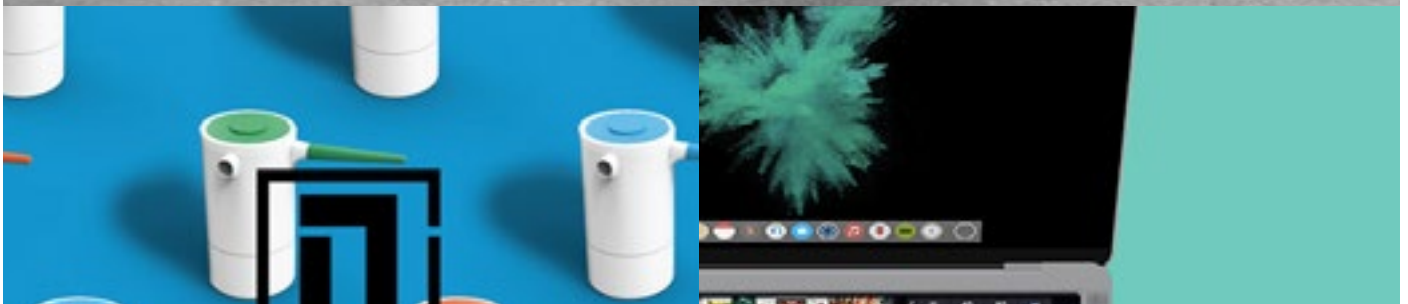# ROBERT GITTUS

PORTFOLIO

| ROBERTGITTUS.CO.UK | ROBGITTUS@GMAIL.COM | 07402675275 |

Robert Gittus
Designer

CONTACT

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+(44)7402675275

PROFILE

I am a creative, ambitious and highly motivated designer with 4+ years of commercial experience as a project design engineer. I can offer excellent problem-solving skills, commercial awareness and the management of client's expectations. I possess a proactive approach to defining and implementing the product design process with effective leadership when required.

I have excellent communication and interpersonal skills which enables me to work effectively as a part of a team and to successfully liaise with clients during the creation and development of concepts and specifications. I am also able to work independently to simultaneously manage multiple projects throughout the design life cycle.

QUALIFICATIONS/ ACHIEVEMENTS

Mongol Charity Rally - September 2017

London to Mongolia Rally raising £3,000 for charity including charities cool earth and highland hospice

Pamir highway - August 2017

Traveling the Pamir Highway at 5,000 feet at below zero degree temperatures.

Clean Driving Licence

First Aid Levels 1,2,3, Infants and babies

INTERESTS

Tech Lover, PC building and programming. Road cycling and mountain biking. Running.

WORK EXPERIENCE

BISCA
Project Design Engineer - March 2018 - Present

Responsible for the design, development, and management of client's projects. Taking projects from understanding the client's specification and concept visuals to producing detailed manufacturing drawings and final specifications. Through my knowledge of Solidworks and design to manufacturing, I can produce precision components and products using parametric modelling and working with large assemblies, sheet metal, surfacing methods and other tools. Creatively and technically designing bespoke staircases and products that are unique to the client and their property's needs.

Working within the design team managing projects from concept stage to completion using the available resources, materials, and processes to produce innovative solutions.

Liaising closely with clients capturing and developing their project's requirements. Managing multiple projects timescales, feasibility, commercial awareness and client's expectations. Communicating effectively with all departments within the company and with the clients and other external project teams including interior designers, architectures and engineers.

Front-end web development / designer:
Developed a responsive website for charity purposes.
'To Me To You'. (HTML, CSS, Javascript)
- June 2017

Graphic designer:
Designing layouts and cover for an monthly free community based Street wear fashion magazine.
- January 2018

EDUCATION

Brunel University- BA Industrial design with Technology Upper 2:1 - June 2017
Modules including: Human Factors, Graphical Communcations and Contextual Design.

Cycle 'Underbar' padding:

- 2D/3D Prototyping, development, testing and new design implementation.
- Consultation with experts and users to preview designs and create product experience.
- Research: material design/structure, anatomy, sports injuries, ergonomics, mass-manufacturing and costs.
- Market research and business proposal.
- Product design specification and manufacturing proposal.

