

PORTFOLIO

VIRGINIA WILLIAMS

INDUSTRIAL DESIGNER

CLIENTS: PERLICK, MAVERICK, WW&L INC.

2022

2023



NOVA



PERLICK: NEW BEER TOWER LINE

PROBLEM:

Perlick's beer towers are **too generic** and
Competitors are releasing similar products

WANTS:

A new beer tower line that can fit in any setting
and is **different** and more **innovative** than
their current lines



“Who is it for?” - - - - -

BARTENDERS & OWNERS



“Where do beer towers go?”



RESTAURANTS



BARS



HOTELS

TALKING WITH BARTENDERS

WANTS:

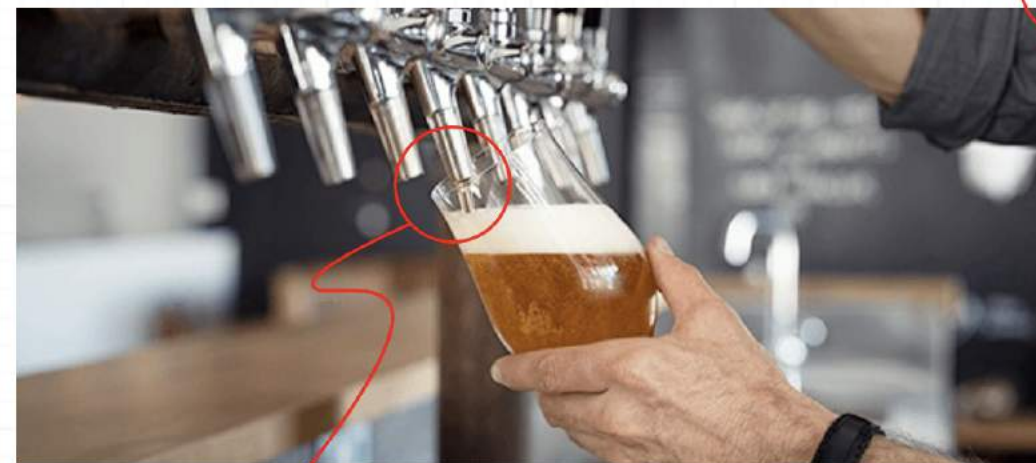
A beer tower with ergonomics tailored to them at a **perfect height**, so tall or short bartenders can work with out slouching down or reaching up to pour beer

NEEDS:

- + Perfect height
- + Spaced spouts
- + More counter space
- + Clearance to tilt glasses

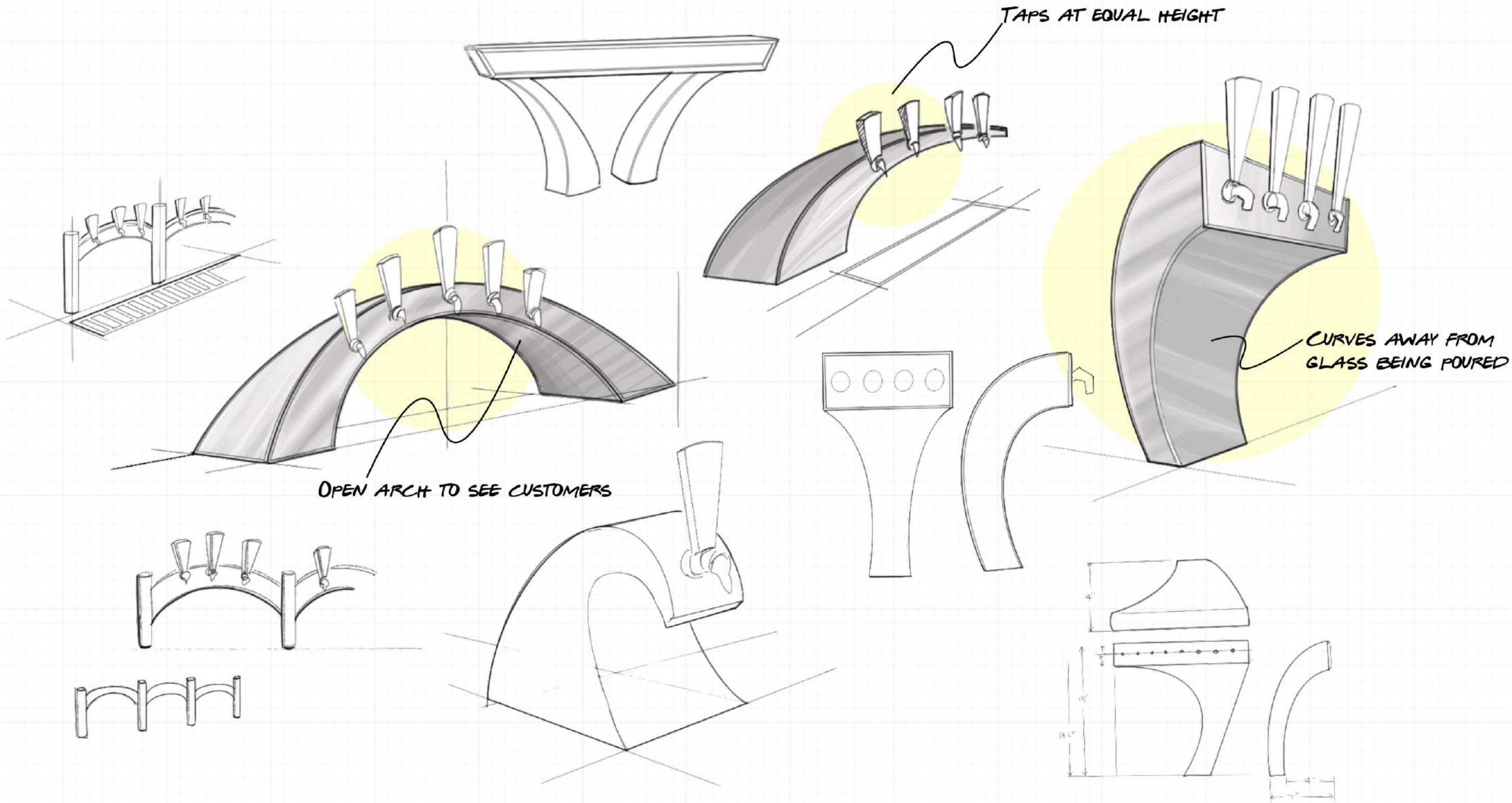


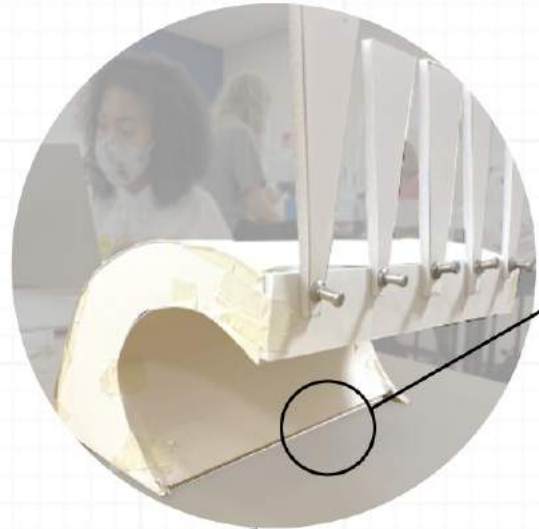
TAPS ARE SPACED TOO CLOSELY MAKING IT HARD TO POUR



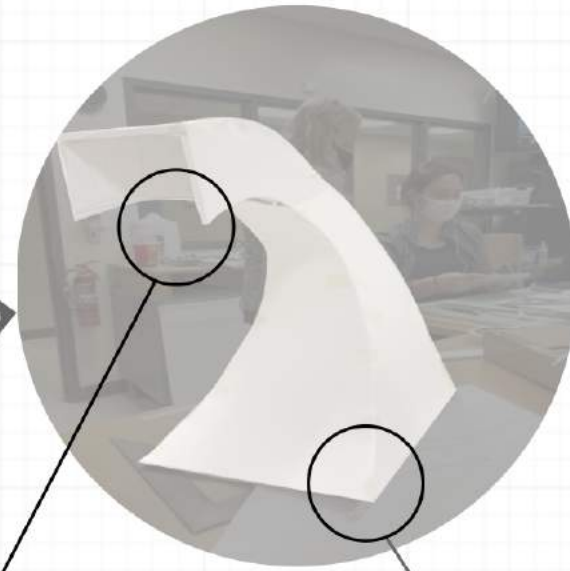
CENTER POLE HITS GLASSES

TILTED TO REDUCE FOAM



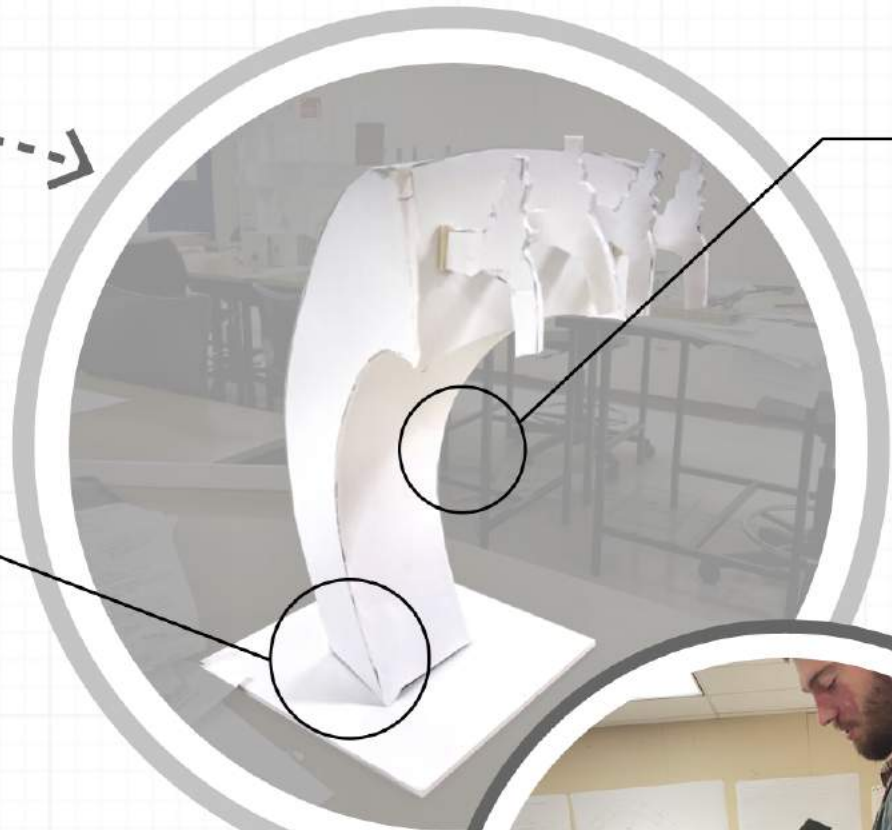


TAKES UP TOO MUCH COUNTER SPACE



FACE TOO SMALL TO FIT TAPS

BIG COUNTER FOOT PRINT



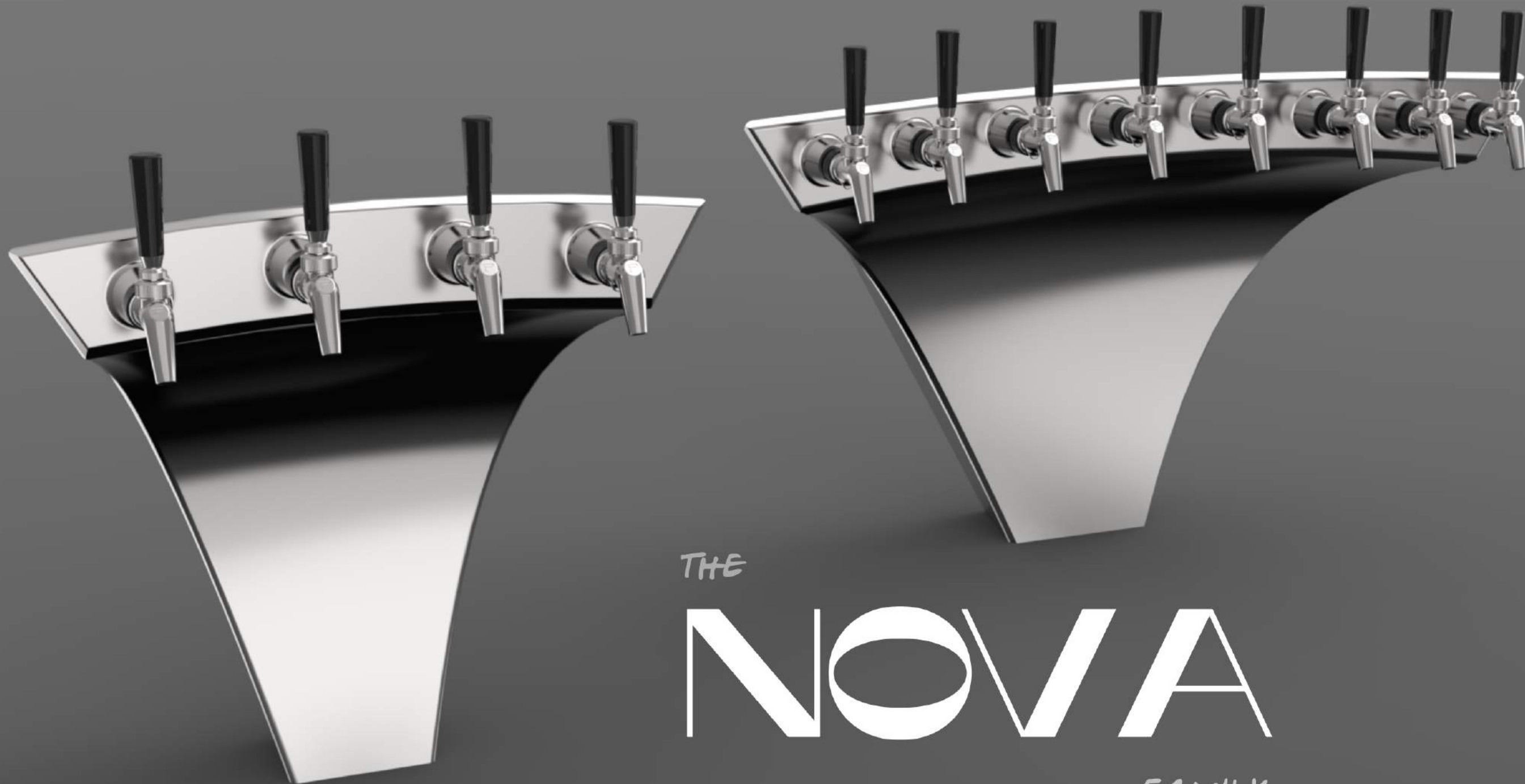
SMALLER COUNTER FOOTPRINT

CURVES AWAY FROM GLASSES



USER TEST

Liked the height and ergonomics. liked how the curve provided more space to work

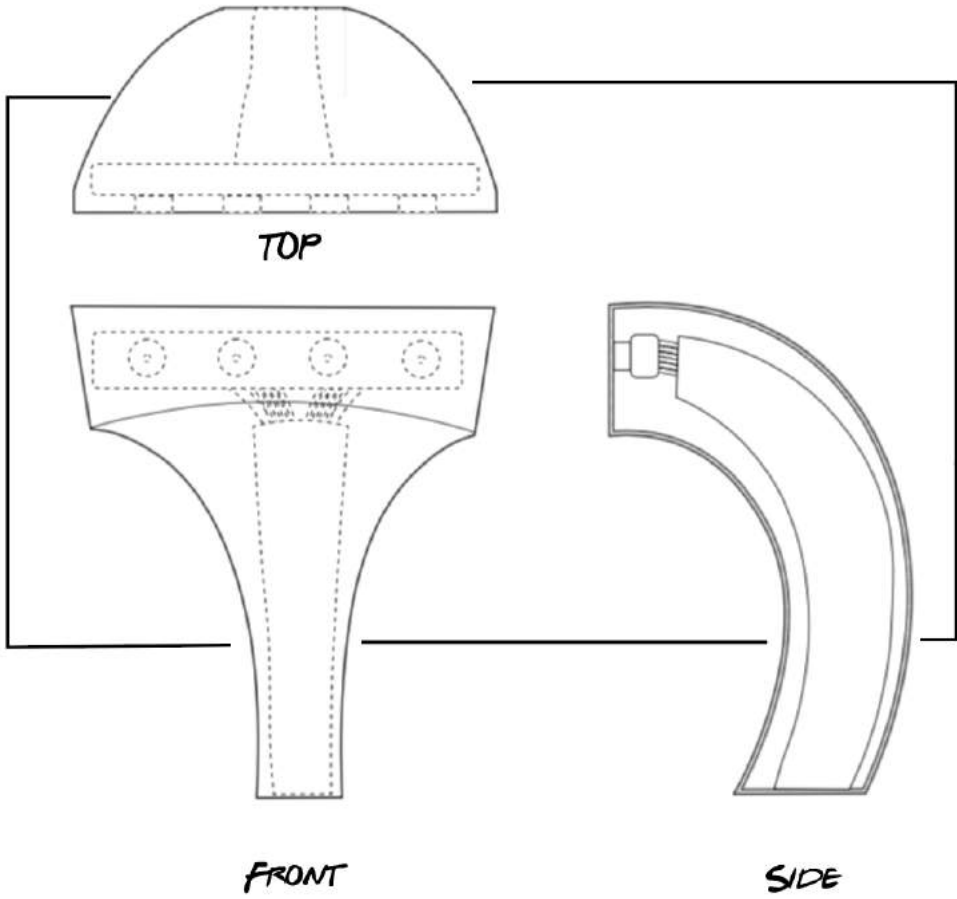


THE

NOVA

FAMILY

“How is it manufactured?”

