



## PORTFOLIO MARIUS KINDLER



# hello.

My name is Marius Kindler I am an industrial designer from Germany and I am currently working as a Concept Designer at Stokke, a leading premium brand in the juvenile industry.

*[mail@mariuskindler.com](mailto:mail@mariuskindler.com)*

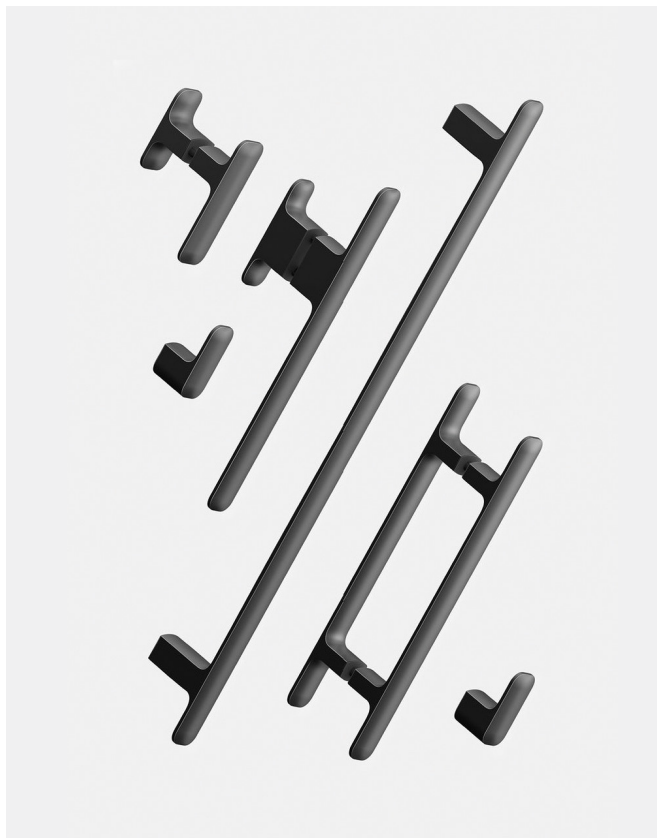


## my experience

I worked as an industrial designer both in-house and on consultancy side in different countries.

As I already worked for a wide range of clients and brands from various industries I feel confident in all stages of the process and can rely on my broad skill set as a designer and the experience of bringing several award-winning products to market.

ID & beyond



reddot design award  
winner 2019



DESIGN  
AWARD  
2019



GERMAN  
DESIGN  
AWARD  
WINNER  
2019



DESIGN  
PLUS

## PROFESSIONAL POSITIONS



**concept designer**  
**Stokke GmbH**  
Stuttgart (GER), 2022 - 2023 (1 year)



**illustrator / designer**  
**self-employed side business**  
Coburg (GER), 2013 - 2023 (9.5 years)



**industrial designer**  
**yellow design | yellow lab**  
Cologne (GER), 2017 - 2019 (2.5 years)

## ACADEMIC EDUCATION



**MfA - Advanced Product Design**  
**Umeå Institute of Design**  
Sweden, 2019 - 2022



**BA - Integrated Product Design**  
**Hochschule Coburg**  
Germany, 2011 - 2016

## TRAINEESHIPS & COLLABS



**master thesis collaboration**  
**Stokke AS**  
Umeå (SWE), 2022 (6 mo.)



**product design trainee**  
**Above.se**  
Malmö (SWE), 2021 (6 mo.)

## INTERNSHIPS & STUDENT JOBS



**product design intern**  
**FLEX / design**  
Delft (NL), 2015 (6 mo.)



**product design intern**  
**yellow design | yellow lab**  
Cologne (GER), 2013 - 2014 (6 mo.)



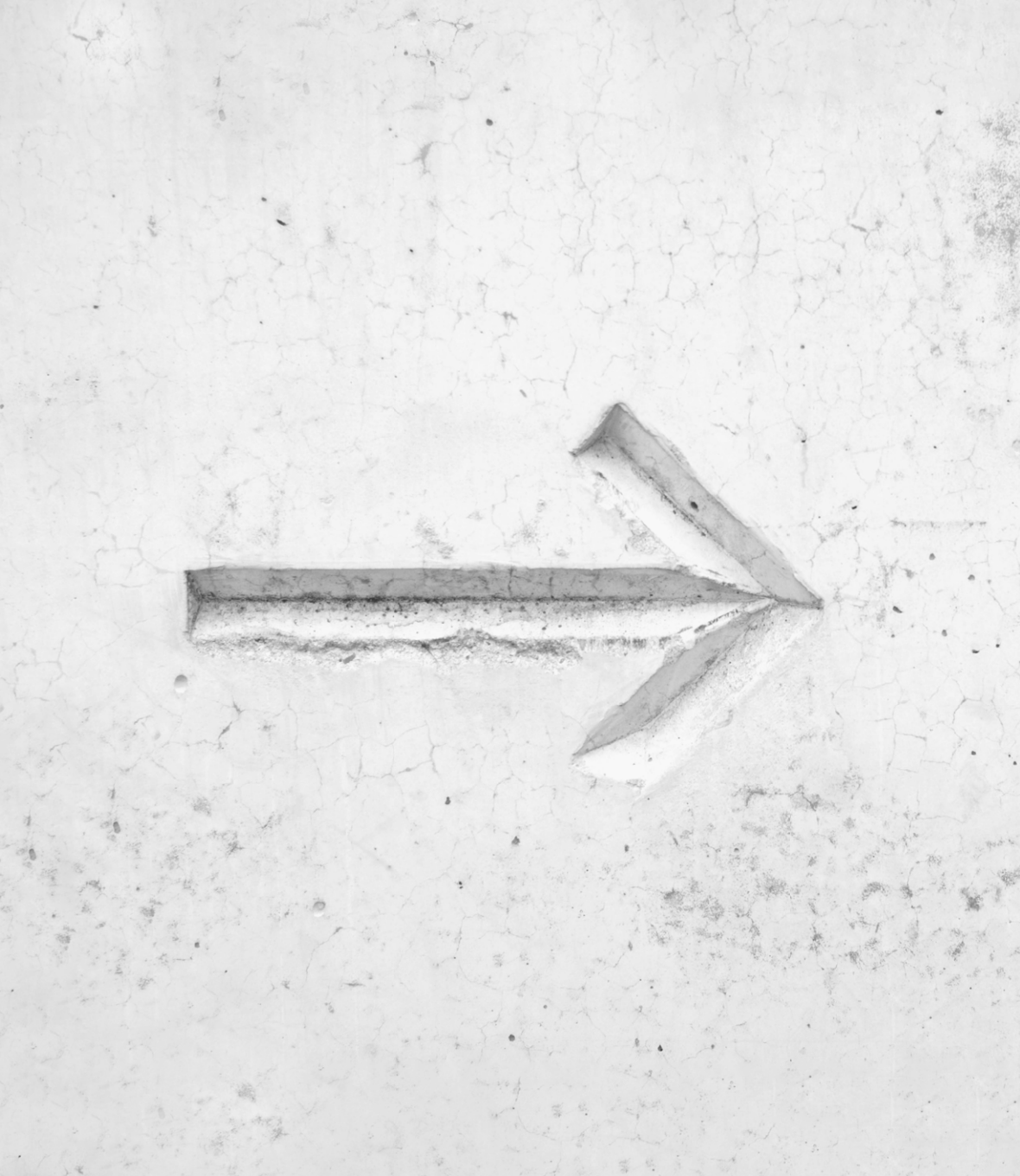
**working student**  
**Brose GmbH & Co KG**  
Coburg (GER), 2012 - 2015

## CORE DESIGN SKILL SET

<b>strengths</b>	ideation & concept visualization interdisciplinary team collaboration organization & time management communication & presentation trend forecast & social media
<b>software</b>	<div>✓ <b>Solidworks, Keyshot, Adobe CC</b></div> <div>+ Fusion 360, Procreate, Sketchbook Pro, After Effects, Premiere, Audition, MS Office, Miro, Keynote, Slack, Shapr3d, Gravity Sketch</div>
<b>languages</b>	<b>German</b> (native) <b>English</b> (fluently)
<b>recognition</b>	Red Dot Design Awards (5x) Core77 Design Awards (4x) iF Design Awards (3x) German Design Awards (5x) Design PLUS Awards (2x) Iconic Interior Awards (4x)
<b>projects with</b>	Logitech, Electrolux, Kärcher, Flir, BMW, Porsche, UNHCR, Pelikan, Jabra, Getinge, Zwilling, Durable







## my perspective

Despite my profession as an industrial designer I try to address design challenges in an holistic way. I like to think beyond the product and to include users, business, brand & strategy.

My goal for the future is to work as an industrial designer across the disciplines - to use my skills to drive positive change and to be conscious about my footprint and the impact of my work - while designing products that serve a purpose as well as engaging experiences that make people smile.

empathic



visual-thinker

storytelling

user-centric

strategy



holistic



# my personality

Of course making a worthy contribution to a team and a working environment requires more than just design skills. So I also bring a positive mindset, a humble attitude and the ability to motivate other people - while playing for the team.

Beyond that I am also curious and eager to dive into new subjects as I learn the most while facing novel challenges. I try to live an active lifestyle, do a lot of sports and also follow my passion for design beyond my working hours.

positive



dedicated

team player

curious



**UNIVERSITY PROJECTS  
CREATED DURING EDUCATION  
(BACHELOR & MASTER)**



# STOKKE PLAYPAD

## PLAYFUL LEARNING IN EARLY CHILDHOOD

Master thesis project at Umeå Institute of Design  
twenty-week project | solo | collaboration with Stokke | 2022





# EARLY CHILDHOOD DEVELOPMENT

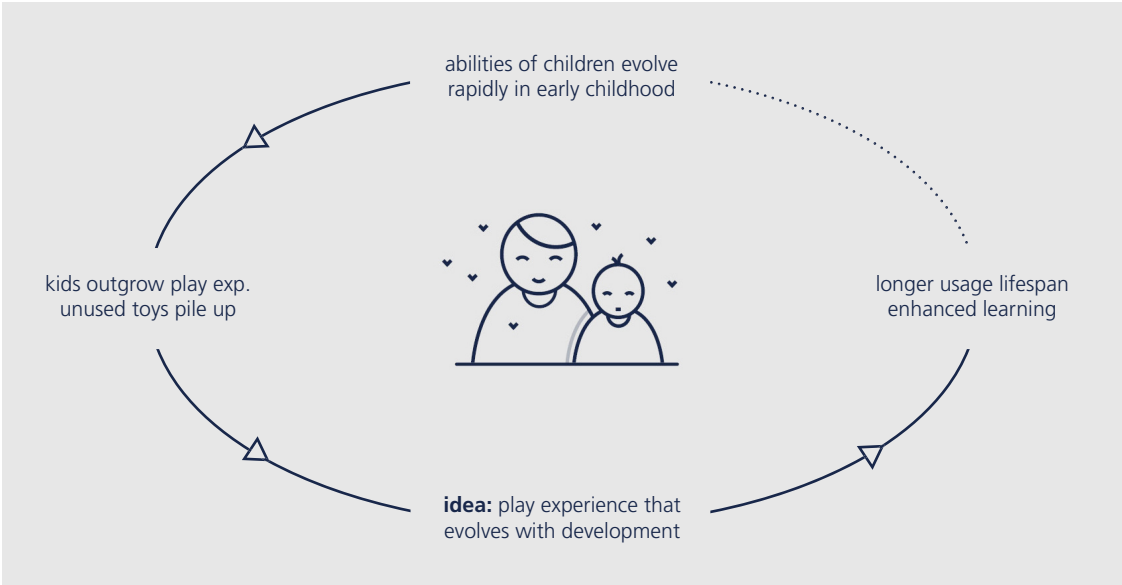
## learning from parents & experts in education

Especially during the first years of childhood, the abilities, interests and personality of children evolve at a rapid speed. Seeking for new learning challenges kids tend to outgrow certain ways of playing - often within months.

For my Master thesis project I explored together with my collaboration partner Stokke how new possibilities for physical-digital play could enhance the development of children during all stages early childhood.

A series of interviews with parents & experts during my research phase pointed me towards play platforms that can evolve with development of the children, to support them in playful learning while growing older.

(designed at Umeå Institute of Design)





## PLAY ENHANCED BY TECH

While technology can bring benefits for playful development, parents mostly favor traditional toys. Within my process I tried to find a good balance to enable tech-enhanced playful learning that also can be accepted by parents of young children.

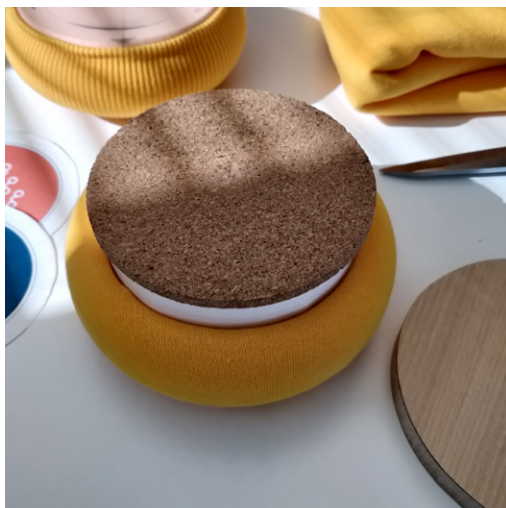
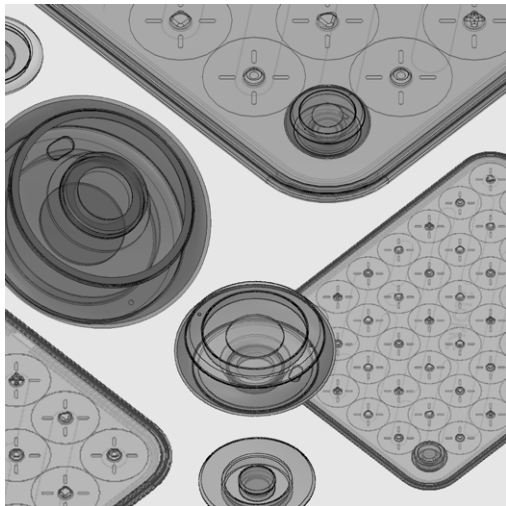
### Technology introduced in a child-friendly way

After a wide exploration of different phygital play experiences I worked very hands-on to craft a believable product vision that suits both kids and parents as well as my collaboration partner Stokke.