GoPro packaging redesign:

- Research: brand innovation, package design, materials and manufacturing.
- Packaging graphics, branding guidelines and proposal document.
- 2D/3D prototyping.
- Human experience and engineering tolerances.
- Physical packaging and point of sale.

Solidworks Certification
Assembly modelling - October 2018
Sheet metal - December 2018
Advanced part modelling - July 2019
Additional Solidworks
Surface modelling
Animation for marketing purposes
Parametric modelling practices
Management of Solidworks libraries

Smallpeice training certification
Project Mangement - November 2019

Design Diploma (Level 3/4) - May 2013
Distinction.

Proficient: SolidWorks, Keyshot, Illustrator, Photoshop, InDesign, XD, Affect-effects, Lightroom, HTML, CSS.

"We are renown for our staircase design"

Bisca is a product design, manufacture and installation company known for their unique staircases. Their designs are commissioned globally by both private and commercial clients. They are bespoke and specifically designed around the client and their property's needs.

My responsibilities included the design, development, and management of the projects from understanding the client's specification and concept visuals to producing detailed manufacturing drawings and final specifications. Due to working with private clients and their homes, many of the projects I have worked on are confidential.

Please click the link below for examples of projects, some of which I have managed, designed and assisted with the installation processes.

BISCA.CO.UK

'UNDERBAR' HANDLEBAR PADDING

Cyclist's palsy affects both experienced and inexperienced cyclists but particularly road cyclists due to rough terrain and vibration. Through human experience, material structure and manufacturing methods compression reduction on cyclist's ulnar nerves was achieved. The most effective design spread the pressure on hands and wrists caused by constant gripping of handlebars. The project's objective was to surpass competitors' compression reduction on the ulnar nerves and improve cyclist's health by reducing hand fatigue. Whilst reduction could be easily achieved by increasing the thickness of the material. human experience and handlebar feedback would be affected.

Throughout the development, the product was compared against specifications to validate and confirm its viability. The feasibility of the product was evaluated to ensure it met its specific requirements, including better performance than the existing market products and correct targeting of the market section and segment. Key considerations were made, such as cost of manufacture, installation, impact on the handlebar/bike feedback and the importance of human experience.

Through iterative prototyping of the material structure, the desired design effectively spread the pressure on hands and wrists caused by the constant gripping of handlebars.

