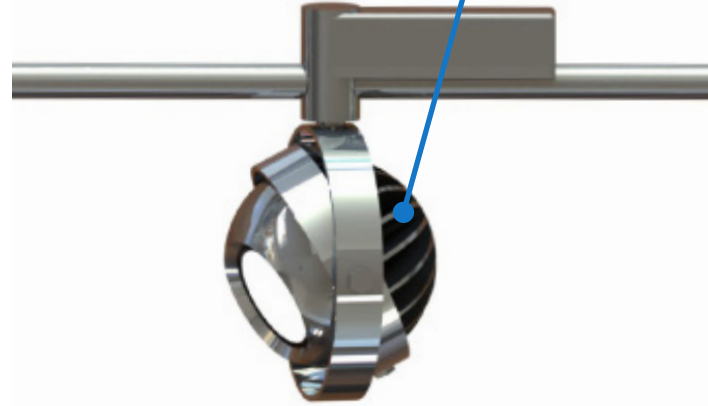


URBAN  FLOTT



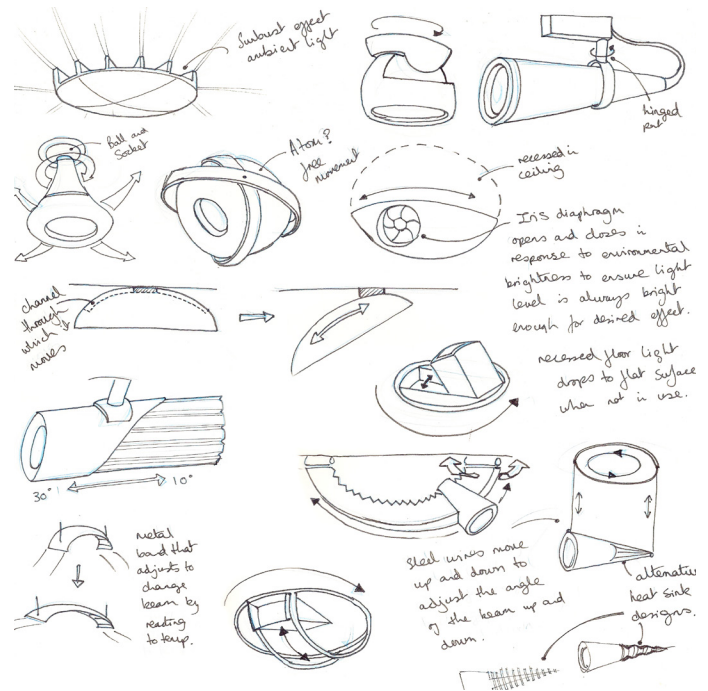
GYRO-LIGHT

Heat sink designed to take the shape of a hemisphere to maintain form, and improve the longevity of the luminaire.



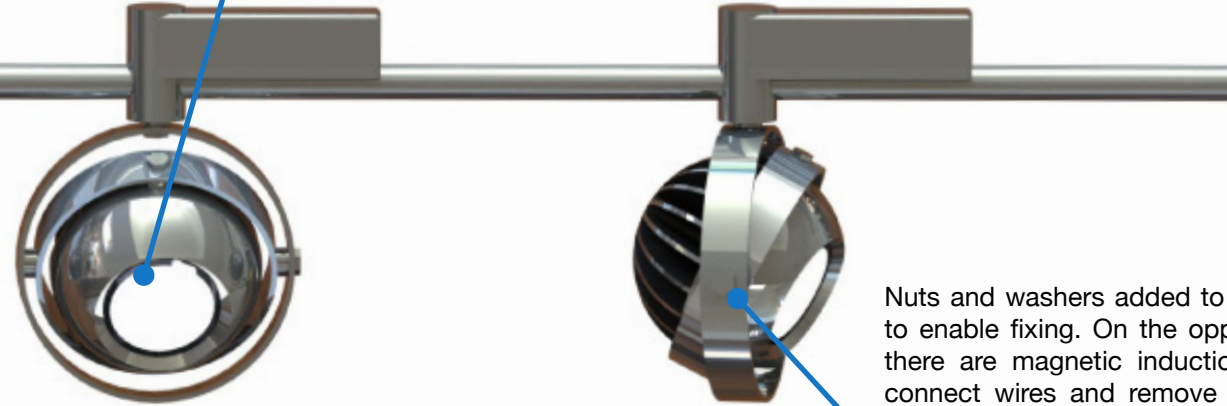
Brief: To design a luminaire to house an LED module that is fully manoeuvrable and lockable.

LEDs are a more sustainable alternative to incandescent lighting. For their introduction to the market I was given a brief by Philips to design a new spotlight luminaire that would: create a pleasant lighting effect, bring focus to an artifact, enable free movement and position locking and dissipate heat to improve product longevity. The intended environment was high end retail, so I had to design down to meticulous detail and with great attention not only to the product's function but aesthetics too. This idea revolved around the concept of a gyroscope, which conveniently enables free movements through the axes and provides for an attractive yet functional lighting product with an image of quality and desirability. Turn to my workshop skills page at the end of the portfolio to see my working model.