# COLLABORATIVE PROCESS / PHYSICAL EXPLORATION



# STOKKE PLAYPAD

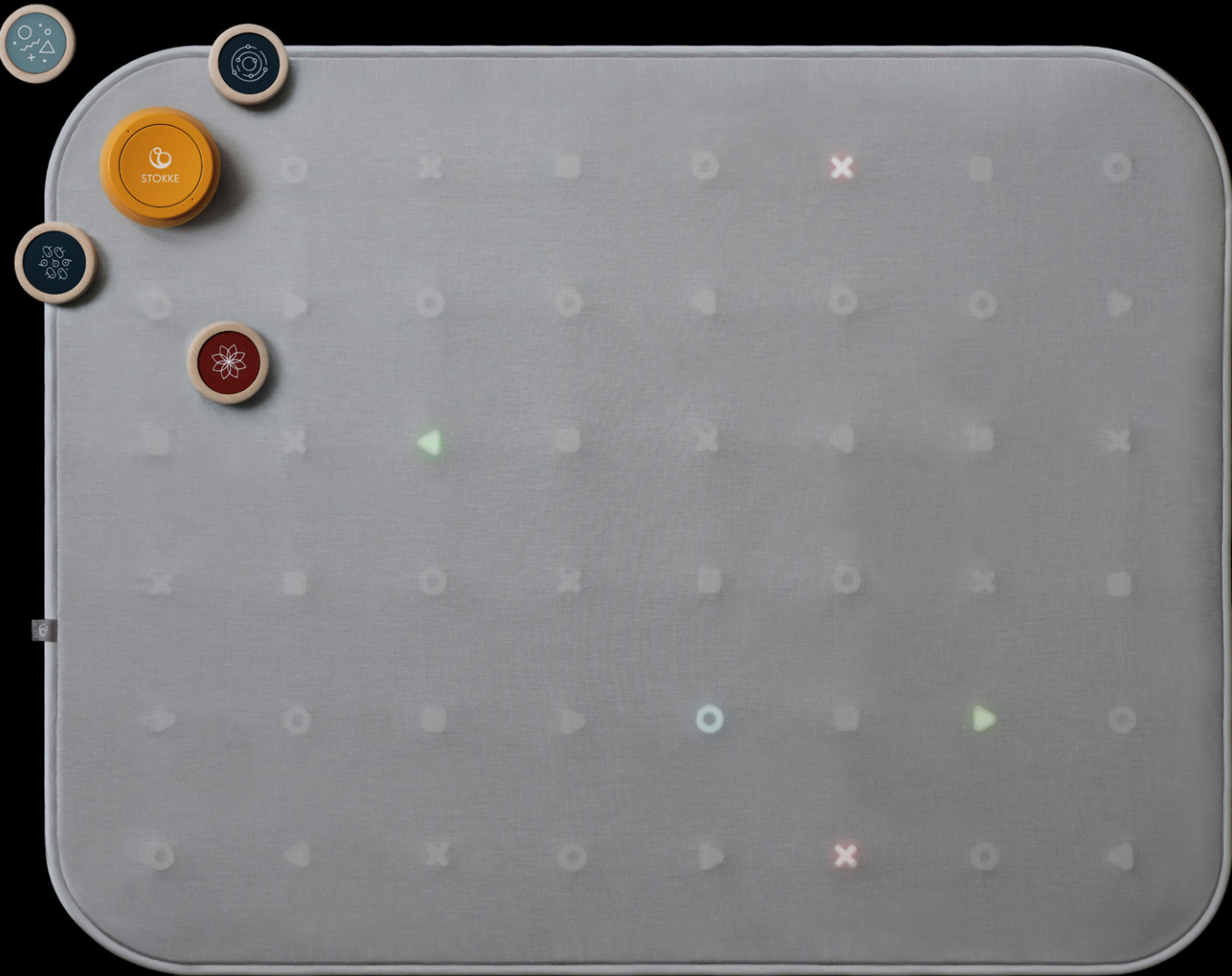
Versatile platform for playful learning

The result of my exploration is the Stokke Playpad a multifunctional play platform that can grow with the development of the child by providing a wide range of playful activities in one single device.

## interactive play with sound, light & touch

Placed on the floor it creates an interactive and soft play environment, where pressure sensors embedded in the textile work as input for play activities and visual as well as auditive feedback help to facilitate a variety of playful interactions that children can understand and enjoy.

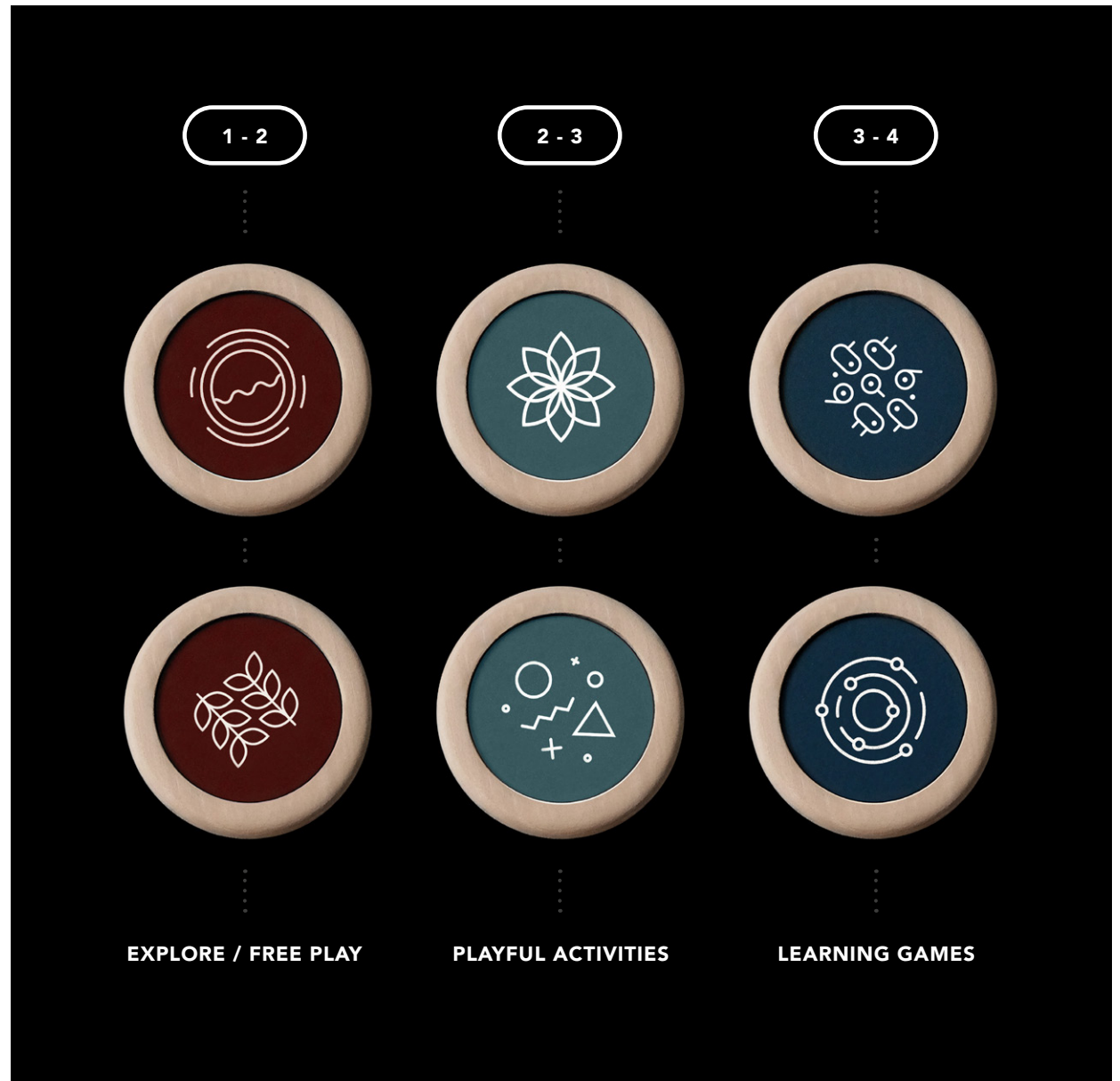
Designed to fit the life of young families, the Playpad is flexible to move around, easy to set up, child-proof in it's details and materiality and convenient to store away after play.



portable play environment / washable textile sleeve / interactive floor mat / 130 x 100 cm



Each disc houses an NFC tag that activates an individual preset for sensors, speaker and lights that enables the selected play activity on the Playpad.



# PLAY DISCS EXPERIENCES

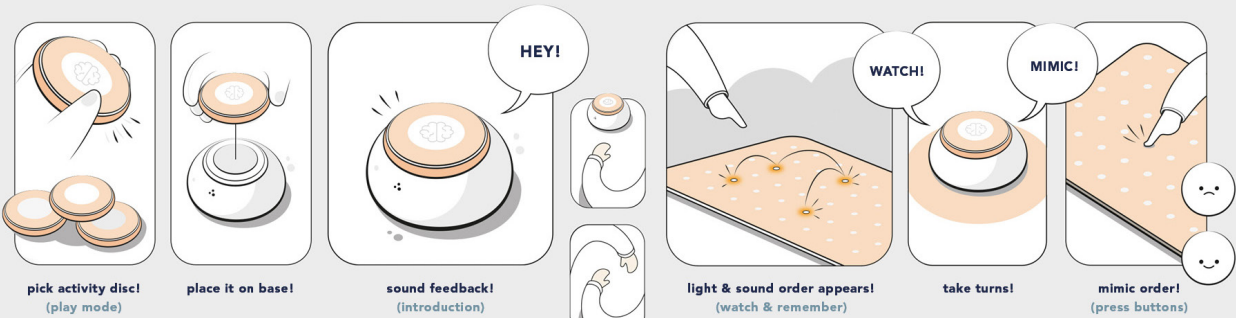
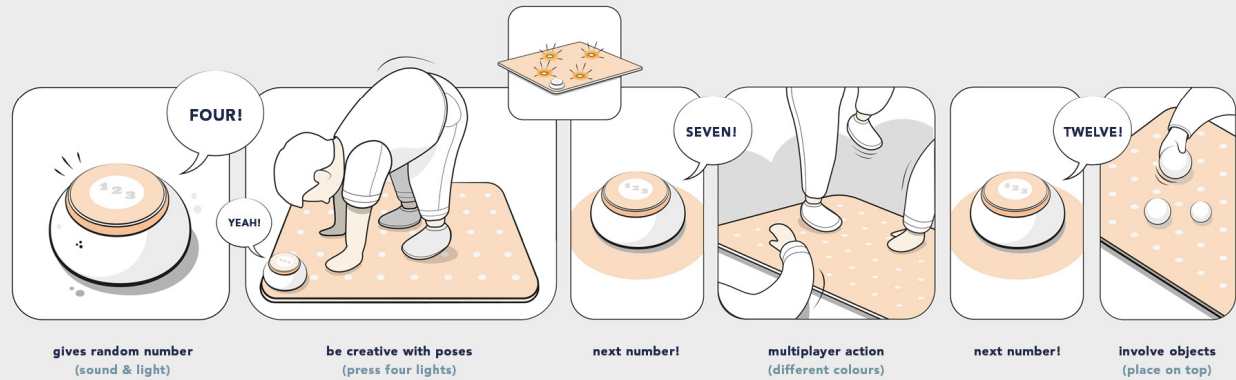
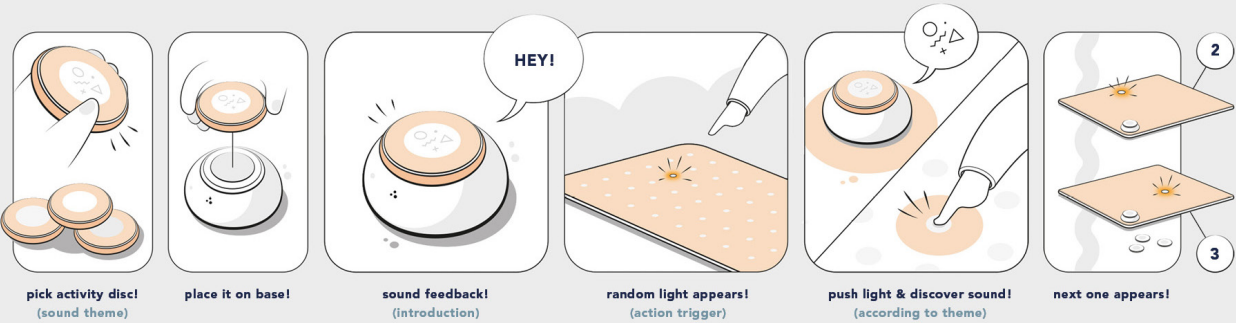
## Age-appropriate learning activities

By placing different discs on top of the speaker add-on, children and parents can switch between a wide range of play modes available that help to foster playful development in early childhood.

