



BRYCE TWEDE
DESIGN PORTFOLIO



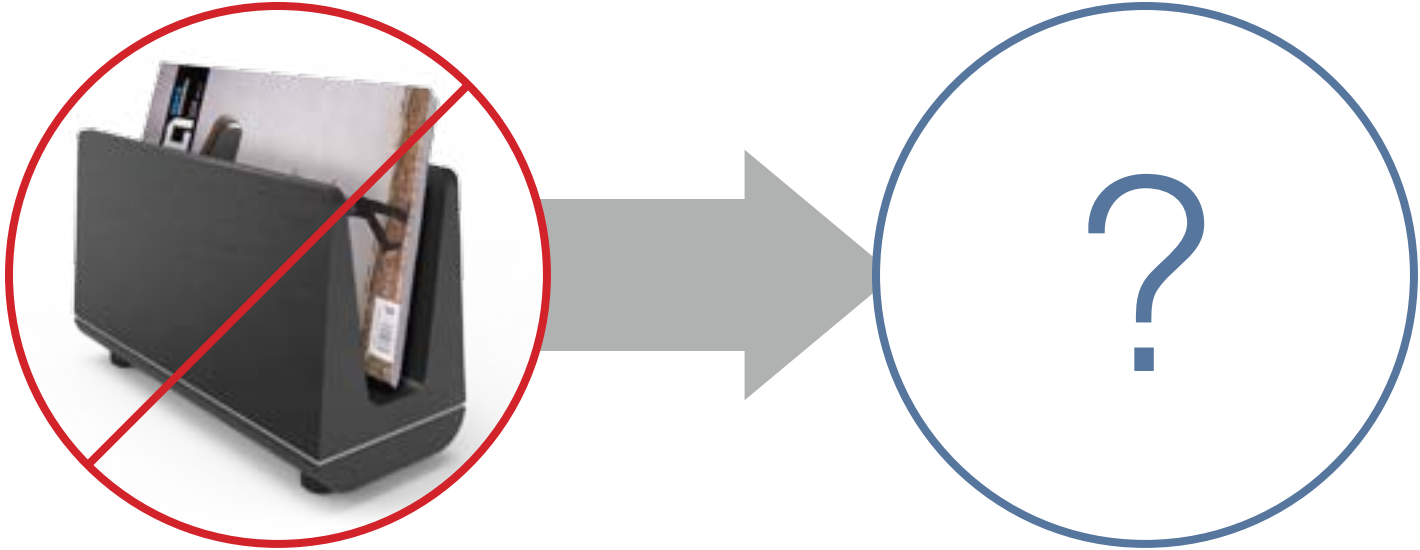
RETHINKING THE ANTENNA



At Jasco, I was handed an old antenna prototype that had **flopped with retailers**. It was my job was to find out what was wrong and **create a marketable solution**.

The Problem

I quickly learned from the prototype that an antenna **shouldn't be designed to hide**. My goal became to leverage the technology itself to create a **design to put on display**.



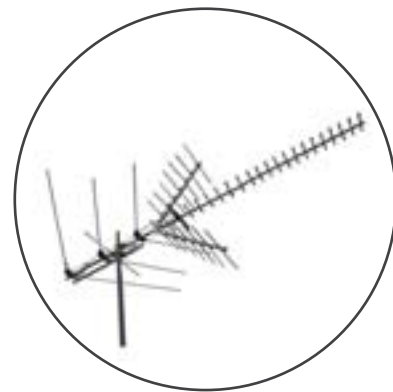
Original
"Magazine Holder"
Prototype

A Design to
Put on Display



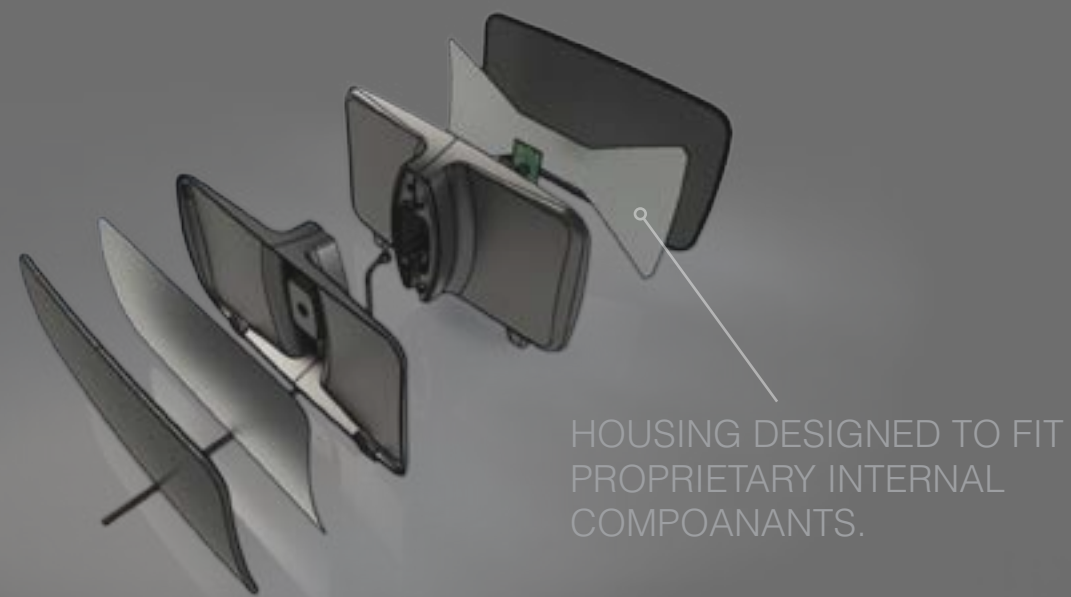
The Curve

Drawing upon **iconic antenna forms**, I designed with a curve aesthetic. Rather than obscuring the function, I sought to **highlight its strength.**