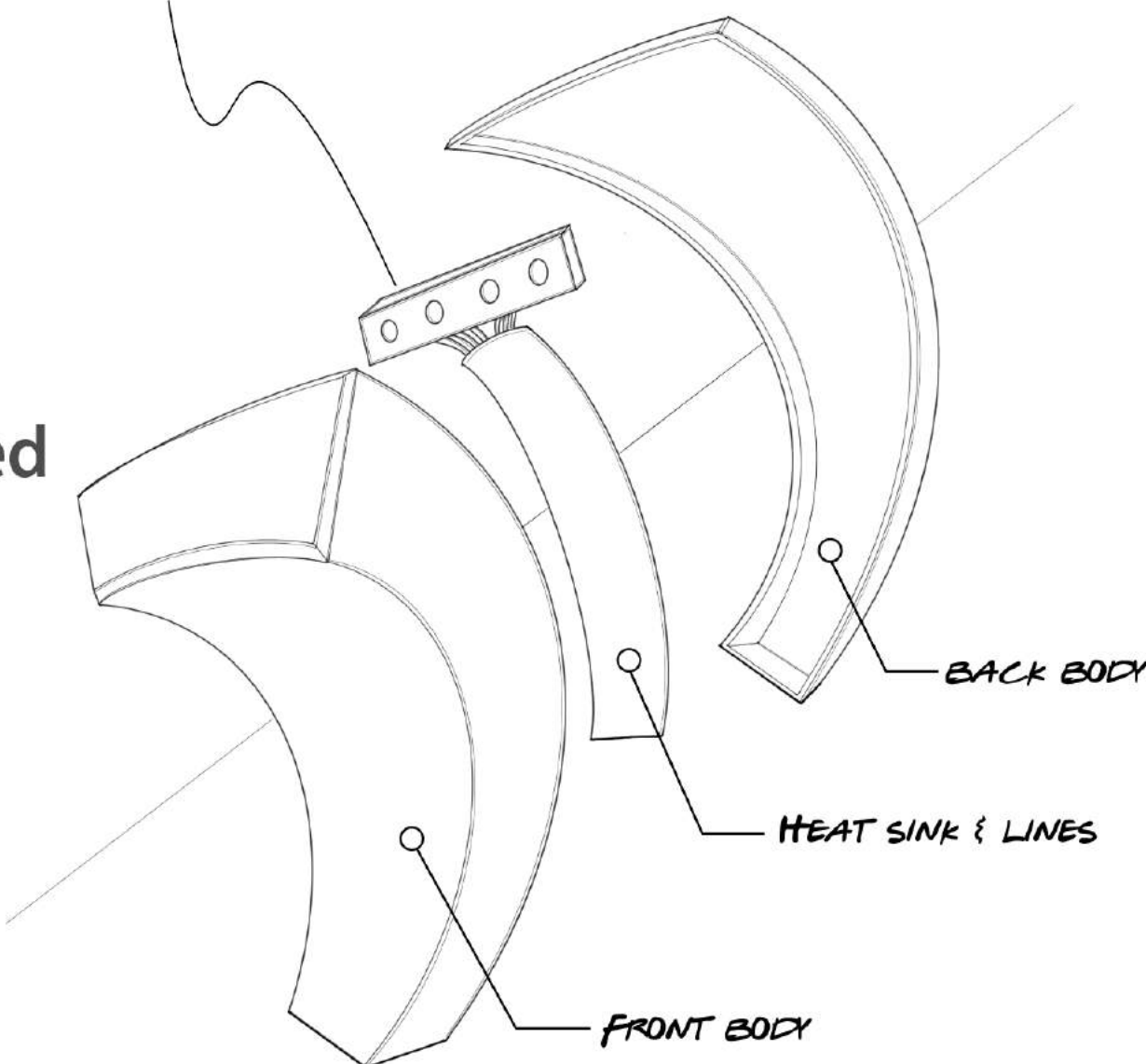


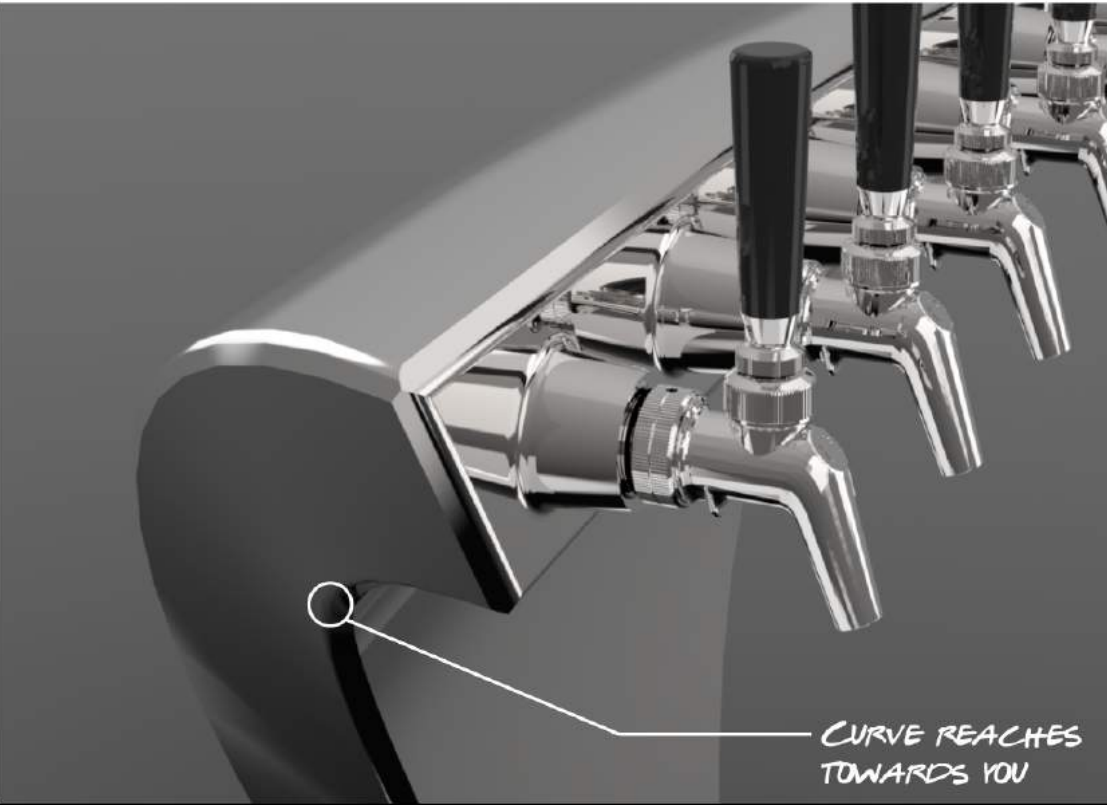
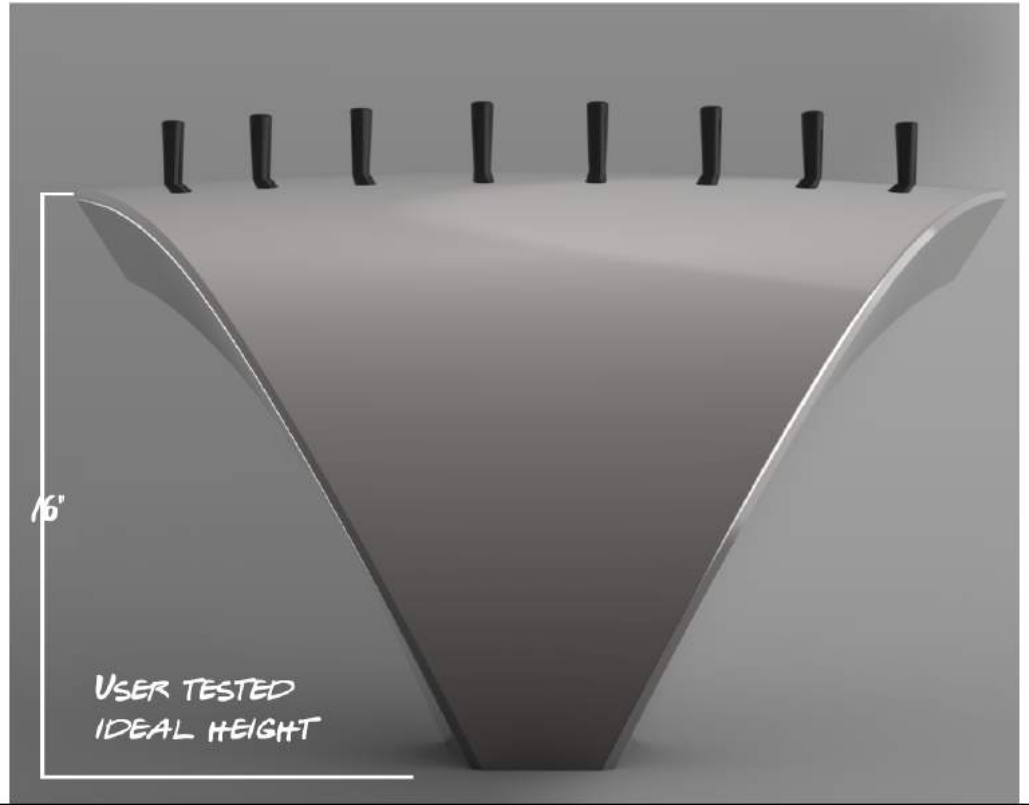
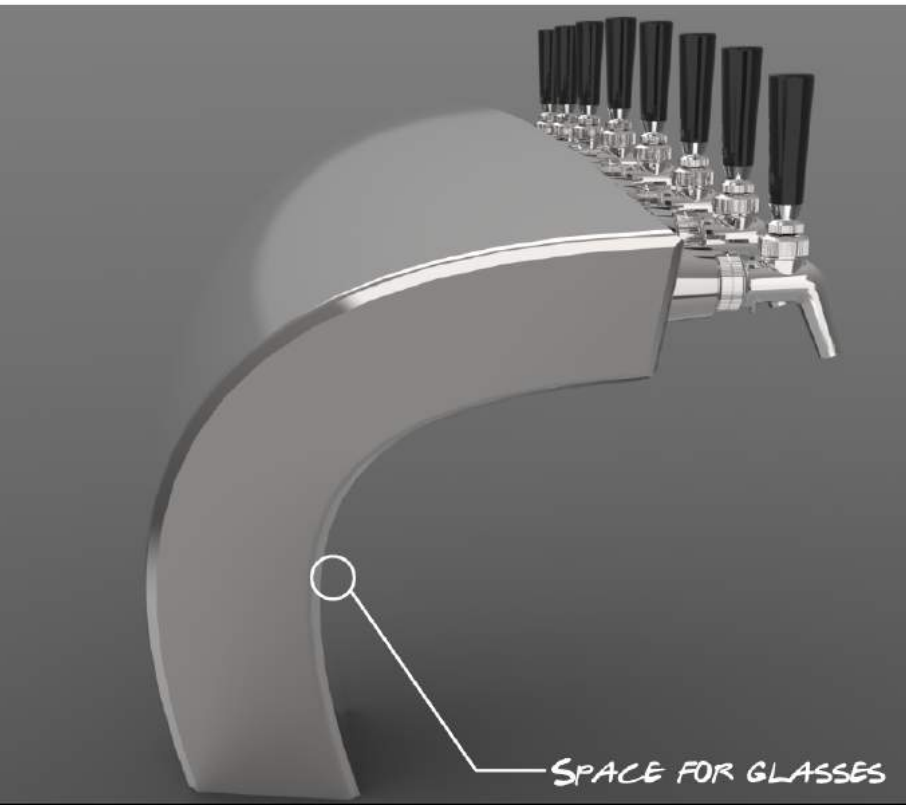
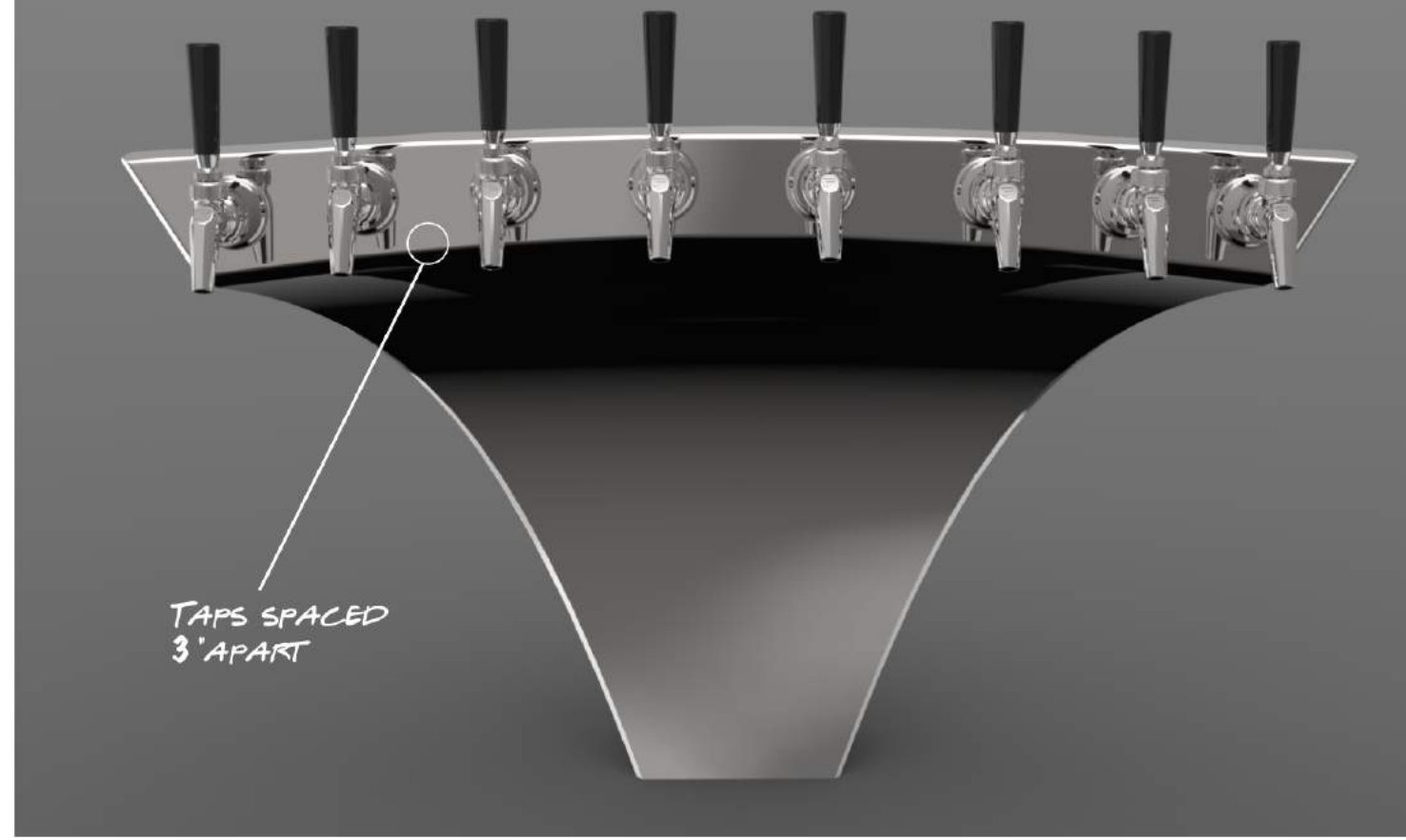
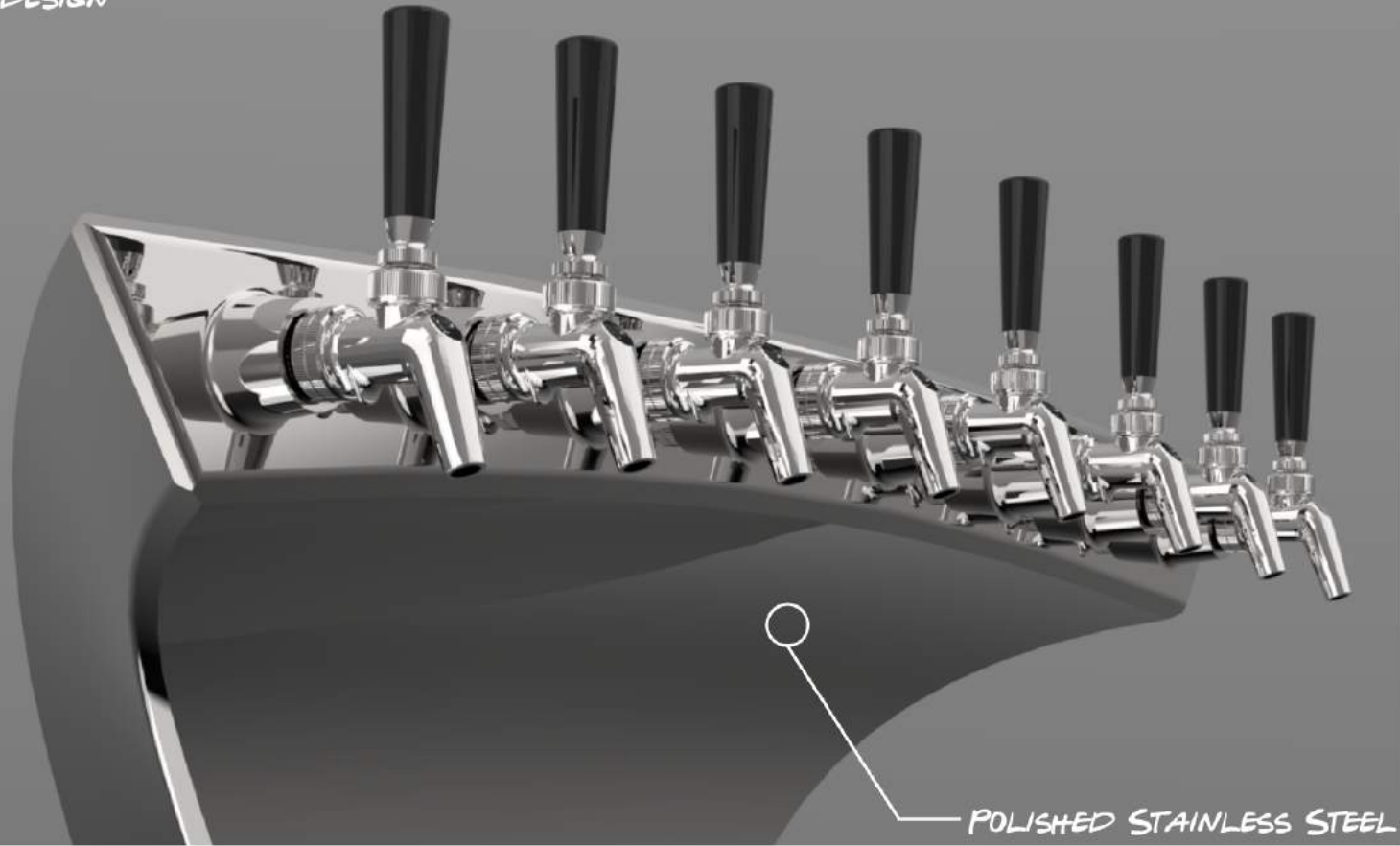
stamped

assembled

welded

FITS PERLICK'S STANDARD HEAT SINK
- KEEPING COST DOWN







FITS IN ANY ENVIRONMENT



MODERN ADIRONDACK.

5 WEEKS

TEAM PROJECT



OLD MAJESTIC BREWERY

WHO ARE THEY?

The Old Majestic is a **brewery** located in **downtown Mobile, AL**. Auburn University studios have worked with them in the past designing and fabricating bistro tables and a fire pit.

WHAT DO THEY WANT?

Old Majestic wants **outdoor seating** that **fits their atmosphere** with an **adirondack style** for people to drink beer around their firepit

RUSTIC AND MODERN



INDUSTRIAL BEAMS



WHERE OUTDOOR CHAIRS WILL SIT

what's the atmosphere? - - - -



WARM LIGHTING

Warm lighting enhances the ambiance as a **place to gather, hang, and drink beer**



OUTDOOR SPACE

The large front yard is **where the outdoor chair will be placed**



WEATHERED BRICK

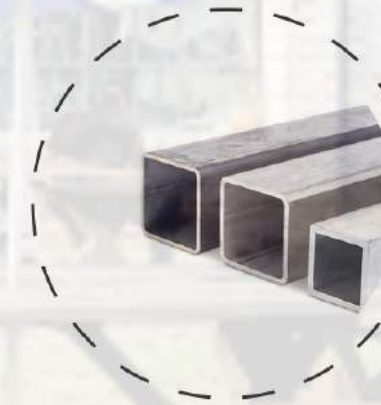
The interior and exterior of the brewery is exposed **weathered brick** and gives off a **rustic ambiance**

- - - material choices



MAHOGANY

Tough hard wood that is **durable** and the **red color enhances the exposed brick**



STEEL TUBING

Mimics the structural **trusses** in the ceiling of the brewery and gives the chair **durability & strength**



SPAR VARNISH

Mobile, AL has a very **high humidity** and lots of **rain**, to **protect the mahogany** marine grade spar varnish is needed

MODERN



CLEAN LINES

BOXY & GEOMETRIC FORMS

ADIRONDACK



TRADITIONAL STYLE



MODERN TAKE

STRUCTURAL



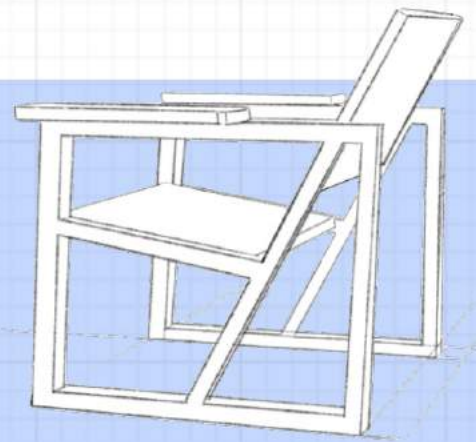
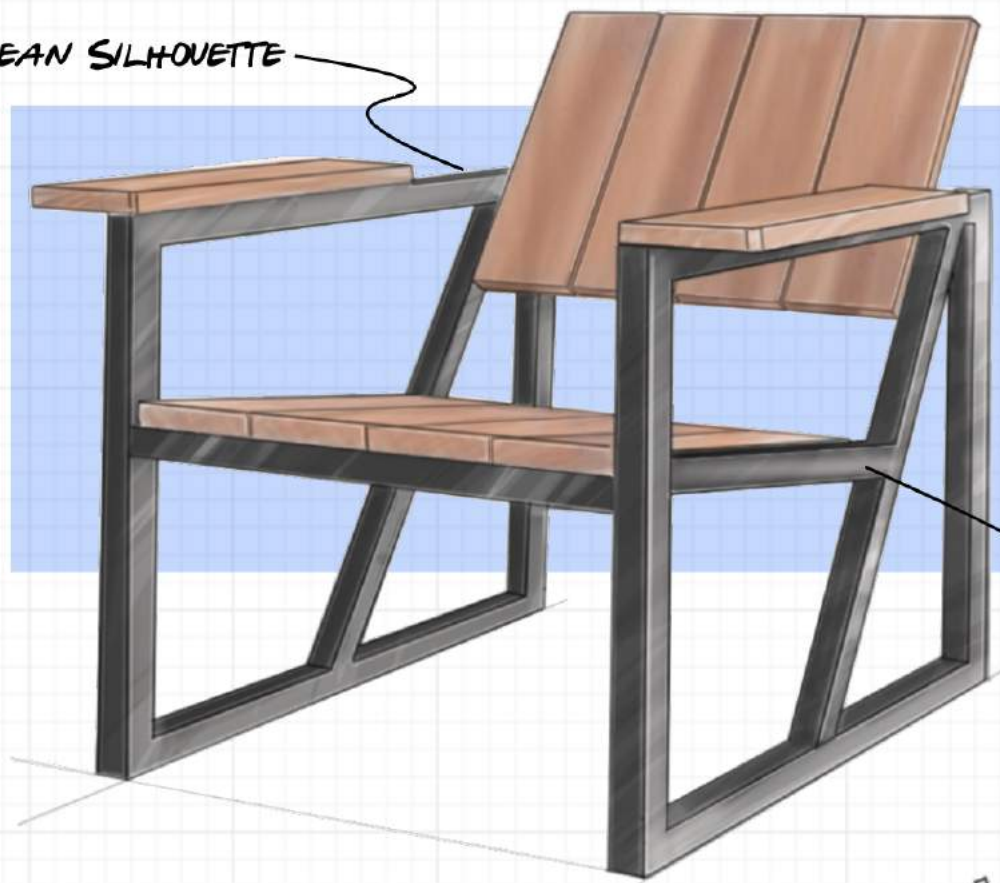
EXPOSED STRUCTURE



