

INDUSTRIAL DESIGN PORTFOLIO 2024

Fabrice Takeda

FABRICE TAKEDA

About

+81 90 3596 1024
ftakeda7@gmail.com

201 1-29-6 Miyasaka,
Setagaya-ku, Tokyo
156-0051

California College of the Arts
BFA Industrial Design
(San Francisco, CA)
August 2015 - May 2018

Currently working at Huawei
Tokyo Research Center.

References available upon request.

EXPERIENCE

Huawei Technologies (Tokyo, Japan)

Senior Industrial Designer/ Project Manager
October 2022 - Present

- Research and development of next generation electronics including: smart phones, tablets, smart watches, earbuds, headphones, and laptops.
- Frequent business trips to Shenzhen, China to collaborate with the HQ design team, suppliers, and manufacturers.

Native Design (London, UK)

Industrial Designer
September 2019 - September 2022

- Designed products, experiences, and strategies for world class clients.
- Most notably, lead several projects developing products for HP such as all-in-one computers, laptops, tablets, headphones, earbuds, and packaging as well as the experiences and services around them.

Clients: HP, Google, Illumina, AB inBev... etc

Studio 7.5 (Berlin, Germany)

Industrial Design Intern
January - June 2019

Developed office furniture concepts for Herman Miller exploring new materials and manufacturing methods.

HTC Vive (San Francisco, CA)

Industrial Design Intern
September - December 2018

Developed next generation AR and VR headsets and experiences.

AWARDS AND PROJECTS

Reddot Design Award

2022, 2023

- HP 27" All-in-One Desktop
- HP 925 Ergonomic Wireless Mouse
- HP Z2 G9 Mini Workstation PC

iF Design Award

2022

- HP Z2 G9 Mini Workstation PC

FORD Design Fellowship

January - August 2018

- An investigative group project sponsored by Ford Motor Company looking at the future of urban mobility.
- Conducted research on current and future trends surrounding mobility.
- Collaborated with the Ford design team in brainstorm sessions and presented our work at the Ford Innovation Drive and Tech Expo 2018.

2017 Impact Award

April 2017 - CCA The Center for Art and Public Life

A student-led social impact award competition. A jury of creative practitioners award projects that best emphasize interdisciplinary engagement, social entrepreneurship, and collaborative relationships with a community locally or abroad.

- Lead a project aimed to solve a clean water crisis in rural El Salvador.
- Conducted field research and established connections with local organizations.
- Designed a product that provides potable water for local schools.
- Modeled a proposal and business plan.

SKILLS

Adobe

Photoshop
Illustrator
InDesign
After Effects

CAD & Prototyping

Rhino
Solidworks
Creo
Keyshot
3D Printing
CNC

Microsoft Office

PowerPoint
Word
Excel

Analog

Design Research
Concept Development
Project Management
Strategy
Prototyping
Team Building
Branding
Packaging
Typography
Photography

Languages

Japanese
English

native



A collection of projects I had the pleasure of working on at Native Design in London, UK.

HP All-in-one PC



reddot winner 2023

A sustainability focused PC for a greener tomorrow. Everything from the materials we chose, to how the product is shipped, packaged, and delivered was carefully considered while designing this product.

Role: Market research, concept development, prototyping, visual design, CAD modeling, rendering, presentation, CMF, Packaging Design.



Thoughtful design at every step

We know everything has impact

1. Coffee Grounds (0.3%)⁵
2. PCR plastic (60%)⁶
3. Recycled aluminum (70%PIR+20%PCR)⁷
4. PCR plastic + Ocean Bound Plastic (20% + 30%)⁸
5. Recycled aluminum (75%)⁹
6. Recycled polyester (100%)¹⁰



Enclosure

HP Envy Move AiO



A mobile all-in-one PC that re-imagines our relationship with technology at home.

Role: Market research, concept development, prototyping, visual design, CAD modeling, rendering, presentation, CMF.



HP Z2 G9 Mini Workstation Desktop PC

A highly versatile miniature workstation capable of managing the demands of professionals working on 3D modeling, specialized applications, and heavy productivity tasks. The workstation's chassis is designed to be compact and unobtrusive enough to fit anywhere.

Role: Market research, concept development, visual design, CAD modeling, rendering, presentation, CMF.



reddot winner 2022



HP Ergonomic Vertical Mouse

Designed to keep your hand in a more relaxed, natural upright position as you click, drag, and scroll through your day.

Countless prototypes were made to achieve the most comfortable mouse for heavy users.

Role: Market research, concept development, prototyping, visual design, CAD modeling, rendering, presentation, CMF.



reddot winner 2023

Ford LINK

A personalized car share system

2018

16 week project in collaboration with the Ford Innovation Lab team.

Role: Market research, conducting interviews and participant observations, concept development, prototyping, user testing, CAD modeling, rendering, and building a presentation.

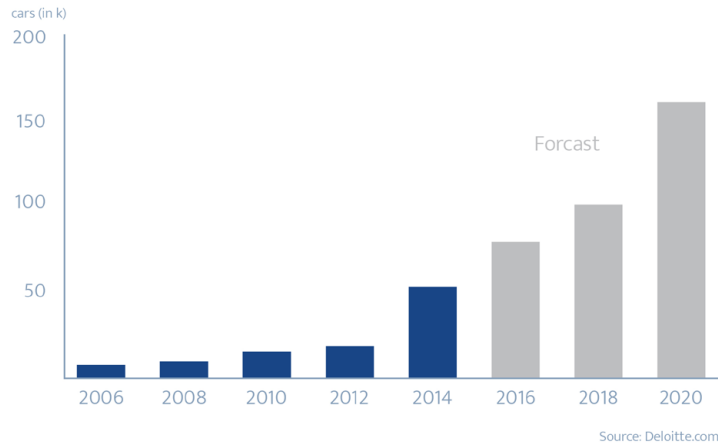




The Evolution of Vehicle Ownership

Car sharing and subscription services are becoming a popular alternative to owning personal cars in urban settings. In 2016 Ford Motor Company acquired Canvas to launch their own car subscription service.

With the emergence of convenient alternatives, car manufactures are challenged to reimagine the relationship between their users and vehicles.



Research indicates a rapid growth in the shared mobility market.



"It's annoying getting used to driving a different car every time."

"I'm a germophobe, so I don't like thinking about how strangers were in the car before me."

"It takes forever figuring out how to pair my phone to the car"

Users want a more familiar and personal experience in their shared cars.

