



TYLER MAIMAN
Industrial Designer



I am an Industrial Designer with 5 years of experience in product development and structural packaging design. I am very passionate about designing products that accurately tell the story of their brand through the physical 3 dimensions of the product itself. As a designer, I feel it's my responsibility to not only satisfy the client, manufacture and user but to honor the brand and continue to elevate it's presence on the store shelf. It is in this way that I get the exciting opportunity to help big brands get bigger and make smaller brands stand out.

Cuisinart

kamenstein.



FARBERWARE

Savora

KitchenAid

MIKASA.



design for living



Differin

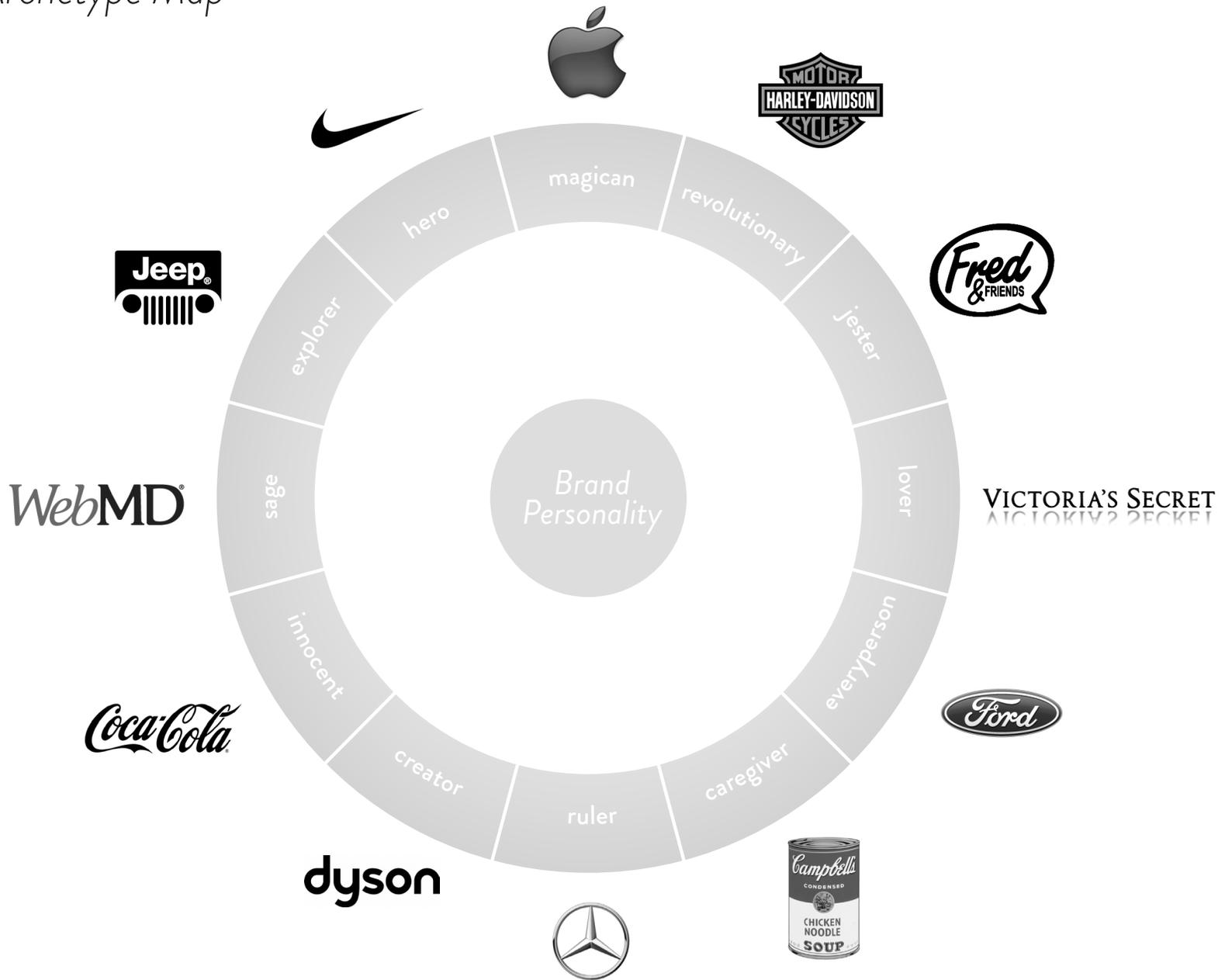
GET SAFE

Hello!
I'm Tyler.

*Savora*TM

Brand Development
&
Colander Design

Pearson's Archetype Map



Who is Savora?

*Savora*TM

- the lover/creator archetype
- driven by purpose of style

Manifestations:

- provocative tools for the kitchen
 - designed to convey passion
 - designed to look racy
 - created to be alluring
- attention - getting perspective