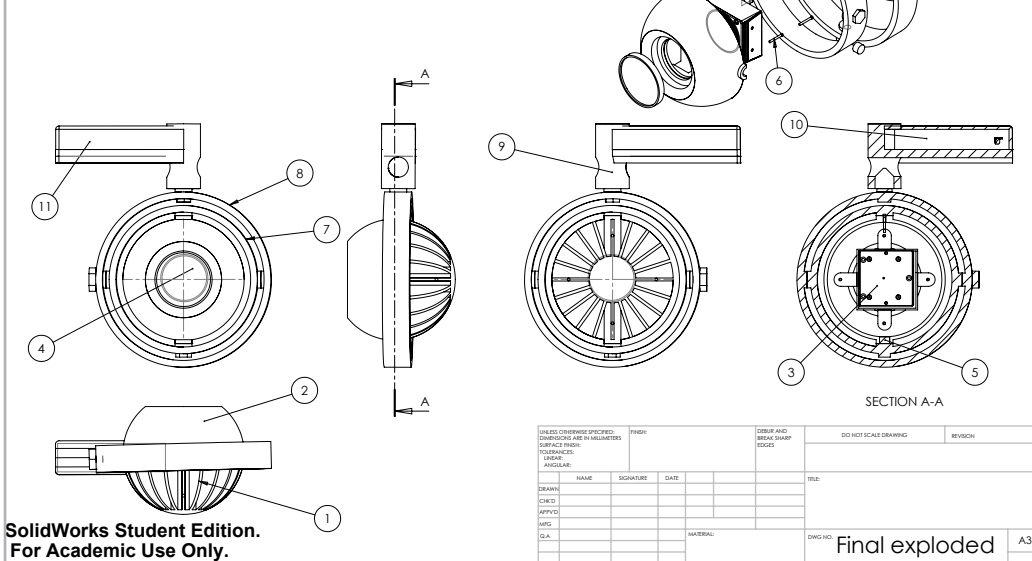


Convex lens to focus the light on a given item. It is also surrounded by a black lacquered ring to reduce glare and create a sharper lighting effect.

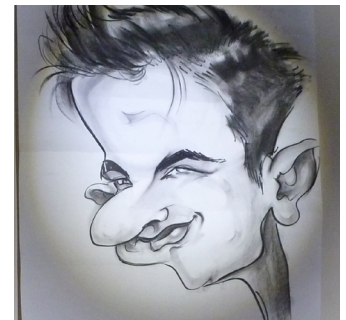
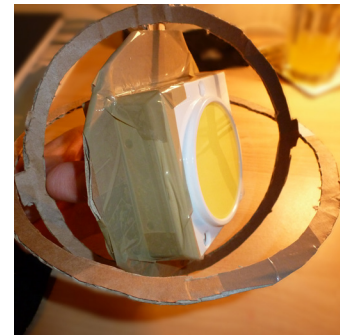
Nuts and washers added to the hinges to enable fixing. On the opposite side, there are magnetic induction pads to connect wires and remove the risk of tangling between moving parts.



4	Lens		1
5	Magnet		1
6	Screw	4mm x 25mm	5
7	Small ring	Aluminium	1
8	Big ring	Aluminium	1
9	Track fixing	Aluminium	1
10	Driver		1
11	Driver Housing	Aluminium	1

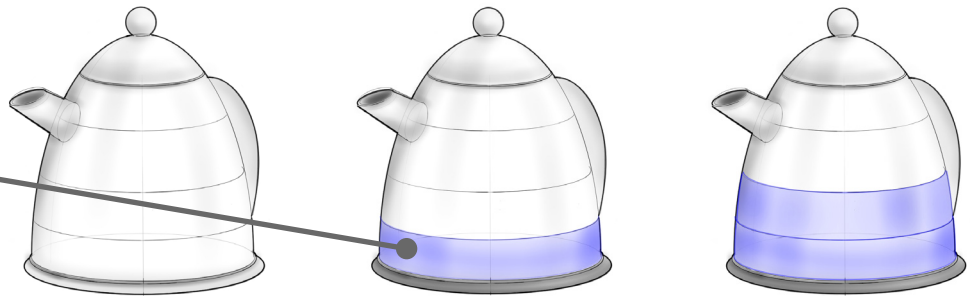


SolidWorks Student Edition.
For Academic Use Only.

