

MY NAME IS
AHMET USLU

AND

THIS IS MY
PORTFOLIO

**FOR THE BEST VIEWING EXPERIENCE,
PLEASE DOWNLOAD IT**



THIS IS ME

I AM A **MULTIDISCIPLINARY DESIGNER**. I HAVE BEEN LIVING IN STOCKHOLM SINCE 2010. I HAVE MY BSC DEGREE IN **PRODUCT DESIGN** FROM ISTANBUL TECHNICAL UNIVERSITY, TURKEY AND MFA DEGREE IN **FORMGIVING INTELLIGENCE** AT KONSTFACK, SWEDEN.



I AM GOING TO PRESENT MY SKILLS AND EXPERIENCES.
BEFORE YOU START, PLEASE TAKE A LOOK AT THESE NOTES;

WHEN YOU SEE A RED TEXT IT MEANS YOU CAN CLICK IT, LIKE **THIS!**

THE WORKS IN THIS PORTFOLIO IS LISTED BY DATE FROM **LATEST TO OLDEST.**

I TRIED TO KEEP ALL PROJECTS AS SIMPLE AS POSSIBLE.
I WILL BE HAPPY TO PROVIDE FURTHER INFORMATION IF ASKED.

I MOVED TO STOCKHOLM TO ATTEND A
MASTERS COURSE AT KONSTFACK.

I STARTED **HUE STUDIO** WITH
TWO OF MY LIKE-MINDED COLLEAGUES
RIGHT AFTER I GRADUATED FROM KONSTFACK

SINCE THEN I HAVE BEEN A PART OF THE STUDIO AND EXPERIENCING HOW TO BE A MANAGER



IT IS WAY HARDER THAN I THOUGHT. IT IS NOT ONLY THE DESIGN WORKS THAT WE HAVE TO DEAL WITH, WE HAVE TO HANDLE ALL ASPECTS OF RUNNING A COMPANY FROM MARKETING TO FINANCE. ON THE OTHER HAND THE EXPERIENCE I HAVE GAINED HAS BEEN SUBSTANTIAL. I HAVE LEARNT HOW TO MANAGE A PROJECT, HOW TO ALLOCATE RESOURCES AND HOW TO COMMUNICATE WITH CLIENTS IN TERMS OF MARKETING.

OUR AIM IS SIMPLE: TO HELP STARTUPS TO EXECUTE THEIR IDEAS SUCCESSFULLY. OUR UNIQUE SELLING POINT IS THAT WE WILL BE “**ONE STOP**” DESIGN OFFICE THAT WILL PROVIDE CONSULTANCY FROM BEGINNING TO END IN ALL ASPECTS EVEN WITH A **LIMITED BUDGET**.



ALSO THIS IS THE PART WHERE I WILL SHOWCASE MY OTHER FREELANCE WORKS
LIKE GRAPHIC DESIGN, ANIMATION OR FILM MAKING

KEYBUD

KEYBUD IS OUR FIRST PROJECT. **TWO YOUNG ENTREPRENEURS** INVITED US TO DESIGN A PRODUCT THAT PEOPLE CAN KEEP THEIR KEYS DURING VARIOUS ACTIVITIES. WE WERE RESPONSIBLE FOR FINDING THE INITIAL CONCEPT AND PREPARING IT FOR PRODUCTION. YOU CAN BUY IT FROM **HERE**.

We came up with a sporty bracelet idea that people can place their keys on their wrist.

ON THE NEXT **3 PAGES** YOU WILL SEE THE WHOLE PROCESS FROM BRIEFING TO MARKETING PHASE, OUR PROFESSIONAL APPROACH AND THE FINALIZATION OF THE PROJECT. WE ALSO HELPED SPORTSBUD TO COMMUNICATE WITH THEIR POSSIBLE **DISTRIBUTORS** AND **SPONSORS** BY PREPARING HQ **MARKETING IMAGES** EVEN BEFORE THE PRODUCT WAS LAUNCHED

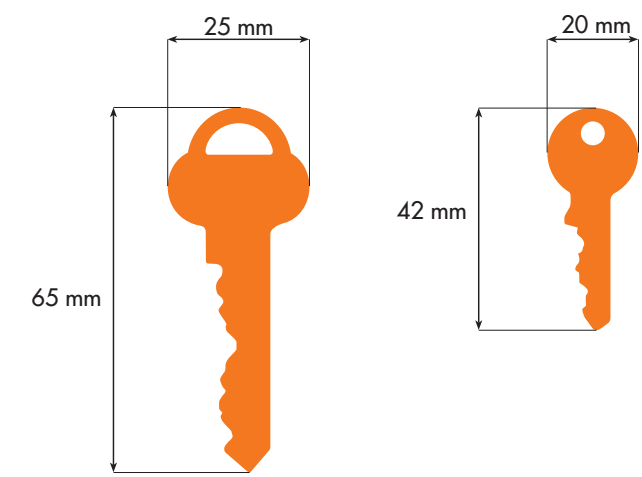


BRIEFING RECAP

What we were going to do

Design task:

Design a simple, attractive and wearable device that can safely carry a home key, a locker key or a padlock key.



Demands:

The device is *required* to be...

- sweat-proof and safe to use
- wrist-attached
- flexible to different body sizes
- comfortable to wear

It is *desired* that...

- production cost is from 6-11 kr
- it is washable & hygienic
- it's flexible to different keys
- the device is chlorine proof (swimming)

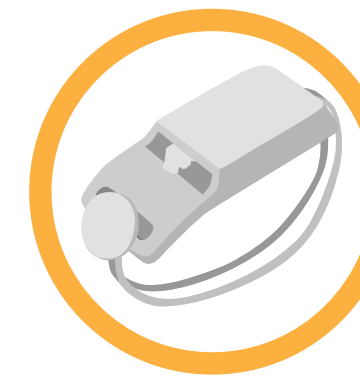
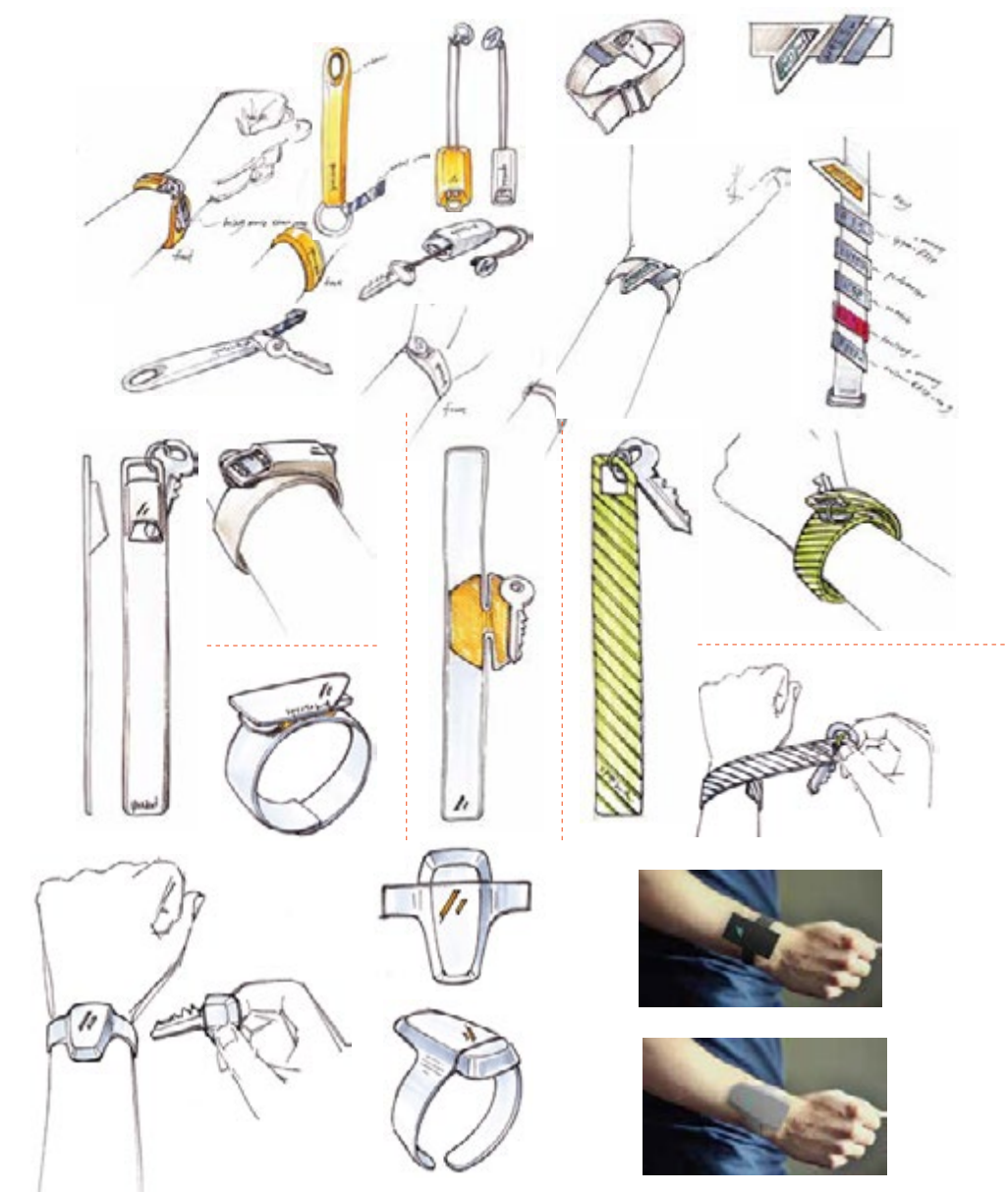
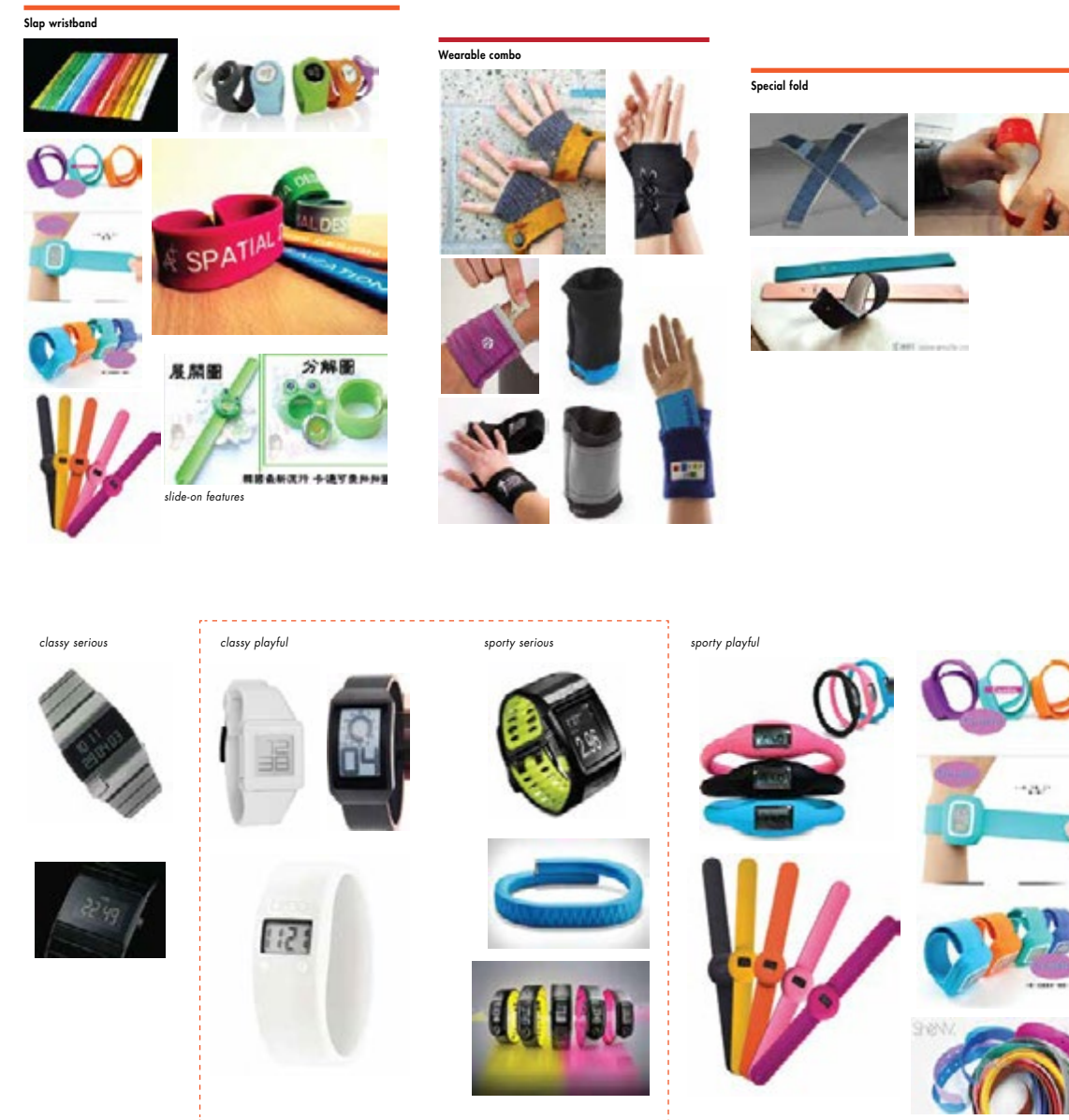
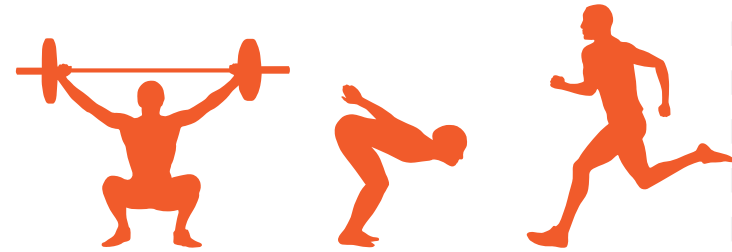
The *aim* is that the device...