The product went through various development iterations with changes to its physical structures via the development of the prototype casts and material selection. The prototype's physical criteria was to be as slim as possible to ensure the human experience was not affected.
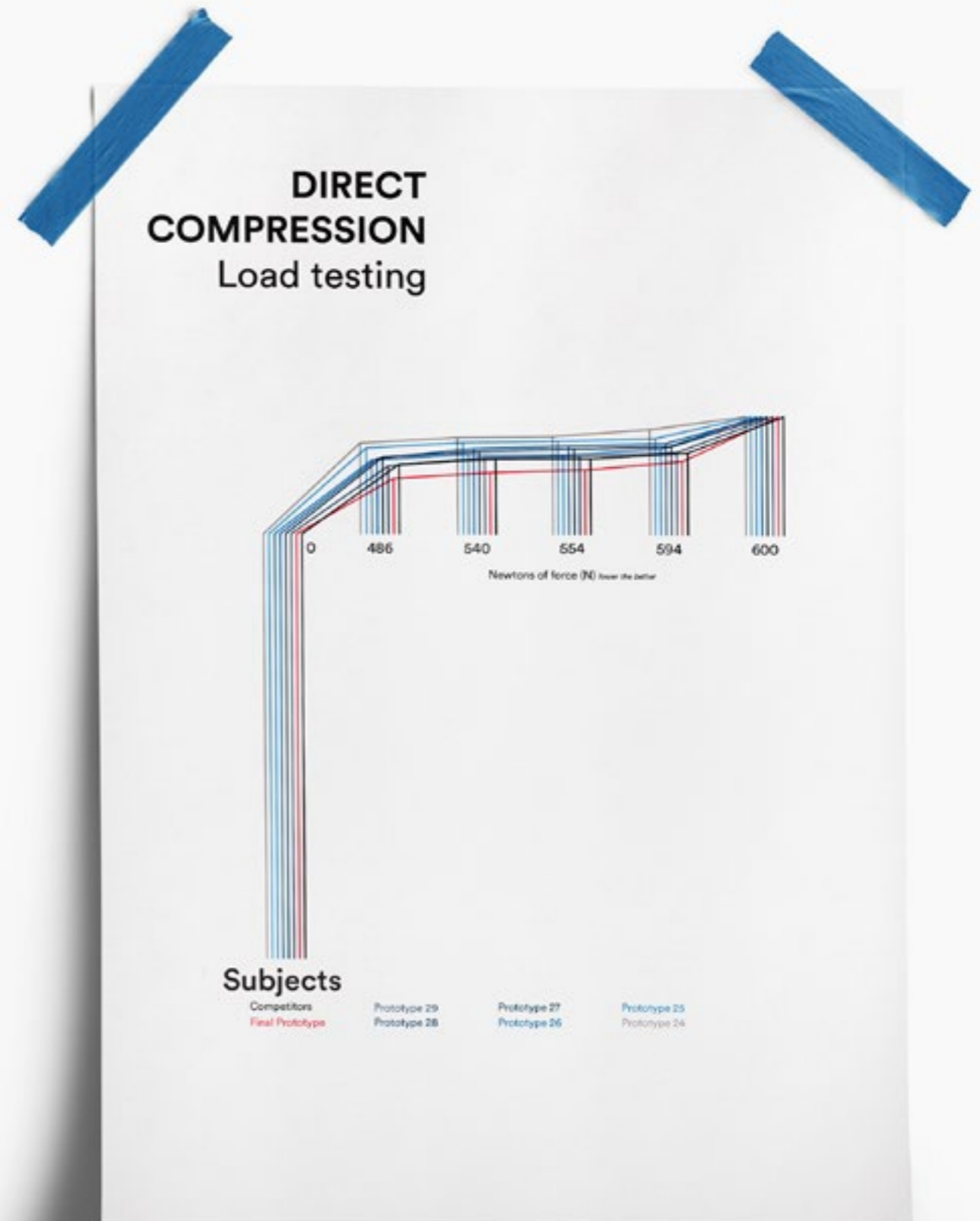
Final product   Competitors   User desires
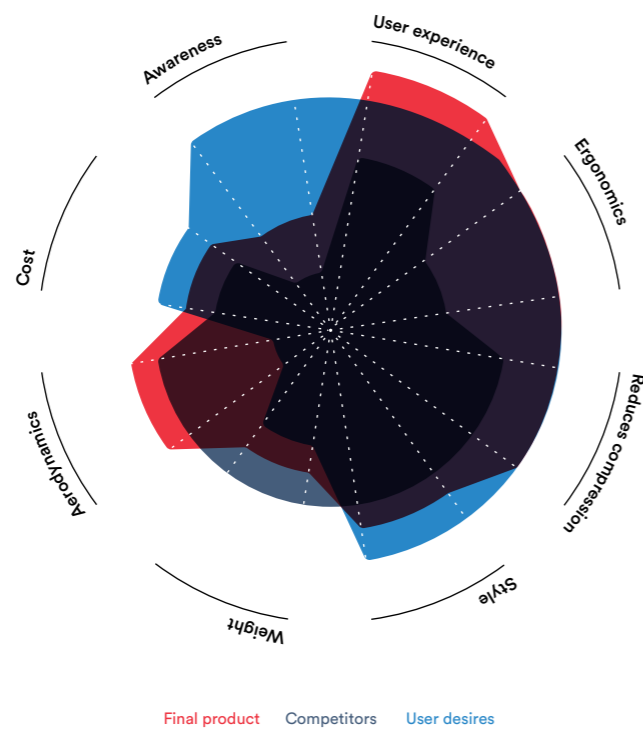
Target market and end user research conduct involved 20 users.

When directly compressed the design performed 8% better than the existing leading market project.

Each potential design was load tested and compared to competitor's products before conducting various human experience design methods, including scenario, persona, blind touch tests and thickness experiments. The iterative prototyping and load test, coupled with the human experience methods ensured that the product was being developed in the right direction.

The final product's feasibility was compared against the initial product specification document and the existing products to ensure that the design met the product specification and achieved a reduction in ulnar nerve compression whilst maintaining a good user experience.

