

Design Portfolio

! "#\$%&' () '* + , &#-

.&/0#12\$34' ! "#\$%&' () '* + , &#-

52, /061' ! "#\$%&'3&/ '7"68&,4,%9' (:6'* + , &#-

What?

)' ! "#\$%&' () *+,)-\$) \$#'3' ;\$#034' < " 683&\$# < '182, 0%8' =8\$68'
9, 0'63&' ". \$! "&/" 3&/' /) 0 0 1&\$/2+ " 18" ';32\$, 0#'3#> "61#', ?'
9, 02' ! "#\$%&' /2 (23\$-\$4'3&/'

Why?

) #'>321',?'9,02'3>>4\$631\$,&'1,'#10/9'=\$18\$&'A,0%8B,2,0%8'
C&\$;"2#\$190#' : 68, ,4',?' ! "#\$%&'E'F2"31\$; "')21#'9,0'32"'
2"GO\$2" /'1,'#130\$+ 3'>,21?,4\$, '=8\$68'=\$44'B"'*"\$.\$"5"! B9'3'
>3&"4',?' ,02'8\$%849'#H\$44" /'363/ " <\$6'#13??@



Who?

)&'\$/ "34'>, 21?, 4\$, '=44'&, 1', &49'#8, =63#"4) 1* / "#\$%&'623?1'
#8\$--# 3&/'3&'3B\$4\$19'1, ' "&%2%" =\$18'/\$; "2#"0#"2#'3&/'
1"68&, 4, %\$"#'B01'=\$44'34#, '6, &; "9'4) 1* 62"31\$; "'2((*)2/9
3&/'/"6\$#\$, &M<3H\$&%' (*)/"###"#@'78"2"\$#', &49', &"', ?'9, ON'
18"2"?, 2"'&, '1=, '>, 21?, 4\$, #'#8, 04/'B"'18"'#3<"@



Design Identity

("? , 2 " '#1321\$&% '9 , 02' : "#\$%&' ;) *+,)-\$)N'18\$&H'3B , 01'9 , 02'
! "#\$%&' \$! " & + \$ + 40' | 831' # , 21' , ?' / "#\$%&" 2'32" '9 , 0'3& / '# , 21' , ?'
/ "#\$%&" 2' / , '9 , 0' = \$ # 8'1 , 'B" 6 , < " 0') 2" '9 , 0' < , 2" '1" 68'
? , 60# " / N' , 2' < , 2" '\$&1" 2" #1" / '\$&' 18" '? , 2 < ' , 2' 18" '0# " 20' 78\$ #'
= \$ 44' 8" 4 > '9 , 0' 1 , ' / " 6\$ / "' = 831' 1 , '\$&640 / "' 3& / "' < > 83# \$ P" @



Design Identity

+ , = ' / , " # ' 9 , 0 2 ' = , 2 H ' / \$? ? " 2 ' ? 2 , < ' 1 8 3 1 ' , ? ' 9 , 0 2 ' # 6 8 , , 4 ' Q ' 6 , 4 4 " % " ' 6 4 3 # # < 3 1 " # 0 ' R ; " & ' \$? ' 9 , 0 ' 8 3 / ' 1 8 " ' # 3 < " ' > 2 , K " 6 1 ' # 1 3 2 1 ' > , \$ & 1 N ' " 3 6 8 ' ! " / \$ # \$) & 9 , 0 ' < 3 / " ' # 8 , 0 4 / ' B " ' 1 & \$ < 1 " 1 , ' 9 , 0 ' 3 & / ' 9 , 0 2 ' ! " # \$ % & ' \$! " & + \$ + 4 @ ' 5 , 2 1 ? , 4 \$, ' 6 , & 1 " & 1 ' 3 & / ' 3 & & , 1 3 1 \$, & # ' # 8 , 0 4 / ' 2 " ? 4 " 6 1 ' 1 8 \$ # @



SHARE CARS

FLEXICAR, HERTZ 24/7
40 4ET, LAP NEXT

ESTIMATED \$4,000
CAR-SHARERS IN
AUSTRALIA

FINDING
A BIKE

CONVENT
ENGL

BAAS D
SHAREBikes

ALL APP - R
FIND - UNLOCK - RIDE
FIND - UNLOCK - RIDE

VILLAGE
THERE

HANDLEBARS
HAS 200

SAFETY

NAVIG-
ATION

do others

depu.