Form Attributes



motion



lithe



toned



integral



flowing



graceful



entertaining

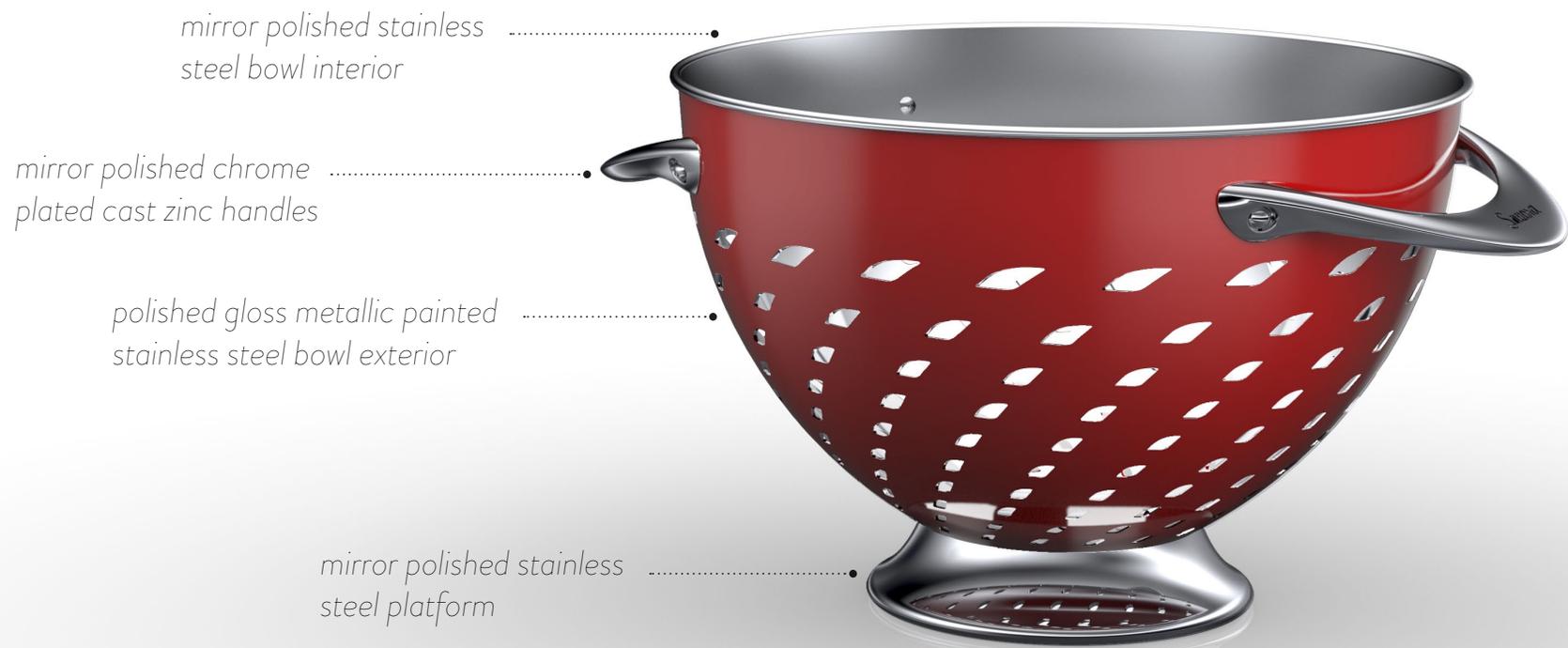


striking

Color Attributes







mirror polished stainless steel bowl interior

mirror polished chrome plated cast zinc handles

polished gloss metallic painted stainless steel bowl exterior

mirror polished stainless steel platform

Savora™

 **NY NOW**

"Best of Show"

 **NY NOW**

"Best of Home"

 **NY NOW**

"Best New Product"