Different play activities range from explorative and free play for the youngest to musical experiences or even preschool learning games. The spatial setup of the Playpad enables both independent play for children as well as shared play where parents can join in easily and participate.

### Families upgrade experience over time

The wide range of play modes the Playpad can offer keeps it attractive to play with throughout childhood and adding new discs to the collection help families to upgrade the Playpad over time according to the kid's age, abilities and interests.



solitary / versus



## LOOK & FEEL THAT MEETS THE TASTE OF YOUNG FAMILIES





# THE CENTERPIECE OF THE PLAYFUL DEVELOPMENT ECOSYSTEM

For Stokke this product could be the center of an ecosystem that revolves around playful development. Accessories like travel bags, textile sleeves or storage containers and of course a large collection of individual play discs offer touchpoints for families to stay engaged with the brand over a longer period of time.



**Would you like to see more?**

Explore the the full project on my Behance.



# MATTEO

## SMART AIR PURIFIER FOR ELECTROLUX

university project at Umeå Institute of Design  
four-week design sprint | team of 3 | 2019

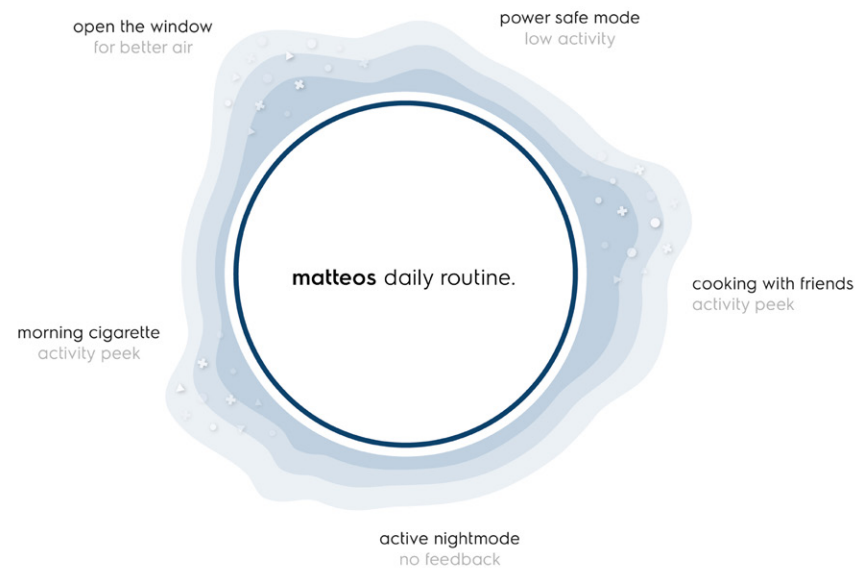
# MATTEO - AIR PURIFIER

Enhancing indoor wellbeing

Matteo is an intelligent air purifier that enhances the indoor wellbeing and leads towards a cleaner and more healthy lifestyle by adapting it's cleaning cycles to the user's living habits. Addressing users with allergies, the air purifier comes equipped with a secure filter change mechanism that reduces the pollution during this un-comforting process.

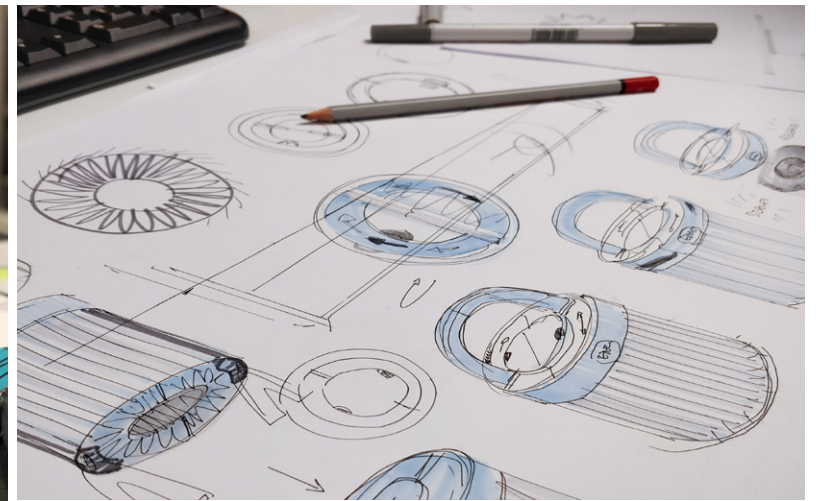
Matteo is a smart piece of technology that blends into modern home environments by featuring state of the art CMF and keeping the interaction with the product on a minimal and unobtrusive level.

(designed at Umeå Institute of Design)





## CREATING A PRODUCT VISION IN A DESIGN SPRINT





**HOME TECH ADAPTS TO OUR LIVES**



# TECHNOLOGY THAT FEELS HOMEY



# RELATABLE FEEDBACK

Matteo curates access to air data

Having an air purifier in their own home doesn't mean that users want to bother about air quality and always need access to data & progress charts. But if they want access - matteo offers a beautiful and relatable way to experience this information.

## Is it even beneficial to open the window?

Electrolux translates all data into a virtual particle stream that animates the air improvement over time or during your daily routine and even makes it possible to compare your air inside with the air quality of your local neighbourhood. This subtle approach to product feedback raises awareness to air quality and pollution beyond the own home.



particle stream based on  
sensor data & user input

compare indoor air with  
local outside air quality







**matteo** takes care.

# KÄRCHER / RE RENTAL ECOSYSTEM FOR OUTDOOR CLEANING

university project at Umeå Institute of Design | solo | 10 weeks | 2020







**All industries have to change**



**so does Kärcher!**

# SHAPING A BRAND VISION

product design meets strategic thinking

Kärcher is a global brand and market leader in the segment of outdoor cleaning devices and as many other businesses Kärcher is going to face big challenges in the coming years.

Rapid digitalization, changing customer values and the climate change are going to challenge consumer product companies like Kärcher to switch to more sustainable business models.

By combining industrial design with strategic innovation I created an holistic vision for the future of Kärcher, that addresses the needs of the company, the customers and the society.

## Kärcher 2030 - rental ecosystem

In 2030 Kärcher will introduce a digital-first rental ecosystem to offer a more convenient way for consumers to access their product range. Instead of buying the high pressure cleaners for a lifetime, users can rent them only for their task. Kärcher and the users will benefit from high product quality and longer lifespans and the company also pivots towards a future-oriented digital infrastructure.

The outdoor cleaning devices of the future get designed for this rental model and offer different levels of customization to always achieve high quality cleaning experiences.

## holistic service & infrastructure

While booking the pressure washers digitally, Kärcher as the cleaning expert guides users within this digital ecosystem to find the best product configuration for their task.

Based on the digital infrastructure Kärcher can establish a strong customer relationship and provides their high quality cleaning products to a worldwide user base on demand.

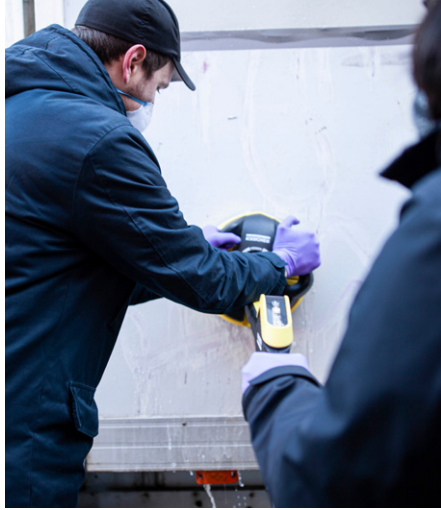
the vision

In 2030 Kärcher introduces a digital-first rental ecosystem!





## LEARNING TO CHALLENGE BRAND & PRODUCT



# RE / RENTING UNIT

## high pressure cleaning module

The centerpiece of this highly customizable renting experience is the Kärcher RE / unit. A high pressure water cleaning module that is designed for this new renting strategy.

With it's compact cubic volume and a robust housing the pressure cleaner is optimized for longevity, logistics and maintenance and works as a versatile high pressure module for a variety of outdoor cleaning tasks.

### personalized cleaning solution

Depending on the task users can book the renting unit with adapters, detergents and the complete range of Kärcher accessories. While booking the service, Kärcher supports finding a fitting configuration and provides users with a unit available to book nearby.

### product integrated in digital service

The product itself is also connected to the digital experience. Once you logged in to the device the cleaning unit recognizes you, sets your preferences and even guides you during your cleaning task if necessary.



**RE / unit**  
high pressure washer  
module designed for the  
Kärcher renting ecosystem



# HOLISTIC JOURNEY ON DIGITAL & PHYSICAL TOUCHPOINTS

flexible



personalized  
interface



car tetris



book upfront



easy to clean



service & logistics





lockable cable drum



short lance with interface



top side storage space

transport handle (2x)

soap tank (refillable)  
pressure cable connection

retractable power cord (backside)

lockable wheels

water supply



# THE CLEANING EXPERT

personalized booking system

Kärcher in it's new role delivers the product solution but also provides the service ecosystem and orchestrates the digital booking experience to customize the outdoor cleaning solution according to the users's needs.



**profile**

preferences  
experience  
budget



**location**

availability  
service point



**cleaning**

accessories  
water / power  
custom settings



**timing**

booking date  
booking period  
pick-up / delivery



**repeat**

set reminder  
schedule task

# RENTING EXPERIENCE AS MORE SUSTAINABLE BUSINESS STRATEGY

Instead of selling high pressure cleaning devices Kärcher rents them out to users and operates a connected fleet of long lasting pressure washers integrated in a digital service-ecosystem.

Digital infrastructure and the physical products and are working seamlessly together to create value for Kärcher and the future customers.



**Would you like to see more?**

Explore the the full project on my Behance.





# ARRAY

## ECG MONITORING FOR INTENSIVE CARE

university project at Umeå Institute of Design  
ten-week design project | team of 4 | 2021

# LONG-TERM ECG MONITORING

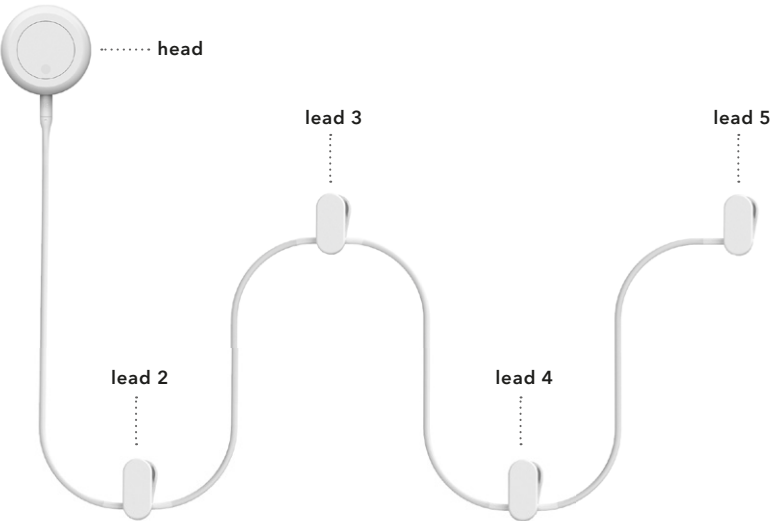
## For hospital intensive care units

ECG monitoring is one of the basic vital sign measurements that is carried out in hospital intensive care units. The sensor setup has to stay on the patient's body often for weeks, gets unplugged, cleaned and is part of the daily workflow of all healthcare professionals working in intensive care.

Untangling the current five-cable setup means a lot of effort for the nurses and all the wires also slow down the patient's recovery process by limiting their ability to move freely.

Array reduces the current ECG monitoring setup to an elegant single-line solution that feeds gathered data wirelessly into the current monitoring system. It is designed to fit the workflow of health care professionals and could be implemented in the current practice of intensive care medicine.

(designed at Umeå Institute of Design)





# EXPERT COLLABORATION

Design in dialouge with experts



## Experts from Umeå hospital

We worked in constant dialogue with healthcare professionals to learn about the critical care environment and to find out challenges for staff and patients.

user-centric research

generating insights



## Med-tec expertise from Getinge

Engineers, user researchers & designers from our collaboration partner Getinge helped us with their year-long expertise in development of med-tech solutions.

CLAMP TO ATTACH!  
YOU CANT APPLY  
ANY PRESURE TO  
THE PATIENTS SKIN

DURING NIGHTS IN THE  
ICU ITS HARD TO SEE  
THE DIFFERENT COLOURS  
OF THE LEADS!

THEY APPLY THE LEADS  
UNDER THE BLANKET  
JUST "FEELING" THE  
ELECTRODE POSITION.

THE SENSORS SHOULD  
NOT HAVE A LOT OF  
CONTACT WITH PATIENT  
SKIN OR STICK OUT.

NURSES HAVE A LIST  
OF DAILY ROUTINES,  
CHARGIN COULD BE  
IMPLEMENTED EASILY!