LOCATION

PRICING

\$3 seems
like a
90%
deal.

60,000
METERS

DENSITY

1" 68&, 4, %\$634' " &GO\$290

VML'#8 " " 1#> " 2'>2, K" 61'\$&12, /06\$&% '18 " ' 3*\$", ,2' (*)3-" 0 9, 0'

83; " '\$/ " &1\$?\$/ ' 3&/ '18 " " *"# " 2*/99, 0'83; " '0&/ " 213H " &1, '

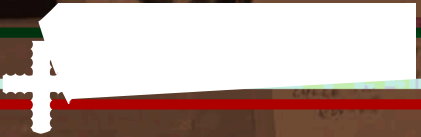
" J>4, 2" '2" 4"; 3&1'6, &1" J1034'\$##0 " #0' | 8" 2" '3>>2, >2\$31"'

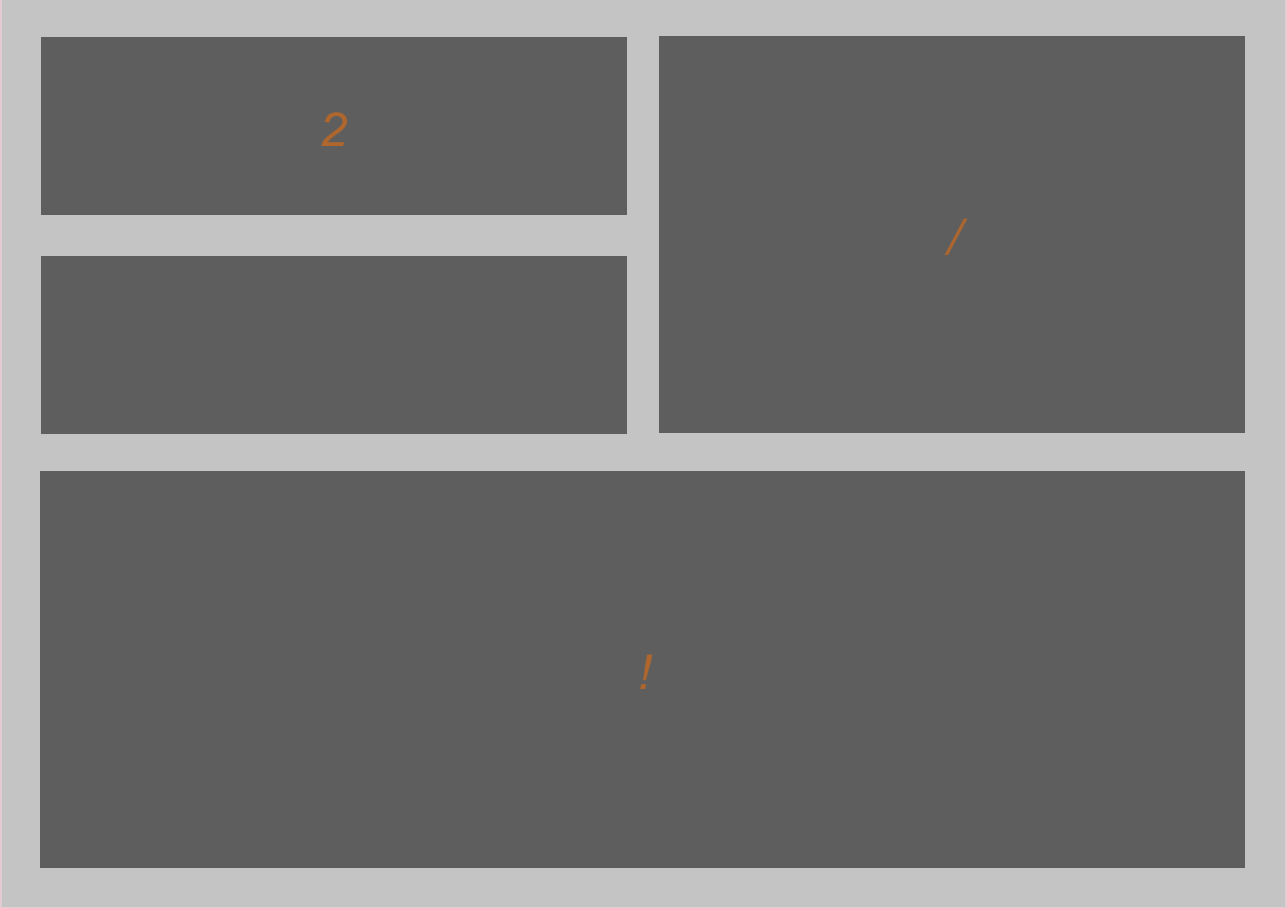
\$&640/ " ' " . \$! " &/ " , ?'0# " 2'2" # " 3268N'\$&#>\$231\$, &'3&/'