- can be combined with other features & functions
- is fashionable with a sporty style
- has a unique style that can support the brand
- uses eco-friendly production & materials

Directions:

The device should be mainly suitable for...

- gym visitors
- swimminghall visitors
- outdoor runners



Sportsbud is a startup company that hired us to design their first products, a sports accessory.

Design a simple, attractive and wearable device that can safely carry a home key, a locker key or a padlock key.

A unit price range was defined to meet the goals of the financial plan.

Our research consisted of identifying the existing market and solutions for the same function, as well as looking at the style and the aesthetics behind sports gear.

First aim was to solve the key storage function. This part consisted of sketching and physical mock-ups to experiment with, followed by styling and refinement.

Phase 1 ended with four concept proposals that were presented to our client. Two of the concepts were further refined and we aimed to combine the

RESEARCH AND INSPIRATION

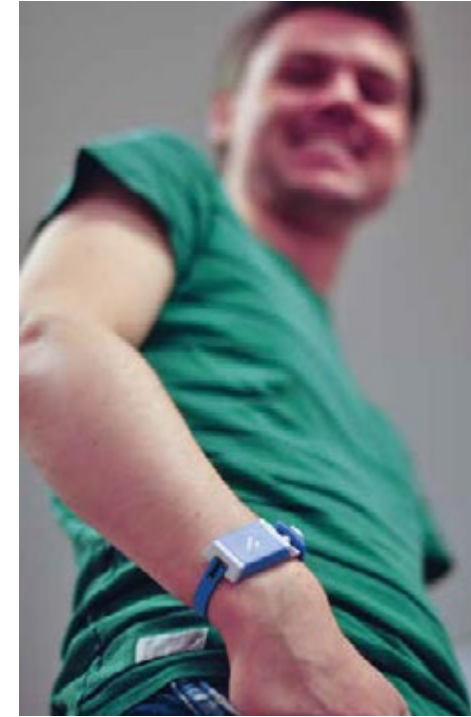
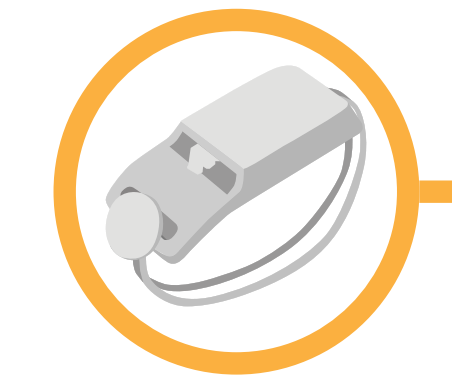
IDEATION

CONCEPT PROPOSALS

CHOSEN

BRIEF

PHASE 1



MAJOR CONCEPT CHANGE



Phase 1 ended with four concept proposals that we presented to our client. Two of the concepts were chosen for further refinement and we aimed to combine their benefits.

High quality renderings and a physical model helped to initiate the final decisions about the concept. The client were able to get a clear image of what the product would look like and feel.

At this point of definition we decided to change the design, take a step backwards and work on a different solution that would be more cost efficient in production.

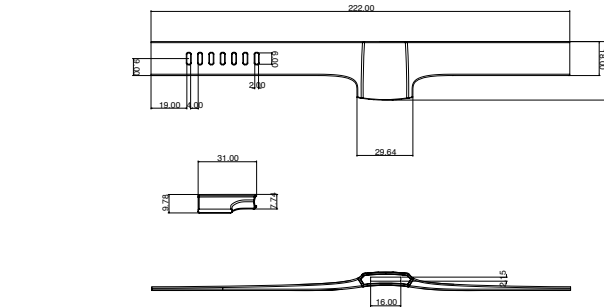
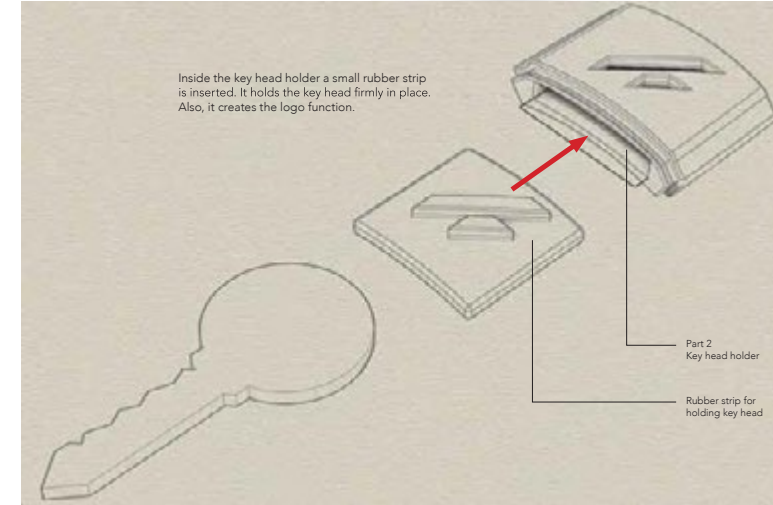
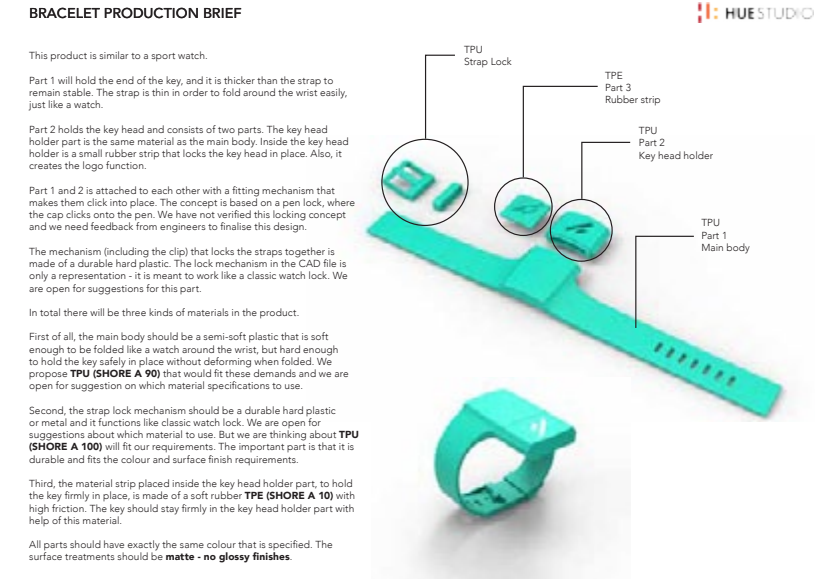
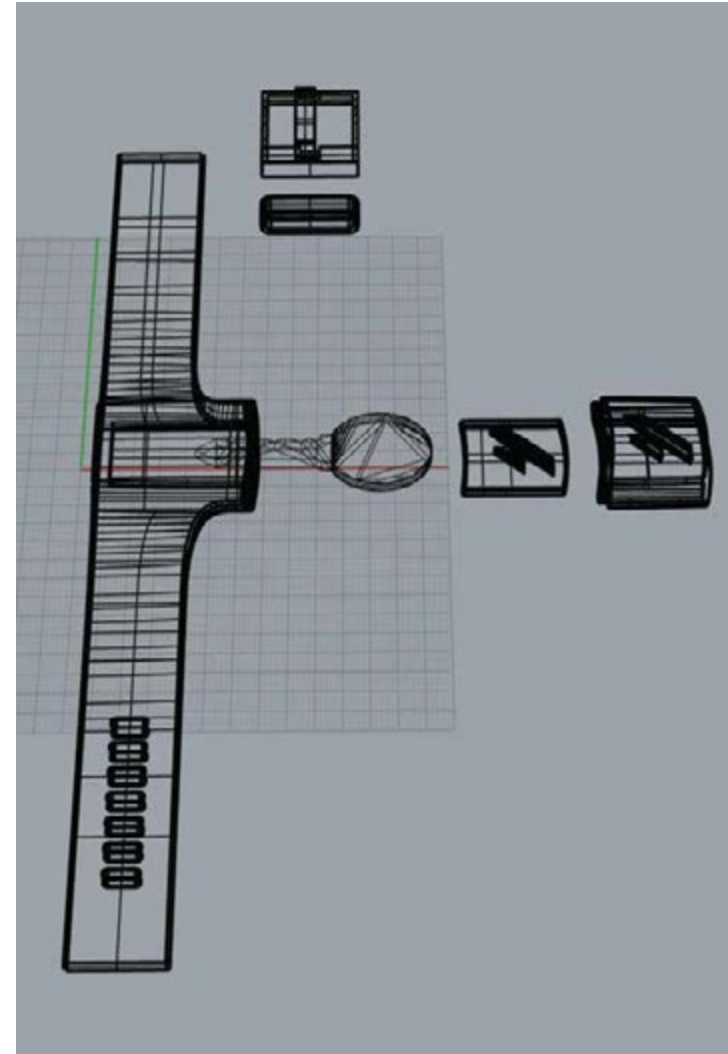
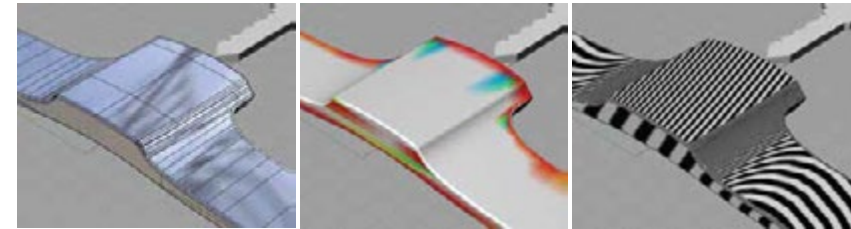
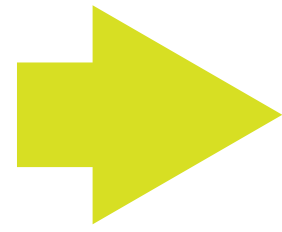
CONCEPT PROPOSALS

CHOSEN CONCEPTS

CONCEPT DEVELOPMENT

HIGH QUALITY MOCK-UP

PHASE 2



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owards
at
duction.

