Syamimi's Creative Portfolio

Hi, I'm Syamimi.

Design taught me that I can't just be good at one thing. I'm an industrial designer who can design furniture, products, 3D models, research and more. Recently, I took a great interest in graphic design, I'm excited to see what this skill has in store for me. I'm passionate to learn more skills that make me a better designer for myself & the people I work with.

Education
Bedok Green Secondary School - 'O' levels - 2019
Nanyang Polytechnic - Industrial Design - 2023

Work experience
InTrends Uniform - Part time retail - Nov 2019 - Jan 2020
Su's Humble Kitchen - Part time baker - Feb 2021 - Oct 2021
The Atelier & Co. - Creative Intern - Aug 2022 - Feb 2023

Languages
English
Malay
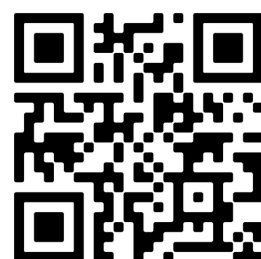
Leadership
Assistant class monitor - 2018
Class committee - 2019
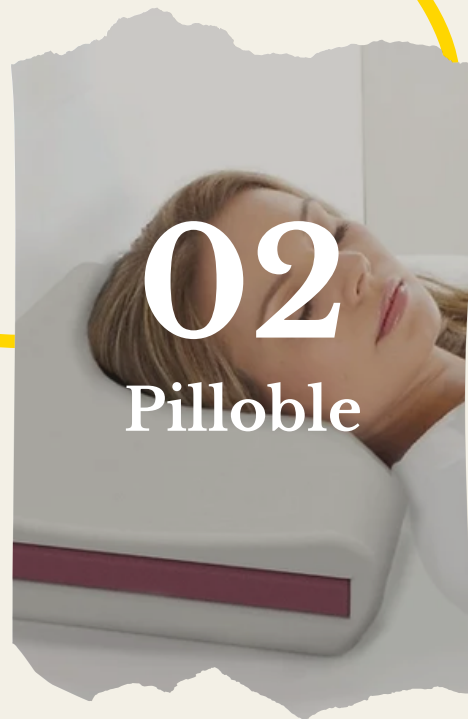Upper Sec CCA executive - 2018 - 2019
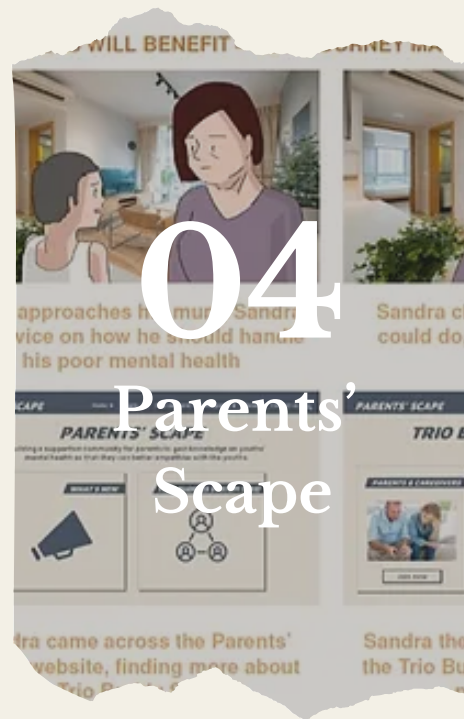
Software

Website portfolio

Projects

01 BakeAid

02 Pilloble

03 ILLUMINAtE

04 Parents' Scape
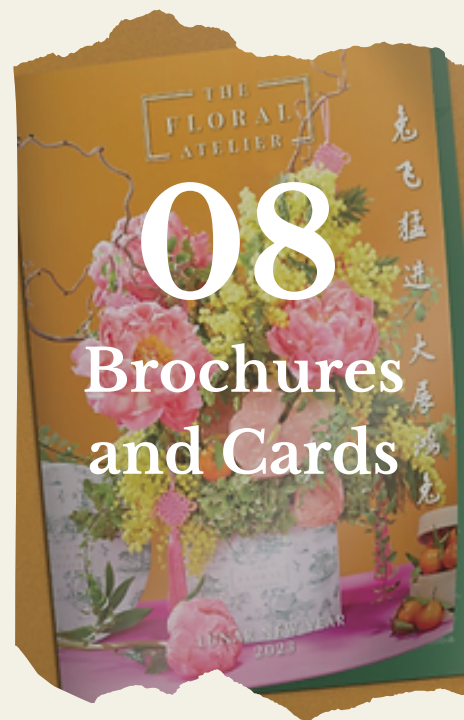
05 BoaTorch
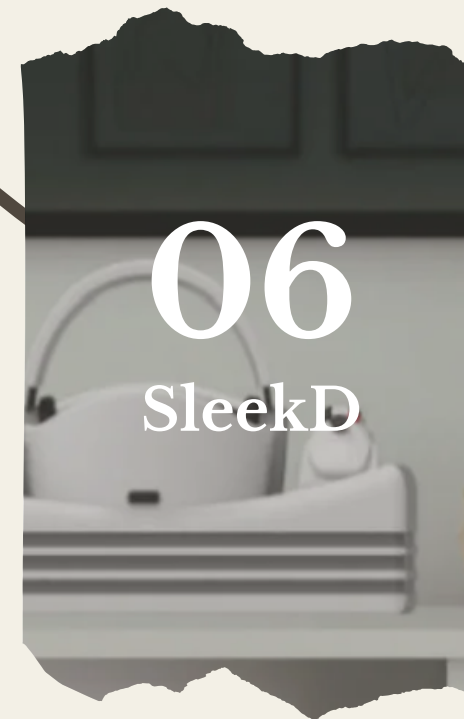
06 SleekD

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BakeAid

BakeAid is a baking tool that helps home bakers separate daily cooking from business baking. It is ideal for HDB apartments with kitchens shared by family members. With BakeAid, users can cover their non-baking items and move straight to baking without worrying about having to clear extra space.

BakeAid provides versatility to everyone, whether they are experienced bakers, novices, or those who bake just for fun.

