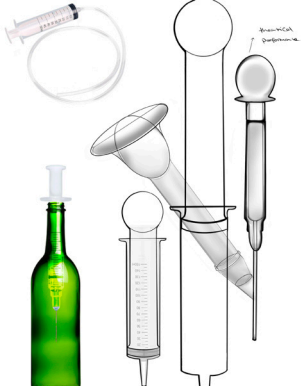




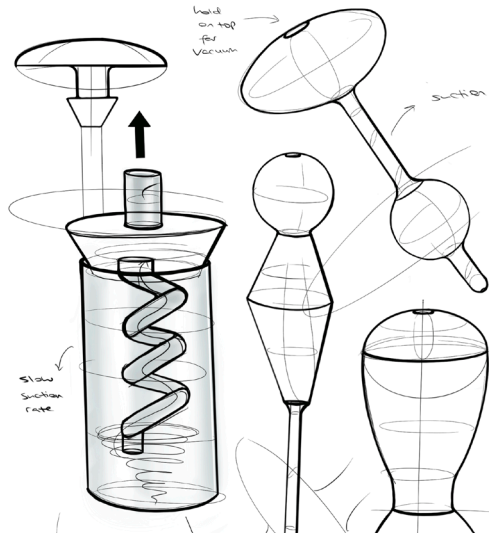
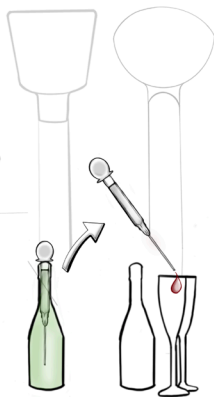
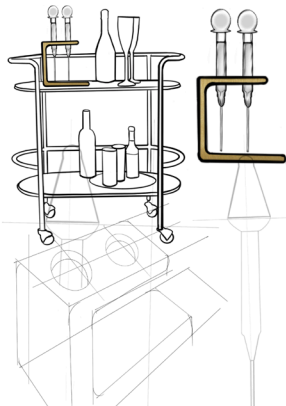
PRODUCT DESIGN PORTFOLIO

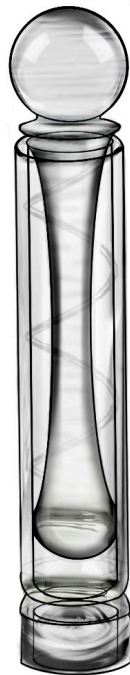
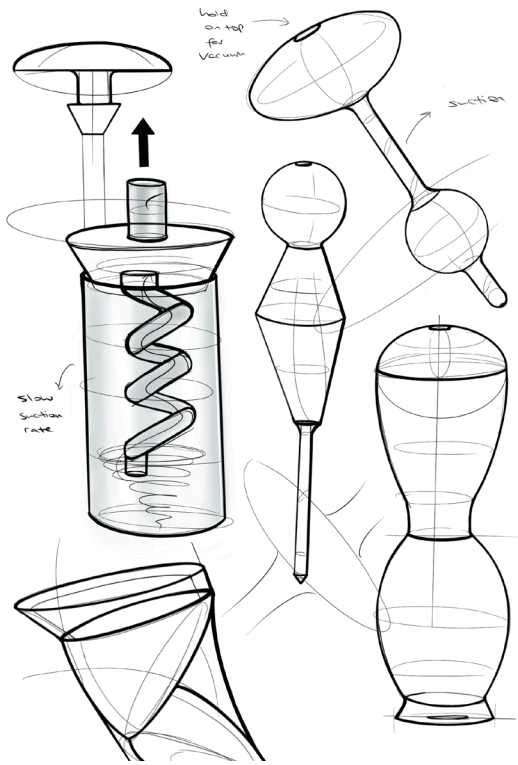
Abigail Ridden

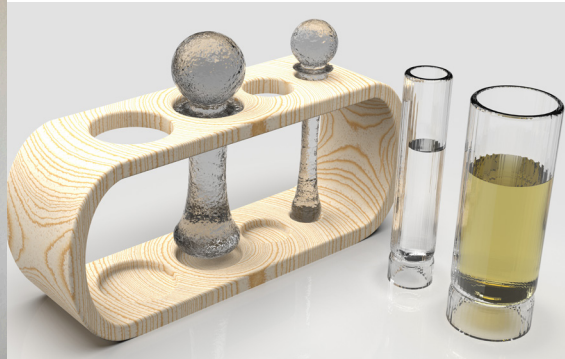


ALCOHOL ADDICTION

My current final year project is a piece of design to highlight awareness and behaviour of the UK's drinking culture. This design is a 6 piece luxury set, which includes 2 syringes, 1 bung and a stand. By interacting with this product the aim is to slow down drinking rates and understand daily intake. One syringe measures a unit of wine and the other a unit of spirit. I achieved my final outcome by sketching, prototyping, CAD, 3D printing and sourcing a manufacturer to make these out of glass.