TRUSSES MIMIC BREWERY

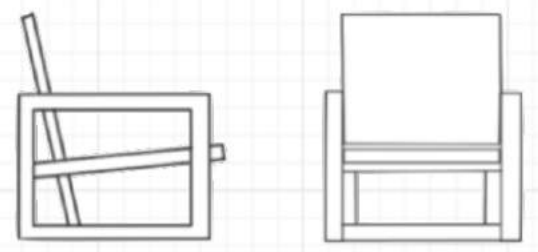
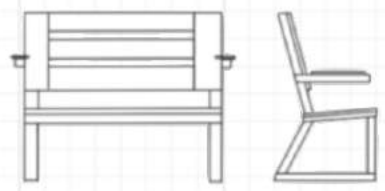


CLEAN SILHOUETTE

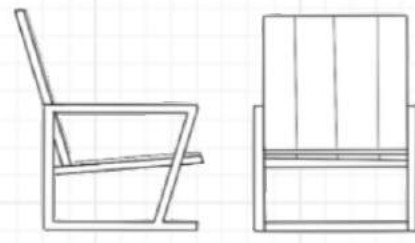
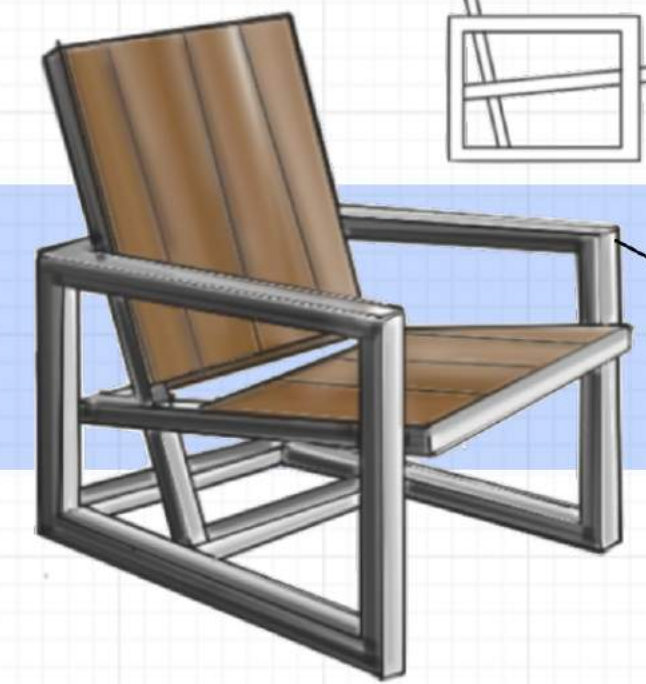


FRAME MIMICS BREWERY TRUSSES

TWO PERSON BENCH ENHANCE TOGETHERNESS



NEEDS ARMREST FOR BEER



SCALE MODEL

SIMPLIFY STRUCTURE

Figure out a strong structure using less materials to keep cost down



UNNEEDED SUPPORT

Figure out a strong structure using less materials to keep cost down

TOO TALL

Slightly unporportional in comparison to the rest of the chair



MORE ANGLE

Seat pan needs to be more angled for a more lounge feel

TOO THIN

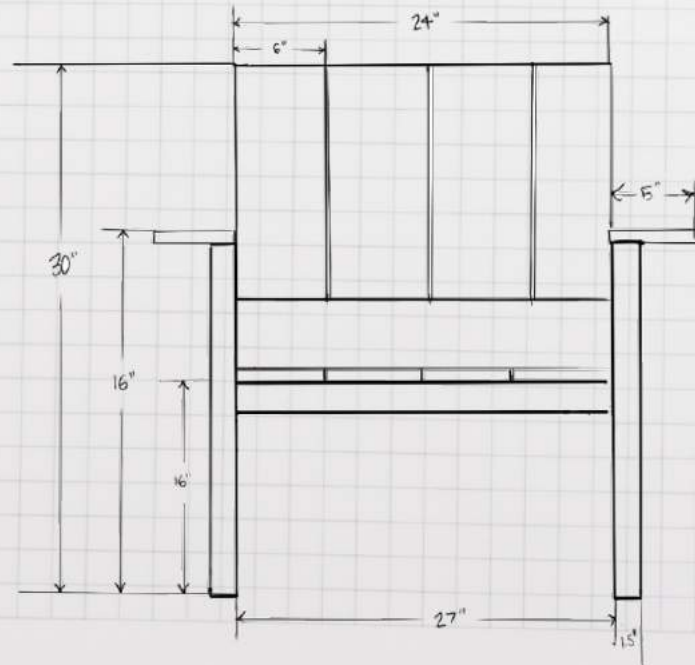
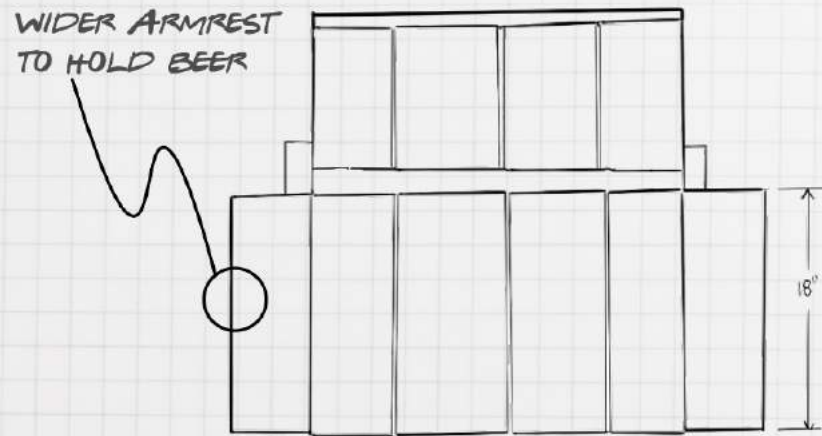
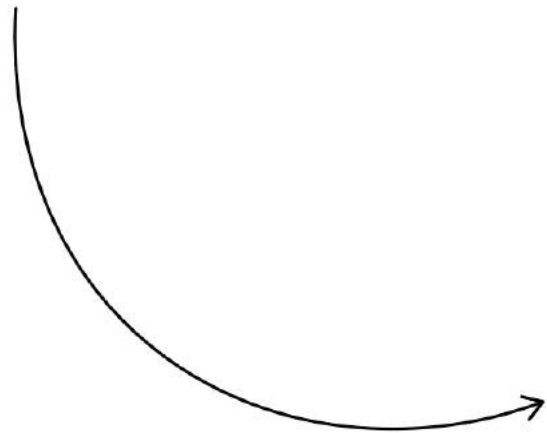
Arm rest needs to be able to hold a pint of beer



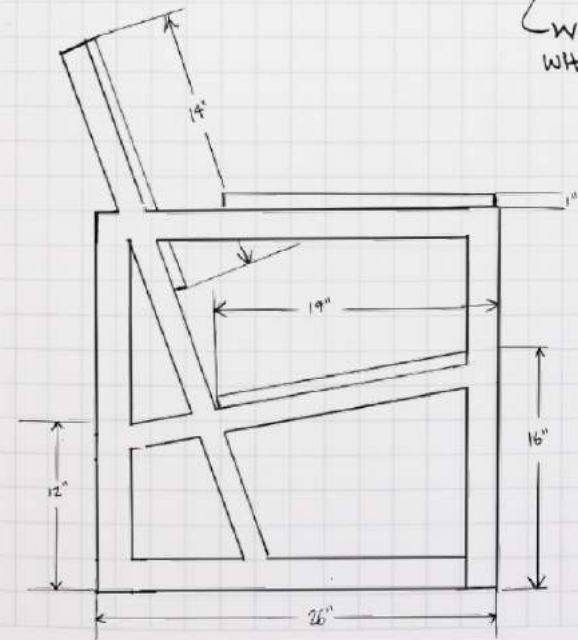
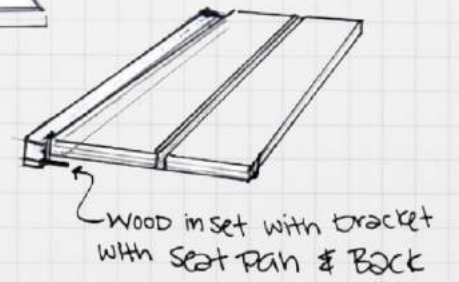
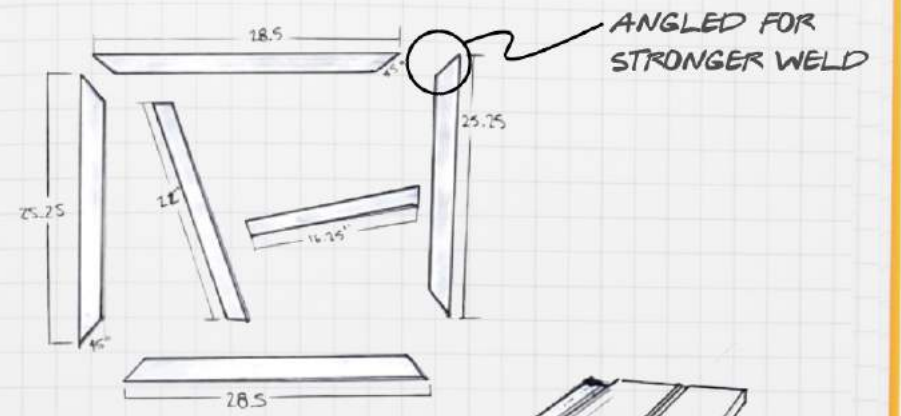
WIDER SEAT

Chair seems too narrow in comparison to the whole

MAKING REFINEMENTS



EXPLODED FRAME



FULL SCALE MOCKUP

FABRICATION

Made a full scale model of the chair using scap wood to **check diminsions and comfort** of the seat height and angles as well as asthetics



TAKE-AWAYS

PROS

- + Seat pan at good height
- + Very sturdy
- + Back angle works well
- + Armrests at good height

CONS

- Seat pan is little wide
- Armrests need to be longer to support entire arm



FABRICATION



CUTTING METAL

Cutting the angular steel tubing for the frame of the chair



WELDING

Learned how to weld in the shop to make the frame of the chair



SEALING WOOD

Sealed wood with two coats of marine spar varnish to protect the mahogany in humid climate



PUTTING IT ALL TOGETHER

Screwed the wood into the frame from the back & bottom to hide the screw heads



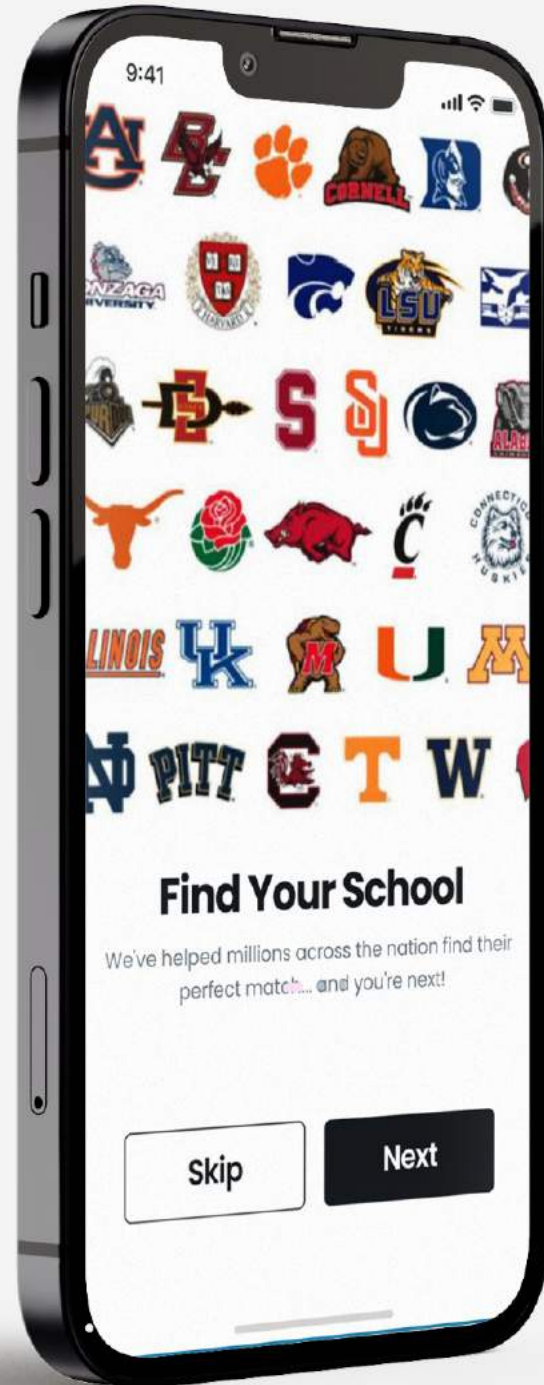




UFE APP

THE ULTIMATE FAN EXPERIENCE





THE PROBLEM

ENGAGEMENT AND EVENT KNOWLEDGE

WW&L is transitioning into a **more digital environment** with ticketing and kiosks. They want to be involved in **event discovery** and **create life long and engaged fans.**

THE GOAL

CONNECT FANS TO EXPERIENCES

Get **college students engaged in school events** via the Ultimate Fan Experience app where **being involved** and buying school merchandise **gets you points** and first access to **upgraded events** and **limited addition gear**

“Who is it for?”

COLLEGE STUDENTS



“What do they want?”



COST EFFICIENT



SHOPPING



SOCIAL EVENTS



“ I wish I knew about more events that happened on campus ”

BIO

Sara is a college student at Auburn University and wants to be more engaged on campus, but doesn't know when smaller events, like club volleyball, happen until later.

PERSONA

18 YEARS OLD • COLLEGE STUDENT • LOOKING FOR INVOLVEMENT

MOTIVATIONS



PAIN POINTS

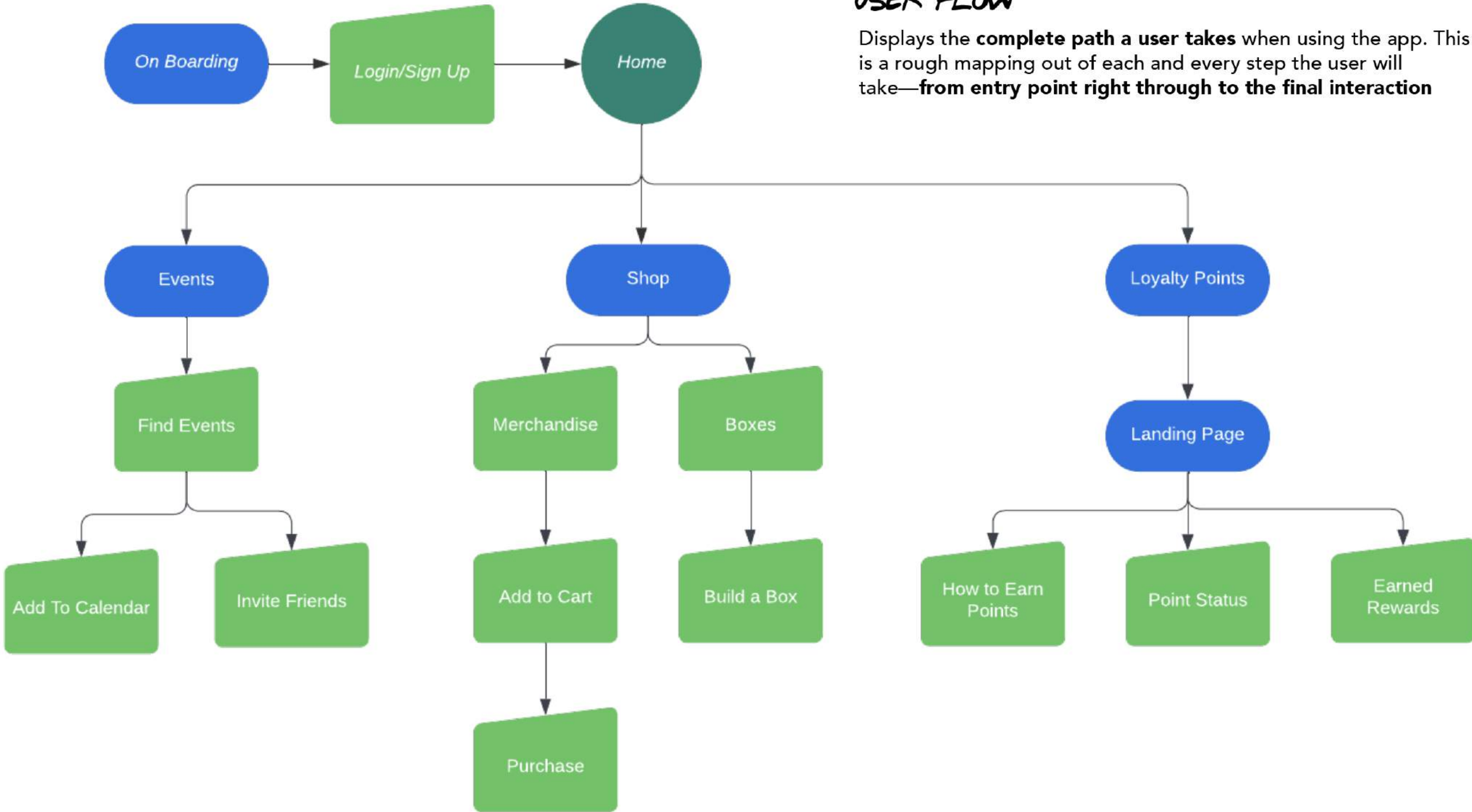
- ⊗ Lacking engagement
- ⊗ Paying expensive prices for items on campus
- ⊗ Hard to find events that are less mainstream

