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IKEA Lighting Project

A project brief outlined by IKEA Sheffield to design a light in their design style.







Rolls-Royce Drone Project

A short and fun project to replicate a brand's design language into a product they haven't designed.



Lockdown Work

A collection of things I did to improve my skills through the first *COVID* lockdown.



1st Year Projects

Some of my early work which helped a lot in progressing my design knowledge.



A-Level Projects

A brief look at some of the first projects that helped me get into university.





Coffee Maker Project

A project to design a *Coffee Machine* for an audience of my choice.





Lowe Alpine Project

A textile focused project working with Lowe Alpine that utilised scrap material from the production line.





RSA Service Design Project

My first of two final year projects. Its focus is on providing healthcare to 'underserved rural communities'.







Major Project

I am currently still working on my Major Project and I've chosen to focus it on designing for a carer of a dementia patient.



A-Level Projects

On the left is my AS modelling project of a section of the UEA's Sainsbury's Centre. The aim here was to create a scale replica of a section of the Sainsbury's Centre by demonstrating an understanding of modelling using various tools and techniques.

On the right is my final A-Level piece where I worked with a client to produce a concept model for an issue they had. In this case, it was my local council who wanted a design concept to repurpose an old storage area. The proposed model was to repurpose the building to be used as a Community Café. When presenting this to the council, they were very pleased and did reuse the unit for a Café.























1st Year Projects

My first year was spent learning the basics of product design through various small projects. These ranged from learning sketching techniques to understanding the best ways to rapid prototype models and using Solidworks to produce 3D assemblies of designed products.

Here you can see a designed and rendered bike light, a 'looks like' weighted model of a hand sander, a replication of *Braun's* travel alarm clock and ideas sketches of speakers influenced by places across Sheffield. 4









IKEA Lighting Project

This was the first project of my second year at Sheffield Hallam. IKEA Sheffield worked with the university to produce a brief for this project. IKEA wanted a design for a new tabletop lamp that reflected their design style and was able to be flat packable. Örskär was my proposed answer to IKEA's brief. This was then put forward to be part of a public design exhibition at the university.



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Coffee Machine Project

This project's aim was to produce a Coffee Machine for a target audience of our own choosing. I wanted to design a more premium product and used SMEG's design language to influence the design.

This project was very challenging, being the first complex product build I have designed using Solidworks. The project felt very rewarding and once the design was rendered I felt it mimicked the aesthetic I was aiming for very well.











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Rolls-Royc<mark>e</mark> Drone Project

This is another second-year project. It was a quick threeweek turnover and I had to design a product that was in the design style of a brand of my own choosing. The project was encouraged to be as creative as possible and I chose to create a drone using the design style found in classic Rolls-Royce Phantoms.

The design was influenced by the wheel arches of Rolls-Royce's classic Phantom and the brand's very premium nature. The design features a high-end leather top, and a lightweight, carbon fibre chassis.







Lowe Alpine Project

This project is the final project of my second year at university. The project worked with Lowe Alpine and they wanted to see a product that would use material cut-offs from outdoor bags they were already producing.

Using sketch work and many prototypes, I was able to design a small lightweight travel tablet case that would act as an accessory product to Lowe Alpines existing line of products.

As part of the brief, Lowe Alpine wanted to see a promotional video for the proposed product. This can be found using the QR code above.















learning experience.



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Lockdown Work

I used my time in the first COVID Lockdown to polish some skills I felt I could improve. These skills were improved through commissions to produce illustrations for menus, just before and during Lockdown. I was asked to produce menus for cocktails over Christmas and Valentine's Day, which were very fun to work on. From this, I was approached by a small business in Norwich to produce something similar to them.

I was able to develop my communication, presentation and sketching skills by working with these clients and it was a really enjoyable and fun

RSA Service Design Project

This is the first of two projects for my final year at university. This was a service design focused brief provided by the Royal Society of Arts (RSA). The brief was 'How might we design systems that provide seamless and cost-effective access to quality health services for underserved communities?'.

I focused on people living in rural areas of society and how they have been affected by the COVID-19 pandemic. While researching the topic, I highlighted a connection between deteriorating mental health and the forced closure of businesses in rural areas. I found that the loss of social venues, like pubs and sports clubs, might be contributing to poor mental health in rural areas. This is how I designed Post-a-Pint.

