# PRODUCT DESIGN PORTFOLIO

By: Noah Moran
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2016

# Welcome

I'm currently a second year Industrial Design student with a minor in Business Administration at the Rochester Institute of Technology. My main goal while designing products here is to focus on the customer and making their lives easier while allowing them to have fun too. When I'm not designing products, I'm completely immersed in the consumer world. Since I value the customer's satisfaction so highly, I wanted to ensure that I knew everything there was to know about customer interactions and how businesses work. Inorder to make the customer happy you first have to know what their needs and wants are. This willl greatly influence your designs and solutions to any challenges you may face. When I work for a company I incorporate my business skills like marketing or selling my product  to the consumers to ensure their optimal satisfaction.

My experience as a tour guide at Sonnenberg Gardens Mansion State & Historic Park and my jobs at Hollister Co. & at ABBA Childcare have definitely prepared me for the consumer world. Working with customers and knowing what makes them happy is one of the best experiences and skills that I can take away from these jobs.

Noah Moran

# My Resume

NOAH A. MORAN

24 North Main Street, Manchester NY, 14504 | (585) 755-1685 |
Email: morannoah95@gmail.com

OBJECTIVE: To obtain a rewarding position as an Industrial Designer

EDUCATION:

Manchester-Shortsville Central School, 1506 Rt. 21, Shortsville NY, 14548 | (585) 289-3845
Graduated with Honors: June 23rd, 2014
RIT Innovation and Creativity Scholarship Recipient

Rochester Institute of Technology, 57 Lomb Memorial Dr., Rochester NY, 14623 | (585) 475-2301
Concentration: Industrial Design, Bachelor's Degree of Fine Arts
Graduating: May, 2018
Dean's List: 2014-2015 GPA: 3.33

TECHNICAL SKILLS:

Computer:

-Windows and Mac Proficient
-MS Office
-Experienced with Adobe Photoshop, Illustrator, Solidworks and Indesign

Product Development:

-Designed Exterior Domestic Locks for ALLEGION
-Worked with MODKO
- Created a watering system that eliminates urinary disease among pets
-Had 151 hours to complete a final design with a team
-Conducted manufacturing research
-Closely watched trends in consumer reports & conditions
-Presented final product to manager of the company

MEMBERSHIPS/ACTIVITIES:

-Sonnenberg Gardens Mansion State and Historic Park | Guided tours as a docent for over 100 hrs within a 3 month period

-National Honor Society | Volunteer work throughout the community

-Juggling Club | Representative at Community Events

-Boy's State | Event Photographer and Year Book designer, photographed over 1,000 individual participants within a week

WORK EXPERIENCE:

Abba Childcare Provider | 54 South Main Street, Manchester, NY 14504 | October 11th, 2013-Present | (585) 289-9000
Chaperoned field trips, provided meals & transportation services & assisted with the curriculum and daily activities

Hollister Brand Representative | September, 2014-Present | (585) 223- 1770
Cashier, customer service, conducted online orders in store, updated forms and other displays

REFERENCES:

-Karen Tretiak - Former High School Art Teacher | (585) 742-1317 | Email: ktretiak@yahoo.com

-Timothy Foster - Former youth group and assistant pastor at Calvary Chapel Macedon | (585) 350-8868

-Heather Bird - Manager at Abba Childcare | 11 Center Street Manchester NY, 14504 | (585) 289-6070