How to use

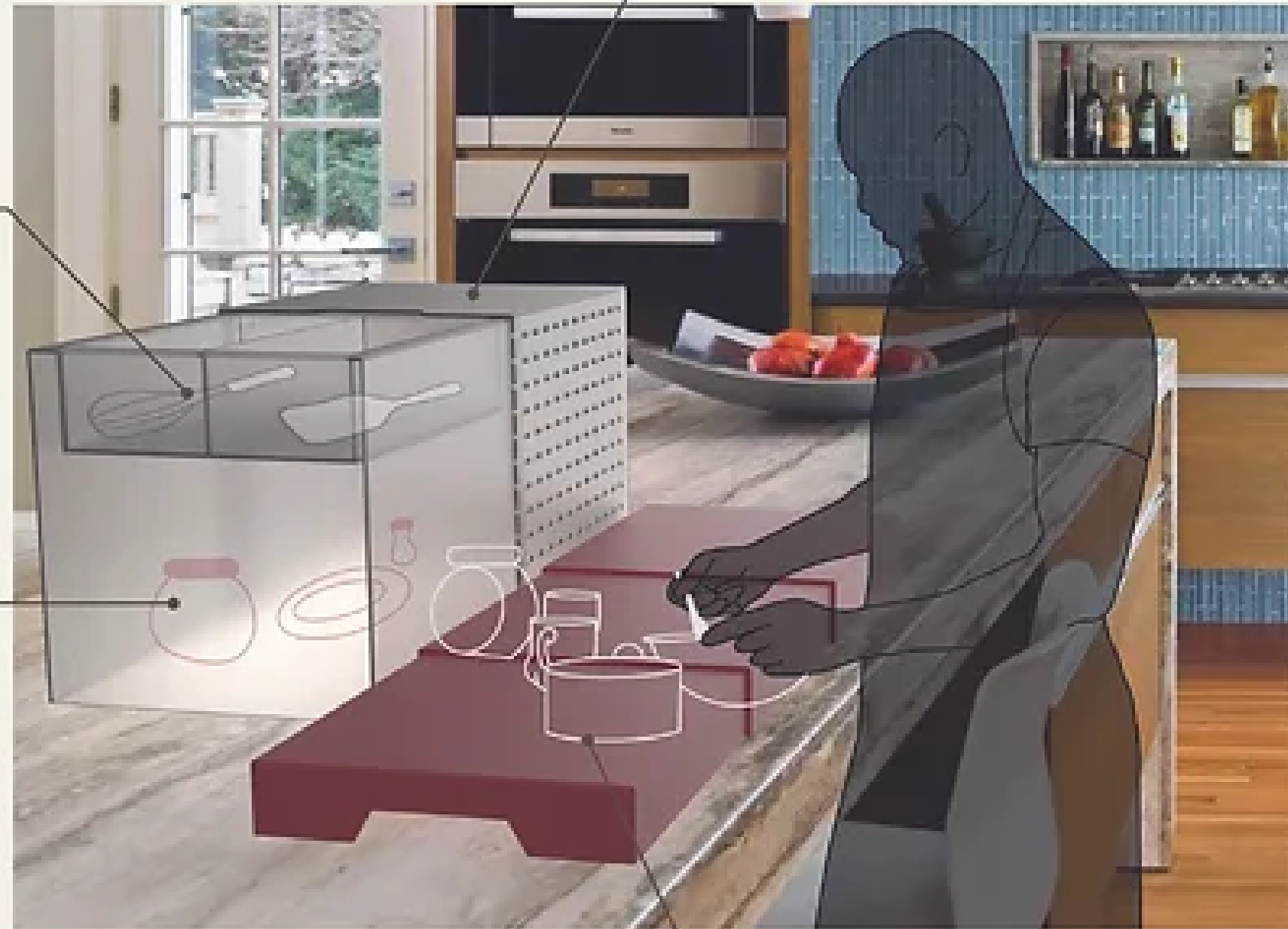Tiered platform to put their baking tool or equipment.
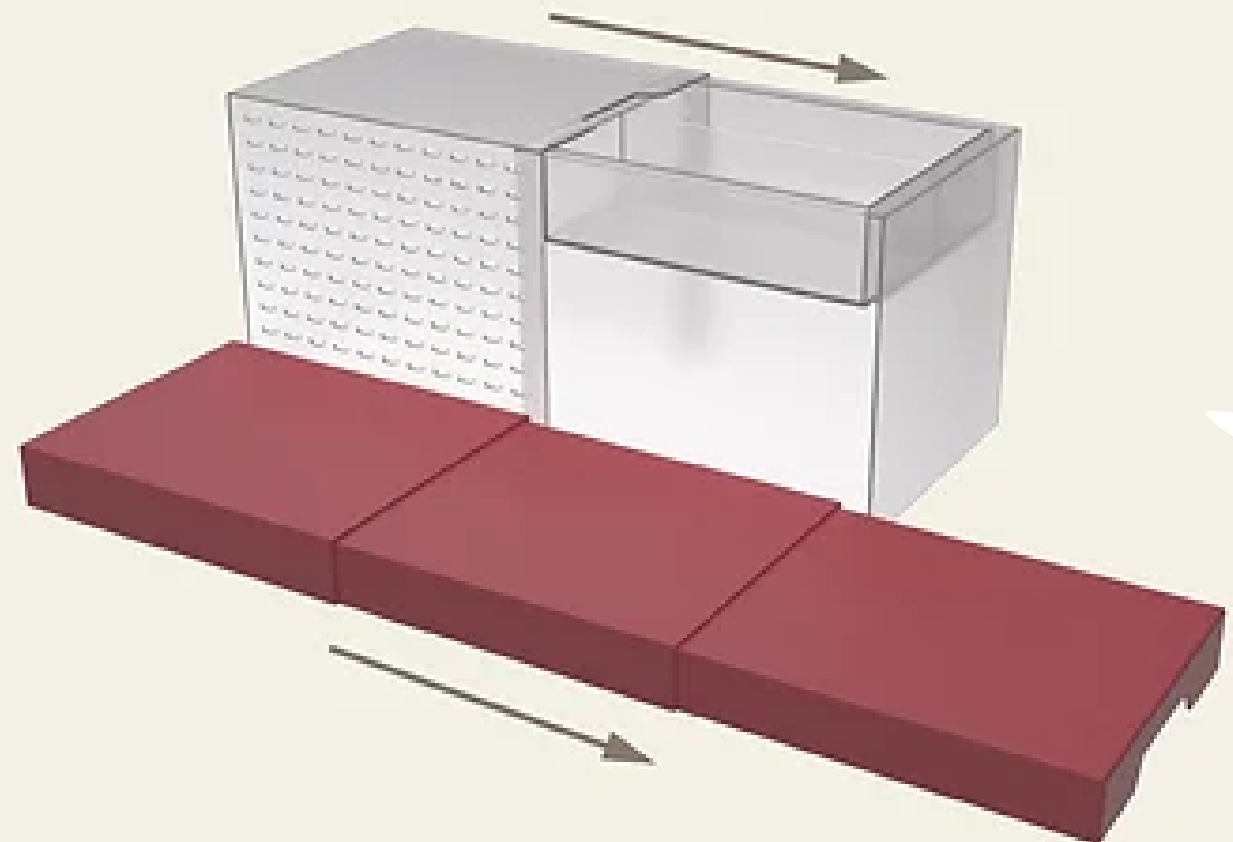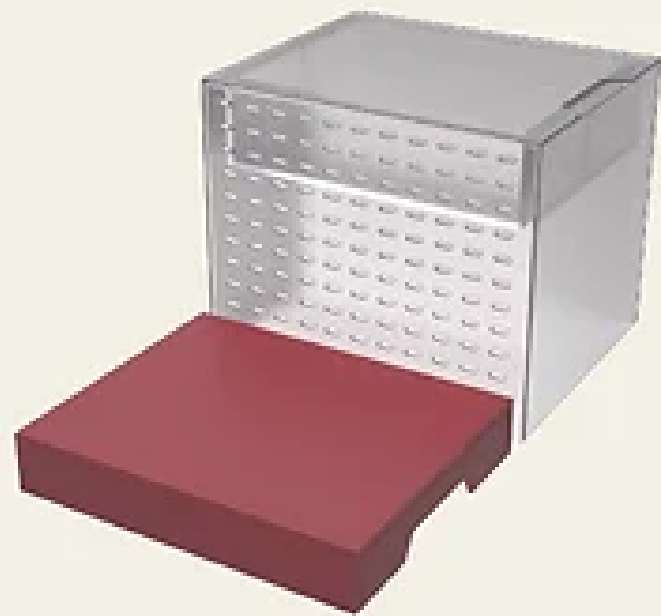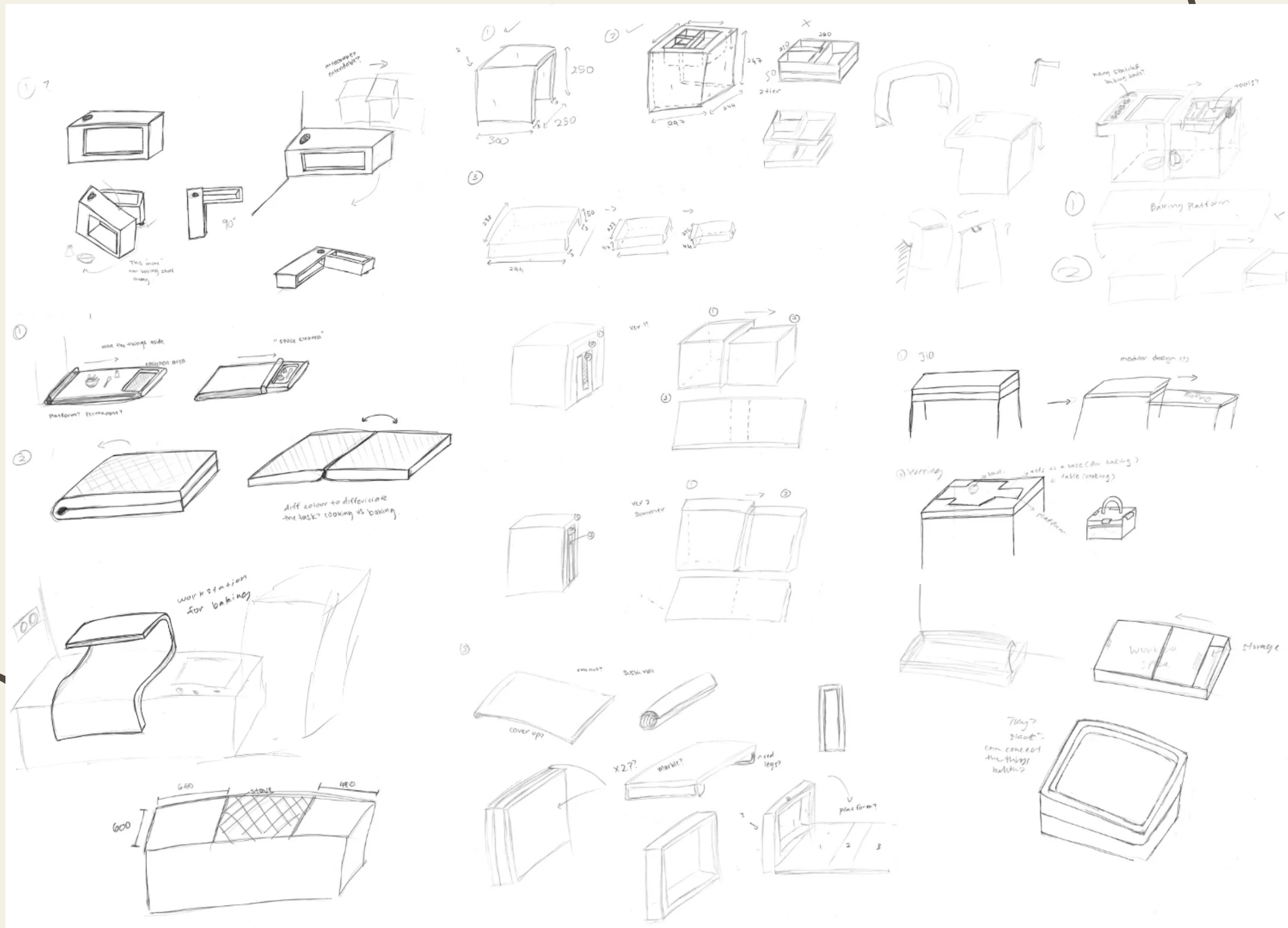
Compartment to put baking tools.

Non-baking items are 'hidden' inside tinted cover.

Platform for the user to do their baking on. Can be extended according to their kitchen counter.

Sketches

Separates normal cooking & home baking business.

Non-baking items can be kept hidden under the cover to prevent cross-contamination. The cover has tiny holes to allow air circulation, keeping food from spoiling. Additionally, the cover will be translucent and frosted so that users can still see what is inside while not being distracted by it.

Focus on baking, clean up later.