Post-a-Pint is a service design proposal aiming to provide mental health support to people living in rural areas by bringing a social atmosphere to them. The service has spaces to order drinks from a local pub or social club, a place to connect with other users as well as seek mental health support.

This project has been submitted to the RSA's design competition and I am currently awaiting a response to see if the proposal goes onto the next stage of judging for the award.



















Major Project

This is my Major Project for my last university assignment. I chose to design a dementia care product aimed at both the dementia sufferer and the carer of a dementia patient. I explored several ideas and concepts and decided to focus on developing my vision for an interactive photo frames experience.

After researching deeply into dementia, I decided to pursue a design that would be simple to use and would create an emotional connection with the user to make it as memorable as possible for the dementia sufferer.

As part of this, an app is envisioned to work alongside the product and is aimed at the carer. The aim here is to provide a service that can manage the product and create a space for the carer to seek support from professionals and other carers during the difficult time of caring for a loved one.











To better view the product, please install the *Adobe Aero App* to enjoy this *Augmented Reality* experience.

The proposed idea consists of two core elements: the service app and the product, aimed at the carer and the dementia patient respectively.

The app is to be used by the carer to record messages and upload them to RFID tags for the product to read, using a smartphone's NFC sensor. The messages will be stored on the product's handset and the tags will be used to tell the handset which recording should be played.

The service also offers a space for a carer to seek professional support and track the product if a dementia patient was to walk away from the house with it.

The product is made of two parts, the character and the handset. The handset is used by the dementia patient to read RFID tags that will trigger a message about the specific photo it is attached to.

The character is used to charge the handset while it is 'hugging' it and has been designed in a way to encourage the handset to be returned to its 'friend'. The product also includes a material panel that will use a material of the users choice for them to better attach with the product.











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Iajor Project for BA Product Designat Sheffield Hallam University

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Education & Experience

GCSEs Sept. 2010 - May 2015 At GCSE I passed with... Graphic Design A* History A Maths B ICT B Science B English Literature B English Language C German C

As part of my application to University, I

sourced some experience in industry. This took

place with Product Resolutions based in Norwich;

here I helped out with an ongoing project while

I am currently a final year Product Design

Student at Sheffield Hallam University, due to

As part of my degree, I organised a placement in

industry, but due to unforeseen circumstances this

was unable to take place. However, I was given the opportunity by the *Maids Head Hotel* in *Norwich*, to

take up the role of *Bar Supervisor*. This had many responsibilities including day-to-day management

of the *Hotel's* 3 bars, ordering and management of stock as well as leading a small bar team over the

graduate May 2021. My current level of

Design Consultancy

Sept. 2016

A-Levels Sept. 2015 - May 2017 At A-Level I passed with... Product Design A Politics B ICT C History AS Level B General Studies B

performance is at a mid 1st.

2019 Christmas period.

completing one of my own.

BA HON Degree Sept. 2017 - May 2021

Bar Supervisor Sept. 2019 - Aug. 2020

Freelance Work June 2020 - Aug. 2020 During Lockdown I was able to work with a small business in *Norwich* to work on designing menus and images. It was a great learning experience being able to work with a client and it was very rewarding to produce an outcome they were very pleased with.

I have experience in using...







My key attributes are...

Hardworking Very Reliable A Team Player Excellent Communicator



Luke Seaman

Product Design Student

My name is Luke and I am currently a final year student at *Sheffield Hallam University*. I really enjoy designing for any brief and enjoy the challenge of problem-solving as well as pushing myself to make an idea better. I have a particular interest in *human-centred design* and find it really fulfilling to provide a solution that meets someone's needs.

I have a keen interest in *1950s streamline design* as well as football kit design, past and present. When designing, I enjoy trying to make my designs desirable and this mostly comes from reading Don Norman's *'Emotional Design: why we love (or hate) everyday things'*. This is one of my favourite design books.

I am from *Norwich* and I am a very keen supporter of the football club. I have held a season ticket for 10 years and I always try to travel to as many away games as possible. I've always enjoyed travelling and the thrill of discovering new places, be it home or abroad and I have plenty of thoughts and ideas about where to go next once *COVID* has passed.

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