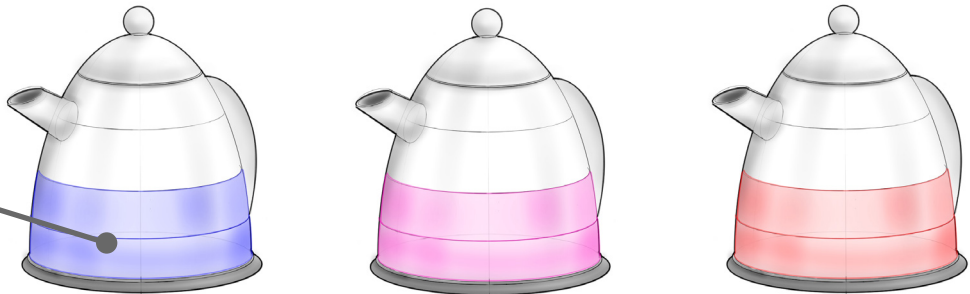


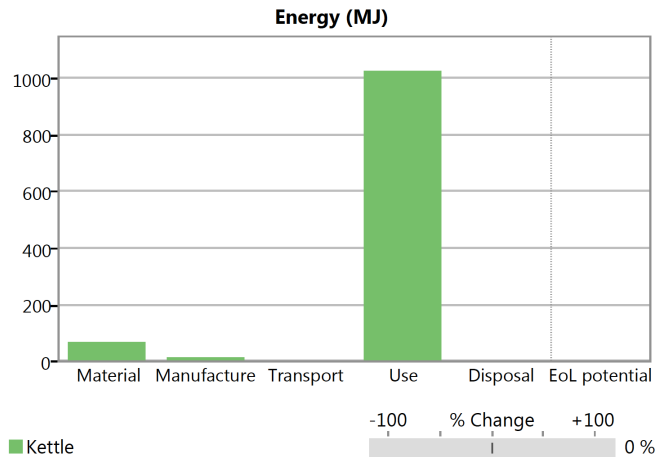


Each bar represents 1 cup of water that has been filled into the kettle, so that the user only fills to the required level.



As the kettle is heated, the colour changes from blue (cold) to red (hot). This will stop reboiling by indicating to the user the temperature.

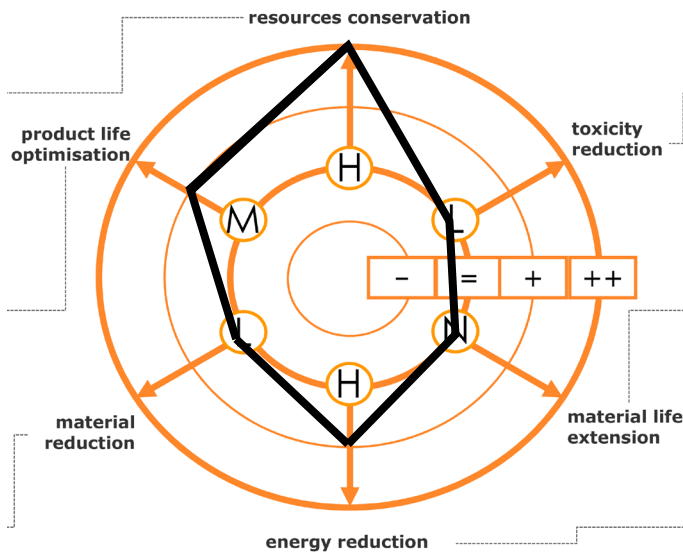




ECO KETTLE

Brief: To perform an in-depth life cycle analysis of a product of my choice and design a 'friendlier' solution.

Kettles are one of the most energy consuming kitchen appliances. Because of this I performed a life cycle analysis on a standard kettle to find what aspects of a kettle are most costly to the environment. To improve upon a kettle's negative aspects I considered various eco-design strategies including design for behavioural change and emotionally durable design. Some concepts utilised sustainable materials such as wood to 'clad' the external parts of the kettle to improve insulation, whilst another dealt with minimising the problem of a 'throw-away society' by adding emotional attachment. However, my analysis proved that using sustainable materials alone would make a negligible difference as the greatest impact was found during the use stage. Hence, my final design is based on reducing unnecessary wastage of energy from over boiling. This is achieved by changing behaviour by design - by actively indicating water levels and temperatures to the user, so that they are completely aware of their use.



The image features a solid orange background with several grey surveillance cameras mounted on it. The cameras are positioned at various angles, some pointing towards the viewer and others away. A white text overlay is centered across the middle of the image. The text reads "GOOGLE IS WATCHING" in a clean, sans-serif font. The overall composition is a visual metaphor for digital surveillance.

GOOGLE IS WATCHING

“(A man) lives from birth to death under the eye of the thought police. Even when he is alone he can never be sure that he is alone. Wherever he may be, asleep or awake, working or resting, in his bath or in bed, he can be inspected with no warning and without knowledge that he is being inspected. His friendships, relaxations, behaviour towards wife and children, the expressions of his face when alone, the words he mutters when asleep even the movements of his body are all scrutinised. Not only misdemeanour, but any eccentricity (...) will be detected.” This is an excerpt from George Orwell’s book 1984. It describes a totalitarian future, in which humanity is manipulated and dictated by a surveillance state government. He tells the story of a gentleman who lives his life in fear and by habit to minimise the risk of having a ‘dangerous’ opinion that contradicts the parties view and is therefore a reason for his extermination. This is of course fiction and an extreme circumstance, but it appears that governments around the world including the US, and the British, are growing ever closer to a system where freedom is no longer, and Orwell’s world is a reality. “Big Brother is watching.”

Technology is taking over our lives – and laptops and smart phones are just the beginning. We are entering the era of the “Internet of Things”, where formerly ‘dumb’ objects are becoming perceptive and communicative machines. These will be in the form of household products and ‘wearables’ and their number is projected to be between 24 and 75 billion by 2020 (Mertins, 2014).