Choose from two sizes



berry colander



large colander

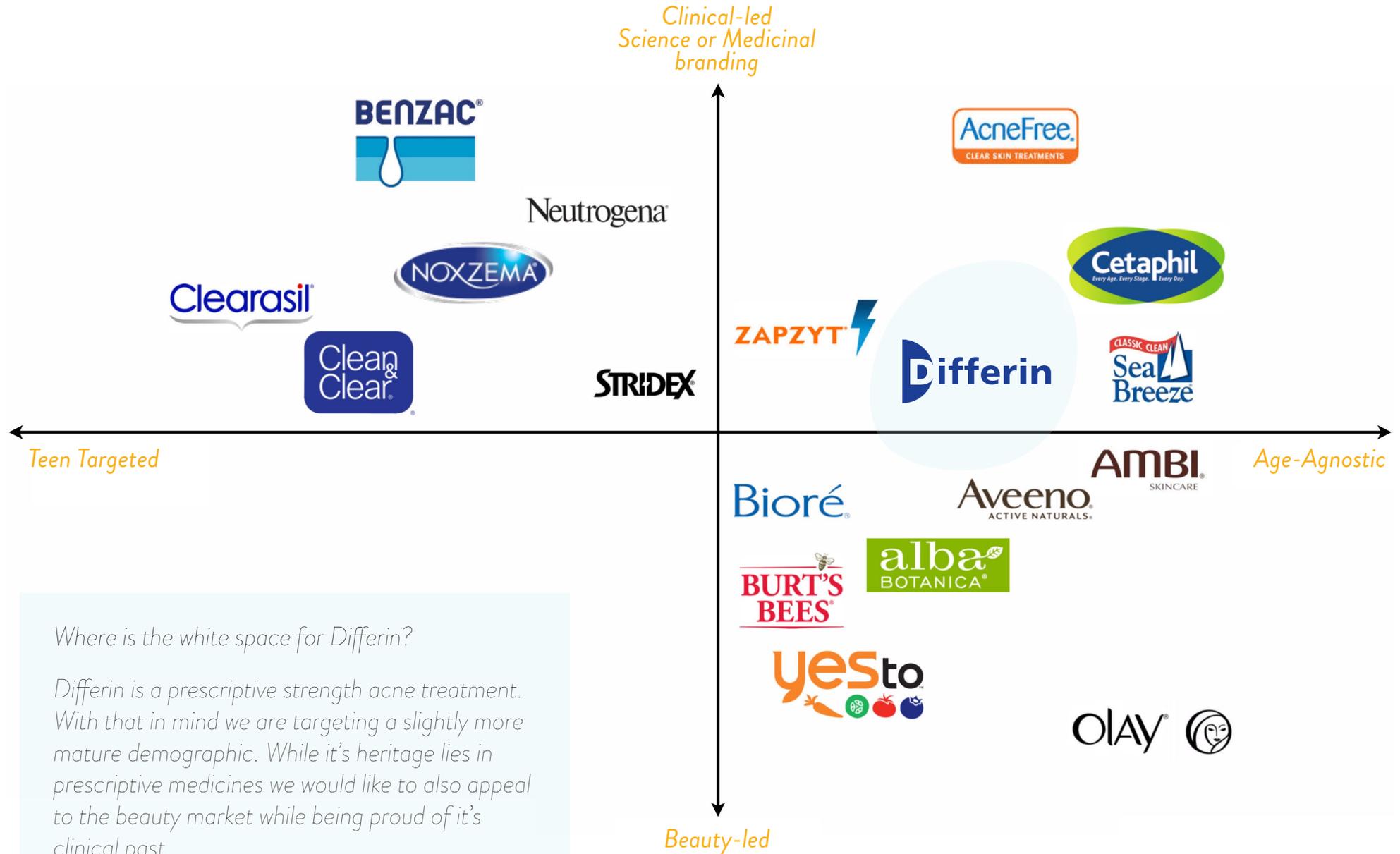
*Savora*TM

The logo for Differin, featuring a white semi-circle on the left that partially overlaps the letter 'D' of the word 'Differin' in a bold, white, sans-serif font.

Differin

*Re-Branding
&
Re-Design for OTC*

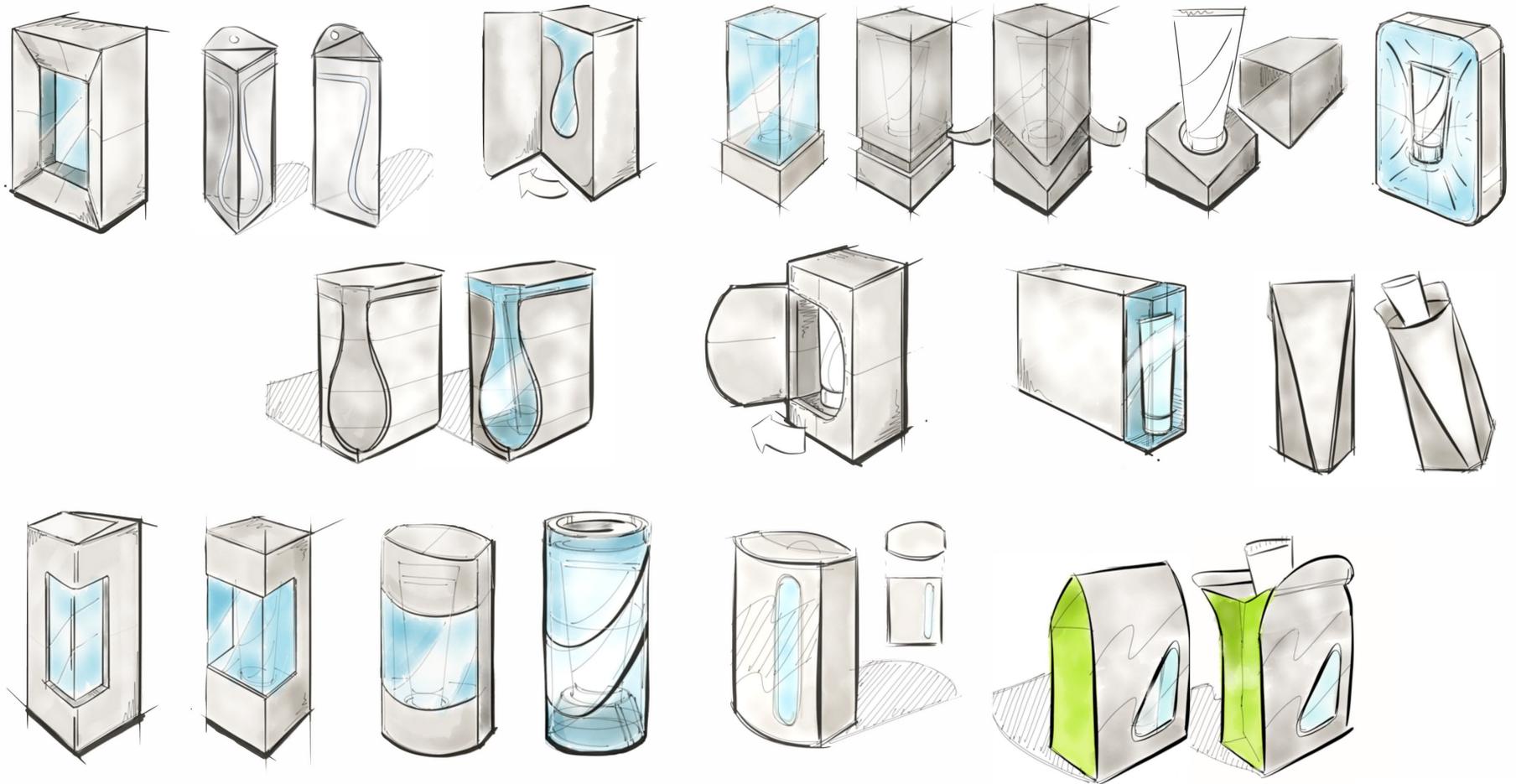
Topical Acne Treatment Market Analysis



Where is the white space for Differin?

Differin is a prescriptive strength acne treatment. With that in mind we are targeting a slightly more mature demographic. While it's heritage lies in prescriptive medicines we would like to also appeal to the beauty market while being proud of it's clinical past.