Owning a car

- Freedom to personalize
- Familiar UI/ UX
- Sense of ownership

Our Solution

A flexible service that allows personalization

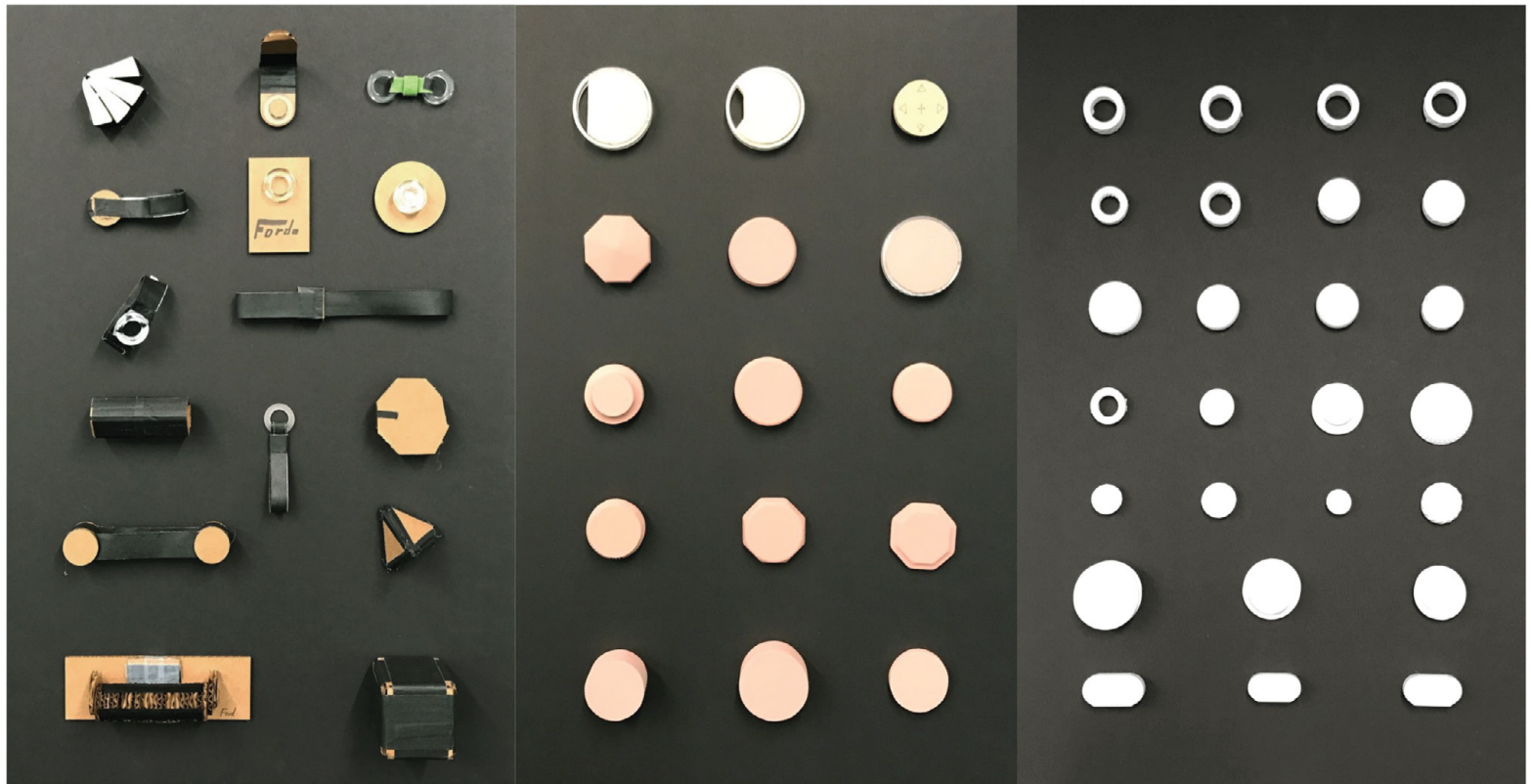
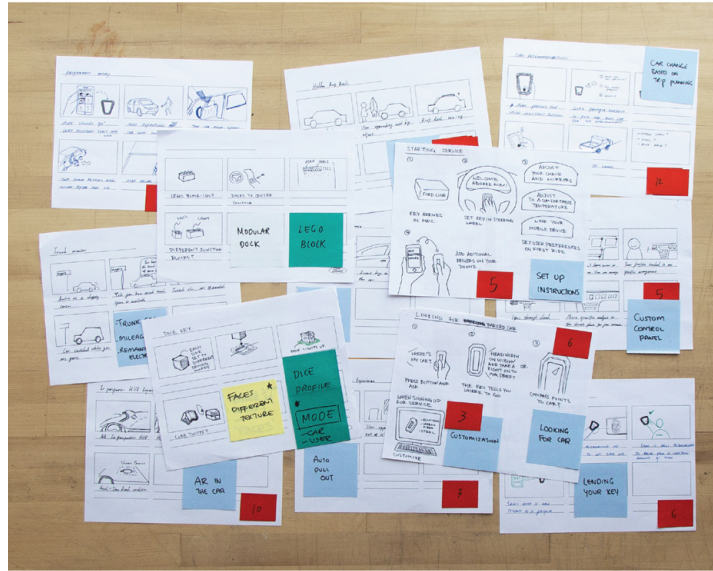
Car sharing

- No commitment
- Access to different cars
- No maintenance

Concept exploration

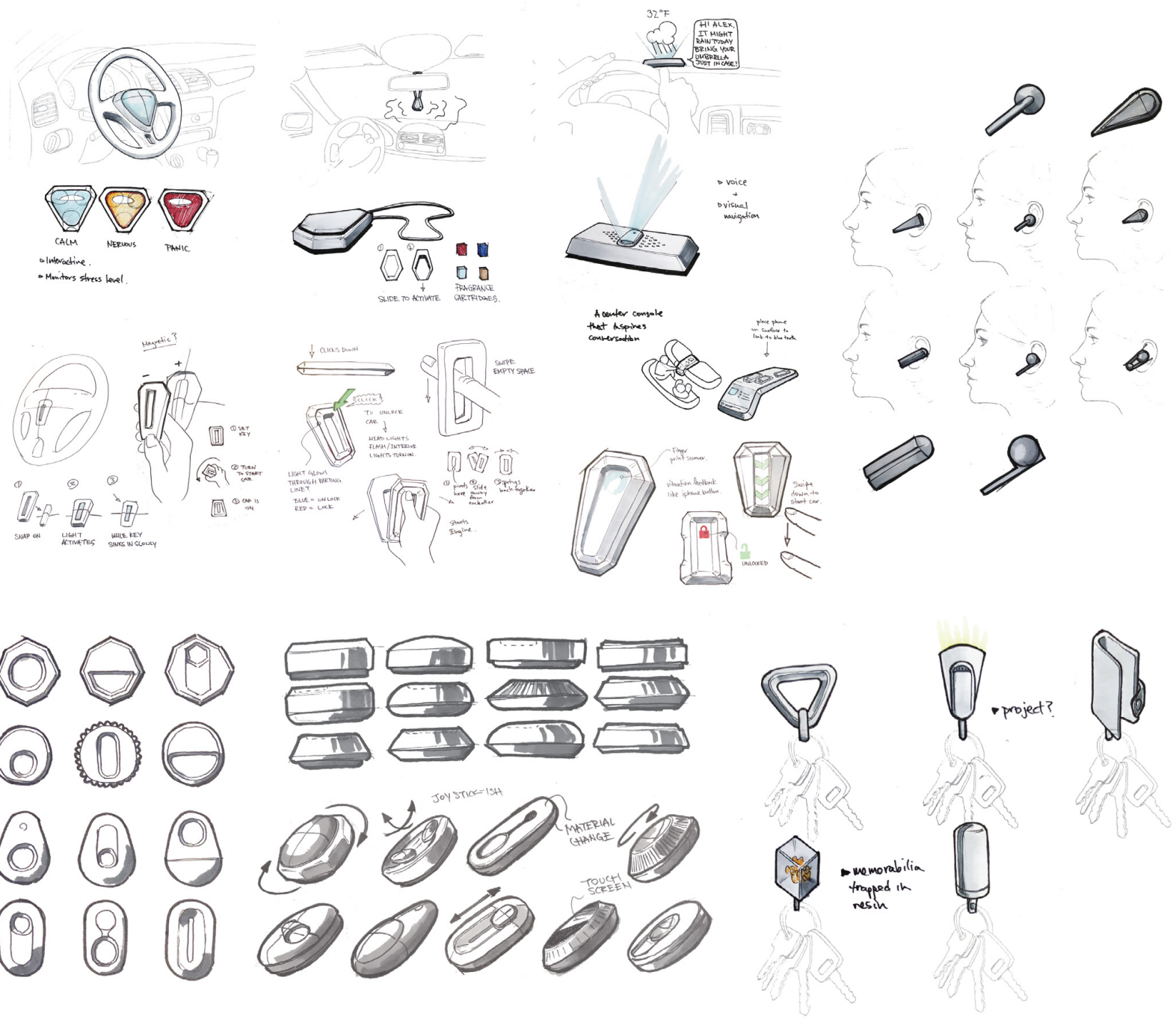
We started by conducting interviews asking people to walk through their driving routines in a car interior model. Then, we storyboarded scenarios imagining how we could create meaningful interactions between the user, the car, and our service.

Using those results, we moved on to building physical models of control modules for further testing.