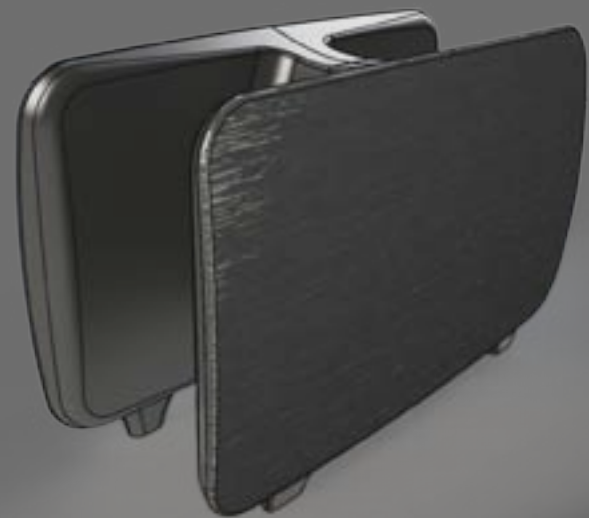


Adding a Curve

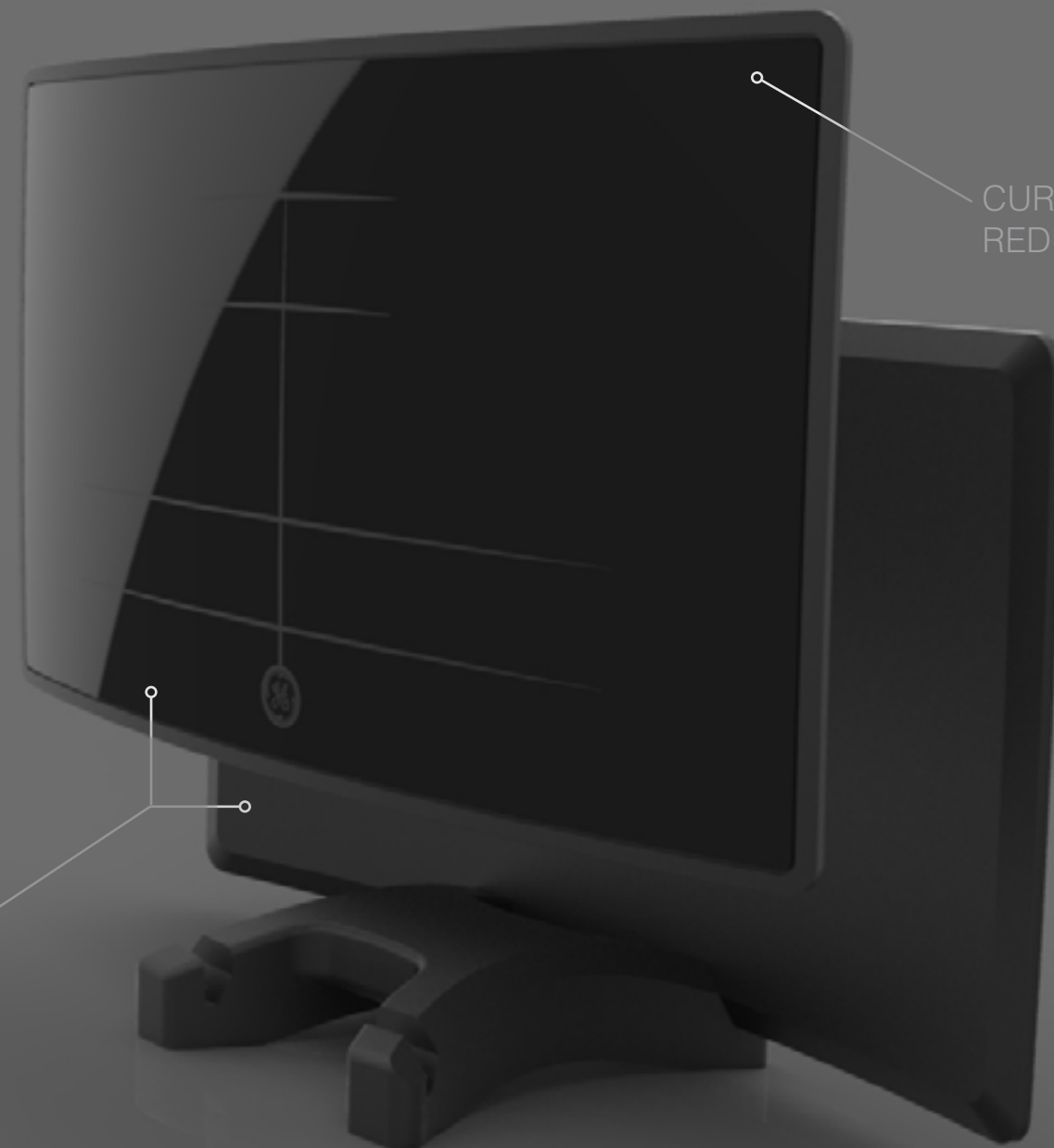




HOUSING DESIGNED TO FIT PROPRIETARY INTERNAL COMPONENTS.



