



ANN HEALY

INDUSTRIAL DESIGN PORTFOLIO

PROJECT STATEMENT:

American Girl sells toys to accompany their 18" doll line that tie into historical based characters and books. I was asked to develop a collection of accessories that recreated the experience of going camping in the 1950s



IDEATION:



AMERICAN GIRL CAMPER

FINAL ASSORTMENT:

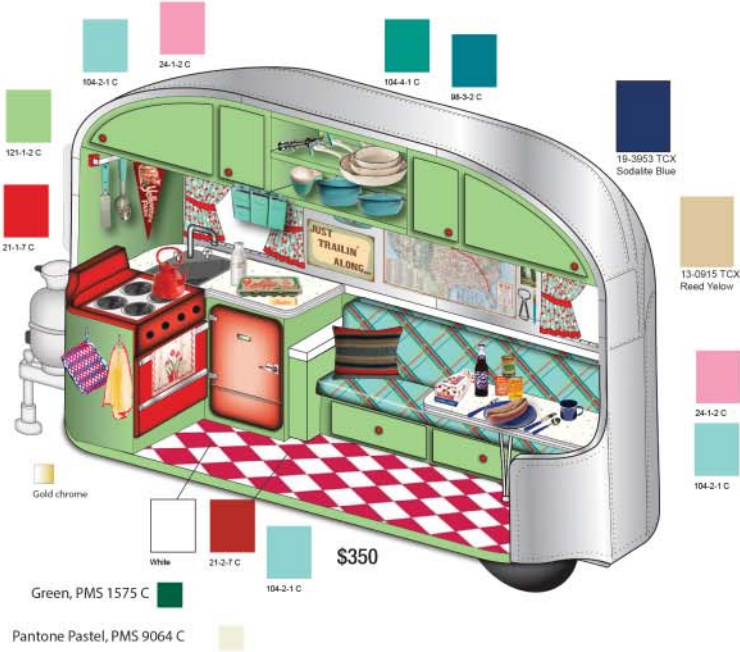
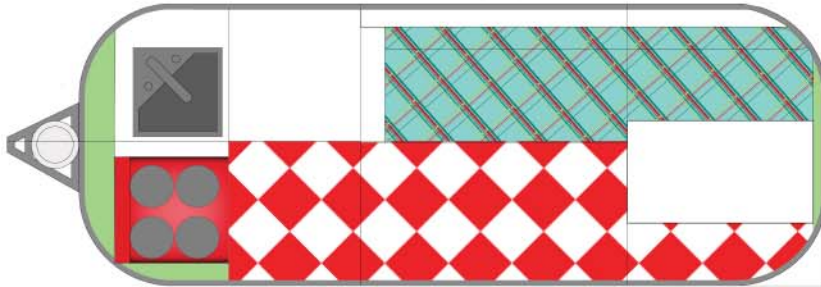
the collection is maximized for margin, play pattern, & provided diverse price points



\$25



\$50



3D modeling in progress



model made for scale and playability study



AMERICAN GIRL CAMPER

FINAL PRODUCT:

Airstream Travel Trailer



FINAL PRODUCT:

Hiking Accessories



FINAL PRODUCT:

Campfire Cooking Set



PROJECT STATEMENT

I conducted extensive market research of decor retailers that suggested two-tone finishes were trending for both children and adult bedroom furniture. This fit into our strategy for our Pillowfort brand to develop high quality, modern furniture



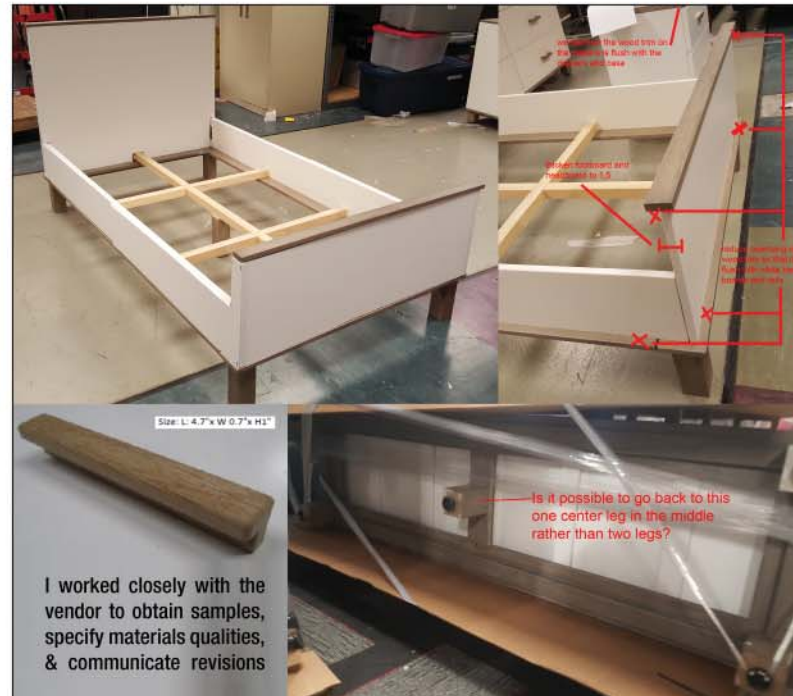
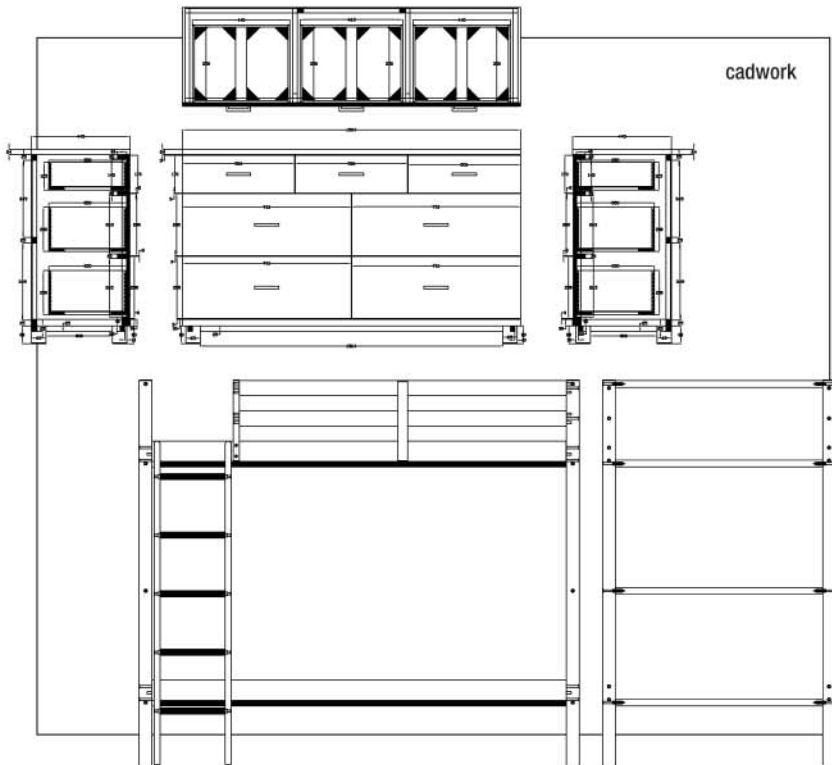
TARGET TWO TONE COLLECTION

FINAL DESIGN

My design features a contemporary aesthetic for children that parents could count on maturing along with their kids as they became adults. The collection featured both white and gray finishes to appeal to the bright and fun nature of an adolescent's bedroom, while also being sophisticated enough to be used into their teen years.



3D modeling



FINAL COLLECTION



TARGET TWO TONE COLLECTION

PROJECT STATEMENT

Through market research, I helped identify play tents as an important white space opportunity for our new kids Pillowfort brand. I fought to get exclusive in-house designed print and pattern on the tee-pees, even though market available fabric stock would have been a cheaper option. Because I cultivated a strong relationship with a new vendor I was able to negotiate innovative add-ons to our product, like heavy gauge canvas, pom-pom trim, gold foil appliqué, and paint dipped poles. These unique additions makes our tee-pee designs on par with pottery barn kids



PROJECT STATEMENT

I designed a children's play furniture collection to maximize durability and efficiency of material. The final product competes with low cost market goods while offering high quality and authentic materials like stain resistant ash wood tops and cold rolled steel tubing. The collection features customizable shelving Configuration, and table with cubby space



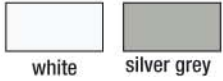
FINISH DEVELOPMENT

I worked with the vendor to develop a new finish. A walnut look was desired to give a mid century feel, but ash is stronger and more affordable. I directed the vendor to mock red and dark cathedrals to look like walnut. Then Sherwin Williams branded sealant was applied to protect the wood from water, paint, and food damage



FINAL PRODUCT COLLECTION

We launched these items underneath the new Pillowfort kids brand and named it the Boone Collection. This name was selected to inspire families with the spirit of exploration and creative discovery with simple and pure values that practical task furniture is meant to address. The collection is available in two different powdercoated metal finish options:



ENVIRONMENT PHOTOGRAPHY



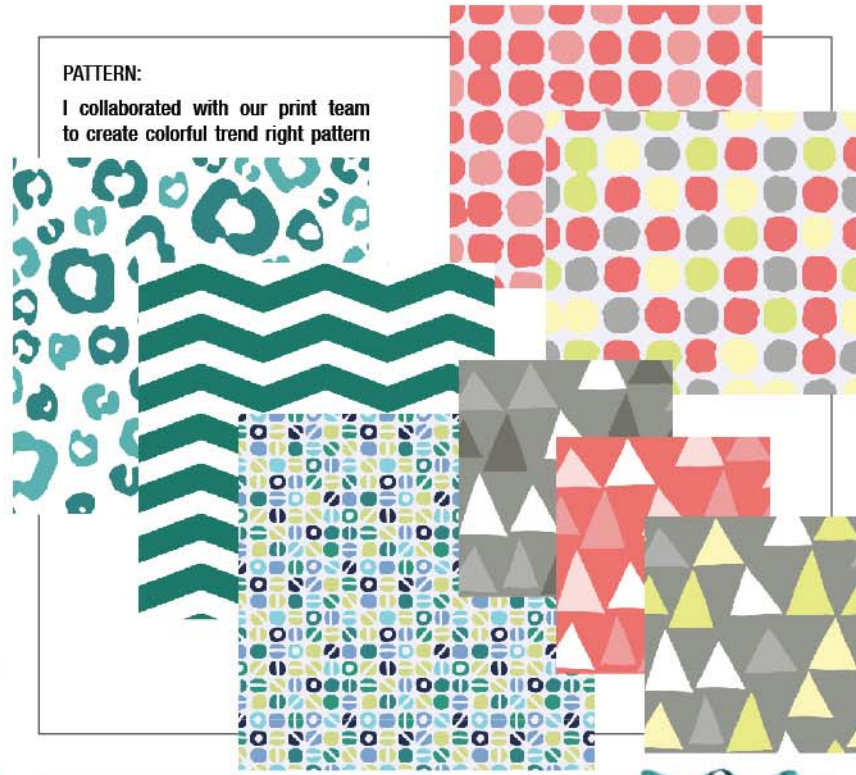
PROBLEM:

Our Circo brand felt very dated. We updated kids furniture with Scandinavian influences

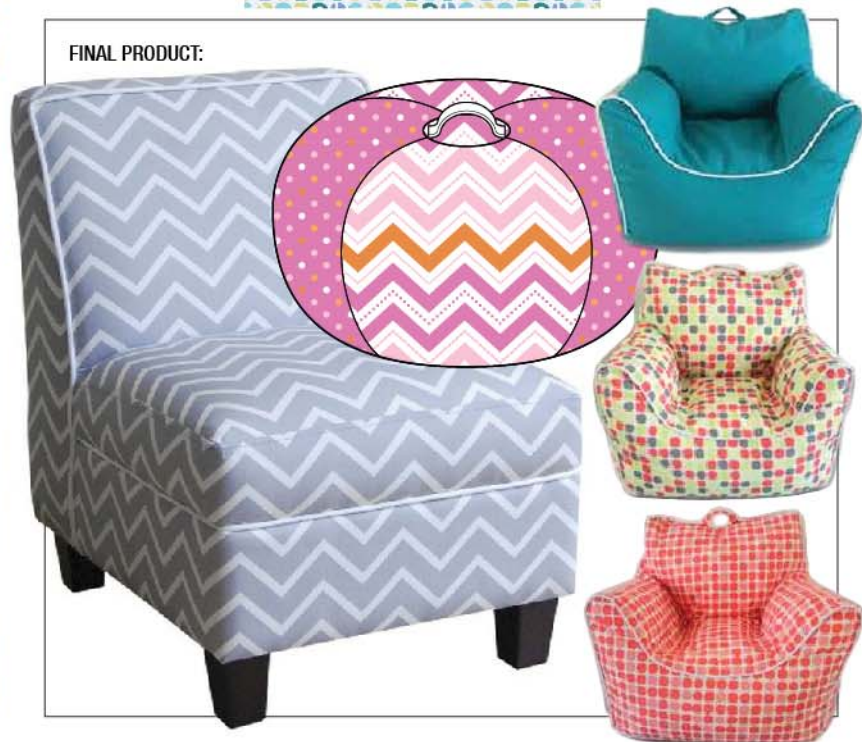


PATTERN:

I collaborated with our print team to create colorful trend right pattern



FINAL PRODUCT:



TARGET CIRCO MADE MODERN

PROBLEM:

our beanbag collection lacked market distinction, and were so poorly sewn & blob-like in structure, they often fell off of store shelves



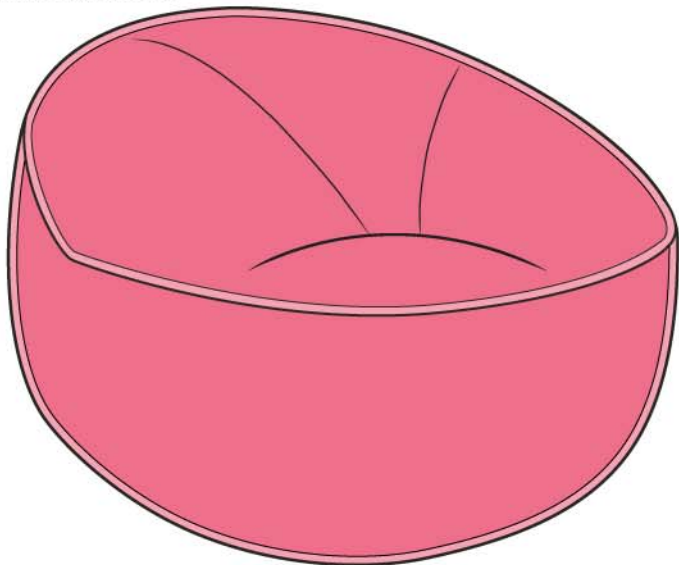
INSPIRATION:

structured seats incorporated into beanbags



DESIGN:

made use of upholstery piping to define the seat



FINAL PRODUCT:



DESIGN INTENTION:

create an accent table focal that capitalized on light, spring colors, coastal themes, mixed industrial materials and simple modern functional basics

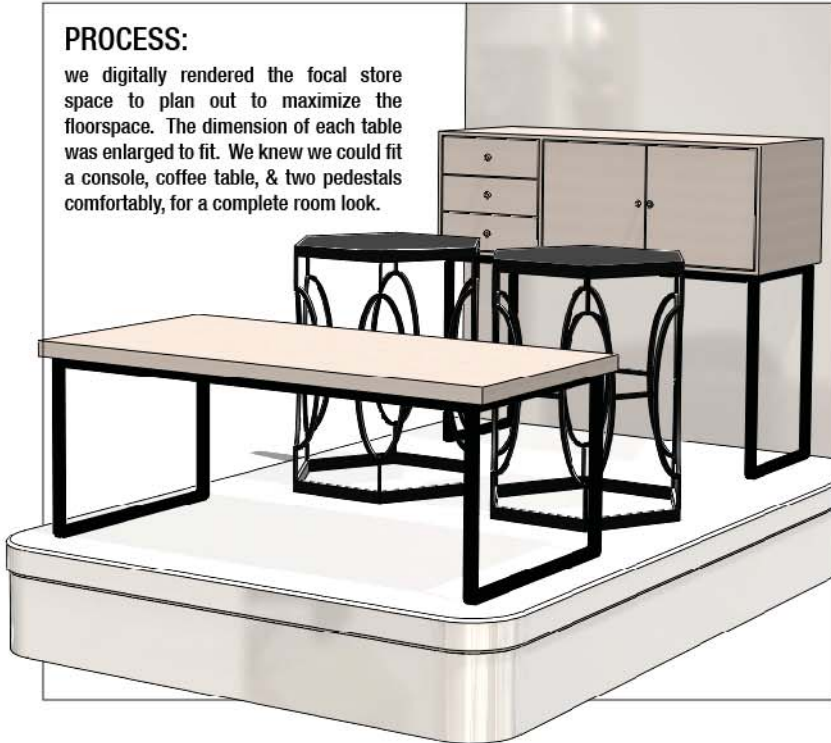


MANUFACTURING:

we collaborated with the manufacturer to develop an exclusive, new finish. The white washed paint mimics the look of limed wood.

PROCESS:

we digitally rendered the focal store space to plan out to maximize the floorspace. The dimension of each table was enlarged to fit. We knew we could fit a console, coffee table, & two pedestals comfortably, for a complete room look.



FINAL PRODUCT

PROBLEM:

our accent table run is not driving a profit or generating positive growth

we completed a comprehensive guest research project in which shoppers were taken to Target to comment on our furniture. Several themes emerged

INSUFFICIENT SELECTION

"I'd like to see more variety in the store. A big online selection isn't enough. I want to know what I'm buying first."
- Target Shopper

BOX STOCK LIMITS

"When you go to Target, nothing is staged. Everything is in boxes and you have to figure it out on your own."
- Target Shopper

SOLUTION:

We built a strategy around grab-and-go fast fashion accent pieces



The final accent collection featured 13 new tables, and 2 patentable designs



DESIGN INTENTION:

design an accent tables that adheres to the guidelines of the Amazing Basics design tool. By focusing on quality materials, highly valued function, and proven aesthetics we will win on providing an excellent experience

EXPERIENCE:

- fully assembled, guests can touch the item
- enhanced finish, highly durable & easy-to-clean
- drawer slides, rated for weight bearing & smooth slow action closing

FUNCTIONALITY:

- slide-out extension surface
- drawer (closed storage)
- shelf (open storage)
- tall enough to function as a nightstand

AESTHETIC:

anchored around American tradition, fused with historical global influence, imbued with decorative heritage details, & presented in a comfortable simplicity to fit the contemporary casual lifestyle

STYLE COMPONENTS:



TARGET EXTRAORDINARY TABLE

PROBLEM STATEMENT

The Wizard of Oz is a beloved movie by generations of children and adults the world over. To commemorate the 70th anniversary of movie, design an innovative light fixture that represents the visual style and personality characteristics of the wonderful and magical Wizard of Oz himself.

Who is Oz?...



