

Elizabeth **Whitaker**

I design products and experiences to delight users with intuitive, elevated, playful results. I love the entire design process and enjoy working both independently and collaboratively. From a rough concept I can develop sketches, 3D CADs and prototypes, test and iterate on designs, and liaise with manufacturing partners to bring bold new ideas to life.

Work

Freelance Industrial Designer 2012 - present

Developing original designs for packaging, homewares, lighting fixtures, furniture, consumer products and more.

Design Consultant at Noah's Ark 2022 - present

Creating jewelry and homeware product lines, pitching new product types, and advising on business strategy.

Designer at Earthbound Brands 2021 - 2022

Designed furniture and homewares for a new private label brand; assisted in defining brand look and feel.

Industrial Designer at Uncommon Goods 2019 - 2021

Collaborated across categories with merchants, artists and vendors to create uncommon, exclusive products.

Design Consultant at Decolite 2015 - 2017

Designed collections of lighting fixtures, visited site in Moradabad, India to observe production.

Associate Product Designer at Bhold 2013 - 2014

Brought four designs for bhold's line of 3D printed products from conception to completion, managed user testing program Bhold Labs.

Education

Domus Academy, Milan

MID in Interaction Design
2018

Parsons School of Design, NYC

BFA in Product Design
2009 - 2013

Software

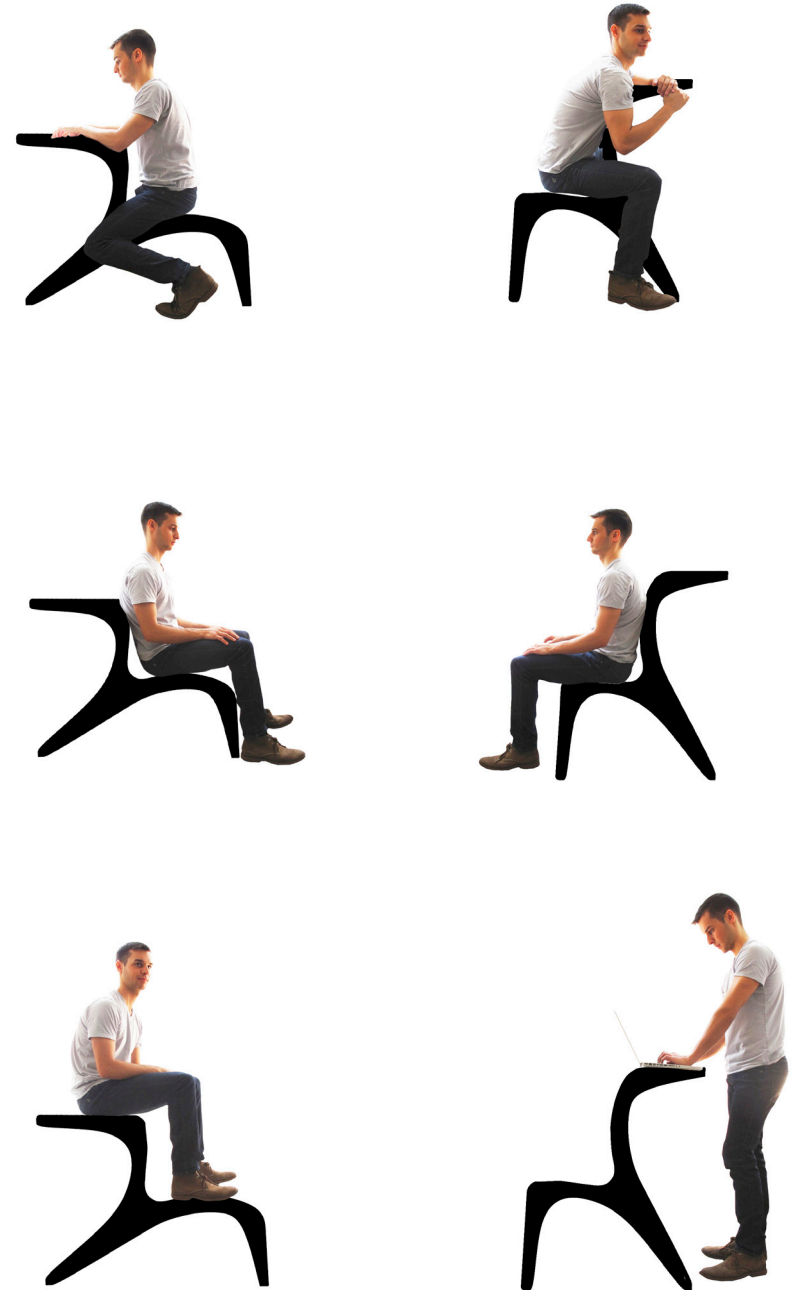
Adobe CC	Figma	Powerpoint
Illustrator	Fusion 360	Microsoft
InDesign	Rhinoceros	Office
Photoshop	Solidworks	Google
XD	Keyshot	Workspace