Initial Concept Ideation Sketches



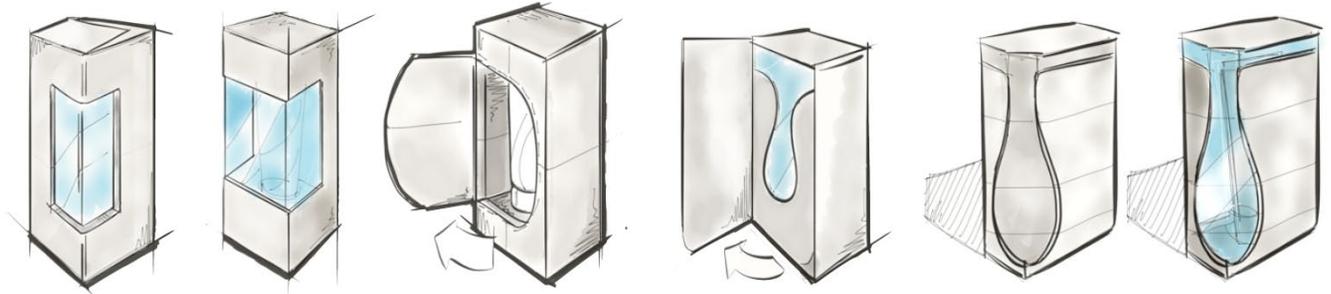
After reviewing the competition and being inspired by some beautiful packaging designs, we began to generate some concepts for Differin.

Concept Complexity Breakdown:

In an effort to present a wide array of creative yet practical concepts, we developed some ideas that were fairly simple to create using the clients current manufacturing capabilities and some ideas that push the boundaries. Breaking down the manufacturing complexity of our concepts to the client was not only informative but it allows them to make smarter decisions moving forward.

SIMPLER SOLUTIONS

Should be able to run on the current production line without any or with only minor adjustments.
Impact will come more from print finishes and substrates



MID-LEVEL COMPLEXITY

Possibility of running on our current production lines but will most likely have to be packed externally.
Packaging begin to look more unique.



HIGH LEVEL COMPLEXITY

Not able to be created on our existing lines.
Uses different materials and additional components.
Semi-automated lines at best and some requiring manual assembly.

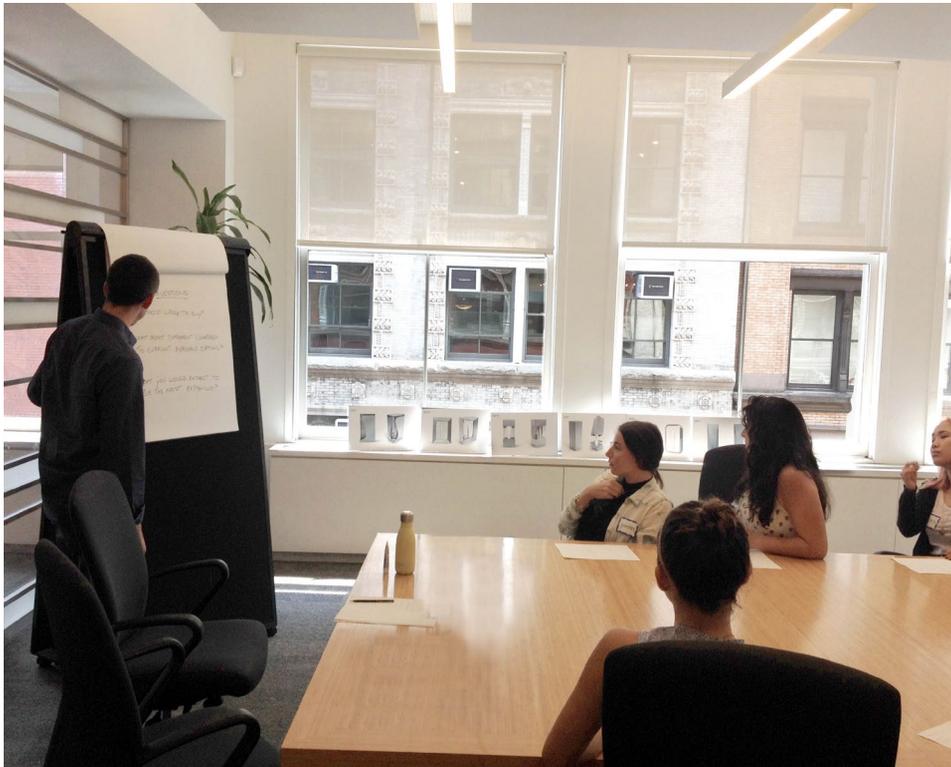


Focus group workshop:

We arranged 3 groups within our targeted demographic; Women 20-27, Women 27-34 and Men 20-34. Our focus groups were moderated by a talented team of strategists. My key responsibilities for the workshop was to develop the content being tested (structural models/renderings), observe consumers reactions to the designs and take notes for post workshop debriefing. As a team we gained great insights and were able to use that to further our designs for the next phase of our development process!



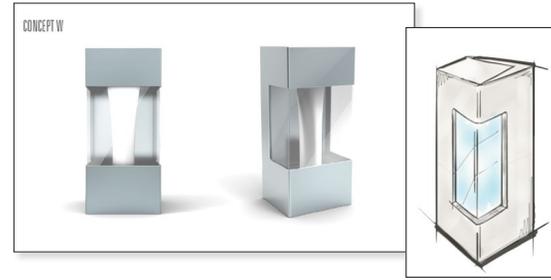
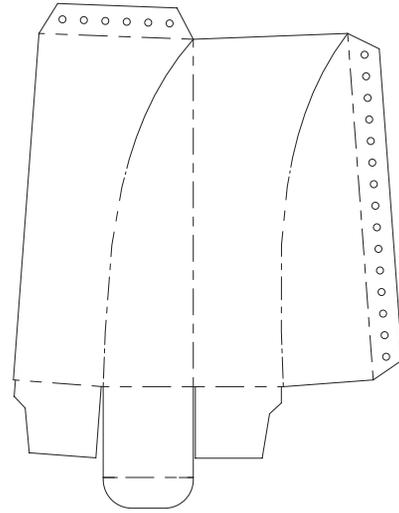
(Concept Renderings)