Final concept was based on one of the earlier concepts which better corresponded to the requirements.

Manufacturing CAD files was prepared for final production.

Other important details for production was written down in a small booklet explaining materials, dimensions and specific assembly details.

Parallel to the manufacturing process, to be able to do some marketing work, we prepared high quality visuals, helping our client to promote the product to retailers.

FINAL CONCEPT

MANUFACTURING CAD

PRODUCTION MANUAL

MARKETING MATERIALS

FINALIZATION



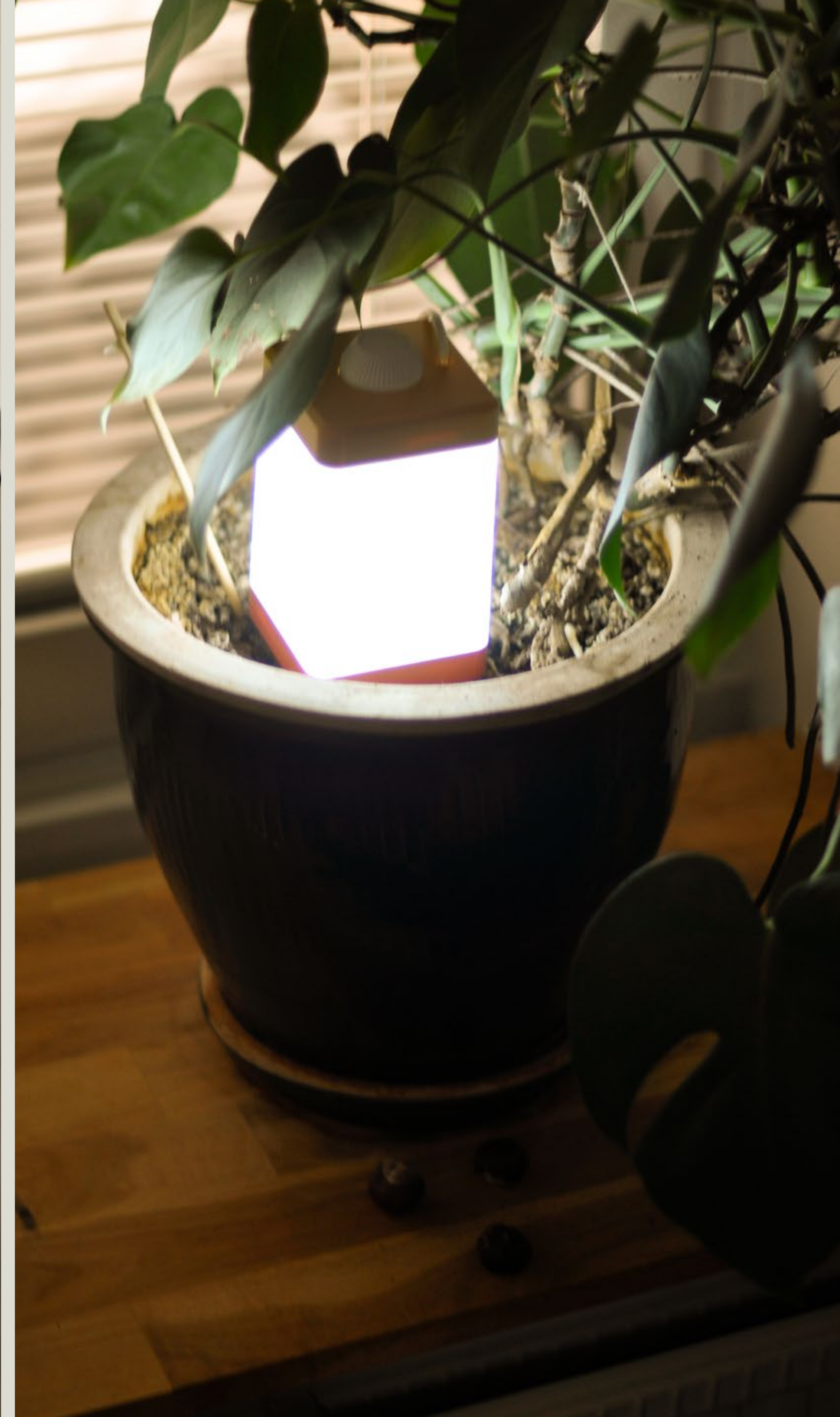
AMBLE

AMBLE IS AN ONGOING PROJECT. WITHIN HUE STUDIO, WE CAME UP WITH THE IDEA OF A MODERN LANTERN THAT WE COULD PRODUCE AND SELL. WE WANTED TO USE THE EXPERIENCE WE LEARNED FROM THE KEYBUD PROJECT. WE HAVE GENERATED THE CONCEPT, FOUND A MANUFACTURER IN CHINA AND MADE A PROTOTYPE.

Amble is a portable lighting product for the home environment, designed particularly for children, parents and elderly in mind. The lamp is intended to be similar to an oil lamp or lantern in the way it is used. IT provides a comfortable use of light that allows you to take with you wherever you go.



PROTOTYPE



**SINCE IT IS AN ONGOING PROJECT, THERE
IS NO FINAL PRODUCT YET, SO I WILL SHOW
SOME IMAGES FROM THE PROCESS MADE BY
ME FOR BRANDING AND FROMGIVING**



AMBLE

YOUR LIGHT COMPANION

AMBLE

I am amble,
I am a portable light
that you can carry around.
I help your to wake
up in the morning



HUE STUDIO PRODUCT

amble

Hi
I am amble,
I am a portable light
that you can carry around.
I help your to wake
up in the morning