MYSTICAL

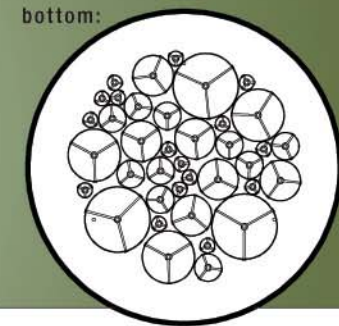
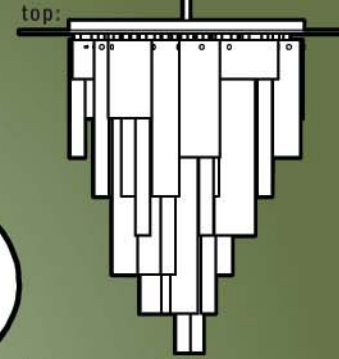
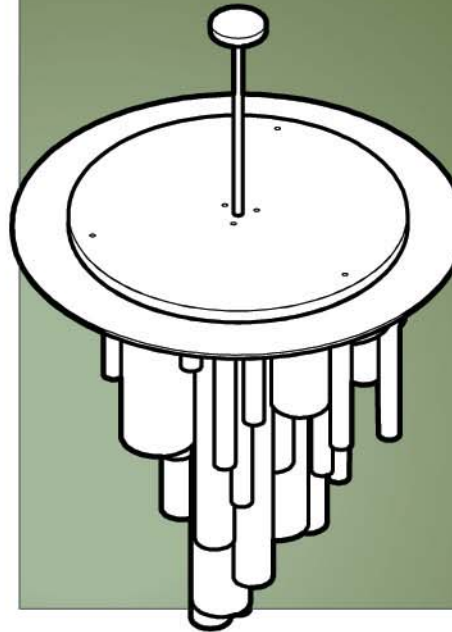


MENACING

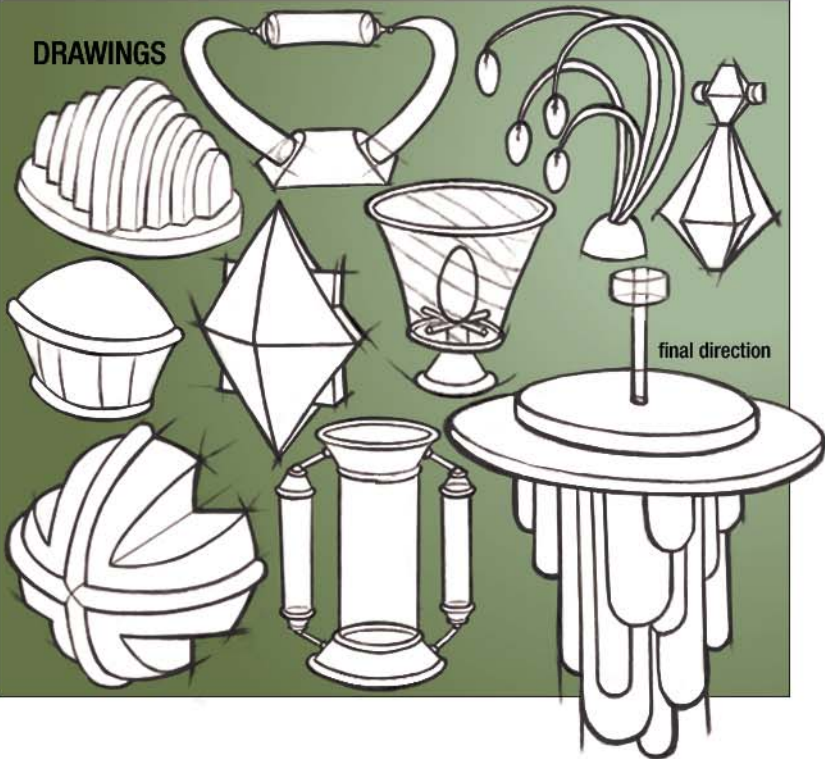


MYSTERIOUS

ORTHOGRAPHICS



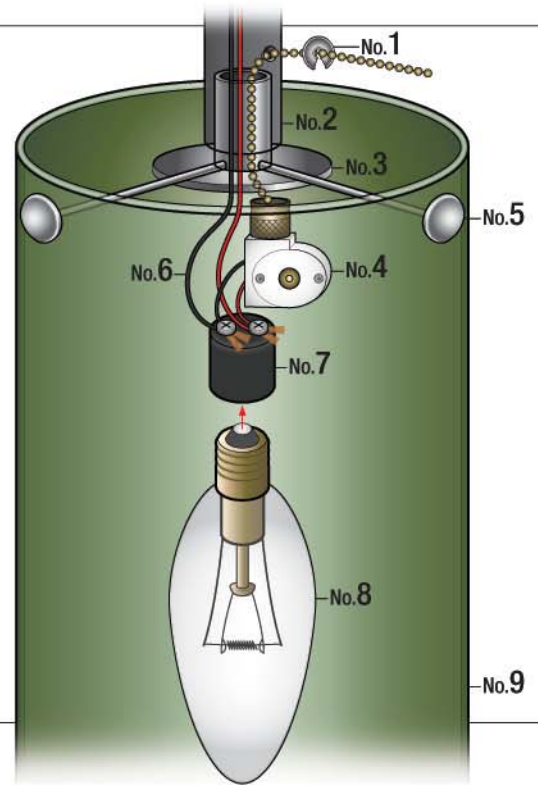
DRAWINGS



ELECTRICAL COMPONENTS

- No.1 chain catch
- No.2 metal tube
- No.3 metal bracket
- No.4 pull chain switch
- No.5 rivet
- No.6 wiring
- No.7 socket
- No.8 candelabra bulb
- No.9 glass cylinder

The Oz chandelier is designed for theatrical lighting and is highly customizable for creating mood. Each glass tube is wired to an individual switch. When the cylinder is tugged downward, its light bulb turns on.



CHANDELIER

FINAL RENDER



ILLUMINATED VIEW

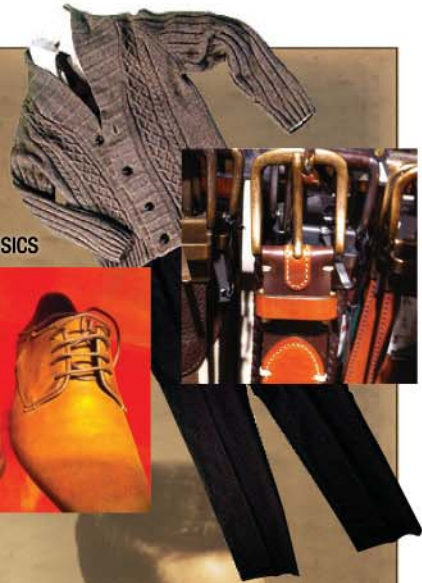


CHANDELIER

KEY TRENDS

drawing ideas from consumer research & forecasting a seasonal look is created that both salable & original

GRANDPA'S CLASSICS



KEY DETAILS

trend research guided the selection for what type of details it was important to focus on for designing belts, wallets, & gifts



HARDWARE



MATERIAL



HAND CRAFTED



VINTAGE CHARM



COLOR



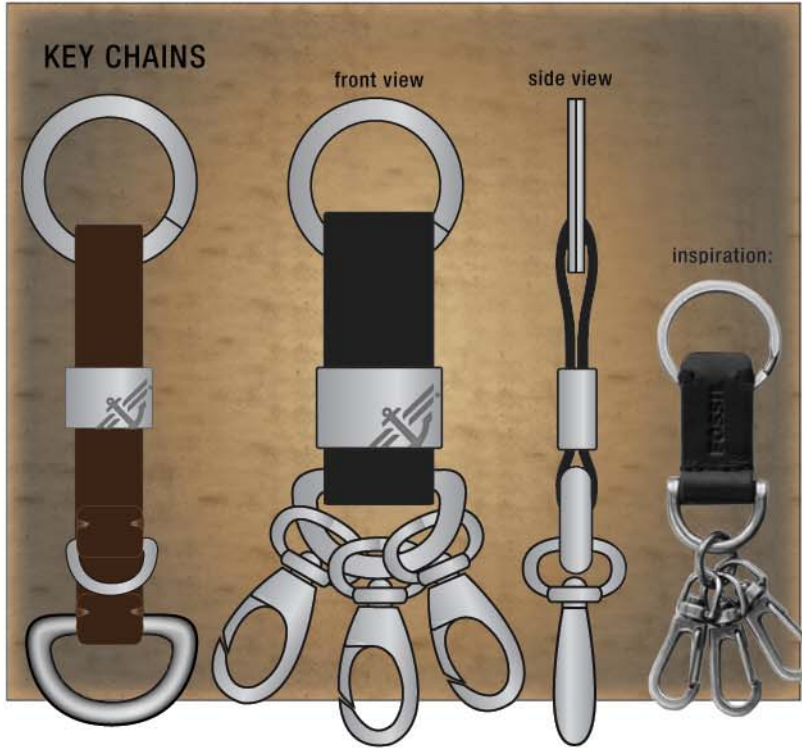
BRAND

DOCKERS

is synonymous with khaki pants and casual Fridays at stuffy workplaces. To keep the brand fresh, the trend direction must draw from a younger market that is still nostalgic & professional in feel.



CLASSIC ACCESSORIES



CLASSIC ACCESSORIES

DESIGN PARAMETER: create a man's belt for casual wear with denim jeans, that skews young & hip. The belt should have a modern edge, but not so unusual that it wouldn't sell.



matte, gun-metal, monochromatic



pyramids



rivets



fluer de lis



raven



asymmetrical



crest



texture



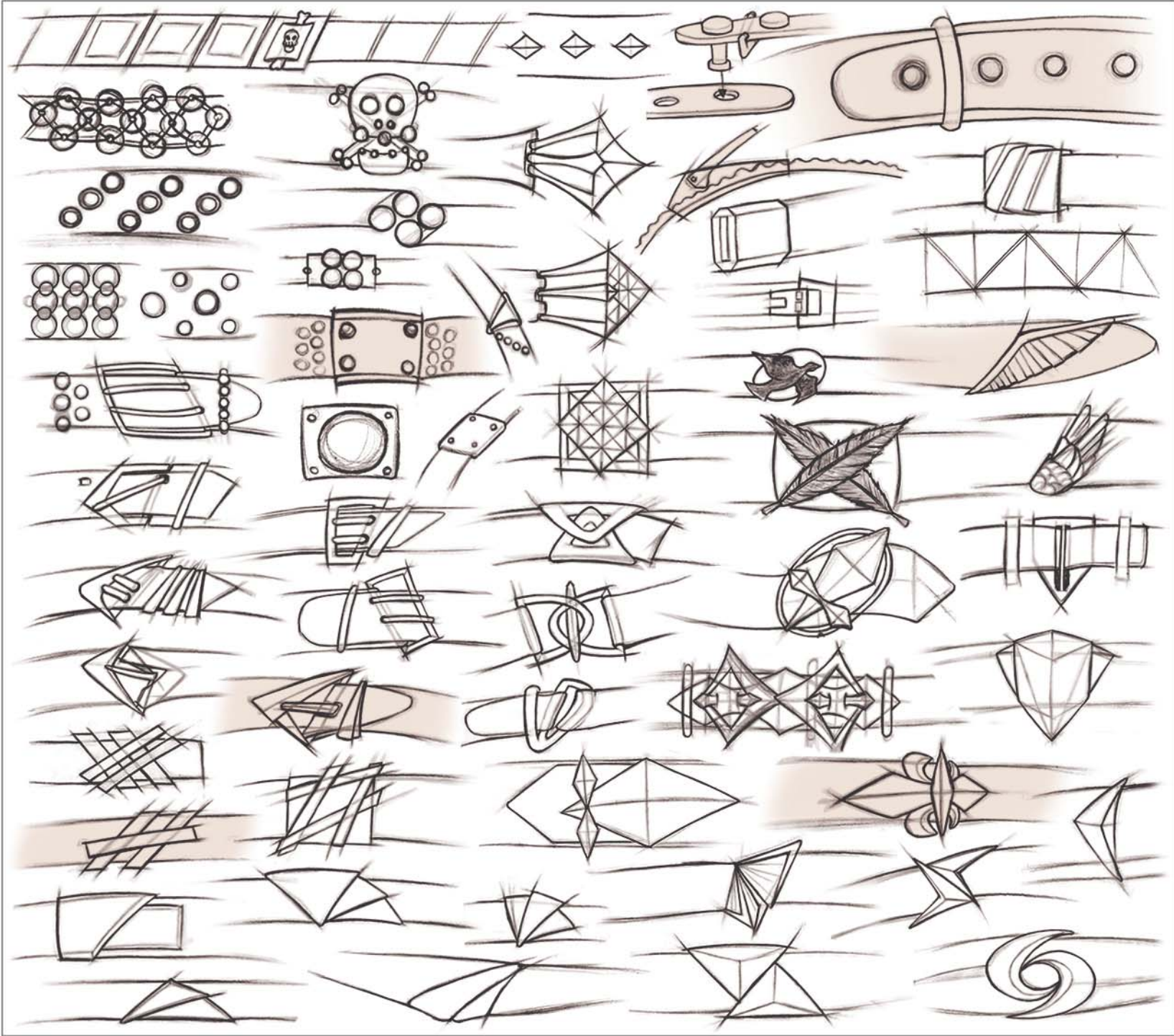
rubber

IMAGE BOARD

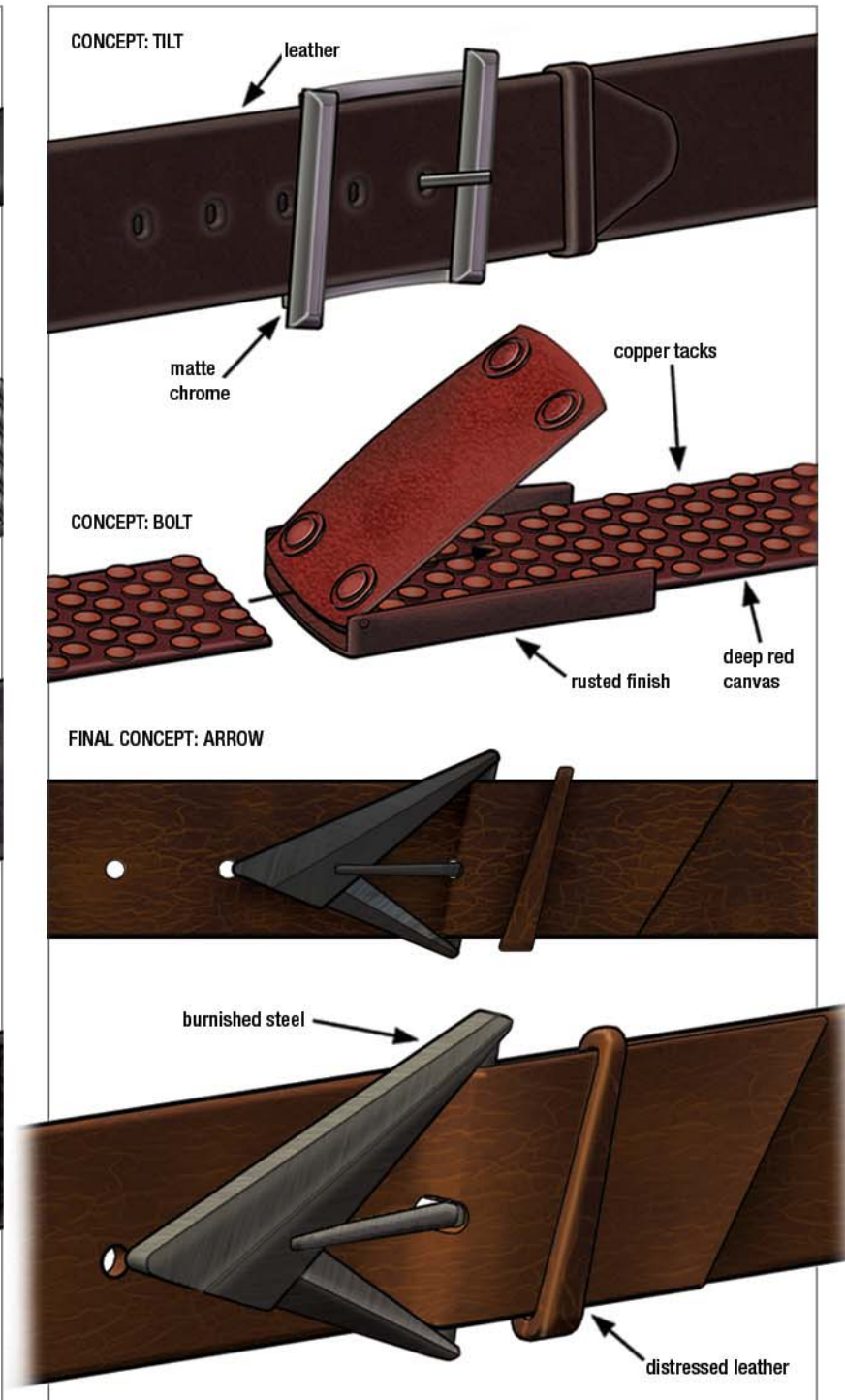


the brand inspiration comes from Armani Exchange & Kenneth Cole

BELT



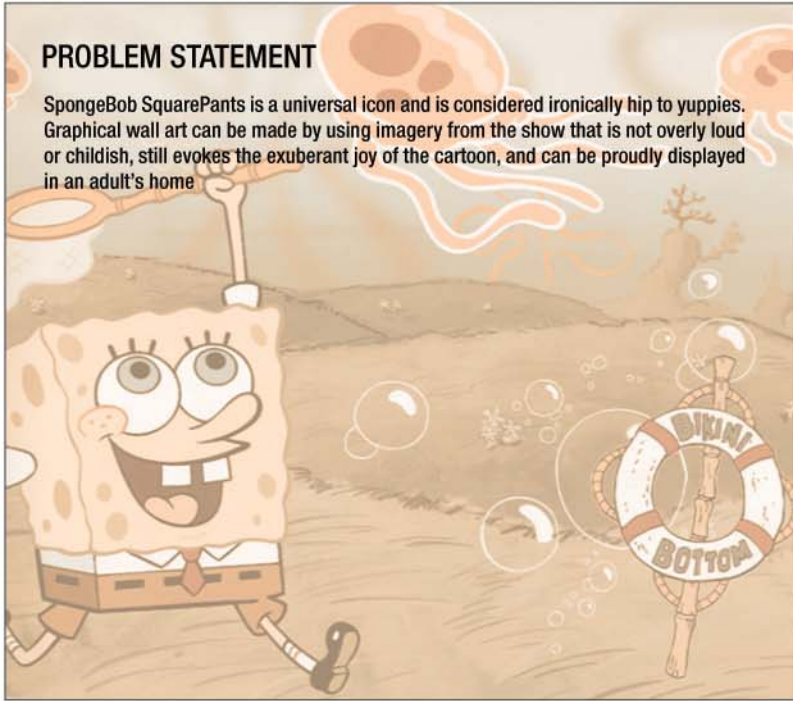
BELT



BELT

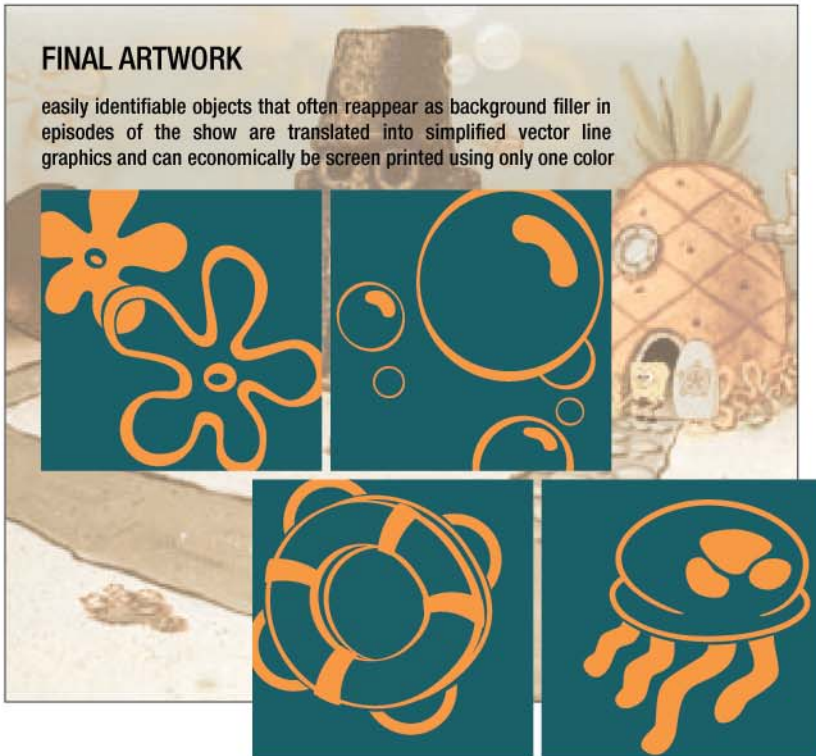
PROBLEM STATEMENT

SpongeBob SquarePants is a universal icon and is considered ironically hip to yuppies. Graphical wall art can be made by using imagery from the show that is not overly loud or childish, still evokes the exuberant joy of the cartoon, and can be proudly displayed in an adult's home



FINAL ARTWORK

easily identifiable objects that often reappear as background filler in episodes of the show are translated into simplified vector line graphics and can economically be screen printed using only one color

