

Hey, I'm Ruben

EDUCATION

ARIZONA STATE UNIVERSITY

2016 -2020

INDUSTRIAL DESIGN

SANTA MONICA CITY COLLEGE

2014-2016

BUSINESS MANAGMENT

EXPERIENCE

STEAK 44

2020

HOST

SYNERGY POWER

05/19 - 12/19

DESIGN TEAM

CANAL CONVERGENCE

SPRING 2019

2 WEEKS

OUTDOOR ART INSTALLATION

FILM LOGIC

2014 -2016

IMPORTS AND EXPORTS

SKILLS

SOLIDWORKS

KEYSHOT

PHOTOSHOP

ILLUSTRATOR

INDESIGN

RAPID SKETCHING

CONCEPT SKETCHING

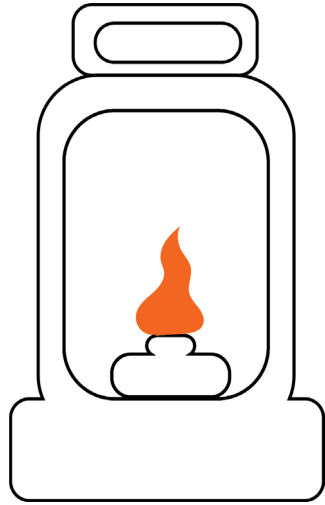
PROTOYPING

MODEL MAKING

lux- concept

**To provide light in areas where there is no electricity . . .
without using solar, wind, or water power**

THE PROBLEM

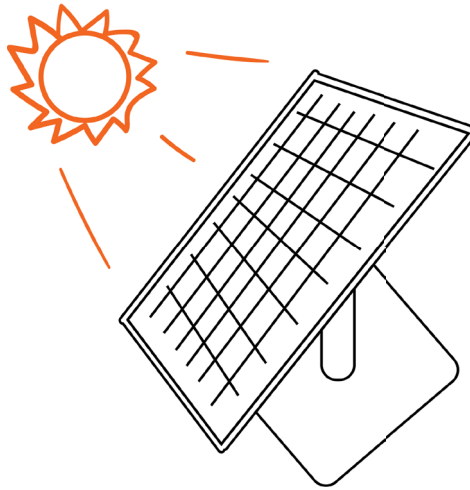


KAROSENE LAMPS

CONSTANTLY NEEDS
KAROSENE

CAUSES RESPIRATORY
PROBLEMS

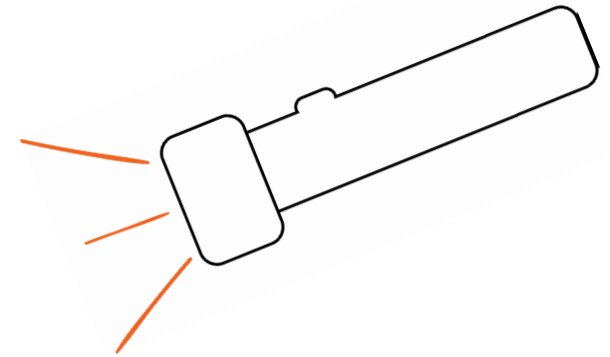
POTENTIALY
DANGEROUS



SOLAR PANELS

CONSTANTLY NEEDS
SUN LIGHT

EXPENSIVE



FLASH LIGHTS

CONSTANTLY NEEDS
BATTERIES

SHORT LIFESPAN WITH
CONSTANT USE

lux- Target User

This is Todd

AGE: 33

HOBBIES: CAMPING AND HIKING

GENDER: MALE



LIKES

Going on adventures with friends.