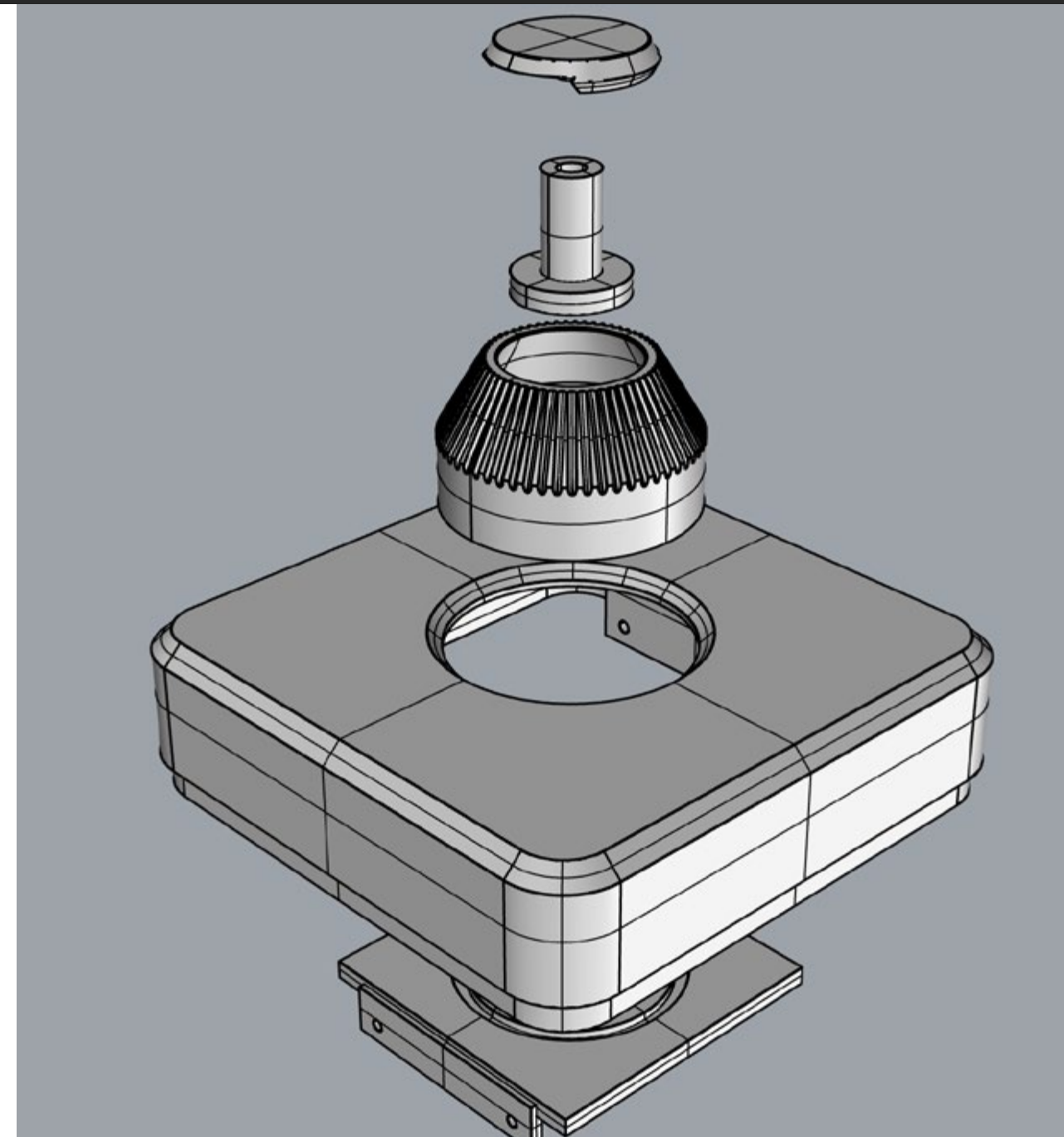
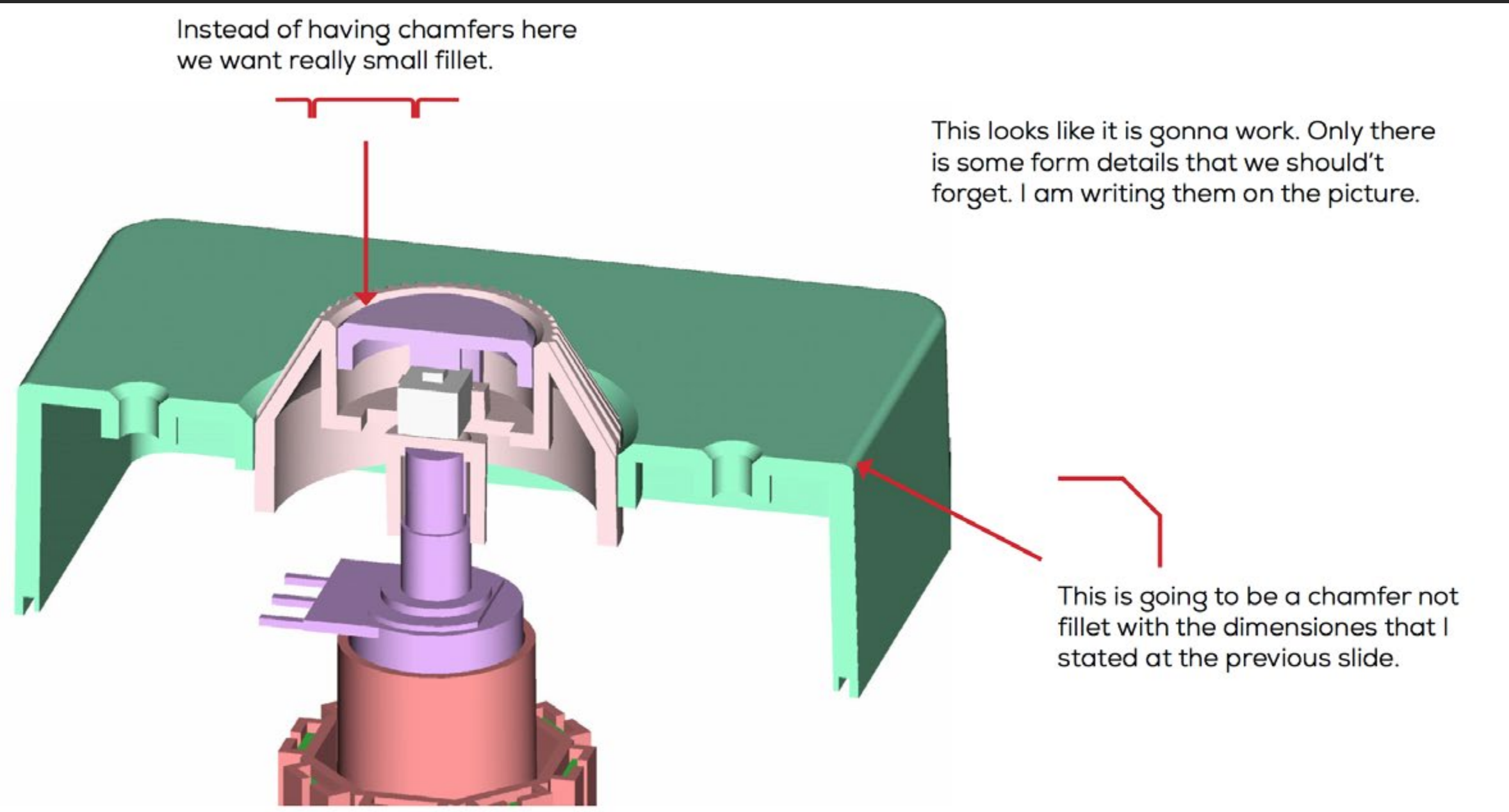
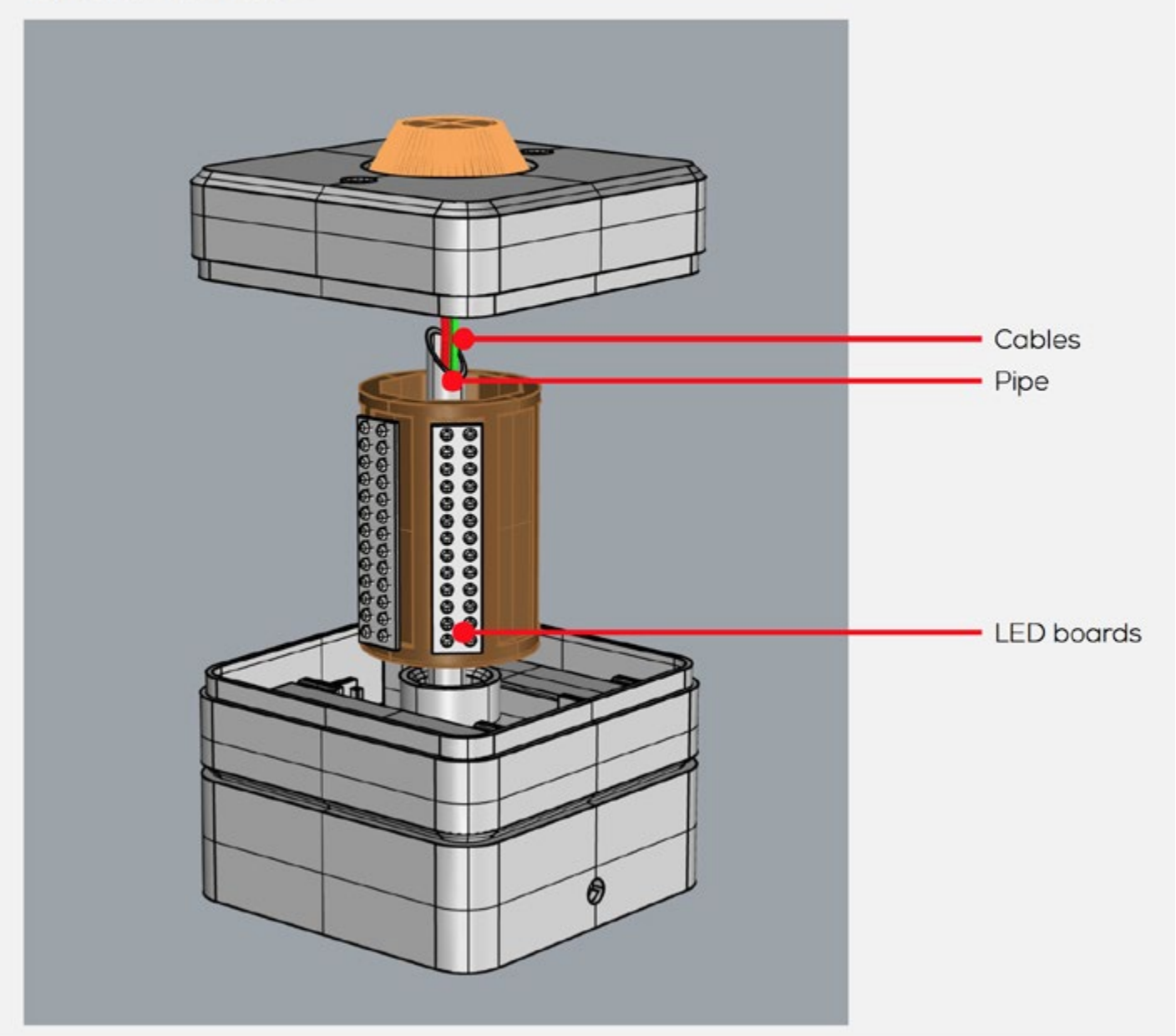


HUE STUDIO PRODUCT

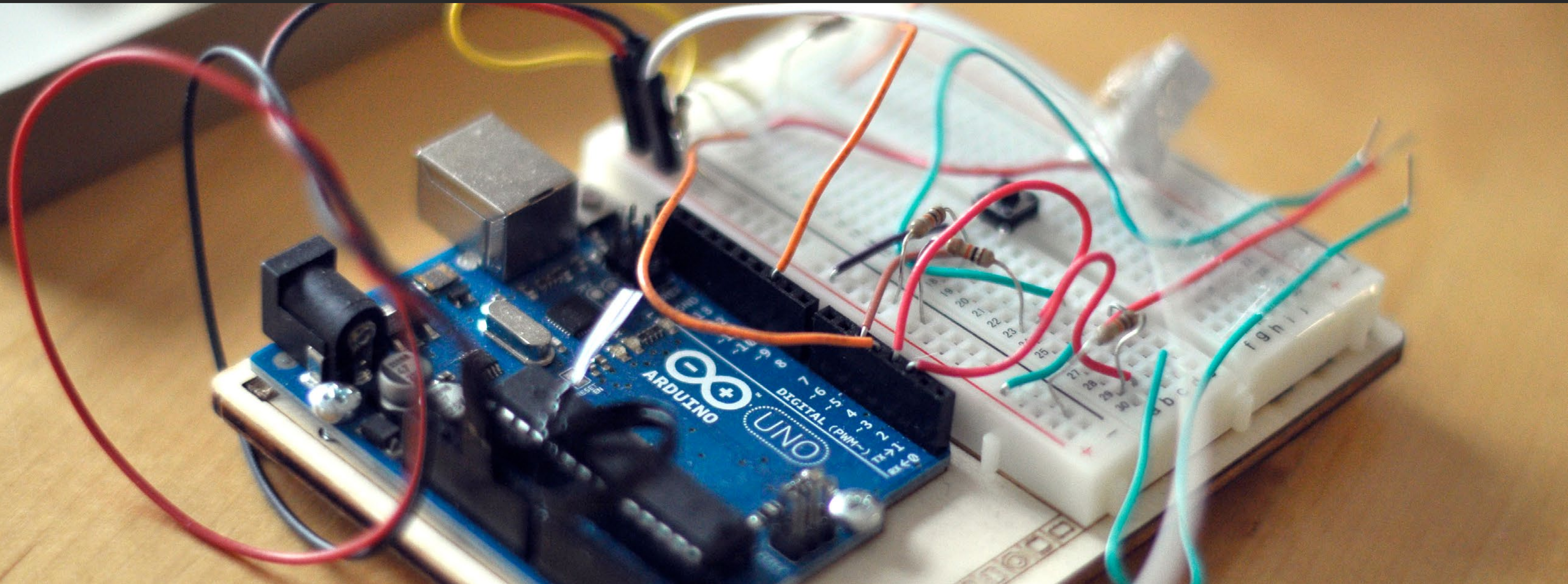
I REALIZED THAT IT IS CONSIDERABLY DIFFICULT TO **COMMUNICATE** WITH A MANUFACTURER IN **CHINA**, SO I PREPARED LOTS OF **GUIDES**, **IMAGES** AND **EXPLANATIONS** TO PREVENT ANY MISUNDERSTANDINGS.

PIECES

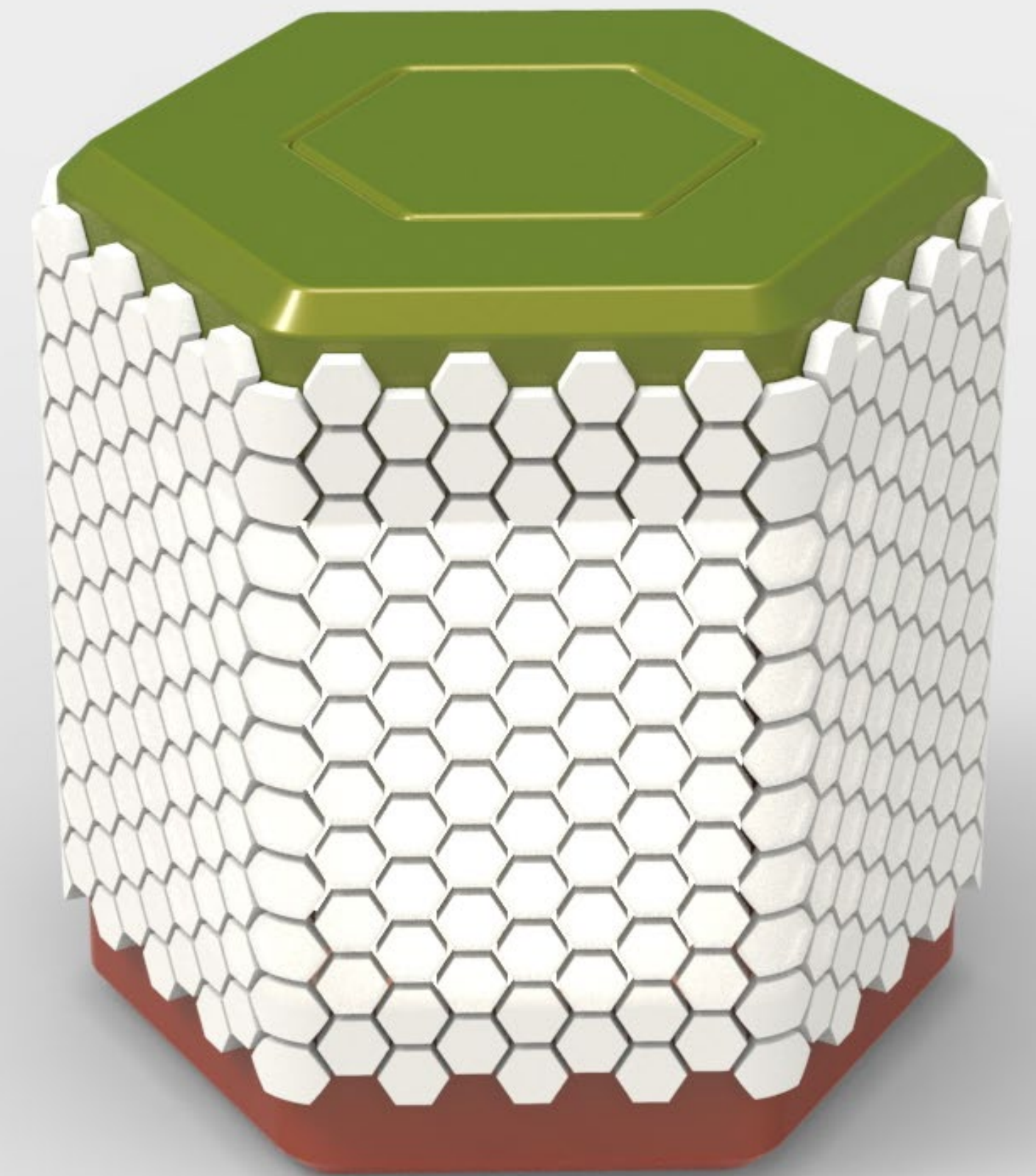
Top bottom connection



AT SOME POINT I BOUGHT **ARDUINO** STARTER KIT AND LEARNED HOW TO DO ELECTRONIC PROTOTYPES TO EXPLAIN HOW THE FUCTIONS WILL WORK. I HAD ALREADY HAD **C/C++** EXPERIENCE BEFORE SO I MADE A VIDEO THAT SHOWS HOW THEY HAVE TO MAKE THE ELECTRONIC PART AND TO CODE THE MICRO-PROCESSOR.