DIRECT COMPRESSION
Load testing

Newtons of force (N) *lower the better*

Subjects

|			
Competitors	Prototype 29	Prototype 27	Prototype 25
Final Prototype	Prototype 28	Prototype 26	Prototype 24

GOPRO
PACKAGING

The design of a product's packaging is an important part of the consumer's user experience. It is their first contact with the brand and should inspire and provide a unique sensory experience. Through market research and analysis of GoPro's product and brand, it was clear that the current packaging did not reflect the company's mission statement.

A redesign of the packaging and its user experience, from technologically focused to one which more reflected the 'GoPro' lifestyle, would help to ensure that their product appealed to their key market segment and provided a more engaging experience for the user. A well-designed package encourages a customer to buy a new brand or product line.

SPORTING GOODS THE LIFESTYLE
EXCITEMENT
ASSOCIATIONS BEING FREE
ACCOMPLISHMENT
FOR VALIDATION
I WANT EXCITEMENT FREEDOM
THE ADVENTURE
WHAT I LOOK ROBUST
FOR WHEN BUYING A
SPORTING PRODUCT
IT NEEDS EXPRESSION THE MORE
INNOVATE EMPOWERING UNIQUE
HAS TO BEAUTIFUL THE BETTER
DURABLE THE PERSONALITY
STRONG DURABILITY RELIABLE
QUALITY DRAMA INDIVIDUAL
DIFFERENT POWERFUL
FUNCTIONAL MESSAGE

Visualisation of keywords from survey data associated with the GoPro brand.
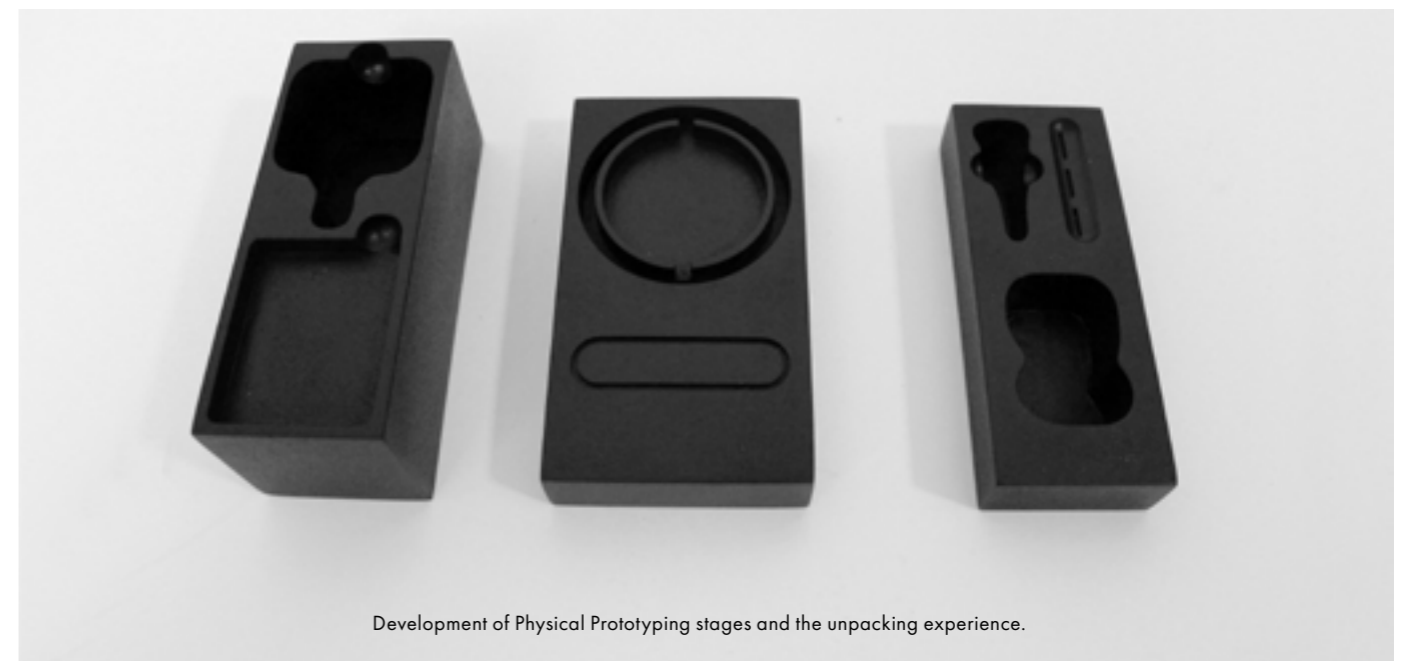
Development of Physical Prototyping stages and the unpacking experience.