Users can simply use the cover to 'hide' the space rather than clearing it out to bake. BakeAid provide users with the tiered platform to bake on. There is even compartments to store baking tools, easily accessible. BakeAid platforms can also be adjusted to suit the size of any kitchen counter.
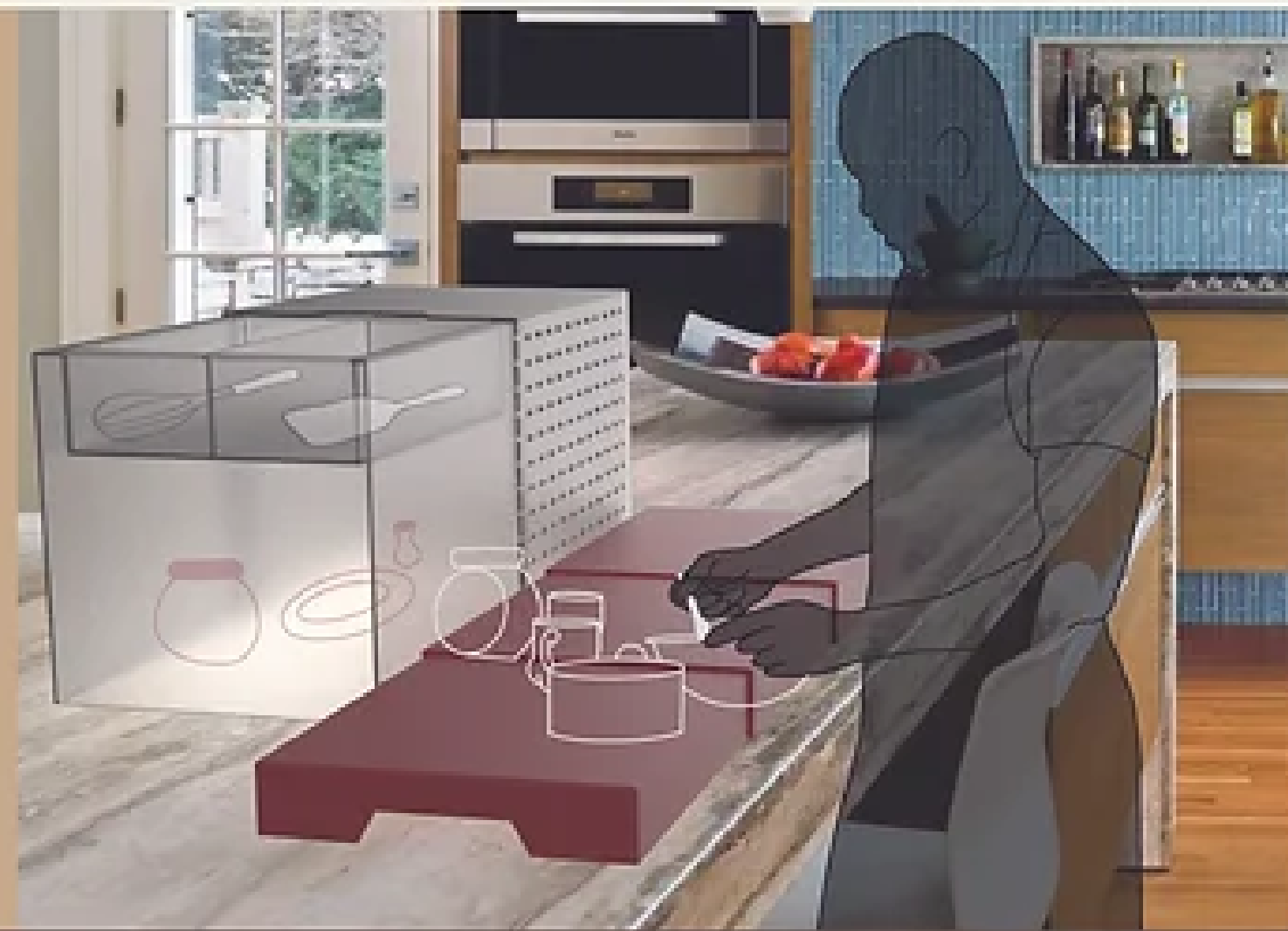
Easy to move baking items anywhere around the house.

Simply slide everything back together, cover it up, and users can move it around easily to other parts of the house. While transporting the baking stuff, the things inside are well-protected and covered.

It's hygienic.

When users want to move to another space temporarily, they can just cover it to prevent hair or dust from entering to contaminate it. While working, the non-baking items are 'hidden' in the cover so that it will not cross-contaminate with the baking process.
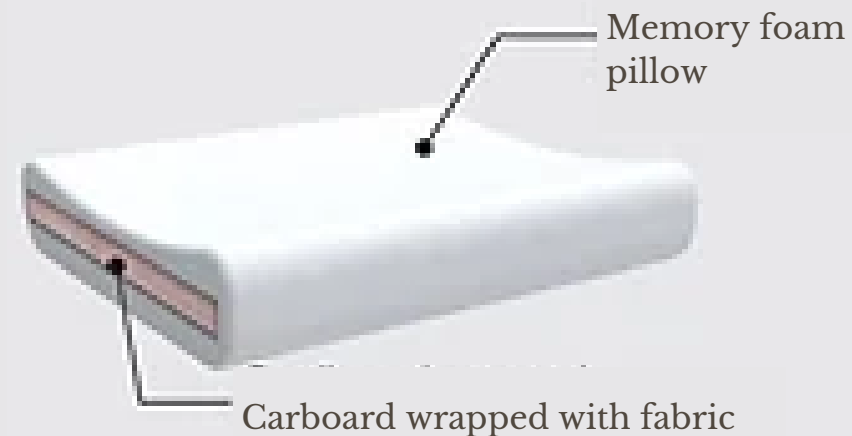
BakeAid
Baking made easy

01

Pilloble

Pilloble is a combination of pillow and table. It aims to elevate students' study set-up experience with minimal effort and in the comfort of their own space. Sleep & study well, with Pilloble.
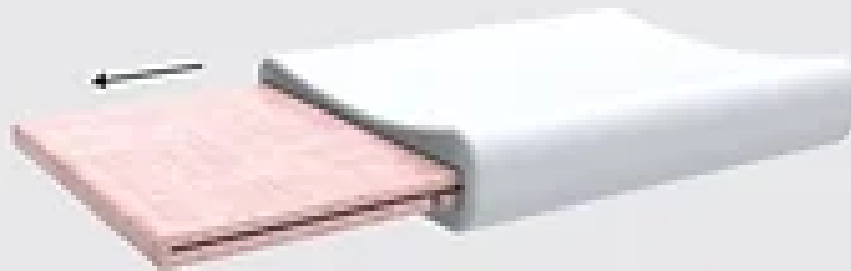
Features

Like a normal pillow, the user can sleep on it. The pillow part, is shaped ergonomically to ensure comfort when sleeping.
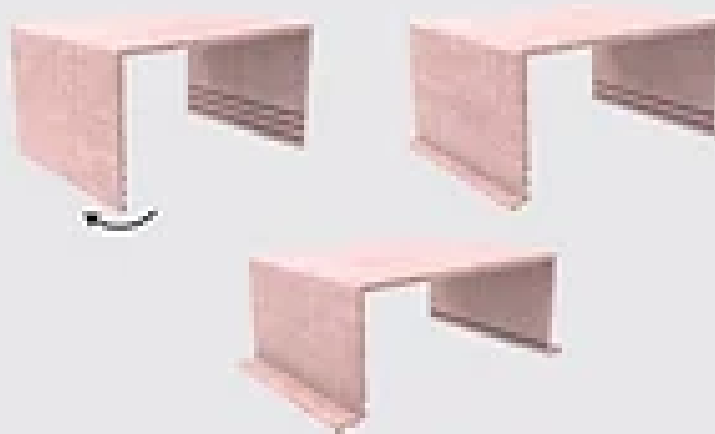
The material is memory foam, so it's soft and comfortable.

Memory foam pillow

Carboard wrapped with fabric

Unique Selling Point of Pilloble

Convenience
It's very easy to set-up. The user can just wake up, pull out the table from Pilloable & attend their online lesson on the study platform.

There's a table slotted in between the pillow. The users can take it out when they need to use it.

Adjustable
The height of the study platform is adjustable. Every gap is 30mm. The minimum & maximum height is 200mm and 290mm respectively.

The users can unfold the table. The users can adjust the height of the table.

There are dents at the legs of the table for the users to bend the table to the desired height. The folding distance is 30mm.

Comfortable
The pillow part is made with polyurethane (memory foam) which is soft. The shape is ergonomic to ensure that the users sleep with ultimate comfort. There's no hard material used to make Pilloble.

To prevent the table from slipping out when the users sleeps, they can use the standard pillow case to cover it up. Preferably the pillow cover with a zip as it's more secure.
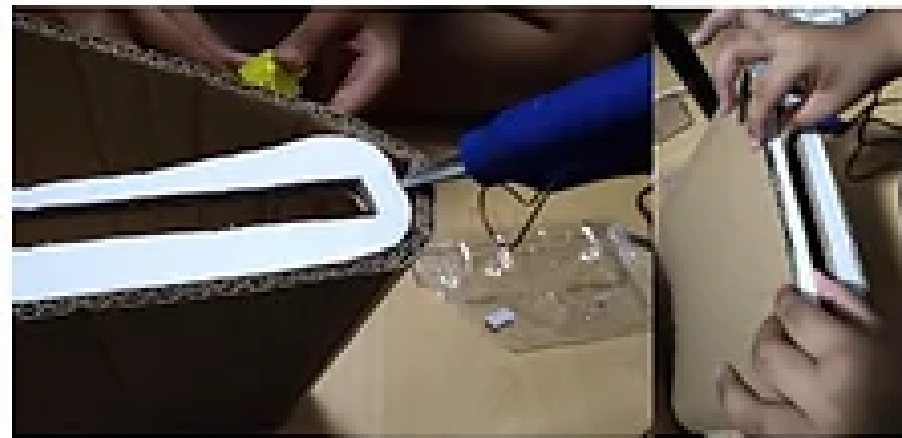

02

Prototype Making
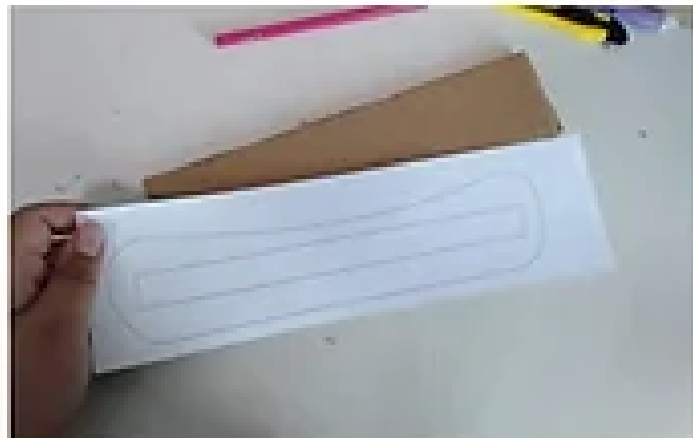
I draw out the shape on Illustrator and print it out to use as a template.

I paste the template on the cardboard then I cut it out.

Using hot glue to put everything together. I have to let the glue settle and harden for 4-5 seconds. Overall shape of Pilloble is done.

Measured out how much cardboard I need for the table part, bend it so it forms a flat surface.

Bend the cardboard to 20mm divisions (for adjustable height).

I did the same for the other side. The table is done.

Slotting in the table into Pilloble. Adjusting the size to make it fit in.


Finished prototype. Side view.

ILLUMINAtE

The simple and minimal ILLUMINAtE portable lamp is a versatile lamp which you can bring both outdoors and indoors. You can bring it out on your long-awaited camping trip of display it as a decoration at home.