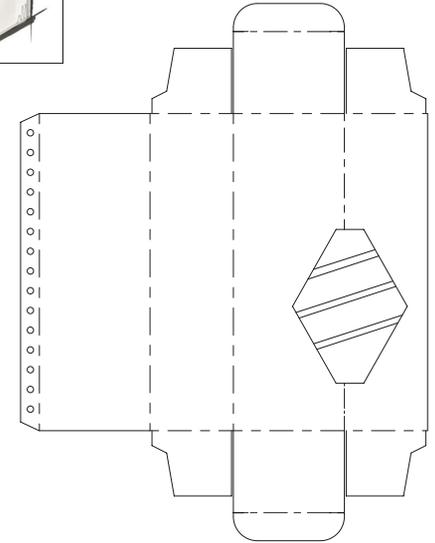
Concept evolutions:



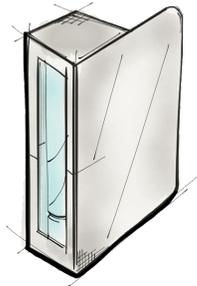
Testing revealed that this was a very strong concept. People felt the rendered shape was a little too intense looking and would prefer it if it was a little softer/feminine looking.



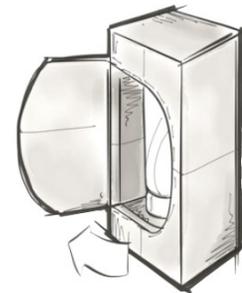
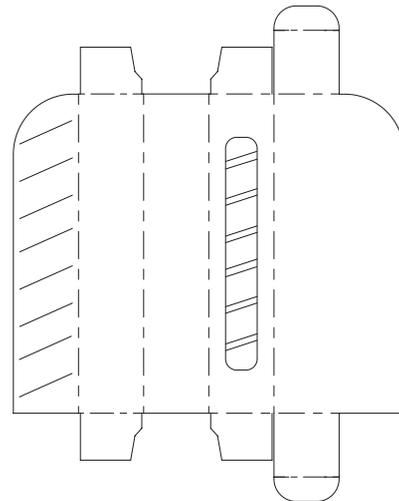
People liked this very simple design that showcased the tube via a window. With that in mind we revisited one of our initial sketches with a corner window and developed a concept to fit the brand language.



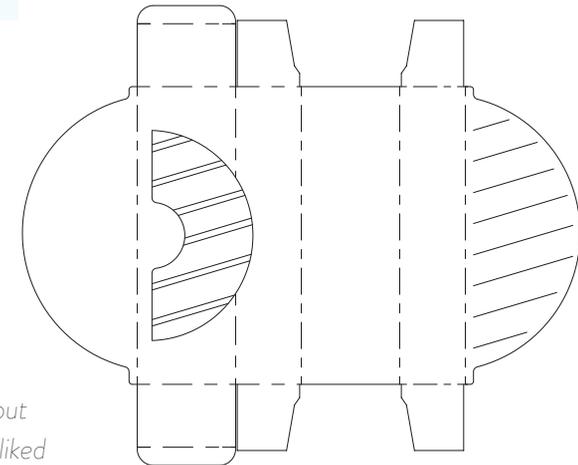
After analysing the insights from our focus group workshop, we were able to eliminate some concepts and explore others further. In doing so, some of our initial concepts were revived and even a new concept was born. Having created many prototypes, we were now confident with the 4 newly evolved concepts to push forward into another round of testing. (These concepts are shown in the form of dielines on this page)



While debriefing our focus group insights, we developed a new design that offered a large front panel for branding, a compact back compartment to hold the product and a large side window to display the tube inside.



Having heard great feedback about what our consumers liked and disliked we decided to revive one of the original concepts with a "D" shaped door.



High-end Prototypes for Focus Group Lab testing:

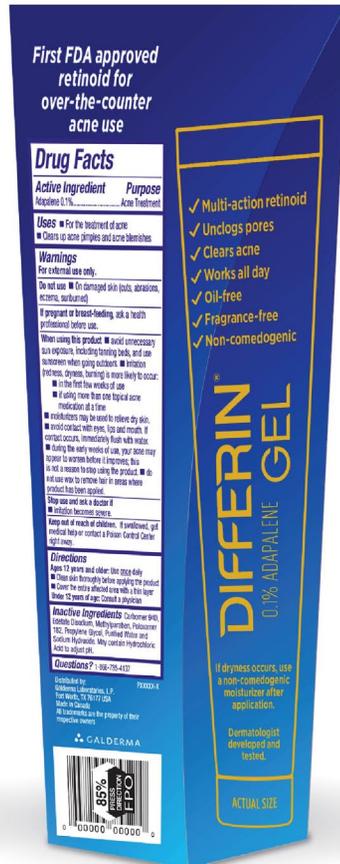


Chosen Concept!



Having been a favorite since it's inception, this concept passed the final round of testing and with a few adjustments will be ready for production! But before we do so, there were a couple of key insights that needed to be addressed. Research showed that the main color needed to be more vibrant as well as appeal more to a masculine audience. Also, consumers were curious about what the product looked like inside this structure and requested a window detail.

Final Concept!



(Final Dieline)

Introducing Differin, the first prescription strength over-the-counter topical acne gel housed in a structure that communicates it's clinical heritage with a modern category disruptive form.

This design is currently under review and awaiting FDA approval.

Guy!

Pepper Mill Design



*Let's design products that evoke a sense of power and quality craftsmanship.
Let's crank out some serious pepper!*

Guy!



Concept Ideation

Guy!



This sleek stainless steel pepper mill performs at the absolute top of the class. Much like the pistons of an American made muscle car, which it resembles, this pepper mill produces a lot of power with a simple crank of the arm.

Go for a test drive.

Guy!

A pepper mill that packs a serious punch!

Take control of this lever and start grinding some pepper!

Choose how fine you'd like your pepper with this adjustable piston cap.



• Full polished stainless steel body

Guy!