FREQUENTLY USED APPS



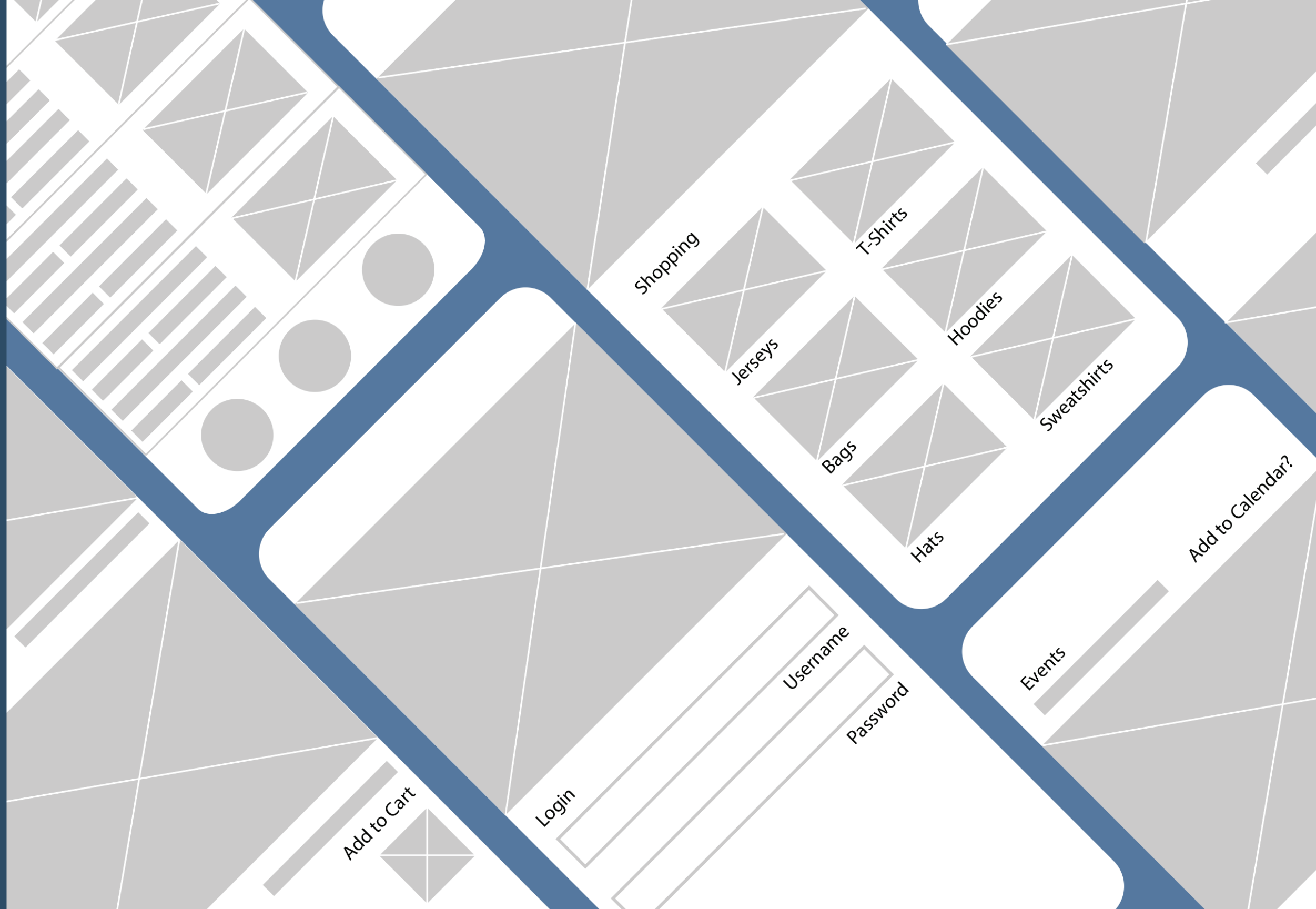
USER FLOW

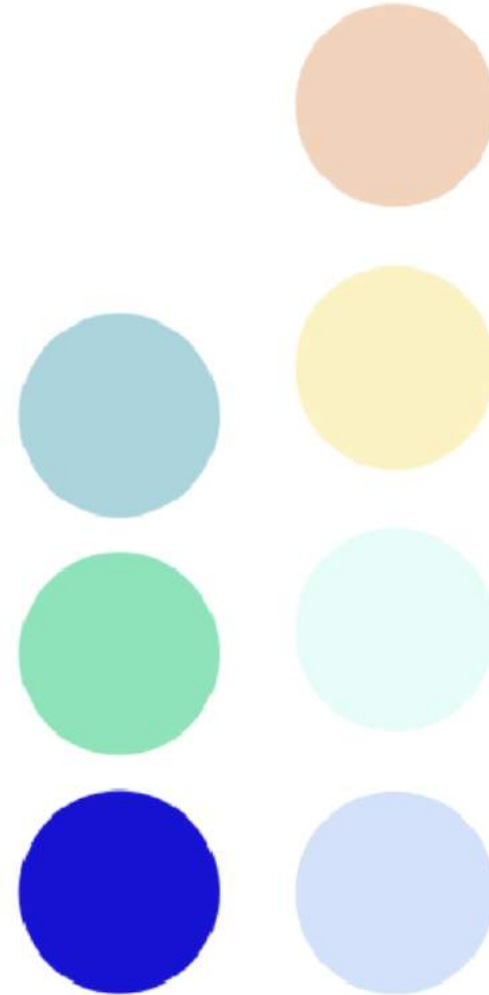
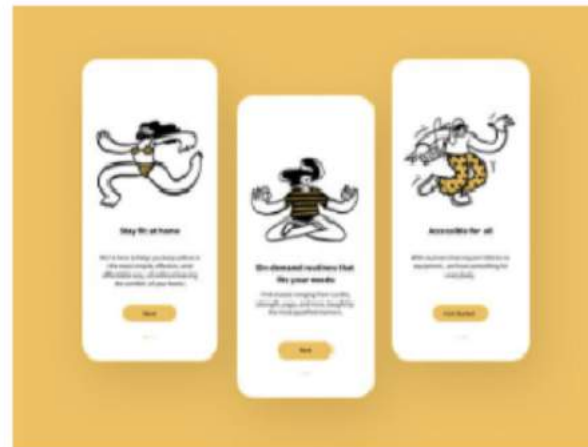
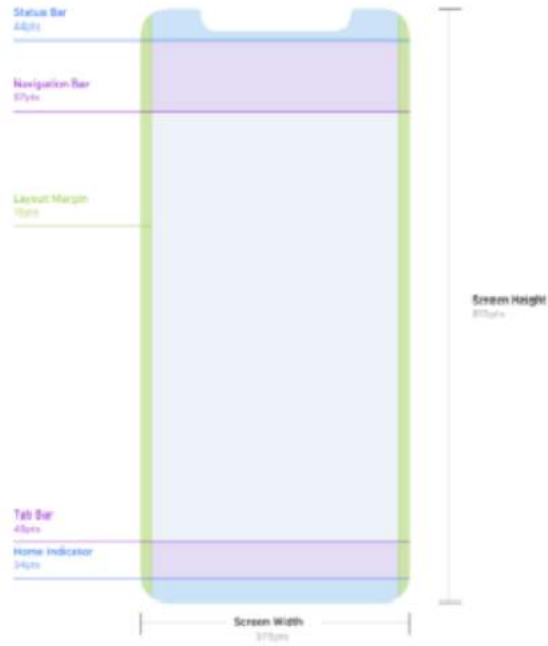
Displays the **complete path a user takes** when using the app. This is a rough mapping out of each and every step the user will take—from entry point right through to the final interaction



WIREFRAMES

Incorporating layouts from popular apps for users ranging from 18-22 years old like Instagram, ASOS, and Amazon

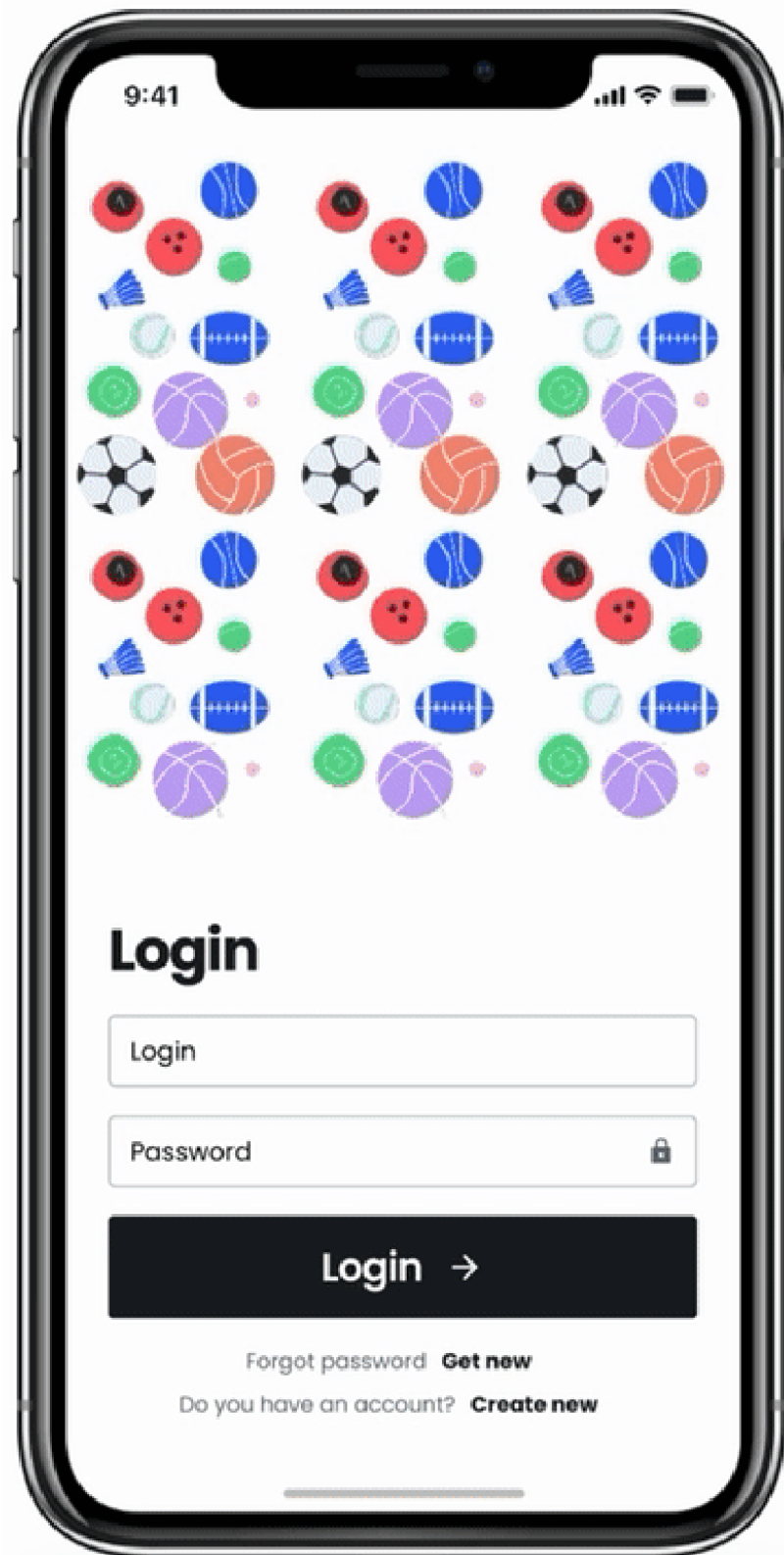




STYLE GUIDE AND GOALS

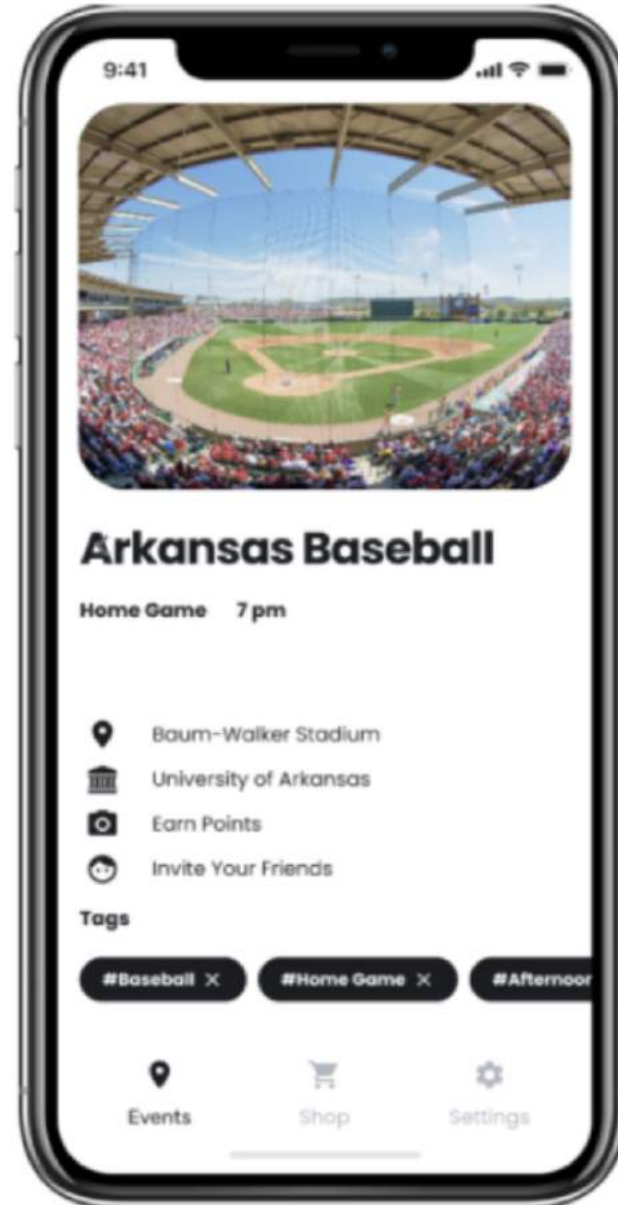
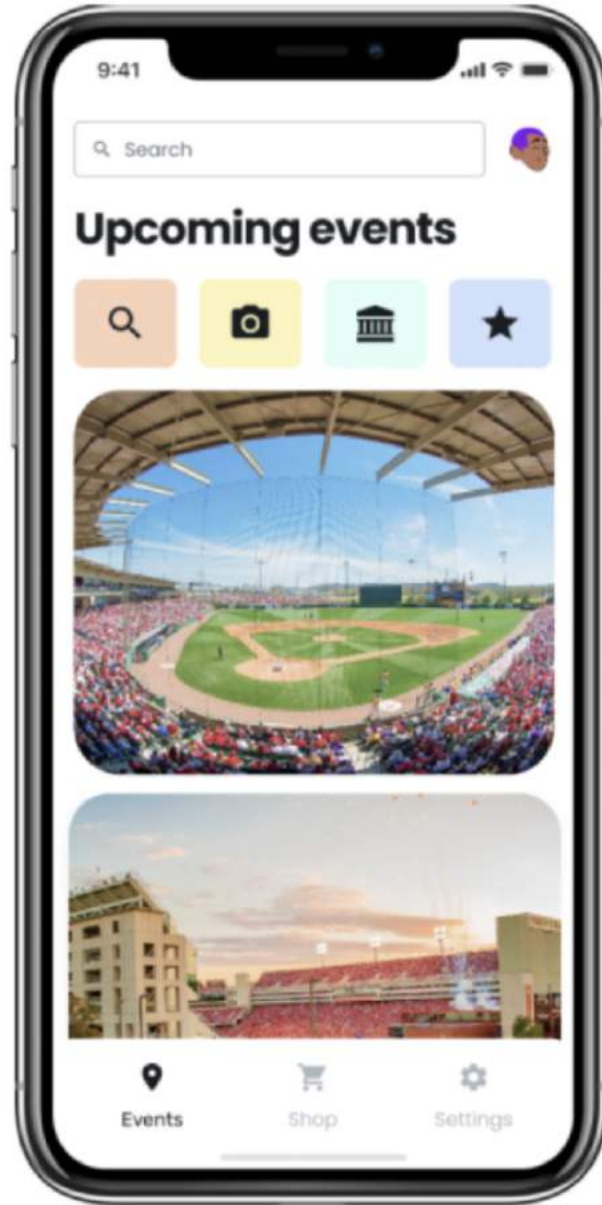
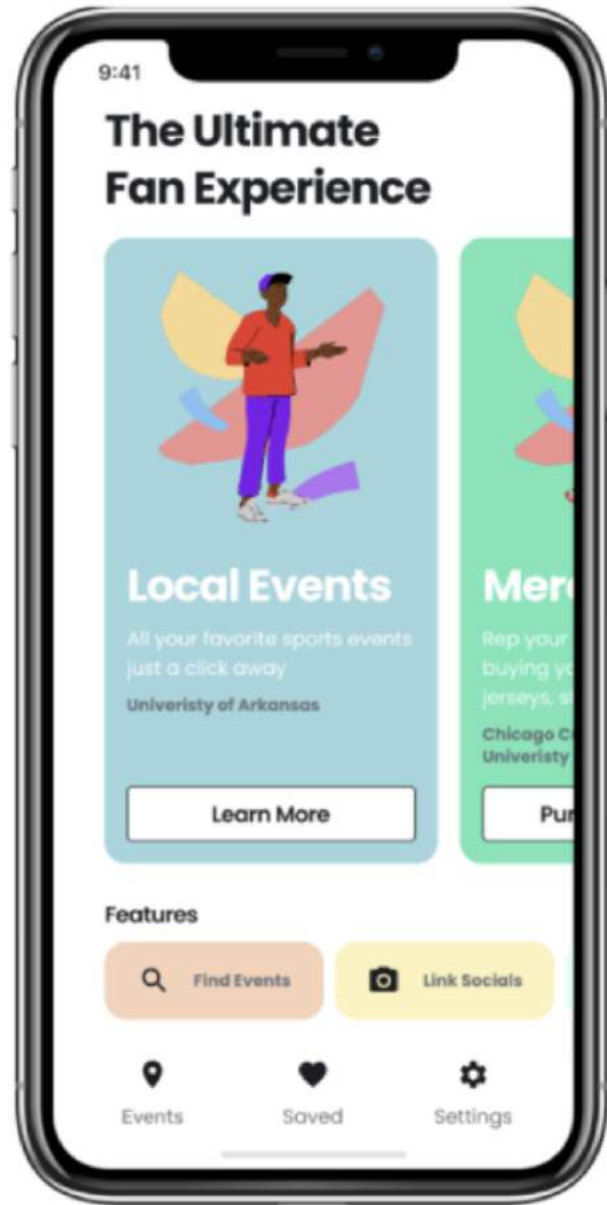
- + Make a user friendly platform that encourages fan participation and attendance at events
- + Make purchasing merchandise easy and the experience of the package unique & fun
- + Create a system that rewards users for their dedication & love of attending events

Poppins
Poppins
Poppins
Poppins



LOGIN / SIGN-UP

- + Exclusive to your school
- + Users can add their school, as a student or as a super fan, to keep up with events time, and location,
- + Shop new merchandise ahead of time, and keep up with their earned points from buying items on campus