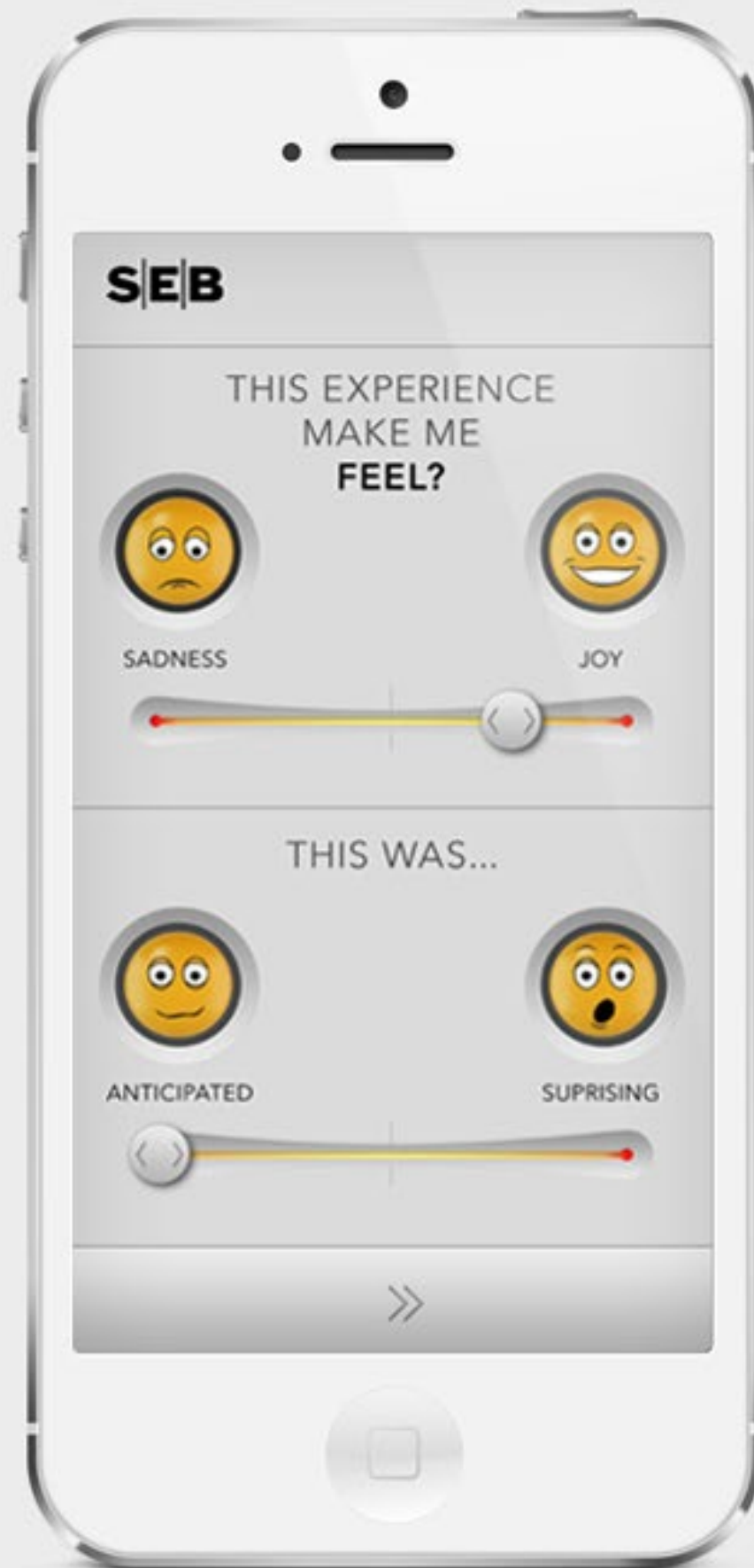


AFTER THE PROTOTYPE, WE ARE **NOT HAPPY** WITH THE FORM SO WE ARE STILL WORKING ON IT TO **FINALIZE THE DESIGN.**



**AND NOW HERE ARE SOME OF MY GRAPHIC
DESIGN WORKS FROM FREELANCE
EXPERIENCES**

EMOTELLIGENCE WAS **AN INTERACTION DESIGN** PROJECT. THE AIM WAS TO GET THE FASTEST AND SIMPLEST FEEDBACK FROM THE USERS THROUGH **A DIGITAL SURVEY.**



- TYPOGRAPHIC EMPHASIZE BOTH BRAND AND THE ESSENCE OF THE QUESTION
- COLOR BG FOR THE EMOTION SYMBOLS TO MAKE IT EASIER PERCEPTION
- SLIDER BAR REACTS IMMEDIATELY TO THE USER BY ADJUSTING BG COLOR
- NAVIGATION



tinitell

We are about to introduce a new way for parents and children to communicate.

We are currently **432** members of the Tinitell family.
Join today and be the first to know what Tinitell is all about.

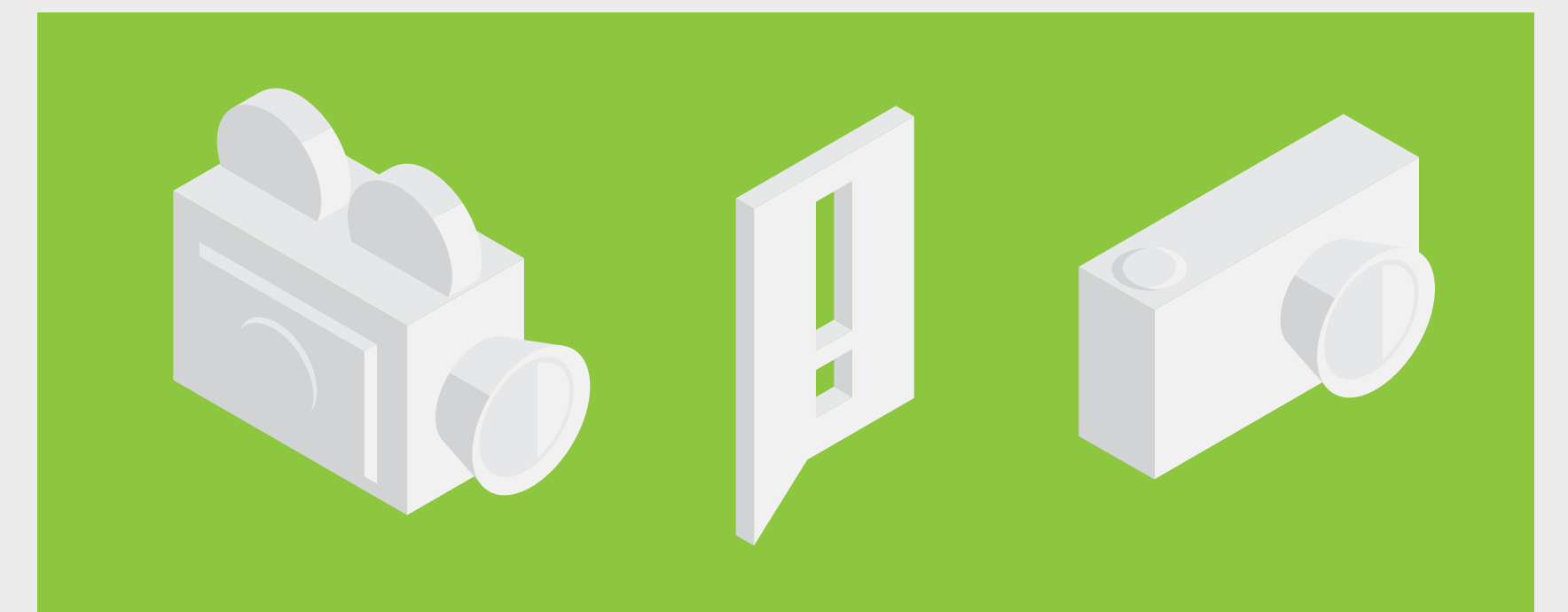
WE WERE RESPONSIBLE FOR THE **COMMUNICATION AND APP DESIGN** OF AN UPCOMING PRODUCT: CELL PHONE FOR KIDS.



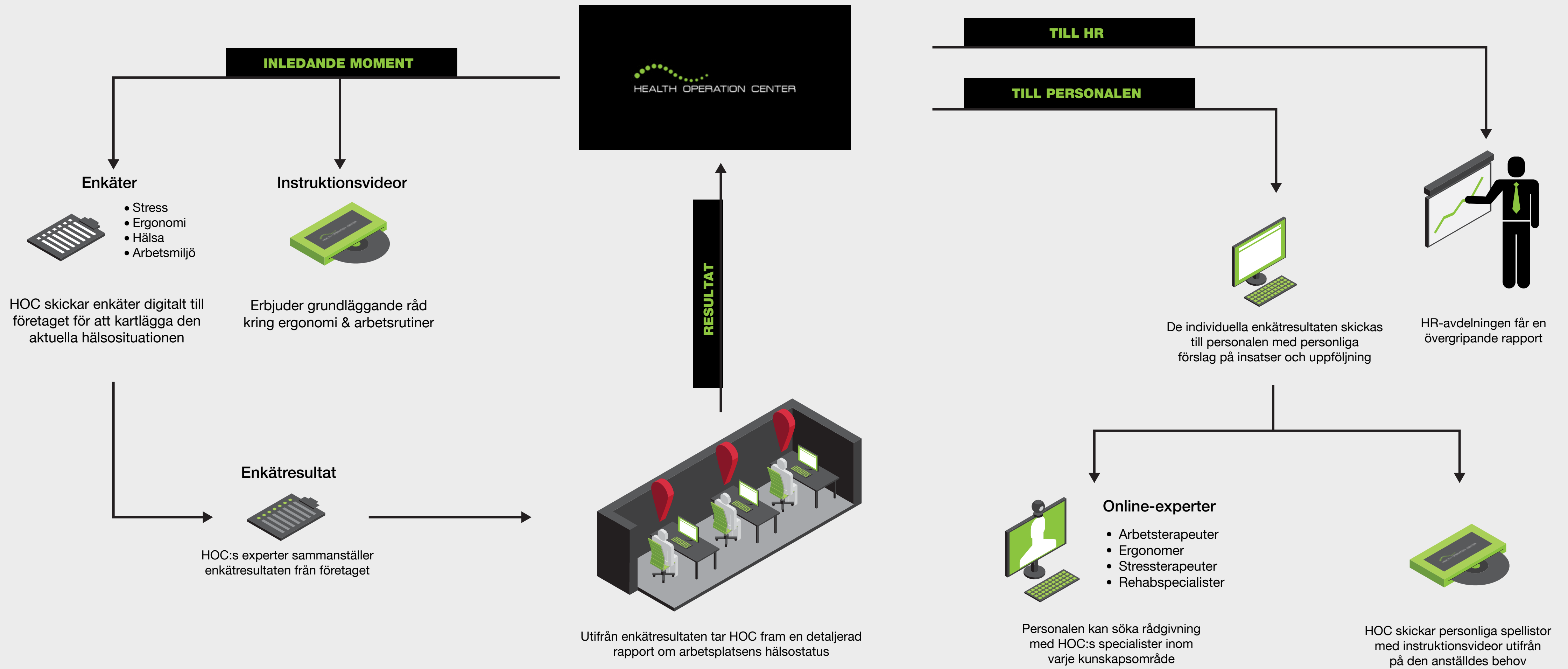
HEALTH OPERATION CENTER IS **AN ONGOING PROJECT** THAT I AM RESPONSIBLE FOR BRANDING, COMMUNICATION AND OTHER DESIGN MATTERS.