CONCEPT A



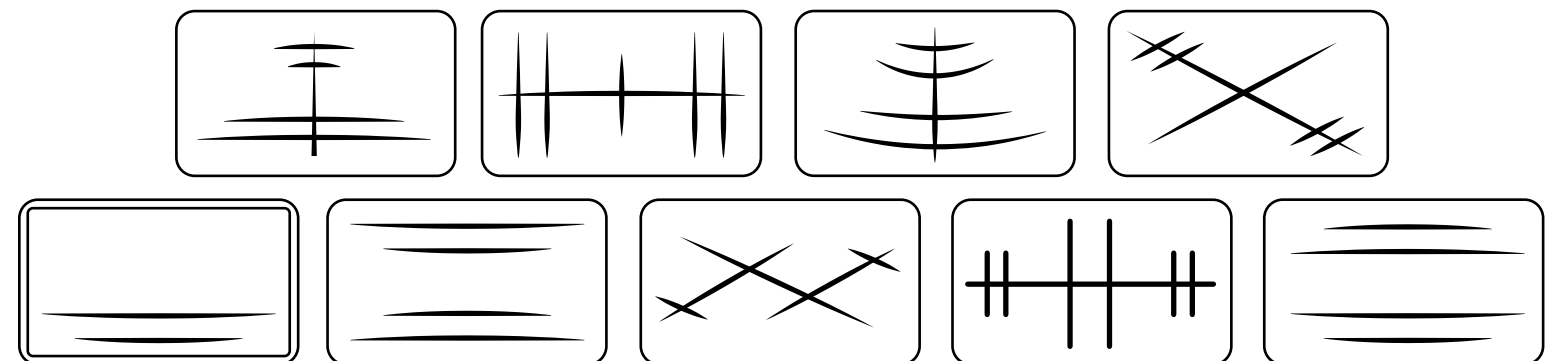
CURVED FORM REDUCES FOOTPRINT

IDENTICAL FRONT AND BACK HOUSING PANELS TO REDUCE TOOLING

CONCEPT B

Detail Design

I worked closely with engineering to ensure that **the housing matched the internals** perfectly. I also explored graphics that **hinted at the device's true nature.**



Reception

To our delight, the **curve improved reception** and the detachable parts reduced the box size dramatically. The **retailers are happy** and the antenna is currently on the shelves at Target, Amazon, and elsewhere.



URBAN HEADGEAR



General Electric

Trek's Bontrager brand is known for its fitness biking gear, but many urban riders **don't ride for sport**. After collaborating with Bontrager and fellow designers I sought to propose a **helmet for an everyday rider**.



Meet Kira: She Needs A Helmet

A photographer that bikes in the big city, Kira likes to observe **without being disruptive**. Kira's important possessions all fit together as a family and she wants a helmet that complements and **subtly blends with her life**.