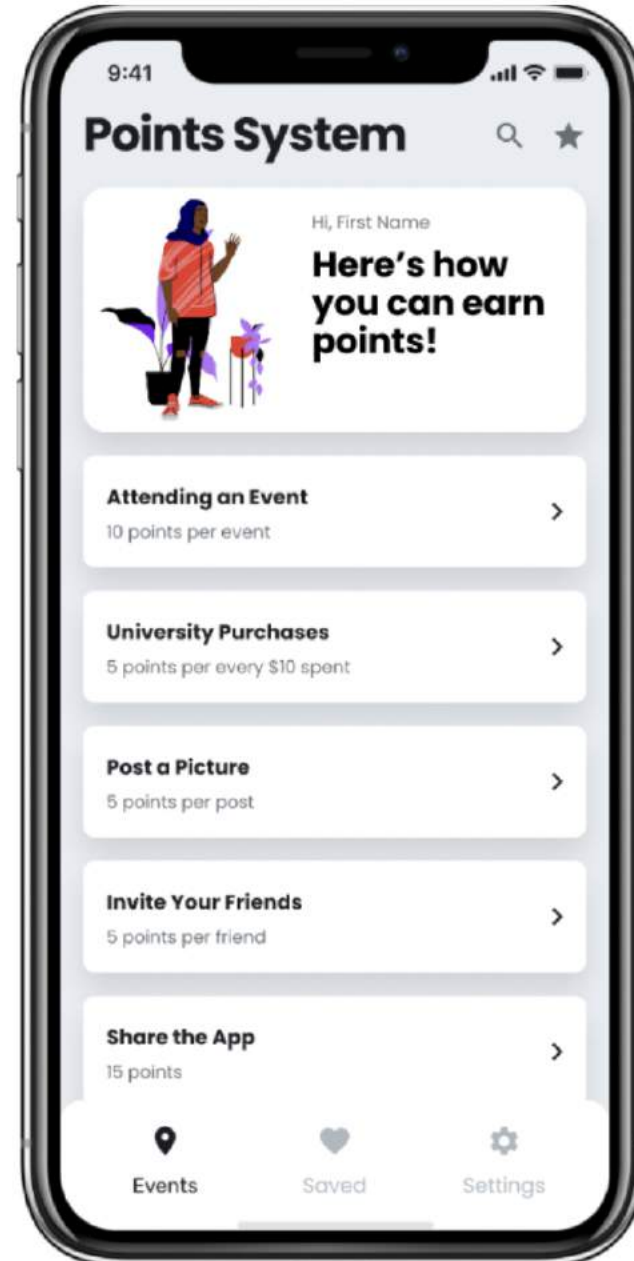
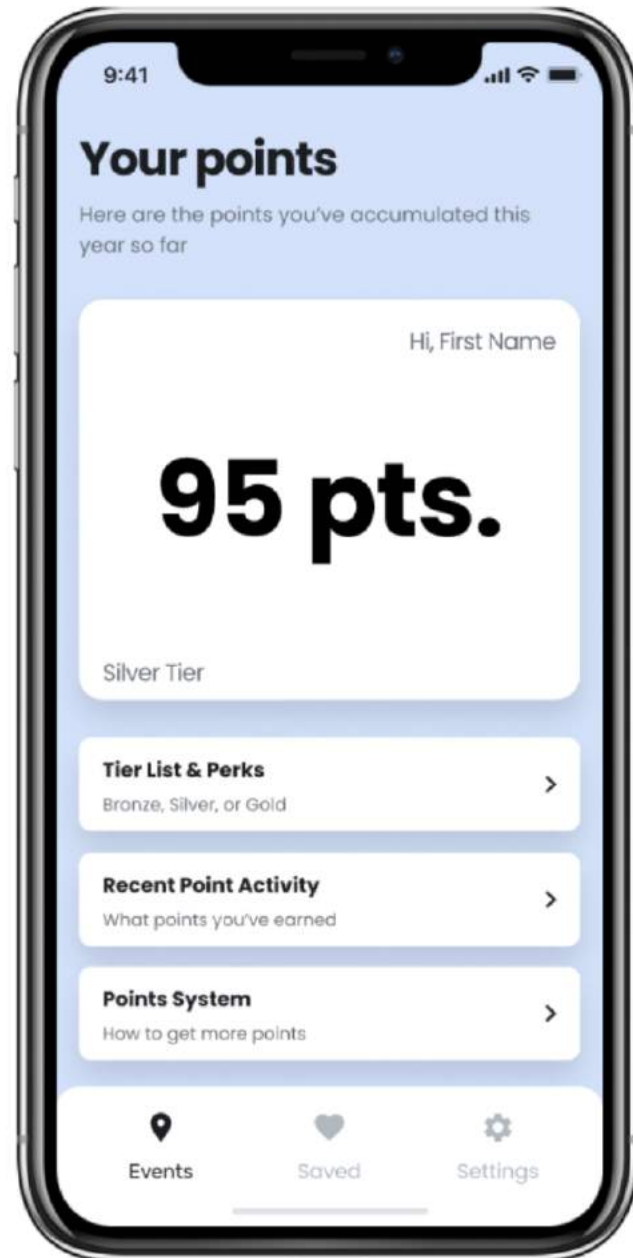
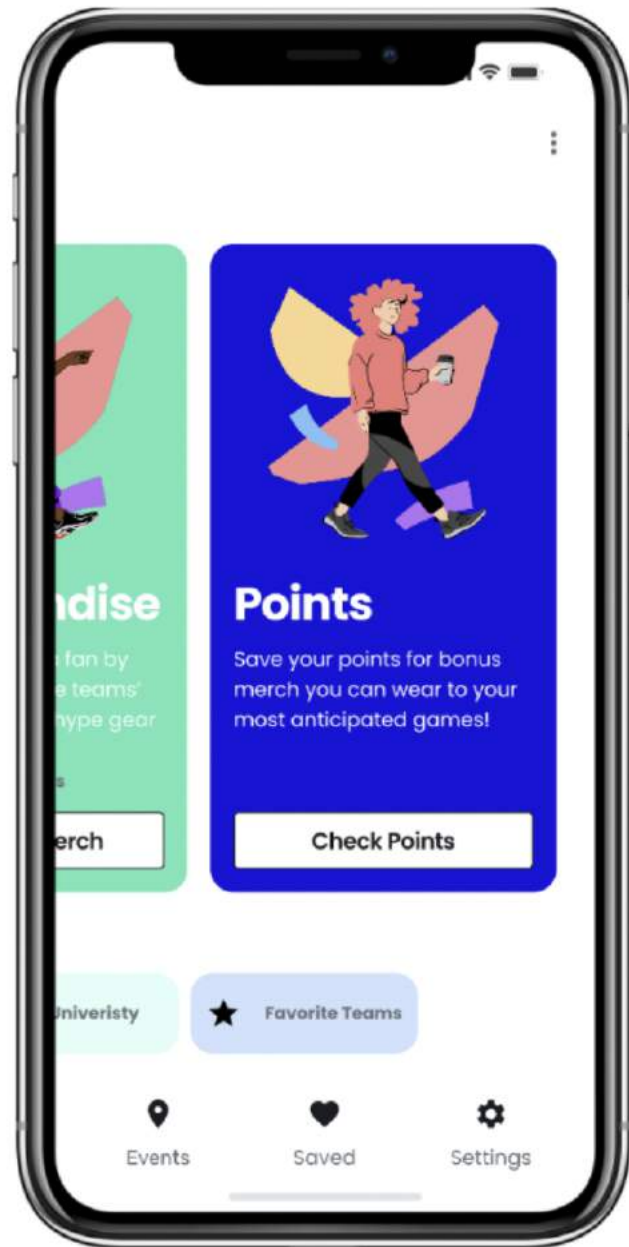
GOING TO EVENTS

NOTIFICATIONS

- + Keeps you in the know about events you may have not seen before

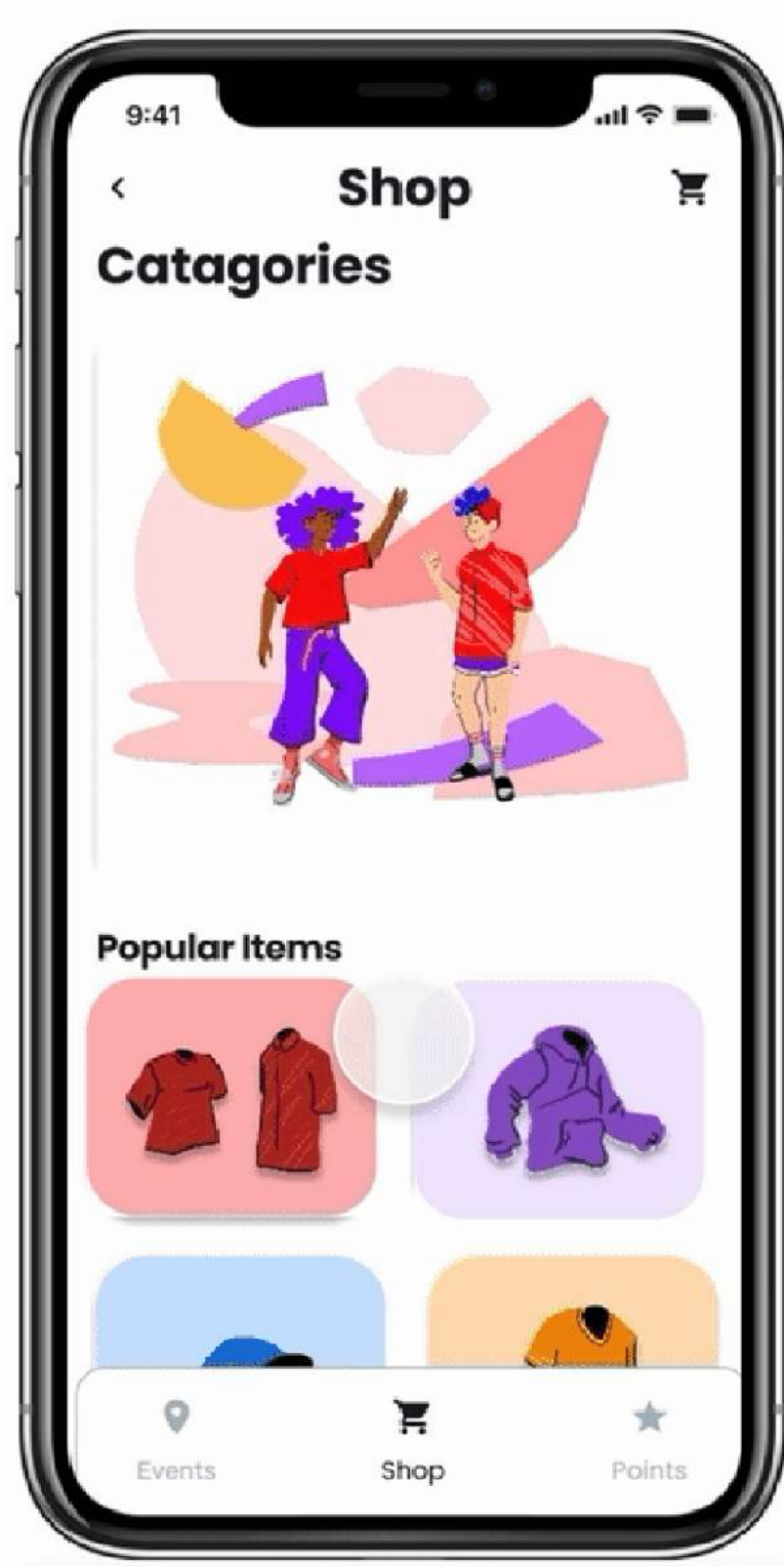
EARN POINTS

- + Spending money at your University or attend a University events contribute to earning points
- + Keeps you involved on campus
- + Higher attendance rates for the university's sports and other events



EARN POINTS

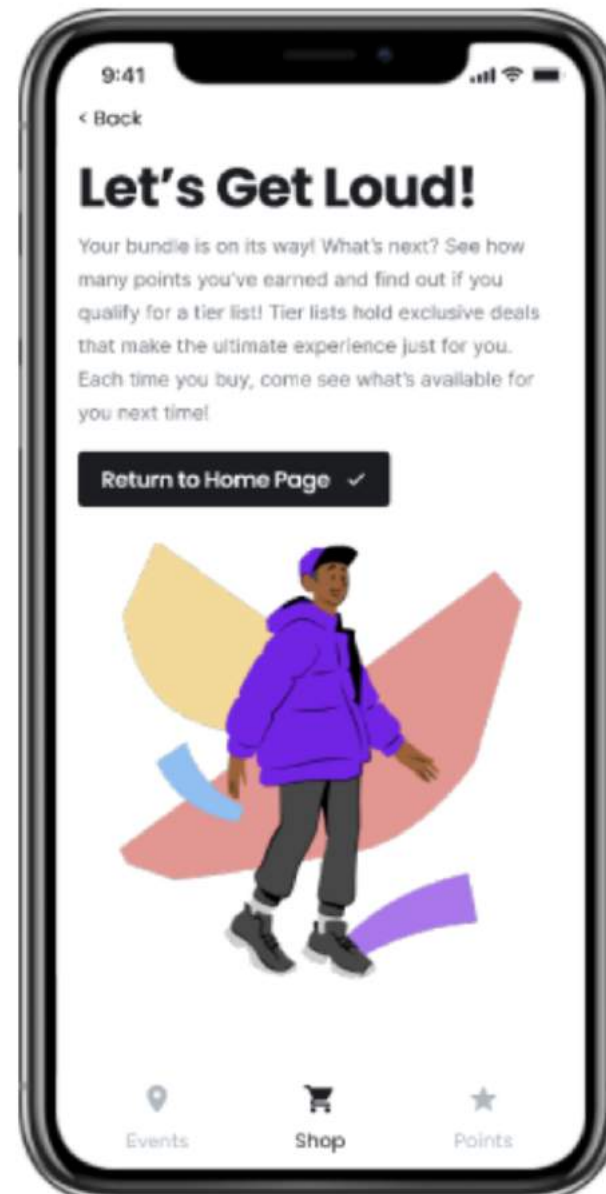
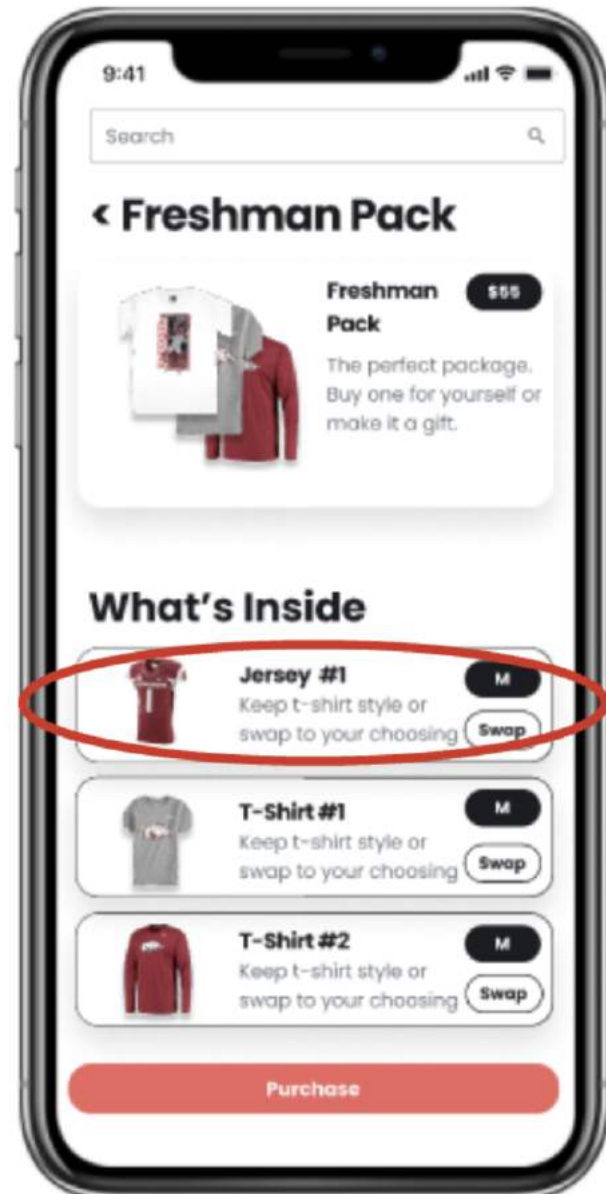
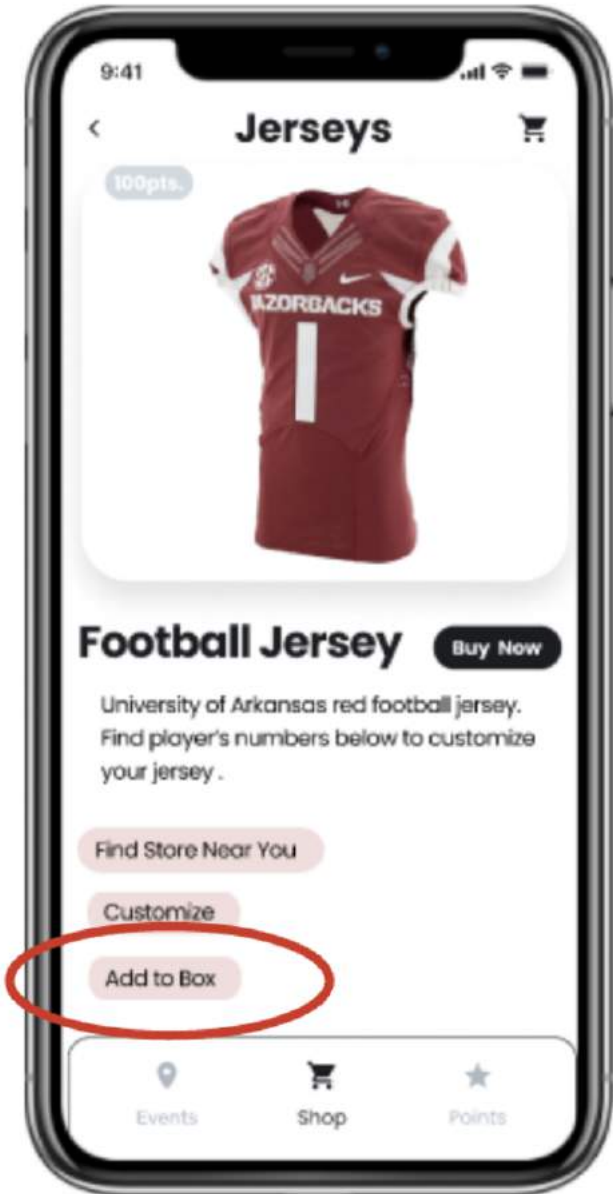
- + Points earned act as coupons or % off of purchases you make in the future on the app
- + 100 points = \$1 off
- + Points can be earned by spending money at the University or by attending and posting about events
- + Encourages more participation in stands and posts about events



BUY MERCHANDISE

EARN AND SPEND POINTS

- + Points act as a way to get cash back from spending money on your University/ by helping boost attendance at an event
- + Points can be spent on merchandise boxes or special tiered items (Gold, Silver, Bronze)



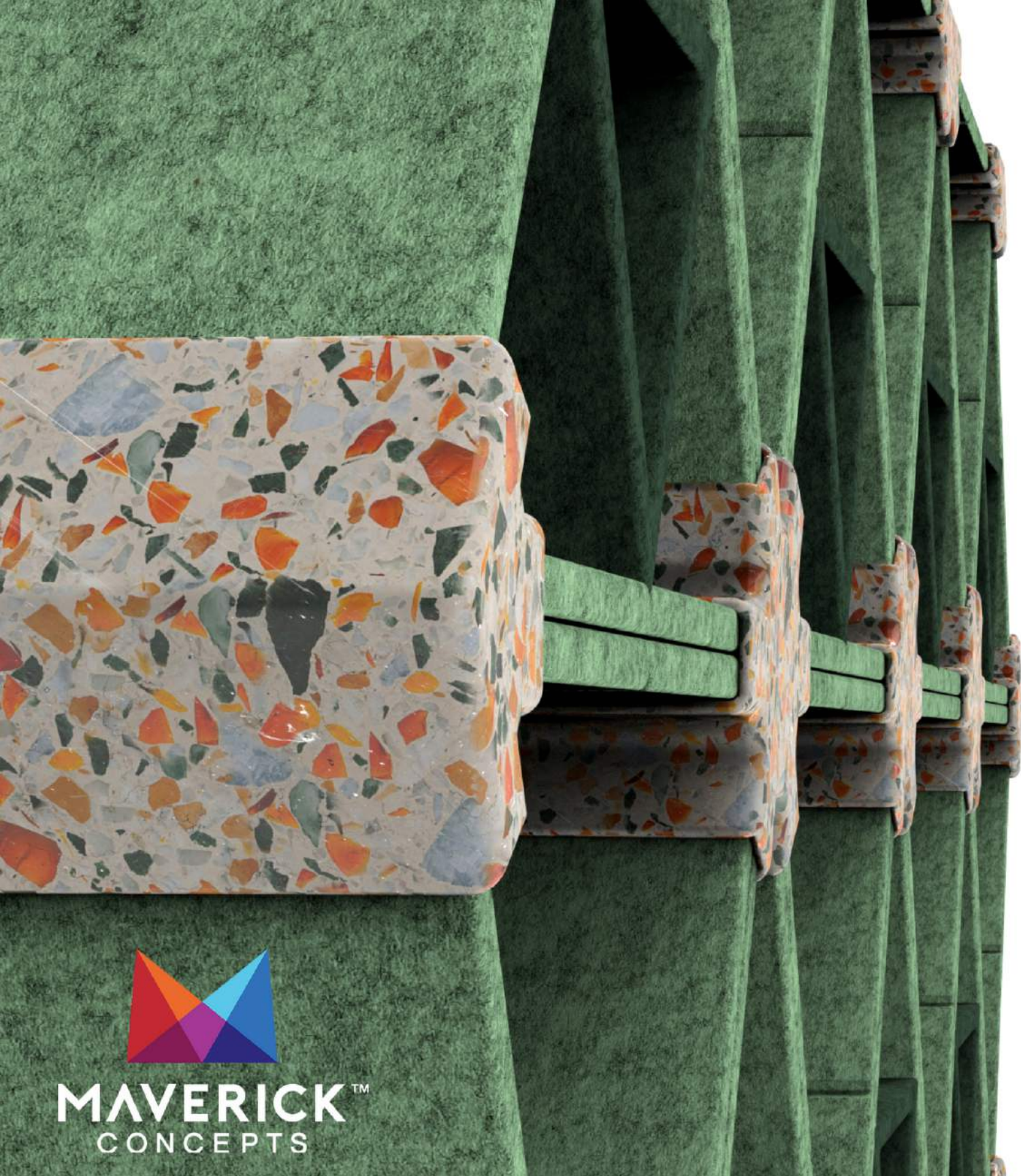
MERCHANDISE BUNDLES

- + Pick out items you want in a bundle or order a pre-made bundle
- + Ship to your address or pick-up at school store



ORDER BUNDLES

- + Able to purchase a bundle ahead of time
- + Packages feel exciting to open and create hype before event occurs
- + Hand picked items to fit the needs of the customer



TRio

Modular , Multipurpose, Storage



MAVERICK™
CONCEPTS

WHO IS MAVERICK

DESIGN AND FABRICATION LAB

Maverick Concepts is a **creative design and fabrication lab**. We partner with clients to **create innovative visual experiences** that are impactful and elevate brands.