\$&?40 " &6 " #N'3&/ ' , 18 " 2'2" 4"; 3&'1'?, 2<# " # " 60410234 " 2" - -

1" 68&, 4, %\$634' " &GO\$290

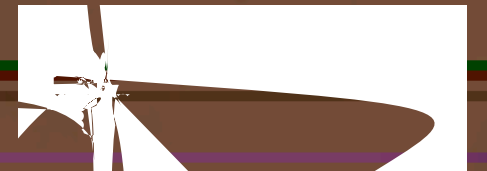
Brief/ Problem

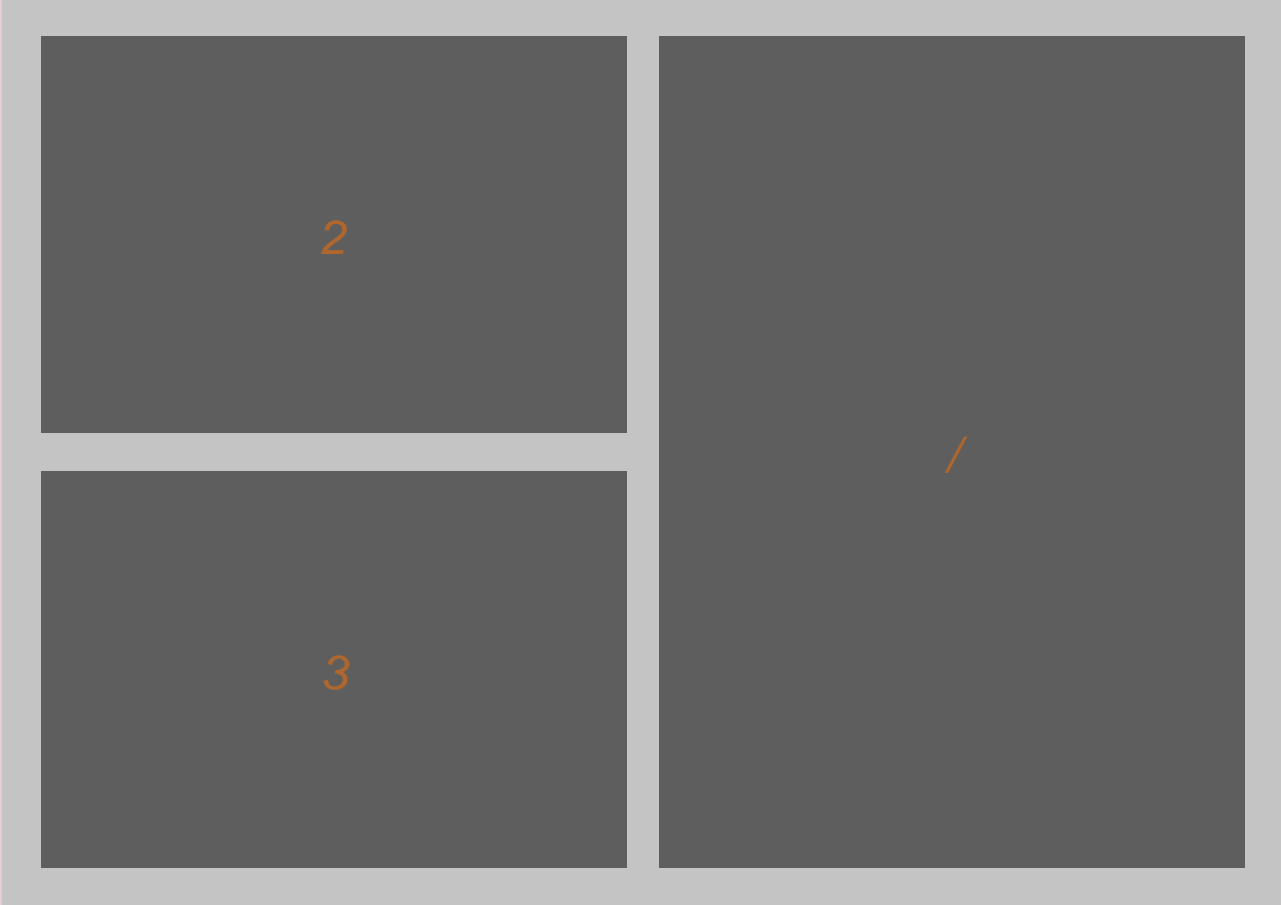




Design Process

VML'#8 " "1#>"2">2,K"61' / " < ,ӏ\$&% '9 ,02'\$1"231\$; "' !"#%&'
(*)/"## 3&/'62"31\$;"'2"#> ,&#""#1 , '18" '\$##0"#'9 ,0'83; "'
\$/ "&1\$?\$/ '@' | 8"2"'3>>2 ,>2\$31" '\$&640/ "'' ;\$/ "&6"' ,?' (*)3-"0'