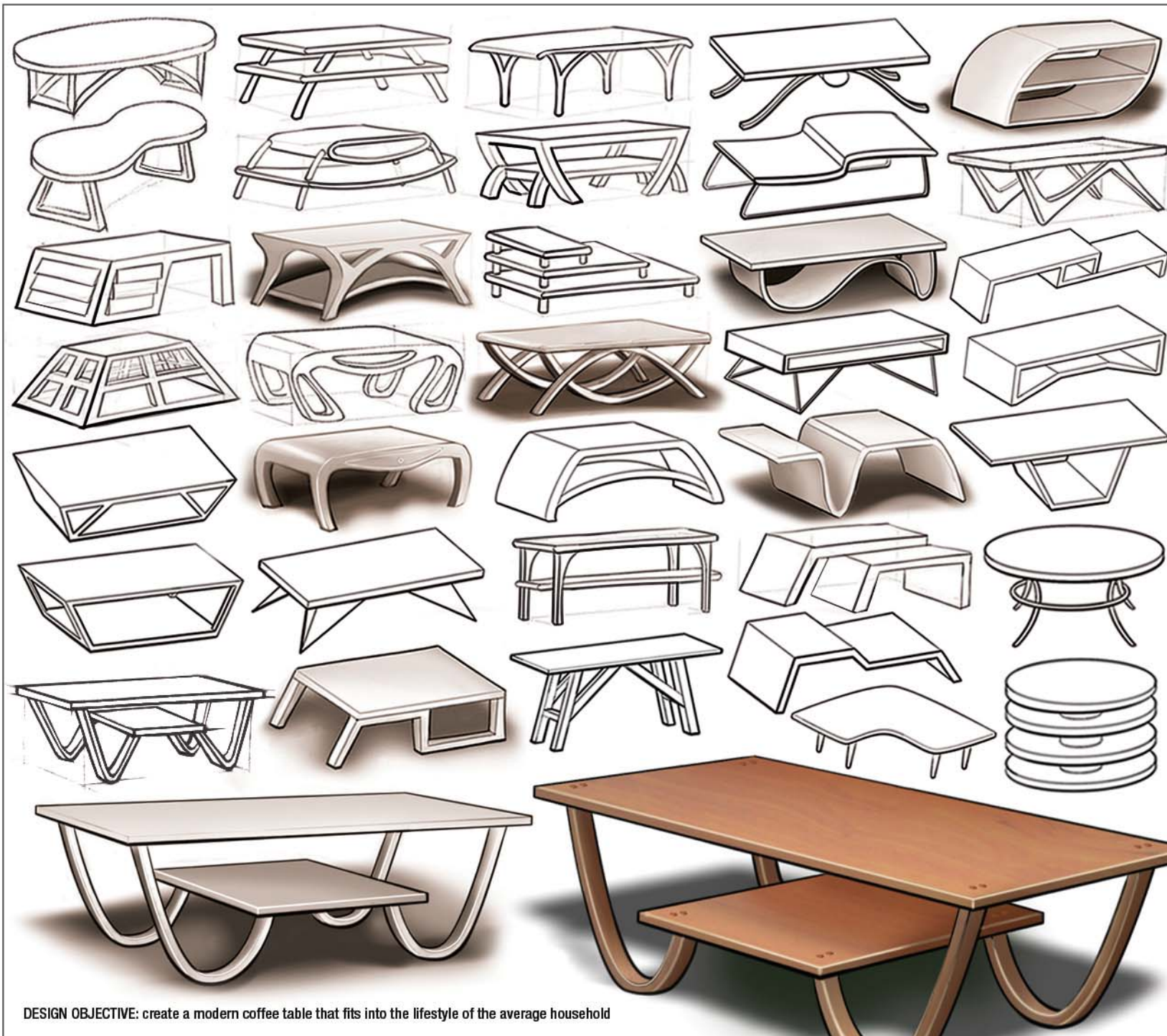


FINAL PROTOTYPES



models made with spray paint, masking agents, & printed on 4x4 inch canvases

WALL ART



DESIGN OBJECTIVE: create a modern coffee table that fits into the lifestyle of the average household

COFFEE TABLE



QUICK STUDY MODEL:
1/6th scale model made from
hand cut laminated pine & maple

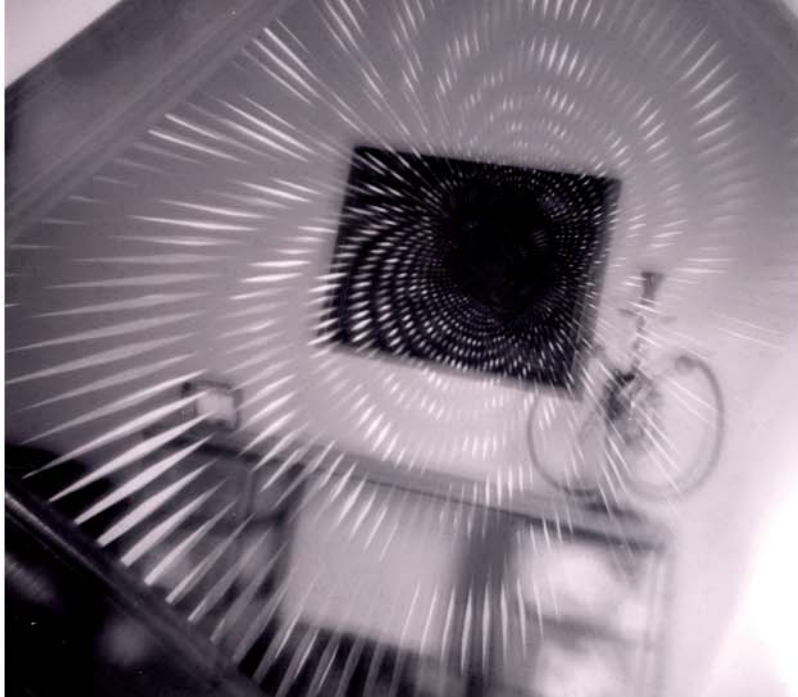


COFFEE TABLE



THE GILDED BIKE

I hand-built my bike from customized hardware to recall the 70's era of west coast lowriders. This cycle features a beach cruiser frame, 5-speed gearing, oversized banana seat, moon handle bars, bent springer fork, white wall tires, 36-spoke wheels, fenders, and everything is dripping in chrome



HOLGA PHOTOGRAPHY



The Holga toy camera creates spontaneous and unpredictable photos taken with 120 film. I experiment with multiple exposures, using color filters & flashes.



HOLGA PHOTOGRAPHY

THE PROBLEM:

HOW DO YOU COMBINE TOYS AND TECHNOLOGY?

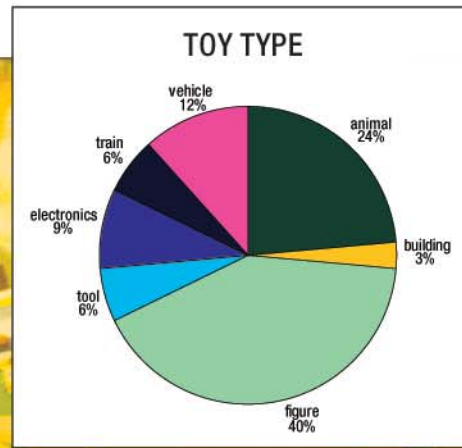


TARGET MARKET:

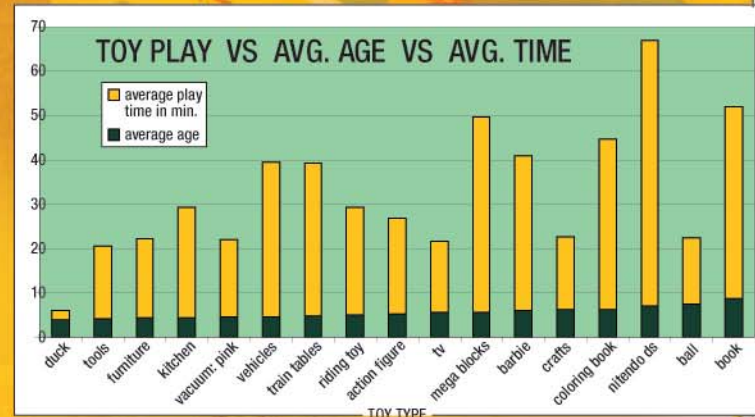
7-12 YEAR OLD BOYS, MOST LIKELY TO CHOOSE VIDEO GAMES OVER TRADITIONAL TOYS



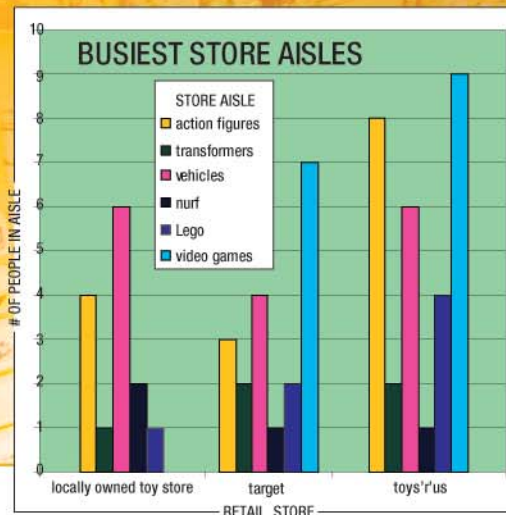
RESEARCH:



CHILD SURVEY: kids polled said if they could make their own toys, they would like to make their own action figure



DAY CARE OBSERVATIONS: children spent the most time playing with video games, but creative activities, like building blocks, still captured kids attention



IN-STORE RESEARCH: video game aisles tended to be the most crowded aisles in stores



RESEARCH: HOME VISITS

interviewing parents and kids in their homes revealed new opportunities for toys



TIMELINE

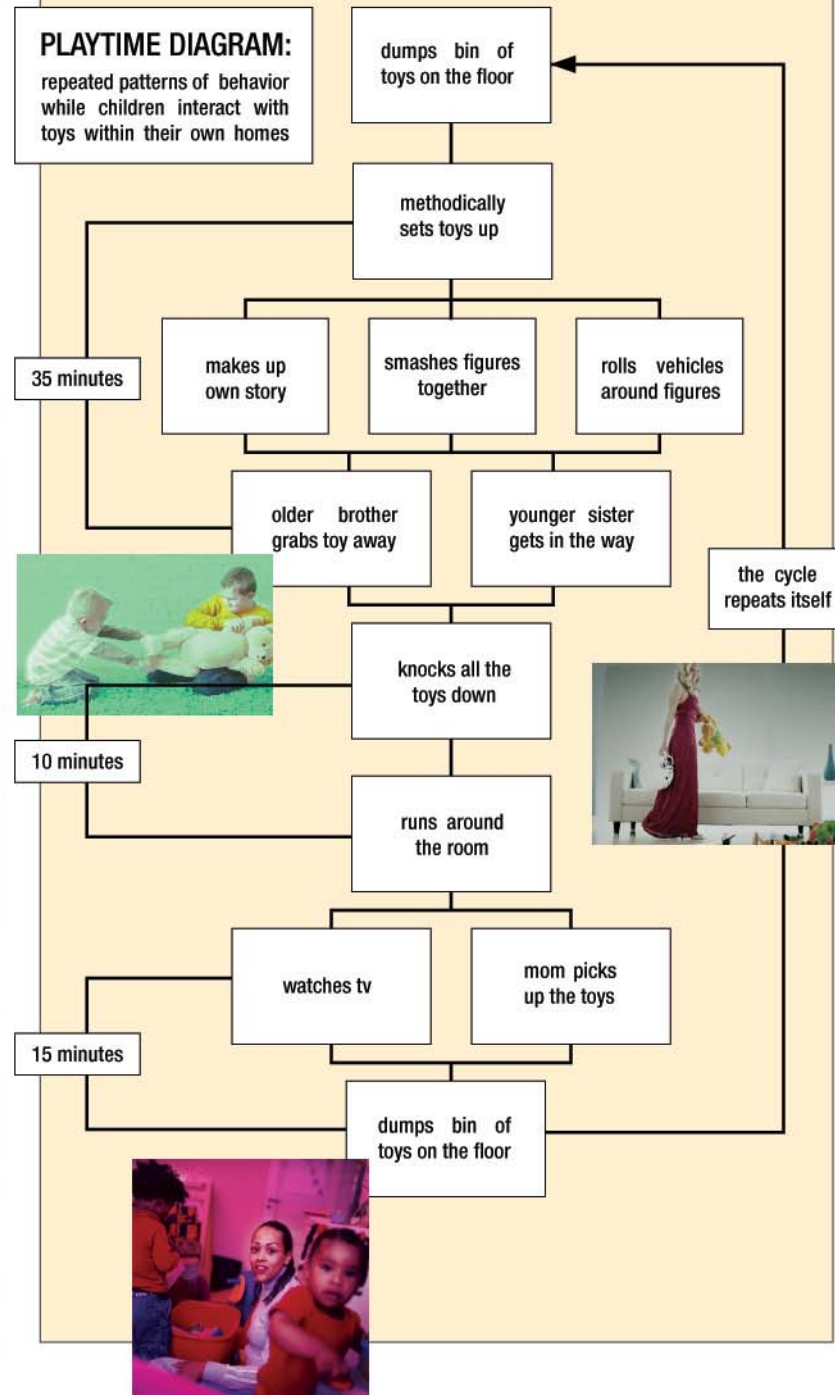
	TIME PERIOD	10 min	50 min	5 min	25 min
CHILD 1	HOUSEHOLD PLAY AREAS	bedroom	family room or media center	bedroom	outside/yard

	TIME PERIOD	15 min	20 min	30 min	25 min
CHILD 2	HOUSEHOLD PLAY AREAS	kitchen or dining room	bedroom	computer room or office	family room or media center

While observing children playing within their homes, they spent time going between their toys and video games. They spent the most time in rooms with computer technology.

RESEARCH: IN-HOME OBSERVATIONS

PLAYTIME DIAGRAM:
repeated patterns of behavior while children interact with toys within their own homes



CURRENT TOY MARKET

- no open-ended creativity
- little tactile play value
- too complicated for kids
- expensive & prone to breaking

SPYKEE



kids thrive off using their imagination



use technology to make playtime more tactile and user friendly



WII



WEBKINZ



creative toys stimulate cognitive development

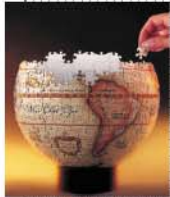


toys should encourage generational cooperative play



POTENTIALITY MATRIX

STATIC TOYS



puzzle



scale model airplane



stuffed animals

action figure dioramas

OPEN-ENDED PLAY-SETS

building blocks



lego

erector sets

NEW TOY DESIGN

CLOSED SYSTEM PLAY-SETS



electronic board game

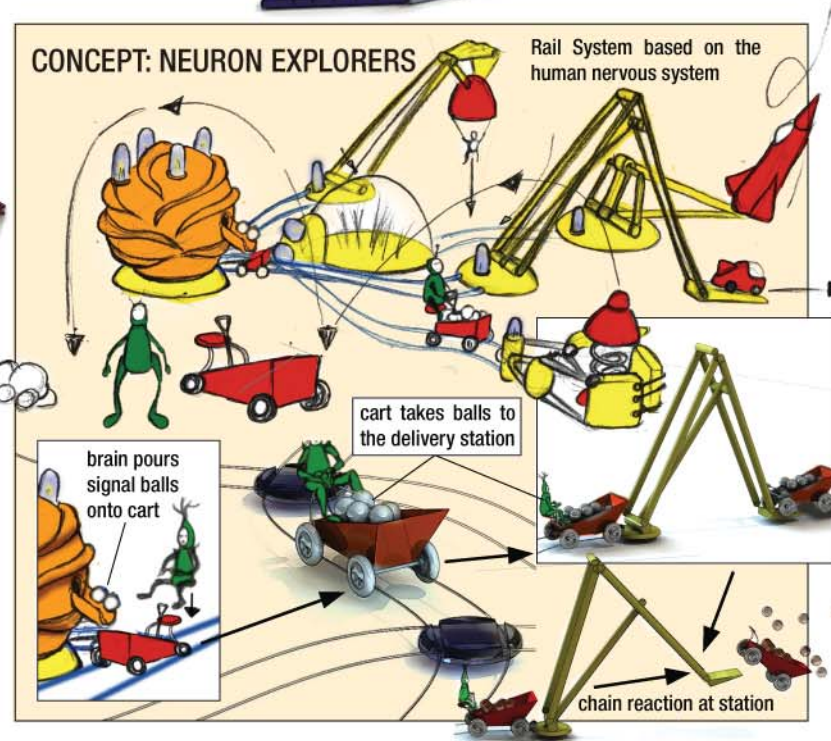
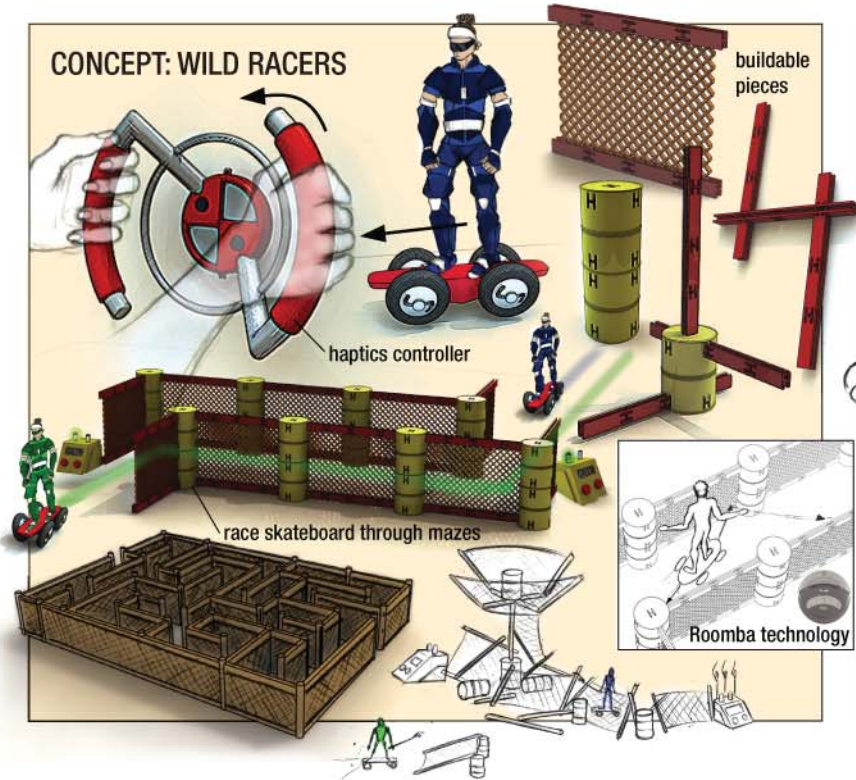
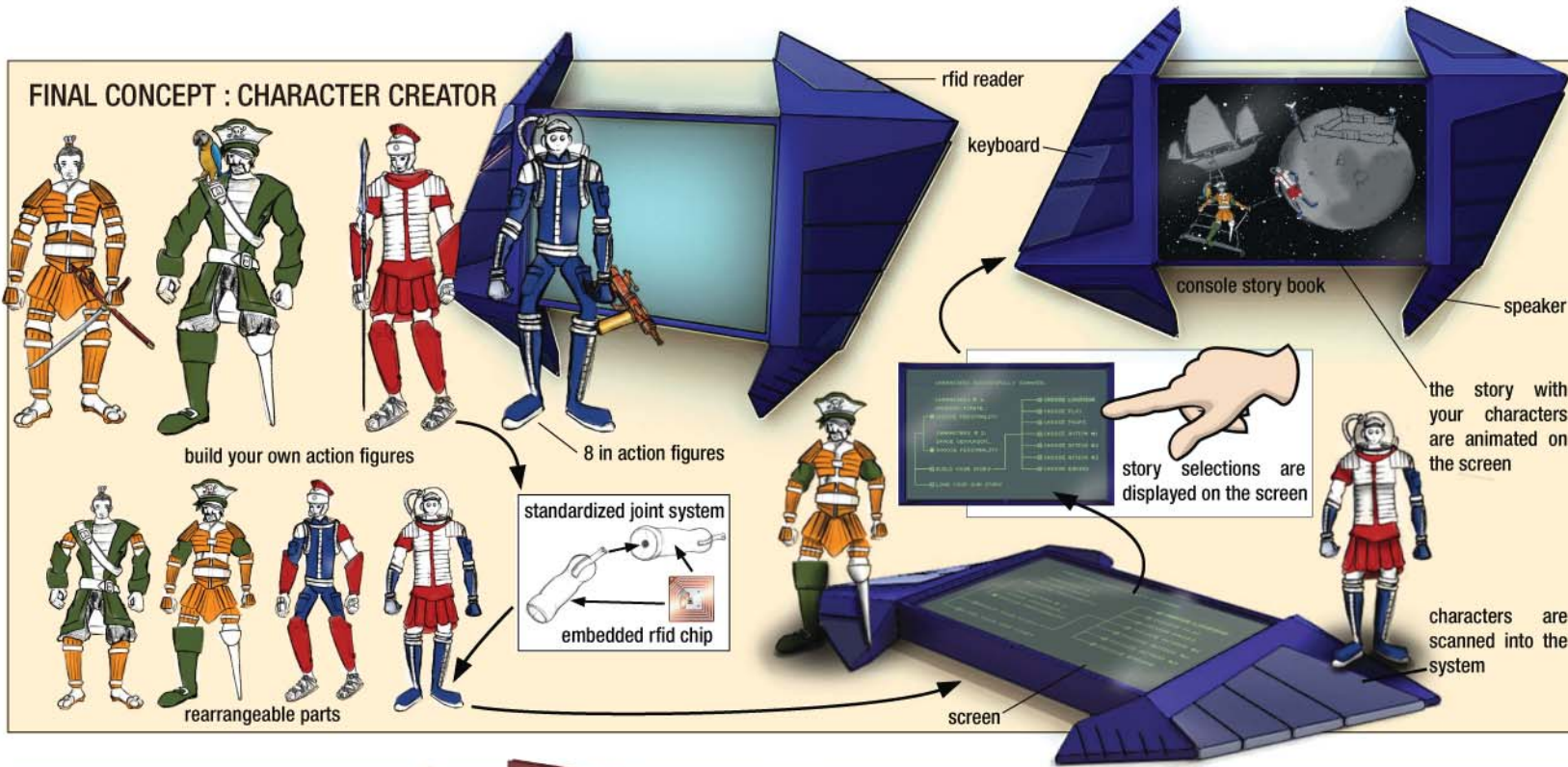
video games