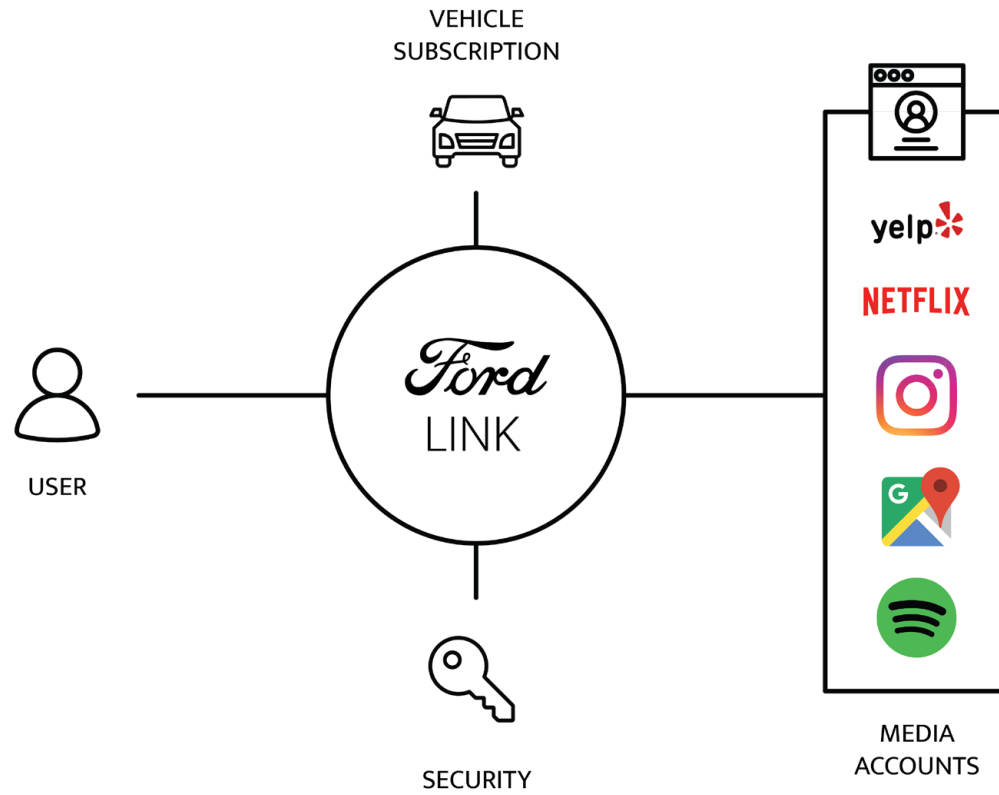
Sketching

Along side prototyping, sketching helped us develop the functional and aesthetic elements of our product.



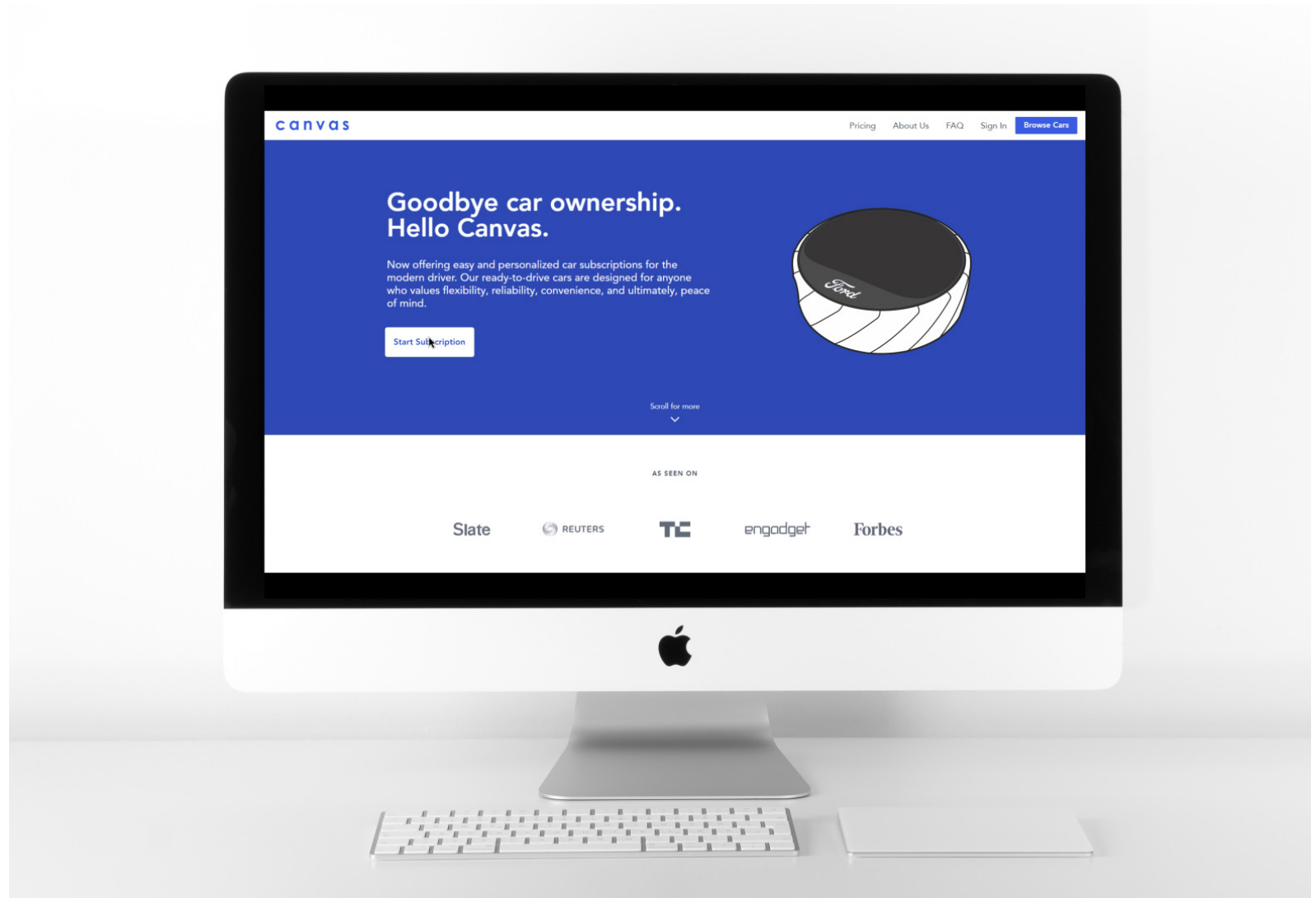
A Connected Car Sharing Experience

FORD LINK is a system that allows users to seamlessly access their content in the car they receive through the subscription. Without an app or the hassle of pairing their phones, users get instant access to their personal contents.



STEP 1: SIGN UP

Users choose the car they want and link their media accounts to the service.



STEP 2 : DELIVERY

A key fob and the car is delivered to the user. They register their finger print on the key and unlock the car.



STEP 3 : ENJOY

The user has a personalized UI set up and can enjoy their contents right off the bat. The key fob turns into a tactile dial to control the environment in the car.



A Personal Experience in a Shared Car

The full touch screen front seat panel is customizable much like a smartphone home menu. The user's favorite playlists, directions to their go-to taqueria, or a phone call to their friends is only a tap away.



Touch ID

The key fob secures the car and personal information using finger print recognition. Multiple users could create profiles and register to the same key fob, so when a family member decides to borrow the car they can access their own contents.



Design Identities

Three aesthetic styles were inspired by popular FORD vehicles.