(ABLES SHOULD BE  
NICELY ARRANGED TO  
THE BODY (NOT MESSY)

THE DEVICE, CABLES  
ETC. NEED TO BE  
DESINFECTED DAILY.  
HYGIENE IS AN ISSUE

DURING PRONING  
WE JUST HANG THEM  
QUICKLY ON THE BED

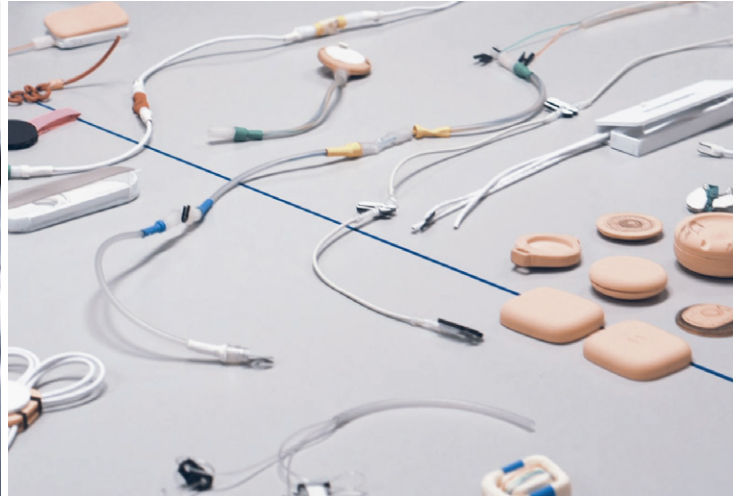
MOVEMENT: CLAMP  
GOES OFF BY MISTAKE  
MOST COMMON  
SENSOR FAILURE

AS LESS CABLES AS  
POSSIBLE IS EXACTLY  
WHAT WE WANT.  
(ICU DOCTOR)

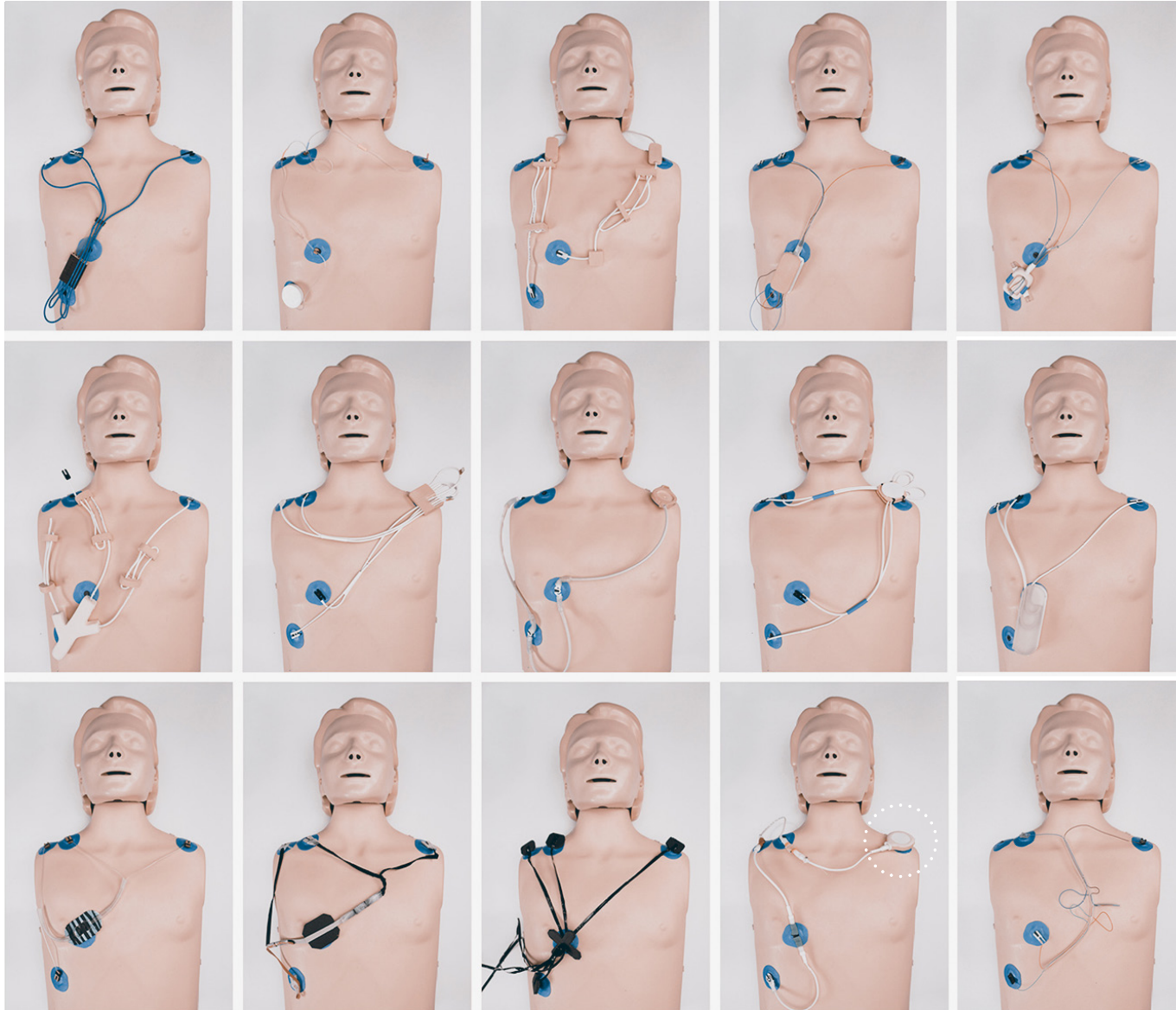
ALL INTERACTIONS  
SHOULD HAPPEN IN  
THE SHOULDER AREA  
(ACCESSIBILITY)

THERE IS AN ORDER  
HOW TO PLACE THE  
LEADS, THE DEVICE  
COULD SUPPORT THEM

## SKETCHING, PROTOTYPING, TESTING & EXPERT USER VALIDATION







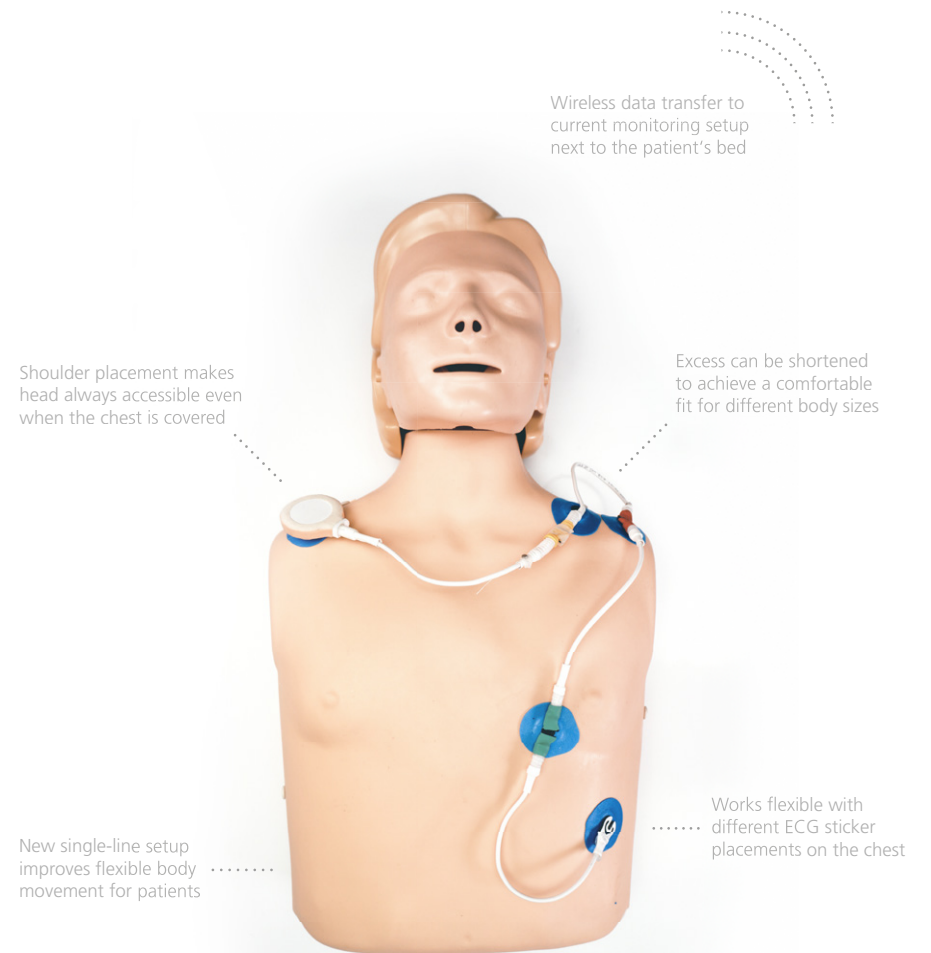
	handling	cleanability	comfort	architecture
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Prototype 02	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
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Prototype 08	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Prototype 09	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Prototype 10	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Prototype 12	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Prototype 13	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Prototype 14	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Prototype 15	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Prototype evaluation matrix

During the project we built a wide range of prototype iterations and rated them based on four key attributes: Product architecture, comfort, cleanability and handling. This way we were able to get from a large pool of promising ideas to one final concept direction.



CURRENT SETUP / **INDIVIDUAL CABLES**



OUR CONCEPT / **SINGLE-LINE SENSOR**



## SIMPLIFIED SENSORS

The sensor is designed to stay on the human body. It's minimalistic shape is easy to clean, intuitive to handle and declutters the appearance of patients in general. The cable length can be adjusted easily to fit different body shapes and battery management routines can be implemented in the daily routines of healthcare professionals in charge.

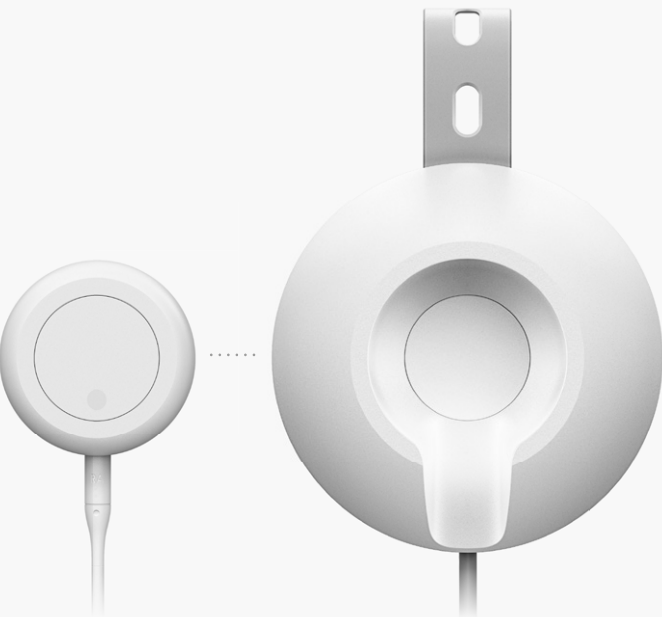


# WIRELESS ECG MONITORING

improves workflow & treatment

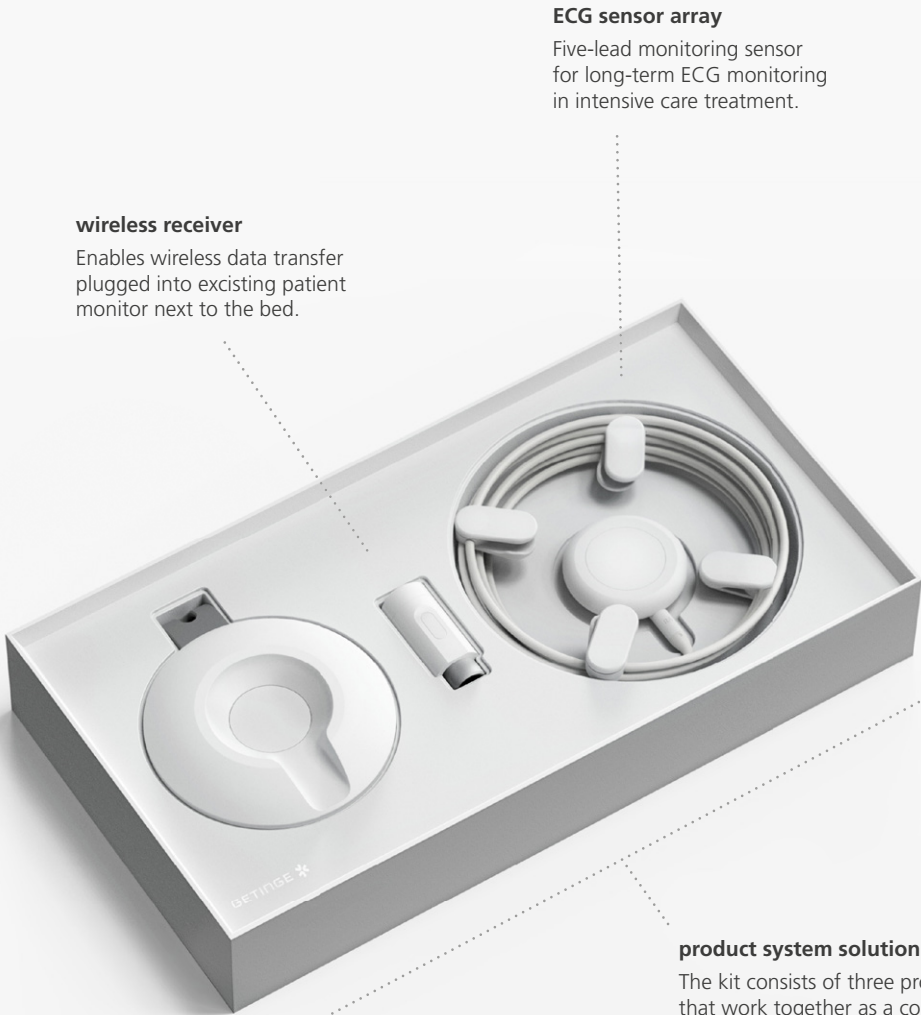
The Array is an ECG monitoring setup of a new generation. It helps to streamline the workflow of healthcare workers as they spend less time untangling cables and offers more comfort and better flexibility in movement for patients in order to speed up their recovery process.