In the home they aim to run our lives more efficiently by making smart decisions on their own. Google’s Nest Protect for example is a smoke detector that shuts down the boiler if carbon monoxide is detected and there are lights that ‘learn’ when to go on and off, to create the illusion that there are people in the house – even when there are not (Mintel, 2014).

Wearables will offer knowledge and self-analysis. Google Glass will offer the user a wealth of knowledge from the internet and new technology developments will lead to hats that can control devices (like the mind controlled

flying drones developed at the University of Minnesota).

On face value the ‘Internet of Things seems amazing, however, it could have a darker backbone, shielded by the glamour of technology. With constant monitoring and analysis during every aspect of their lives people who buy into ‘connected living’ will have to be prepared to sacrifice freedom and privacy in the name of convenience and comfort, as their data is collected and stored by central technology companies.

These personal sets of data can be analysed to paint a picture, for this reason security agencies have been keeping surveillance on people’s internet use for several years, with the intentions of foreseeing terrorist activity and ending it before it materialises. Most prominent is NSA (America’s National Security Agency), which according to the BBC uses a system called Prism to ‘mine’ US websites including Microsoft, Skype, Facebook and most worryingly of all Google – the creators of Google Glass and Nest.

This however, was occurring unnoticed until June 2013, when whistle-blower Edward Snowden presented top-secret documents that showed warrantless government surveillance by NSA and GCHQ (British Government Communication Headquarters)....

To continue reading please visit my website at www.oliverrees.com/technology/google-is-watching/ Or scan the QR code below:



SIXTH SENSE "BUDDY"

"Find daddy/mummy" is one simple voice command that buddy will recognise, and hence guide the child back to the parent.

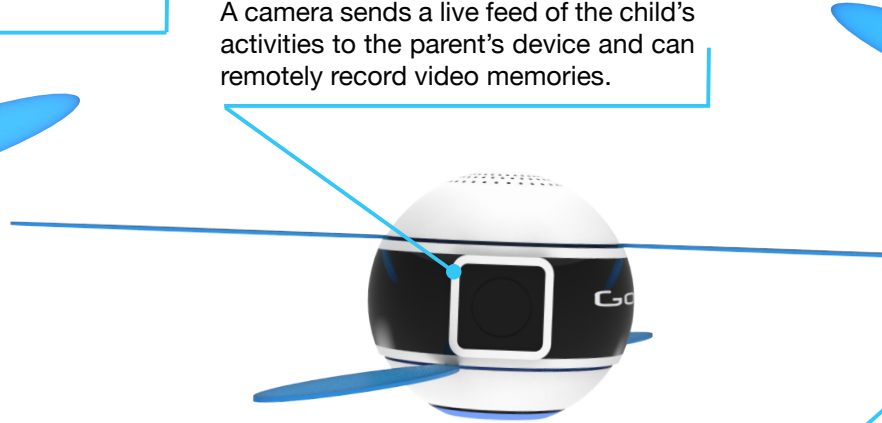
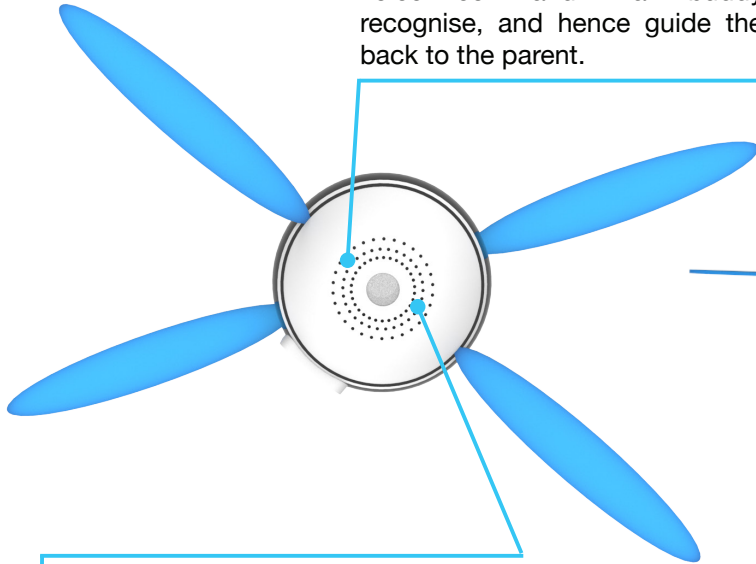
A camera sends a live feed of the child's activities to the parent's device and can remotely record video memories.

These are speaker and microphone holes, which enable the parent and child to communicate by speech.