HEALTH OPERATION CENTER



I AM IN CHARGE OF THE **DESIGN**; LOGO, COLORS, ICONOGRAPHY AND VIDEOS



THIS PROJECT IS TO HELP **SHOPPA** FOR ITS TRANSITION FROM PAPER PRINTS TO **DIGITAL ADVERTISING**. I PROPOSED TO TRANSFORM THEIR SYSTEM INTO **GOAL ORIENTED TEMPLATES** AND DESIGNS, SO THAT THEIR USERS CAN FOCUS ON WHAT THEY NEED. YOU CAN WATCH THE PROPOSAL VIDEOS FROM **HERE**.

Product focused ADs.



8999 SEK

Fujifilm FinePix X100
16,3 Mp 200 ISO - 25600 ISO HD-recording 1080p

Discount focused ADs.



%30

29 SEK / kg

Apples
Best Swedish apples

Multiple item discount ADs.



KÖP FLER SPARA MER

Köttbullar

Köp 1 för
40:-

Köttbullar, 1000g, pris 27/kg

Campaign focus ADs.



9999 SEK

JASOB JENSEN WATCH
Sapphire Ladies Watch - Stainless steel

I ALSO WORKED WITH **WINCOR** PROVIDING CONSULTANCY FOR THEIR NEW GENERATION ATM INTERFACES. **HERE** IS ONE EXAMPLE THAT I PREPARED A **PRESENTATION VIDEO** OF A CONCEPT INTERFACE. I ALSO CREATED **ANIMATED ICONS AND 3D ANIMATIONS** FOR NEW AND FORMER PRODUCTS.



THIS IS WHERE I HAVE MASTERED MY DESIGN SKILLS

KONSTFACK


FORMGIVING INTELLIGENCE MASTER PROGRAMME

This is the explanation from the website I think it is quite precise (also fancy); *“The primary objective of our program is to provide an advanced and empowering education that promotes the understanding of design as a cross-fertilizing process of practice and theory, of intellectual mapping and hands-on design work, of formgiving intelligence.”*

**MY KONSTFACK EXPERIENCE TAUGHT ME THAT
ANY PROBLEM CAN BE SOLVED VIA BRINGING
RIGHT PEOPLE TOGETHER.**



**AND SINCE KONSTFACK IS AN ART SCHOOL,
I LEARNED A LOT ABOUT CONTEMPORARY
ART AND HOW IT CAN SHAPE MY DESIGN
PERSPECTIVE**

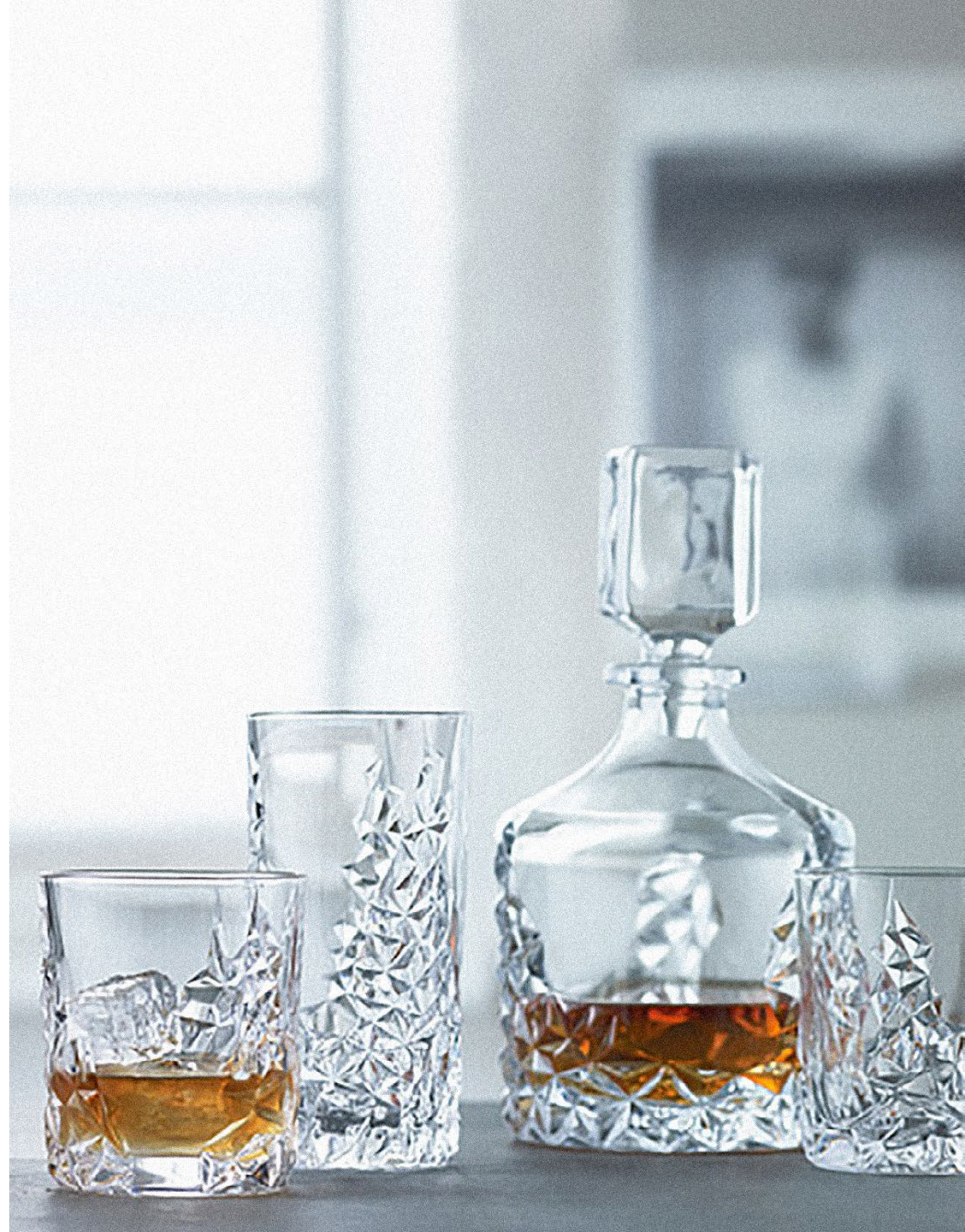


SCULPTURE



THIS IS MY FIRST MASS PRODUCED PRODUCT SERIES. I HAVE WORKED WITH THE GERMAN GLASS MANUFACTURER **NACHTMANN**. IT WAS A COMPETITION AND I WON THE **FIRST PRIZE**. FIRST THEY STARTED WITH TWO TYPE OF VASE AND NOW WITH THE SAME CONCEPT I HAVE 5 GLASS PRODUCTS IN THE MARKET; **2 VASE, 2 GLASS, A DECANTER.**

HERE YOU CAN WATCH THE AWESOME VIDEO THEY MADE FOR THE PROMOTION FOR THIS PRODUCT.



DIABETES TEST KIT

THIS IS A PROJECT FOR A COMPETITION ORGANIZED BY SIEMENS. WE WON THE **INNOVATION PRIZE** AND SPENT AN ENTIRE SUMMER AT SIEMENS HEALTHCARE AT GERMANY. IT WAS AN INNOVATION CAMP WITH **TEN SCIENTISTS AND ENGINEERS WITH SUPERPOWERS** TO SOLVE HEALTHCARE PROBLEMS.

A concept for an all-in-one medical test kit, designed for Siemens Healthcare. The test kit includes two single-use test devices that can detect an early stage of diabetes by taking a simple blood test that checks the glucose levels. Directly after applying the blood, the device informs the user if the test result is normal, or if there is a potential risk of diabetes.

FOR MORE INFO...



SENIOR'S SOCIAL KITCHEN

THIS IS A PROJECT THAT WE COLLABORATED WITH WHIRLPOOL TO CREATE **A SCANDINAVIAN KITCHEN CONCEPT**. WE ANALYSED THE PROBLEMS AND THE CULTURE OF SENIOR CITIZENS AND CAME UP WITH **A COLLECTIVE KITCHEN**.

A kitchen solution designed for a senior's collective of the future, enabling a social cooking experience, and with possible disabilities in mind.

FOR MORE INFO...



REMAKE

REMAKE PROJECT IS A PART OF OUR DESIGN INSIGHT COURSE. WE DID A COMPREHENSIVE RESEARCH ABOUT WHAT REMAKE BRAND WAS ABOUT AND CAME UP WITH A BRAND STRATEGY. **THIS** IS A STOP MOTION VIDEO WE MADE FOR THEM AS A PART OF OUR PRESENTATION.

A stop-motion video still showing the word "REMAKE" spelled out with cut-out letters on a white background. The letters are arranged in a slightly staggered, horizontal line. The 'R' is on a red background, the 'E' is on a blue background, the 'M' is on a green background, the 'A' is on a red background, the 'K' is on a black background, and the 'E' is on a white background. The letters are cut out from paper or cardstock, and their shadows are cast onto the surface below them, giving a three-dimensional effect.

MY FIRST STOP MOTION VIDEO



CAPTURE TIME

CAPTURE TIME IS MY GRADUATION PROJECT AT KONSTFACK. I AM A BIG FAN OF PHOTOGRAPHY AS AN ART FORM AND THIS PROJECT FULFILLED ALL MY DESIRES TO **DEEPEN MY KNOWLEDGE**. IT IS MOSTLY AN **INTERACTION** DESIGN PROJECT BESIDES **FORMGIVING** AND **RESEARCH** PARTS.

This camera concept was designed after a broad research on image capturing technologies, with an aim to design a camera with an intuitive way of interacting. Instead of regular buttons it uses a touchpad with a clicking ability. This makes it easy to adapt an operating system like android to the camera, filling the gap between a phone camera and a DSLR.

I MADE A VIDEO THAT SHOWS **HOW THE CAMERA WORKS** AND HOW IT WILL FIT INTO THE SYSTEM. YOU CAN WATCH IT **HERE**.

I MADE VERY DEEP **RESEARCH** ABOUT BOTH PHOTOGRAPHY AND CAMERAS. I USED **SCENARIO CARDS, BLANK MODEL METHOD, QUALITATIVE INTERVIEWS**, PERSONAS, I TESTED MY IDEAS WITH REAL USERS BY MAKING PHYSICAL MODELS, I WROTE AN ANDROID APP WITH HELP TO TEST THE INTERFACE. I FINALIZED THE PROJECT BY MAKING A PHYSICAL MODEL, A VIDEO, AND **A REPORT** THAT EXPLAINS MY RESEARCH AND FINDINGS. PLEASE HAVE A LOOK AT IT FROM **HERE**.