This wireless sensor kit offers a feasible vision for the future of vital sign monitoring and improves the situation for all stakeholders in this very critical environment of intensive care units, where small details can make the difference.



**storage dock**

For charging & battery storage  
flexible mounting solution for  
different intensive care setups.



**ECG sensor array**

Five-lead monitoring sensor  
for long-term ECG monitoring  
in intensive care treatment.

**wireless receiver**

Enables wireless data transfer  
plugged into existing patient  
monitor next to the bed.

**product system solution**

The kit consists of three products  
that work together as a connected  
wireless ECG monitoring solution.



## ATTACHEMENT & FIT BASED ON RESEARCH INSIGHTS





reddot award 2021  
winner





A person wearing a striped shirt and jeans is kneeling on a rocky cliff, holding a tablet. Next to them is a futuristic, dark-colored telescope with a red accent line, mounted on a small tripod. The background shows a vast landscape under a sunset sky with a bright sun low on the horizon.

# **AEON TELESCOPE** AUGMENTED STARGAZING FOR BEGINNERS

bachelor thesis at Hochschule Coburg | solo project | year: 2016

# AEON TELESCOPE

## Augmented stargazing for beginners

Entry-level telescopes on the market do hardly address the needs and expectations of amateurs.

So the goal for my thesis project was to make astronomy accessible for everyone by designing an entry-level telescope that offers a well rounded product experience and combines modern technology with user-focused design.

### Solution: Aeon

Aeon is a smart entry-level telescope which is used in combination with a connected device. It helps beginners to get started in the field of astronomy. The user can observe on his tablet what the telescope is pointed at and also learns additional information about specific targets. Aeon combines the original experience in the nature with all the benefits an app can offer.

(thesis at Hochschule Coburg in 2016)





# CREATING AN HOLISTIC STARGAZING EXPERIENCE

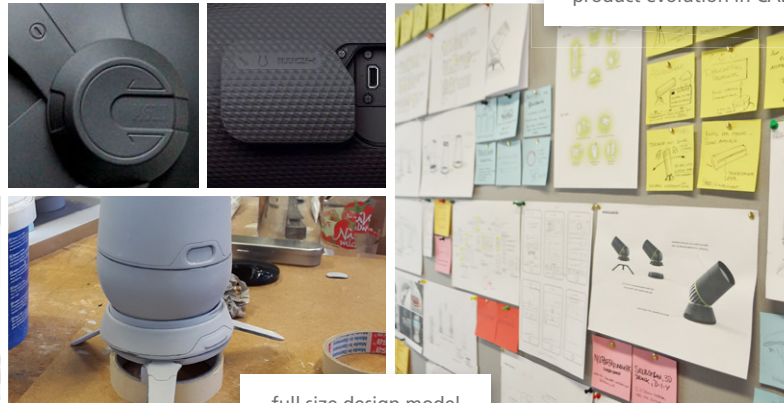
digital & physical aspects designed to work together



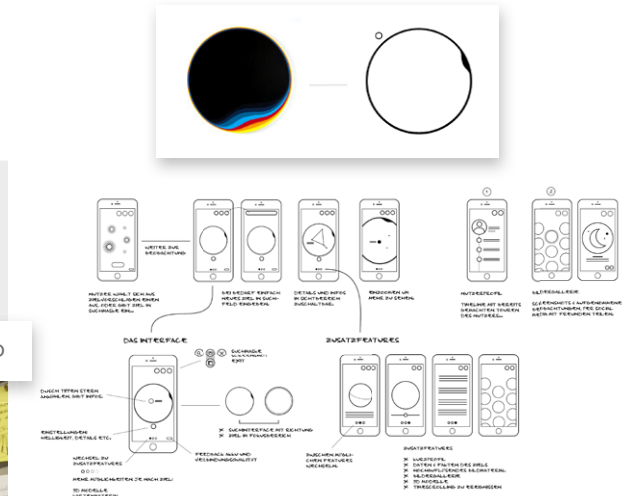
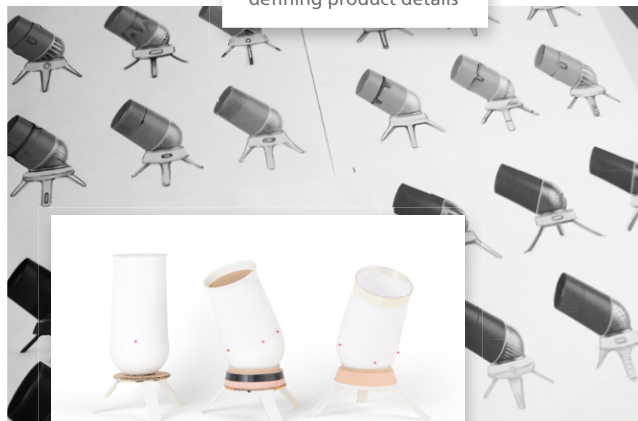
defining product details



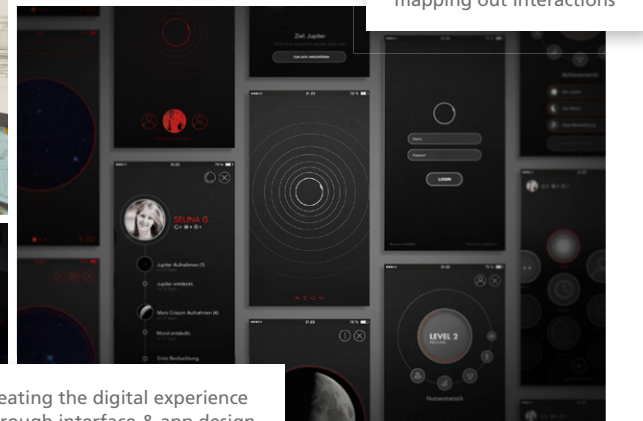
product evolution in CAD



full size design model



mapping out interactions



creating the digital experience through interface & app design



## CONNECT YOUR INTERFACE

learn more about your observations

Observing the stars without any knowledge is possible with the Aeon telescope. It scans the observing conditions (time, location, weather and profile information of the connected users) and offers a collection of attractive objects for users to explore in the night sky.

As soon as the object is in range users can learn more about their observation with additional information, pictures and facts about the object provided in the observation interface.

The interface is designed to have only minimal effect on retinal adaptation of the eye, using dark and red colours. So users can observe the stars without being blinded by their devices.



### the augmented observation interface

Users can observe on their devices what the telescope is looking at. Watching this interface and the matching feedback ring on the telescope it's easy to navigate your way to the chosen target in the night sky.





## ULTRA COMPACT TELESCOPE

The compact telescope consists of two parts, the tubus which includes optics, technical parts and a camera and the base, which provides a stable mount during observation. While not in use both parts can be locked together, so that the optics are covered during transport.

The physical and digital product experience are designed to fascinate beginners for this hobby and help to enjoy special moments while observing the night sky without having any previous knowledge about astronomy.

**LENS 70 x 10**  
(diameter x enlargement)



**Optic based on astro binoculars.**  
(Small enlargement / large field of view)

The telescope combines low power optics that are easy to handle for beginners and high quality images from the observation database for an augmented experience.

magnetic circle mount enables  
stable directionless movement





**EXPLORE NEW WORLDS  
WITH AEON TELESCOPE**





# THE GAUGE DESIGNED FOR REFURBISHMENT

university project at Umeå Institute of Design | solo | 4 weeks | 2020

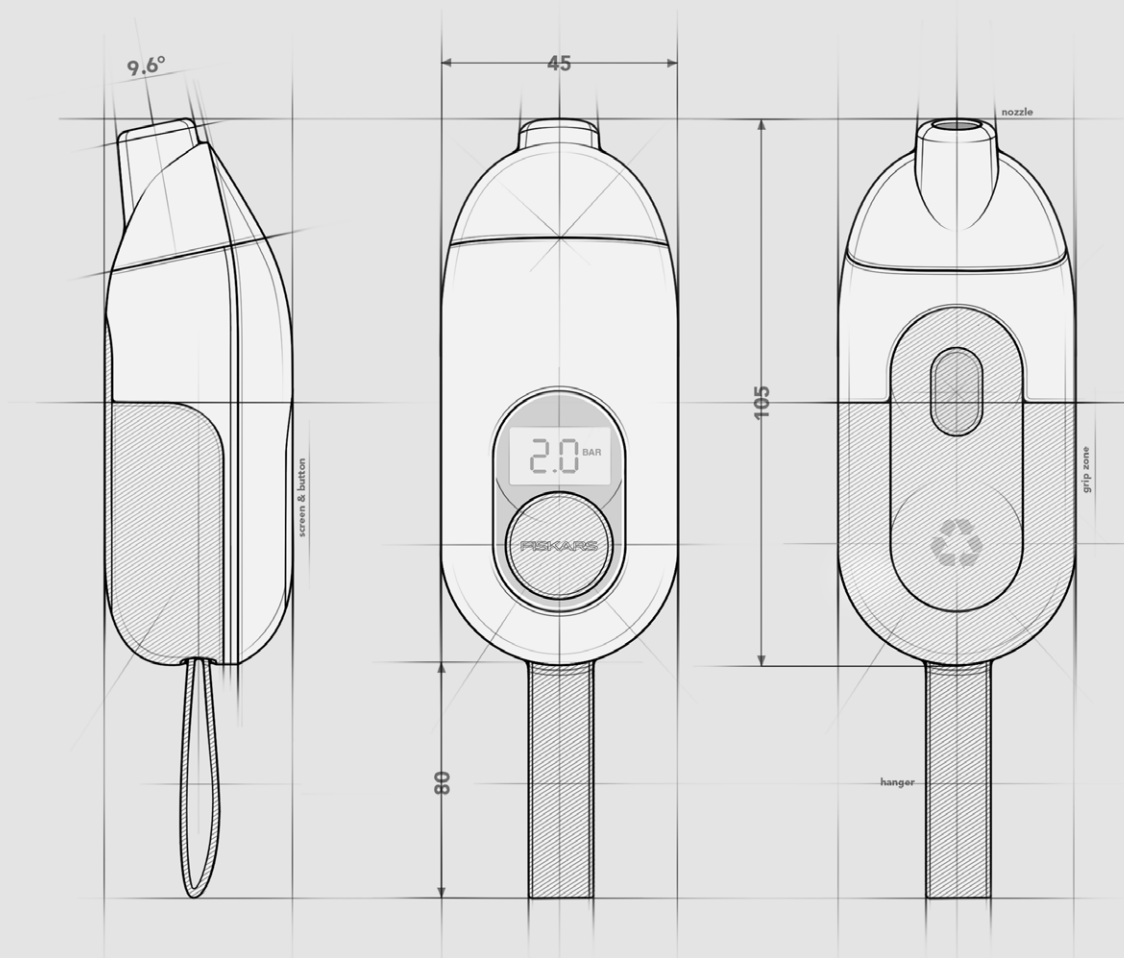
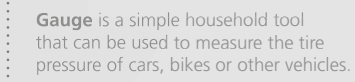
**New products - have to be better than this!**





Gauge is a simple pressure measuring device designed with a focus on refurbishment. It is the outcome of a university exercise around parametric modelling, sustainable design for manufacturing & brand language. Designed for the brand Fiskars it can be a great addition for every household's toolbox.

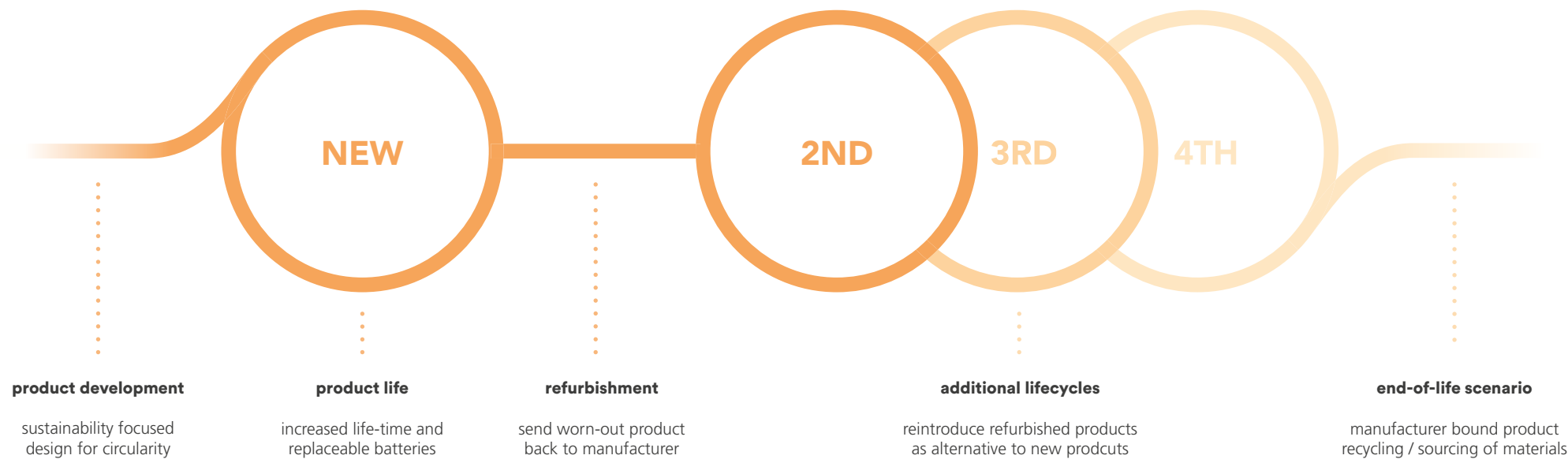
(four-week exercise briefing)



# REDUCING THE FOOTPRINT

circularity increases product lifetime

The manufacturer takes full responsibility for the footprint of this product by providing a long-lasting design, take-back infrastructure and refurbishment services that are necessary to enable circular product lifecycles.