The lights can be switched on individually. You can tilt the light upwards to the angle you desire the light to shine on. The base of ILLUMINAte portable lamp also functions as a tray to hold your valuable items like house keys.
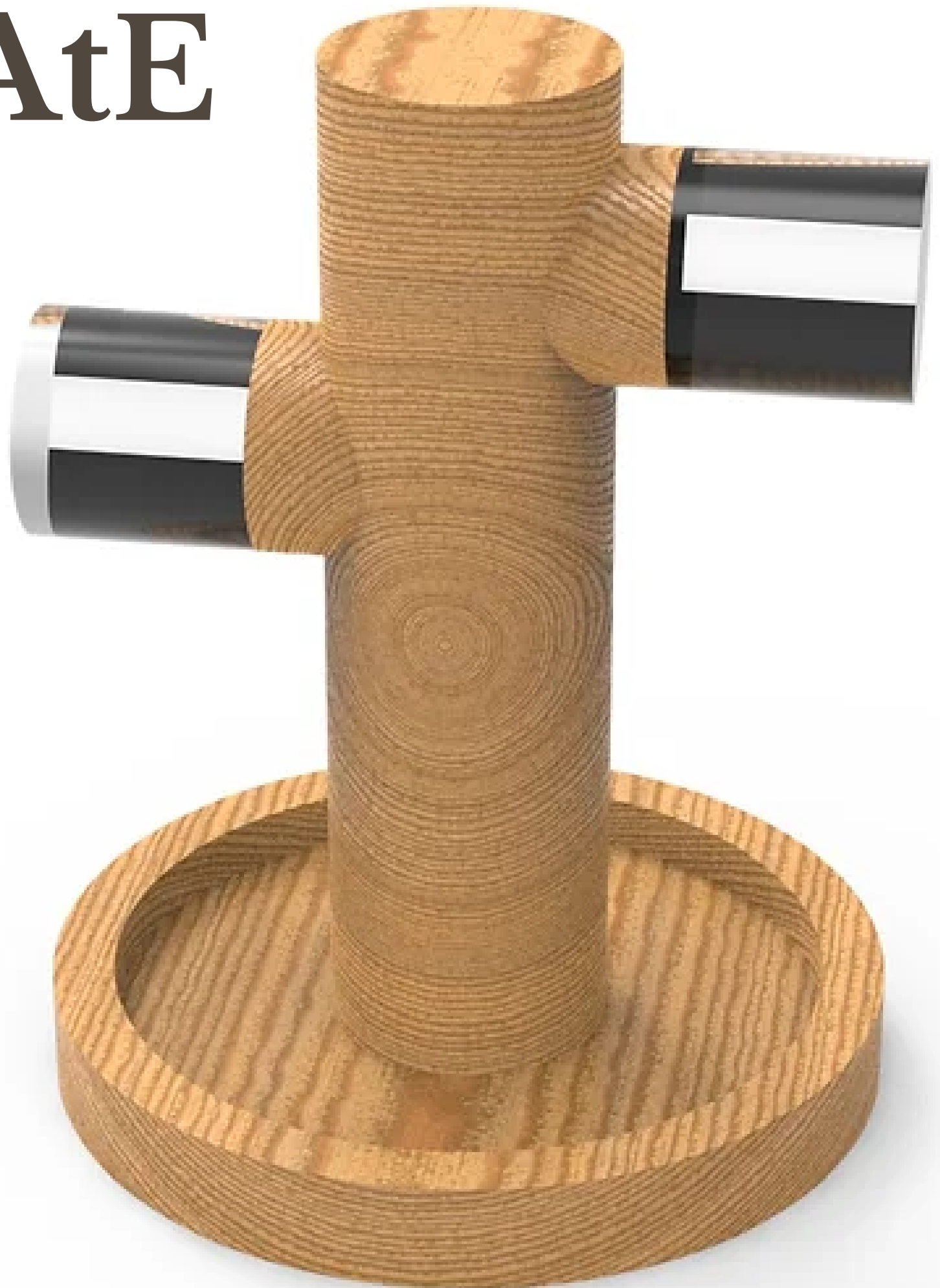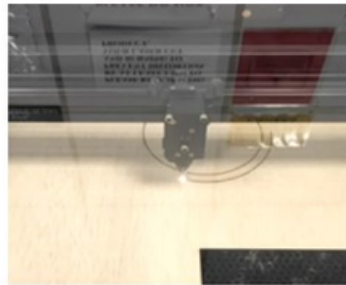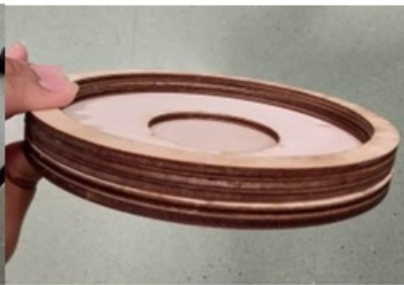
Prototype Making

I'm unable to find wooden rod for my prototype. Used a PVC pipe.

Marked the pipe to cut and drill the PVC pipe.

For the base, I decided to laser cut the circular pieces of plywood and stack them all on top of each other using PVA/wood glue. I sand the edges so that it's smooth and there's no obvious lines.

Painted the stacked white base white.

Smoothing the edges of PVC pipe with 240 grit sand paper.

Installed LED light on the pipe.

Covered the end of the pipes with white plywood disc.

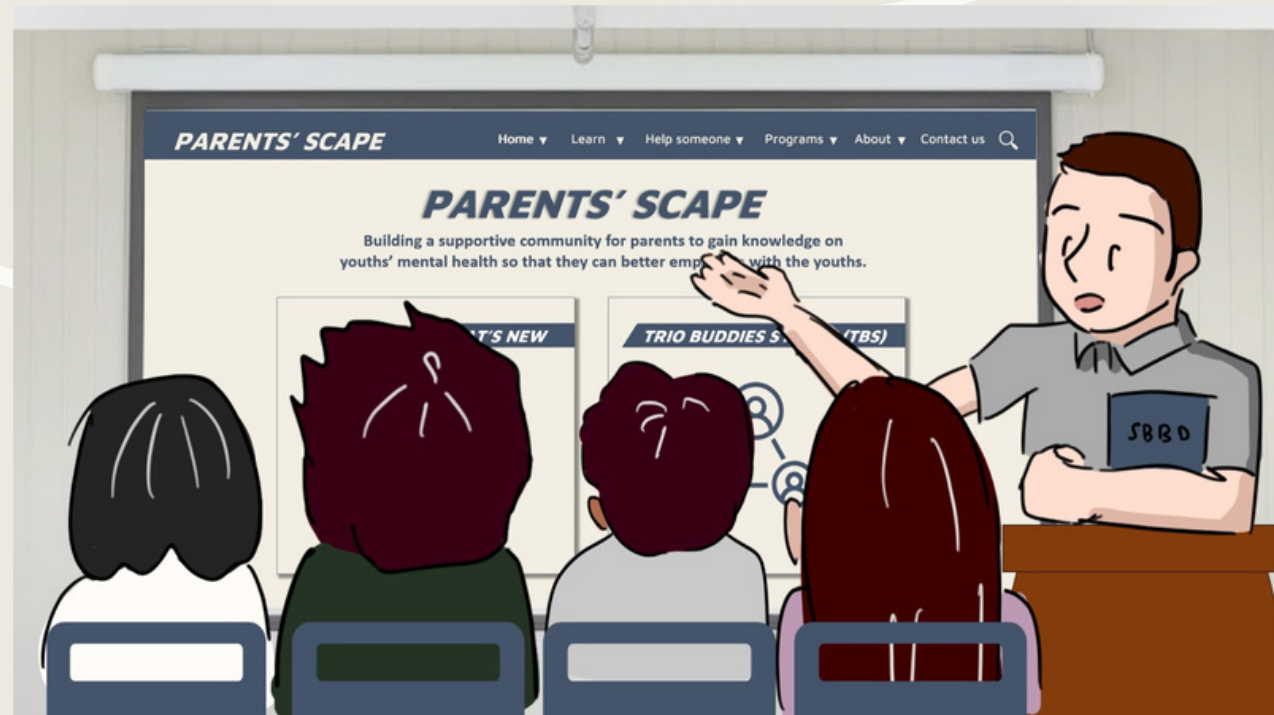Using glue, attached all the parts together.

Testing the prototype. Tilting the lights up and putting the keys into the tray.

03

Parents' Scape

Building a supportive community for parents to gain knowledge on youth's mental health so that they can better empathise with the youths.


An all-in-one platform for the parents to search, gather information and consult about mental health in youths allowing the parent to gain knowledge. The Trio buddy System allows them to build connections and relationships with other parents, which contributes to building a supportive community.

Target users:
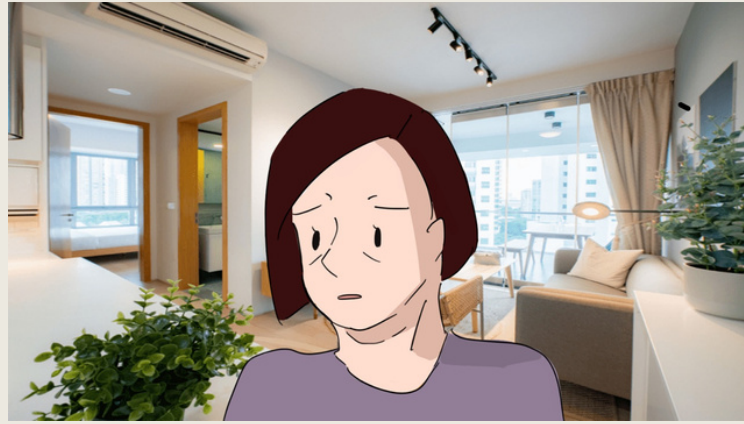Parents & caregivers

Our Aim:
To build a supportive community for parents to gain knowledge on youths' mental health so that they can better empathise with the youths.