Initial market research was conducted, including surveying to understand the brand's values, mission statement, market section and target audience. The GoPro brand is known for adventure, excitement, durability and freedom. Their current packaging did not reflect these values or provide the user with a better first impression experience.

Key development areas were highlighted through observing research and experience feedback. Customers found that the packaging felt cheap and the loose nature of the components and documentation did not reflect their products' costs or values.

Throughout the development of the proposed product packaging, user testing and feedback ensured it would have a better user experience and reflect the values highlighted through market research. Consideration of the product's point of sale and stackability was required when redesigning the packaging.

Whilst the new packaging would have a higher manufacture cost, it would better reflect the GoPro lifestyle and the values of their products. The packaging would be designed to be part of the end product and act as a place of storage when not in use.
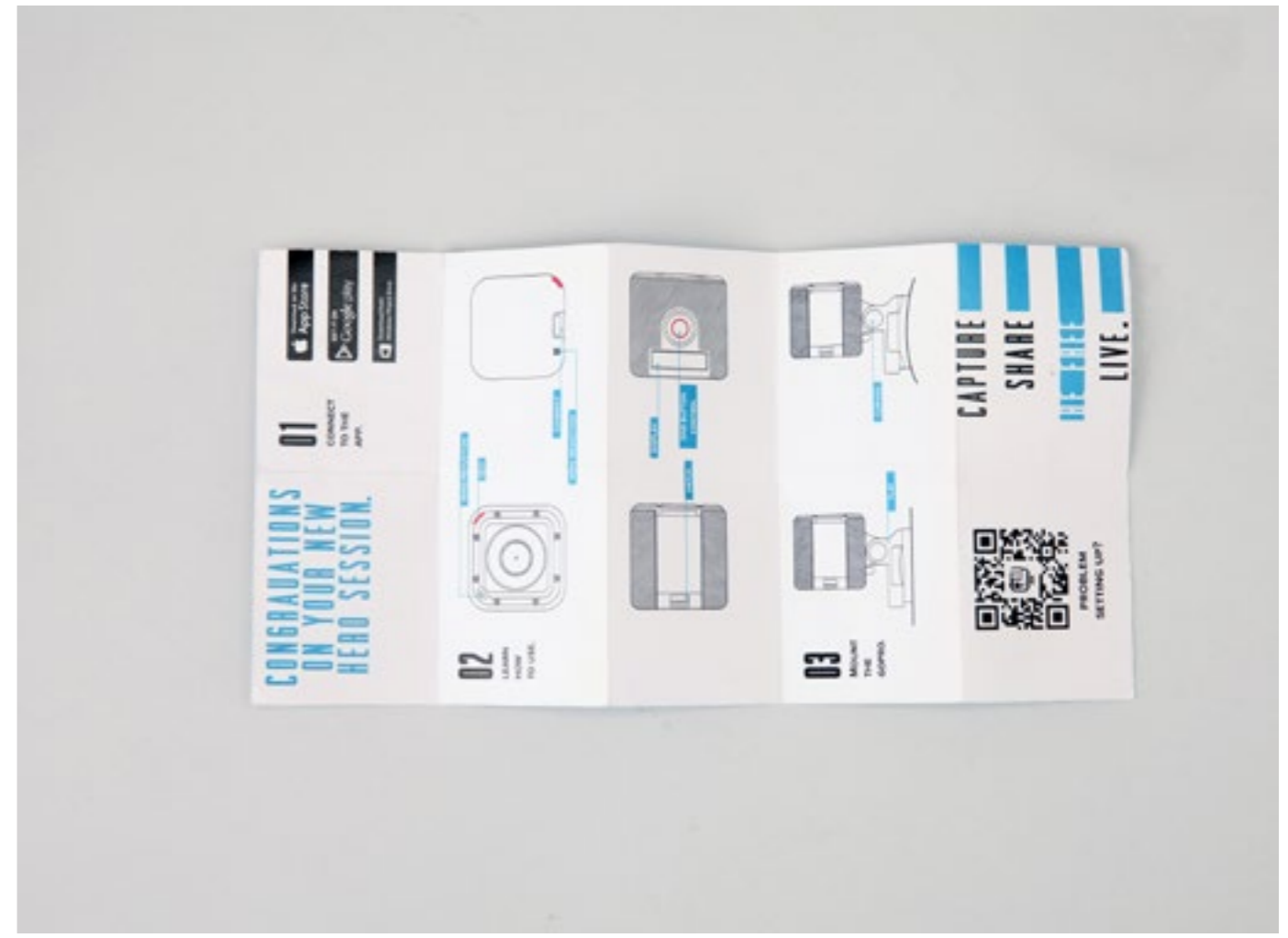
THE FUTURE OF PAYPAL 2024