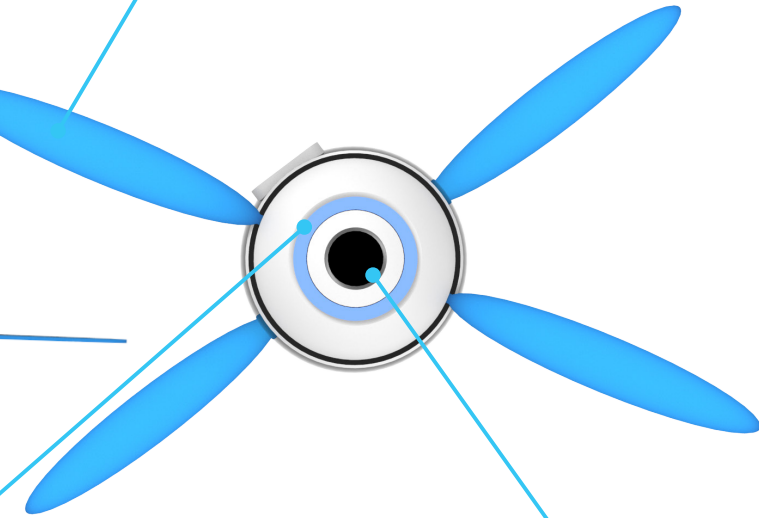
These are LED lights to convey the message of "Sixth Sense" inspired by Super hero costumes.

GPS technology within the band allows the parent to see the child's location, and the steps they have taken, so a record of their adventure is available once they're back home.

GoPro.
Be a **HERO.**



The wings are soft and bendable rubber making it a much safer toy that can be thrown, chased and caught.



This is the magnet that is inlaid into the toy that joins on to the one on the strap, making a secure and solid fit until the child is ready to pick it up.

A simple gesture whilst wearing this band calls the toy back by GPS, so the child will not lose it. It also creates an exciting experience similar to falconry.

GOPRO

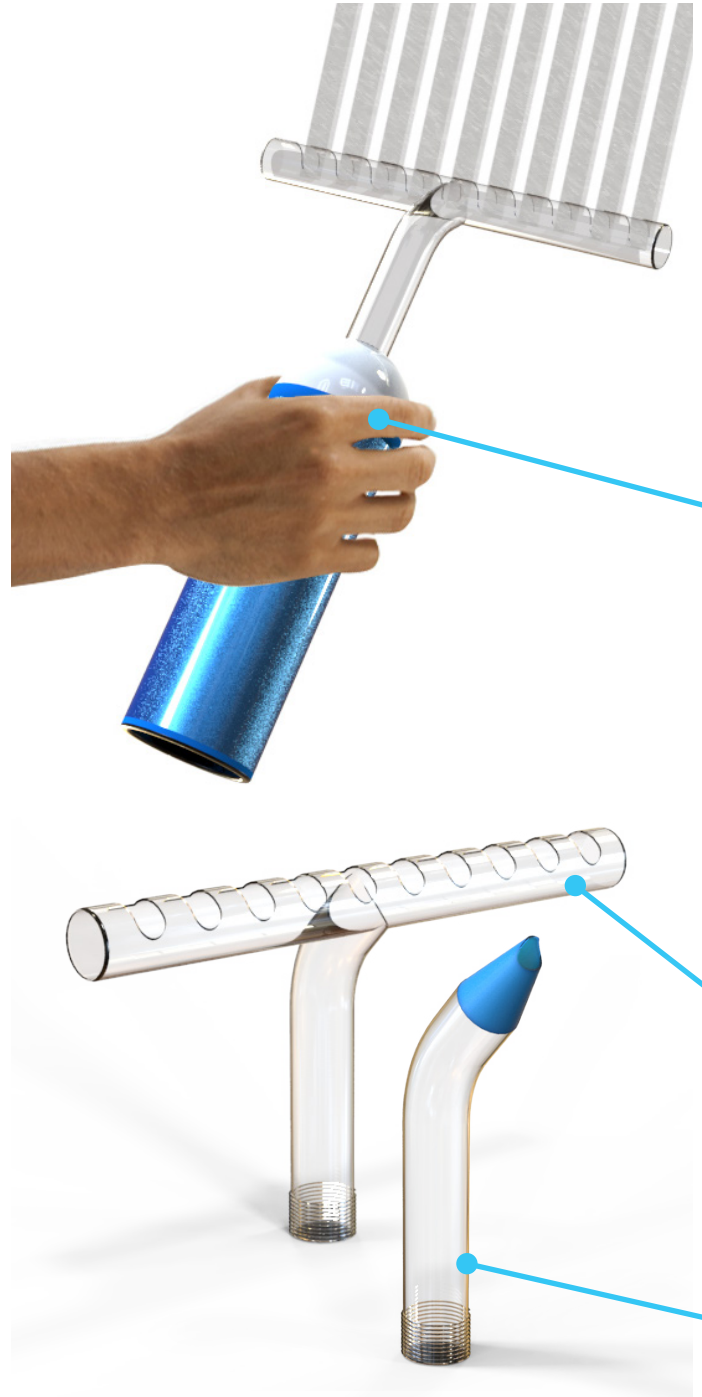
Brief: To work in a team to research a specific brand and reposition it to a new market sector.

My team and I recognised that GoPro has quite a dangerous business model, dealing with the production and sales of ultimately 1 product - the GoPro Hero camera. Looking at current and emerging trends, we decided that the “well-being” trend linked very well with GoPro’s existing philosophies and with a little moulding created a new conceptual product range - “The Sixth Sense”. This range of products helped boost ordinary people’s confidence by bridging the gap between them and the extreme sportsman GoPro is well known for being popular with, by giving them a ‘sixth sense’. My product however was for children - an autonomous flying toy that empowers families to embrace the outdoors by enabling live communication between parent and child at all times.