Hi I'm Bod! I'm Parents' Scape mascot :)
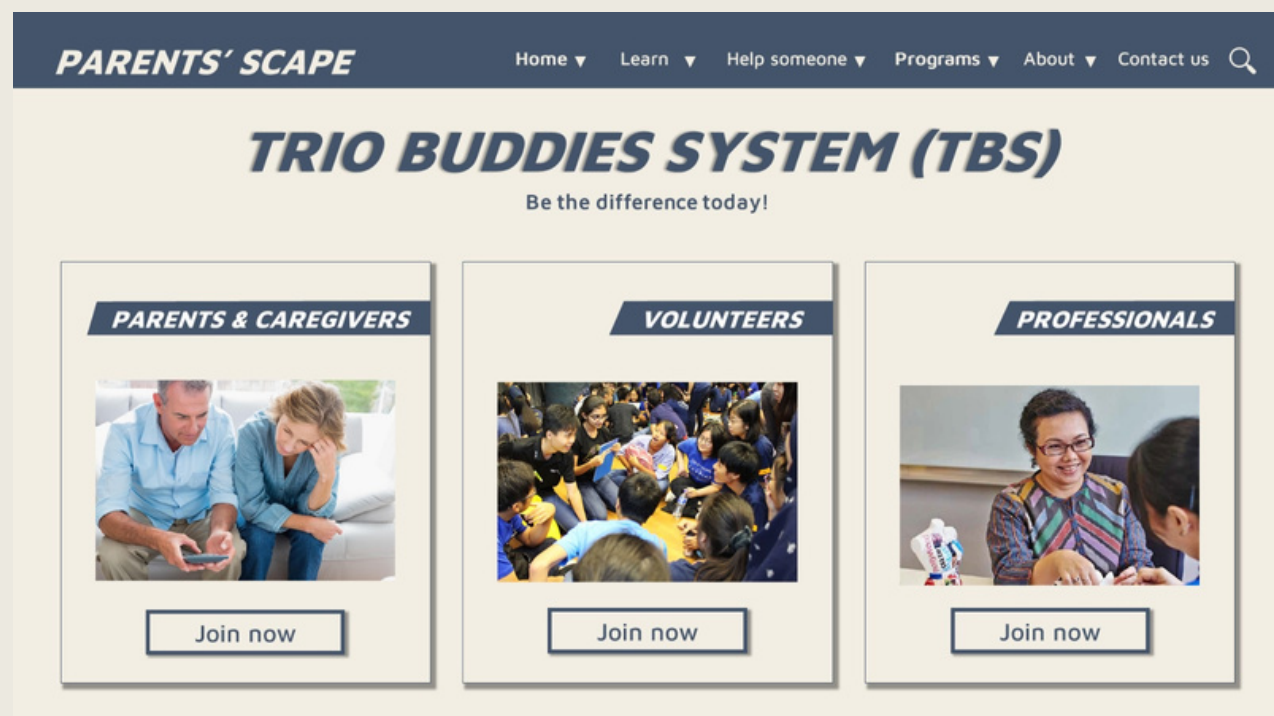
Storyboard

Child approaches his mum. Sandra for advice on how he should handle his mental health.
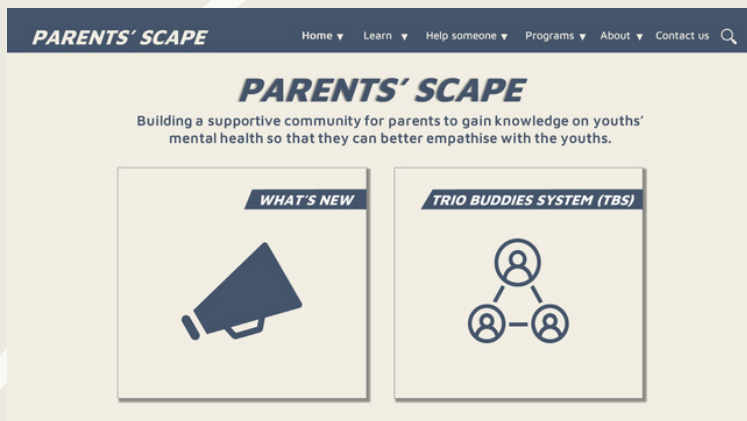

Sandra is clueless about what she could do, brushing off the topic.
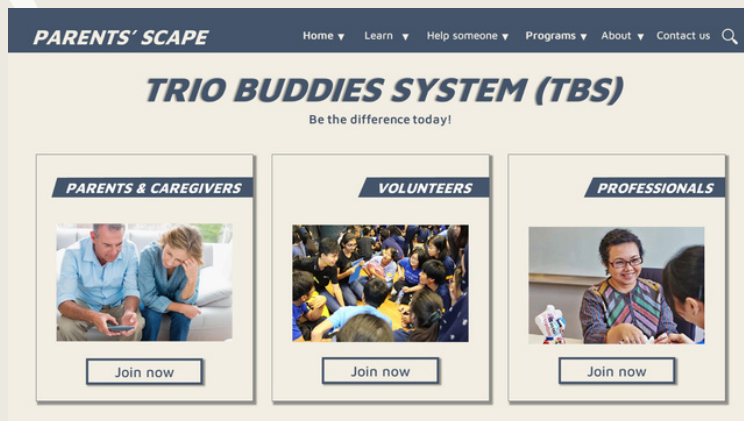

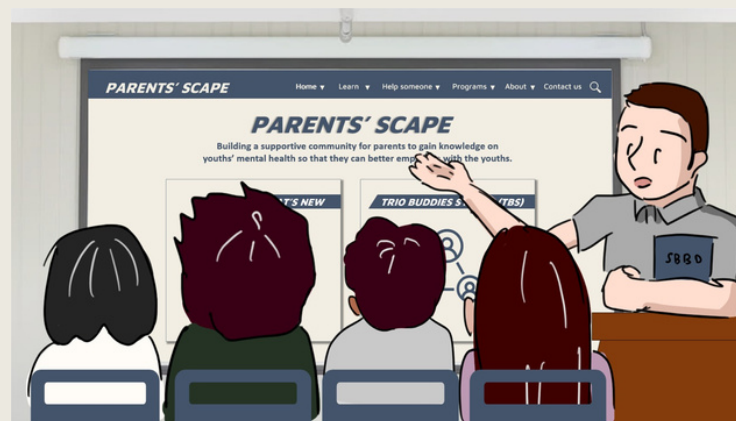Realizes that she can search the internet for solutions.

Searching online made her even more confused due to all the options bombarding her.

Sandra came across the Parents' Scape website, finding more about the Trio Buddy System.

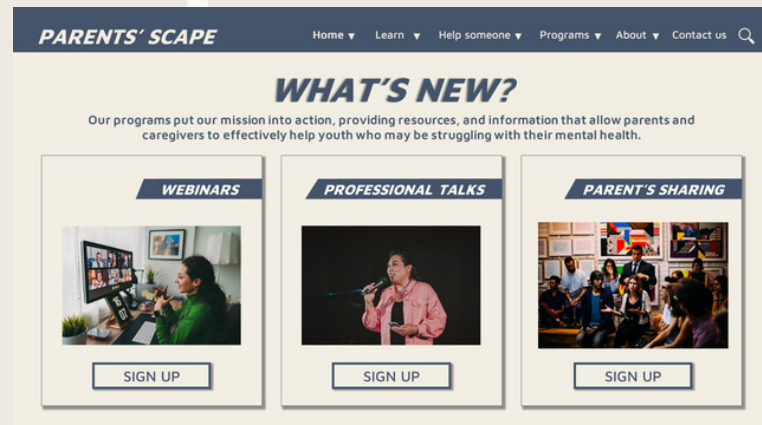Sandra then decides to sign up for the Trio Buddy System as well as the programme talk.

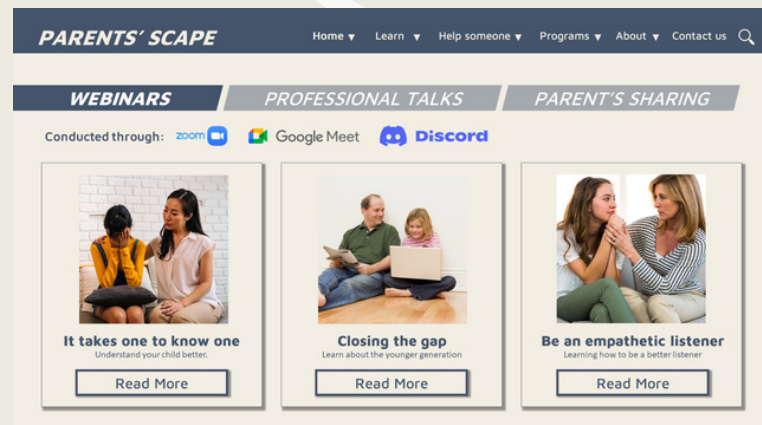Sandra attends the programme and gains valuable insight.

Volunteer shares information, tips and advice to help her and her child.
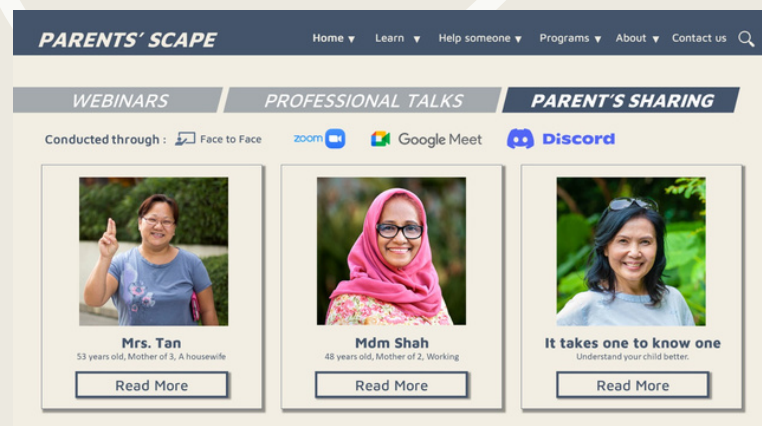
User Interface (website)

HOME PAGE:
- Browse
- Find out more about the available programmes

SIGN UP TAB:
- Select the relevant activity and sign up

PROGRAMME DETAILS PAGE:
- Reading more about the various programmes
- Deciding which programme they want to attend