# FROM THE INSIDE OUT

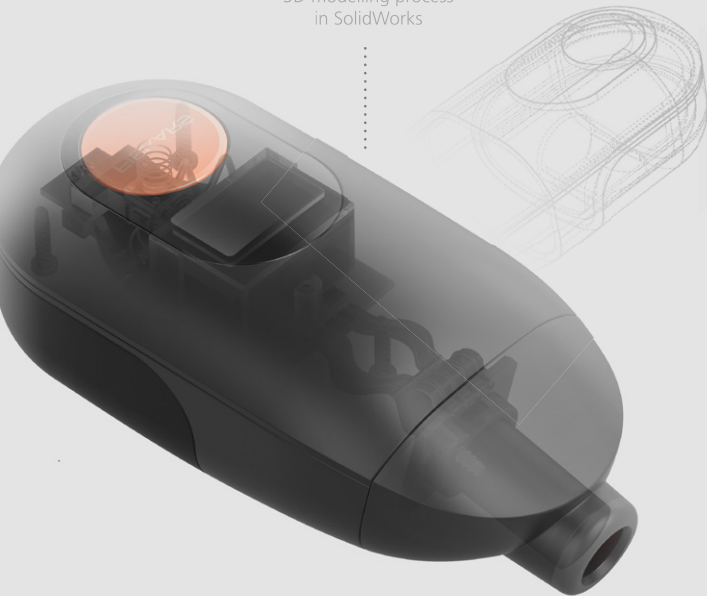
designed for refurbishment

Designing this product from the inside out with manufacturing in mind shifted the priorities and my thinking during this project.

A great challenge was to accomplish compelling aesthetics while solving issues like, where to split the parts, how does everything come together and in what order? How to change the batteries and how could it be disassembled?

Working within this boundaries & approaching a project with multiple lifecycles in mind was a great learning experience that definitely has an affect on my future professional practice.

3D modelling process  
in SolidWorks



## PROCESS

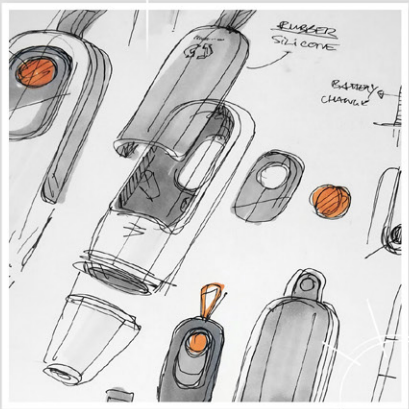
DISASSEMBLY



PROTOTYPES



IDEATION



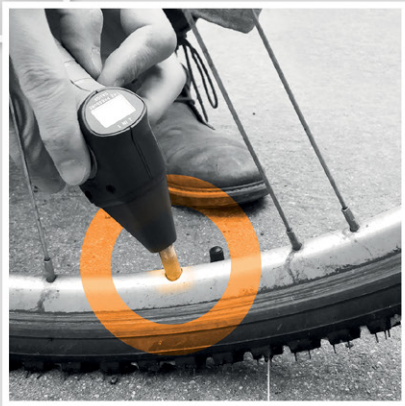
BRAND ANALYSIS

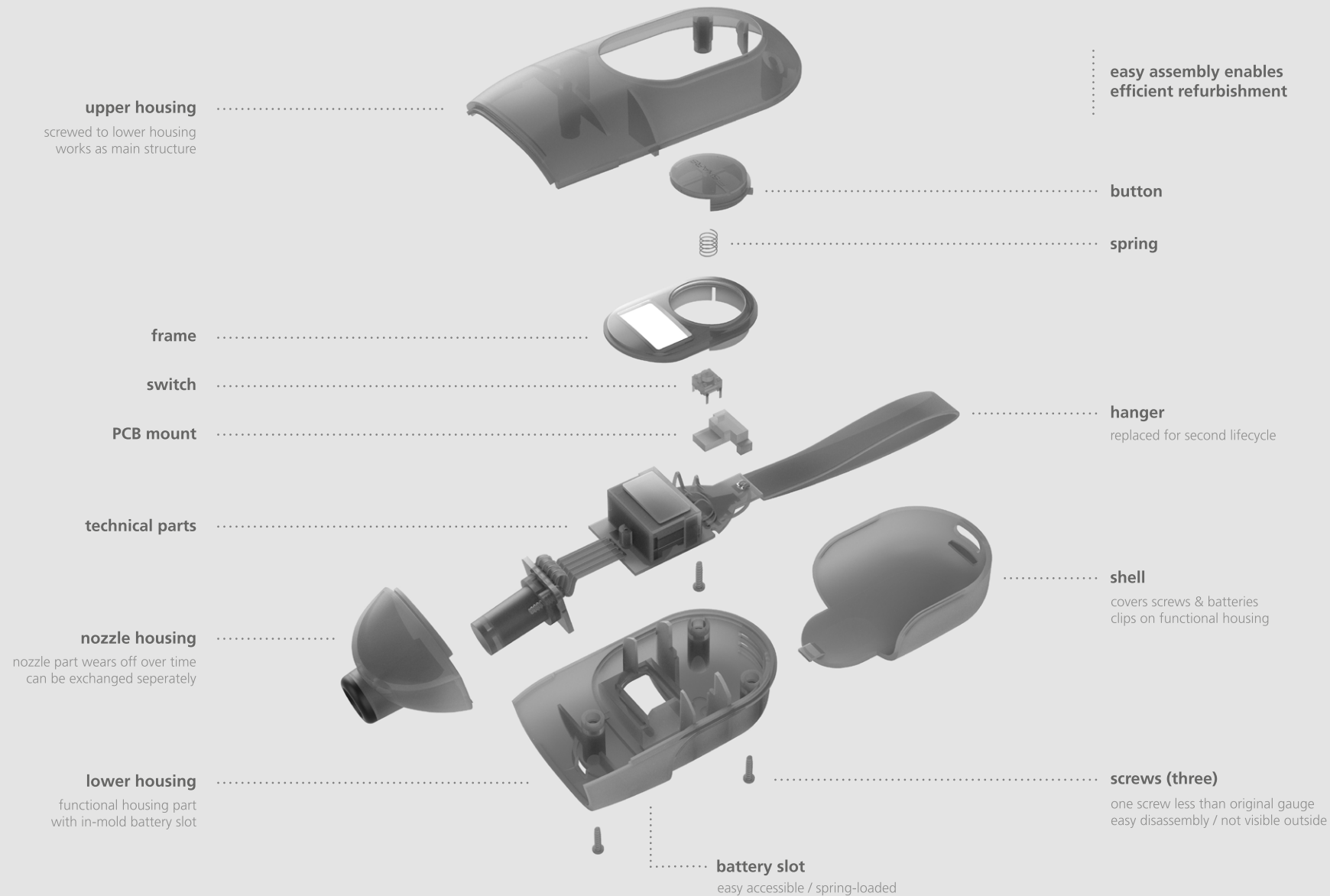


Validating ideas with  
real circumstances

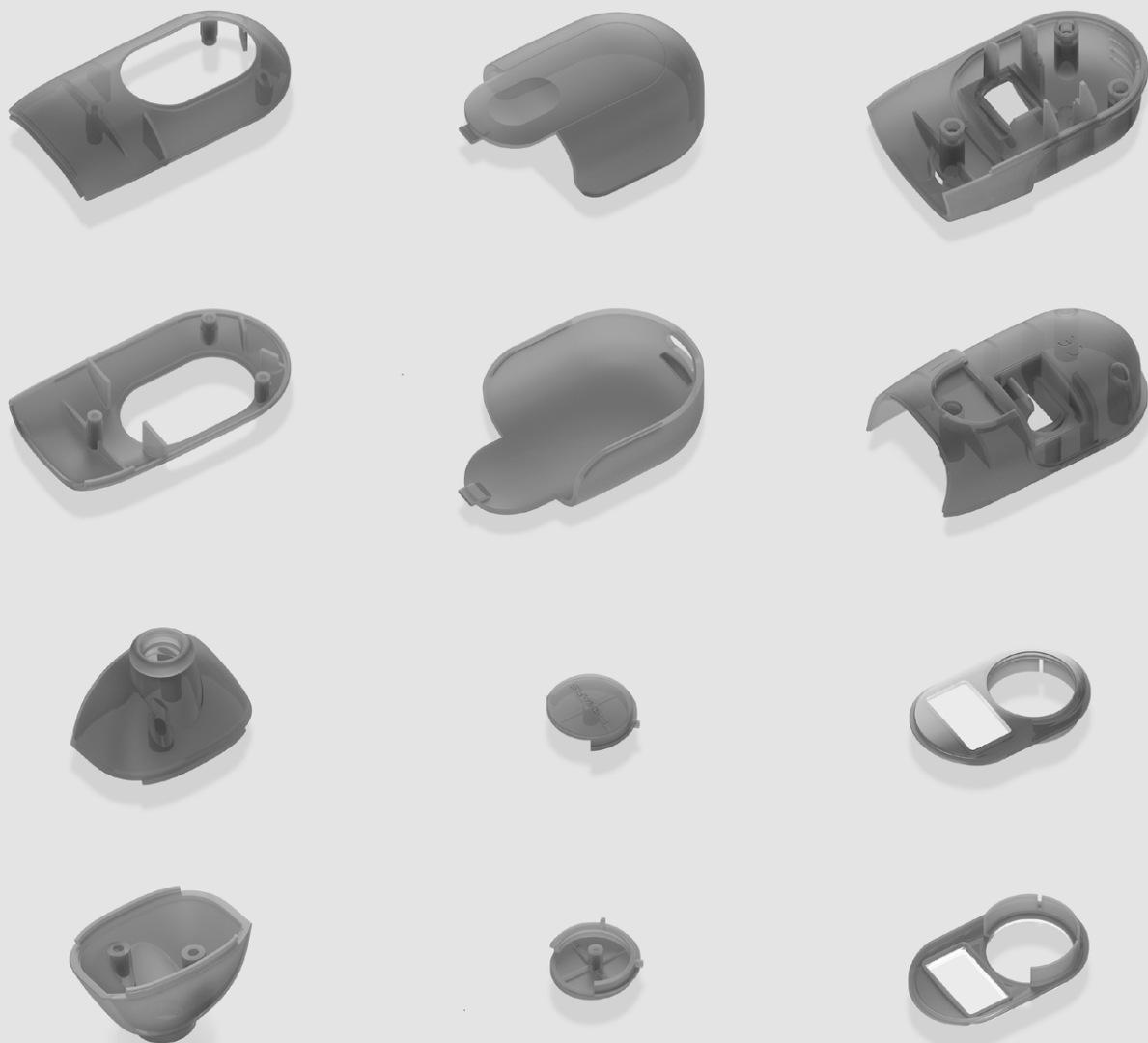


TESTING









## DFM IN UNIVERSITY CONTEXT

- Reduced amount of housing parts can be disassembled with as little screws as possible.
- Possibility to access and exchange coin cell batteries for end-users in a convenient way.
- Improving the recycling potential of housing by not using glue or co-moulding technology.
- Introducing durable post-consumer recycled plastic instead of using virgin plastic material.
- Showcasing expanded product life through custom hanger with each refurbishment cycle.

# IF PEOPLE WOULD HAVE THE CHOICE WOULD THEY BUY USED PRODUCTS?

Imagine a future, where using a product in it's second life cycle would even be more valuable to us, than buying a product in mint condition.



Would you like to see more?  
Explore the the full project on my Behance.



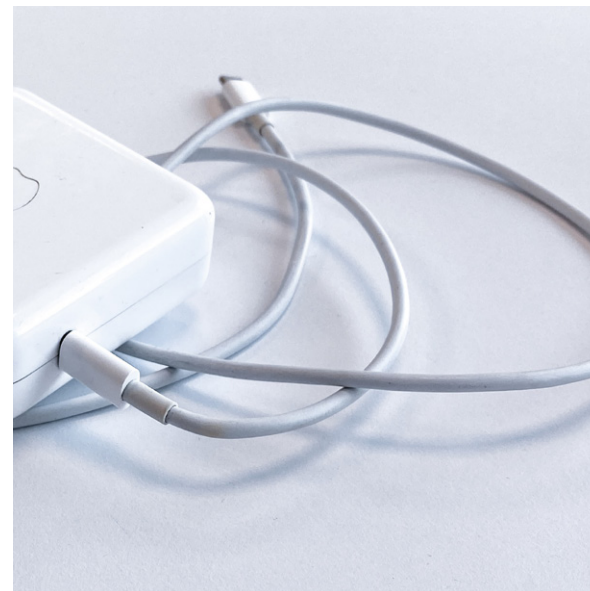
**PROFESSIONAL PROJECTS  
CREATED DURING MY TIME  
AT YELLOW DESIGN**



# CAVOLINE CABLE MANAGEMENT FOR HOME & OFFICE

professional project at yellow design | team of 3 - role: designer in charge  
client: Durable Junkheim GmbH | duration 3.5 months | year: 2018





**YOUR FAVORITE WORKSPACE**

**HAS A MESSY SIDE**

# CAVOLINE CABLEBOX

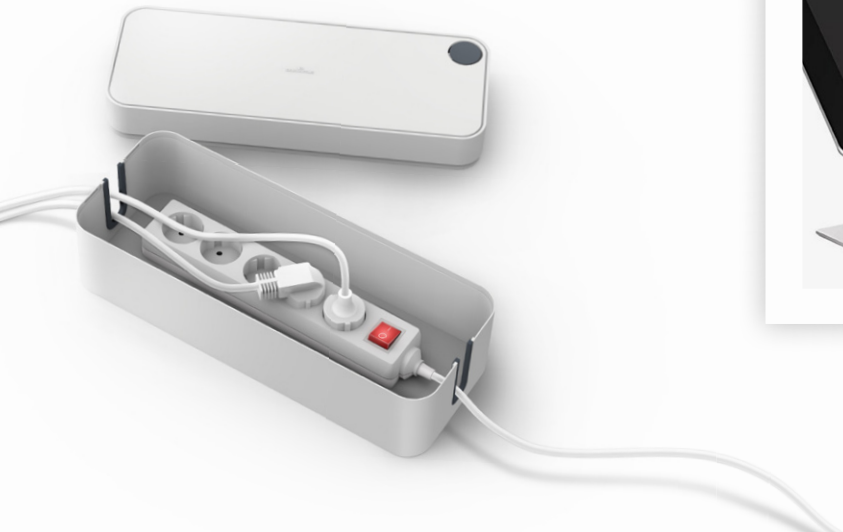
Cable management for Durable

While working at yellow design I was in charge of designing a cable management box for the German office equipment brand Durable.