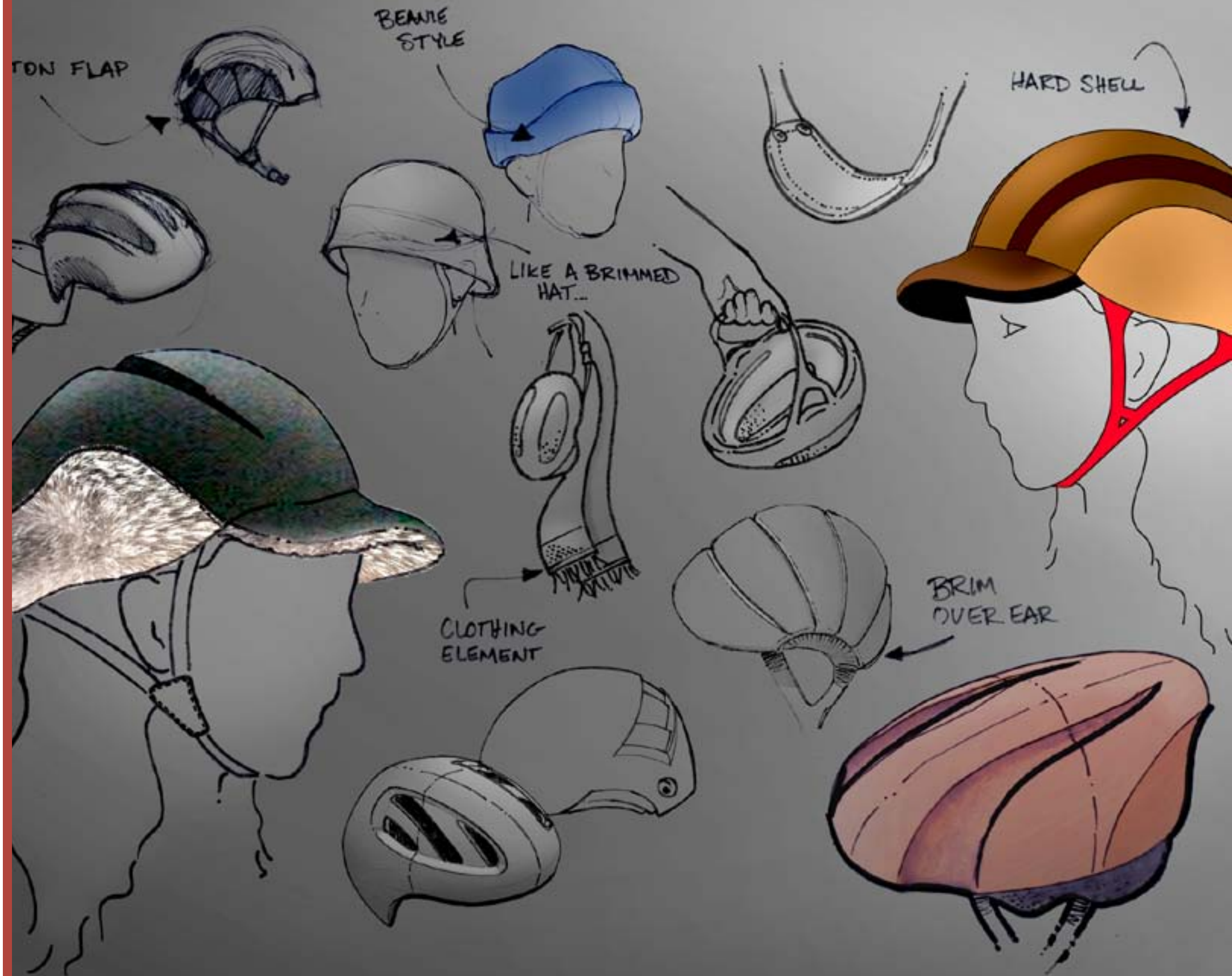


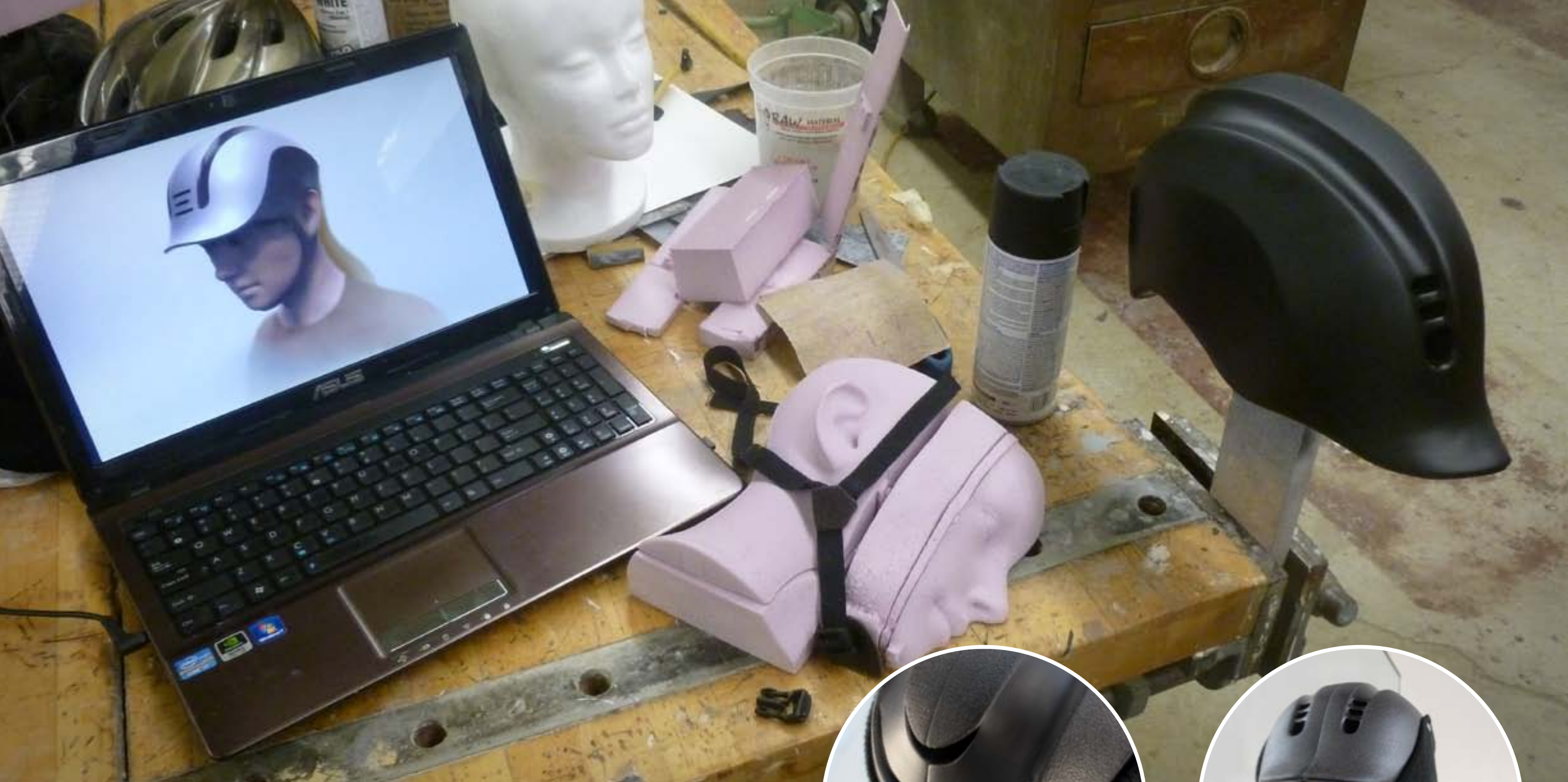
Empathetic Ideation

Choosing an unfamiliar persona, I was forced to look at the problem in new ways. In order to empathize **I carried a make-shift helmet** around for two weeks and realized that even without wearing it I felt very conspicuous.