**RIGHT BEFORE I ENROLLED MY MASTER
PROGRAMME, I DID A 6 MONTH INTERNSHIP AT
JACOB JENSEN DESIGN AT DENMARK**



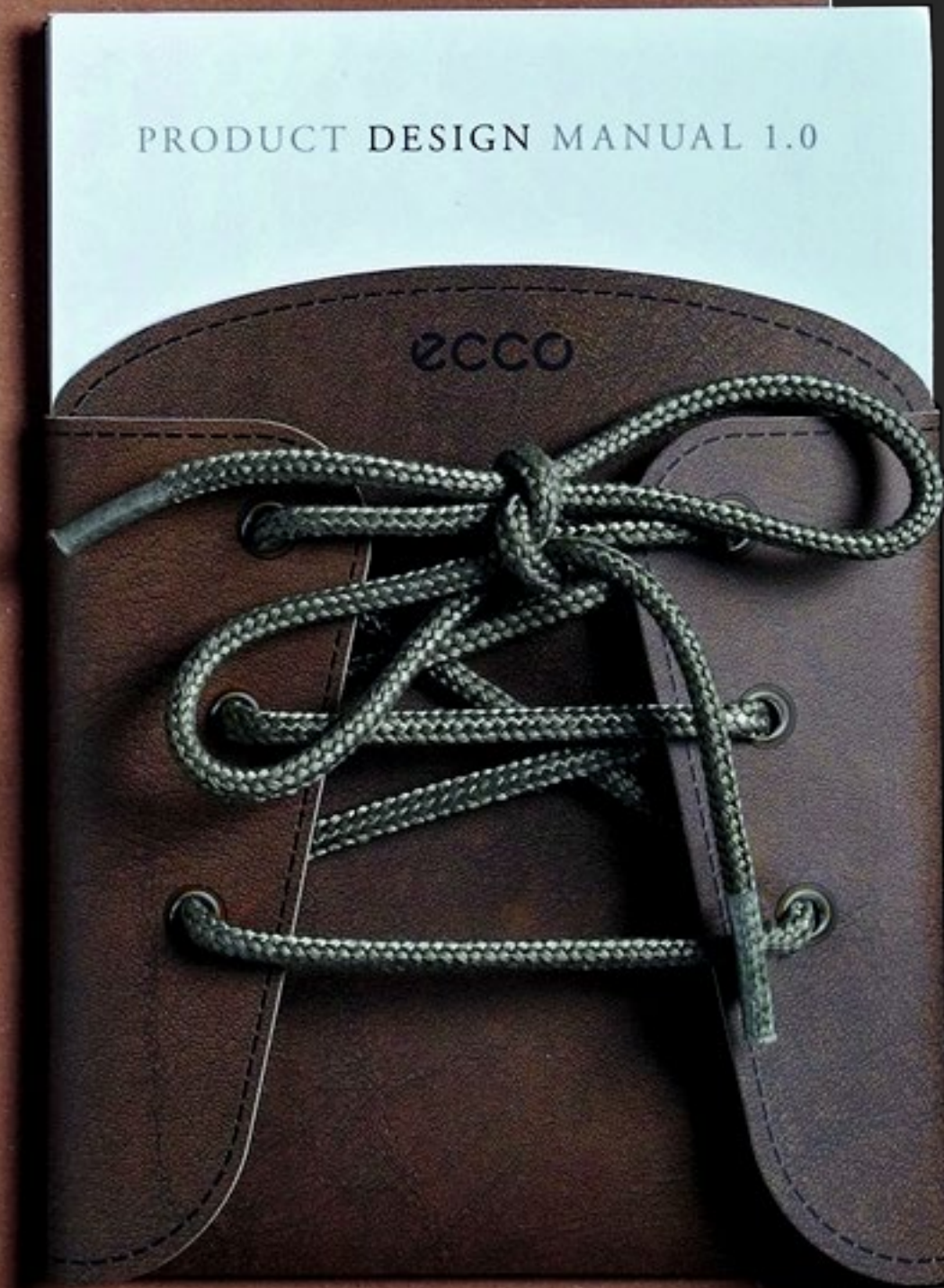
I SPENT MOST OF MY TIME WORKING WITH
NIGEL HOPWOOD, INCREDIBLE ART DIRECTOR
AND WE DEVELOPED A PRODUCT DESIGN
MANUAL FOR **ECCO**

I EVEN HAVE A VERY NICE **RECOMMENDATION LETTER**

PRODUCT DESIGN MANUAL 1.0

PRODUCT DESIGN MANUAL 1.0

ecco



ECCO IS ONE OF THE **LARGEST SHOE MANUFACTURER** IN THE WORLD. IT WAS AN EXCLUSIVE EXPERIENCE TO WORK WITH SUCH A BIG COMPANY LIKE THAT. OUR JOB WAS TO ANALYSE THE CORPORATE VALUES OF THE ECCO AND FIND A WAY HOW IT CAN BE IMPLEMENTED ON THEIR **BRAND VALUES** THROUGH THEIR PRODUCTS. WE PRESENTED THEM **A GUIDE BOOK** THAT DEFINES A FRAMEWORK FOR THEIR FUTURE PRODUCTS AND HOW THEY SHOULD COMMUNICATE THEIR BRAND WITH THEIR CUSTOMERS.

AND STILL TODAY I HAVE BEEN WORKING WITH JJD AS
A FREELANCE DESIGNER. I HAVE PREPARED USER
INTERFACE FOR THEIR **TOSHIBA TV** PROJECT, HELP
THEM TO DEVELOP A NEW **SHOE CONCEPTS** FOR
ECCO AND **COFFINS** FOR TOMMERUP KISTER, ALSO
I HELP THEM TO POLISH THEIR **HIGH END PRODUCT
PICTURES** FOR THE MARKETING USE.

TOSHIBA

 **TOMMERUP
KISTER**

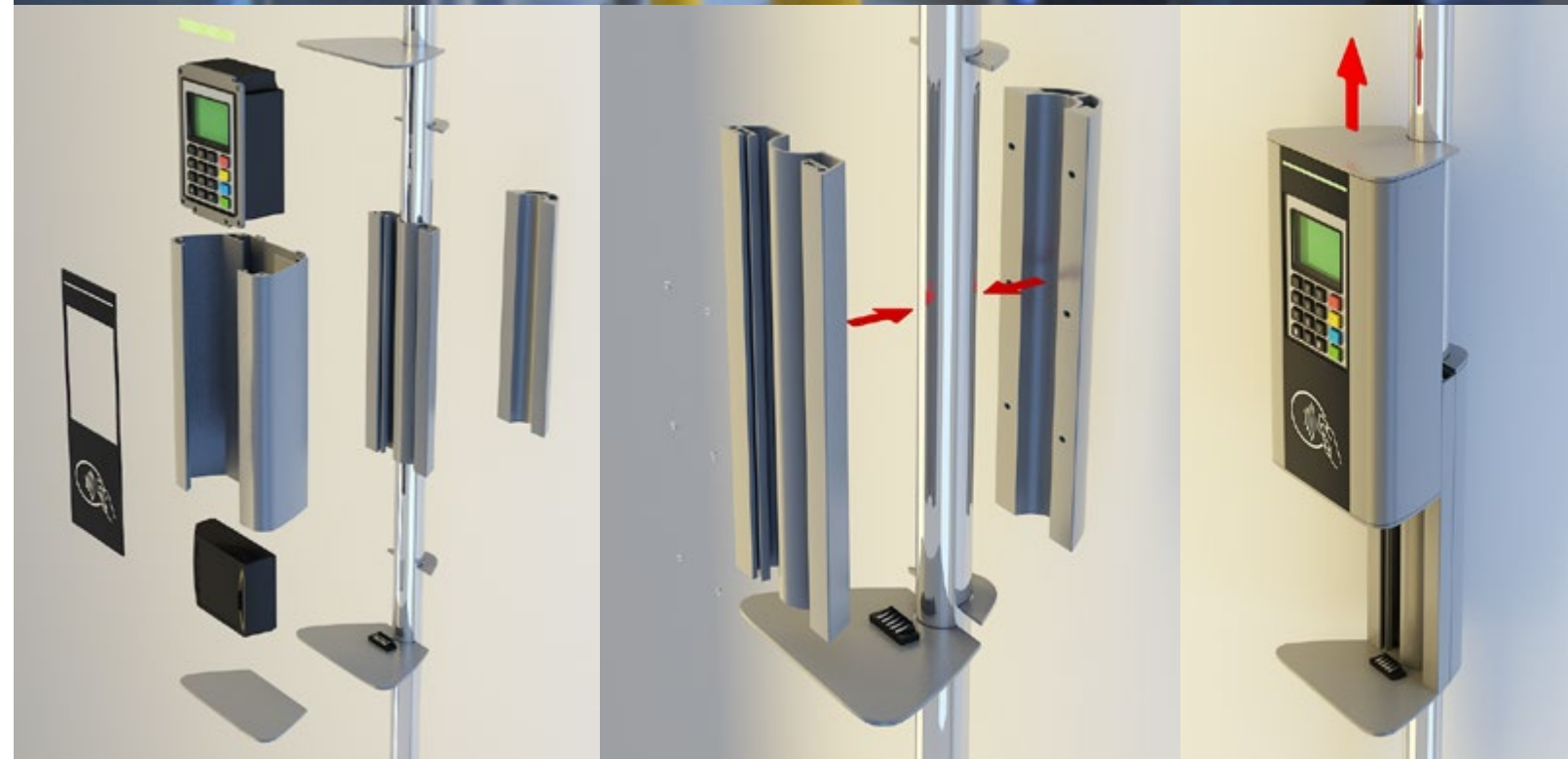
ecco



AND BEFORE JJD, I WORKED AT **ARMAN DESIGN**
IN ISTANBUL AS A PRODUCT DESIGNER. I
WORKED CLOSELY WITH A MECHANICAL
ENGINEER DURING THIS PERIOD

VX700 VALIDATOR IS ONE OF MY FAVORITE PROJECTS. NOT ONLY I LIKE THE DESIGN
BUT ALSO IT WAS A VERY GOOD EXAMPLE OF A GOOD SERVICE DESIGN PROJECT.

VX700 VALIDATOR



VX700 WAS A PROJECT THAT WE MADE FOR **VERIFONE**. THEY WERE LOOKING FOR A CHEAP SOLUTION TO IMPLEMENT THEIR **TICKET VALIDATION DEVICE** TO THE PUBLIC BUSES. WE CAME UP WITH THIS IDEA PLACING THEIR DEVICE IN A VERY CHEAP **ALUMINUM EXTRUDED COVER** THAT HOLDS THE DEVICE SAFELY. IN CASE OF ANY MALFUNCTION THEY CAN SIMPLY SLIDE THE DEVICE OUT AND PLACE A NEW ONE WHILE THEY WERE FIXING THE BROKEN DEVICE. IT WAS A **CHEAP, EASY AND GOOD LOOKING** SOLUTION.