TRIO BUDDY SYSTEM PAGE:
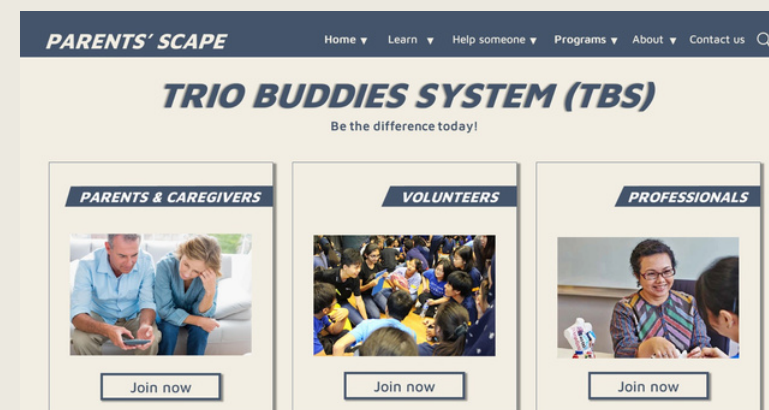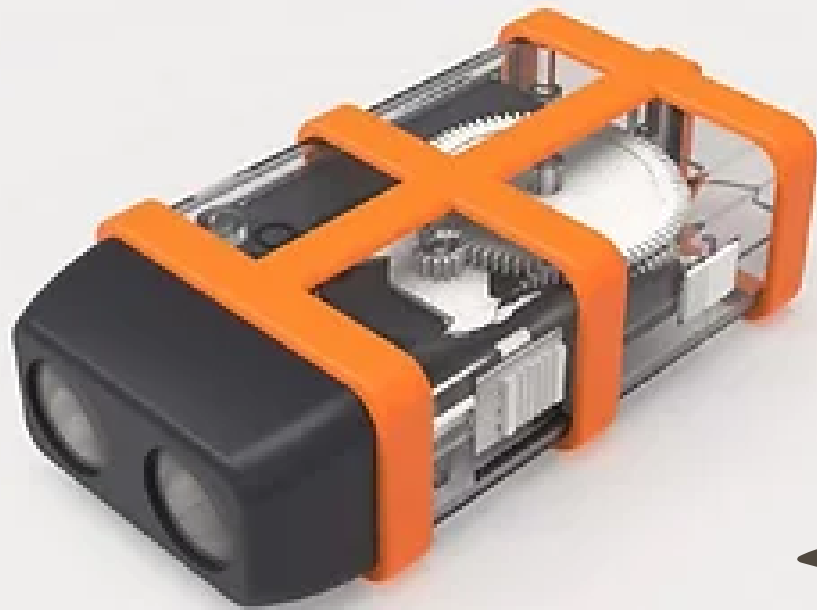- Learn more about what this system is all about

TRIO BUDDY SYSTEM PAGE:
- Sign up for the relevant category available (Parents who needs support, as a volunteer or as a professional)

BOAtorch

Marc Newson's greatest source of inspiration is culture and craftsmanship. Specifically skills that are 'dying'. The first thing that came to my mind was boatmaking. Preserved culture, not a lot of people know how to build a boat from scratch. Hence, I incorporated the structure of the ribs of the boat as the cover of my redesign hand crank torch.

The main body is made transparent as I observed that some of his designs used transparent surface. There are no screws as the ribs structure will help secure the torch parts inside.
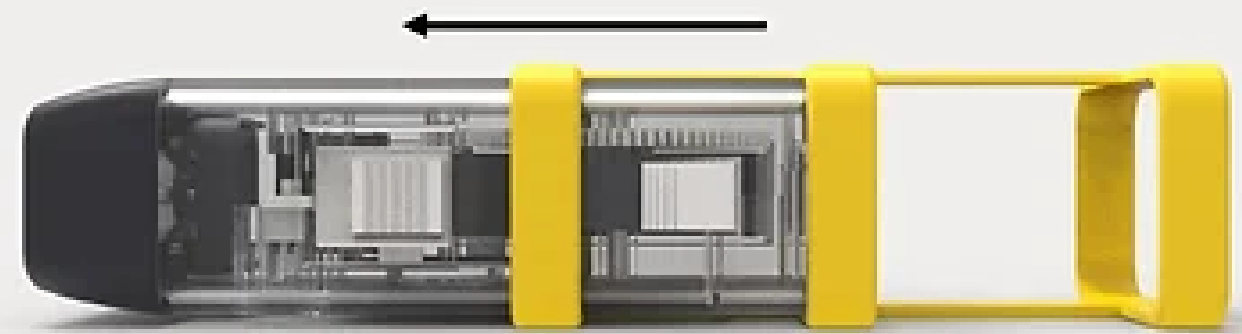
Colour variations (inspired by Marc Newson kitchen applicances):

Research & Ideation

Design inspiration: Marc Newson

Marc's designs are described as smooth or flowing lines with biomorphic influence such as natural shapes with translucence or transparency. There is a **strong workmanship culture** in Australia.

Why boat making?

I noticed that Marc Newson is heavily influenced by crafts and culture, **"skills that are dying"** specifically. I came across this **boat building** craft and found it interesting. Furthermore, boat making is prominent in Australia's culture too. Hence, I decided to incorporate the **'ribs'** structure of the boat into my hand crank torch design.

Inspiration Board

Ideation Sketches

Symmetry

Transparency

Organic shapes

"One-line"

Rounded edges
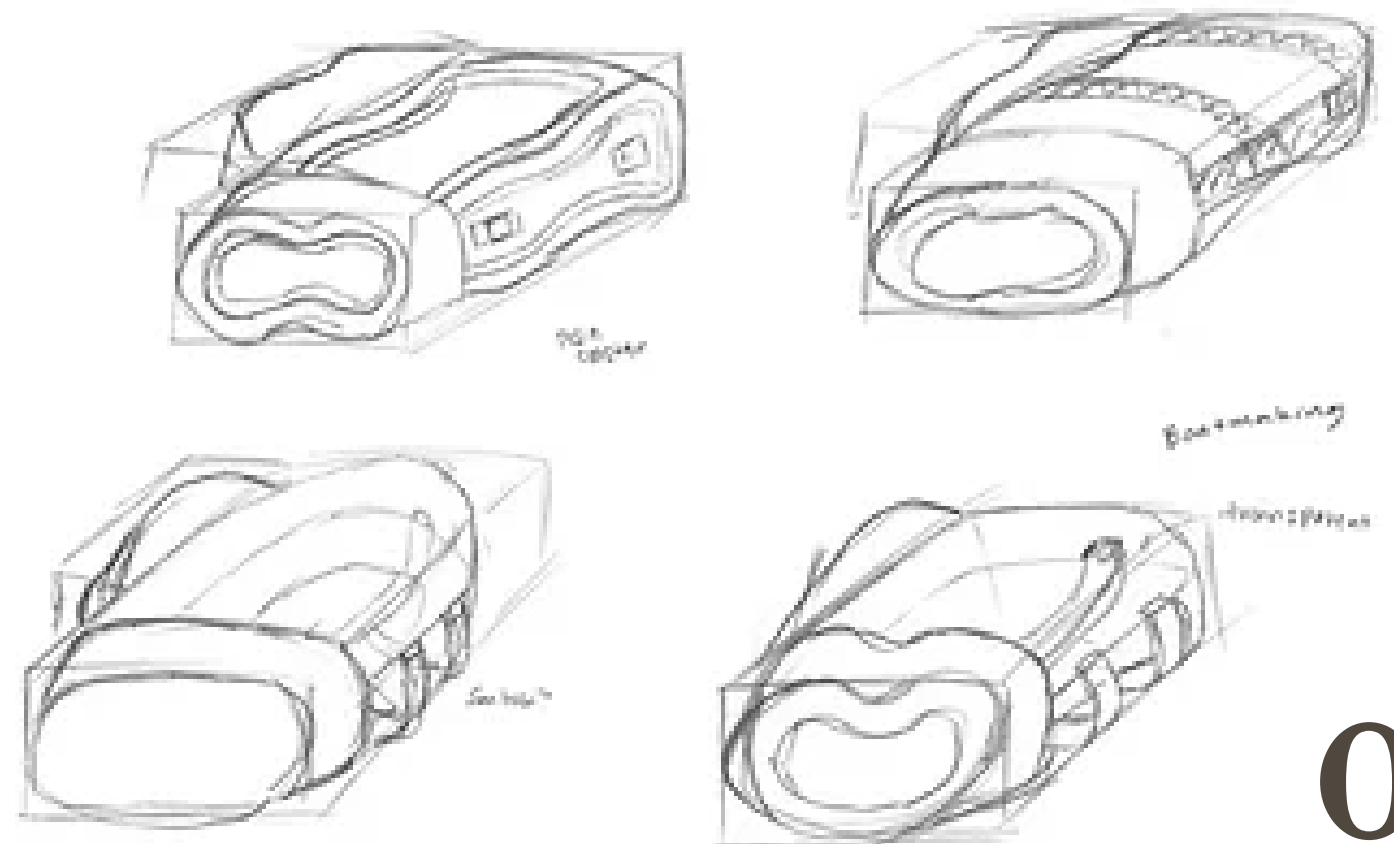
SleekD

Make it real with SleekD virtual reality headset and controllers. Full immersion into the virtual world with stunning 3D effects and amazing audio quality. Its ergonomic design will boost your gaming experience. SleekD will take you to a whole new world.

Dive into the amazing world of virtual reality. Be in control of your own world to the fullest potential. With SleekD.
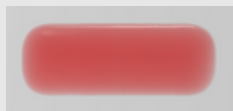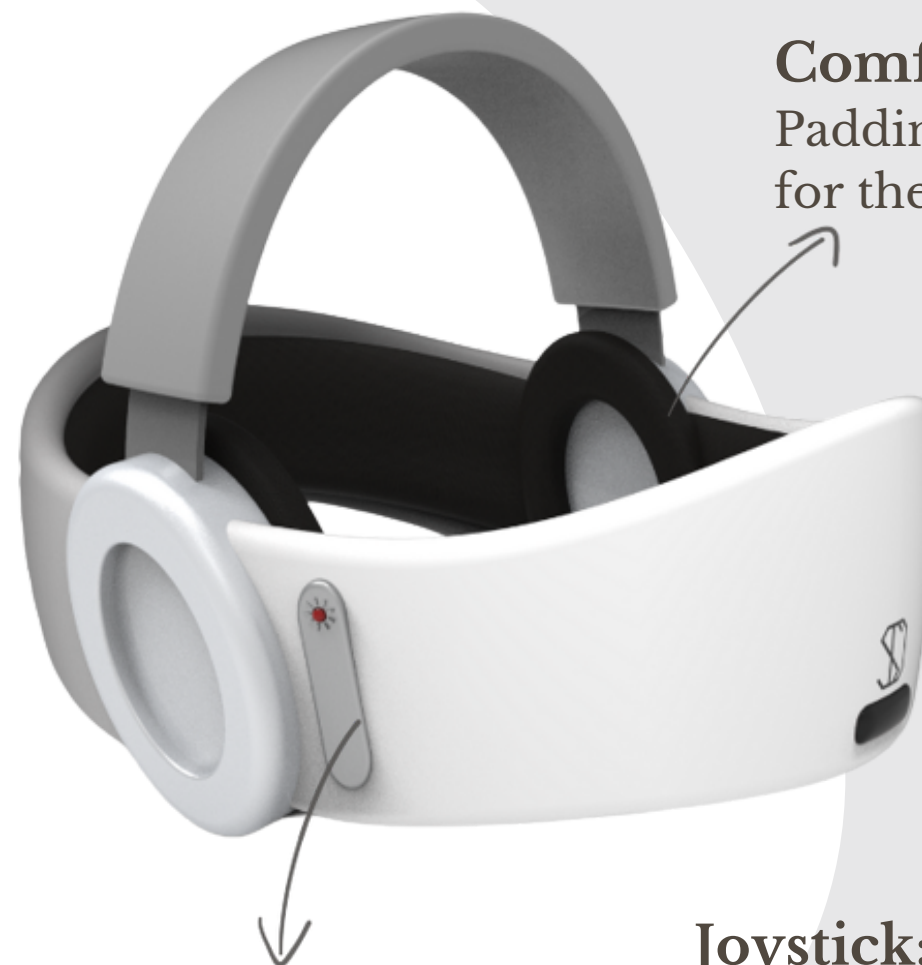
06

Features

Comfort:
Padding/cushion for the head.