This product should offer a high quality solution for storage and management of cables at office desks and at home. Accessibility, child and fire safety as well as brand fit were important topics during this end-to-end design process.

To „rethink the box“ during this project was especially challenging, as we had to work with many constraints regarding production and the challenging mission to translate the brand into a product that fits both office and home.

(designed at yellow design in 2018)



## DURABLE BRANDBOARD



Our mission was to translate the work-centered „brand heritage“ into a product that fits both office & home.



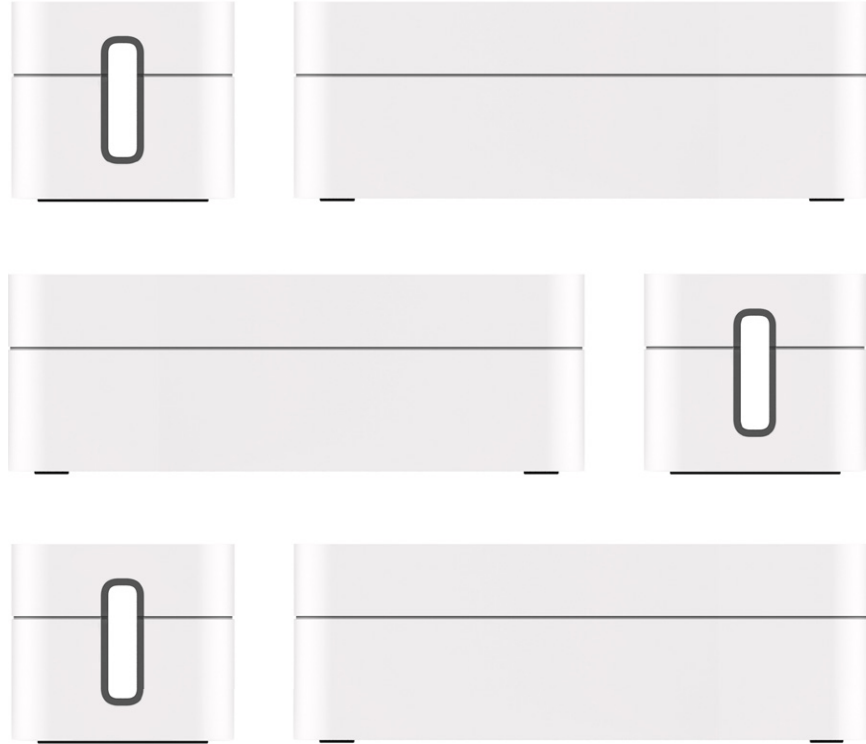
# THE IDEATION PROCESS MAPPED OUT



## designer in charge

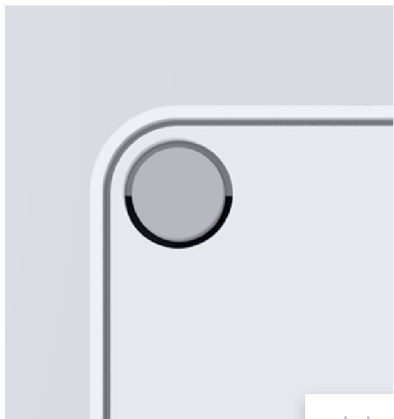
For me this project was a great learning experience as it was the first project where I was the designer in charge from the first pen stroke until the finished product on the shelves. This role helped me learn the about the pitfalls & compromises designers have to consider while helping to bring a product to the market.

Of course this project was a team effort and involved a lot of people both internally and from the client side.

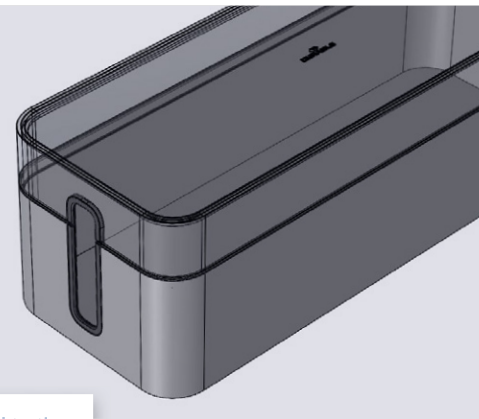
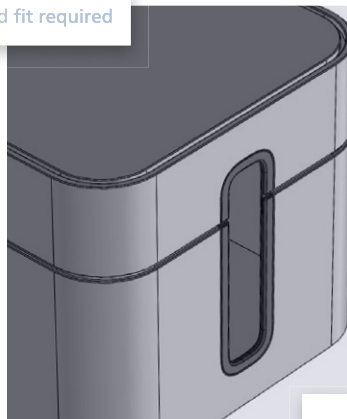




# CABLE STORAGE **INSPIRED BY ARCHITECTURE**



product / brand fit required



designed to blend into  
modern office spaces

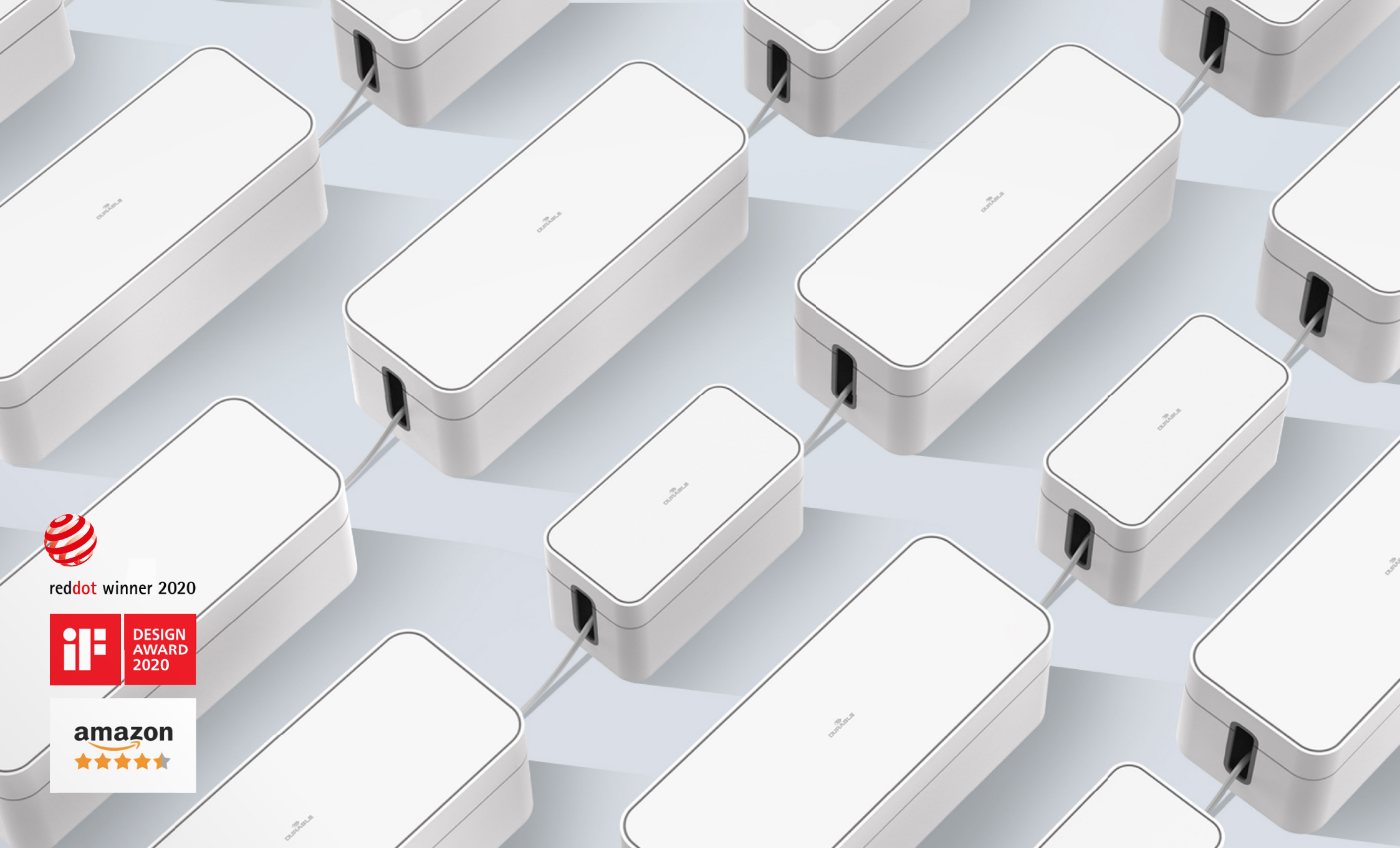


soft components add premium feel



prototypes helped testing  
concepts & dimensions

early concept prototypes



reddot winner 2020



DESIGN  
AWARD  
2020

amazon





# KEYROAD CREATIVE SCHOOL PRODUCTS FOR CHILDREN

professional project at yellow design | client: JohnShen | year: 2019  
team of 3 - role: designer in charge | duration 8 months



# KEYROAD CREATIVE LINE

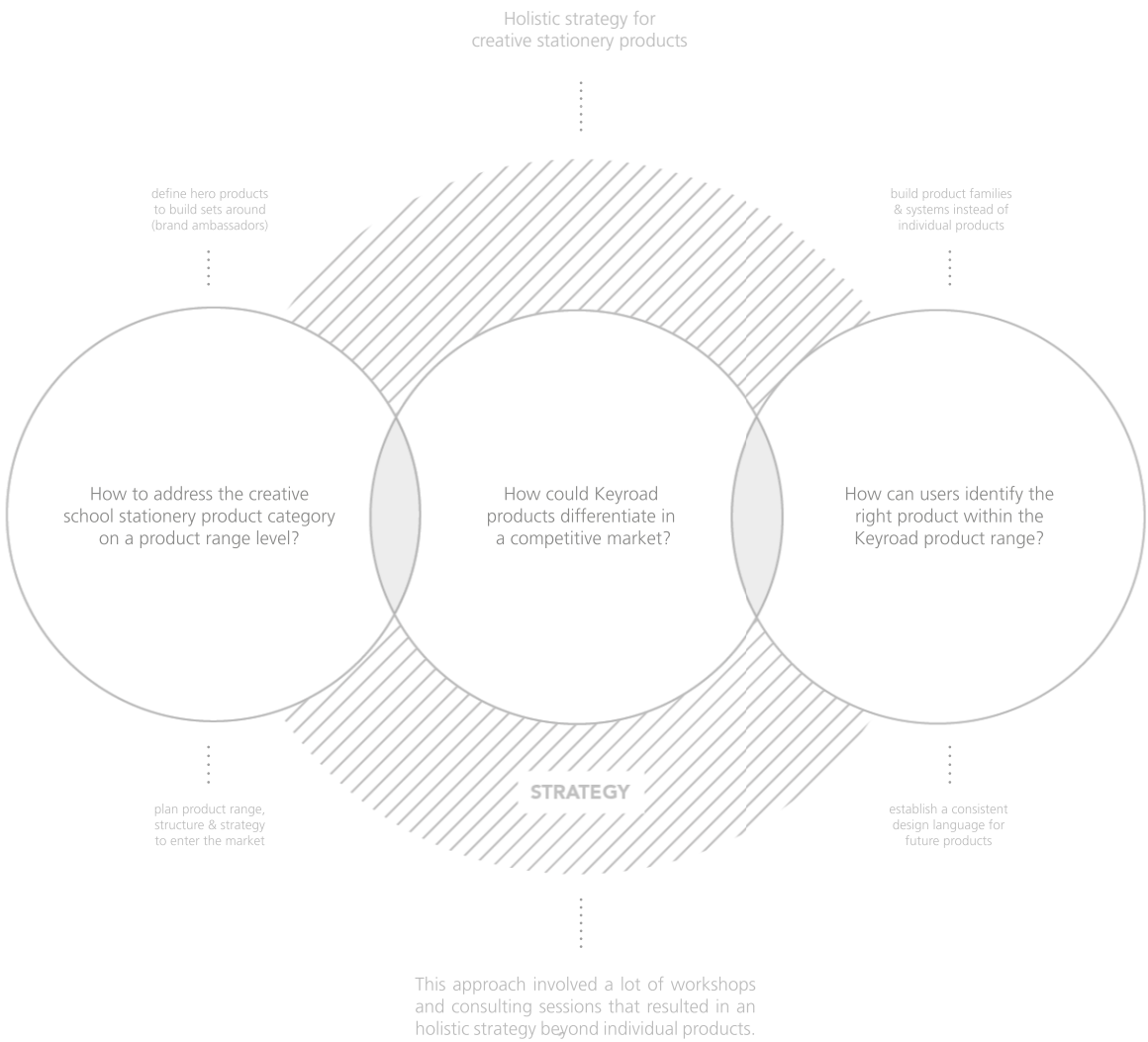
## Creative school products for children

For the Chinese kids stationery brand Keyroad we developed a brand strategy / design language and a fitting series of creative school products.