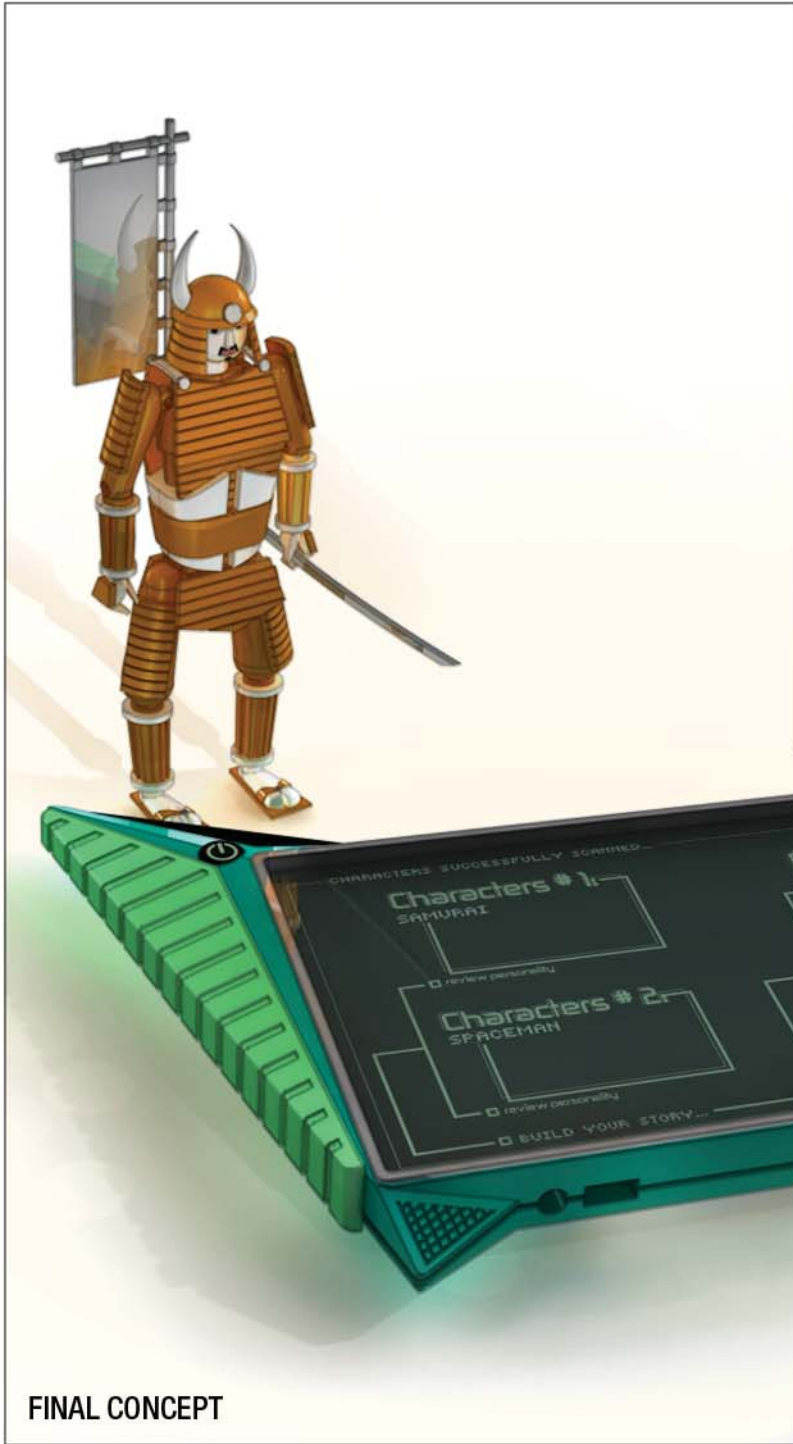
INTERACTIVE TOYS



THE SOLUTION: toys must be open-ended and allow children to express their imaginations

CHILDREN'S TECHNOLOGY



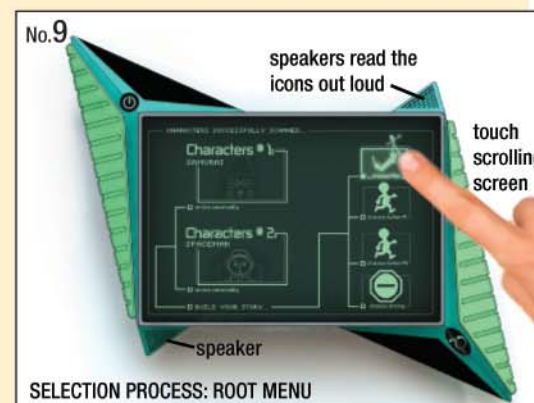
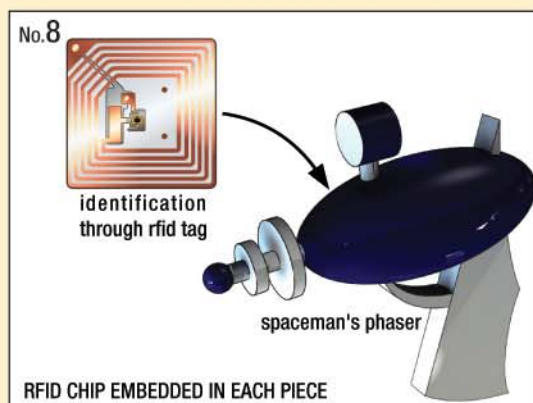
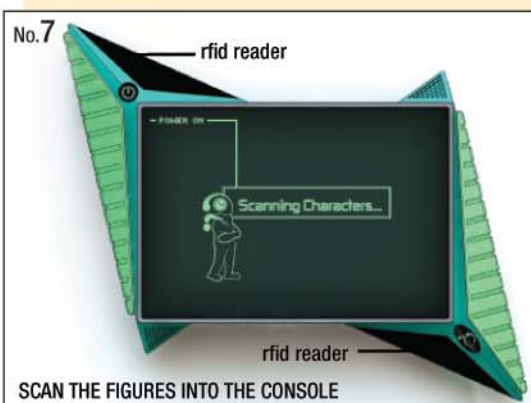
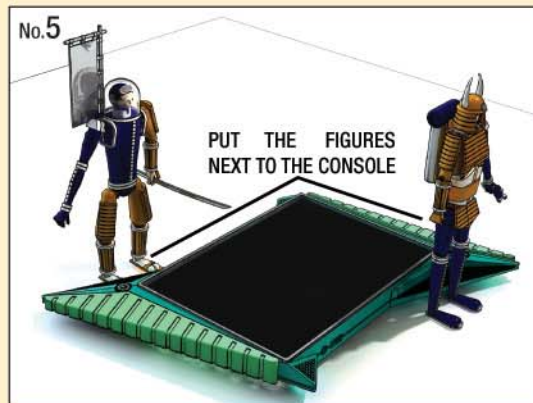
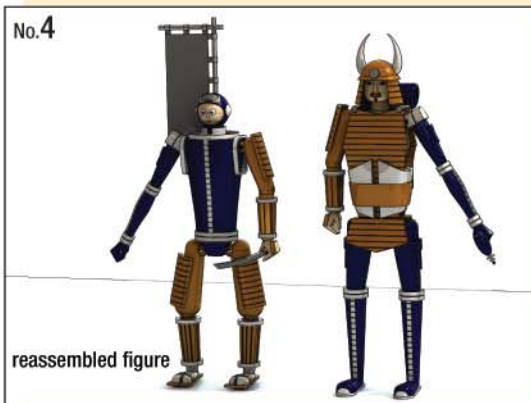
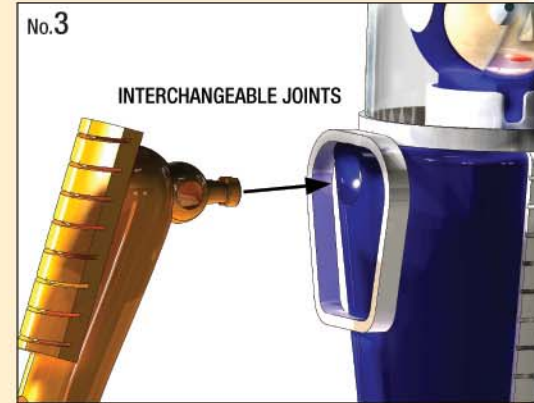
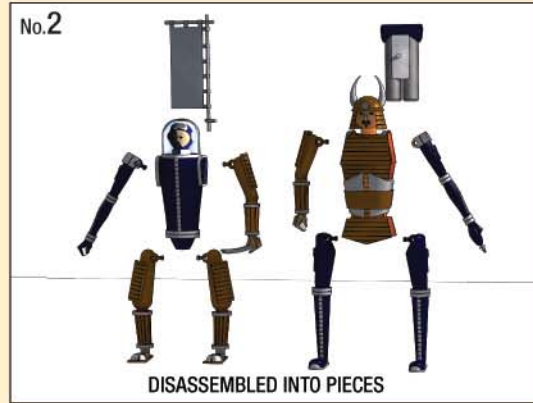
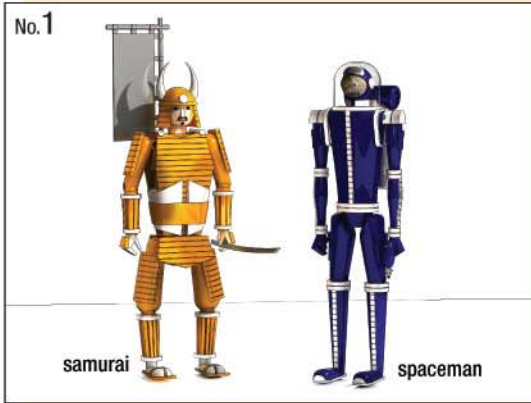


FINAL CONCEPT



CHILDREN'S TECHNOLOGY

STORYBOARD: assemble the figures...



STORYBOARD: console interface...



No.10 Once the figures are scanned in, more story options are displayed on the screen. Customize the plot, 2 actions and the ending.



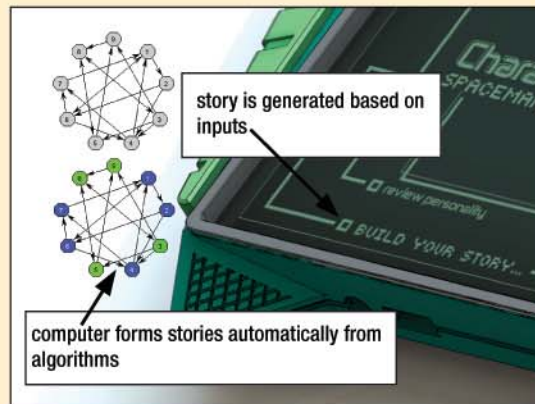
No.11 Select "review personality" to look over all the information that was scanned in about each figure. Each piece of the assembled figure is represented on the screen.



No.12 Select "Define Alliance" to choose which figure will be the hero, and which character will be the antagonist of the story.



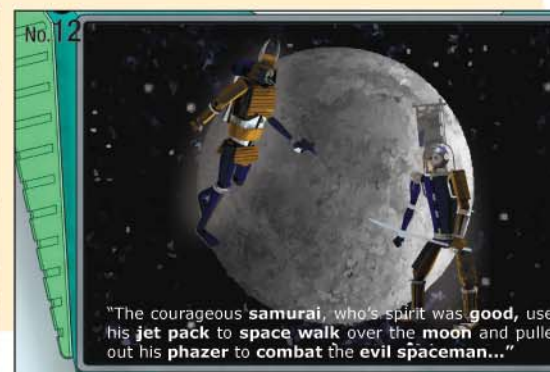
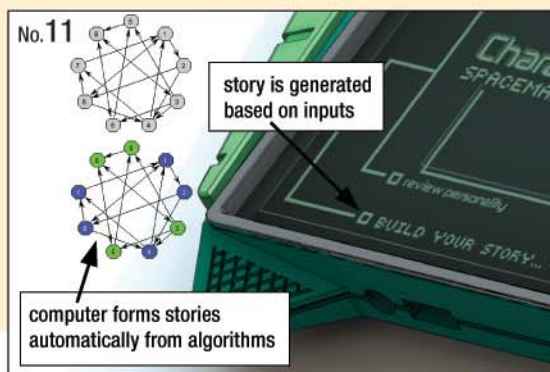
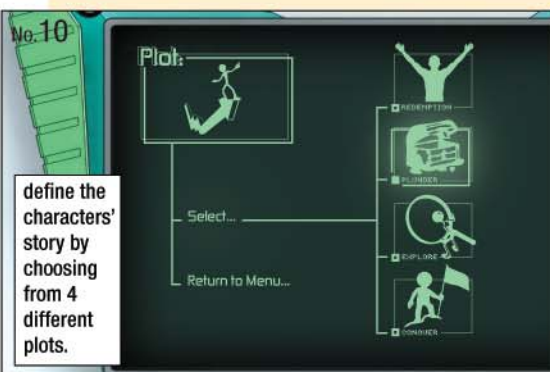
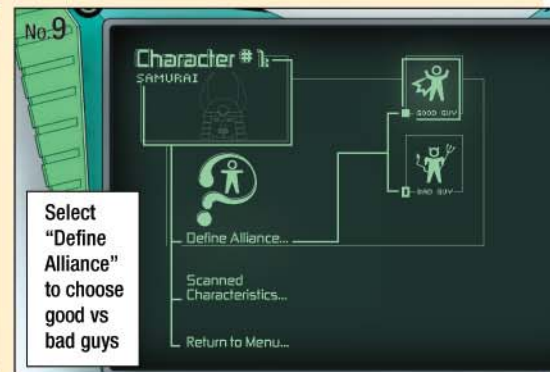
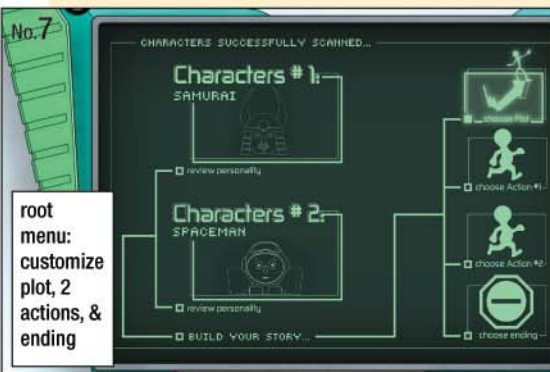
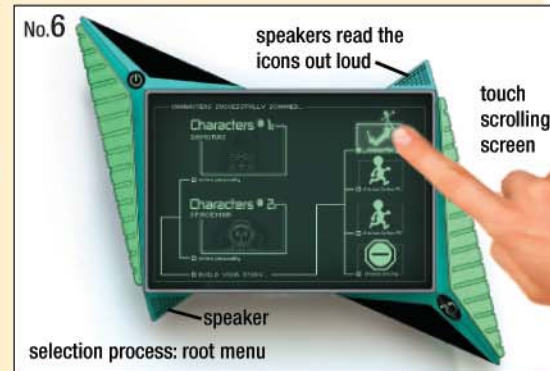
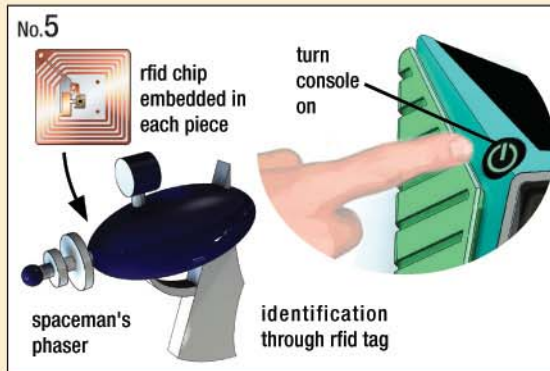
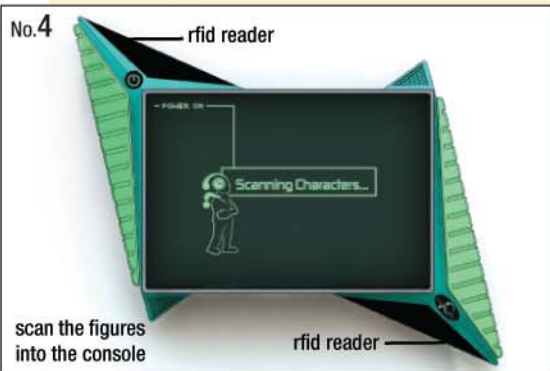
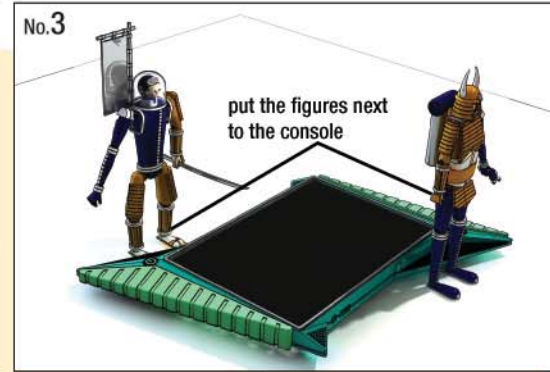
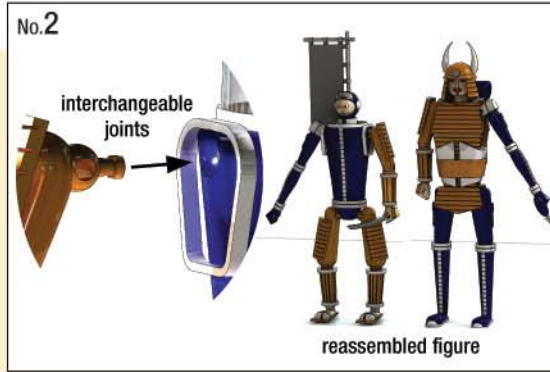
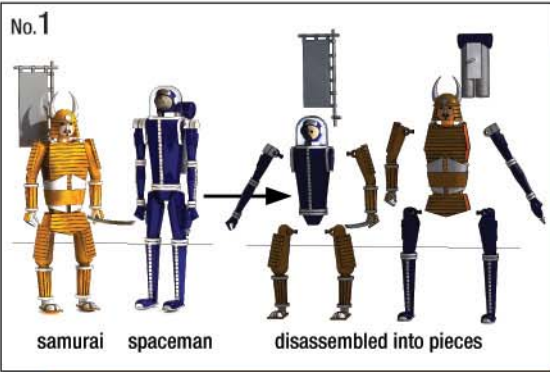
No.13 After navigating back to the "Menu," you can define the characters' story further by choosing from 4 different pre-programed plots. Each plot has its own logo.



No.14 Once all the selections are made, choose "build your story" to read the final results.