BOLD

Rugged
Durable
Adventurous



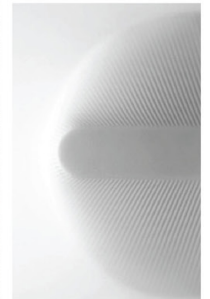
MINIMAL

Simple
Subtle
Playful



ELEGANT

Sofisticated
Mature
Streamlined



ELEGANT



MINIMAL



BOLD



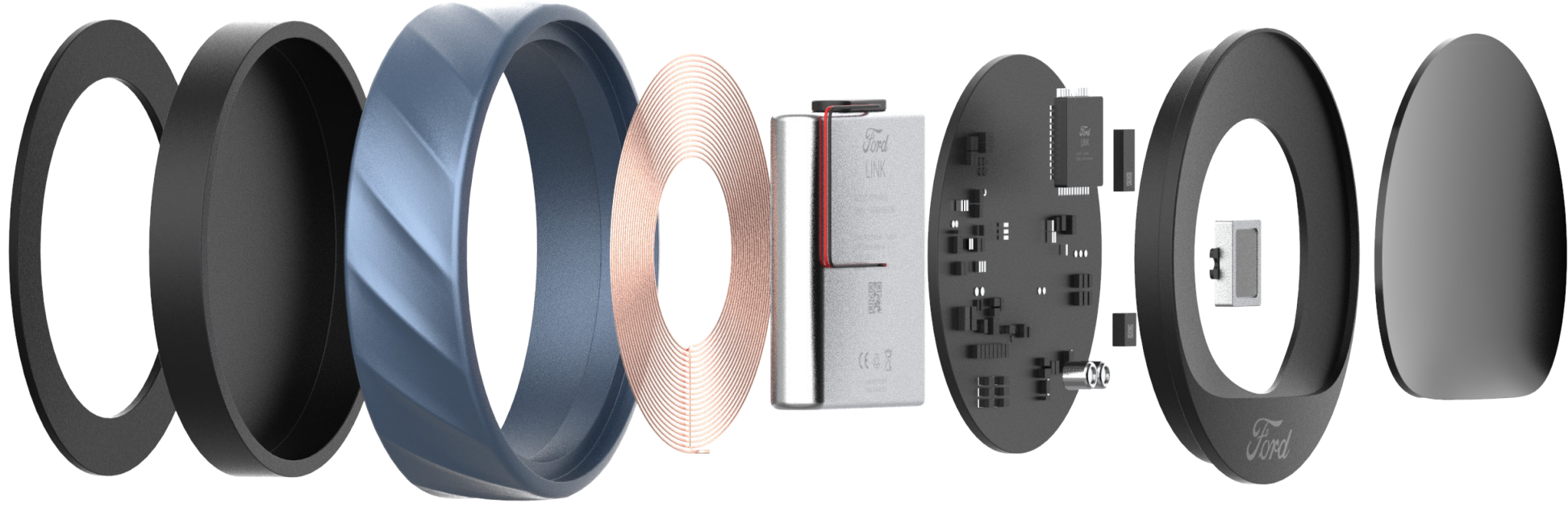


Ford
LINK

**Welcome to
Canvas.**

To begin, please scan your finger print to register. When complete, you can unlock your car and start driving.





SHIFT

An e-cigarette that helps users kick their nicotine addiction

2018

4 week project in collaboration with the HTC Creative Labs team.

Role: Market research, concept development, prototyping, user testing, CAD modeling, rendering, and building a presentation.





E-cigarettes have gained popularity as a “healthier” alternative to smoking. However, there aren’t yet any scientific data on its long-term effects and they continue to feed nicotine addiction.

HOW MIGHT E-CIGARETTES EMPOWER USERS TO TAKE CONTROL, AND LIBERATE THEM FROM ADDICTION?

Research & Insights

Brainstorm sessions were conducted to explore various problems and solutions smokers experience when they attempt to kick their habits.

Focusing on senses that are activated by smoking, concepts were developed to strategically replace habit forming stimuli.



Design principles were established by synthesizing research findings.



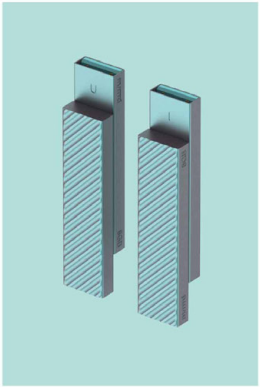
**PERSONALIZED
DOSAGE PLANS**



**ENCOURAGE SOCIAL
SUPPORT**



**REPLACE HABITUAL
GESTURES**



Lighter

Charging dock (silicone)

Roll for 10sec before smoking

Match inspired

mouthholder inspired

Peak-top aroma

Sand Clock Function?

every time user craves, flip device and wait for a minute.

Give kudos to each other

203 540

DEVICE LIGHTS UP WHEN KUDOS ARE RECEIVED

Daily dose MON TUE WED

GUM FORMAT

Refill Format

Atc like a cigarette

SMOKING DEVICE EMERGENCY

PEZ FORMAT

inject juice for each dose (lighter action)

low profile inhaler

SPRING LOADED

WIRE POPSOFT

PIPES 2 dose

E-pipe

Rings of light

FLICK Flick 3 times to activate

ROLL Roll after times to activate.

PRESS press button 3 times + vibrate

SPIN SP vs like

SLIDE

FACTORY

Hand window lights up when needed

CLICK

FLICK 3 times

ROLL

PRESS

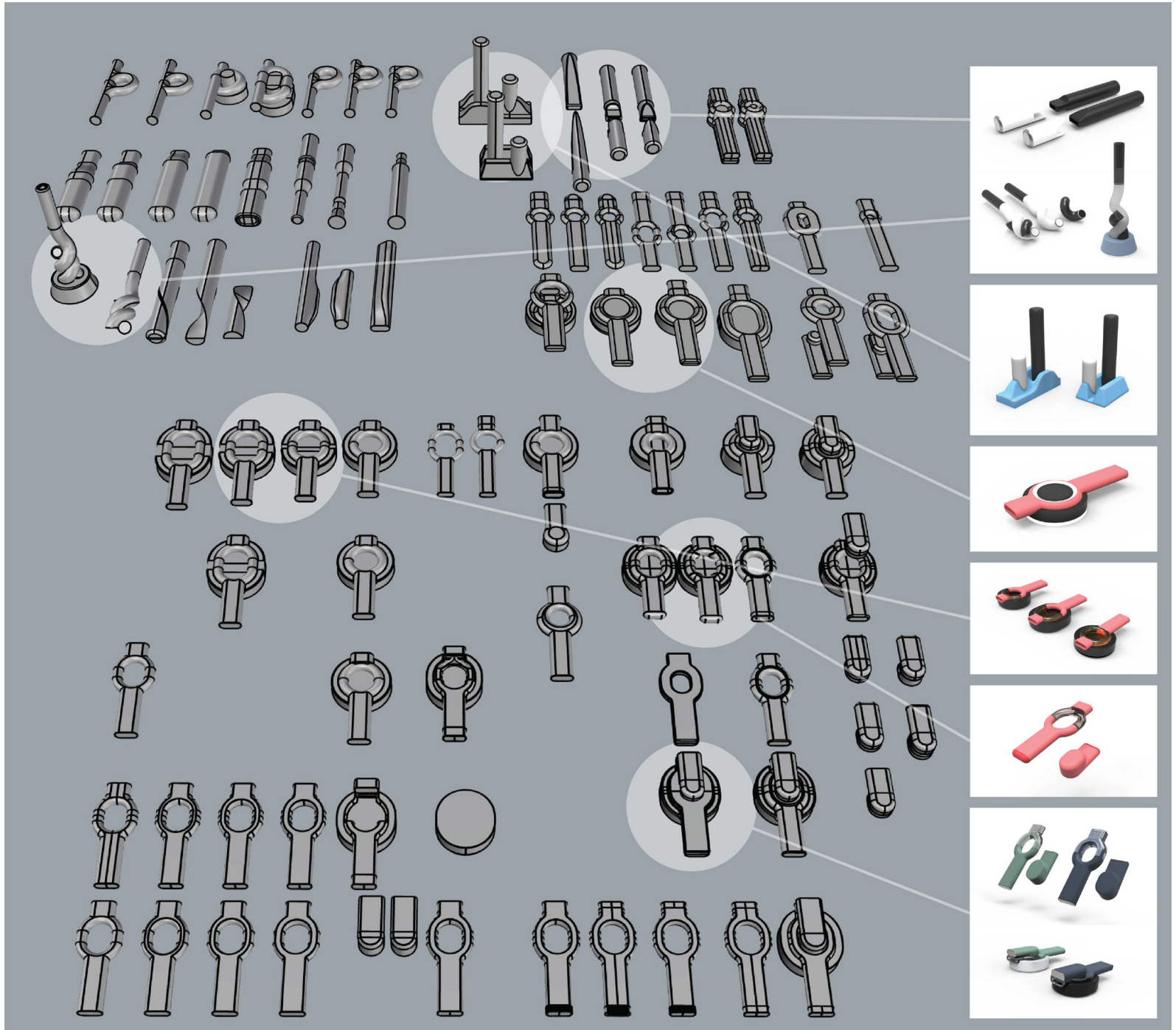
SPIN

SLIDE

Ideation

Sketches were used to explore broad concepts and interactions.

CAD models were then used to develop form and details.



A Social Vaping Device

SHIFT curates personalized therapy plans and encourages users to support one another through their quit journeys.