Pantryware Line 2013



Guy!

GET
SAFE

*Re-Design of
Secondary Packaging*

GetSafe is a new start-up DIY home security system that allows you to easily equip your home with a state of the art security system without the troublesome installation process. It's easy and effective.

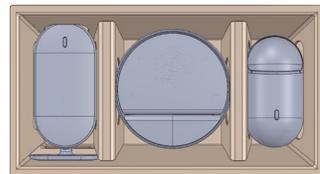
We set out to re-design a box that neatly holds all the product's components and clearly communicates how easy it is to set up.



It's time to get safe!



Concept Exploration



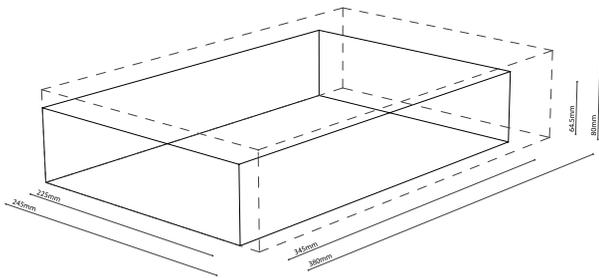
shoe box inspired structure



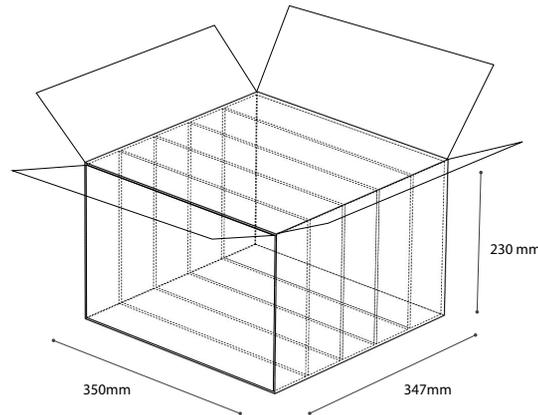


Final concept
(in production)

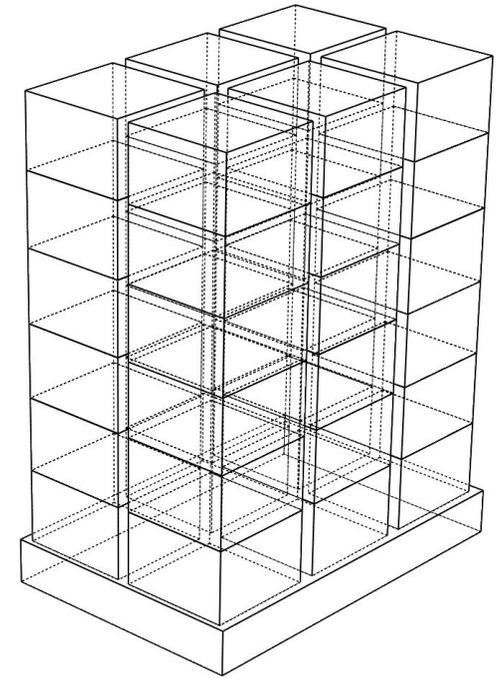
In our re-design process we also saw an opportunity to maximize the amount of units that could fit in their shipping containers.