# P R O J E C T S

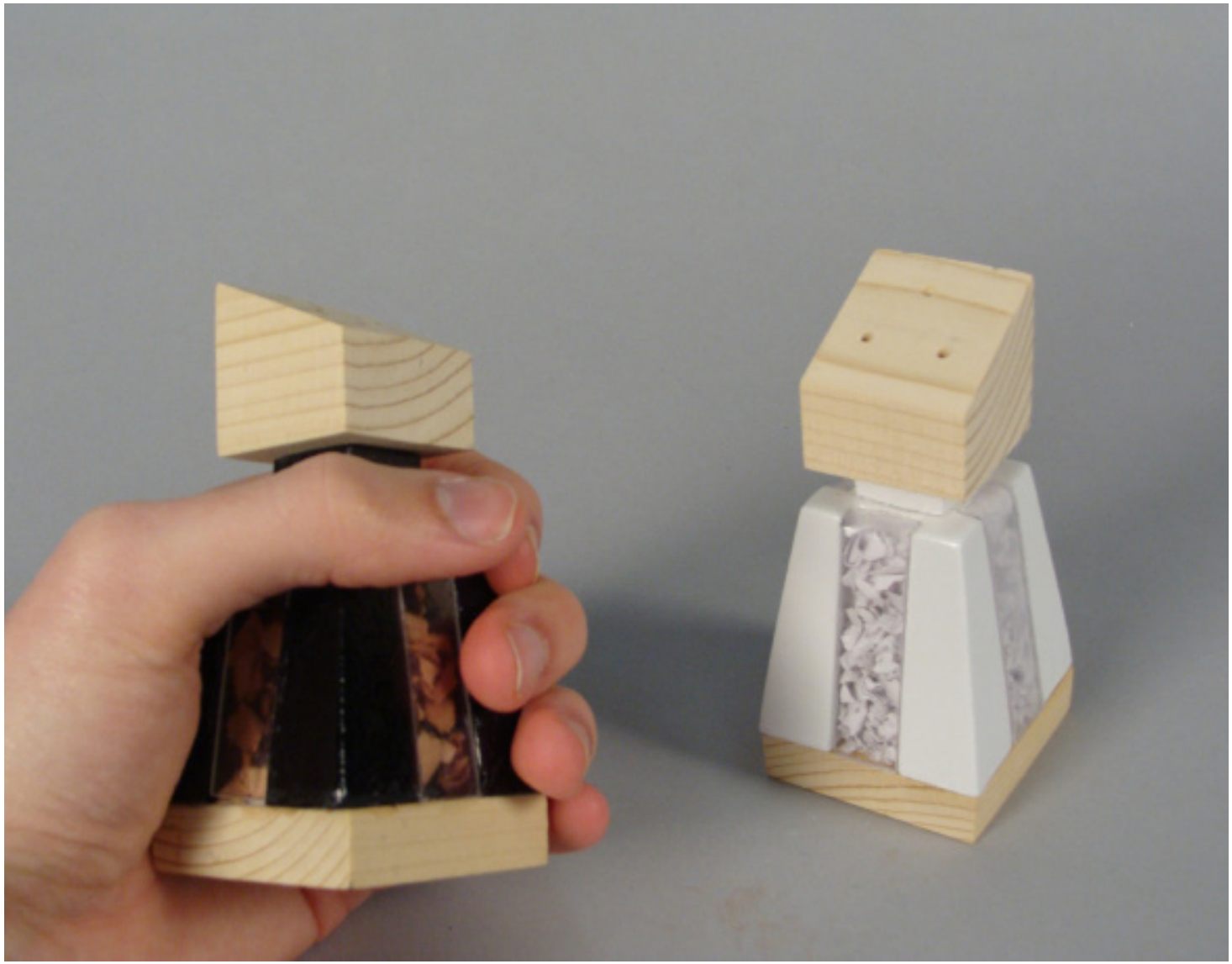
# Alvar Alto's Salt and Pepper

## Design Challenge

-Mimic Alvar Aalto's moderistic designs