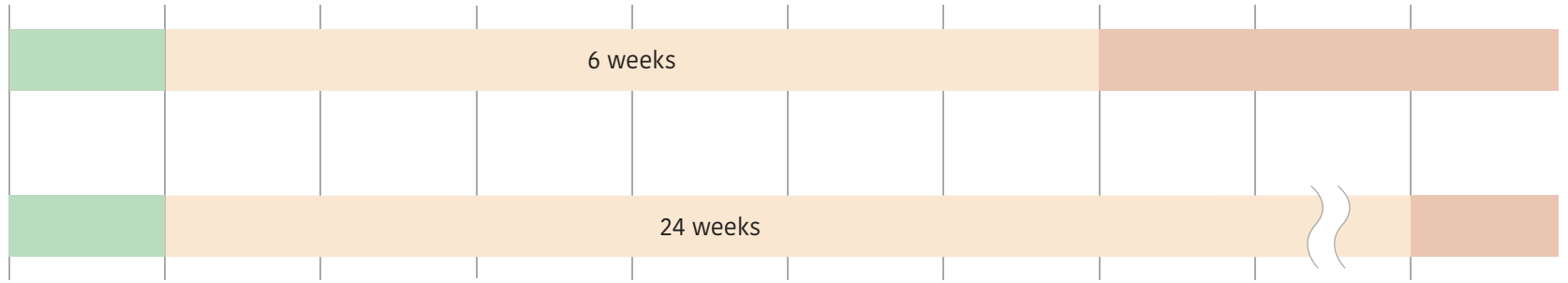




Kevin Rice
Light Smoker



Aaron McCoy
Heavy Smoker



INITIATION

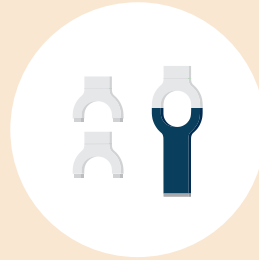


SHIFT kit is delivered to users.



The SHIFT vaporizer tracks usage patterns to create a unique dosage plan.

THERAPY

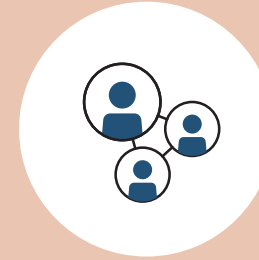


Over the course of the following weeks, nicotine dosage is tapered off.

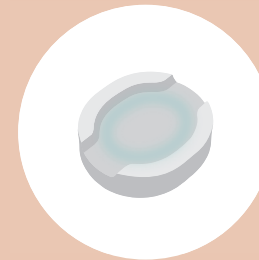


Users connect by “lighting” each other’s devices. The corresponding app is used to encourage each other through their journey.

MAINTENANCE



After the dosage plan is completed, veteran users become mentors of new and current users.

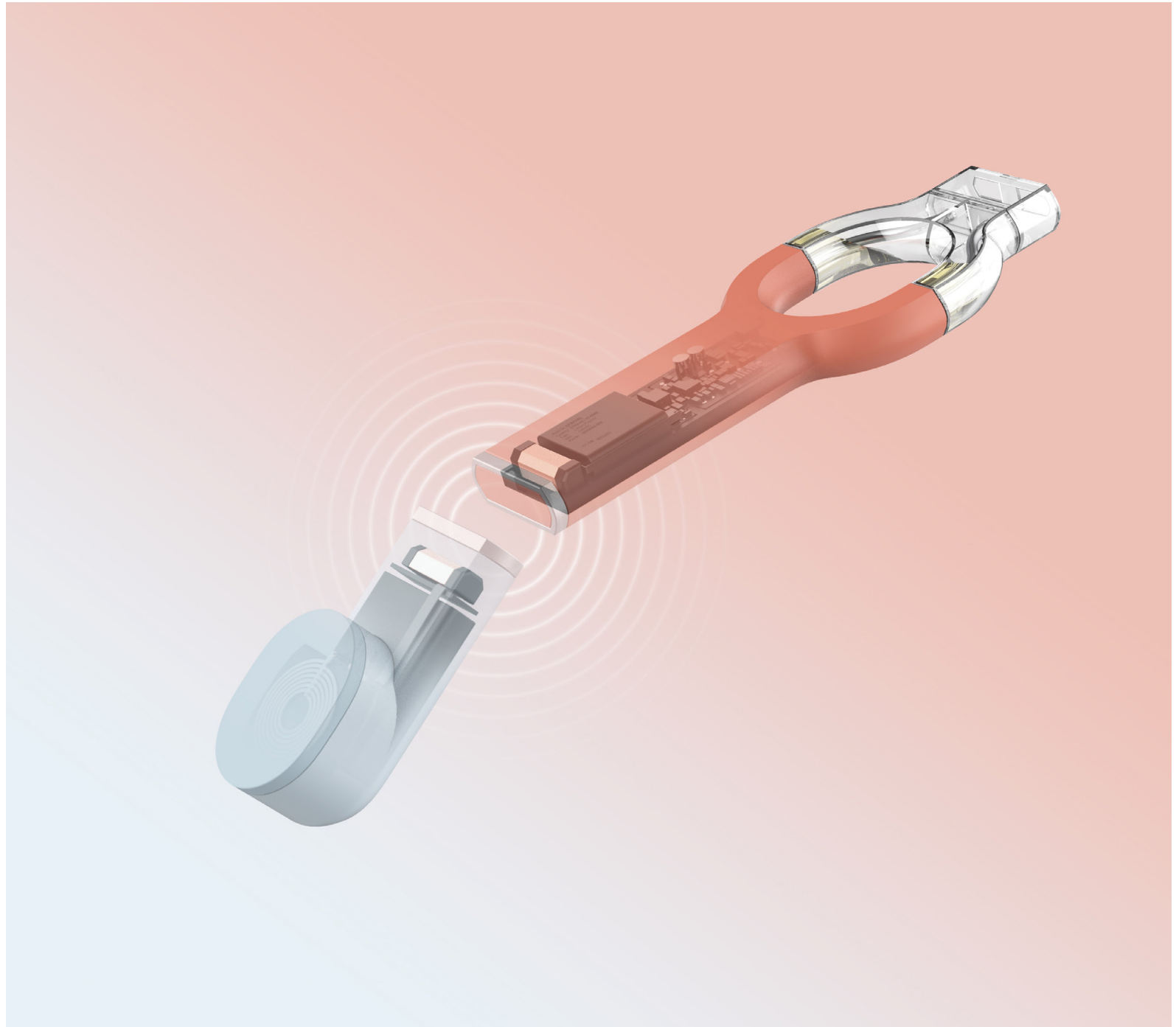


Users return the SHIFT kit to pass on to new users. They however have the choice to keep their charging pod as a memento of their accomplishment.

“Can I get a light?”

Inspired by the social interaction smokers have when asking for a lighter, activating each other’s devices connect users on the SHIFT app.

By building a social community, users support one another through their quit journeys.