"50% of home internet traffic will be appliances and devices by 2027."

The concept of this project was to understand how a brand could use its existing company industry contacts and infrastructures to access a new market. The importance of diversity in a company is becoming more important, due to increased competition in both their business and data collection market. The project's main focus was to explore how PayPal could use its existing technologies in a new physical market.

I believe that PayPal, with its existing industry contacts, innovative infrastructure and understanding of financial/data, has experience acting like a 'middleman' in other markets. With their existing technologies, they have the potential to manage our smart home devices and act as a communication hub.

As more companies and products enter the smart home market with their platforms, the user's overall home experience becomes more challenging as they try to navigate the different product standards while struggling to make the products interact with each other.

PayPal is in a perfect position to act as a neutral party due to its lack of desire to produce competing products and its primary focus on service experience. In a fully connected world, PayPal will enable its customers to have the freedom to make decisions that influence their lives.

PayPal Home Hub
Connecting you to your smart home.

PayPal customers will be able see the world beyond their own network.

Battery Indicator
Touch screen Interface
LED interaction indicator
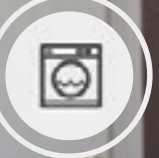Biometric Sensor and button
Vibrations feedback
Induction charging

The home hub concept is designed to act as a neutral communicational platform for all other IoT home product devices. The product acts as a hub to allow devices from Amazon, Apple and Samsung to communicate with each other improving the customer's user experience and the smart home space.

Through various prototyping methods and ergonomic development, the product's physical shape, style and identity was explored, ensuring that the end product would meet the company's existing identity, product range and its environment.

MOTA.POT

Mota.pot is a minimal and contemporary design inspired by Japanese tea-drinking traditions and the Kyusu teapots. The project's objective was to instil the key traditions, the values of the tea-drinking, the Kyusu teapot design and apply them to the coffee market.

The Kyusu teapot shape allows for the tea to be easily poured from the side or behind by the host when sitting on a tatami mat. From the observations made, the traditional Japanese art of tea pouring and modern coffee drinks are similar in rituals and rely on providing a comfortable, welcoming environment for the consumers.

When conceptualising the product, the Yokeodes tradition and habit of tea pouring and understanding the teapot designs were key focus areas.

The Mota.pot design went through various iterations, taking influences from Moka pot and other brewing products. Whilst the spout has been designed with a high angle similar to the teapots so that no drops would leak from it whilst pouring. The product has a side handle design in line with the tea-pouring traditions.