Rock Climbing

Road Trips

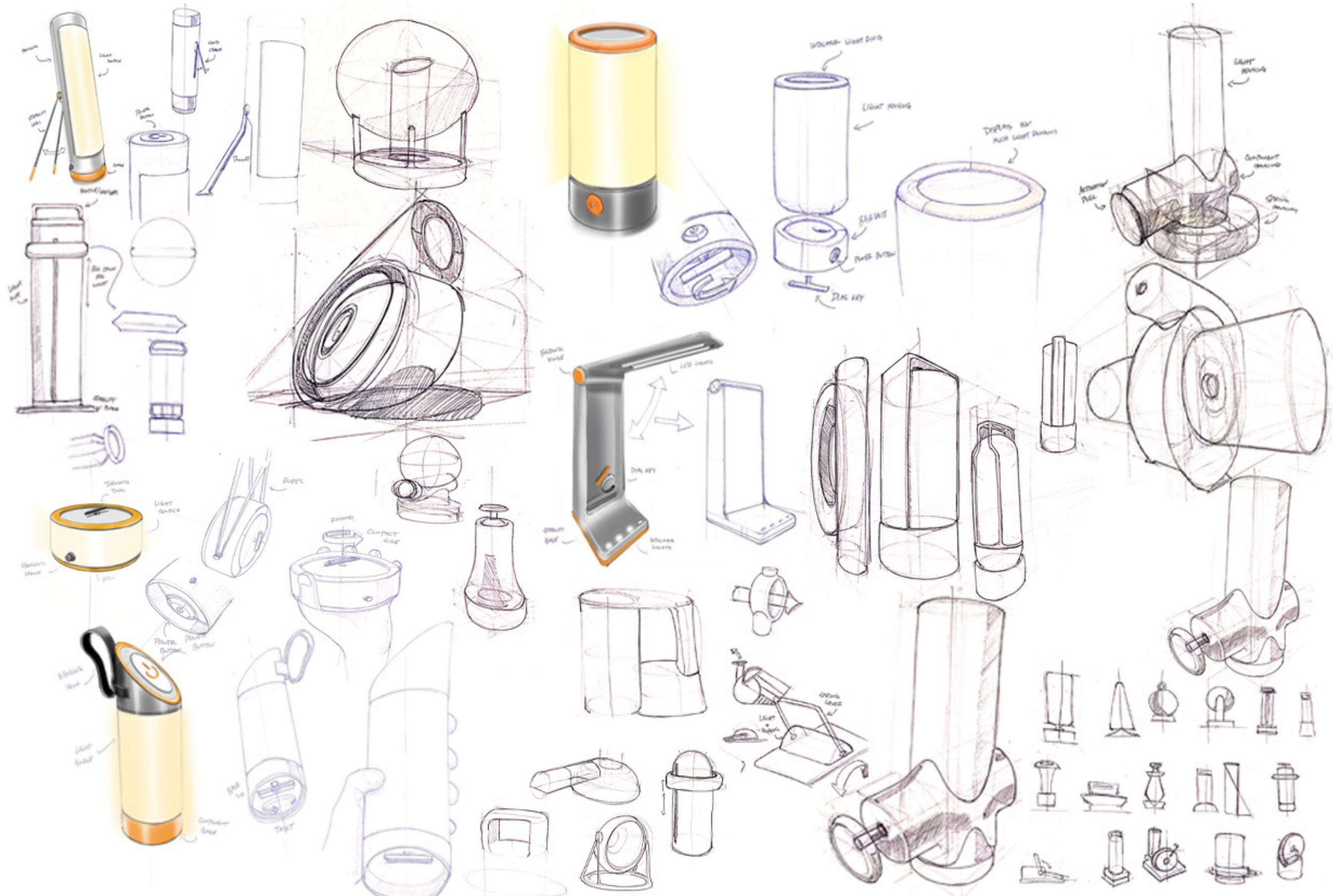
DISLIKES

Heavy luggage

Being unprepared

Being stuck in a bad situation

lux- Concept exploration



lux

A SELF GENERATING LIGHT SOURCE



TABLE TOP OR WALL MOUNTED

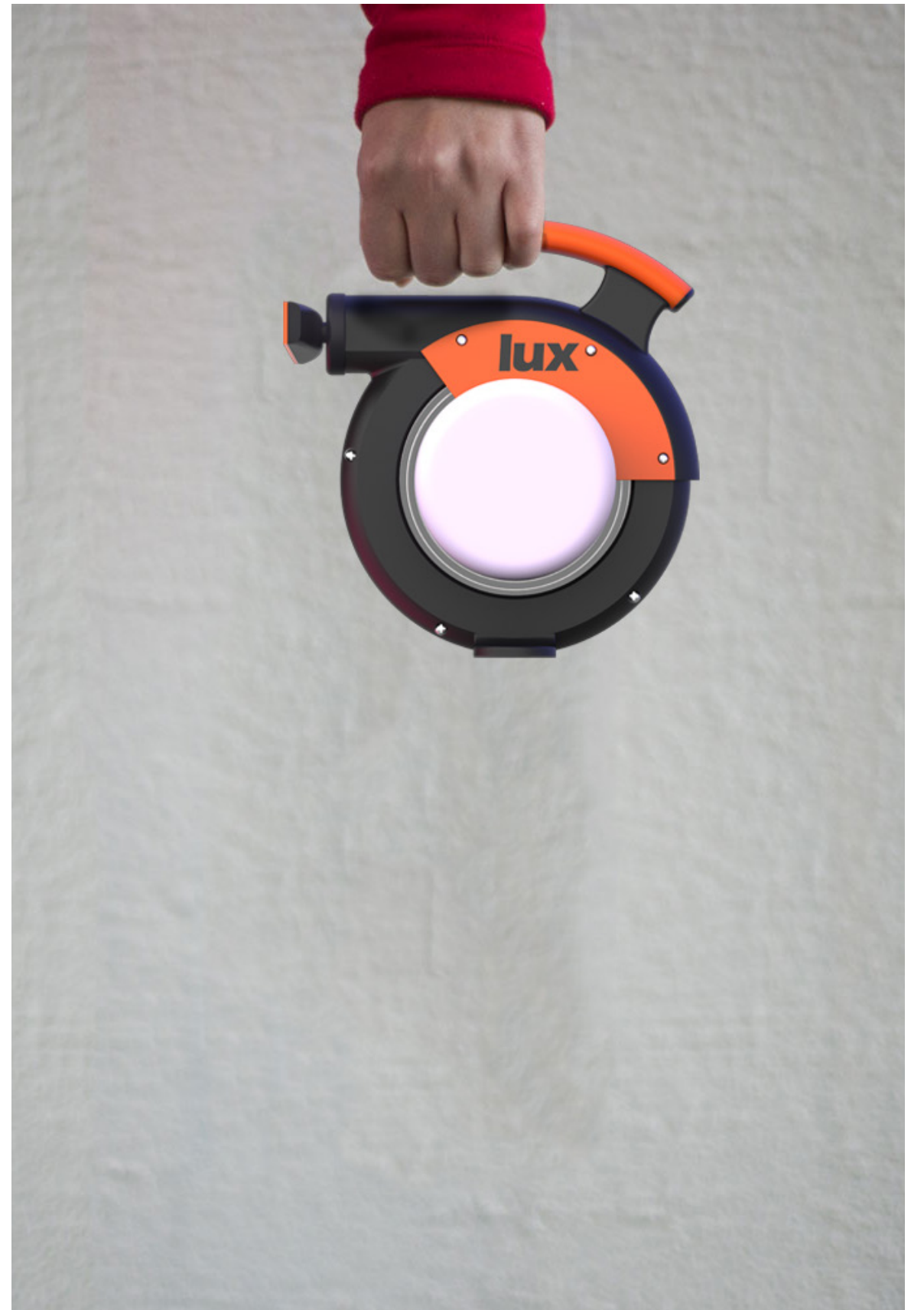
SIMPLY PULL THE CORD BACK TO POWER THE LIGHT

The coiled spring naturally wants to unwind but do to an escapement gear that process is slowed down. The spring rotates the main shaft of a 12v DC motor hidden in the Light Housing which powers the lights and USB port.



The Left Light Housing is detachable.
It can be removed and a USB port can be put in its place