-Create an earthy modern appearance

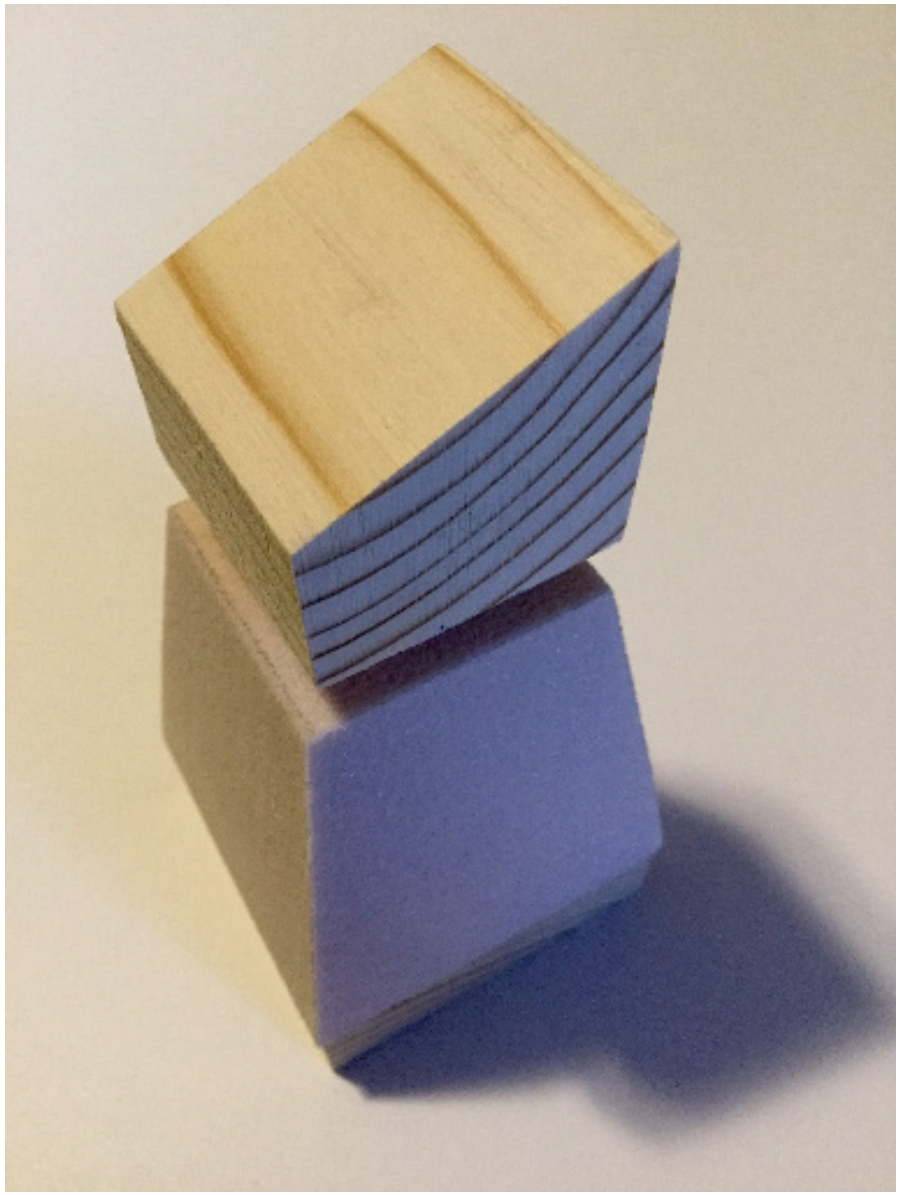
-Keep consumer aware of salt/pepper levels