TILING TOOL

Brief: To work in a team to research a market sector and design new human centred product solutions.

I organised an in-context immersion workshop, where my team and I observed people undertaking general maintenance and DIY tasks. We aimed to create a range of products that make maintenance tasks less overwhelming and more user friendly to those with little experience. I observed both men and women, who took turns laying a square of tiles after a short explanation of the process. Other members in the team observed cleaning, painting, and furniture assembly. After observing the subject's reactions to the task the common behavioural trends were clear. Competency was not the problem but confidence. Despite their frustrations, once they cleaned off the grout to reveal their work, they were pleasantly surprised with the result. I therefore figured it was this feeling of satisfaction that boosted their confidence and led them to say they'd try that again in my questionnaire. My design gives the user the feeling of satisfaction from their first move, making it a more enjoyable task that they won't give up on halfway.





Better Technique

Encourages better technique where the user applies adhesive in a vertical and parallel fashion - when it is applied in different directions areas of weakness in the laid tile can emerge.

Trigger

Similar to many power tools, this will have a trigger button to enable constant and uniform coverage and gives the user complete control.

Cartridge System

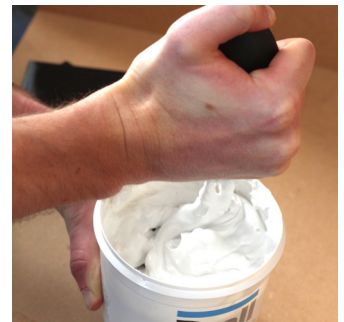
“Plug-and-go” cartridge system in grout and adhesive make both parts of the process effortless as they are pre-mixed. They also double as the main area of contact for the users’ grip so are designed to suit the users hand.

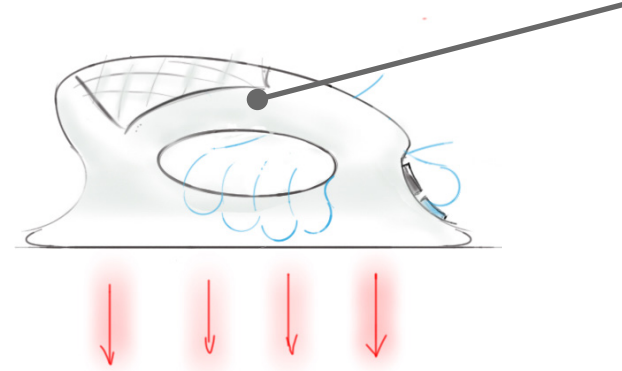
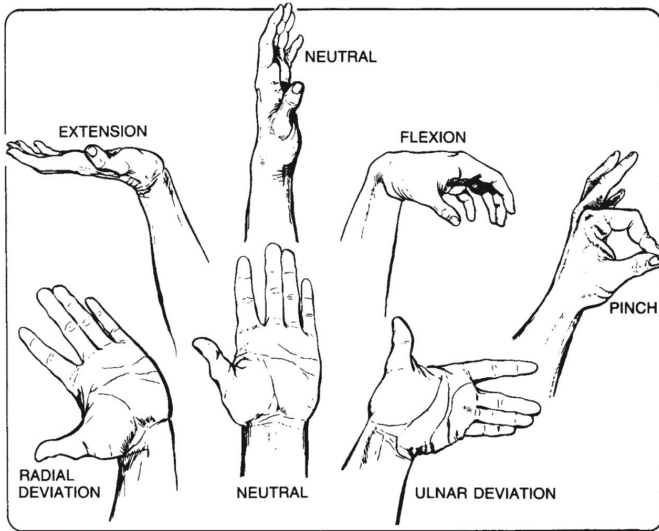
Clear Threaded Heads

Injection moulded and easily replaced, these heads are made clear to aid the user in knowing when the product is flowing, and aid in the cleaning up process. If the user forgets to clean the head, a new one can be purchased.

Alternative Parts

This is a grouting head, with a soft tip for smoothing out the grout and keeping the rest of the tile mess free, saving on the clean up stage. Barrels of product connected via a tube to the tool will be available to ensure efficiency for larger areas.





Grasp area covers a great surface area to disperse force.



Aperture handle allows for object to 'rest' on hand. This means that sufferers of carpal tunnel syndrome won't drop it.