Headband:
Easily adjustable headband fits all heads.

Brightness:
Slide up or down to adjust brightness.

Joystick:
For easy movement in the game.

Buttons:
Navigation buttons and other buttons to play the game.

Power button:
Red LED will light up when SleekD is on.

Volume button:
Adjusts volume with 'plus' and 'minus' buttons.

Motion sensor:
The sensor helps detect arm movements.

Strap:
A wrist strap holds the controller in place.

06

Colour Variations

BUMBLE YELLOW

JET BLACK

PURE WHITE

CRIMSON RED

OCEAN BLUE

06

Advent Calendar 2022 ✦

Advent calendar is a tool that helps one to count down the days leading to Christmas. In each of the number pockets, there's a surprise gift which makes it exciting as you receive 12 gifts 12 days to Christmas.
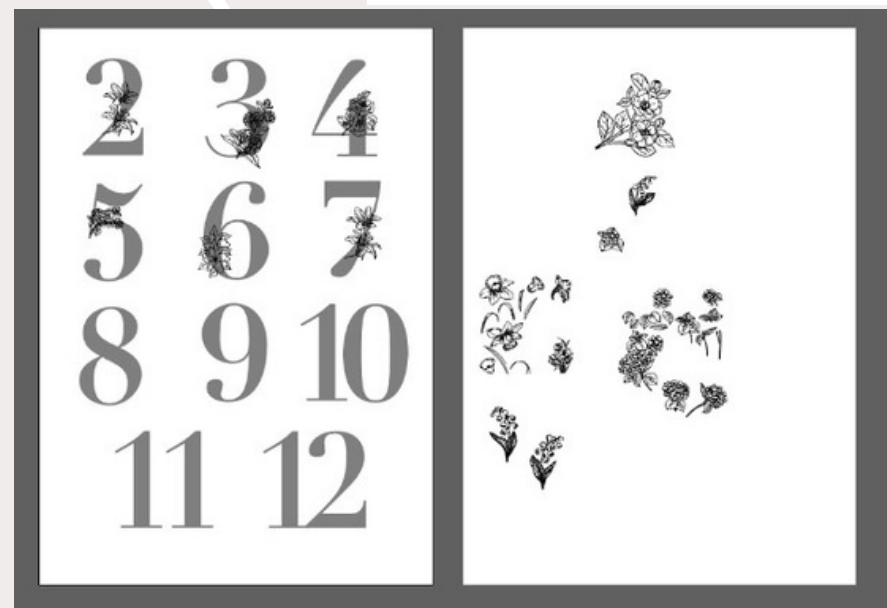
Front

Contents

Back

Progress

07

Lunar New Year 2023

Assisted in making of brochure: putting in the images & text copy in place, working on feedback given by colleagues. I learned about the elements and symbolism of Lunar New Year such as the blessings, auspicious objects and more. Software used: Adobe Illustrator.

Valentine's Day 2023

Assisted in making of brochure: putting in the images & text copy in place, working on feedback given by colleagues. Mostly worked on the glossary of the catalogue. Software used: Adobe Illustrator.


08
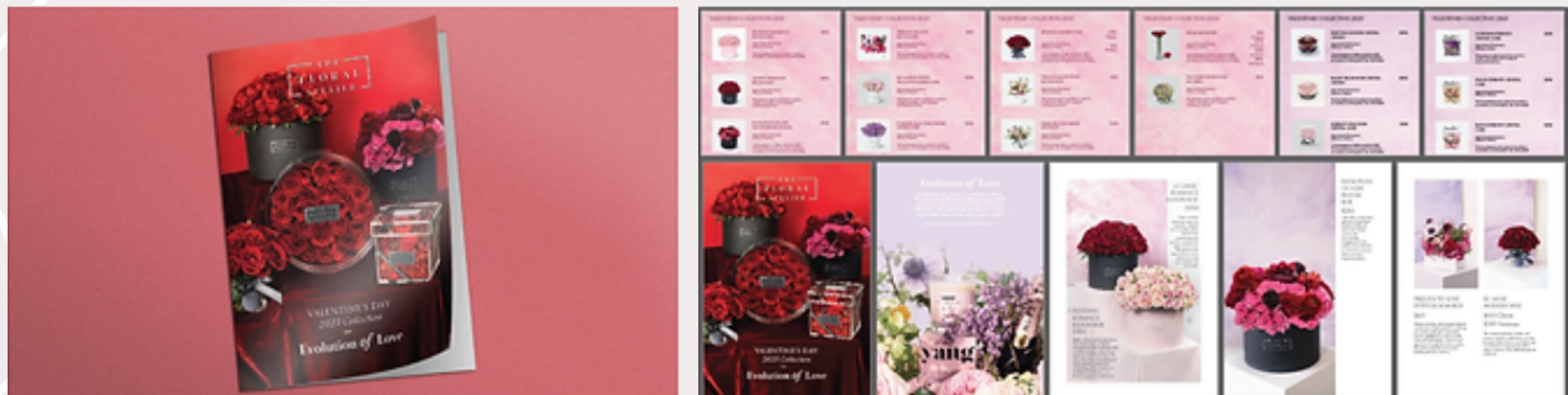
Bridal Catalogue

I was tasked to make a catalogue to showcase the wedding services to our potential brides and clients. Many alterations were made based on my colleague's feedback who is a senior graphic designer. I learned about margins, layout, consistency, text placement, choosing the right photos (i.e. more grand), content page and more. I made multiple versions for my boss to choose from and to know what works and not, in a short period of time. Software used: Adobe Illustrator.

Bonbon Information Card

My task was to design an informative card for the customers who have purchased the Bonbon. The purpose is to let the customers know about the different flavours of the candies. I hand drew the icons of the flowers bonbon, and put together the hero shot, logo, text, QR code and socials to form this card. Software used: Adobe Illustrator and Adobe Photoshop.
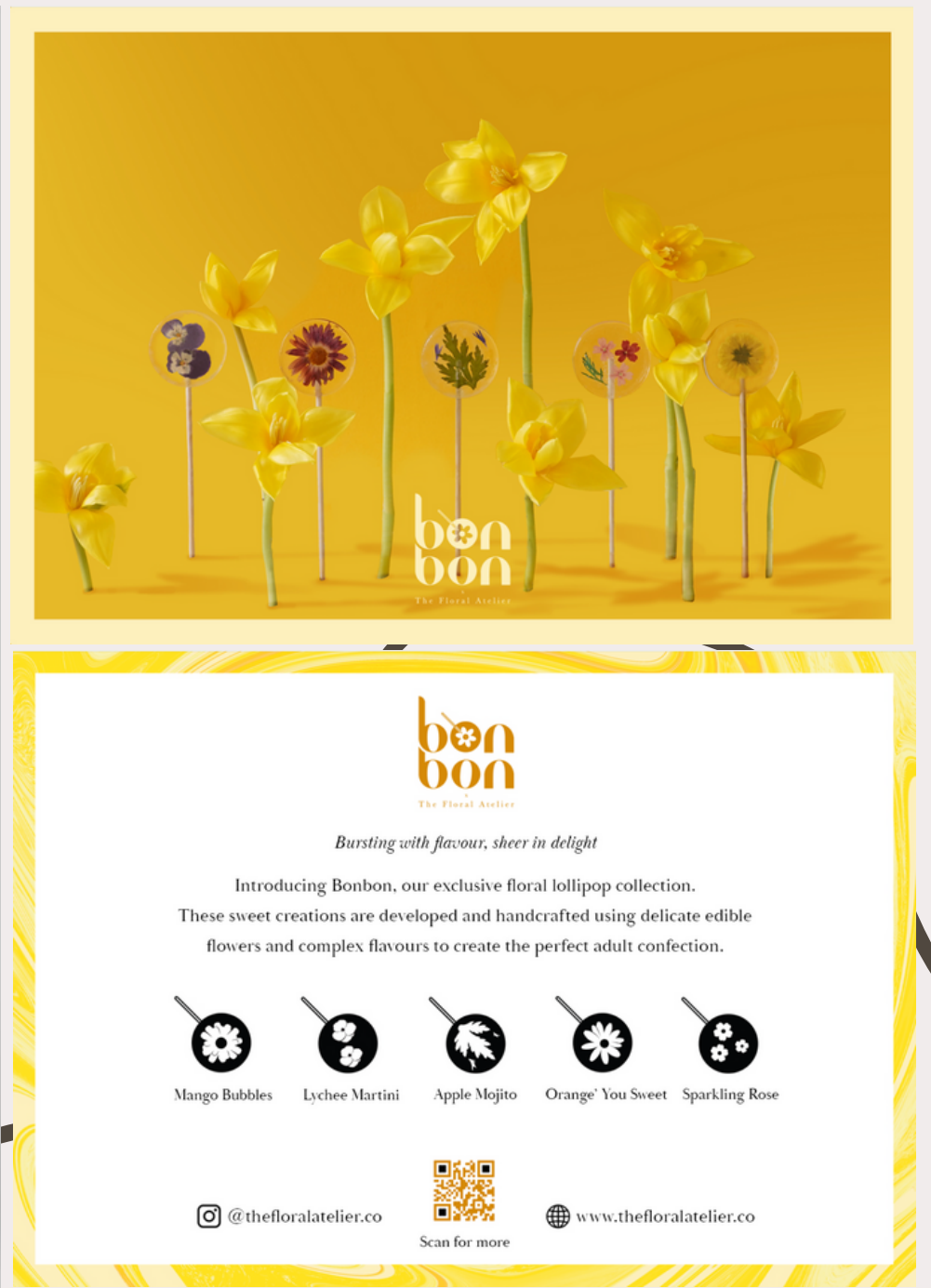
The Kueh Connoisseur

The Kueh Connoisseur is a family-owned home business that specializes in selling traditional Malay kuehs, including pineapple tarts, Makmur, and Sugee. Our bestsellers are Nutella tarts, Red Velvet Cheese tarts, and Cashew Makmur!