Dollar store bowls with riveted webbing



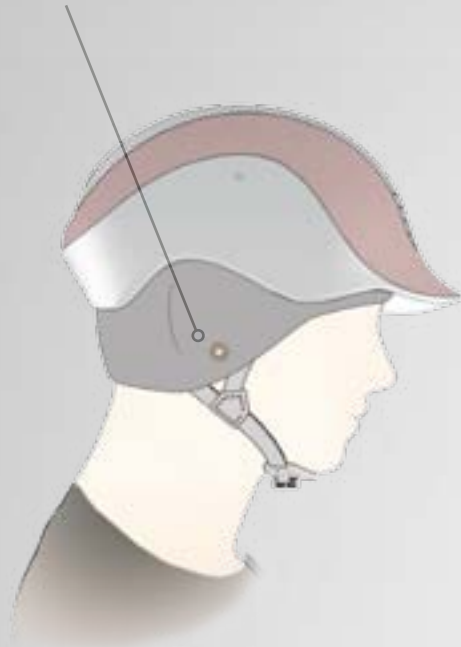


Refinement

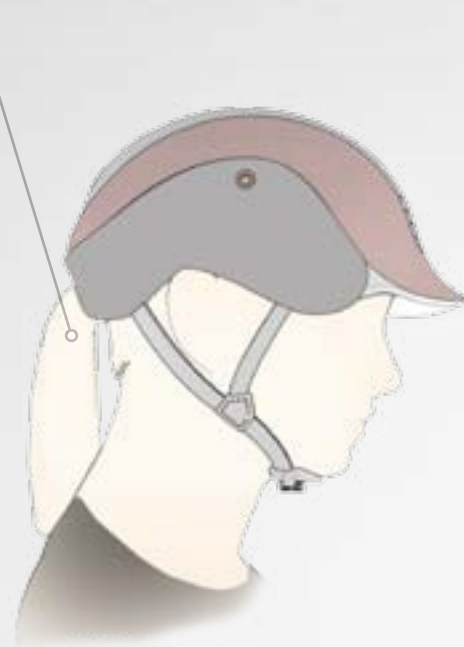
A form study helped iron out the details and comprehensively think through the use cases and **physical interaction**.



BEANIE FLAP PROVIDES ALL-WEATHER COMFORT



REAR ARCH ALLOWS HAIR MANAGEMENT



STREAMLINED VENT PATTERN REDUCES "SPORTY" FEEL



EAR FLAP ADDS TEXTILE ELEMENT

Meld

Finally, a helmet that **puts Kira at ease**. The helmet draws upon equestrian inspiration to offer a sophisticated alternative to flashy headgear. The designers at Bontrager were impressed and **selected my concept** as their favorite.

SKIN CONTACTS LEATHER RATHER THAN BUCKLE



RECLAIMING THE SINK



Whirlpool has an appliance for every task **except the kitchen sink**. The brand admitted that its past attempts had been unpopular and short-lived, so their designers posed the question: **What is a Whirlpool sink?**

Sink Rituals

Whirlpool's past sinks have been out of character with their brand by **forcing people to adjust** their sink rituals rather than simplify. While investigating these important rituals I realized that in all the time we spend at the sink, we often **forget what's below the drain.**



MORNING

Brush Teeth	Put away the	Wash Face	Do Hair
Shave	Wash	Toothbrush	Counter
Hair Makeup	Rug	Wash in the morning	Wash in the morning
Wash hands	Wash hands	Wash in the morning	Wash in the morning
Wash in the morning	Wash in the morning	Wash in the morning	Wash in the morning

NIGHT

Brush Teeth	Wash Face	Put away
Wash in the morning	Wash in the morning	Wash in the morning

BREAKFAST

Wash hands	Wash hands	Wash hands
Wash hands	Wash hands	Wash hands

DINNER

Wash hands	Wash hands	Wash hands	Wash hands
Wash hands	Wash hands	Wash hands	Wash hands
Wash hands	Wash hands	Wash hands	Wash hands