#)-. \$&% '182 ,0%8'#H"168' = ,2HN' ;\$21034' < , / "44\$&%N'>89#\$634'
>2 ,1 ,19> "#N'3&/' ,18"2" J>"2\$ < "&131\$,"4" ;3&1'1 , '9 ,02'
>2 ,6"##@





X,2' " J3 <>4"Y

2='A) 5'H'9\$%9',,\$! "-\$+4'
#8"+/9'5) *8'#9) 5\$&% '2'
*2&% "'), '\$! "2#

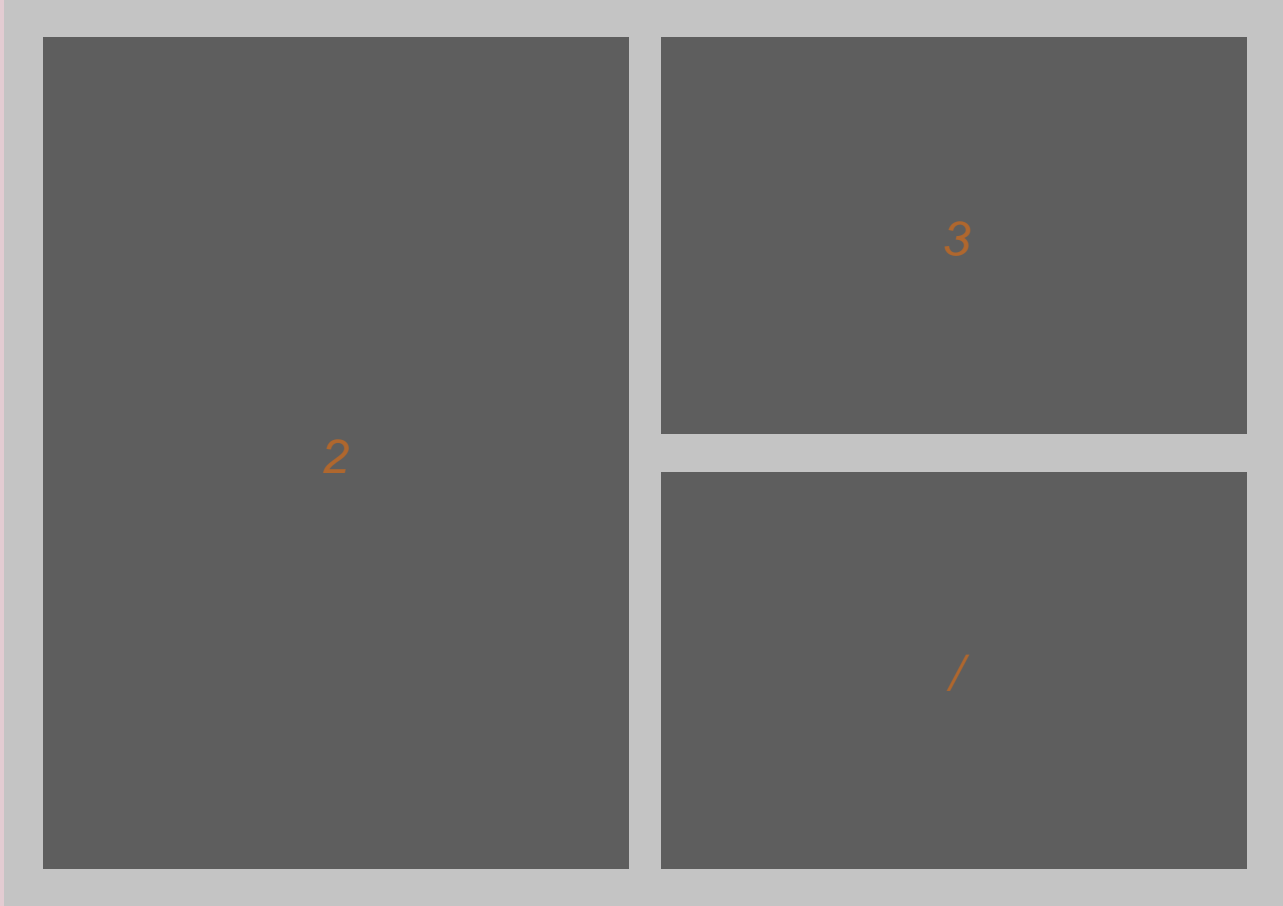
3=' : \$%\$+2-' 0) ! "--\$&% '
2&! 'H') *'(94#\$/2-'
(*)+)+4(""' / (-) *2+\$) &