The pot would be manufactured from 301 stainless steel (commonly used in 97.040 ISO) due to its high strength and corrosion resistance and modern manufacturing methods, including the use of pressure die casting and copper base to aid heat transfer. The product's finish would be a high-temperature enamel gloss that would reduce heat dissipation and provide a longer life span.
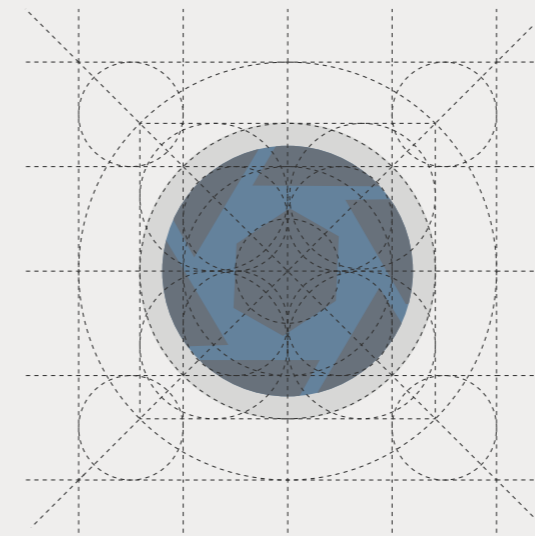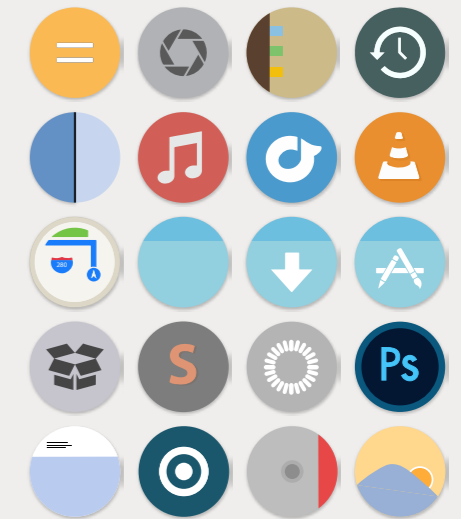
Framework

Icon examples

OS X ICON BUNDLE AND FRAMEWORK

Apple's MAC Operating system allows for little customisation, which leads to a less personal user experience.

A free open-source icon bundle and framework was developed to allow users to personalise their desktop icons, similar to how they customise their wallpaper.

This community-driven product required the development of clear and concise standards and specifications to ensure the art product for the icon bundle followed the same product style.

The project became an international collaboration with numerous community users designing uniform icons which were free, open-source and editable. Within a few days, the free icons bundle had more than 500+ icons to replace the default application, including new Photoshop, Spotify and calendar icons.