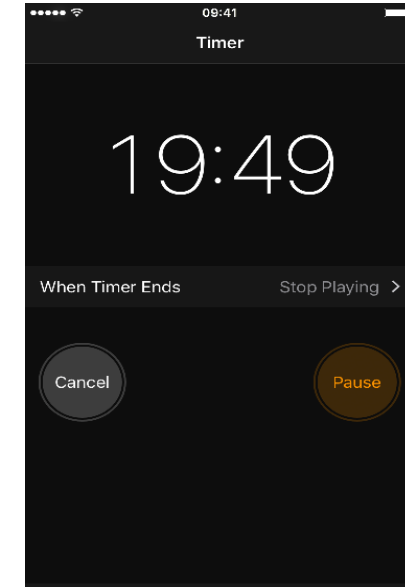




NOVA

A STOVE WHEN YOU NEED IT, GONE WHEN YOU DON'T





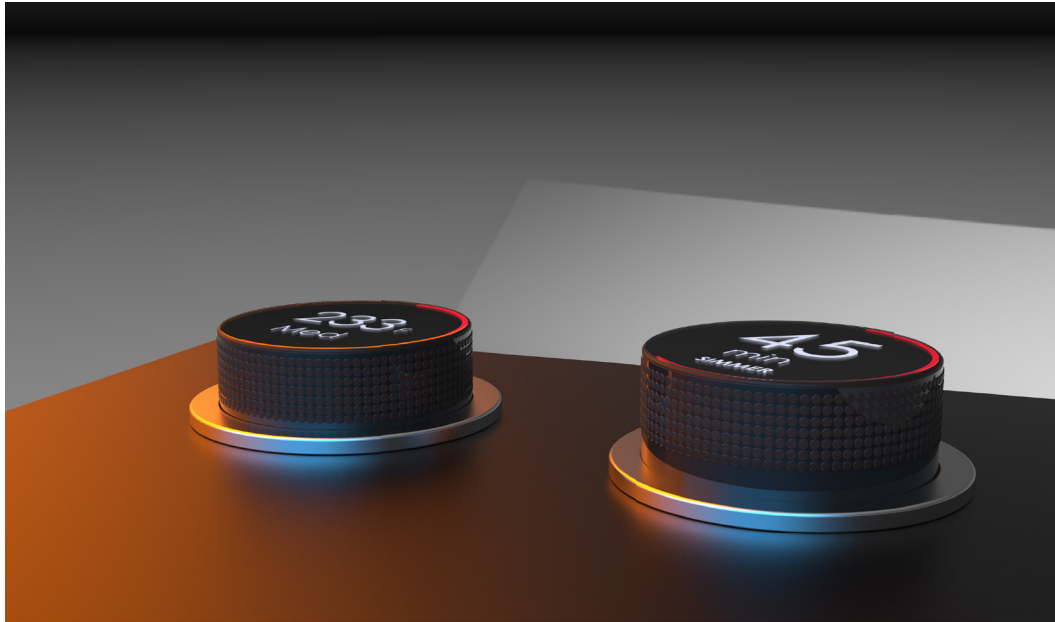
THE PROBLEM

PEOPLE SET THEIR COOKING TIMERS ON UNRELIABLE
DEVICES THAT PROVIDE NO SAFETY, AND GAS STOVES
DO NOT PROVIDE ANY COUNTER SPACE