For the past eight years, my family has been running the business, and now, I see the opportunity to rebrand it using my design skills.

Menu & Money Packet
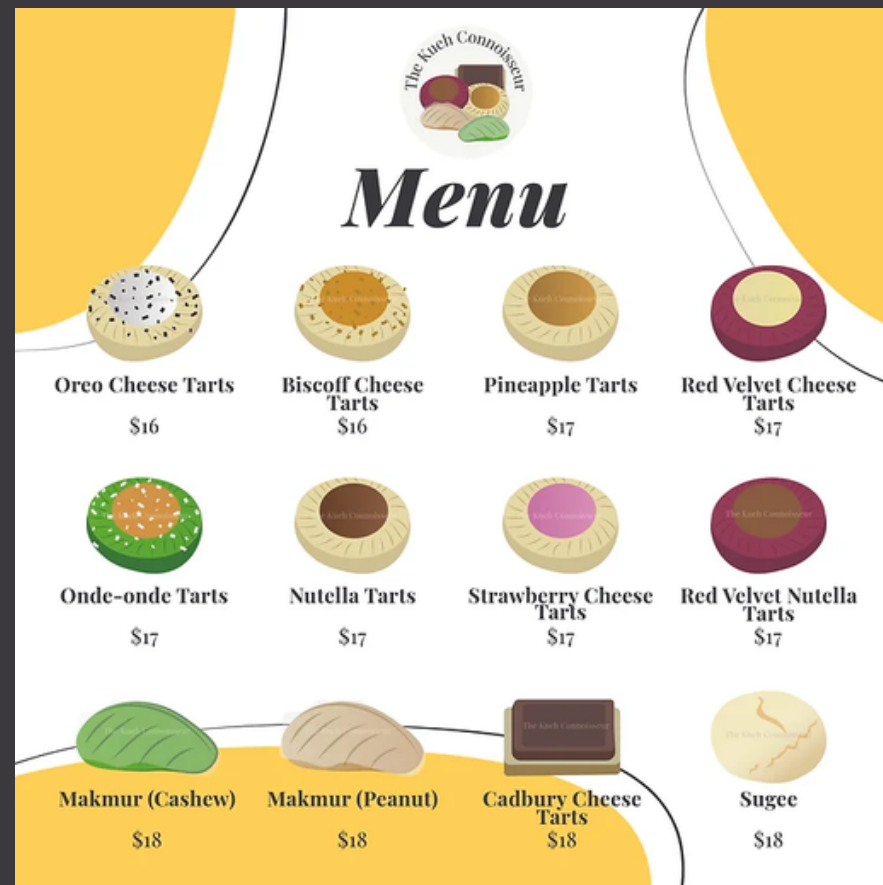
A well-designed menu is crucial, particularly in the food industry, as it provides customers with essential information about our offerings. It includes photos, descriptions, and prices. I have prepared a menu specifically designed for our Instagram post.

I created the kueh icons using Adobe Illustrator, which are original works by me.

Furthermore, I have also designed money packets for Hari Raya that customers can purchase along with the kuehs. I believe that the kueh icons have the potential to be transformed into various types of merchandise in the future, which could generate additional revenue for our business. This approach serves as a great marketing strategy, as when customers distribute the money packets to their relatives, it indirectly promotes our business as well.

Laptop Stand

Making of laptop stand using plywood and MDF board. Used laser cutting and CNC machine.
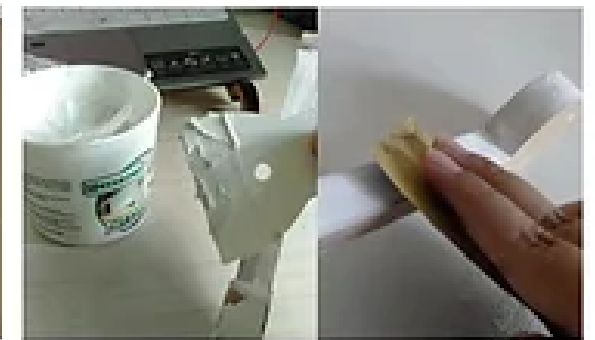
10

Prototype Making
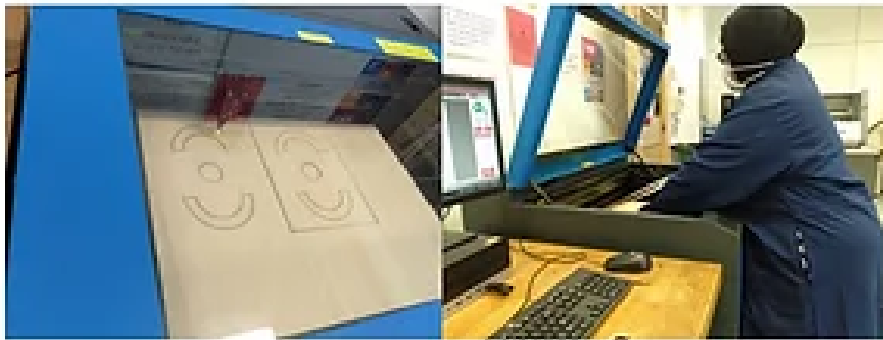
Using laser cutting machine to cut plywood to make the low-fidelity prototype.

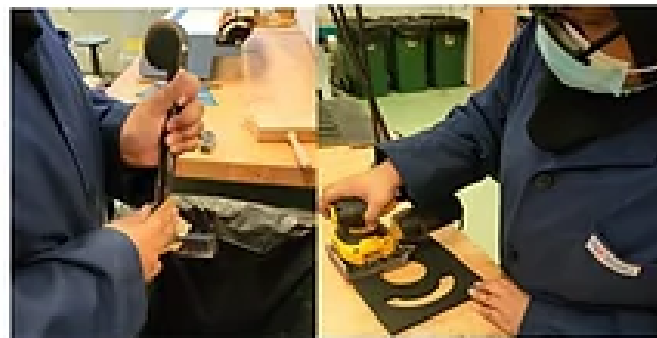Testing low-fidelity prototype with my own laptop.

CNC-cutting the MDF board into pieces.

Gluing the pieces together. Applying wall putty to fill.

Used leftover cardboard and spray painted the pieces outside my home.

I noticed that the surfaces are still rough, so I used orbital sander to sand them.

Spray painted the pieces again to make sure the paint coats all surfaces after sanding.

Smoothened the surfaces using sandpaper.

Finished product of the laptop stand. Tried it out with my laptop.

The Christmas Atelier 2022

The Christmas Atelier is an annual Christmas marketplace. It is the 4th year running since 2018. Over 40 local brands came together to The Atelier & Co. HQ, selling their artisan goods and for shoppers to buy memorable Christmas gifts for their family and friends. Gingerbread Man House is the theme for 2022.

Process
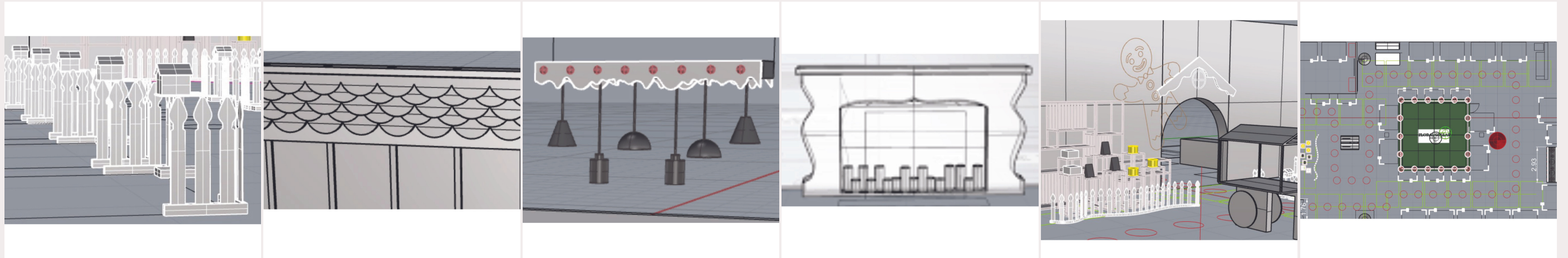
3D Modelling with Rhino 7. Organising the event's space and design. Gaining the measurements is aided by this.
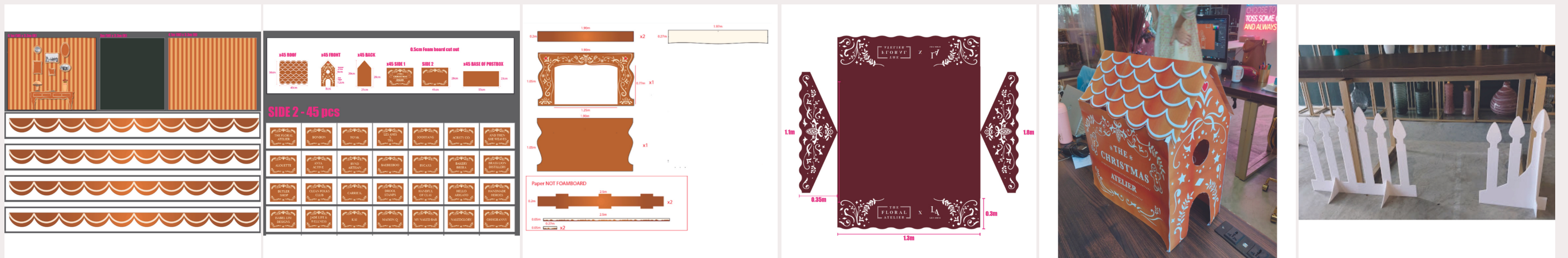
Decor illustrations done on Adobe Illustrator. Made prototype using paper and styrofoam before sending to suppliers.

Once all the decorations and props arrived, my team and I set up the whole event.

THANK YOU

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Website portfolio: https://syamimisabarudin22.wixsite.com/myportfolio