CLEANING

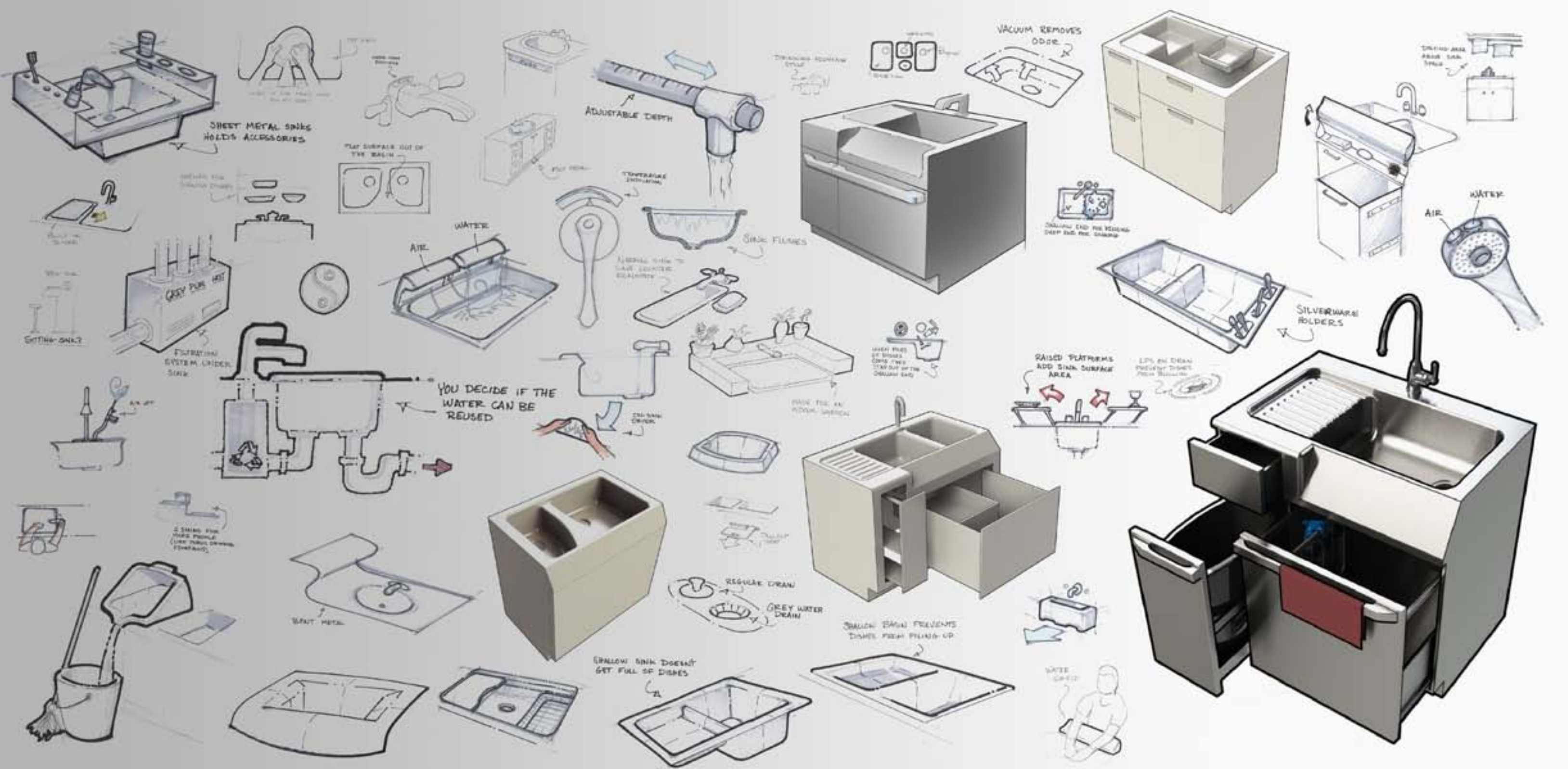
Wash hands	Wash hands	Wash hands
Wash hands	Wash hands	Wash hands

GENERAL USE

Wash hands	Wash hands	Wash hands
Wash hands	Wash hands	Wash hands

= ACTIVITY
 = ACCESSORIES
 = PAIN POINT

Ritual tracking



Below the Surface

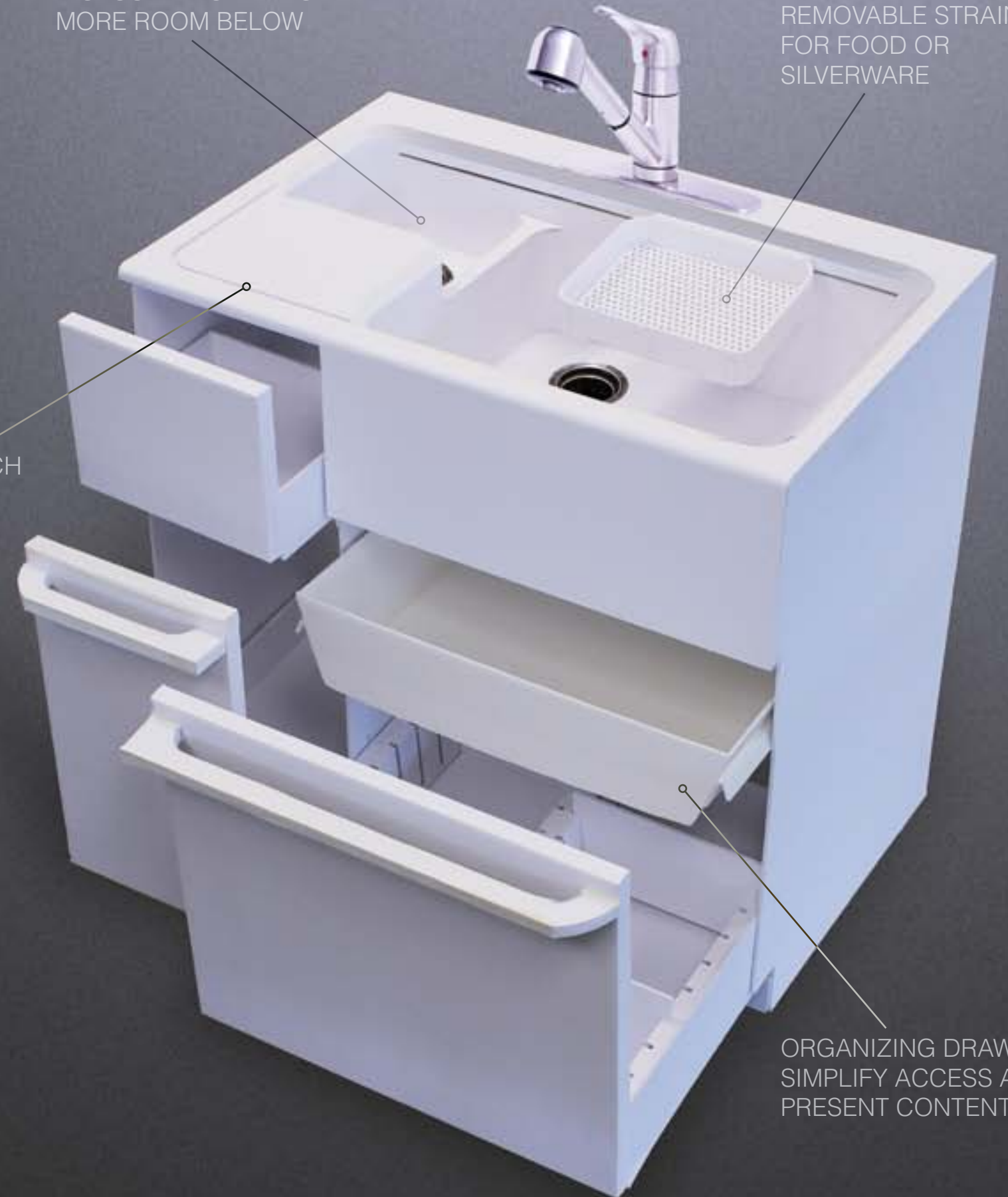
I sought to **make the sink an appliance** by drawing upon Whirlpool's strengths of water management and metal forming. I was careful to not limit sink rituals by developing a solution that **enables customization**.