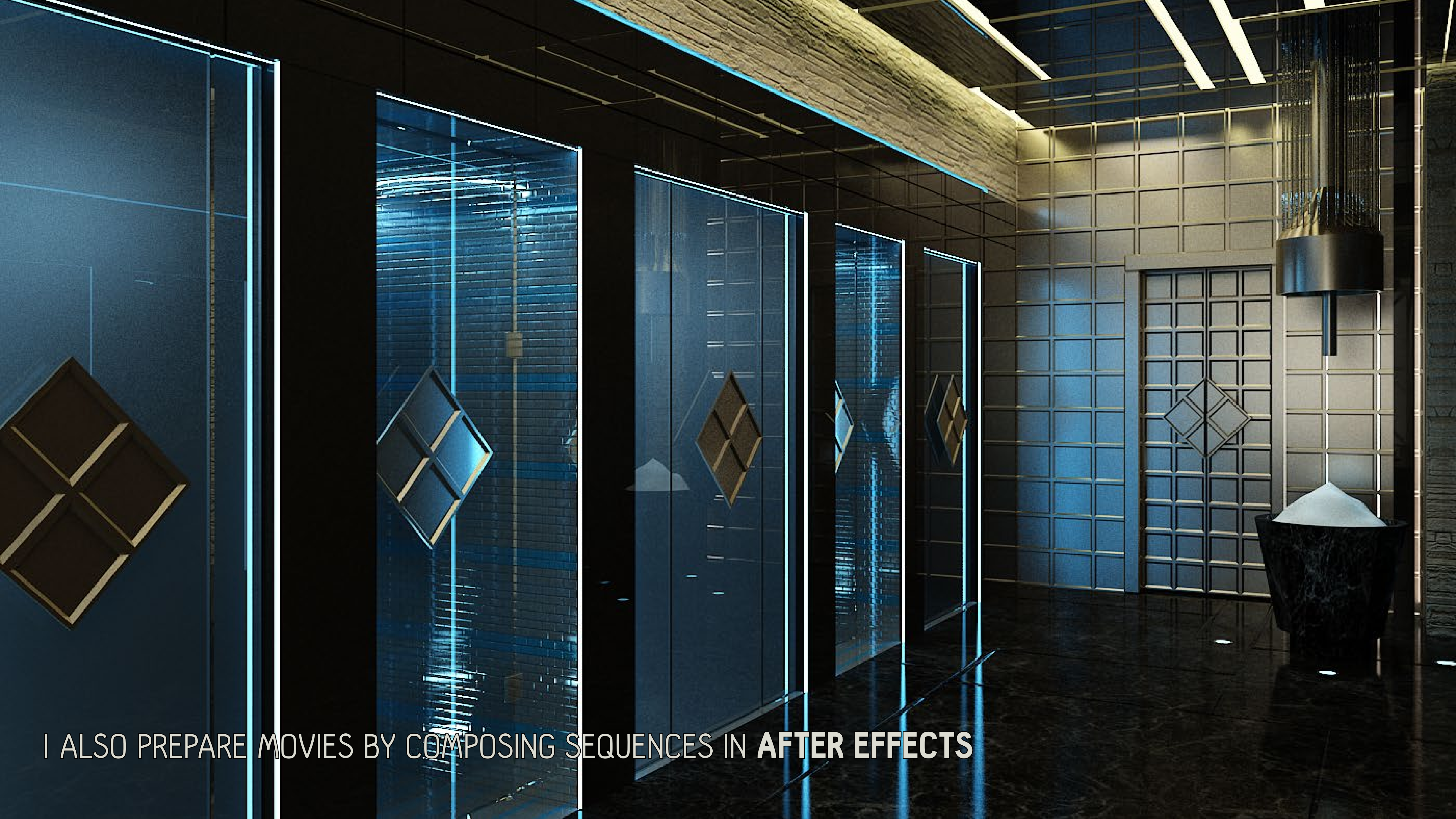
AFTER I GRADUATED FROM **ITU, I DID A
LOT OF 3D VISUALIZATION WORKS FOR
ARCHITECTURE COMPANIES. THESE ARE
A FEW GOOD ONES I LIKE THE MOST**



I USE **3D STUDIO MAX** FOR MODELLING AND **VRAY** FOR RENDERING.



WHEN I HAVE THE NECESSARY LAYERS LIKE **SHADOWS, DEPTH,**
GLOWS I COMPOSE THEM IN **PHOTOSHOP**



I ALSO PREPARE MOVIES BY COMPOSING SEQUENCES IN **AFTER EFFECTS**

[CLICK FOR MORE](#)



THIS IS WHERE I STARTED LEARNING DESIGN

ISTANBUL TECHNICAL UNIVERSITY
INDUSTRIAL PRODUCT DESIGN PROGRAMME

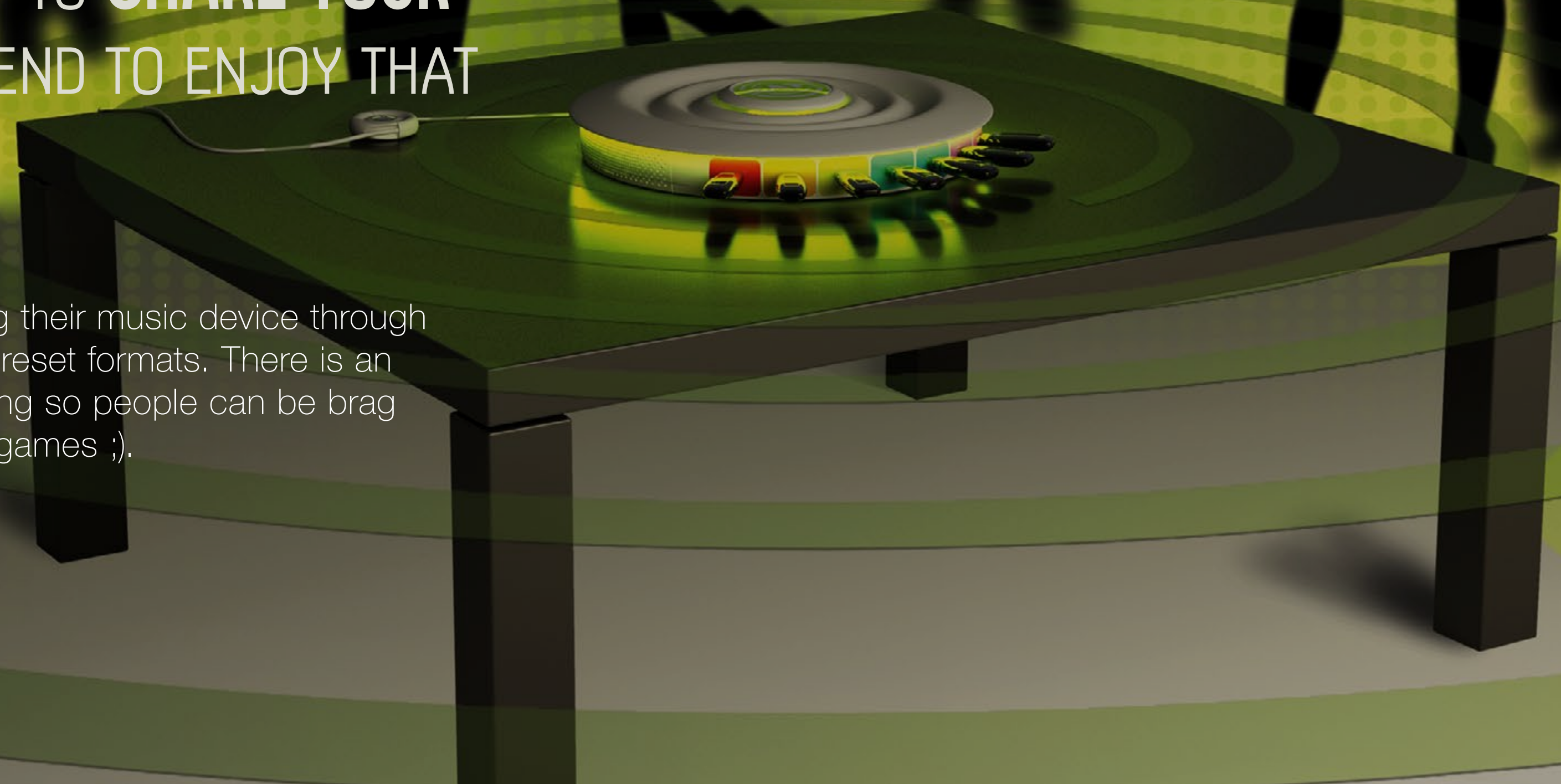
4 Year programme concentrated on teaching
basics of design, and engineering. I finished it in 4
years with good grades and projects.

I HAVE PROCESSES FOR EACH PROJECT WITH SKETCHES, USER RESEARCHES ETC. YOU CAN DOWNLOAD MY FORMER PORTFOLIO FROM [HERE](#) TO LOOK AT THE DETAILS.

ZAPI!

THIS IS A PROJECT ABOUT A SPECIFIC TIME PERIOD WHERE EVERYBODY WAS USING THIS SMALL MP3 PLAYERS TO LISTEN TO MUSIC. I TRIED TO FIND A WAY THAT PEOPLE CAN **ENJOY THE MUSIC TOGETHER**. INSPIRATION COMES FROM THE MOMENT WHERE YOU WANT TO **SHARE YOUR EARPHONE** WITH YOUR FRIEND TO ENJOY THAT **AWESOME MUSIC**.

It is a music player where everyone can plug their music device through USB and it jams according to the different preset formats. There is an ambient color to show whose music is playing so people can be brag about how awesome their music is, or play games ;).





DOLUBOS

DOLUBOS IS A **TRANSPORTATION DESIGN** PROJECT. IT IS ONE OF MY **FIRST GROUP PROJECT** WHERE I LEARNED HOW TO COMPROMISE AND MAKE USE OF EVERY SINGLE BRAIN WITHIN THE GROUP. THE RESEARCH PART WAS THE STRONGEST PART OF THIS PROJECT, AS YOU CAN SEE WE DID NOT MAKE A GOOD JOB ON THE FORM, IT LOOKS **UGLY.**

We were three classmates worked on this project. Our assignment was to find out a public bus concept for specially designed for Istanbul. We came up with an idea that driver can switch between comfort or efficiency. During the rush hours driver can heighten the seats so that more people reach their destination, on regular times seat comes down and be a regular bus.

OUTCOMFORT

OUTCOMFORT IS A RESULT OF **2 WEEKS WORKSHOP AT BELGIUM**. FOR THE FIRST TIME I TEAMED UP WITH **OTHER DISCIPLINES** AND DESIGNED A WHOLE NEW PRODUCT WITHIN 2 WEEKS FOR A CLIENT. PRIMARY AIM OF THE WORKSHOP WAS TO LEARN DIFFERENT METHODS AND TO APPLY THEM TO OUR OWN **DESIGN PROCESS**. THIS WORKSHOP WAS A BIG STEP FOR ME TO UNDERSTAND THE **IMPORTANCE OF METHODOLOGIES**.

The concept of this product is to create a combined weather control device for the garden comfort. There is a heating strip, LED lights, and water misting for cover all three needs heat, light and cooling.



FIT

FIT IS A PROJECT FOR A
DESIGN CONTEST IN
TURKEY WHICH I WON THE
FIRST PRIZE

Name of the competition was "Silverline Kitchen Design", where you have to design a kitchen concept that you use their accessories in it. My concept was to solve kitchen problems for small houses.

REC



MY VERY FIRST **PRODUCTION READY PRODUCT**. I DESIGNED THIS PEN DURING AN INTERNSHIP AT A VERY WELL KNOWN DESIGN COMPANY IN TURKEY CALLED **DESIGNUM**. MY MAIN GOAL WAS TO LEARN HOW TO **FINALIZE MY CONCEPTS** UNTIL THE PRODUCTION. SO I SPENT MOST OF MY TIME TO PREPARE A **PLASTICT INJECTION MOLD 3D FILE IN ALIAS**.

My assignment was to design a new pen for promotion purposes. So I came up with 3 USB pen concepts and we decided to go with the concept of video player. The idea was to mark 3 states of the pen with 3 states of an old school video player; play (write), stop (stop) and rec (USB Storage).

LET'S KEEP IN TOUCH!

**HERE IS MY FACEBOOK, LINKEDIN,
BEHANCE AND EMAIL**