As this was our first project for this client the initial challenge was to create a vision of future products together. Therefore we started by defining a novel design language which should be applied to all the products from their diverse product range.

Together with our client we defined what Keyroad stands for compared to the competition, how they should set up their new product range and how the next generation of products should look like.

(project at yellow design in 2018)





## COMMUNICATING A NEW DESIGN LANGUAGE



# SIX NEW PRODUCTS PLUS FITTING ACCESSORIES FOR KEYROAD CREATIVE.

After defining the formal vision for future Keyroad products and the strategy how to set up the new creative category, we designed the first six new hero products plus fitting accessory products.





# KEYROAD CREATIVE

Creative school equipment for kids

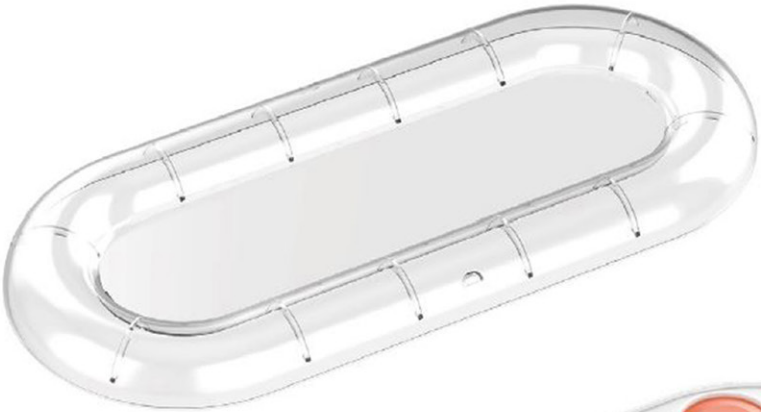
Within one year we designed a range of products based on this new Keyroad brand design language. Next to the child-friendly functionality we made all products recognizable for their form language to fit with our vision for the Keyroad brand.

During this project I was in charge of the design for several tape dispensers, watercolour boxes, compasses, containers for finger and poster paint, water trays and other fitting accessories.



## FINGER & POSTER PAINT

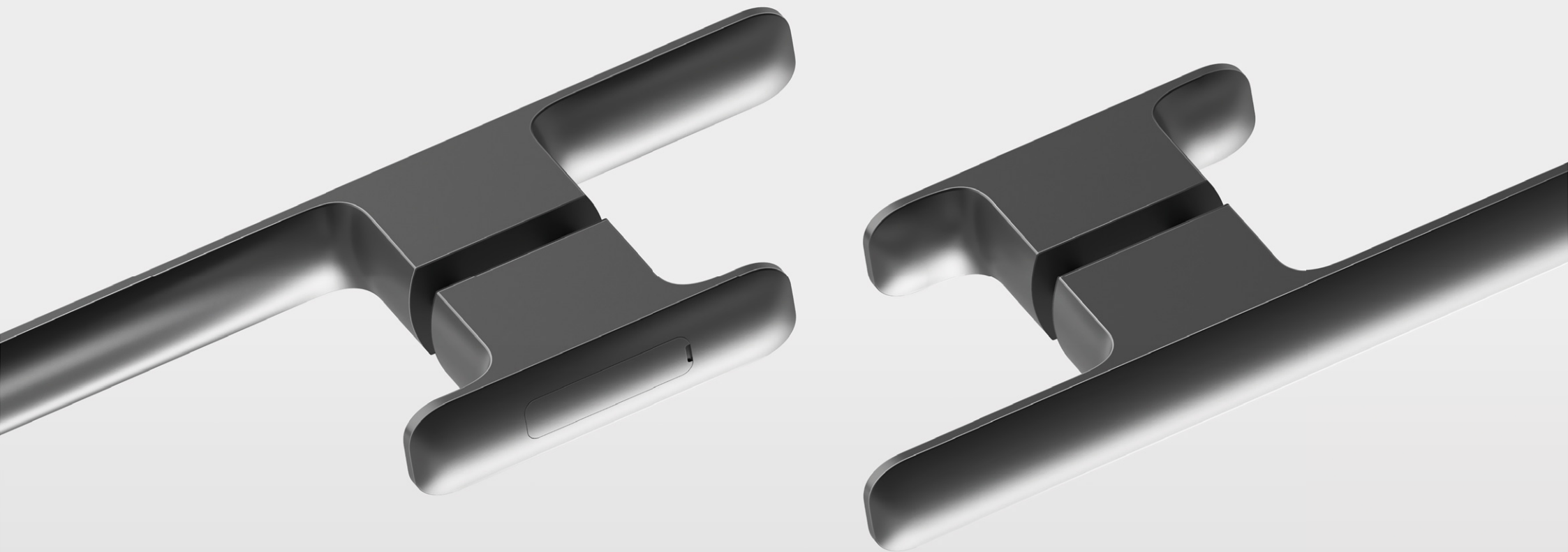
stackable colour pots  
child-friendly handling



## WATERCOLOUR BOX

colour mixing tray  
removable colour tray  
bottom storage tray





## DT/QT SHOWER DOOR HANDLES

professional project at yellow design | client: Blue Sanitary Ware | duration 1.5 weeks | role: 3D visualization | year: 2018



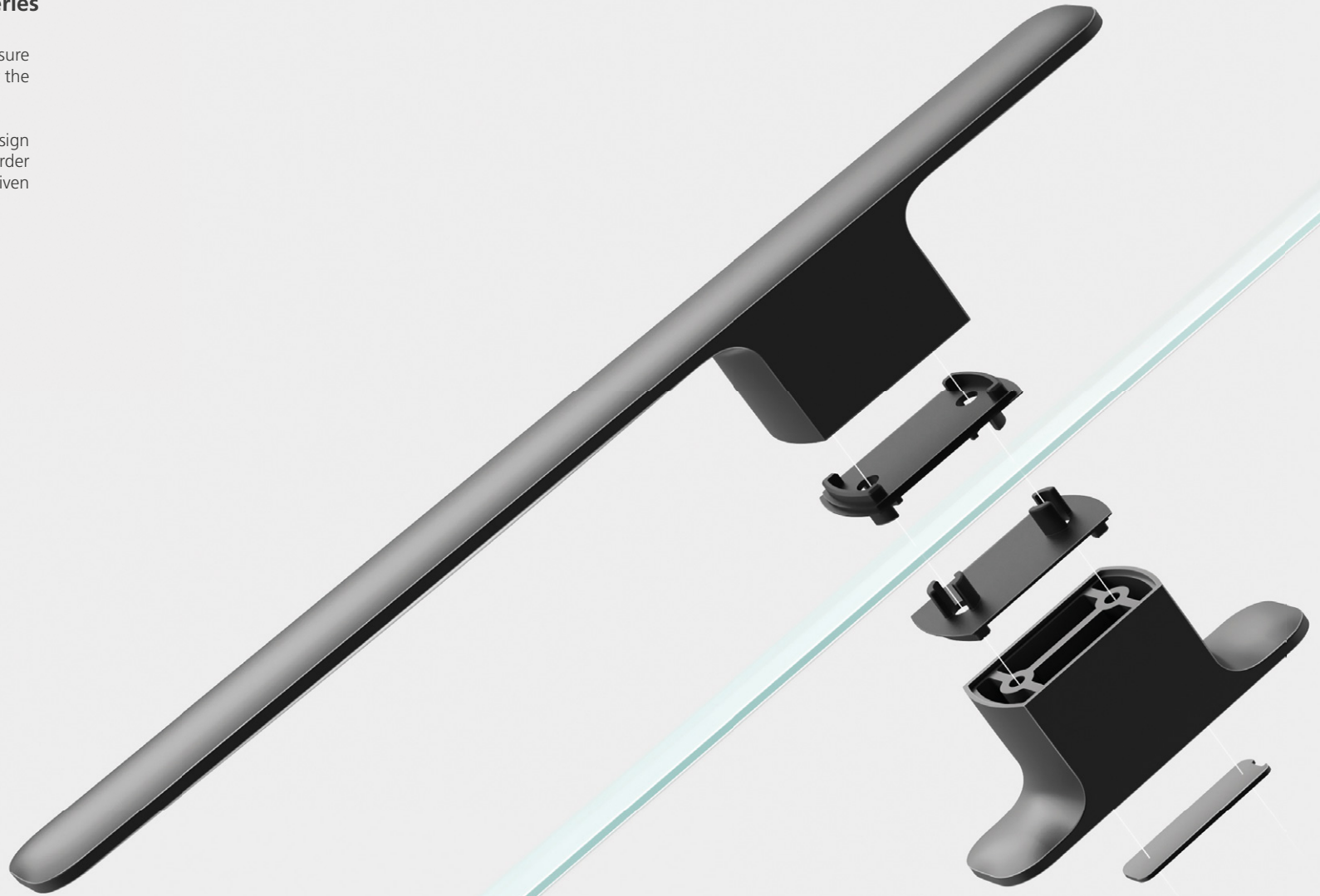
## PRODUCT VISUALISATION

### Award-winning shower handle series

While working at yellow design I had the pleasure to visualize the DT/QT shower handle series for the Chinese sanitary brand Blue Sanitary Ware.

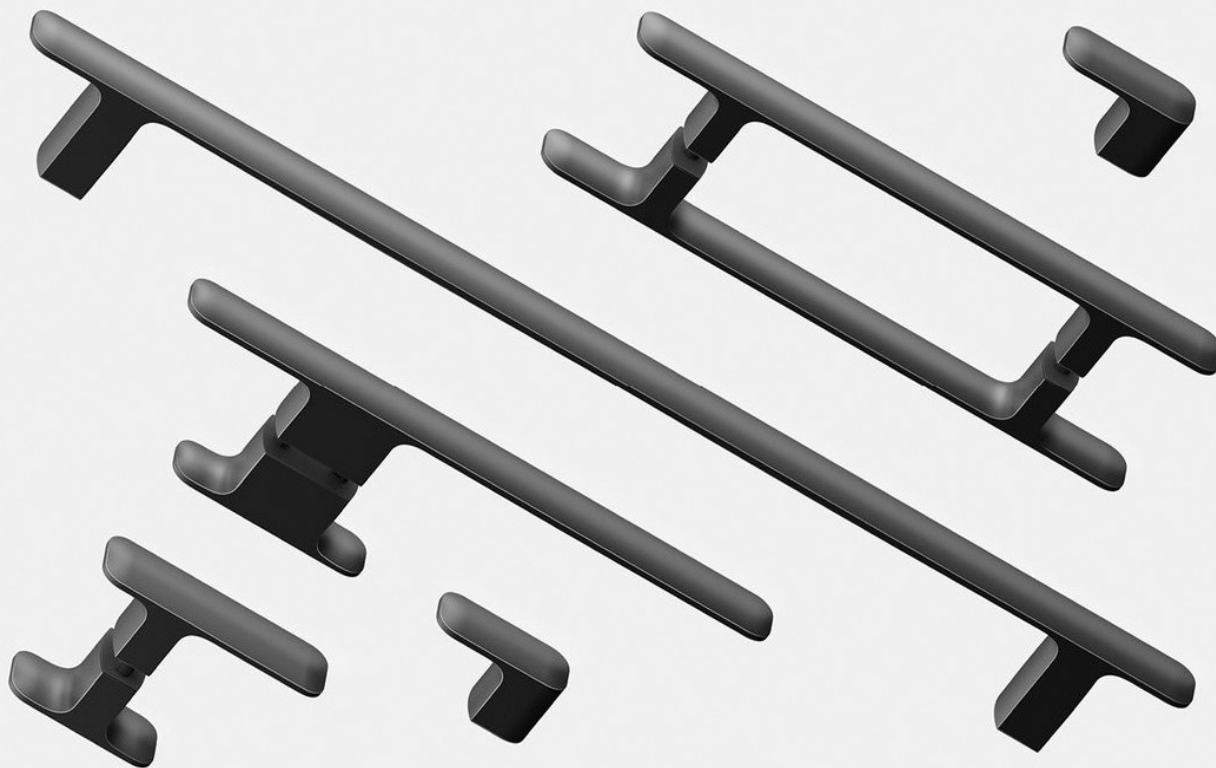
The visualizations aimed on highlighting the design quality and aesthetics of the handle series in order to establish Blue Sanitary Ware as a design-driven brand in the European sanitary market.

(designed at yellow design in 2018)





reddot design award  
winner 2019







## work I can't show!

Next to the projects in this portfolio I also worked on a great number of products & projects I unfortunately won't be able to show. Over the years I experienced working in a variety of design fields and for a diverse range of industries such as:

home tech



consumer audio

softgoods

exhibitor design

packaging



lighting

illustration



energy / heating

branding

work / office

stationery



shower & sanitary

# Let's talk!

[mail@mariuskindler.com](mailto:mail@mariuskindler.com)