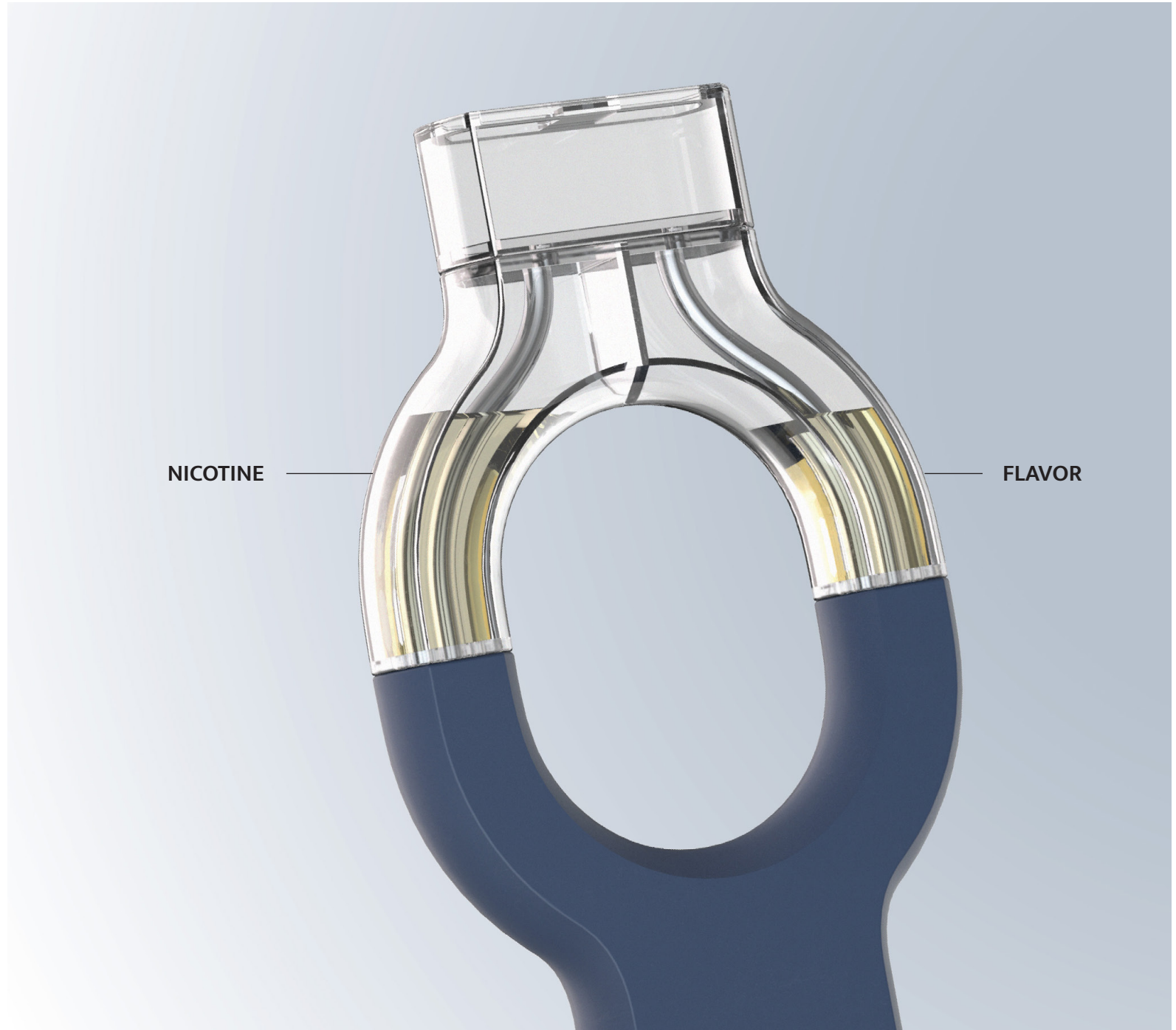
A Token of Achievement

The dock is a representation of peer support, glowing as kudos are received from other users. Even after the therapy is completed, the clean ashtray shaped dock becomes a lasting symbol of accomplishment.



Automatic Dosage Control

The dual chamber pod allows for nicotine content to be adjusted as users progress through their therapy plan.





CERULEAN

A refreshing blue that expresses a healthier lifestyle.

LIVING CORAL

A vivid orange that brings joy in taking on a new challenge.

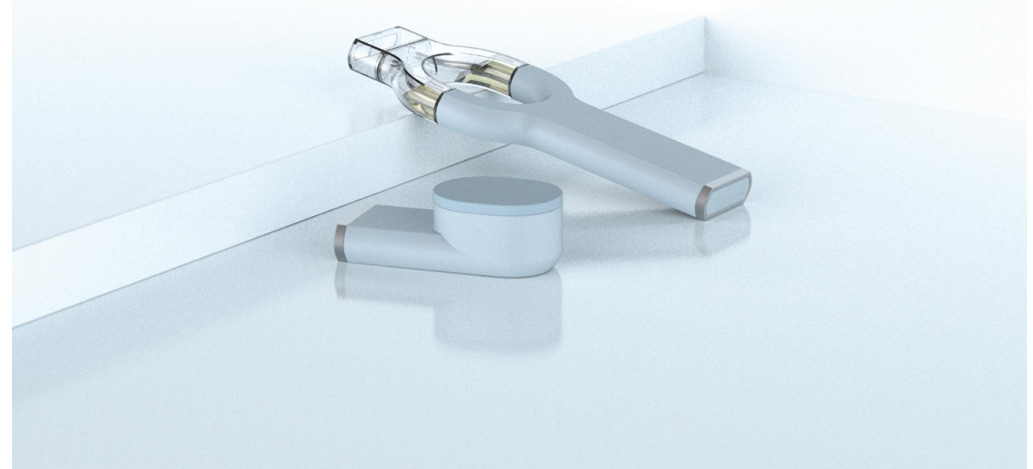
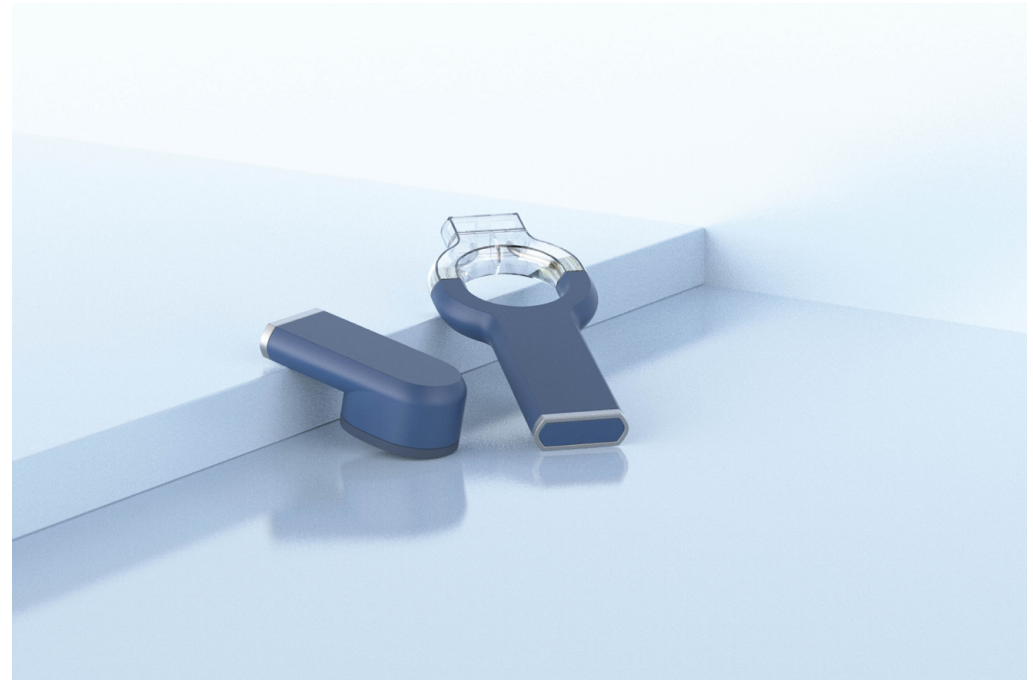
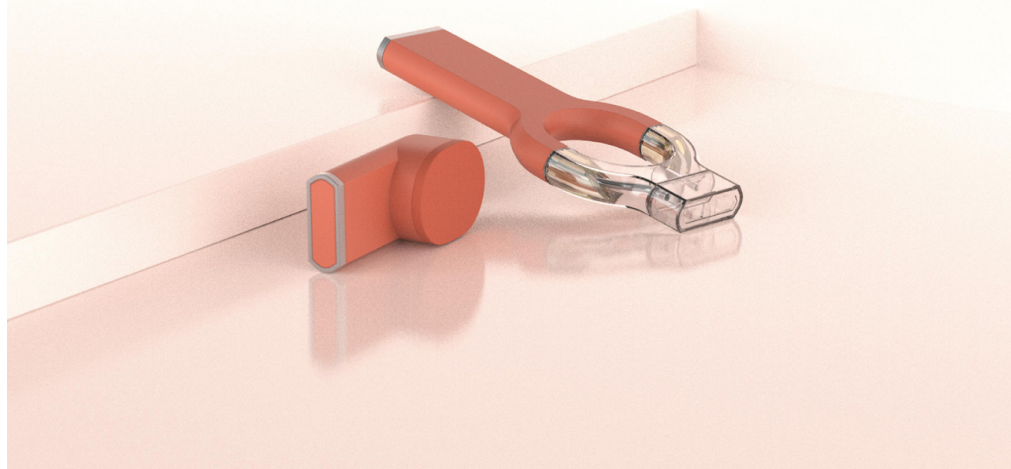
SARGASSO SEA