1024

512

192

256

114

72

58

48

29

24
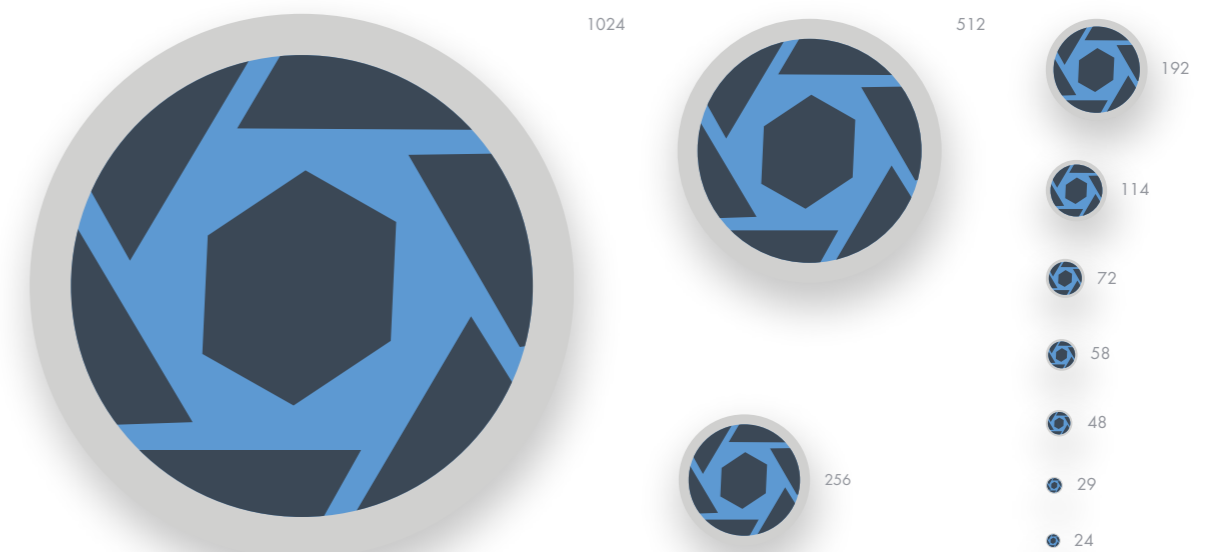
The publication focuses on fashion, style and culture for streetwear, with
content produced by the community for the community.
(Original photograph provided by reddit user 'Adriana, Realrussianspy, Uknowl3m'.)
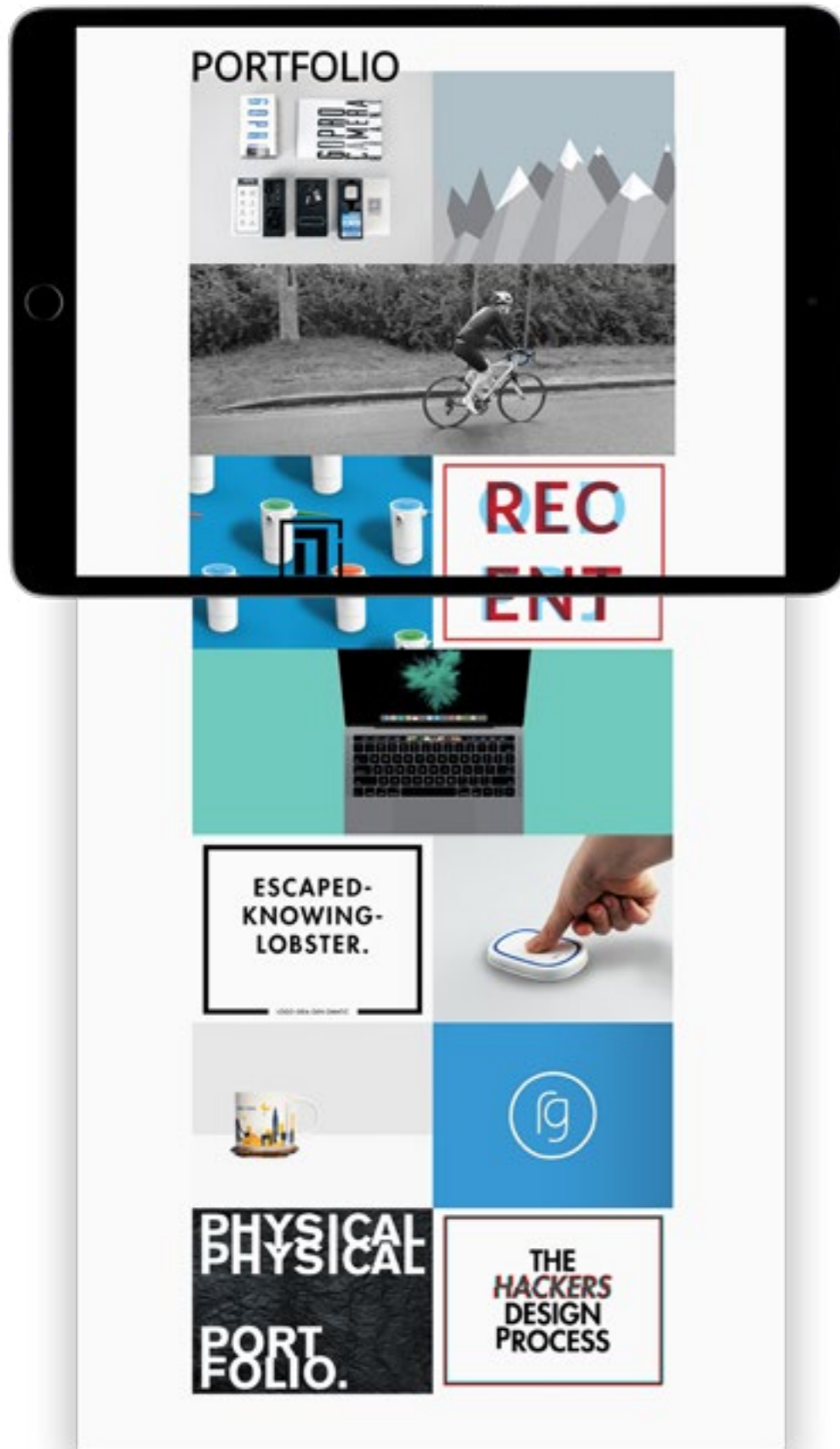
Thank you

For more projects:

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ICONIC

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ADIDAS 4D
FUTURCRAFT

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