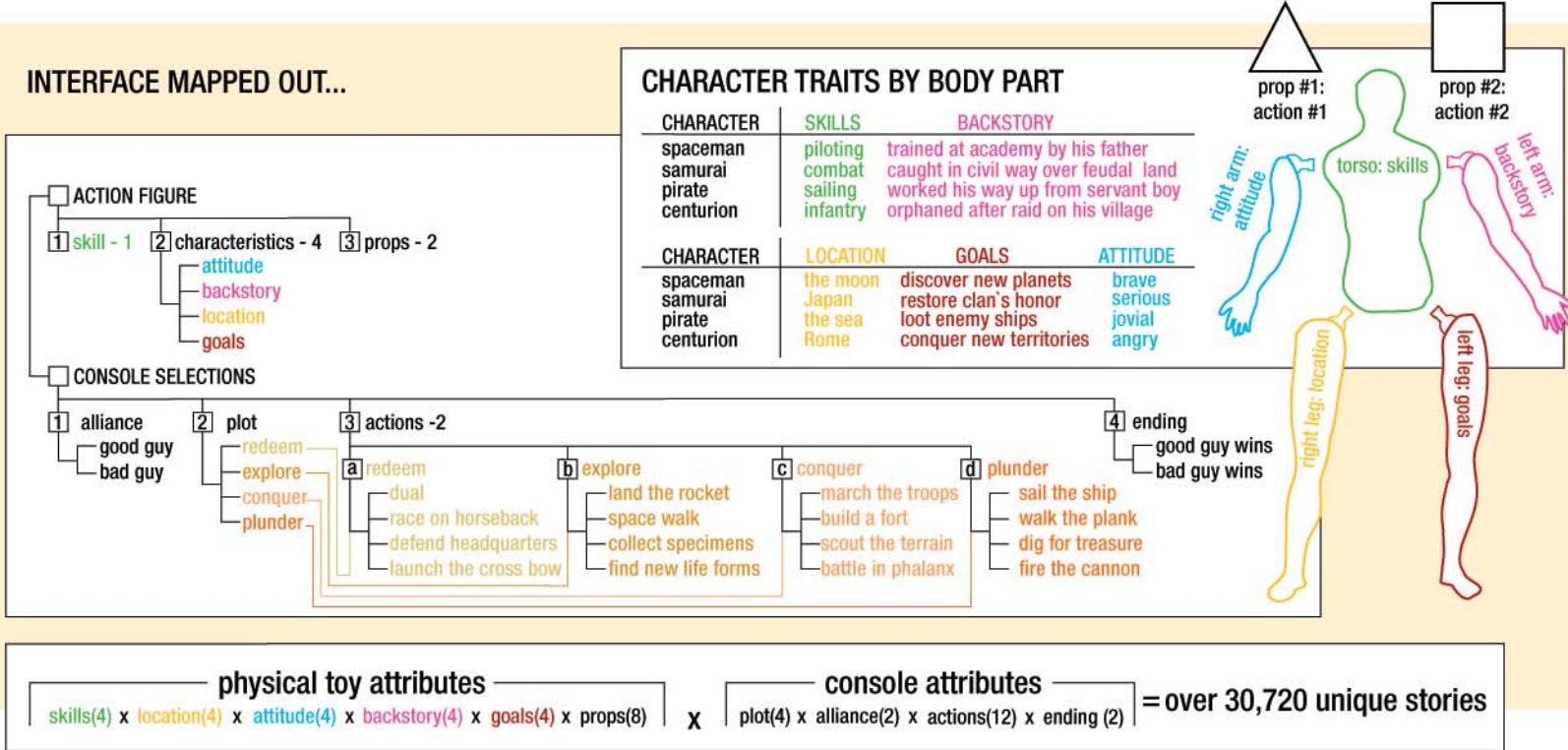
No.15 The story is told through simple flash-based graphics, like some video games. Watch the characters you built act out the stories you created.



STORY MAPPED OUT...



INTERFACE MAPPED OUT...



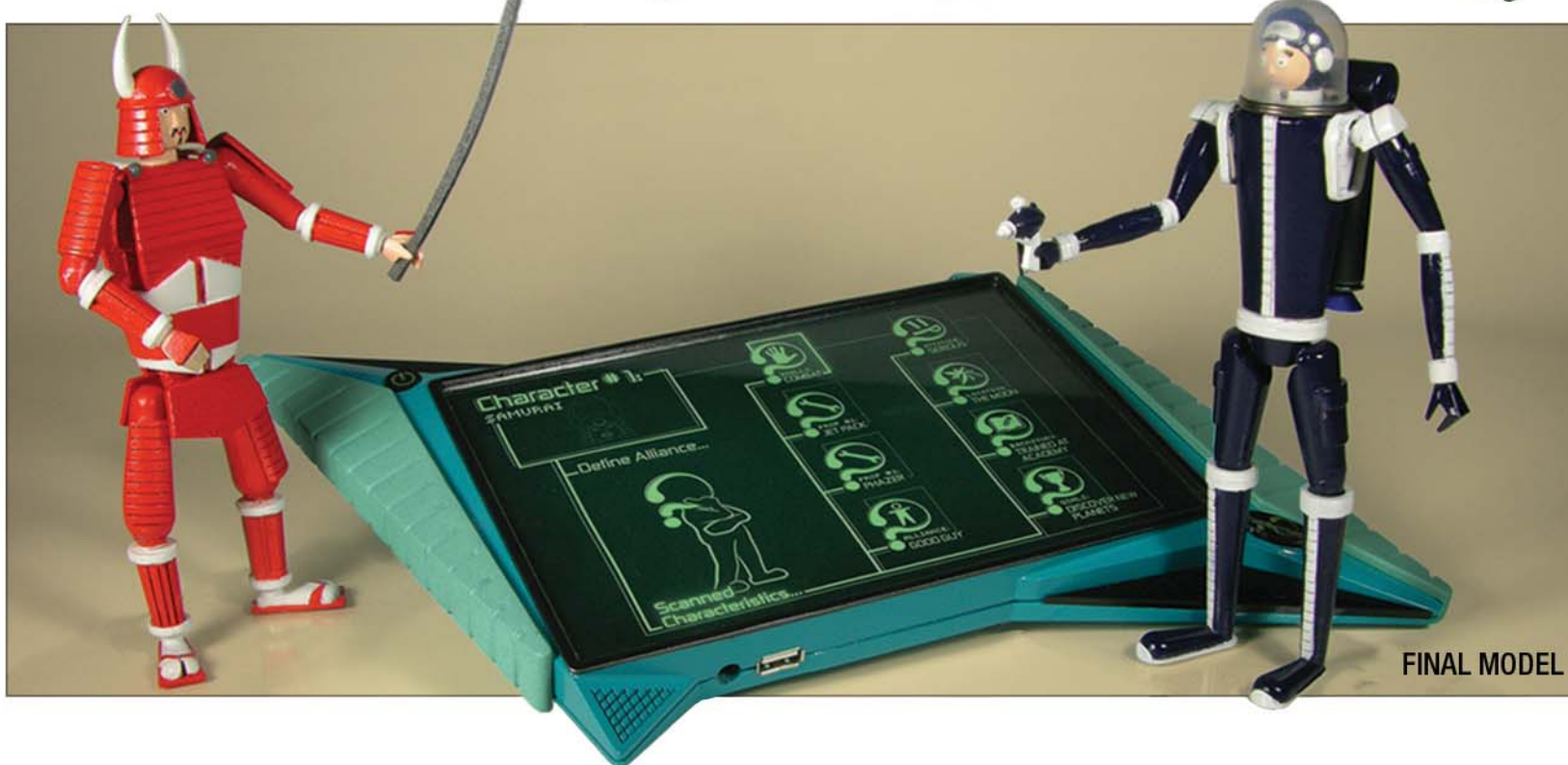
ACTION FIGURES:

modeled in alias studio tools and solid works. Constructed out of 3d resin prints, automotive spray paint, hobby paint, decals, and found objects



CONSOLE:

modeled in solid works. Constructed out of 3d milled ren, powder printing, laser cut acrylic, automotive spray paint, and decals



FINAL MODEL



UPLOAD THE STORY ONLINE
DOWNLOAD NEW CONTENT



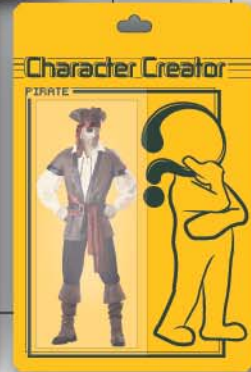
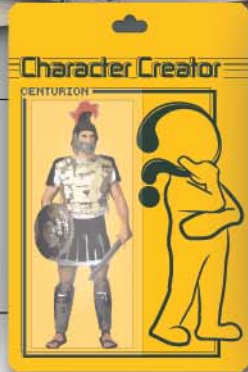
RECHARGE UNIT



starter kit comes with console & 2 action figures

packaging mock-ups

expansion packs include more action figures

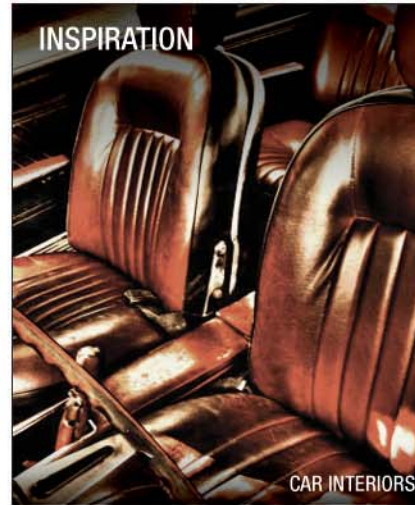
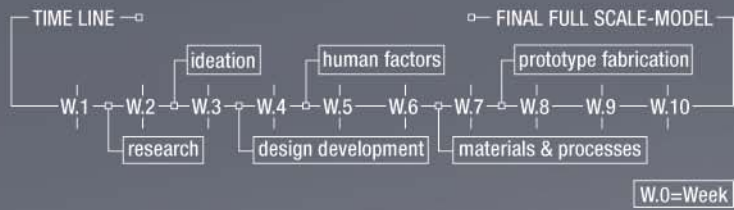


MARKETING STRATEGY

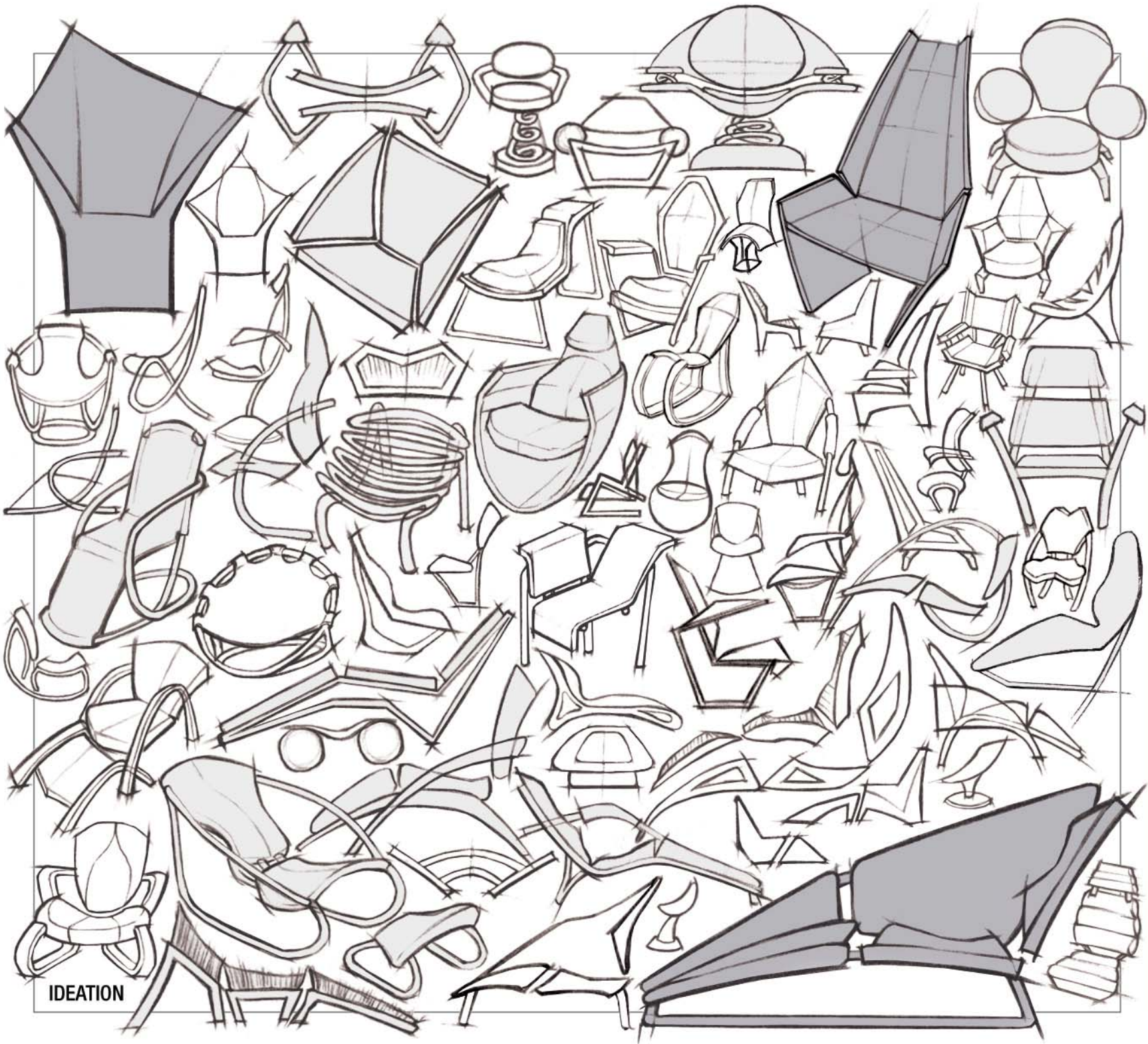
CHILDREN'S TECHNOLOGY

DESIGN OBJECTIVE:

Develop a fresh chair that represents the modern aesthetic but reflects the rich history of furniture design. Its proportions must factor universally, for all body types. The final design is realized in a fully functional prototype.



CHAISE LOUNGE



IDEATION

CHAISE LOUNGE



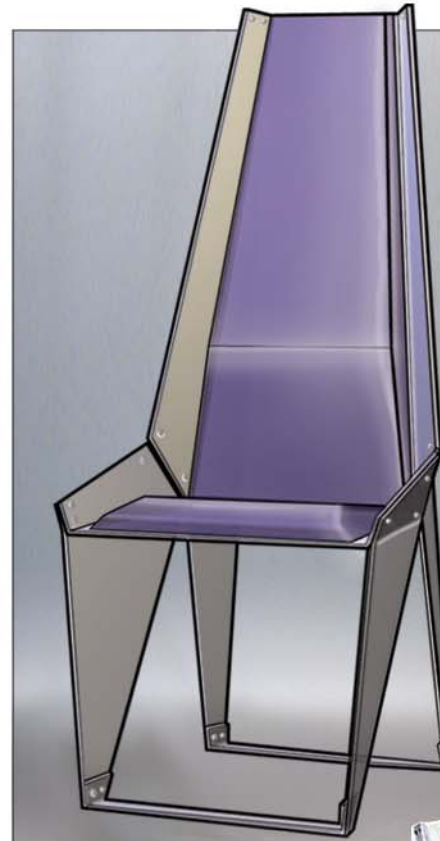
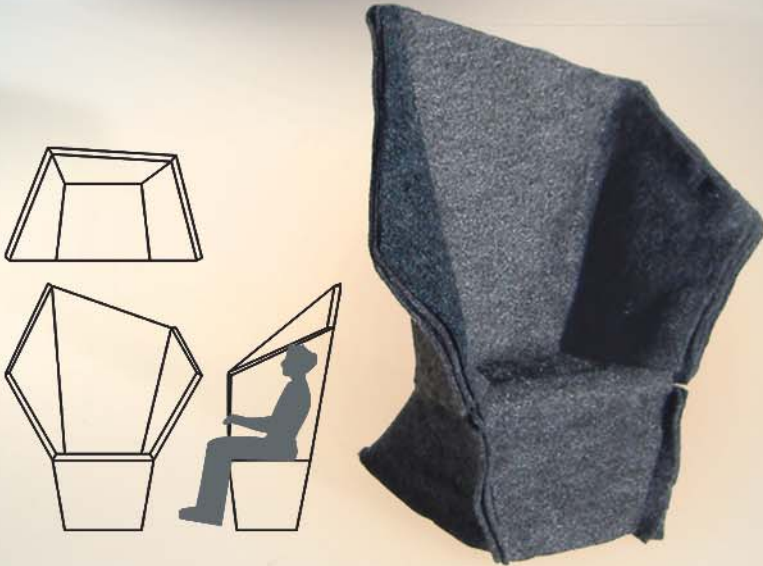
DEVELOPED SKETCHES

CHAISE LOUNGE



CONCEPT: WRAP

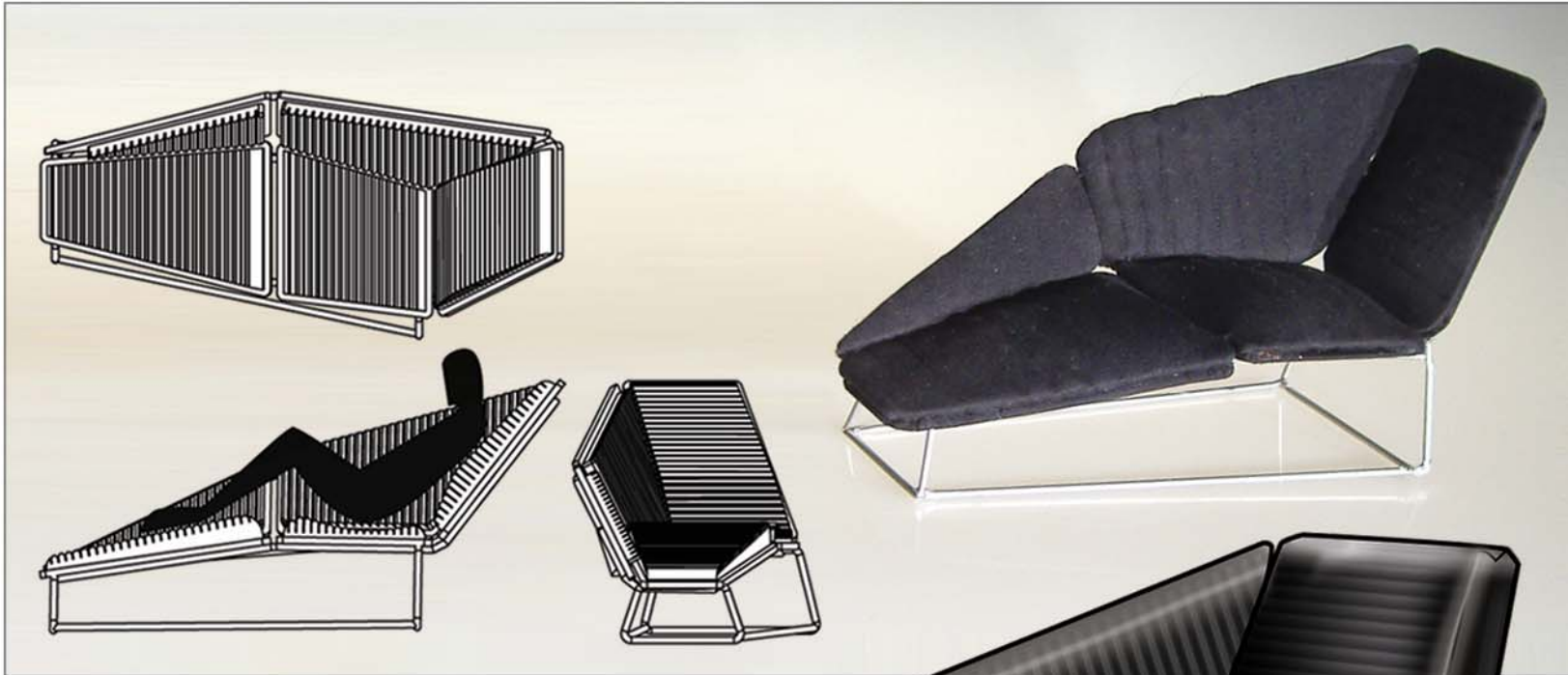
The wrap concept is a new take on the tradition of the armchair, aiming to provide a comfortable, cozy, and private resting area. The 1/6th scale model is made from cardboard covered in industrial felt.



CONCEPT: PRISM

The prism concept is a reimagination of a 16th century highback throne. The 1/6th scale model is made from clear Polystyrene. The sheet was cut on a bandsaw and then heat bent to achieve the chair's shape. The cushions are cut from blue tinted gel Silicone.