Overall reduction of 32.5%



Each master box holds 5 primary boxes

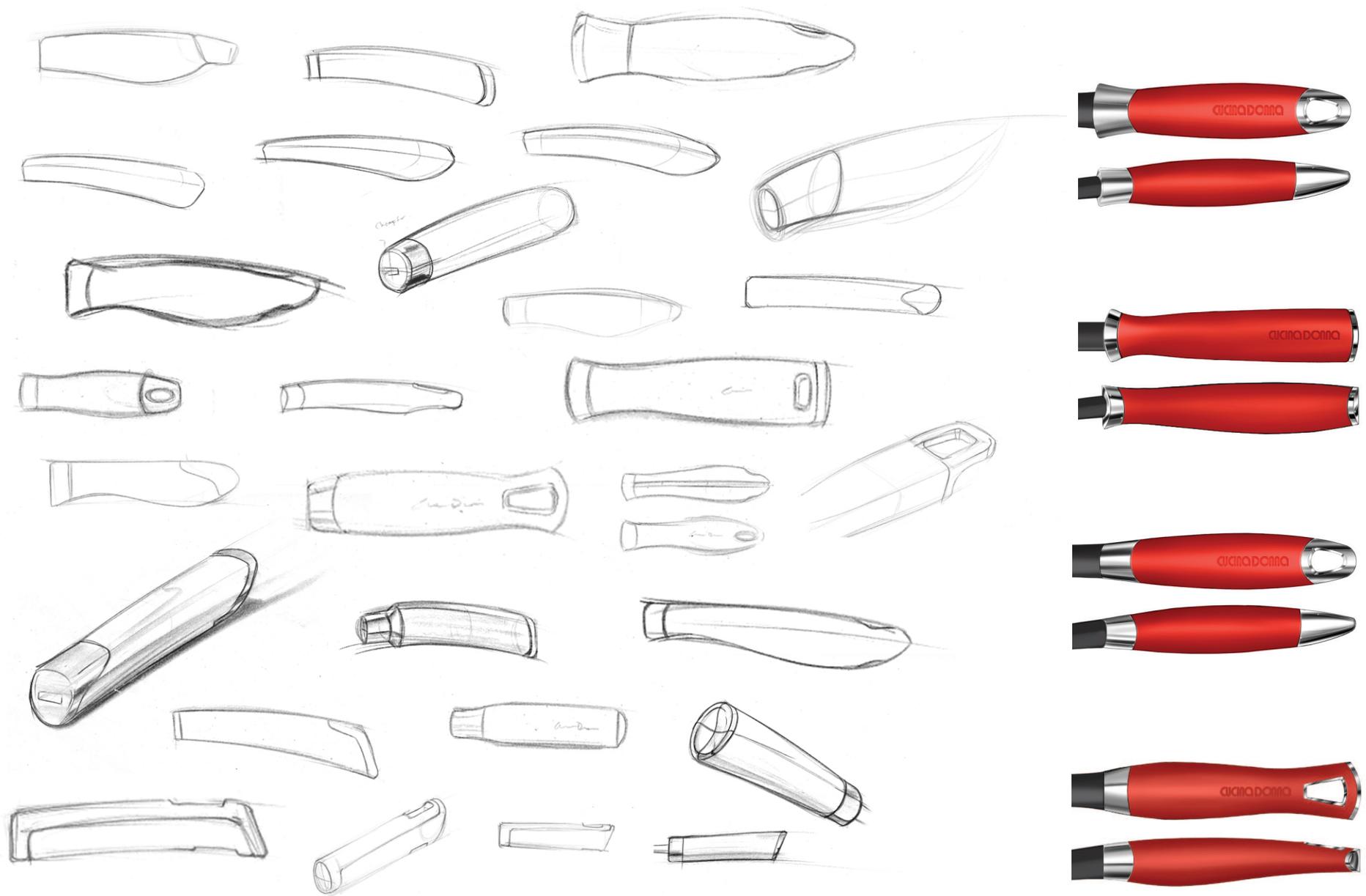


*Each container holds 36 master boxes
(180 primary boxes)*

*By reducing the overall size of the box by 32.5% we were able to organize a shipping container that could fit **89.47% more** boxes with each shipment.*

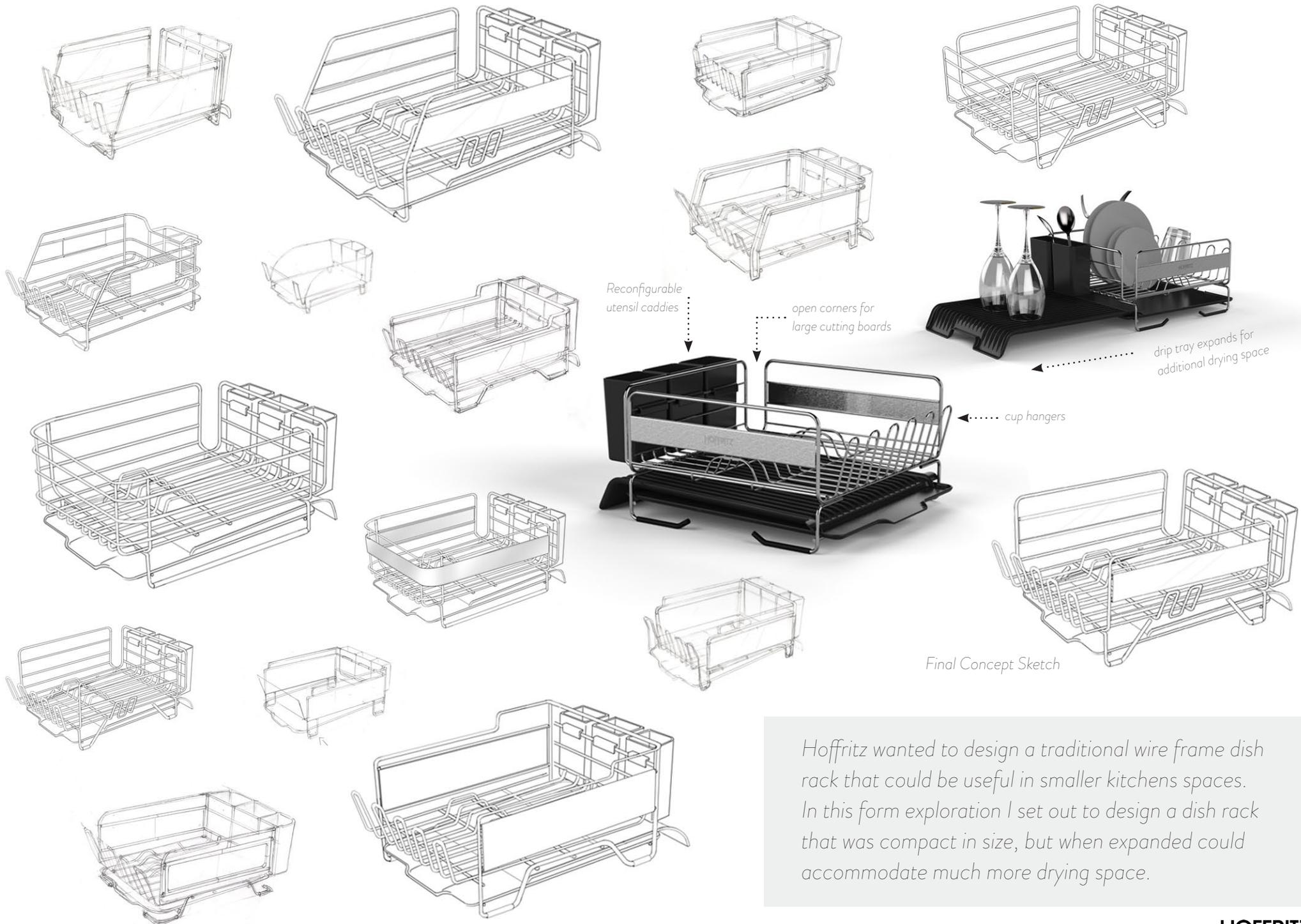


Sabatier is a kitchenware brand known for its high quality and precise tools. My goal was to design a sleek over-the-sink colander that combined the use of high end materials with an innovative way of elevating the colander over the sink for easy and stable straining.



Cucina Donna is a brand of kitchenwares owned by the company Avon. I was responsible for creating the look of Cucina Donna for their tools and gadgets collection. Here are some of the concept form development sketches for the tool handles..