SMALL SINK MOVES DISPOSAL HIGHER FOR MORE ROOM BELOW

MULTI-PURPOSE REMOVABLE STRAINER FOR FOOD OR SILVERWARE

WORK SURFACE WITH DRAIN TRENCH



ORGANIZING DRAWERS SIMPLIFY ACCESS AND PRESENT CONTENTS

Validation

My solution efficiently utilizes space while offering a **versital home for sink rituals**. My foamcore mock-up provided a first-hand experience which validated that the concept would be **right at home with Whirlpool**.

LUMINAIRE

REVERB
DESIGNER LAMP

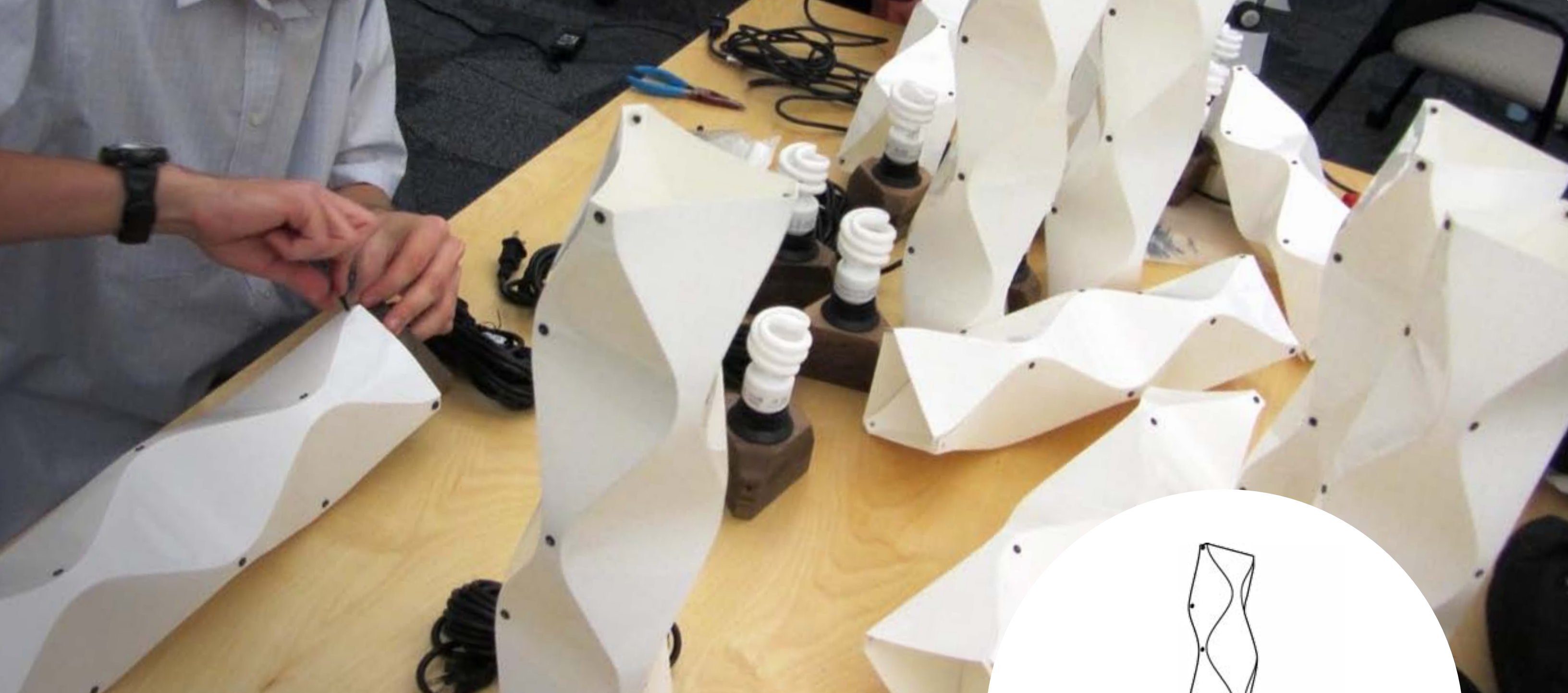
My group of fellow designers came together to **design and produce** a unique luminaire to fit a modern home. Beginning with simple raw materials and ideas, we worked together to **add value through good design.**



Folding

Exploring with folds, our lamp took form. The translucent nature of polycarbonate inspired our team's motto: let the lamp become **what the light wants it to be.**





Production

After **finalizing details and sourcing materials**, our group started a limited production run. We took care that each luminaire was **handcrafted to perfection** and ready for sale.



REVERB

Our teamwork generated a stock of lamps **resonating with light**. We then conducted marketing and promotional efforts in preparation for **selling our creation**.