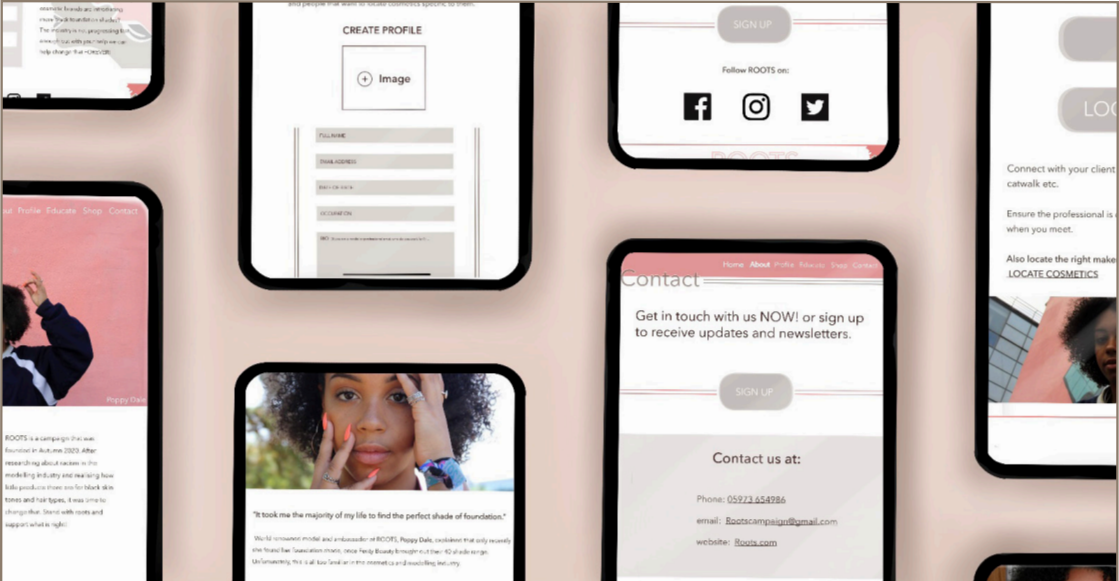




HUE CAMPAIGN

Hue campaign was A **service design** outcome which followed the brief set by the RSA design awards. This was to create a service to allow society to think more long term about products. Hue was created in order to tackle the issue of black communities struggling to locate the correct makeup shades and also black models from being discriminated against in the fashion industry. It is not only a platform to allow models, professionals and the public to connect and find their perfect shade but it helps raise awareness.





The design process included: logo making, service mapping, website design, makeup brush development, colour schemes, posters, app. I also spoke to a course fashion manager and makeup artists to get insights in to the fashion industry and this drove my project.





These brushes were designed to support HUE campaign. They represent the fight that black communities within the fashion industry still have. These brushes would be sold in order to support the cause and spread the word.



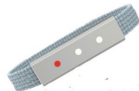
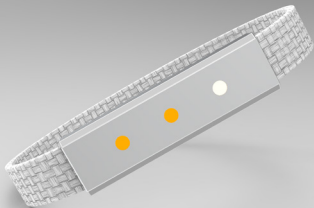


SYPHON COFFEE

The Syphon machine designed for this project followed a self set brief which was to design a coffee machine for a mature professional, living a luxury lifestyle in the city. I wanted to design an updates, new and stylish take on the previous version of the vacuum coffee machine. To achieve this I used more durable materials and an updated colour palette. The glass chambers allow for the user to watch the coffee being made, creating a more personal experience. It is ideal for parties, as it is interactive and a show piece. I achieved this successful outcome by researching, sketching, modelling, prototyping and rendering.

EVIAN HYDRATION BAND

The Evian hydration band was the outcome of a project that was done in a team of 3. The brief was to create a product for a brand with a strong identity. I chose Evian as they have done many campaigns and they continue to improve their brand, especially by tackling plastic wastage. This Evian bottle encourages using reusable bottles and also allows people to track their hydration.



evian.

stay hydrated. live young.

track your water level with evian's
new hydration band

kinetic charging





LOWE APLINE

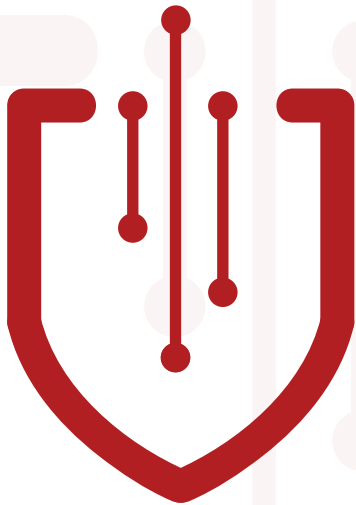
The brief for this project was to design a carrying system for Lowe Apline, out of their waste fabric. This was in order to reduce their environment footprint. For my product, I created a keyring float which was designed to be used when out and about near water as a form of life saving device. It starts on the form of a keyring and then you pull a tab and it blows up ready to be thrown to the struggling person. I created a range of models, videos, graphic and drawings to illustrate my idea.