/='J .2-12+\$) &'5\$+9'
1#" *'#2&! 'H') *'#+1!\$)E
32#" !'" / (" *\$ 0 "&+2+\$) &'
2&! '+ "#+\$&%



Final Design

+ , = ' / \$ / ' 18 " ' > 2 , K " 61'6 , & 640 / " 0') 1'18 " ' 6 , & 6 " > 1' # 13 % " ' , 2' = \$ 18'
3' ; \$ # 034' < , / " 4' , 2' = , 2H \$ & % ' > 2 , 1 , 19 > " 0' | 831' = 3 # ' 18 " ' \$ 0 (2 / +
, ? ' 9 , 02' = , 2H ' W / \$ / ' 9 , 0' 3 / / 2 " ## ' 18 " ' B 2 \$ " ? ' Q ' > 2 , B 4 " < 0' | 3 # '
9 , 02' 0 # " 2' % " & 0 \$ & " 49' 83 >> 9' = \$ 18' 18 " ' , 016 , < " 0' | 831' = , 04 / +
9 , 0' / , ' / \$?? " 2 " & 149' & " J 1' 1 \$ < " 0



X, 2' " J3 <> 4" Y

2= 'C'K9"*)L'\$02% "'), '+9" "
(*)# " !' (*)! 1/+ '2& !'
+9" '8"4', "2+1*"#

3= '>) 5'+9" " (*)! 1/+ '
+ "/9&)-)%4'5) *8#'2& ! 'H'
) *'\$#') (" *2+ " ! '34'+9" "
1#"*

/= 'M\$&2-', 1&/+\$)&2- '
+ "#+\$&% '2& ! 'H') *'1#"* '
".2-12+\$)&



Finally...

I ,2H' ,&'18\$#'3&/'13H"'>2\$/ "'\$&'\$10'78\$#'\$#'3'2">2"#"&131\$, &'
,?'4) 1* 1&\$<1 "'!' "#\$%&'\$! "&+\$+40' | 8"18"2'9, 0'3>>49'1, ', &"'
,?' , 02' / "#\$%&'>2, %23 << "# , 2'&, 1' = "'8, >"'9, 0'?\$&/'18\$#'3'
0#" ?04'%0\$/ "@') &9'G0" #1\$, �'54" 3#" '6, &1361'0#'31Y
!#2! 0\$##\$)&#N-3) *) =2/=18

The image features a brown background with a colorful glitch effect consisting of horizontal lines in red, green, blue, and purple. Two pens are positioned diagonally on the left side. The text 'lboro.ac.uk /design' is centered in a white, sans-serif font.

lboro.ac.uk
/design

[4B, 2, / "#\$%&

[4B, 2, ?3 <\$49