Bryce Twede ○○○○●

Launch

After quickly selling out our entire stock at the lamp show we **licensed our design concept** to a local company who raised nearly a quarter million dollars on Kickstarter.

PLAY UNSTRUCTURED



Unstructured play is disappearing because of modern emphasis on education and technology. Since play is a key ingredient in my design process, my senior thesis explored a means to **promote free play in our modern lifestyle.**



Creative Play

Open play is a key part of childhood as it promotes healthy cognitive, social, and physical development. I began my process by creating **open-ended toys** to see how they were used and what effect they had on children and adults.



Child's Play

Turning to the experts, I sought to understand the value and requirements of unstructured play. I realized that children have no shortage of toys and that I should focus on **transforming environments into playscapes**.



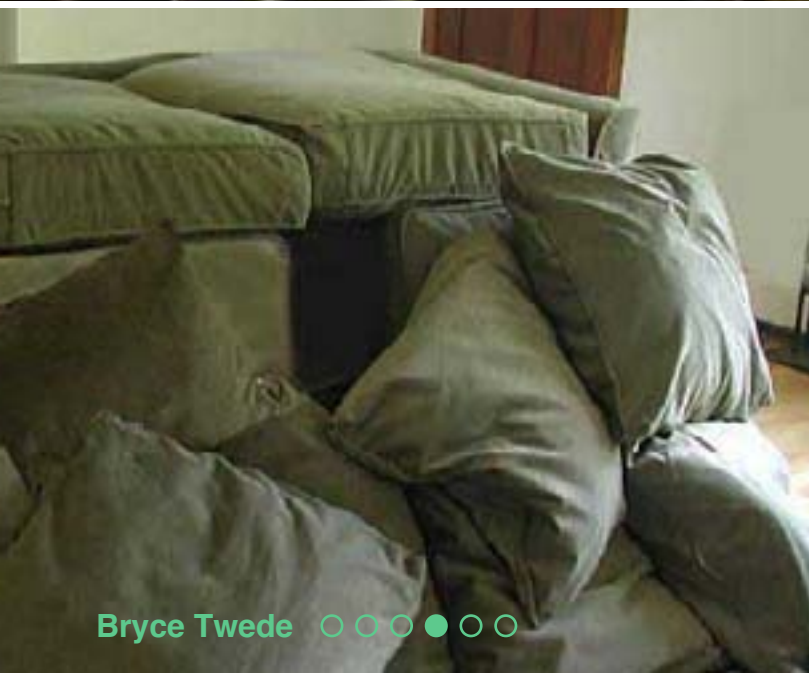
“The more a toy can do,
the less a child does.”
William Dietz





The Pillow Fort

Blocks teach children truths about the physical world and encourage them to **actively use their imagination**. After countless iterations I discovered a unique block idea **inspired by pillow forts**.





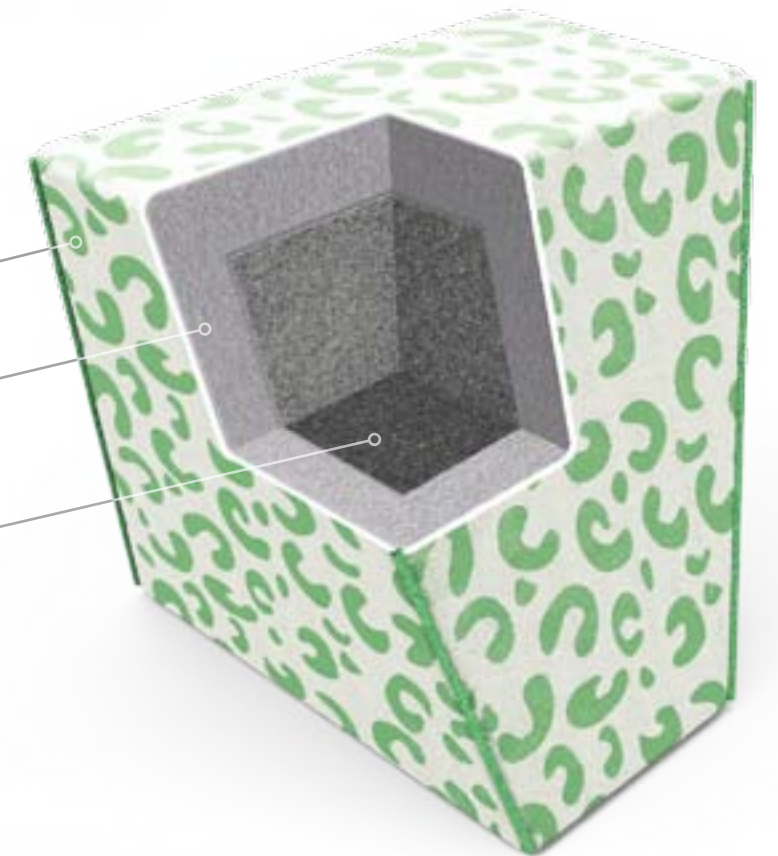
Fabrication

Prototyping the form inspired new modifications and as **I played with the materials** I discovered new ideas for their construction. I wanted the blocks to be safe for play but also use materials that **complemented home decor**.

WASHABLE CANVAS COVER

SOFT OPEN-CELL FOAM

RIGID CLOSED-CELL FOAM



Kilter

At multiple design shows, children played in ways I hadn't anticipated. The sturdy and soft blocks **promote spontaneous unstructured play.** Used as furniture, the blocks combine with other forms of modern play and, unlike most toys, **never have to be put away.**





Thank You