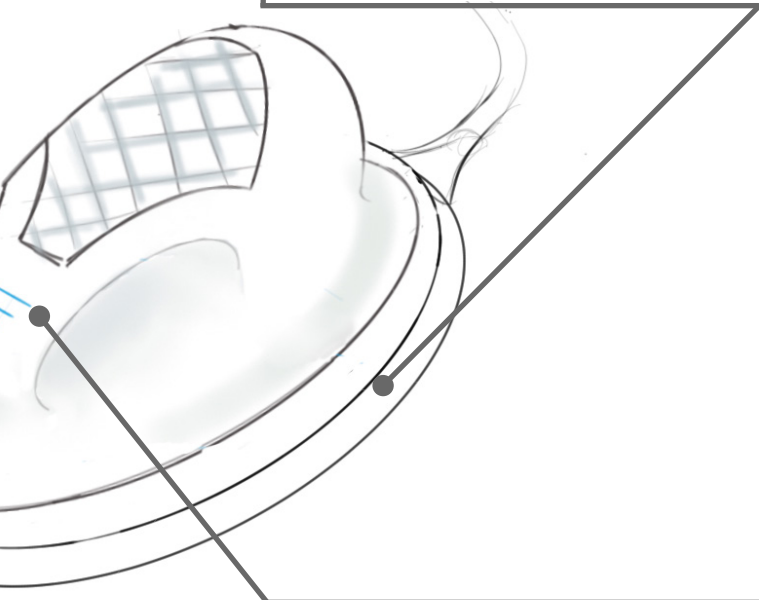
Making the button a rocker switch for power and a push button for a cool burst of air has made operation very simple and straight forward.

Placing the buttons by the thumb allows for easy use in both hands. Suitable for use in both hands = ambidextrous

The cool air button is blue for easy identification and both are near the position of the thumb during use so are easily accessed.

The whole surface of the model uses smooth forms to provide a comfortable interface free of pressure 'hot spots'.

The charging dock allows the product to be wire free, saving the user the task of winding them up after use. It also only charges the hair drier in one position, so forces the user to place it ready for picking up next time in a neutral position.



As the hair dryer has an on board battery, it will require charging so I put a battery indicator to show the level of battery left in the device.

HAIR DRYER

Brief: To investigate an everyday product, and design a more human centred, comfortable solution.

Hair dryers have remained mainly the same for the last 50 years. I therefore undertook an investigation into their use to find where they can be improved. After observing a focus group I found that more often than not the user bends their wrist into awkward positions. Over time, repeated use is damaging and can cause carpal tunnel syndrome. I decided to design a new hair dryer that is suitable for both regular users and those who have already suffered RSIs or suffer from arthritis. This hair dryer concept is inspired by head massage combs. The idea is that by spreading the weight across the hand in the aperture, it will be more balanced about the grip axis, and feel lighter. Furthermore, it acts like an extension of the arm and because it orientates the hand at a tangent to the head one can simply use the arm to do all the movement. This means minimal flexion, ulnar and radial deviation and will ensure the arm is kept in a comfortable neutral position.

orchard kitchenware



Organic Form

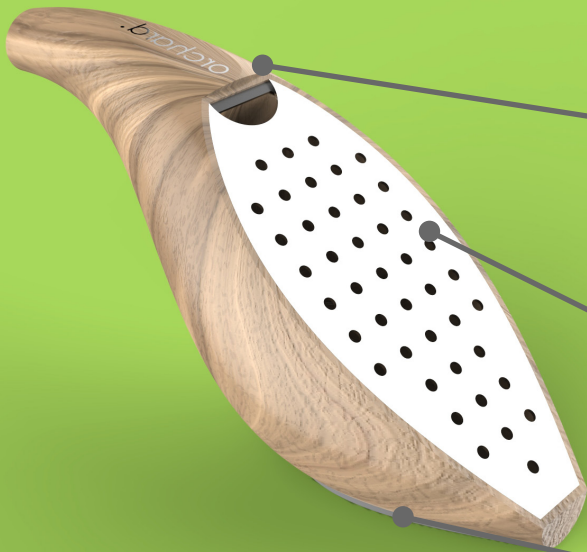
This form is inspired by tree branches and leaves and is “very Orchard”. It has a gorgeous organic form that gives the user an opportunity to hold it and use it vertically as well and firmly on a surface with the handle.

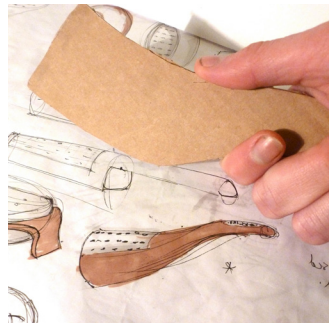
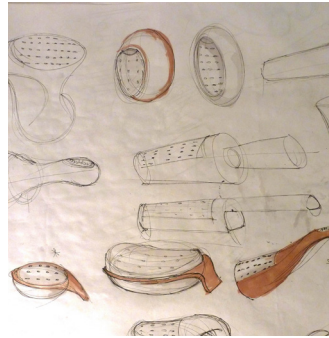
Ease of cleaning

The metal grater is the one removable part and is attached magnetically. With a small pull from the hole it can be removed to make cleaning very easy. It's also double sided so zesting lemons will be possible.

Extra comfort

The form allows the user to either grip the product in the palm of one hand whilst the other grips the cheese to use, or a rubber bottom allows it to be steadily held against a table and used at a 35 degree angle.