WHAT DO THEY WANT

ART FELT APPLICATIONS

Maverick Concepts wants to enhance industry **sustainability via art felt or PET felt**, by creating **modular structures for office and multiuse environments** for business to business sells



“What is Art Felt?”

ART FELT IS PET PLASTIC FELT

PET plastic or polyethylene terephthalate is a recyclable plastic that water bottles, straws, and other household products are made of. They are recycled and turned into Art Felt.



“Where does it go?”



RESTAURANTS



OFFICES



SCHOOLS

LOCAL RESEARCH

Explored Auburn University's campus to find uses of PET felt and observe what areas were more popular with students and why.

FINDINGS

- + Modularity proved useful in shared spaces
- + Privacy was valued in shared spaces
- + Textures gave interiors more dimensionality
- + Color pops provided a more inviting environment

THE BIG QUESTION?

How does modularity play a role in these spaces?

TEXTURE

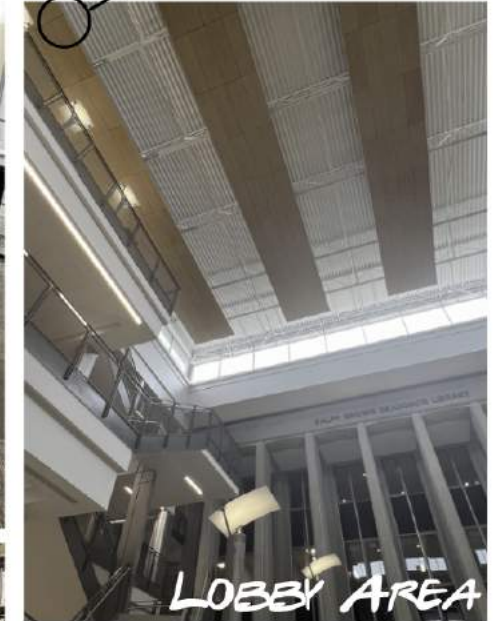


MOBILITY
WITH WHEELS



SCHOOL

CEILING PANELS



LOBBY AREA



STUDY ROOM



LIBRARY

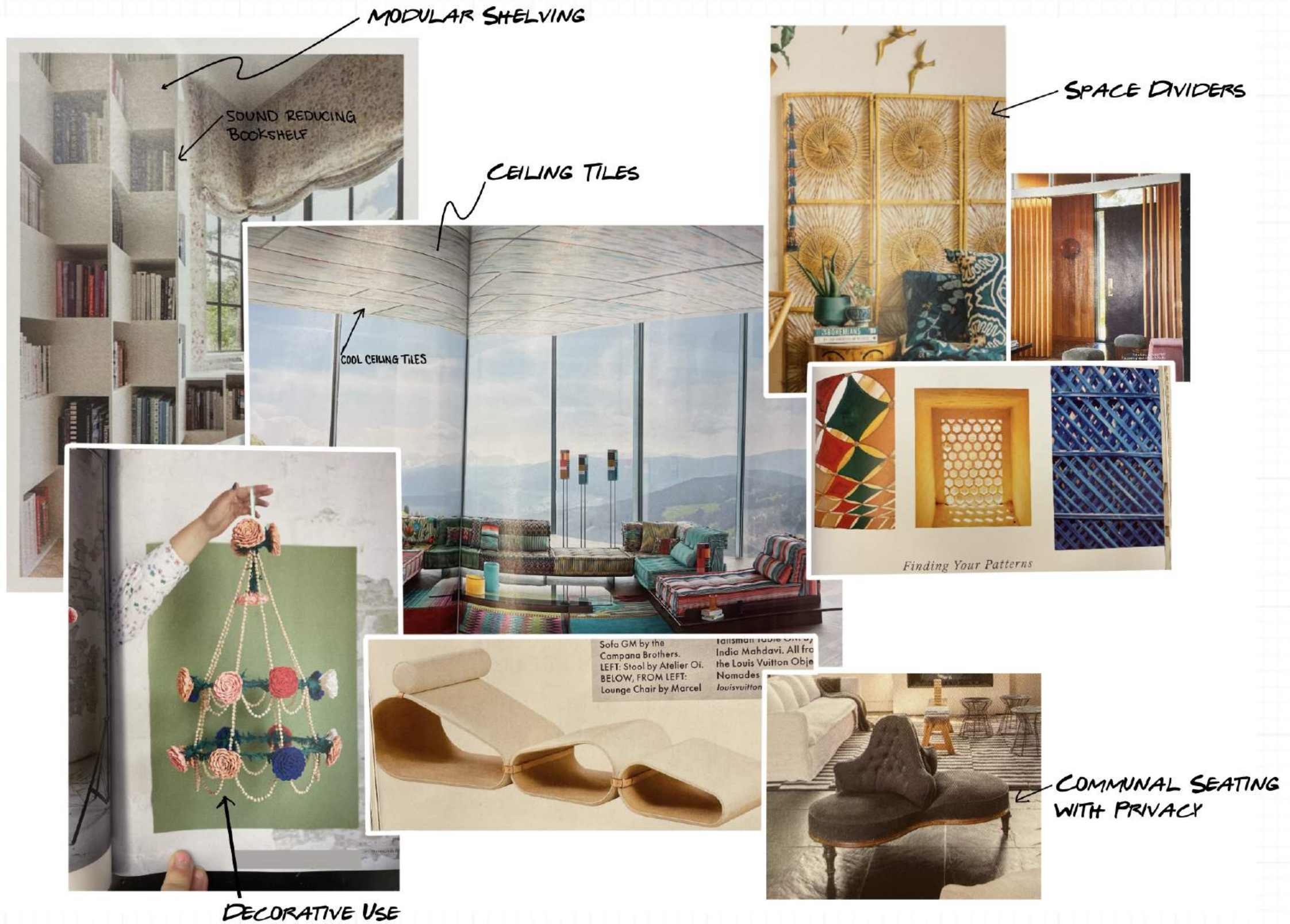
PRIVACY SCREENS



LIBRARY

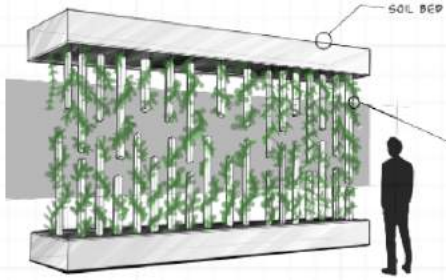
MOOD BOARD

Utilizing home and design magazines to identify current trends in interior architecture and design



SKETCHES

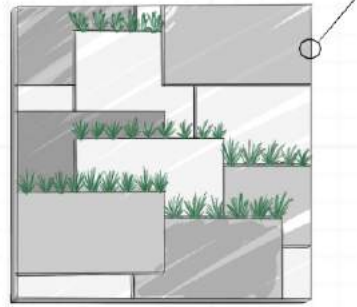
GREENERY



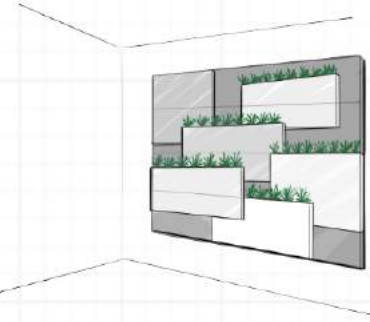
SOIL BED



ART FELT STRIPS AND VINYL TAPE CONNECTIONS

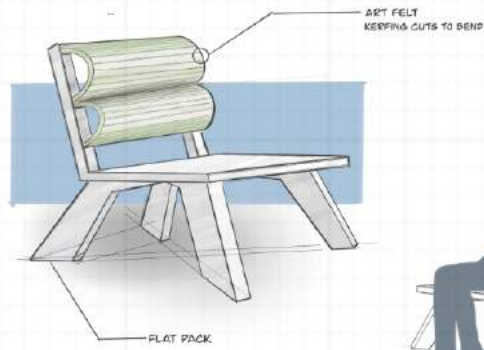
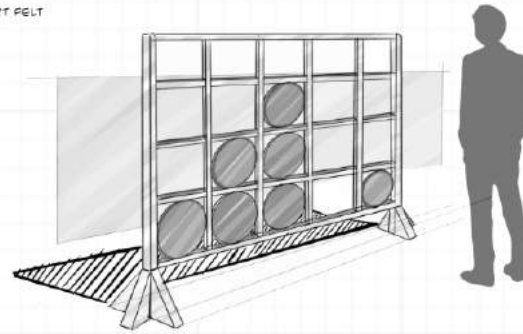


POTENTIAL TO BE SPACE DIVIDER
LOW MAINTENANCE PLANT, DRIP WATER SYSTEM



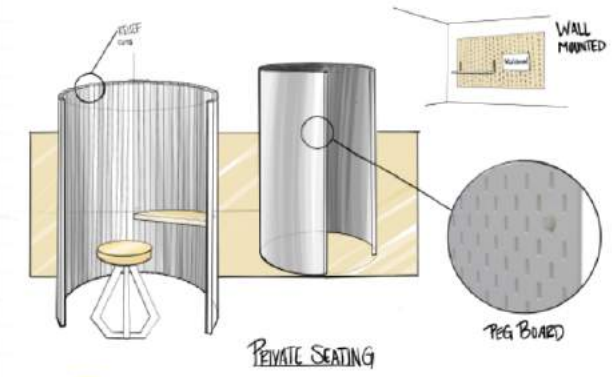
CONNECT 4 SPACE DIVIDER

ALL ART FELT



ART FELT KEEPING CUTS TO BEND

FLAT PACK



PRIVATE SEATING

WALL MOUNTED

PEG BOARD

FURNITURE

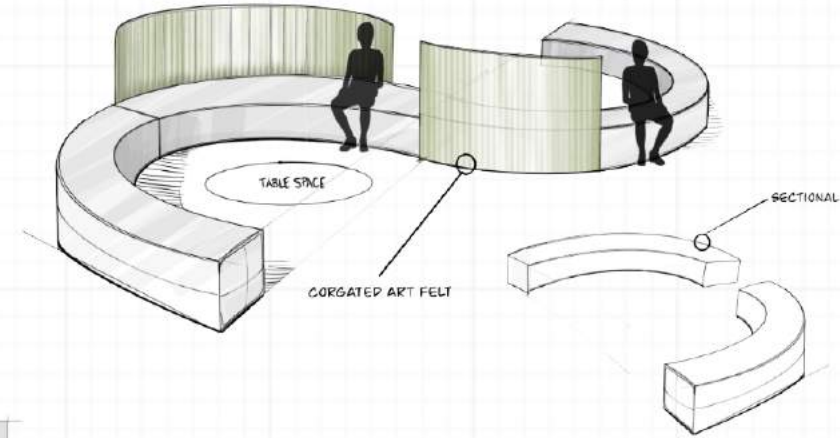


TABLE SPACE

CORUGATED ART FELT

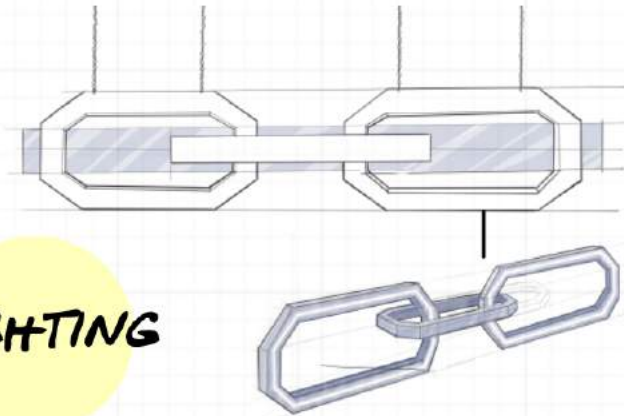
SECTIONAL



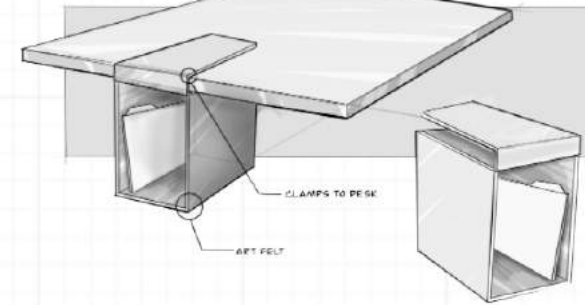
ART FELT PIECES



LIGHTING



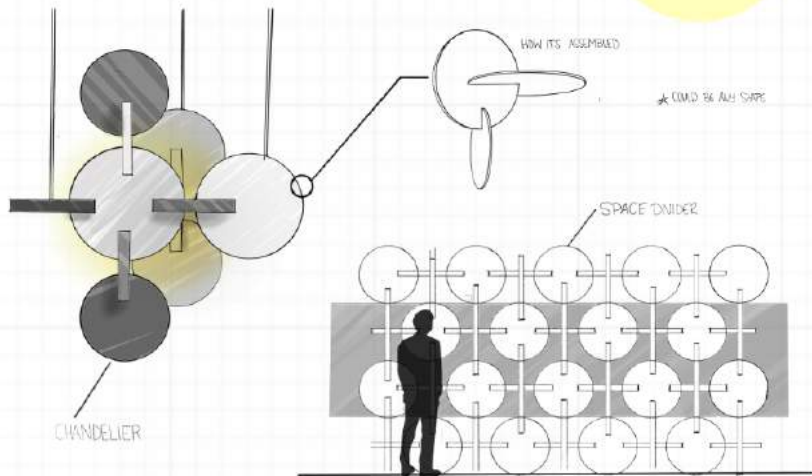
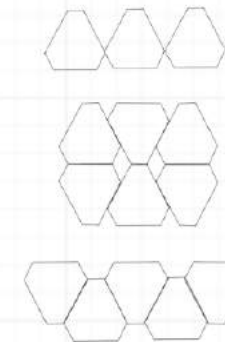
DESK SHELF



CLAMPS TO DESK

ART FELT

PATTERN REPEAT

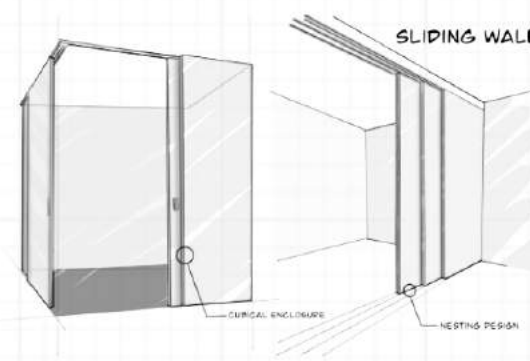


HOW ITS ASSEMBLED

* COULD BE ANY SHAPE

SPACE DIVIDER

CHANDELIER

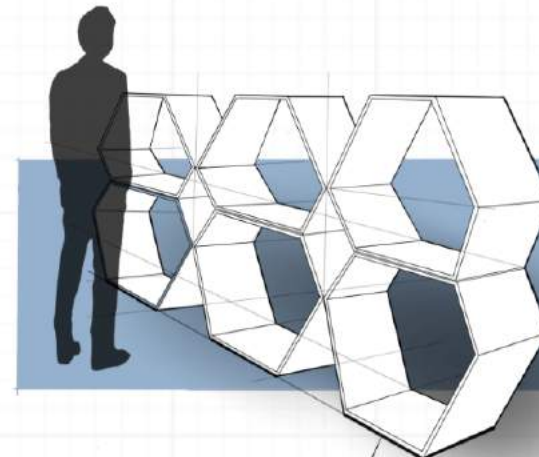


SLIDING WALL

CIRCULAR ENCLOSURE

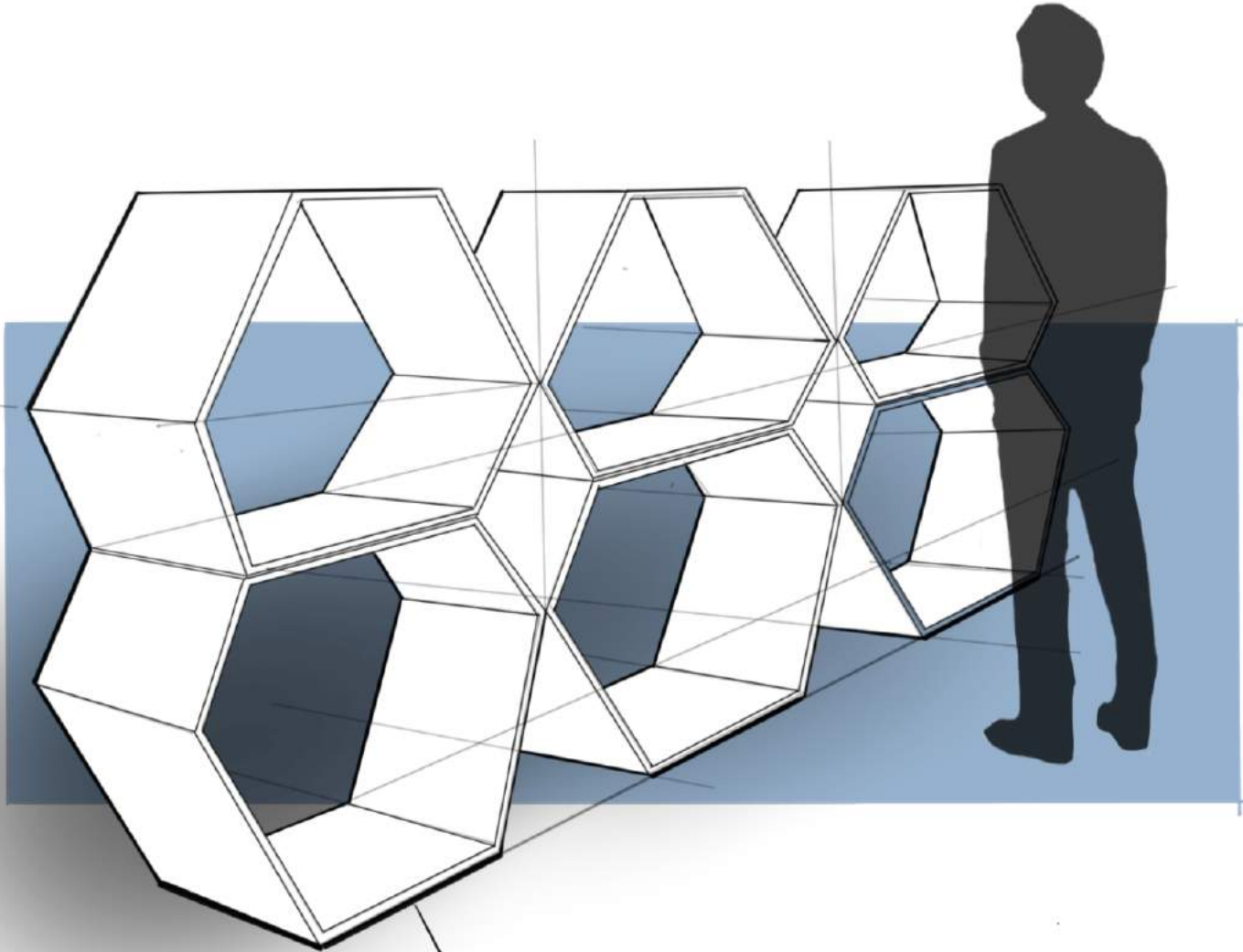
NESTING DESIGN

STORAGE



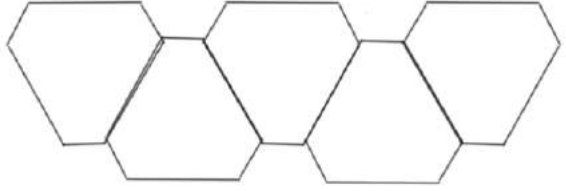
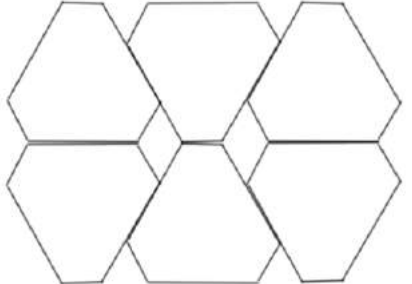
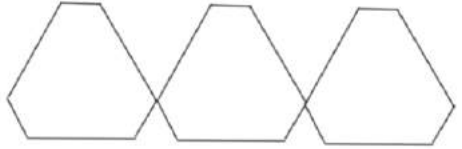
2-PHASE SYSTEM

CHOSEN DIRECTION



MODULAR SHELVES

PATTERN OPTIONS



MODULAR SHELVING UNIT

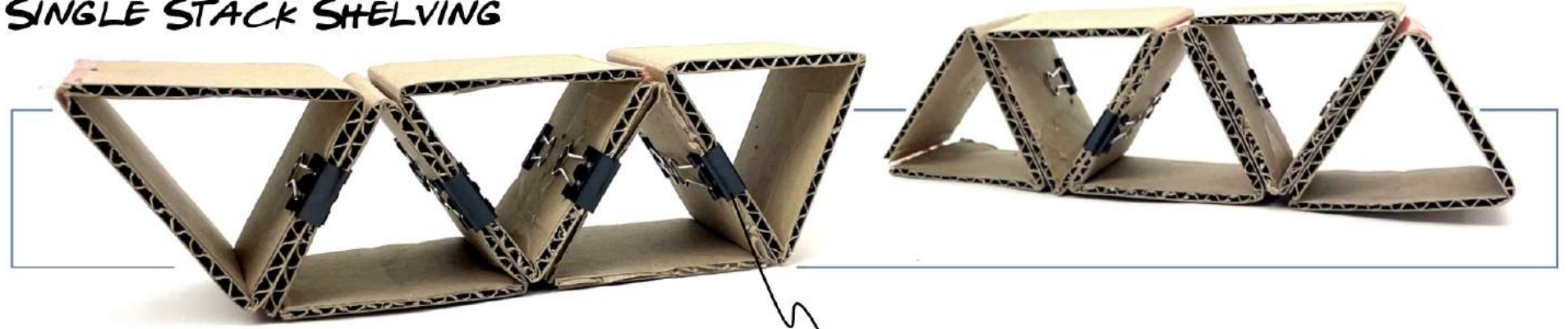
Creating a modular shelving unit that can be easily assembled in multiple ways and is able to fit into any environment. Possibility to be wall hung.