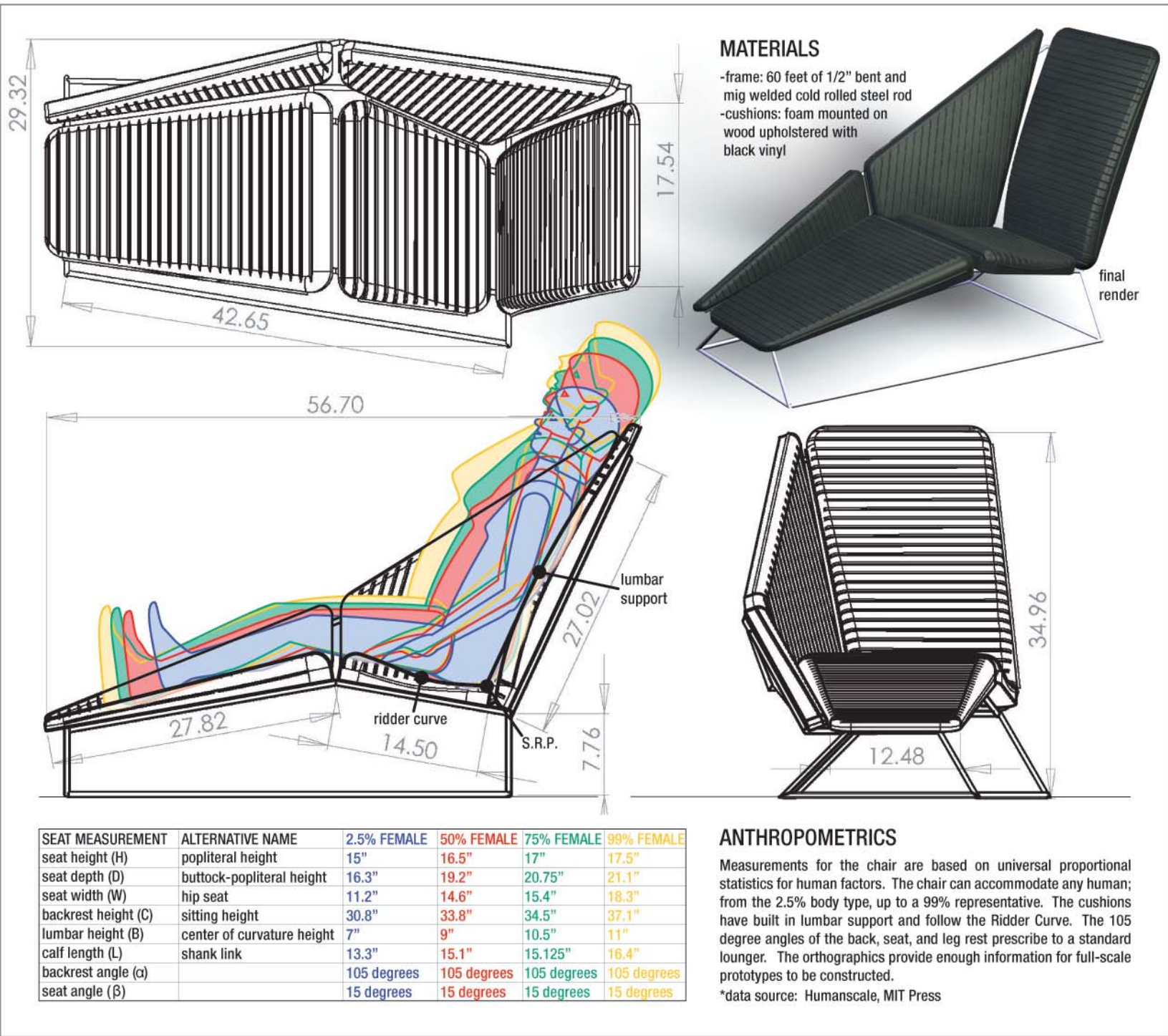




FINAL DIRECTION: TANGENT CHAISE

The tangent chaise gives the impression of 2D planer forms coming together to create a new three dimensional shape. The structure of the lounge follows the tradition of a side-facing meridienne daybed and the upholstery mirrors the interior of a vintage automobile. The 1/6th scale model was machine sewn and the wire frame was soldered together.





CHAISE LOUNGE

UPHOLSTERY

a professional upholsterer was commissioned to sew together the cushions



FRAME

frame tig and mig welded together from 14 ga sheet metal and 1/2" rod



WORKING MODEL

the cushion bases are made from bandsaw-cut plywood and the prototype supports the full body weight of a person



PROTOTYPE CONSTRUCTION



FINISHED PROTOTYPE

CHAISE LOUNGE



FINAL PROTOTYPE

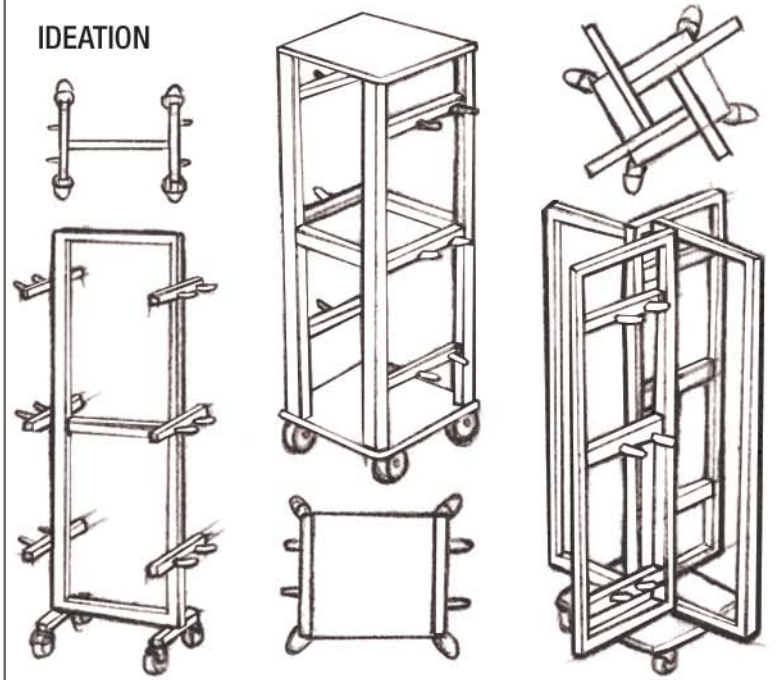
CHAISE LOUNGE

PROBLEM STATEMENT

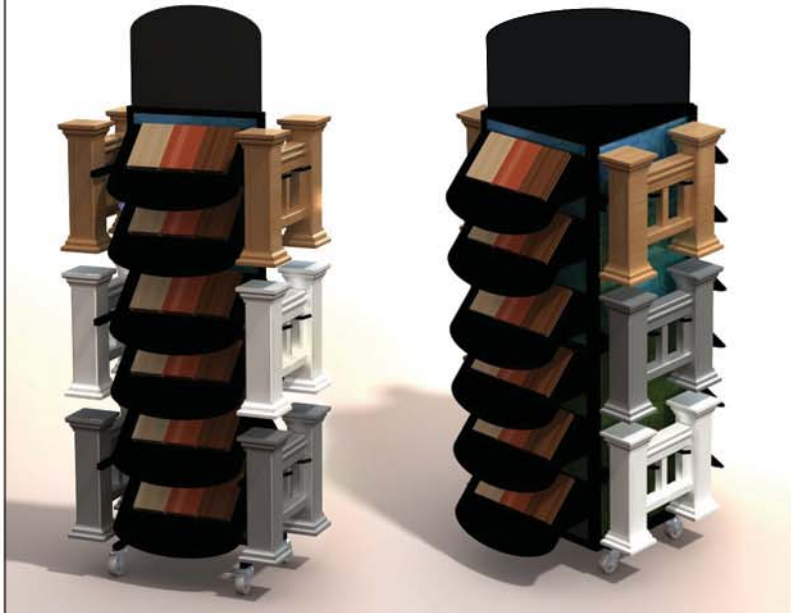
Timber Tech is a composite wood material for building long-lasting decks. The objective was to design a new, four-sided display that matches the visuals of their old, two-sided display and maximizes store space.



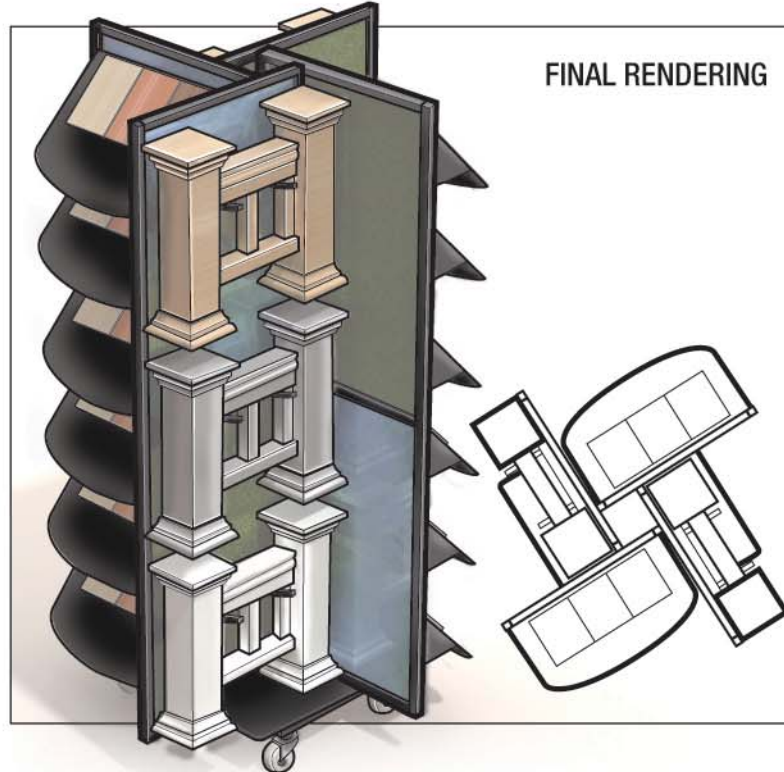
IDEATION



DEVELOPMENT



FINAL RENDERING





SHOE & SPATS



FINAL RENDER



STORYBOARD

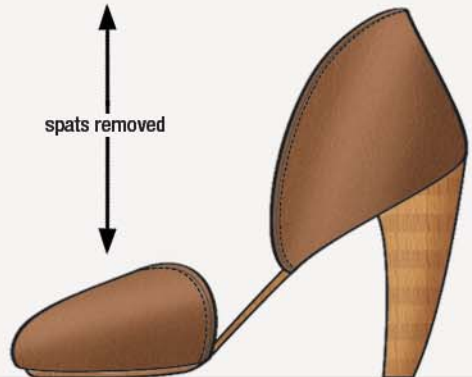
No. 1 daytime, rainy workday



No. 2 shoe transforms, spat removal

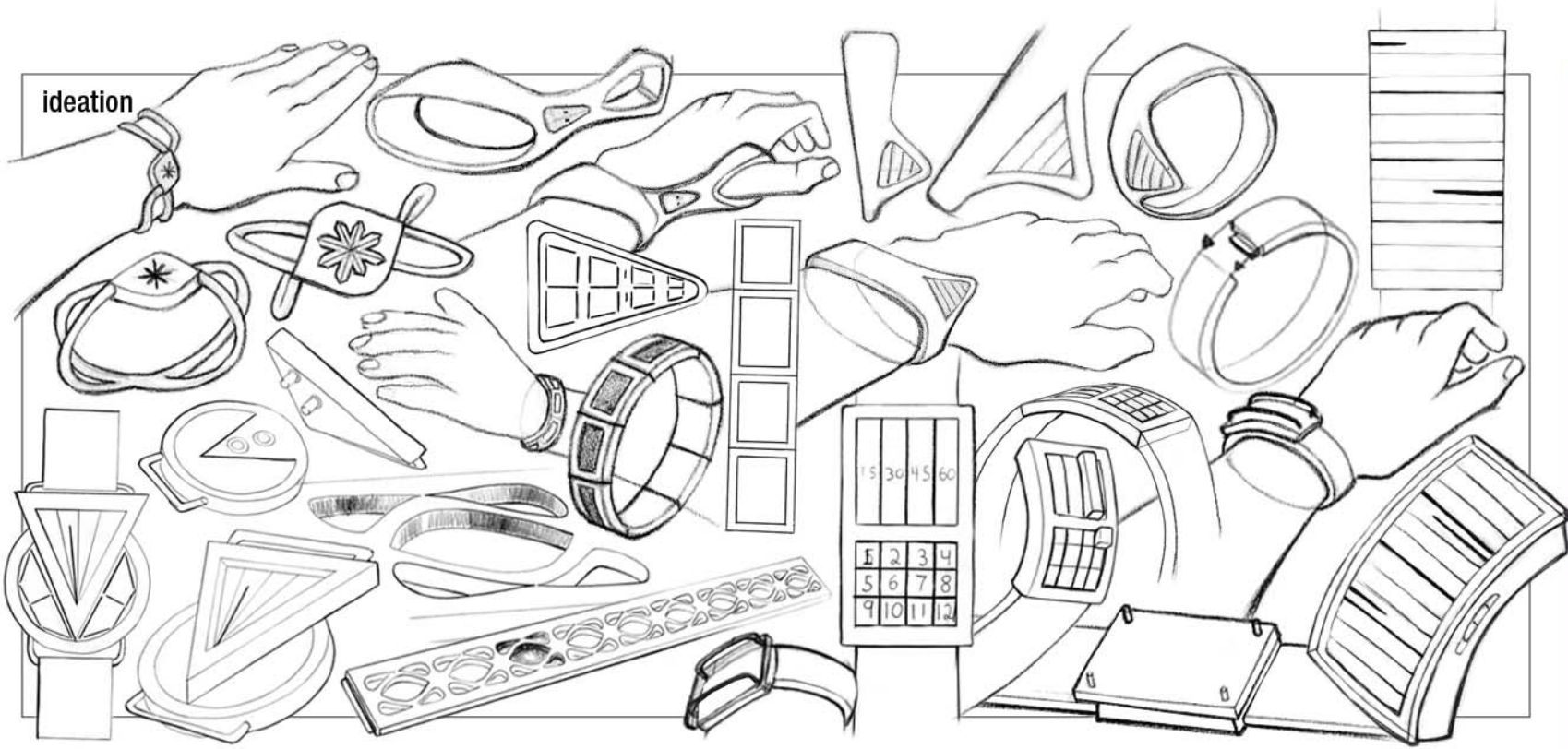


No. 3 evening, a night out



spats removed

ideation



PROBLEM STATEMENT

design an innovative timepiece that improves the way we wear a watch & read time

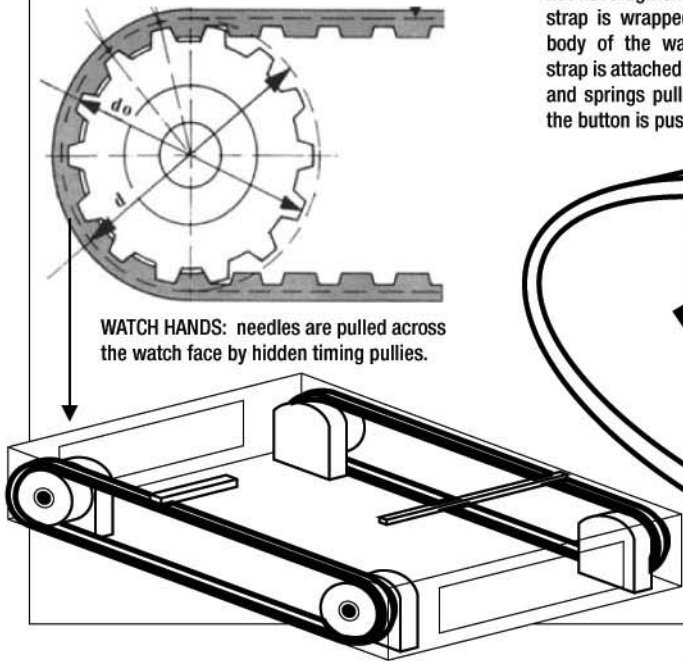


FINAL DIRECTION



WATCH

INTERNAL WATCH MECHANISMS

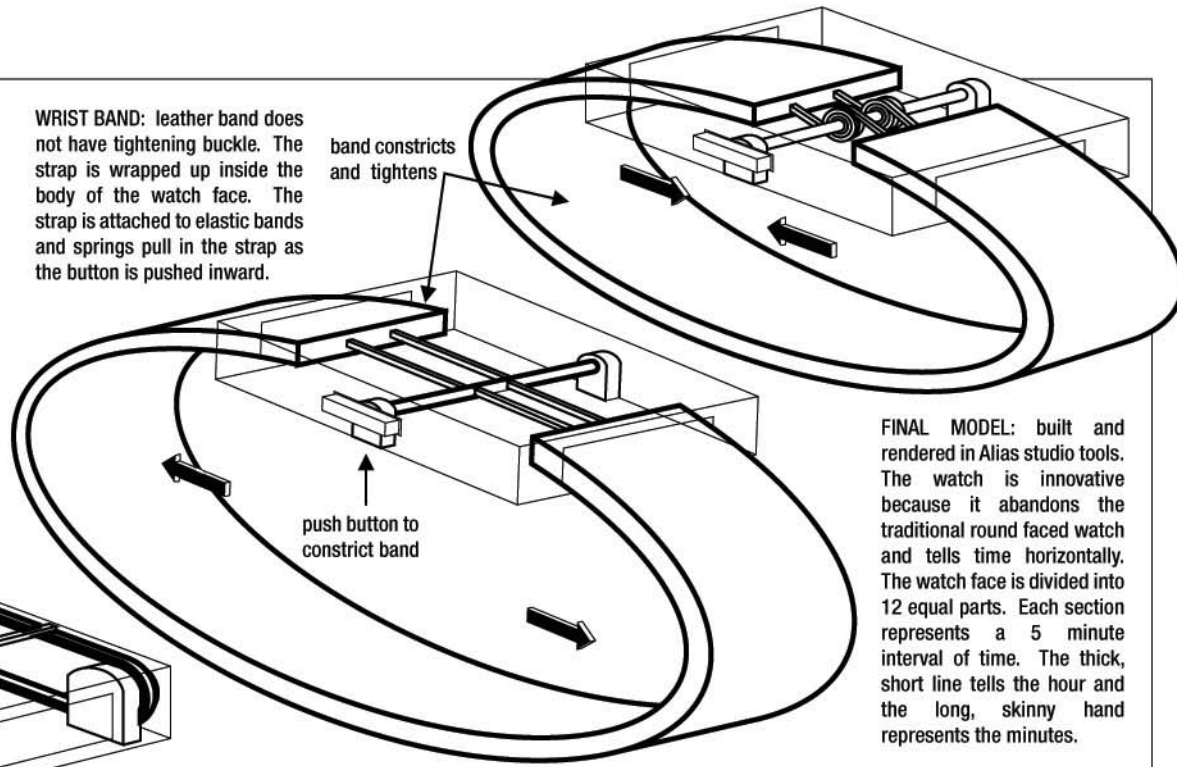


WATCH HANDS: needles are pulled across the watch face by hidden timing pulleys.

WRIST BAND: leather band does not have tightening buckle. The strap is wrapped up inside the body of the watch face. The strap is attached to elastic bands and springs pull in the strap as the button is pushed inward.

band constricts and tightens

push button to constrict band



FINAL MODEL: built and rendered in Alias studio tools. The watch is innovative because it abandons the traditional round faced watch and tells time horizontally. The watch face is divided into 12 equal parts. Each section represents a 5 minute interval of time. The thick, short line tells the hour and the long, skinny hand represents the minutes.