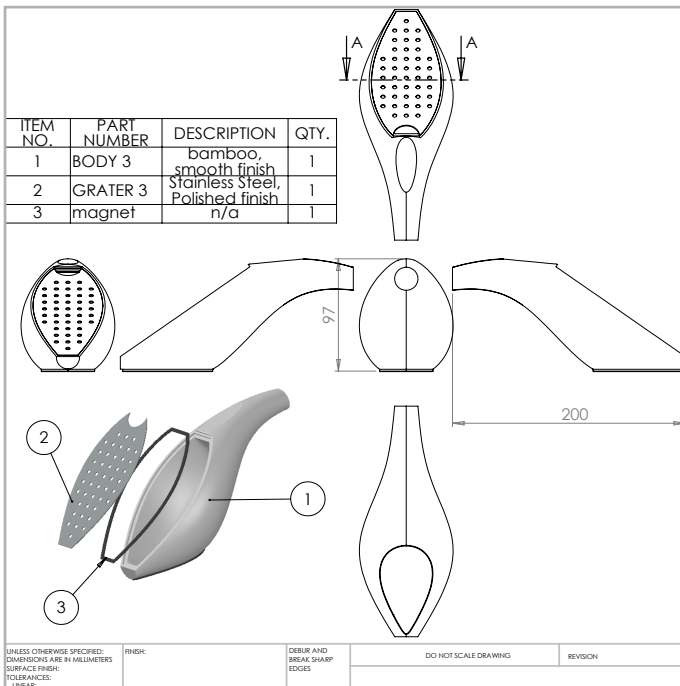




ORCHARD

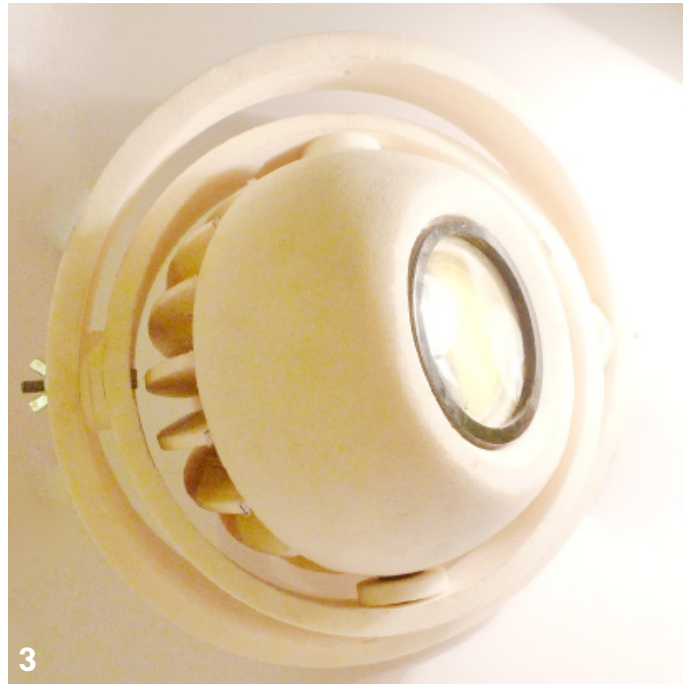
Brief: To develop a brand and design a product range that establishes clear brand messaging.

As a team of designers, we created the brand Orchard - a kitchenware utensil company. Its philosophy was to create honest products that are both hard-wearing and exquisite by design. We chose the name Orchard as it evokes a powerful relationship with nature and the qualities we associate with natural products. It also evokes a feeling of nurturing and togetherness, and similar to an orchard of trees our brand would be a growing collection of kitchenware products. This ethos became the backbone to a range of nature inspired concepts. With nature as a prime visual mechanic, the team designed products that had organic forms and used some natural materials (such as various woods and natural rubbers). My concepts show a selection of designs that fit the brand, with my main concept: the cheese grater on the far left. After observing people's use, this design aimed to make the process more natural. It also was designed for ease of cleaning.



MODELS





These items were hand made in the workshop. I am skilled in plastic, wood and metal craft. These are examples of aesthetic models, prototypes and working models.

1. Polyurethane modeling board Mouse
2. Gopro "Buddy"
3. Styrofoam GyroLight
4. Tool box
5. Oil burner
6. Table
7. Acrylic Clock



OLIVER REES

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rees

oliver rees

oliver rees

oliver rees

oliver rees

oliver
alexander
rees

oliver rees

oliver rees





oliverrees
Product Designer

+44 (0) 7746 159 603
design@oliverrees.com
www.oliverrees.com

MY BRAND

Brief: To develop my own brand messaging, and identity that is followed in every “touch-point”.

One of my first tasks as a designer was to develop a corporate identity that would express my values and philosophies of design. A part of my branding would be the logo and the colour schemes that all printed and online media should follow to create a stable, recognisable, and trusted brand. To the left are some of the early design ideas that led to the OLIVERREES logo you see on the front of this portfolio. Once the favourite logo was chosen, the fonts were refined and the colour scheme chosen. I also decided a mini logo could be useful too, therefore I created the logo on the top left of this page was created - an amalgamation of the O and Rs. I wanted to present an image that would suggest trust and design ingenuity and I think my design identity offers that idea through it's simple yet transparent and stylish design. Following on from these early days, the logo now appears in my business cards, my website and social media outlets.