MOCK-UPS

LOW - FIDELITY



SINGLE STACK SHELVING

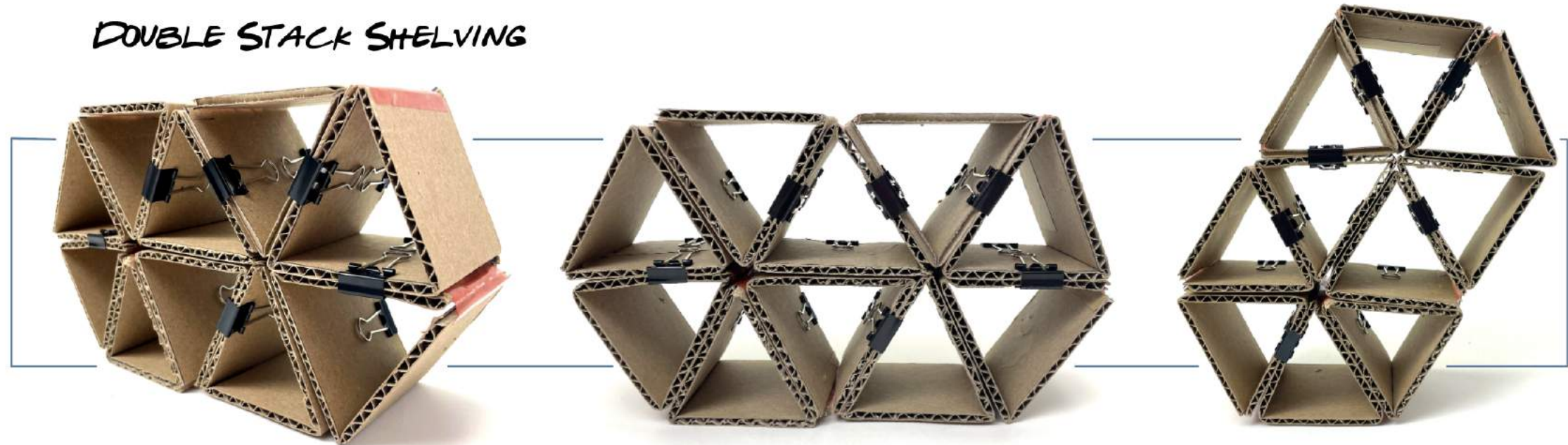


HOW TO CONNECT WITHOUT SHOWING CLIPS?

BUILDING BLOCK

The triangle is the strongest geometric shape, which is important in shelving to be stable and hold extra weight

DOUBLE STACK SHELVING



DEVELOPMENT

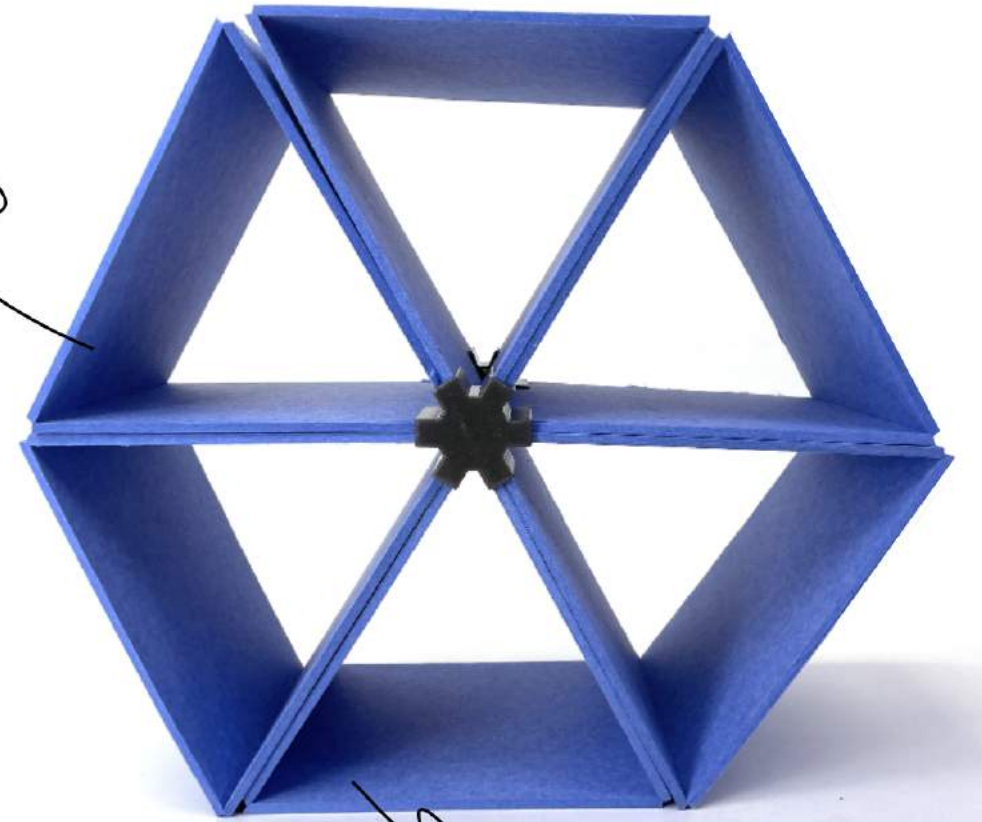
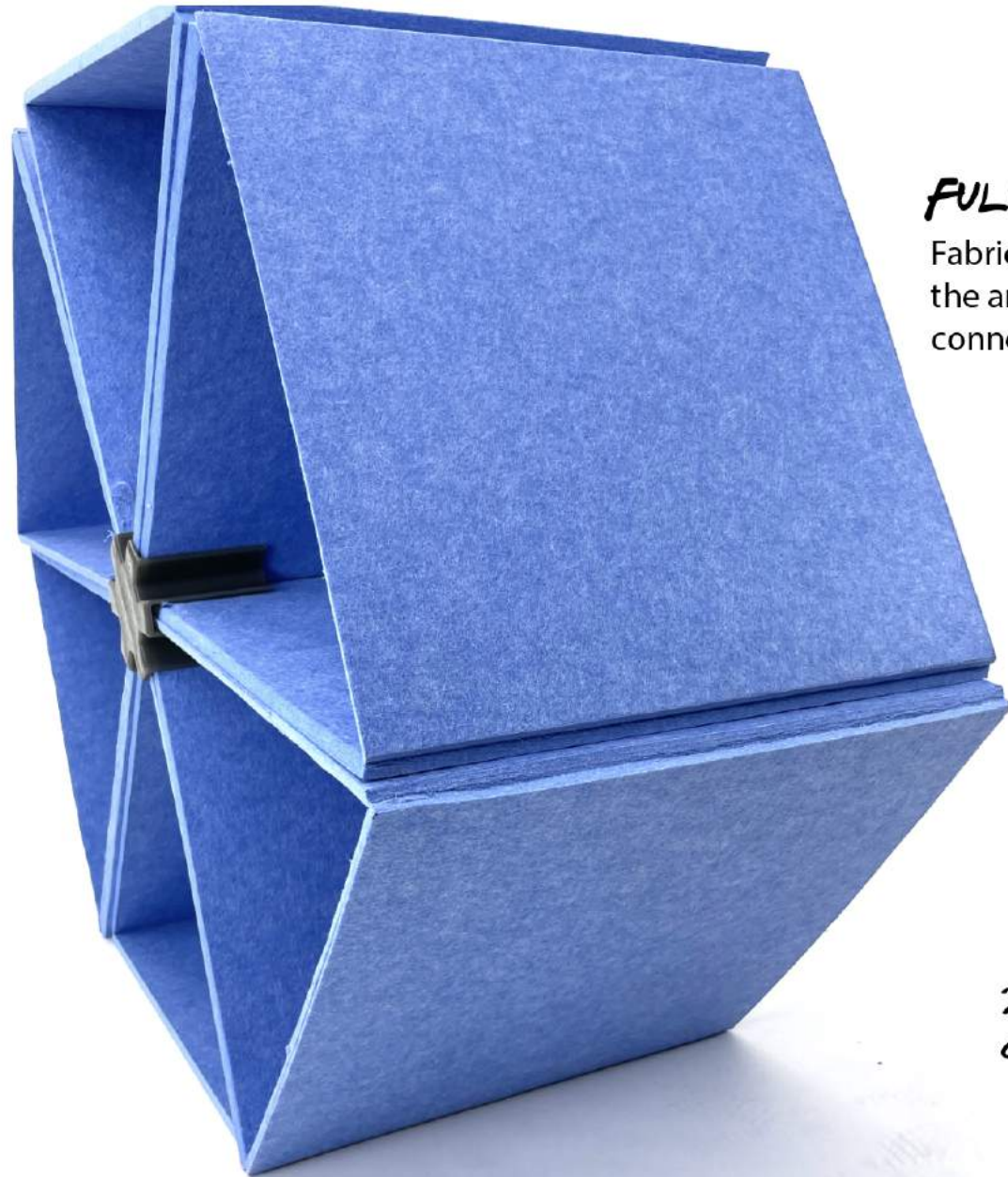
HIGH FIDELITY

CLIENT'S THOUGHTS

Really liked the modularity, but want more exploration on fabrication and features

FULL SCALE

Fabricated a full size mock up using the art felt to test out my 3D printed connector pieces and stability.



NEEDS MORE STABILITY

3D PRINTED
CONNECTOR PIECE



DEVELOPMENT 2

HIGH FIDELITY

MORE CLIPS

More clips added for stability and strength for holding additional weight

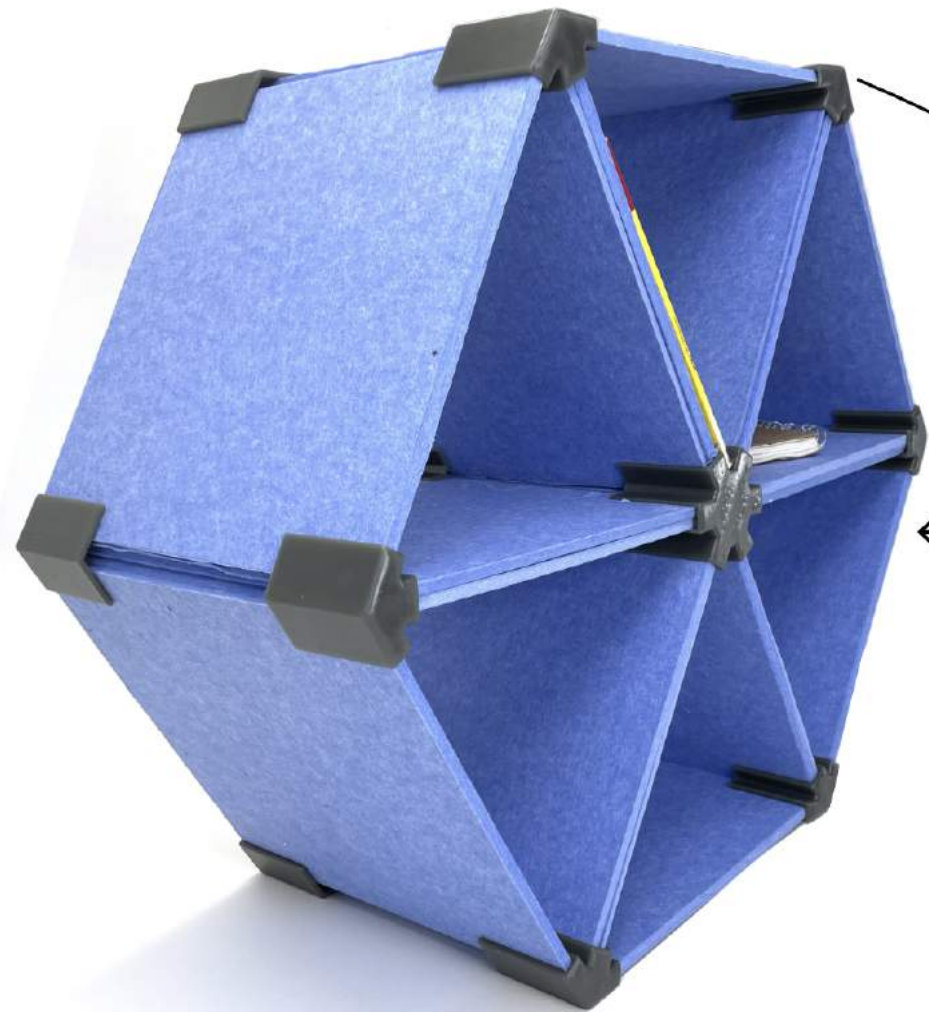
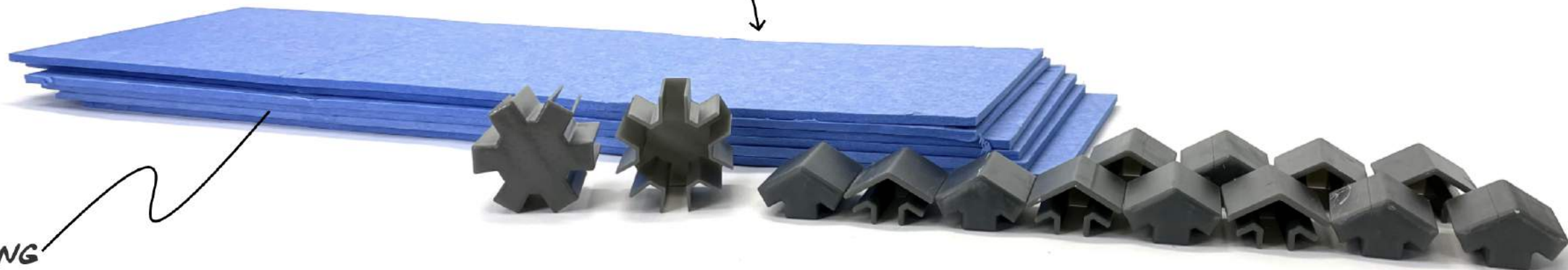
THOUGHTS:

The additional clips added full support for the shelving unit, making it able to be moved and bear weight without falling apart

ASSEMBLY

Assembly was super easy and took less than 5 minutes

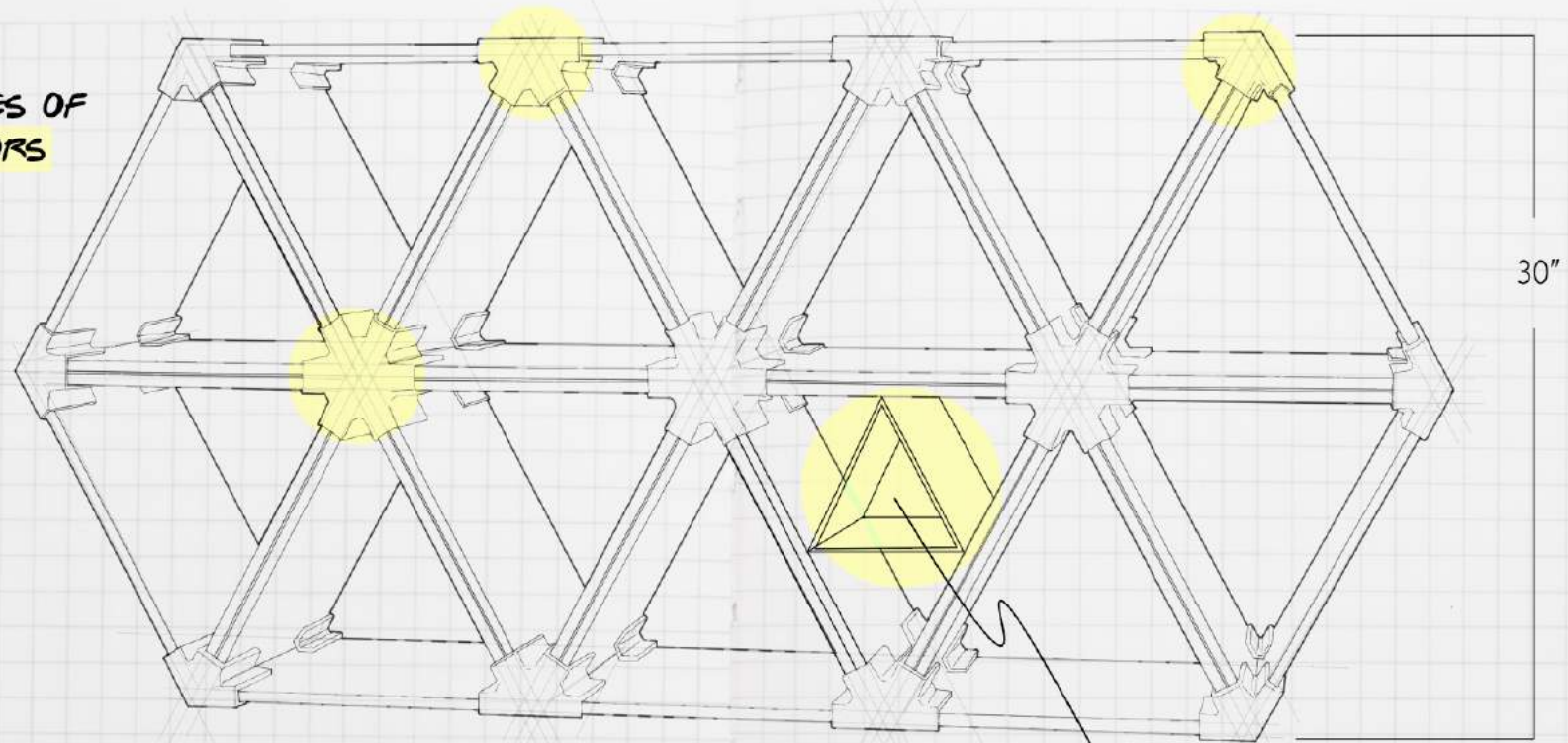
FLAT SHIPPING



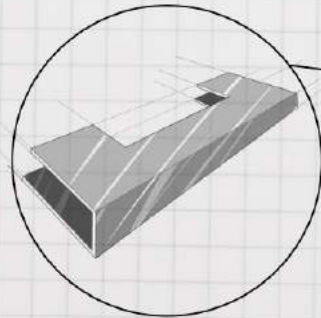
BUILDING AND ATTACHMENTS

How can the shelving unit be built upon? And what attachments will make it more versatile for diverse environments?