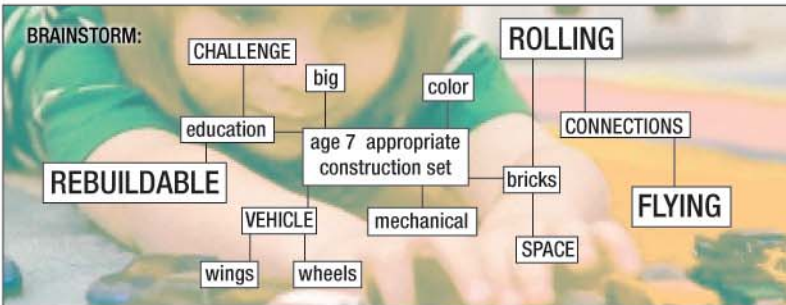
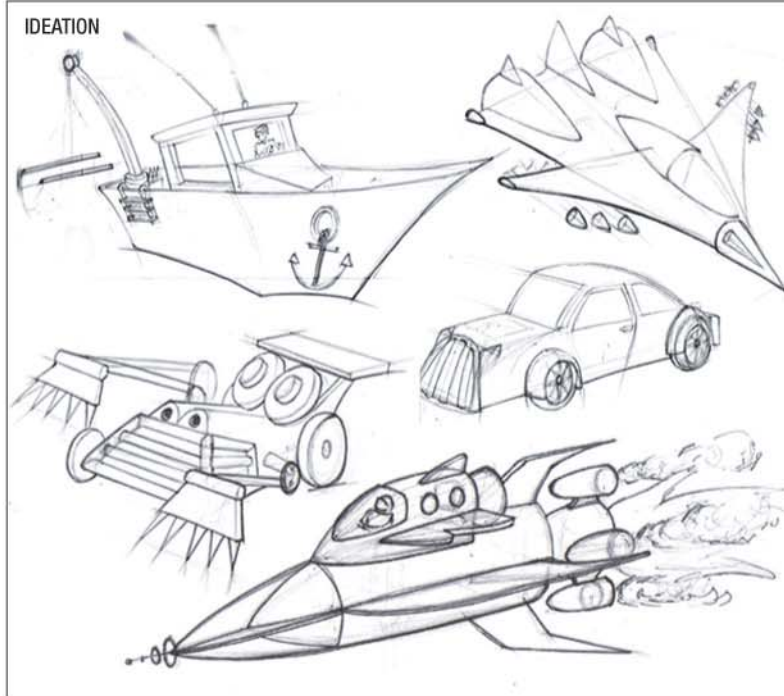
TIME:
6:15

MARKETING PARAMETERS: create a set that contains 325 pieces & has 22 unique models. All models are graded for seven years olds & above. This set must retail for \$ 20 USD

BRANDING:



K'NEX Imagine • Build • Play



START	FAST PACE DESIGN SCHEDULE
week 1	design brief
week 2	brainstorming
week 3	blue sky ideation
week 4	marketing plan
week 5	second phase design refinement
week 6	development team review
week 7	final model
week 8	executive board presentation
week 9	graphics & packaging instruction booklet
week 10	manufacturing & production
	FINAL PRODUCT



MODELS REFINED TO REDUCE PIECES AND LOWER COST

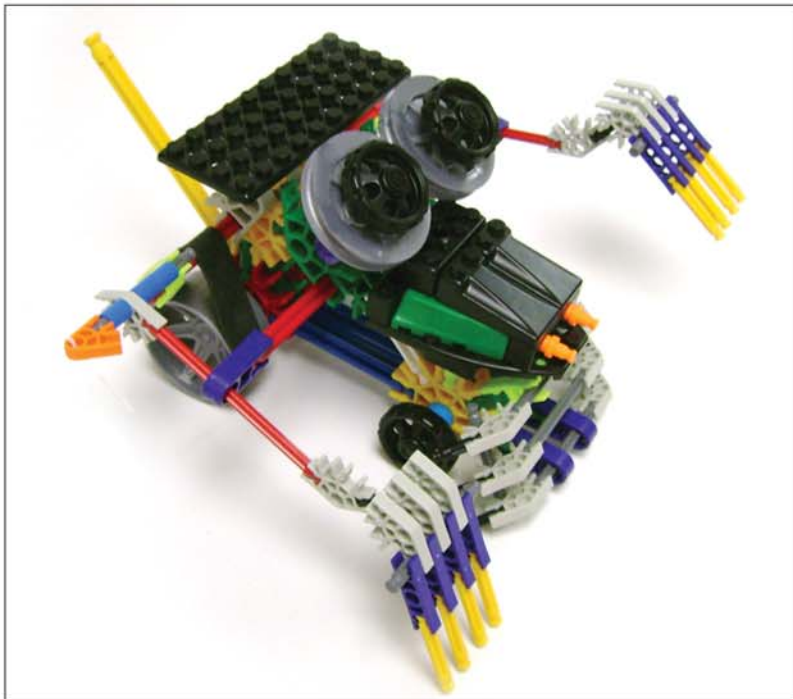
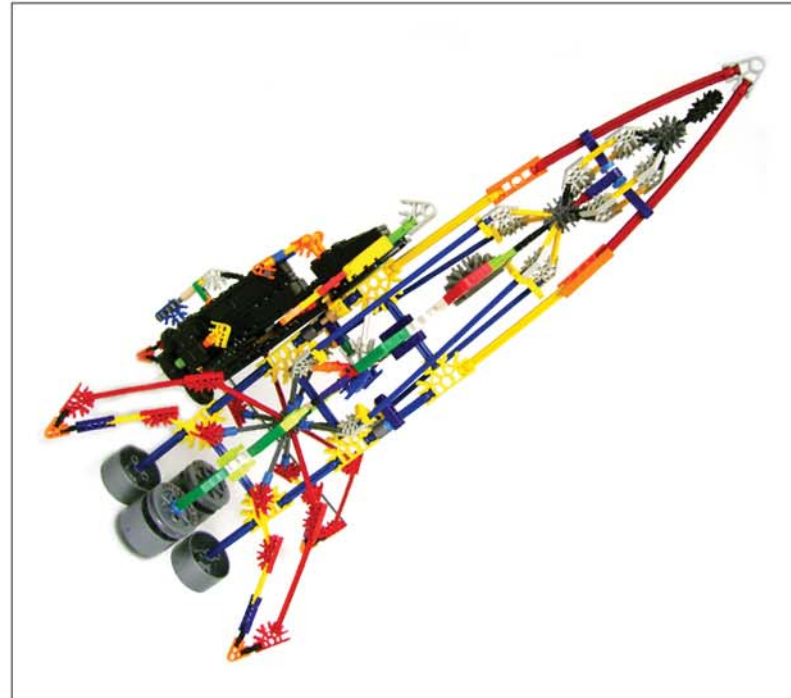
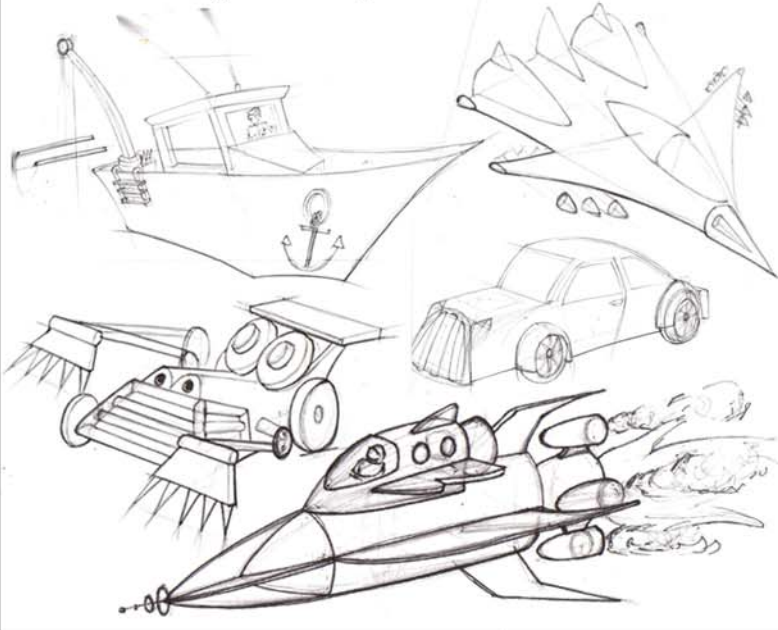
total pieces:	325	BILL OF MATERIALS:	
wholesale cost:	\$10.00	total pieces:	\$2.00
Retail Cost:	\$20.00	packaging:	\$2.00
		manufacturing:	\$1.00
		total production cost:	\$5.00

FIRST VERSION → **FINAL MODEL**

K'NEX PLAYSET

K'NEX Industries is the world's third largest construction toy company. Their technique combines modern tinker toys with standardized brick pieces to create quality building sets. It encourages kids to engage in fun, educational open-ended play. K'nex is designed and manufactured within the USA.

DESIGN OBJECTIVE: create a vehicle toy set that contains 325 pieces & has 22 unique models. All models are graded for seven year olds & above. This set retails for 20 dollars.

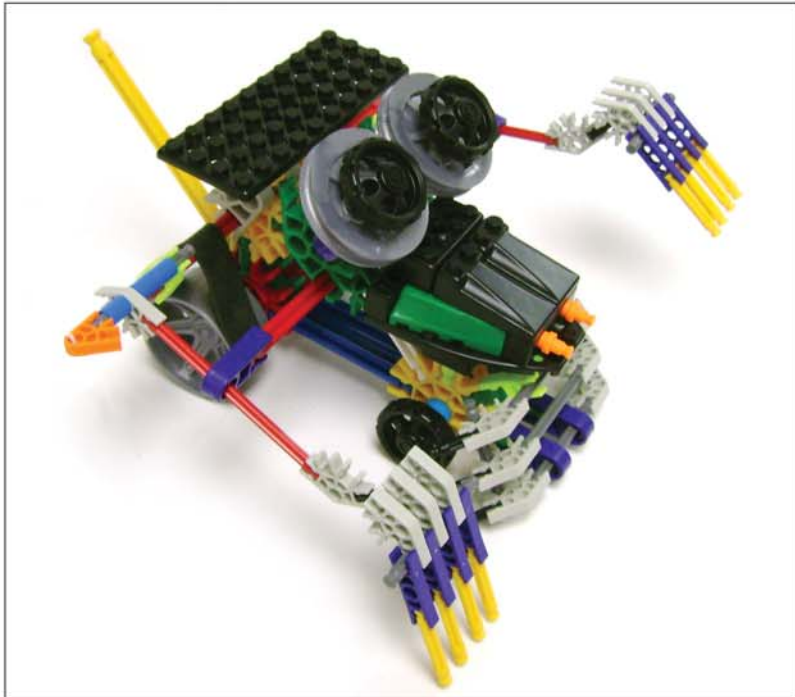
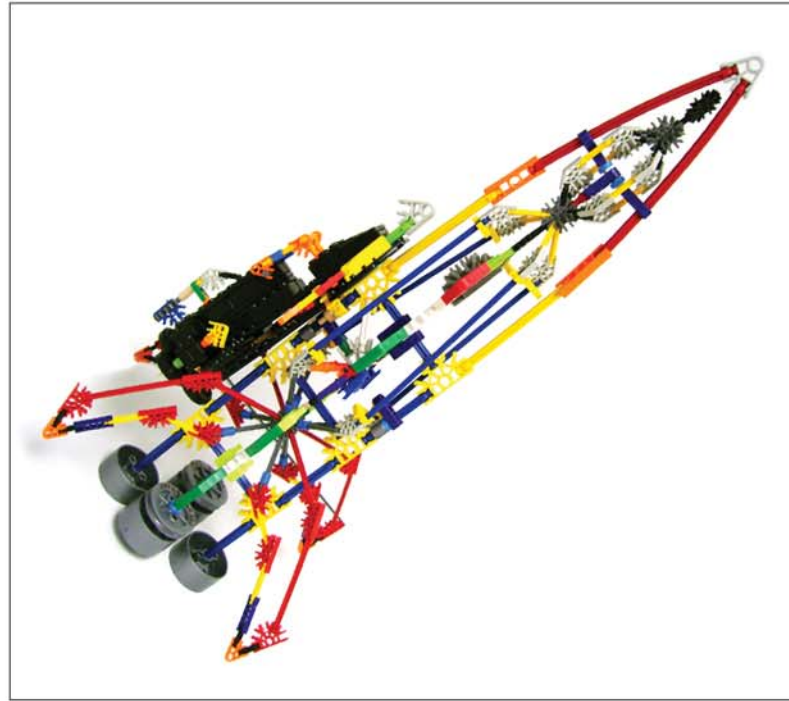


K'NEX PLAYSET

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IN STORES FOR CHRISTMAS



K'NEX PLAYSET

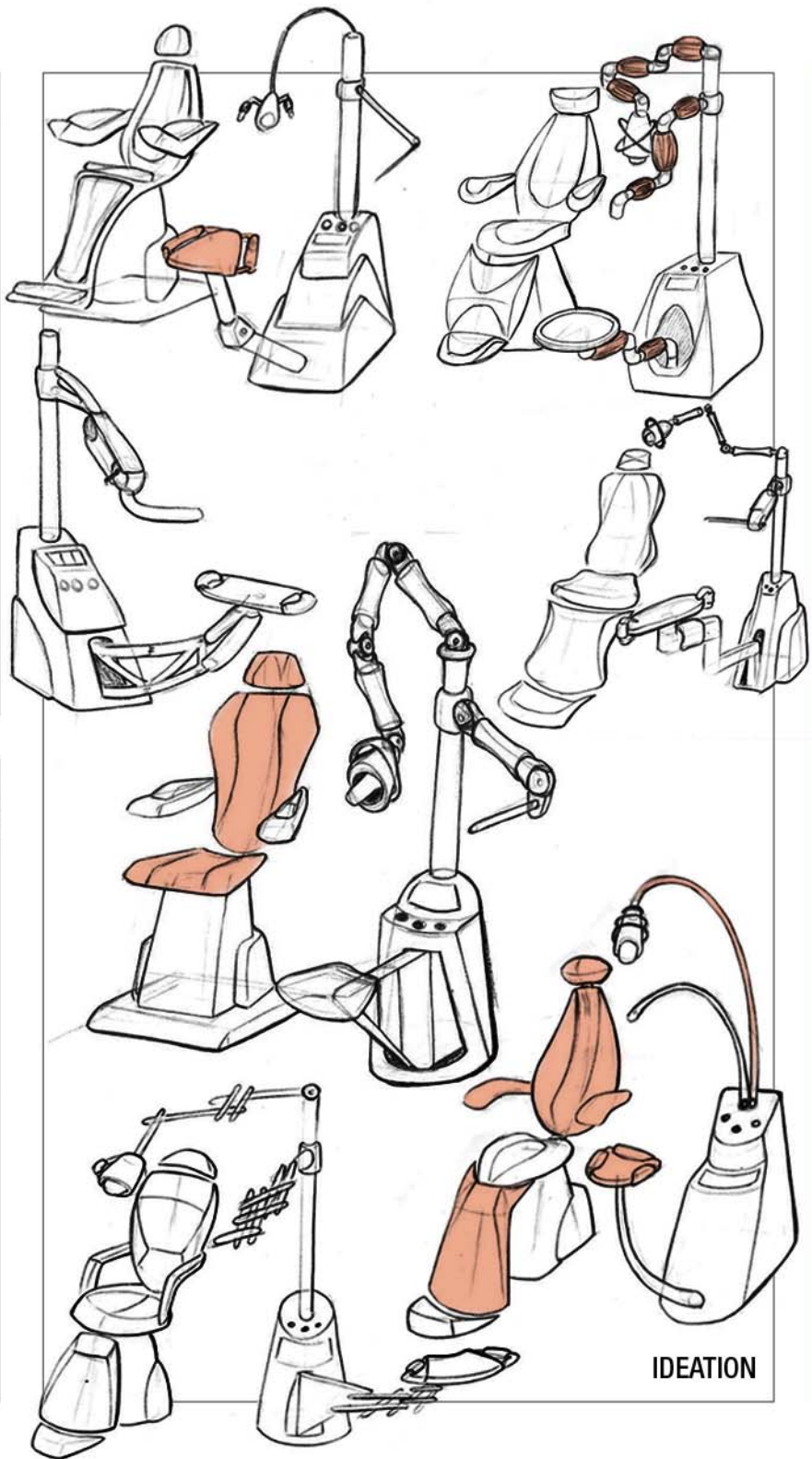
DESIGN INTENTION:

rework optometry equipment to improve its style and universal human factors

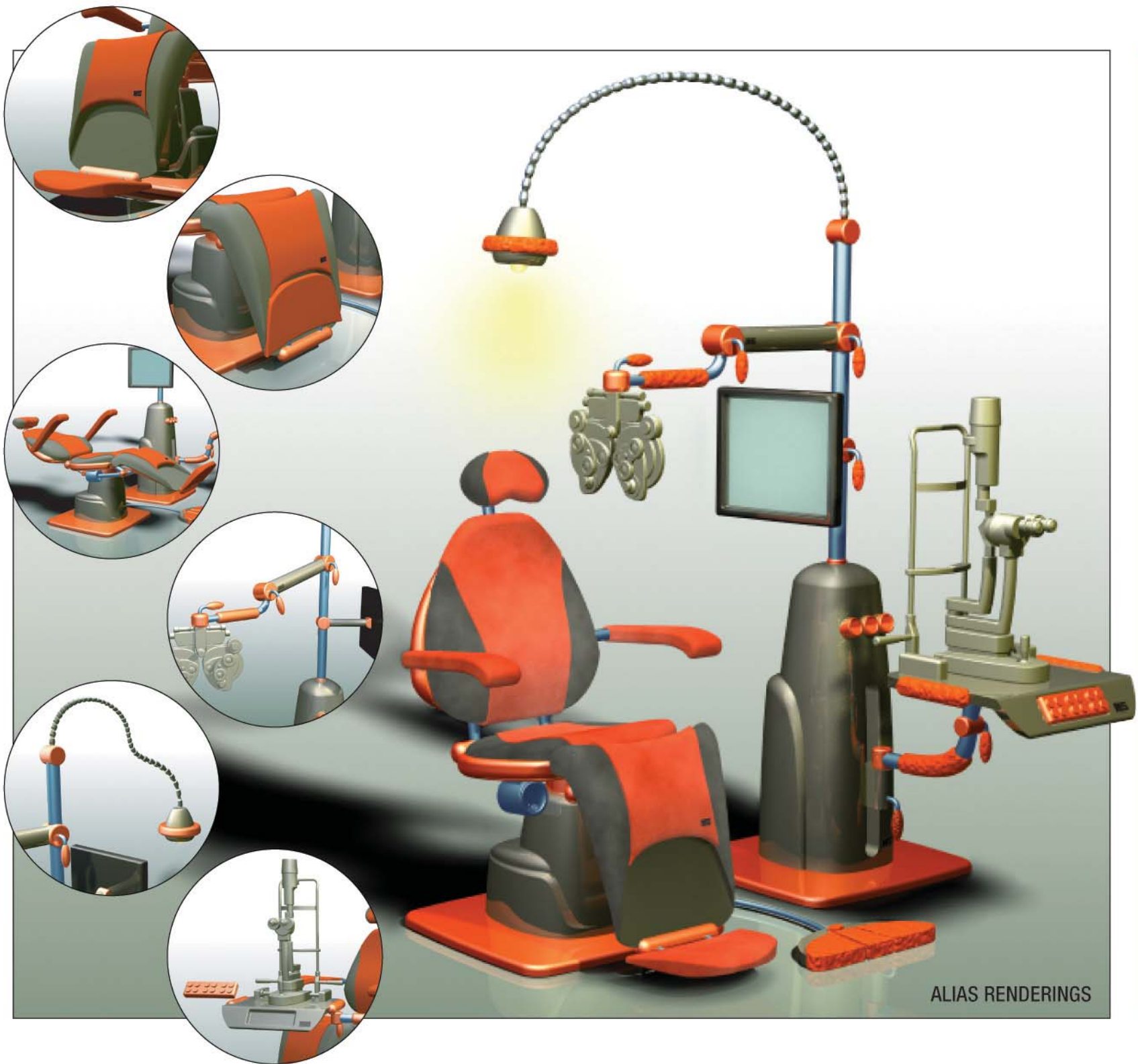


CURRENT EQUIPMENT





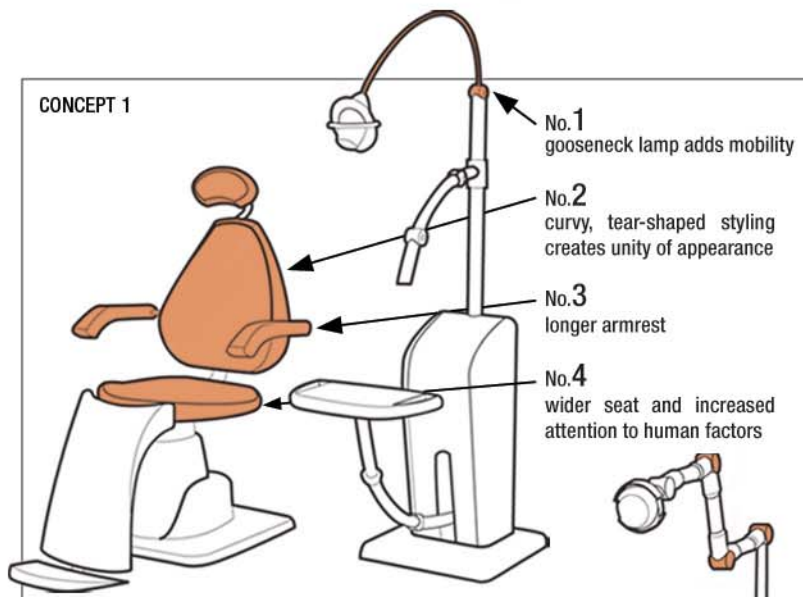
OPTOMETRIST'S STATION



ALIAS RENDERINGS

OPTOMETRIST'S STATION

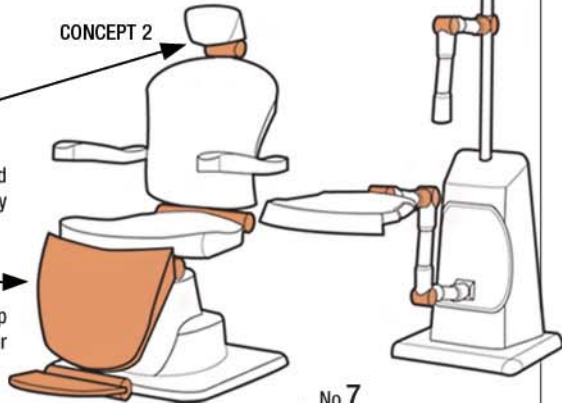
CONCEPT 1



CONCEPT 2

No.5
standardized hinge and
joint system makes it easy
to adjust chair system

No.6
footrest and apron fold up
so that they are no longer
a tripping hazard



No.7
grip system increases
ergonomics

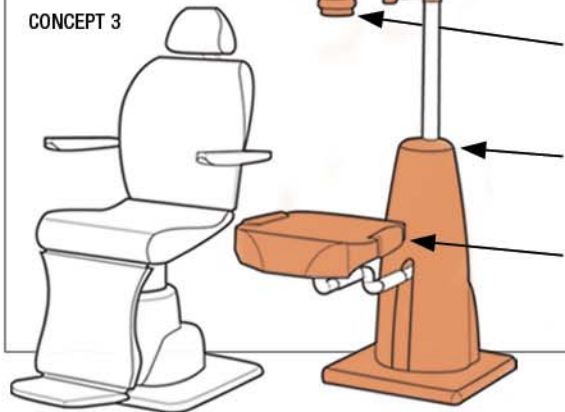
No.8
s-shaped arms reduce
pinching hazards