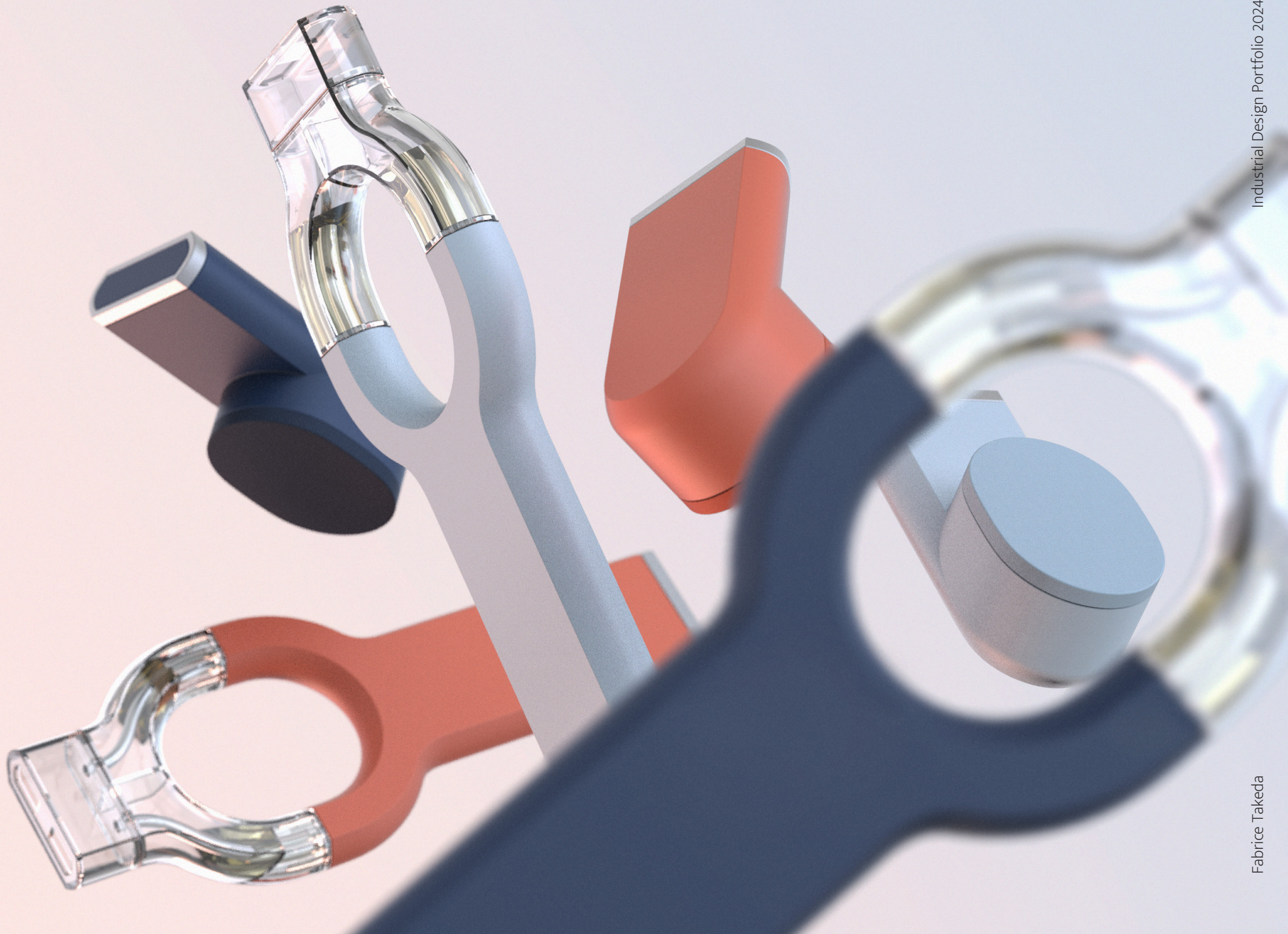
A calm deep blue that inspires relaxation.

CMF

Gender neutral colors were chosen to fit a wide range of users. The color variation consists of calm and energetic colors to represent the joy of beginning a new healthy lifestyle.

The main shell is made of powder coated aluminum to give the product a premium feel.





PHILIPS Defuse

A connected fire safety ecosystem



2017

16 week solo project

Reimagining Fire Safety

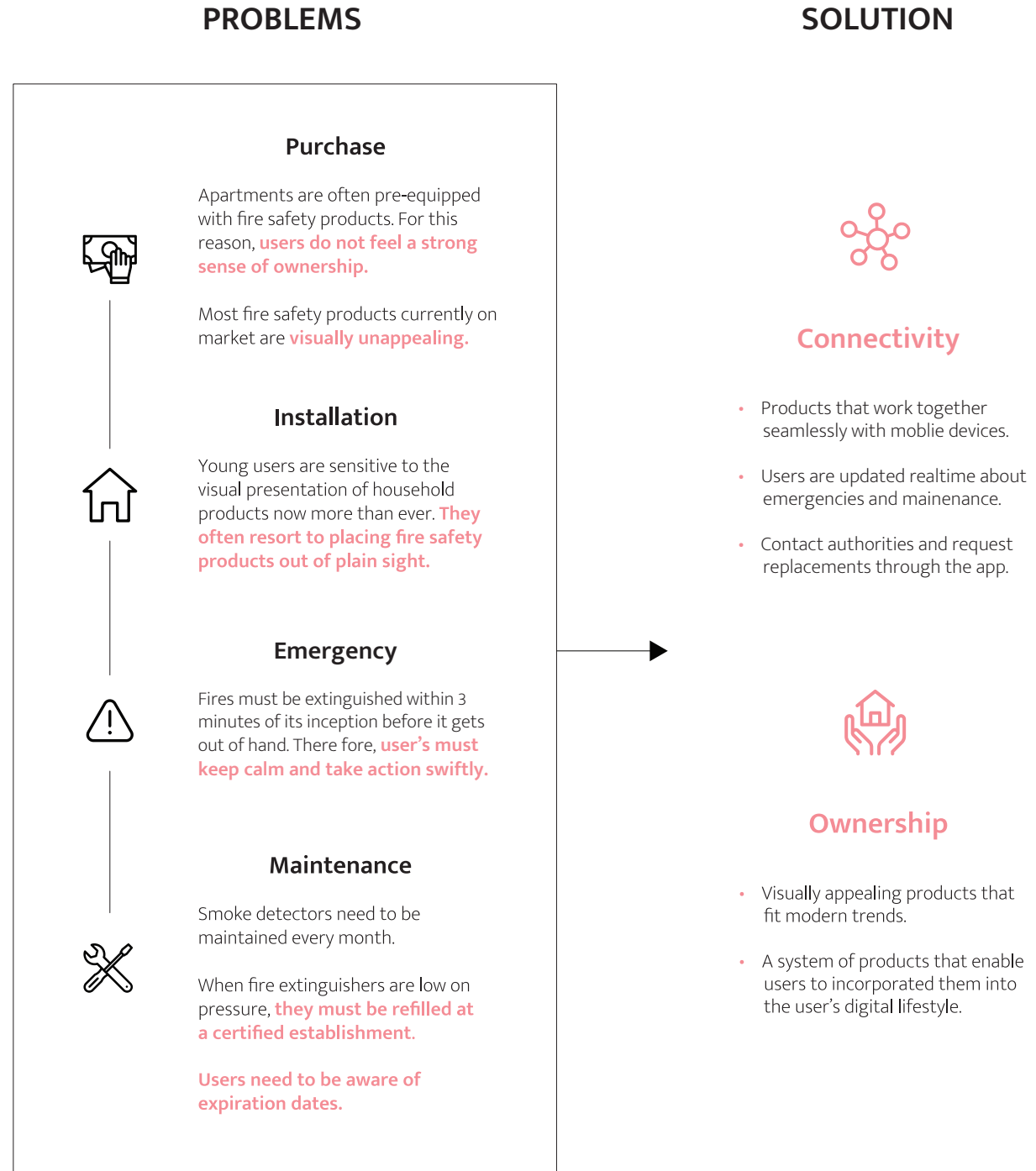
Most smoke detectors and fire extinguishers are not designed to support users through stressful emergencies. They also tend to be aesthetically mechanical and unappealing. The goal of this project was to create a system of fire safety products that create meaningful connections with users both visually and functionally.