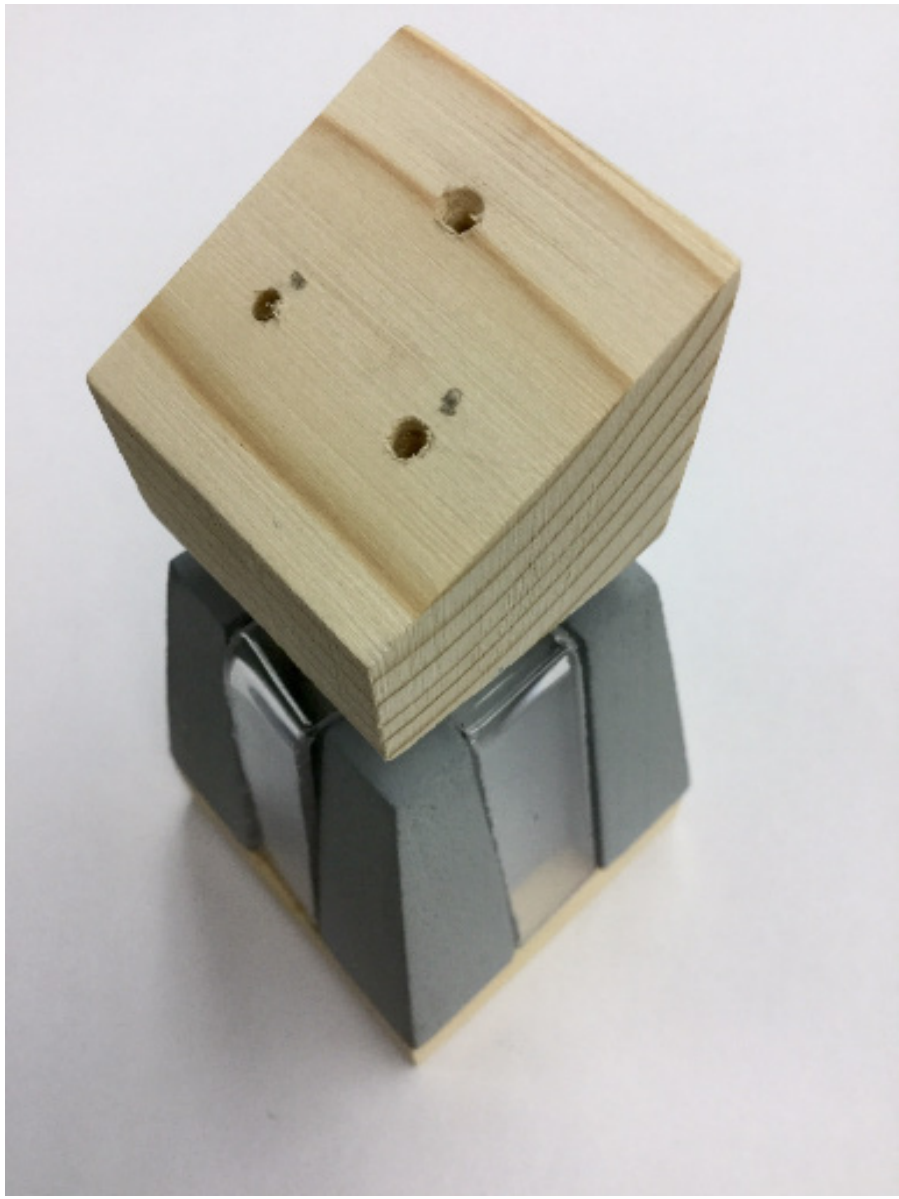
# Inspiration

# M o d e l s

Beginning



Refined



# F i n a l

# Darth Beetle Gaming Joystick

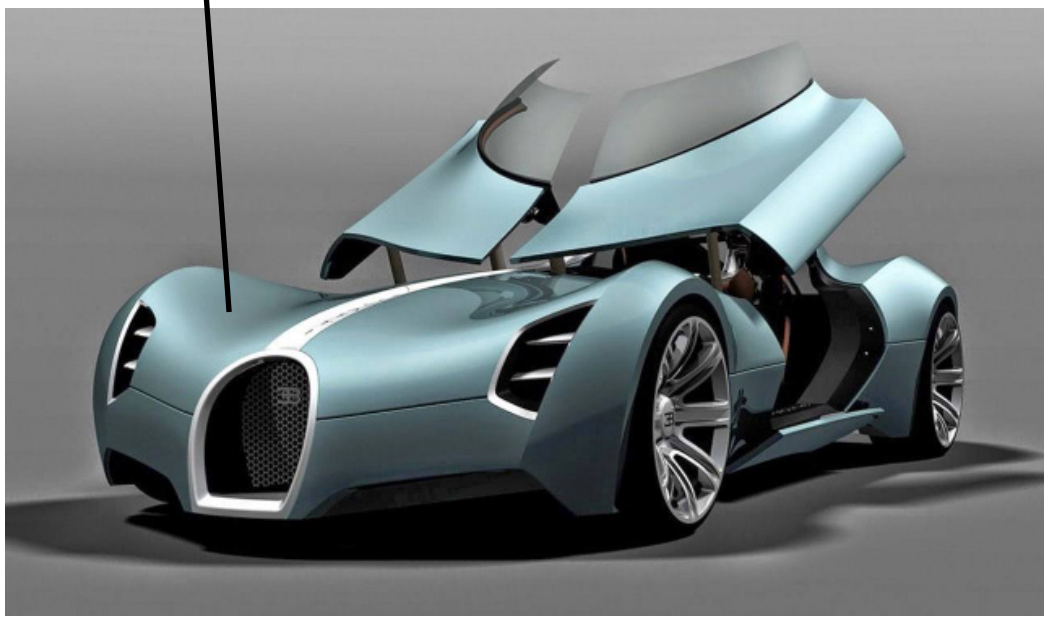
## Design Challenge

- Improve the grip to maximize comfort
- Encourage multirotational movement
- Create a more stable base to discourage tipping