No.9
covered lamp shade
cuts chances of burning

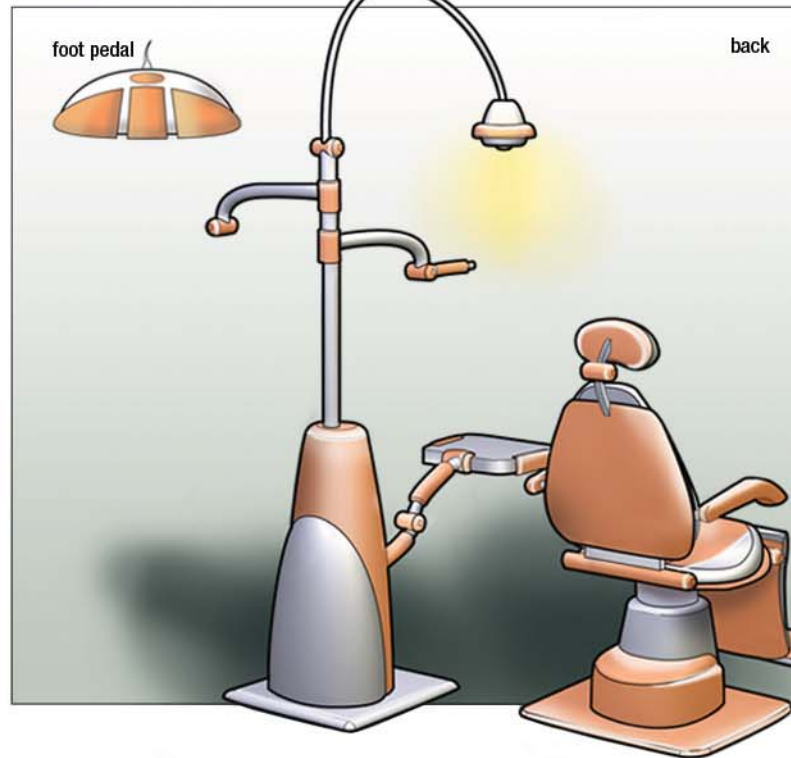
No.10
system base style
mimics chair base

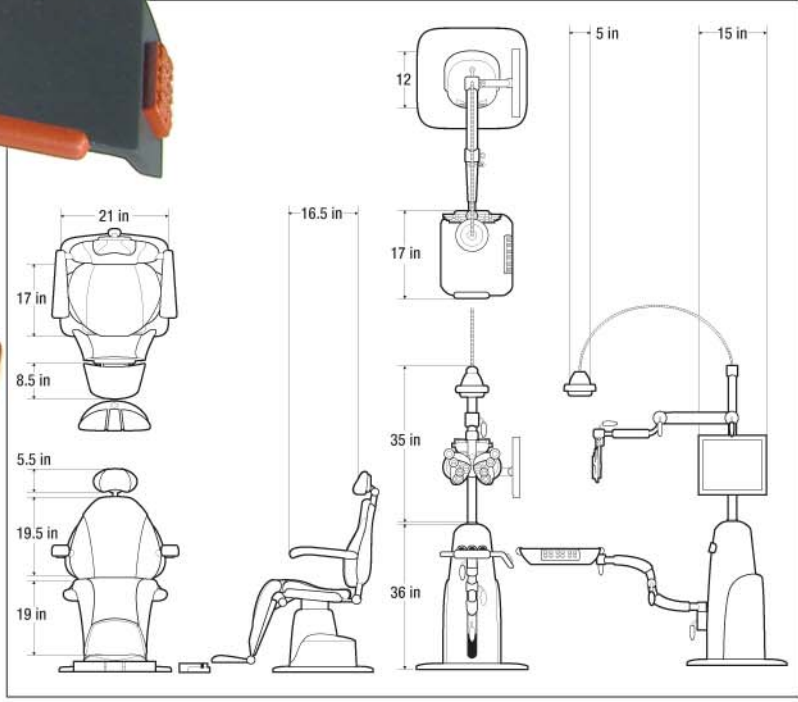
No.11
controls moved to
accessible table

CONCEPT 3



FINAL DIRECTION
combines the best qualities
of all three concepts





OPTOMETRIST'S STATION

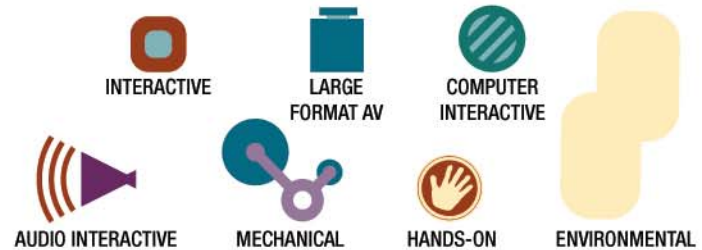
MULTI-SENSORY OPPORTUNITIES PLAN: FIRST FLOOR LAYOUT



PROBLEM STATEMENT

Gallagher and Associates is a multidisciplinary team that designs exhibits, museum spaces, and corporate signage. The expansion of the National Museum of American Jewish History into a new location presented the opportunity incorporate a fresh floor plan, enhanced graphic murals, and technology-rich interactive exhibits into an improved entertainment experience

EXHIBIT TYPE ICONS:



OVERALL EXHIBIT SECTION: NORTH-SOUTH AT ATRIUM SECTION LOOKING EAST



MUSEUM EXHIBIT

PARTIAL EXHIBIT ELEVATION; TIMELINE ARRANGEMENT OPTIONS

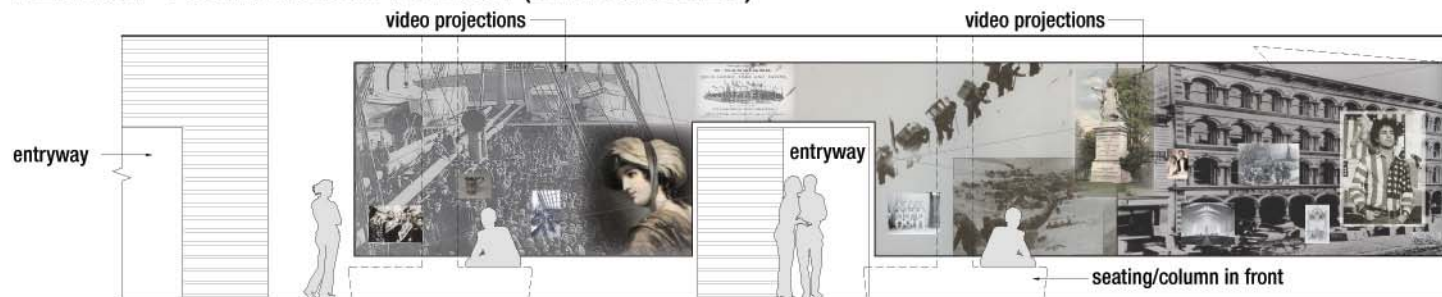
TIMELINE LOCATION (OPTION A)



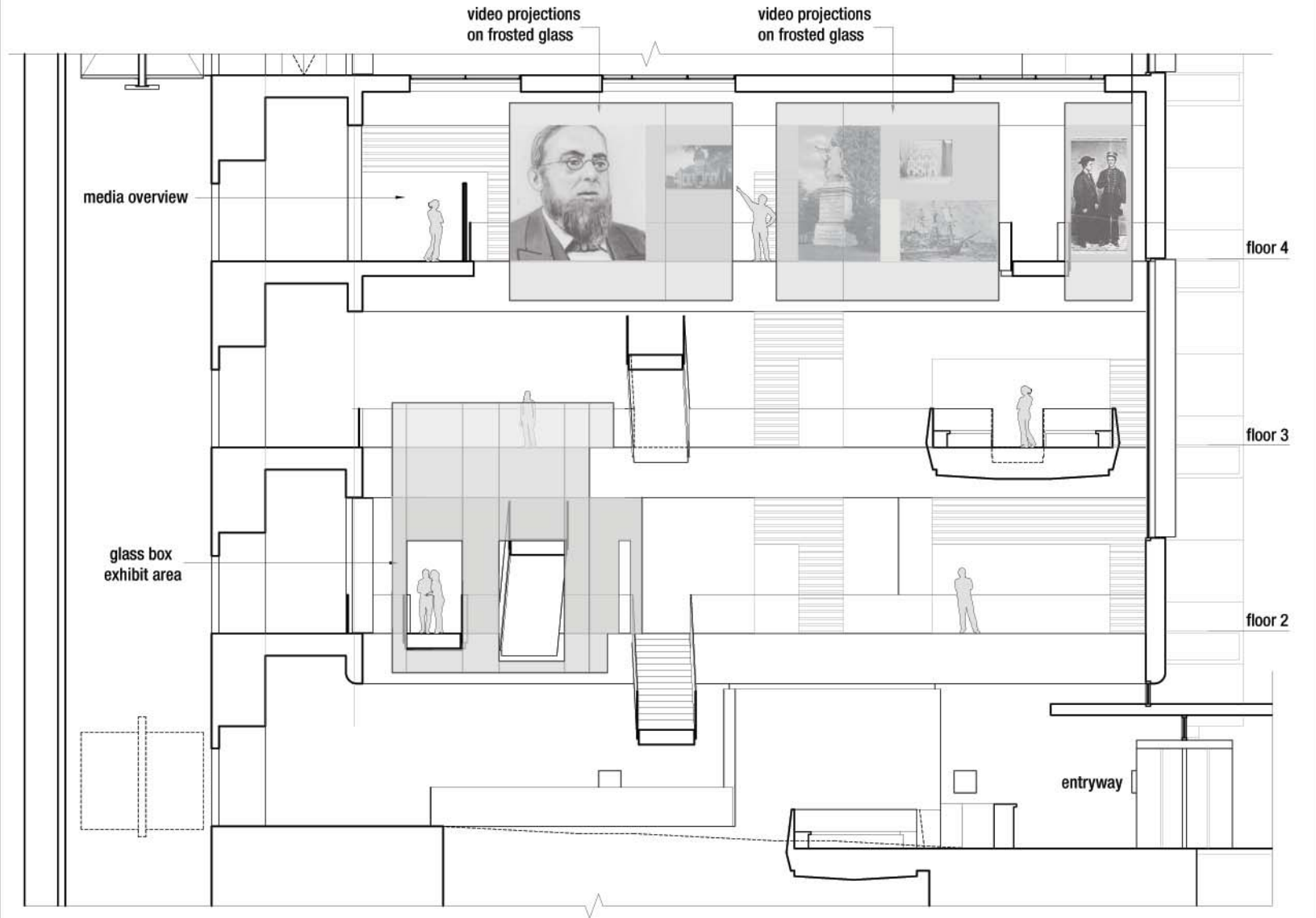
TIMELINE LOCATION (OPTION B)



ELEVATION - FOUNDATIONS OF FREEDOM (MEDIA OVERVIEW)



OVERALL EXHIBIT SECTION: NORTH-SOUTH AT ATRIUM SECTION LOOKING WEST



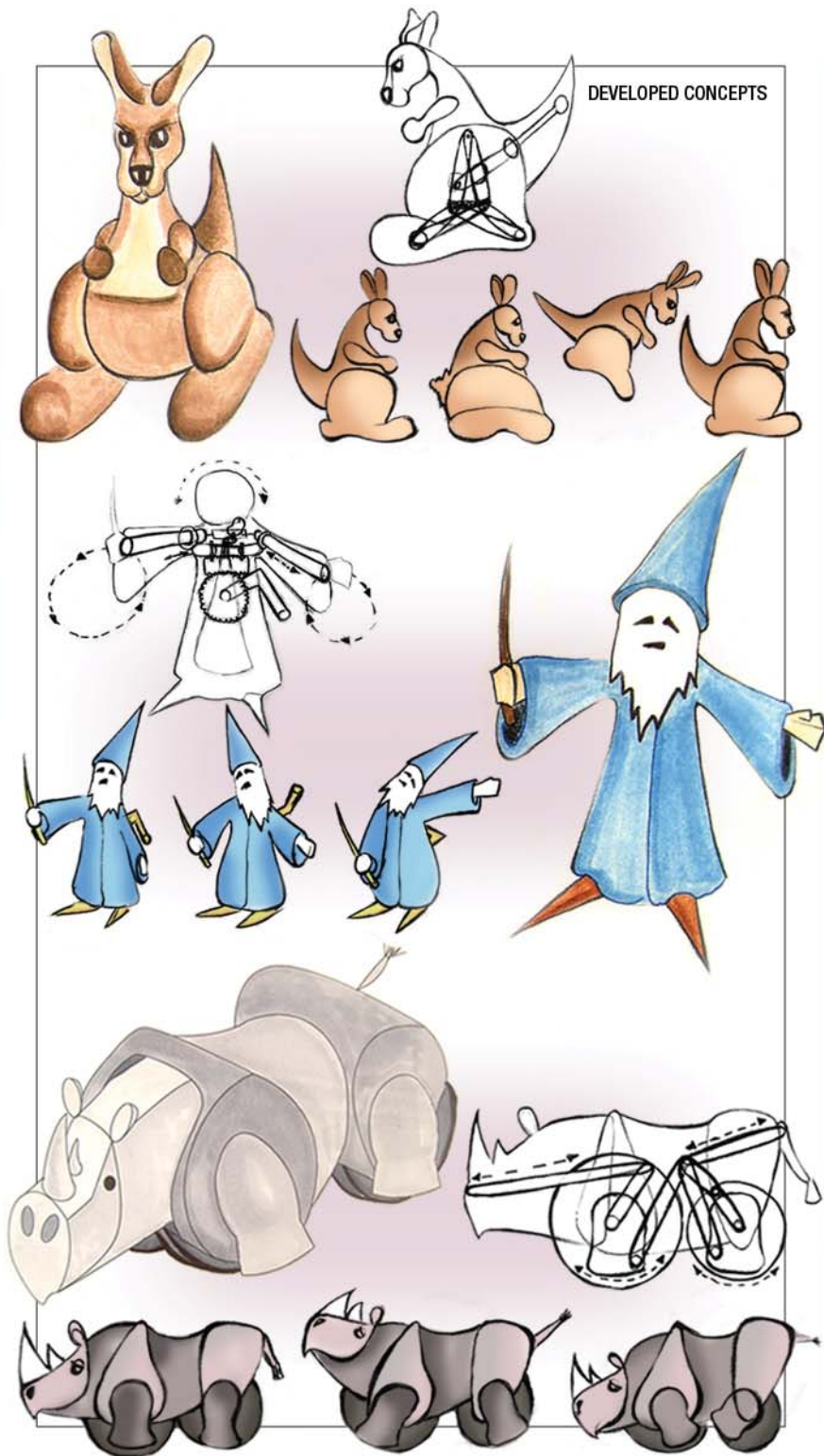
DESIGN OBJECTIVE: create a child's plaything that has a simple mechanical action.



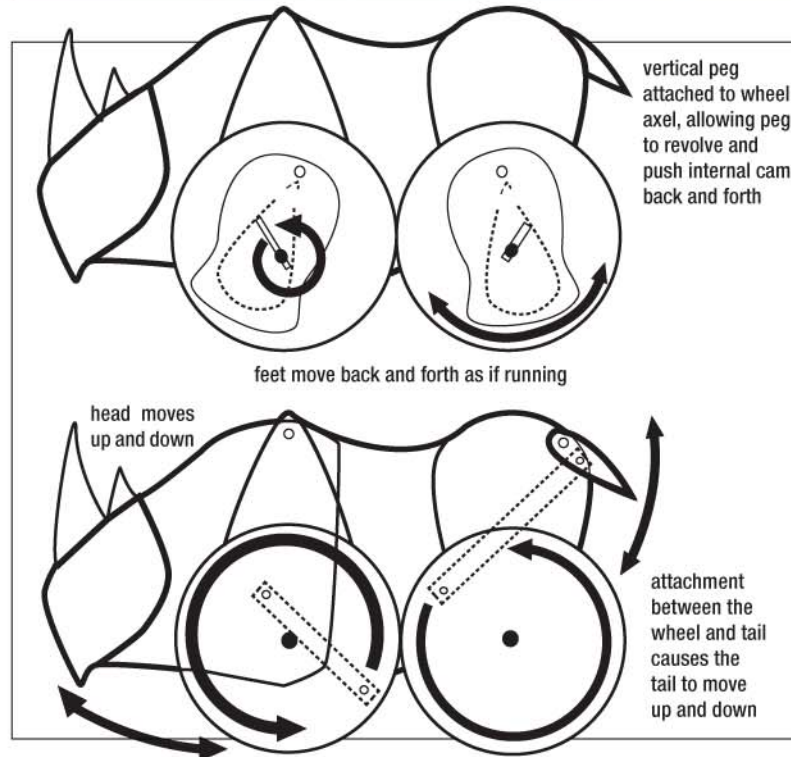
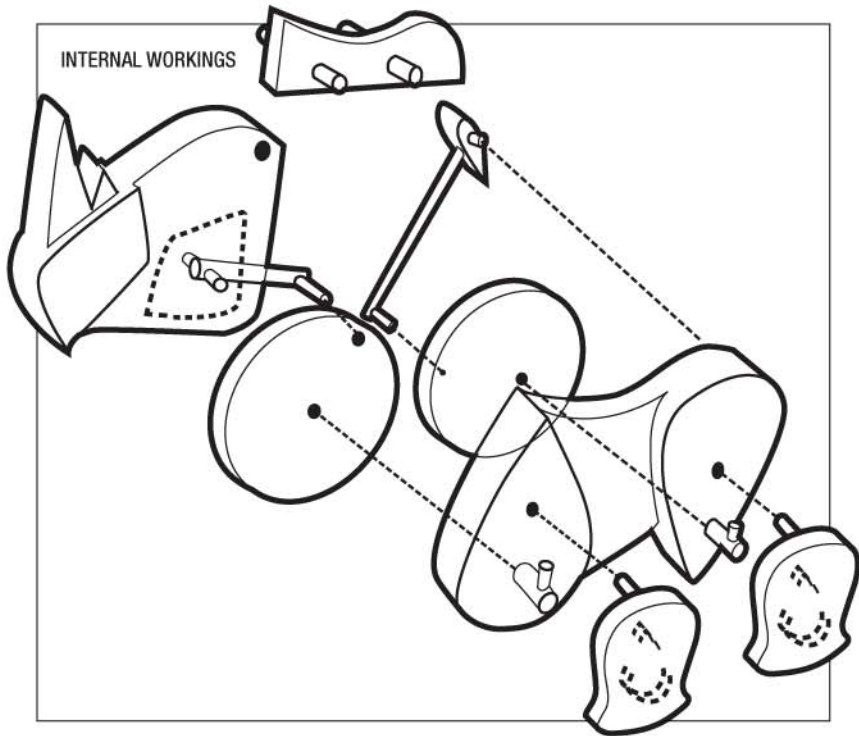
IDEATION



DEVELOPED CONCEPTS



PUSH TOY





FINAL MODEL: fully functional model with 6 points of movement made from hand-cut wood and automotive spray paint



**THANK YOU FOR YOUR
TIME & CONSIDERATION**

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ANN HEALY

INDUSTRIAL DESIGN PORTFOLIO