Final Concept
Sketches



Reconfigurable
utensil caddies

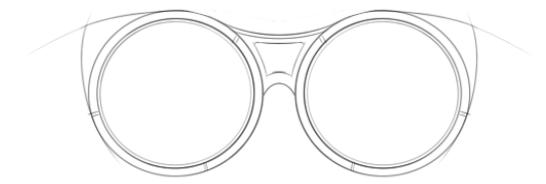
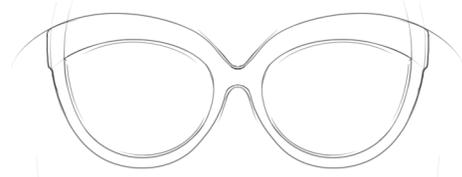
open corners for
large cutting boards

cup hangers

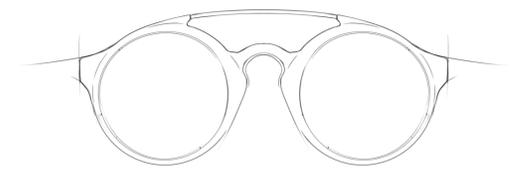
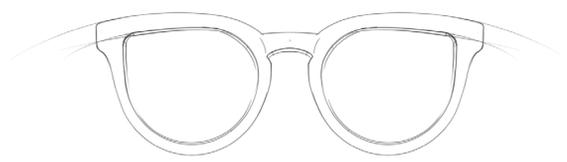
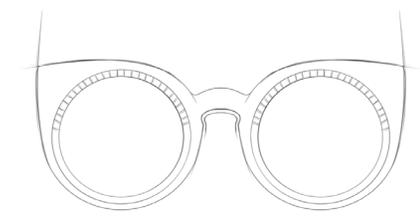
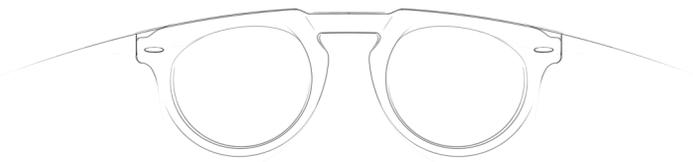
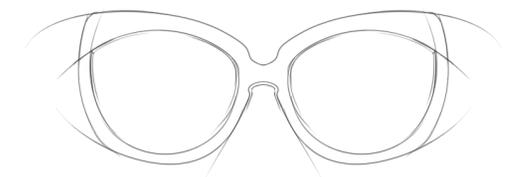
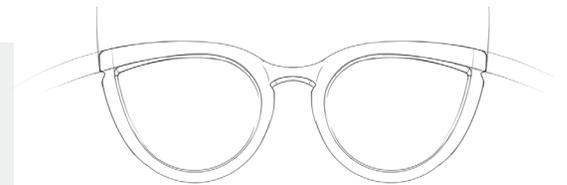
drip tray expands for
additional drying space

Final Concept Sketch

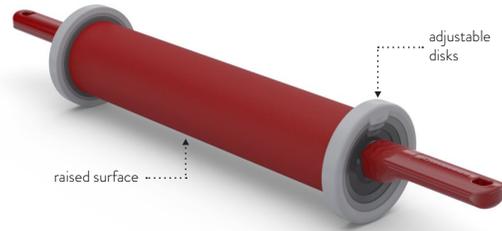
Hoffritz wanted to design a traditional wire frame dish rack that could be useful in smaller kitchen spaces. In this form exploration I set out to design a dish rack that was compact in size, but when expanded could accommodate much more drying space.



These are some concept explorations I did for Luxottica. I created some new ideas for fun and different frames that they could use across their various brands. Just like people, each frame depicts a very different personality.



There is more!



KitchenAid Adjustable Rolling Pin



Revolving Keurig K-Cup Holder



Design for Living Fruit Infuser Water Bottle



Bayer One-A-Day Innovation Concepts



Air Wick Pack Concept



Yankee Candle Re-design Concepts



Concept Pantryware Line



Swedish Fish Pack Concepts



Guy Fieri Wine Rack



Guy Fieri Cutting Board & Knife Kit Concept



Poland Spring Sparkling Water Concepts



Mikasa Ice Cream Scoop

What my colleagues have to say...



*Tim James of Anthem Worldwide
Director of Innovation & Industrial Design*

“Tyler’s a hugely talented Industrial designer. He combines his passion for consumer trends and insights with his eye for detail and styling. He’s a valued team player and is always able to adapt to his approach and thinking to the task in hand. Tyler has a really well-rounded skill set, from beautiful concept sketches through to engineering drawings and slick renders. He’s a rare talent and always a pleasure to work with.”



*Sid Ramnarasce of Lifetime Brands
Vice President of Design, Global Brand Integration*

“I had a pleasure to work with Tyler Maiman in 2011 on product development and strategic programs for Lifetime Brands, Inc. and was impressed with the motivation and ability to pick up new skills that he possesses. He is not only an insightful and reliable professional but also an individual committed to personal growth.

Tyler is highly motivated and driven to produce positive results. He has a positive attitude and a willingness to be a team player and the drive to go the extra mile on all projects.”



*Suzanne Chang of Lifetime Brands
Senior Industrial Designer*

“Tyler is very passionate about the subtle beauties in design and it shows in his emphasis on the poetic story behind an object. We collaborated on many projects together and he always had a unique way of approaching each project. He definitely provides a thought-provoking perspective that is unique and rare among designers.”



*Sharon Labella of Syracuse University
Industrial & Interaction Design Professor*

“Tyler is a designer with a broad range of skills from ideation sketching, concept development, prototype development and final rendering. He is passionate about design and has many interests. Tyler has an innate curiosity to learn and figure things out - a strong insightful thinker. He is hard working, highly creative and has a personality with people that is sincere and thoughtful.”

Thank You!



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