IKEA LIGHT

For this project, a light was to be designed for a domestic environment, for Ikea. It needed to be designed around existing fittings from the ikea 'kajuta' light, with the ability to be flat packed with minimal waste. Instructions were also produced along side the product. 'Segla' is a mixture of rope and plywood and the inspiration came from canals and sail knots.





KNIGHTS ANALYTICS

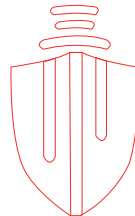
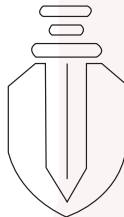
I designed the logo for Knight Analytics machine learning software company. It represents knights, analysis and also Holland as this is where the company is based. From sketching numerous ideas, the firm favourite is the one above, which is now present on their website.

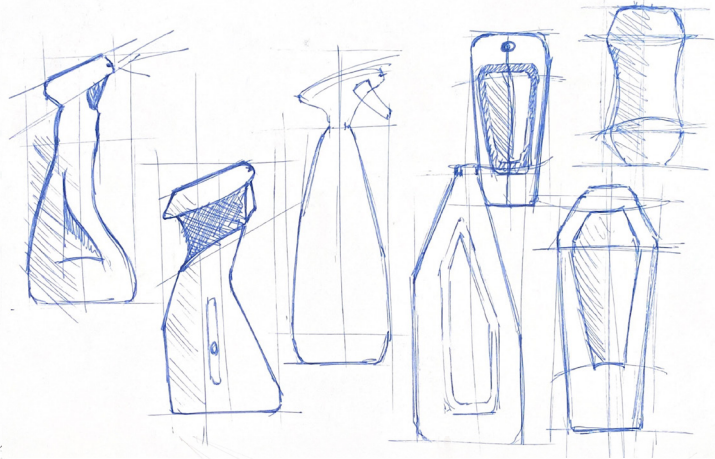
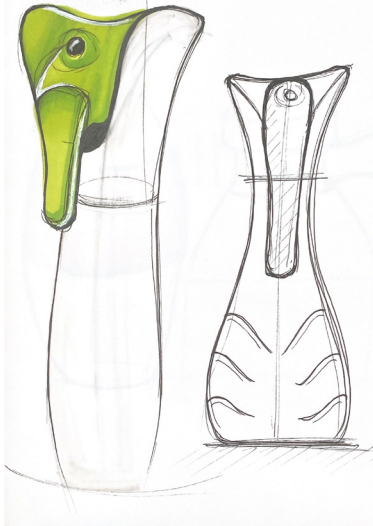


KNIGHTS ANALYTICS

Strength in Simplicity

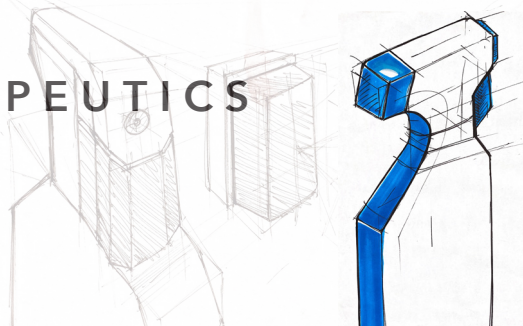
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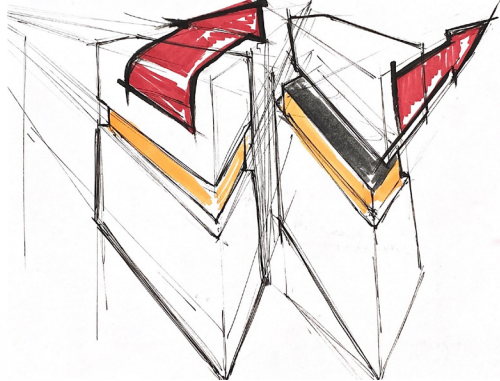
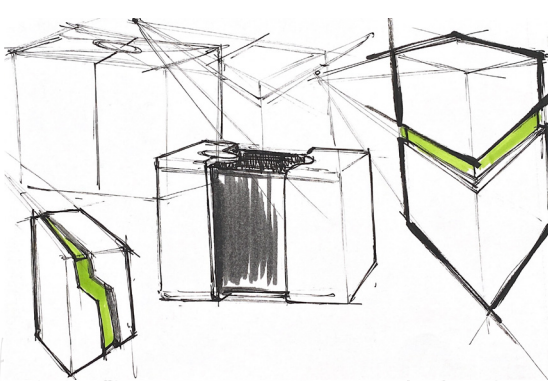