THE GOAL

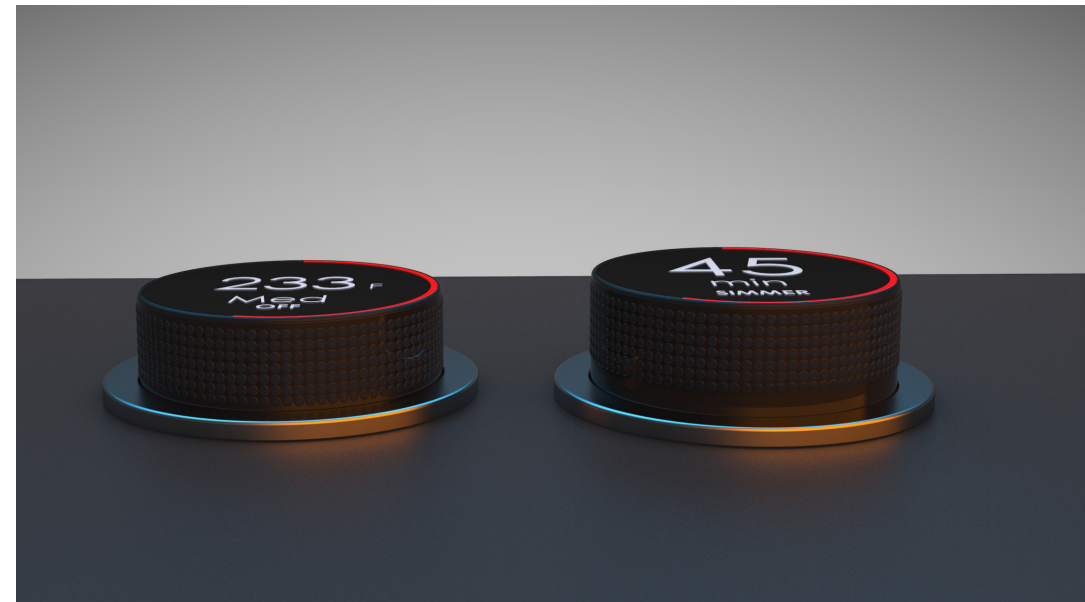
DESIGN A STOVE WITH AN INTEGRATED
SAFETY TIMER AND ADD SOME COUNTER
SPACE

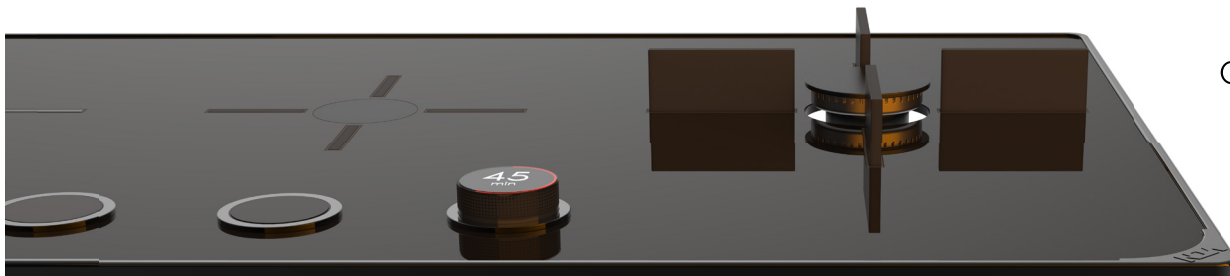
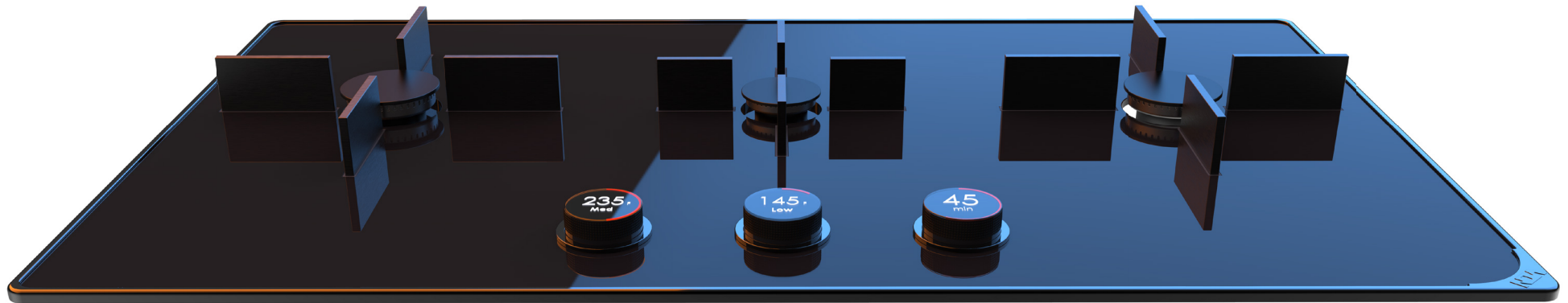




TIMER KNOBS

EACH KNOB RISES WITH A SIMPLE TOUCH.WHEN ACTIVATED THEY CAN DOUBLE AS A TIMER THAT CAN TURN DOWN OR TURN OFF THE FLAME WHEN THE TIMER RUNS OUT





FUNCTION

PUSHING DOWN ON THE KNOBS WILL CAUSE THE KNOB AND THE BURNER TO RISE. GENTLY LIFTING THE RISEN KNOB WILL ALLOW YOU TO SET THE TIMER