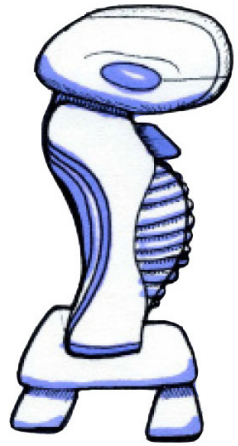
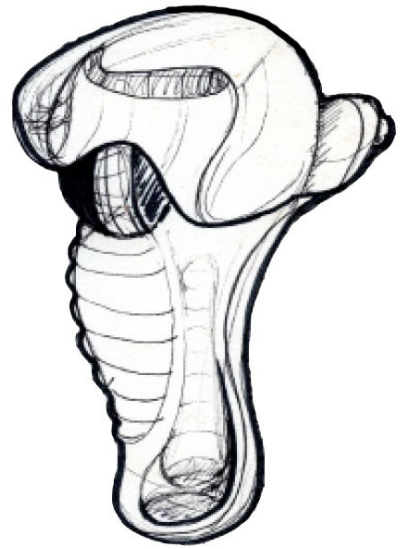
# Inspiration

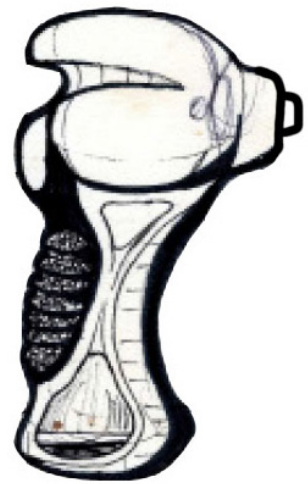
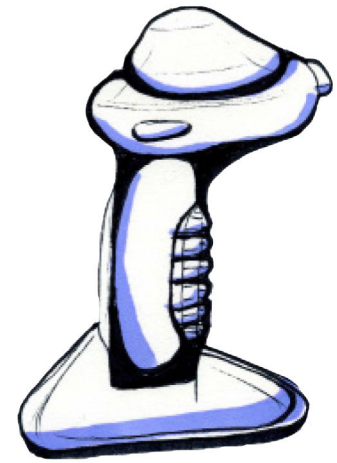
Interesting forms

Inspired by these curves



# Sketches & Ideation

# Models

# F i n a l

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