BLUEBERRY THERAPEUTICS

As a short product, I worked with Blueberry therapeutics to do some conceptual sketches for their sanitary product that would be used in hospitals and domestic places. This was mainly drawing and 3D printed down scaled models and full sized models to test the ergonomics.

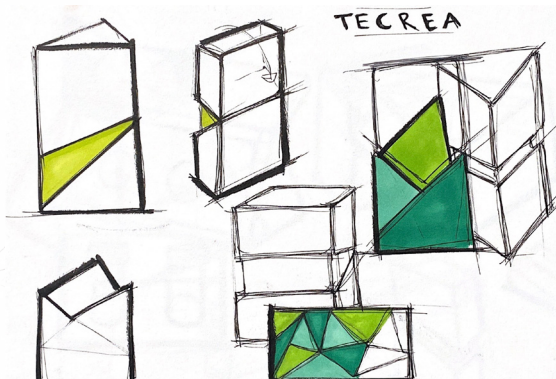


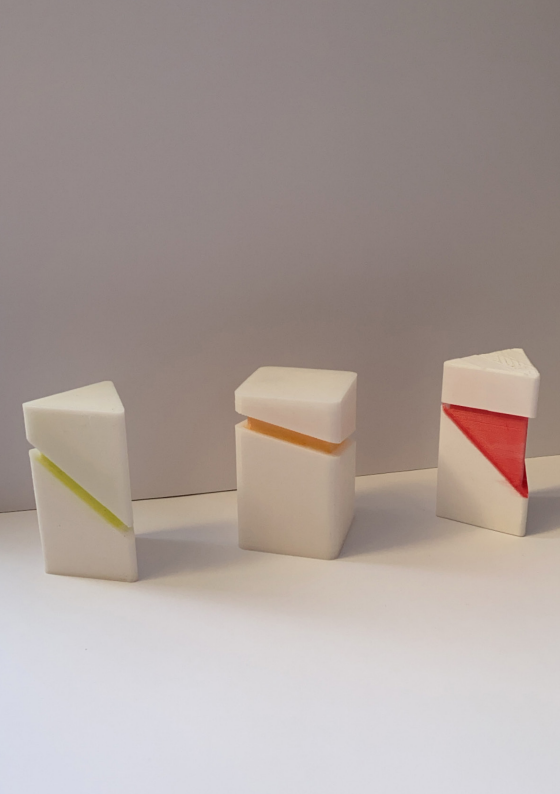




TECREA LTD.

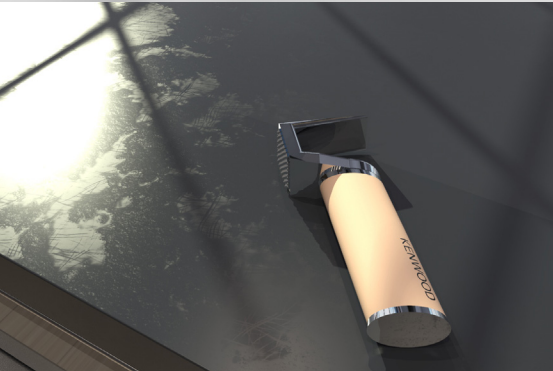
This was another project which was short, concept sketching for Tecrea Ltd. This was mainly focusing on their transfection reagent packaging which was to hold 2 small vials. Techniques to help design this packaging included: drawing, modelling and CAD.





RENDER WEEKLY

In my first year of University, I took part in a weekly render competition on instagram. This helped me to become more confident using solidworks and creating realistic renders. I designed a meet hammer and a mouse.







PHLUX.SHOP

PHLUX streetwear brand is a company that a built with 3 others at the beginning of 2020. As a team we created the brand image, logo, t-shirt design, graphics and packaging. The brands ethos is a slow, high-end fashion brand inspired by nature, but distorted by technology. With this slogan it gave us a path to create graphics for the Ts and also makes it stand apart from other brands.







GRAPHIC WORK

During my spare time, I love to produce graphic work on my Ipad using Procreate. From printing my graphics out using an international company called PhotoBox, they spotted me on instagram and gifted me a free Photobook which I now showcase my work with.