ELEPHANT

A STAND UP ELECTRIC DUST PAN



THE PROBLEM

VACUUMS CAN ONLY PICK UP SMALL ITEMS,
LEAVING THE USER HAVING TO BEND DOWN
TO PICK UP BIGGER ITEMS OF TRASH

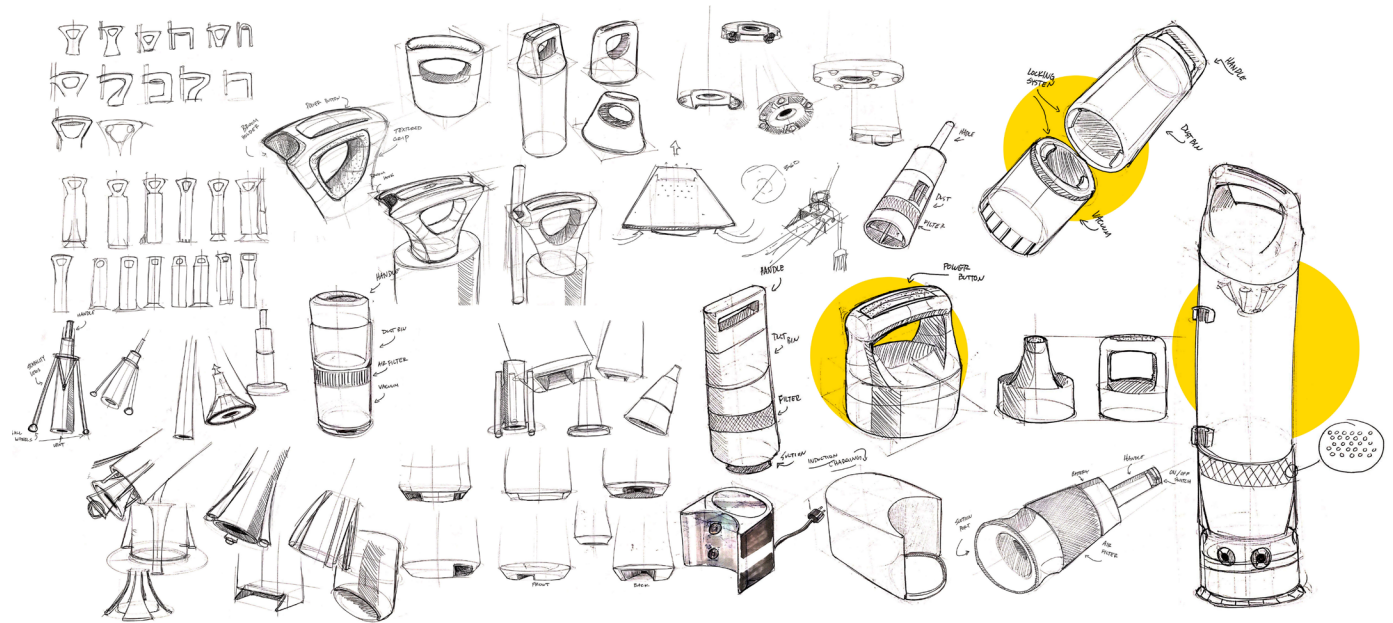
THE GOAL

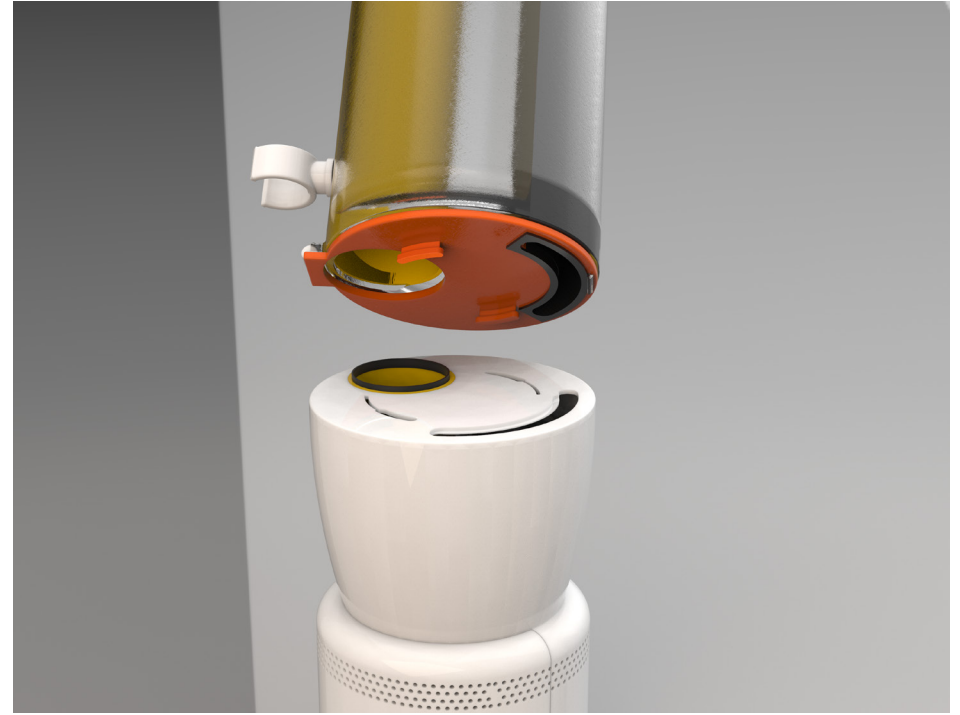
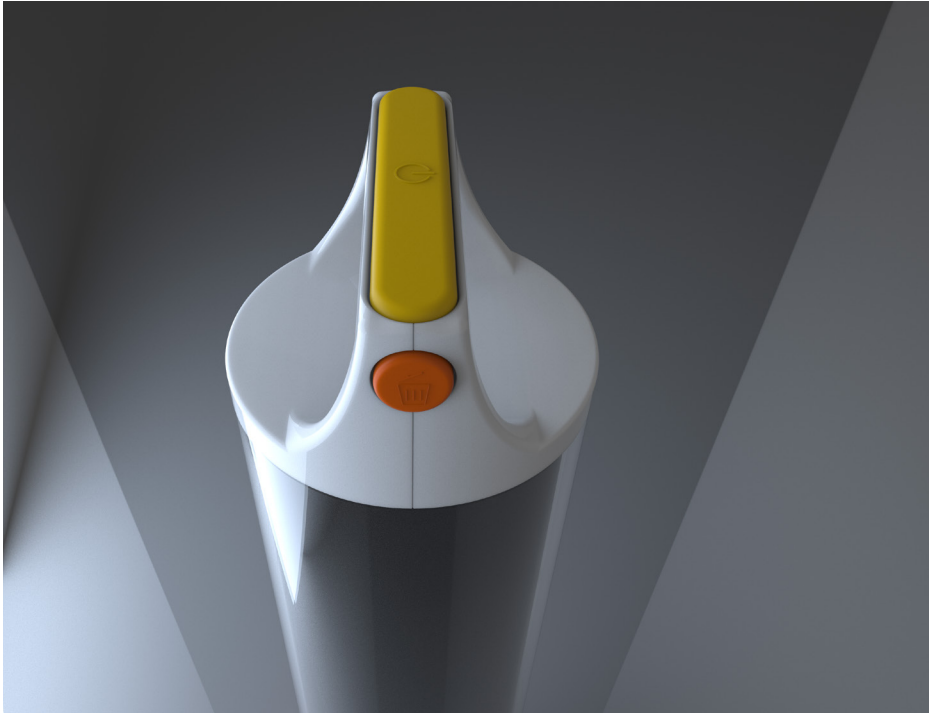
TO HAVE THE USER PICKING UP LARGE ITEMS
OF TRASH WITHOUT BENDING OVER



DESIGNING

I SPENT A FAIR AMOUNT OF TIME TRYING TO COME UP WITH THE RIGHT FORM THROUGH A SERIES OF SKETCHES AND FOAMCORE MODELS





SIMPLICITY AND FUNTCTIONALITY

TWO EASY TO USE BUTTONS LOCATED ON TOP OF THE HANDLE ACOMPANIED WITH A TWIST ACTION TO UNLOCK THE DUCT BIN FROM THE VACUUM COMPONENT.





CHARGING

STORE THE ELEPHANT IN THE CHARGING DOCK. THROUGH INDUCTION CAPABILITY THE DOCK WILL CHARGE THE DUSTPAN WITH OUT THE USE OF ANY BUTTONS OR CABLES