User Journey Analysis

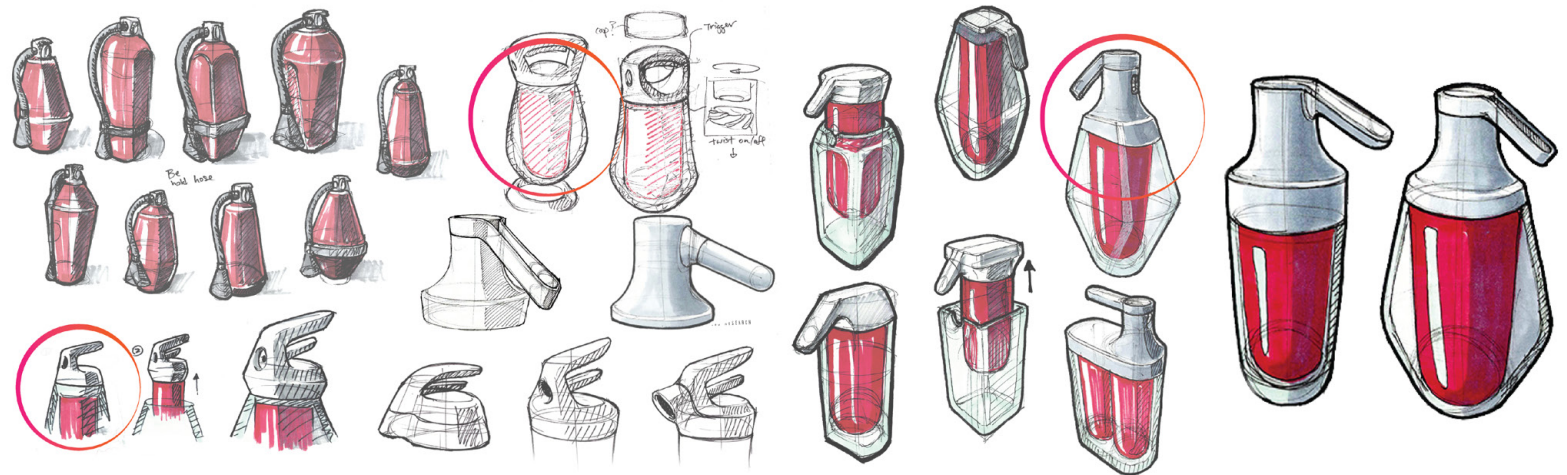
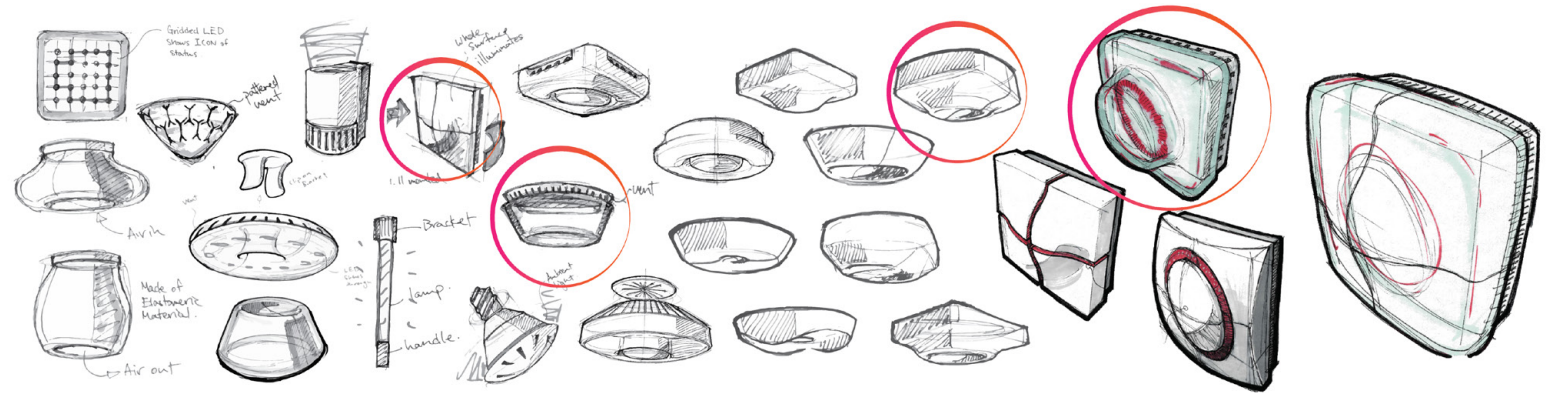
Research and interviews revealed various pain-points throughout the use of fire safety products.

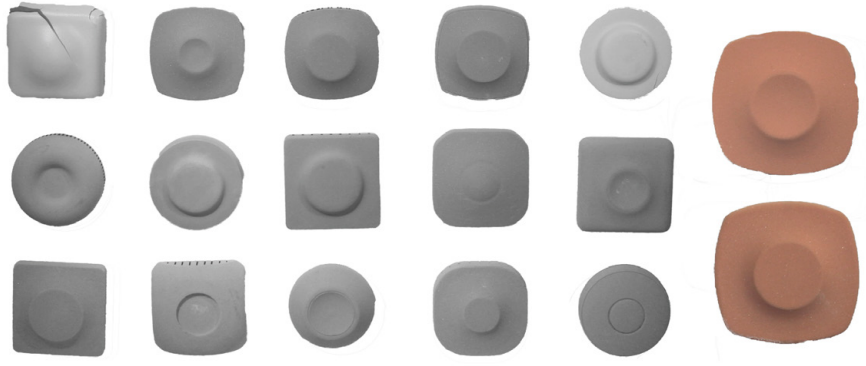
Most users don't give much thought to these products other than to fulfill safety requirements. PHILIPS Defuse looks to solve these problems by evoking a sense of pride. A set of smart and visually appealing fire safety products that users are proud to display in their homes.



Aesthetic Development

Sketches and prototypes were used to explore aesthetics that are in-line with current interior trends. The goal was to create subtle products that blend into the users daily life, but would stand out in the event of an emergency.





Fire Safety with Style


A system of fire safety products that blend seamlessly into the modern lifestyle.




Smoke Detector

Photoelectric/ Ionization sensor
10 year battery
Easy mount





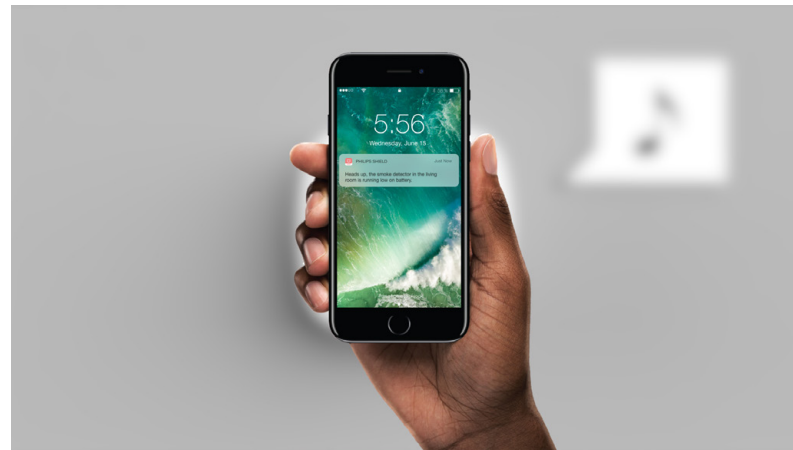
Bracket attaches to the wall with adhesive tape.



The smoke detector attaches magnetically to the bracket.

Notifications

Users receive notifications in the event of an emergency, or when maintenance is needed.



Fire Extinguisher

ABC Extinguisher
Easily replaceable tank
Intuitive interaction



Easy Refill

The canister could be ordered on the app for convenient replacement.





IOT

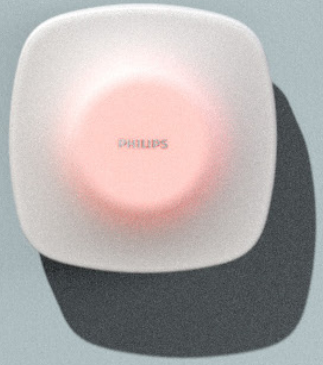
When the smoke detector is activated, the fire extinguisher lights up. The highlighted device helps users to swiftly react to the situation.



Always Connected

Users are notified in case of emergency or when maintenance is needed. Replacements could also be ordered here. No more hassles over chirping smoke detectors!





Thank you!