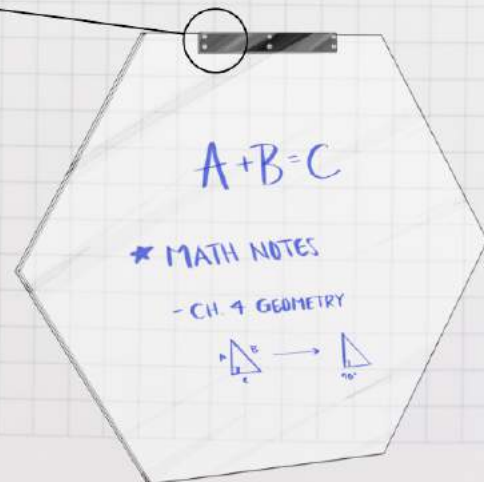
*THREE TYPES OF CONNECTORS TO BUILD



WHITE BOARD

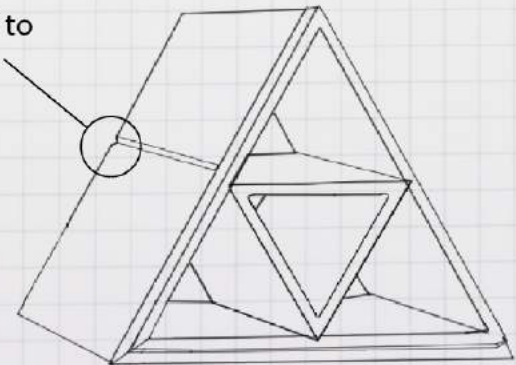


ATTACHMENT SOLUTION
Slides into place on shelving unit

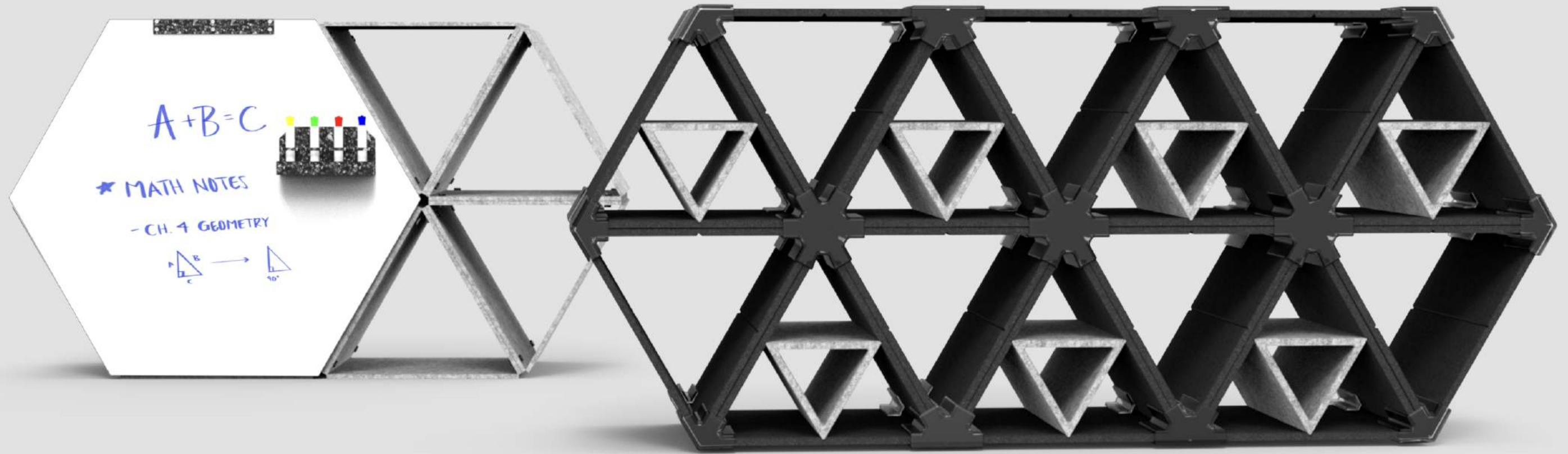


MINI SHELF

Grooves for shelf to slide into place



TRIO VARIATIONS



THUMBSCREW CONNECTORS

- + Easy assembly
- + Simplified manufacturing
- + Flat pack shipping
- + No tools needed

PLASTIC CONNECTORS

- + No tools needed
- + Injection molded custom pieces
- + Gives more customization
- + Flat pack shipping
- + Hides live hinge corners

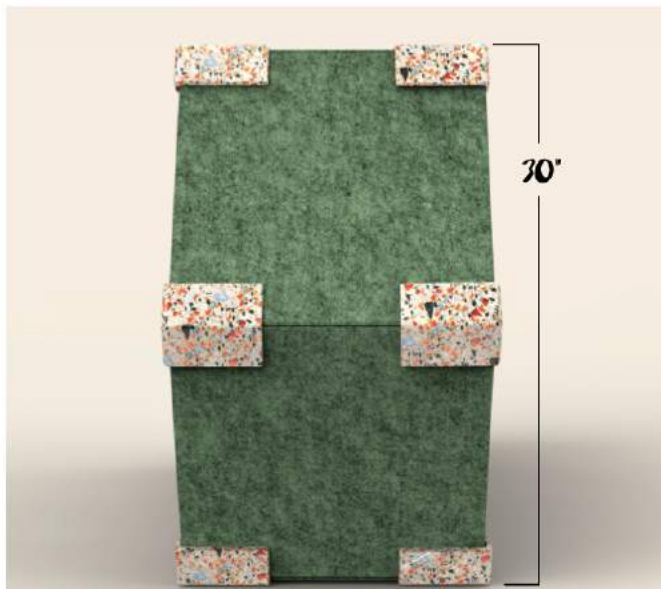
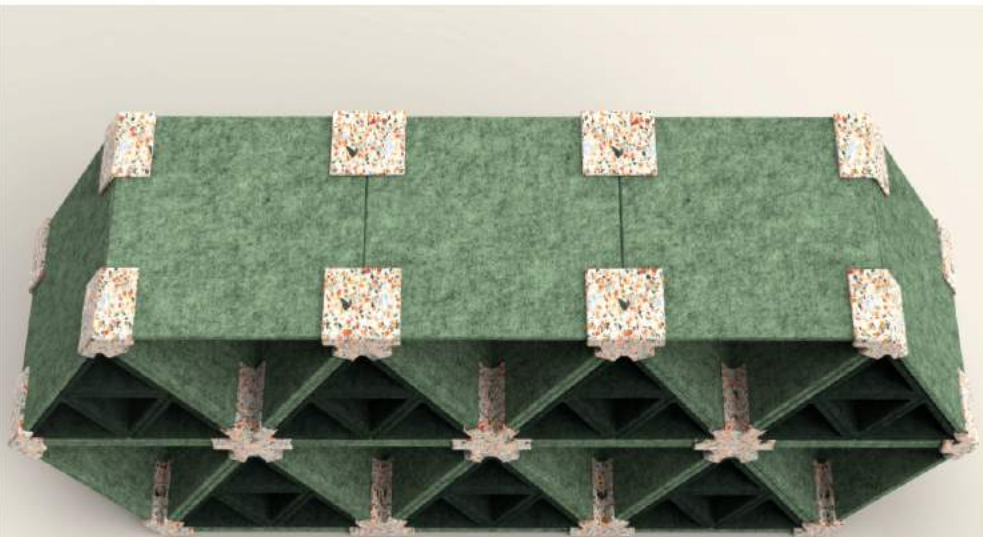
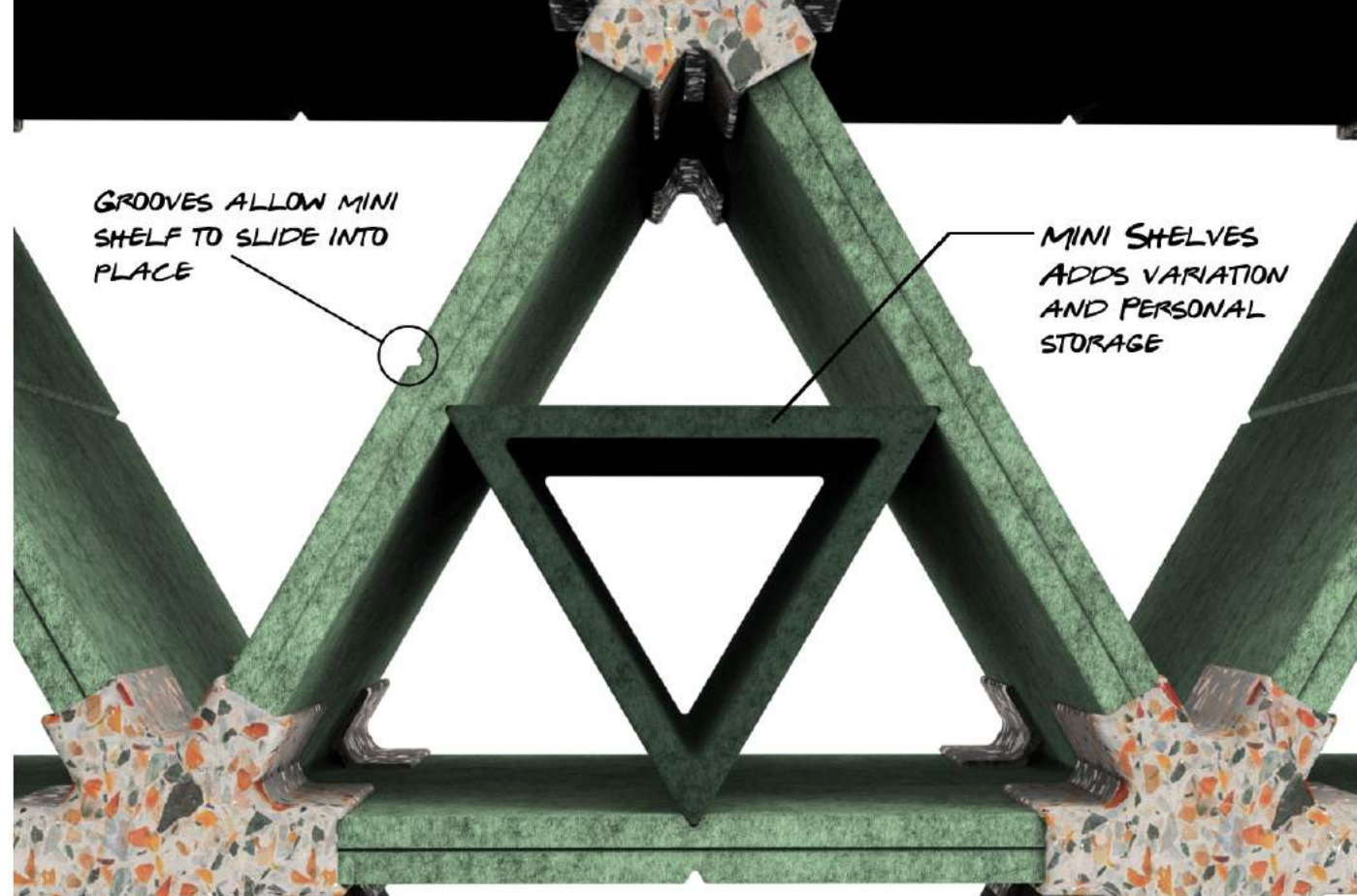
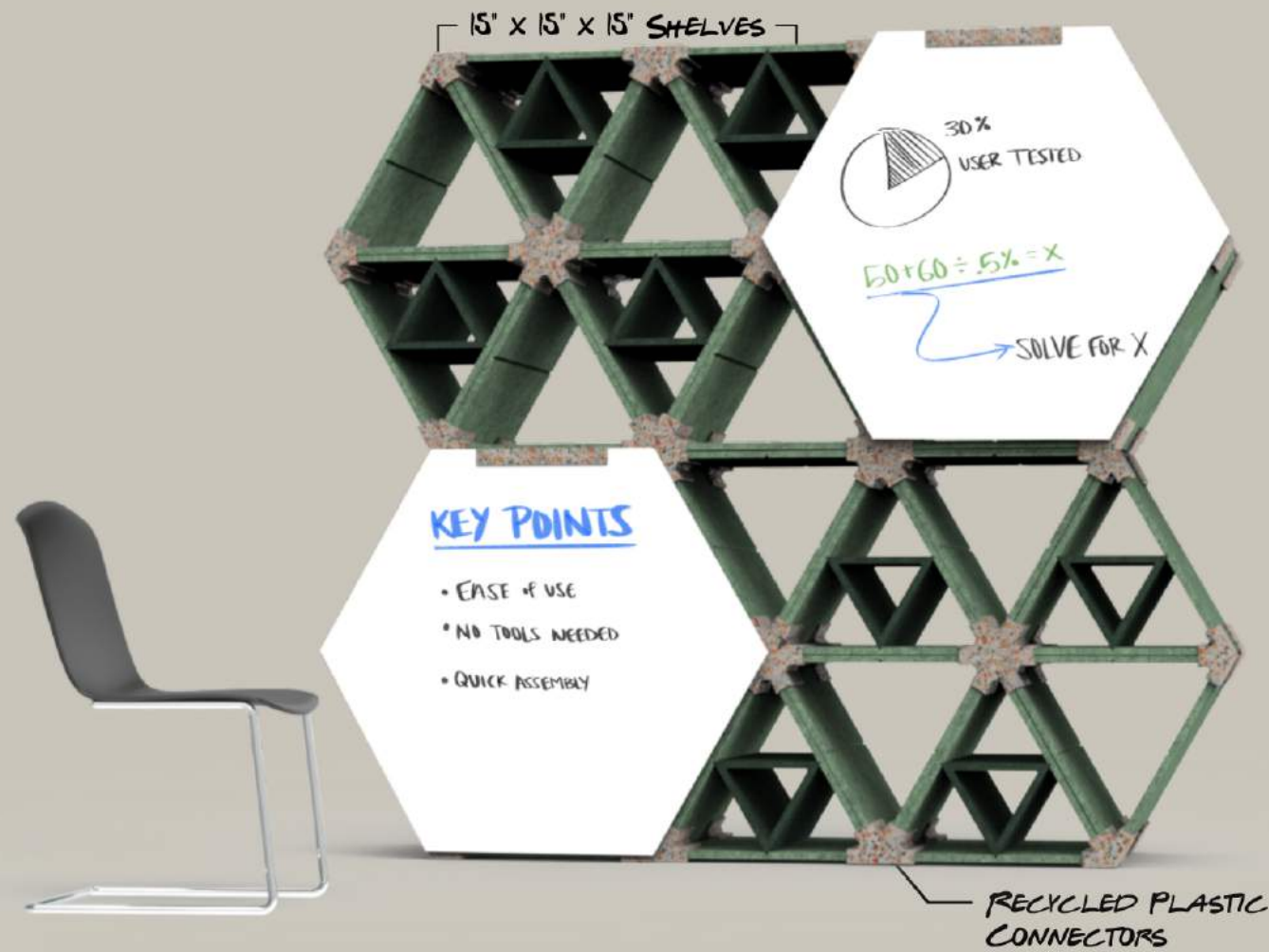
SHELVING ATTACHMENTS

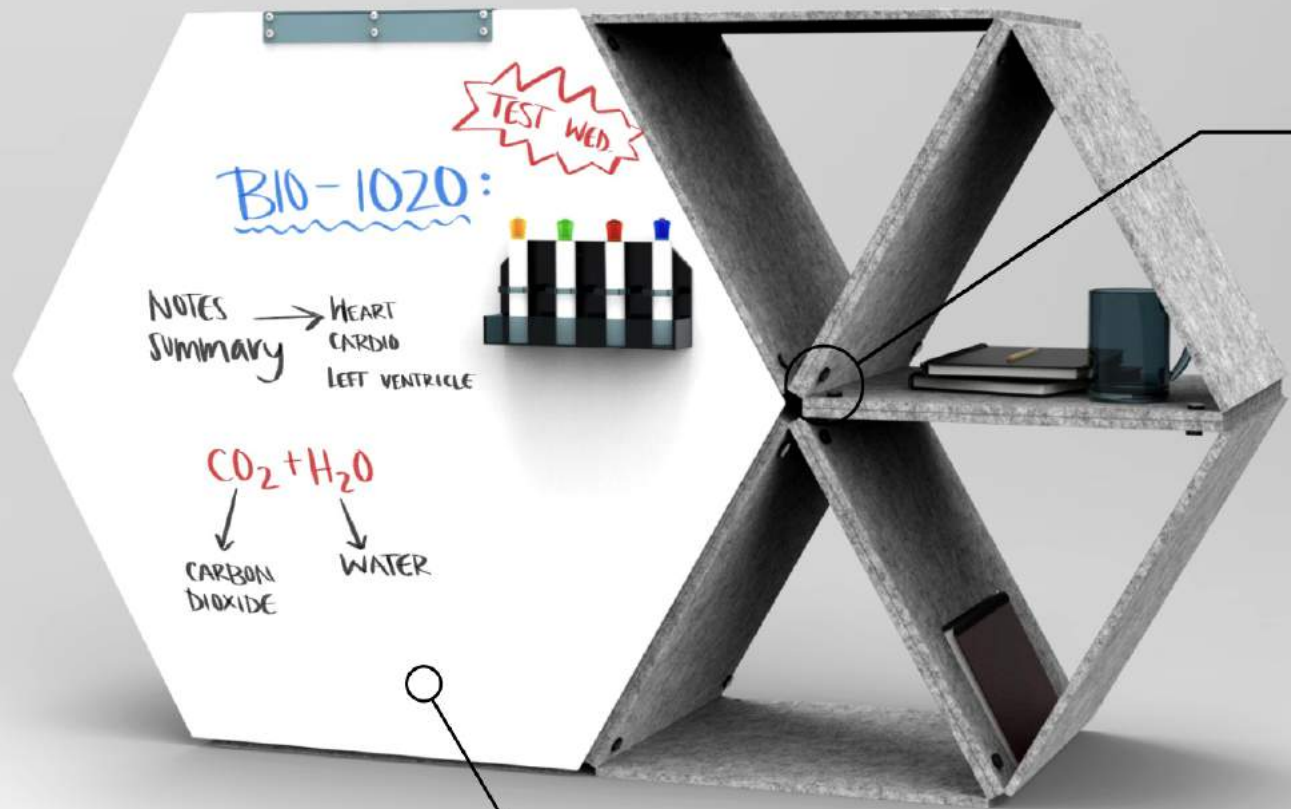
Mini Shelves

- + No tools needed
- + Flat pack shipping
- + More customization

White Board

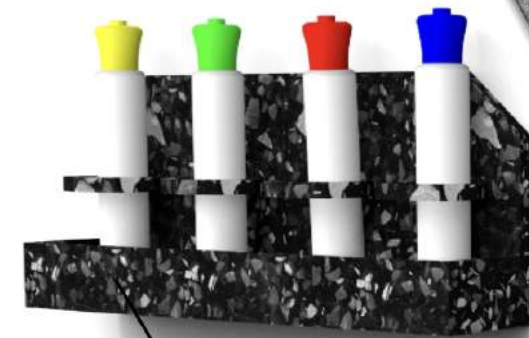
- + No tools needed
- + Flat pack shipping
- + More versatility



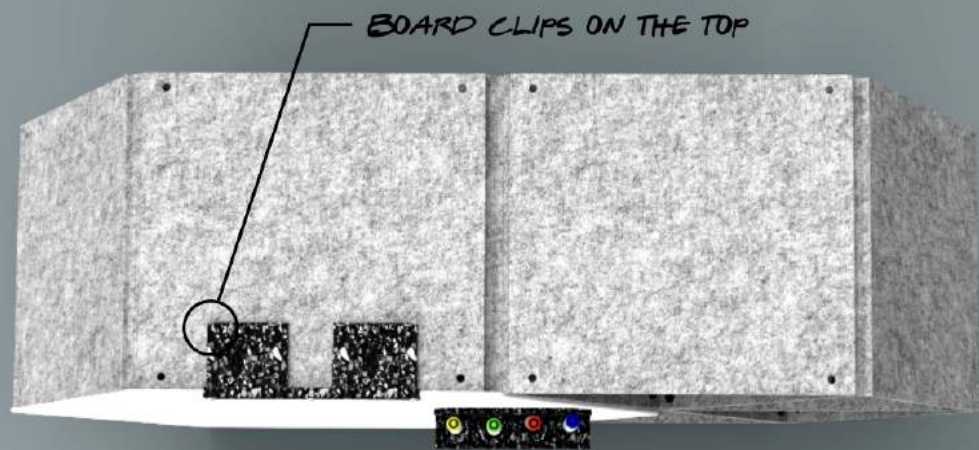


THUMB SCREWS FOR A NO TOOL ASSEMBLY

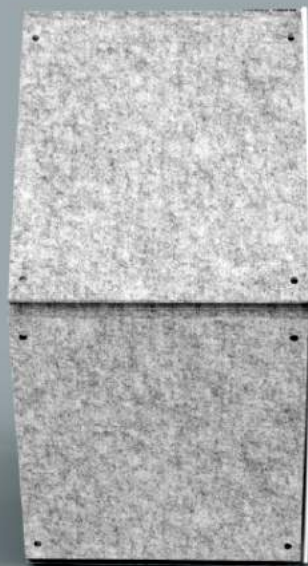
DRY ERASE BOARD



RECYCLED PLASTIC OPTION, WITH PEEL AND STICK BACKING



BOARD CLIPS ON THE TOP



CONNECT AND STACK