Skills

Research	Ideation	Design Thinking
Sketching	3D Printing	User Testing
CAD	Strategy	3D Modeling
Production	Prototyping	Spec Drawing
Rendering	Tech Packs	Manufacturing

Flex Desk

Developed as my Thesis project at Parsons, the Flex Desk can be flipped for use in an upright task chair or a low, casual seat. It is designed for classrooms and multi-use spaces, allowing a single piece of furniture to be used in myriad ways.



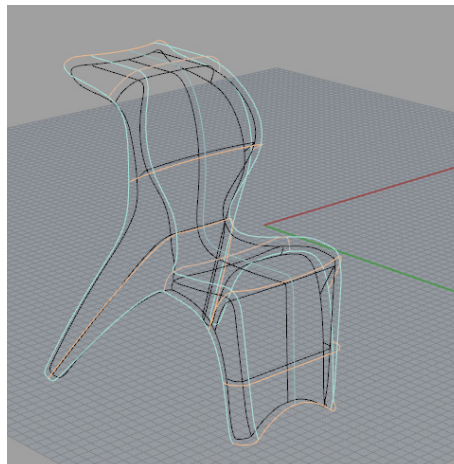
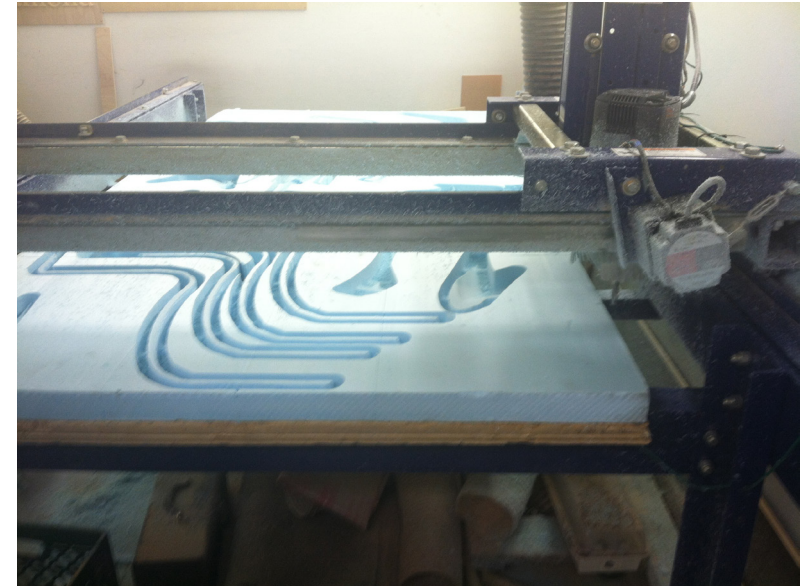
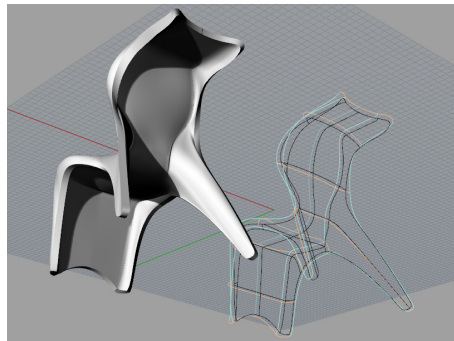
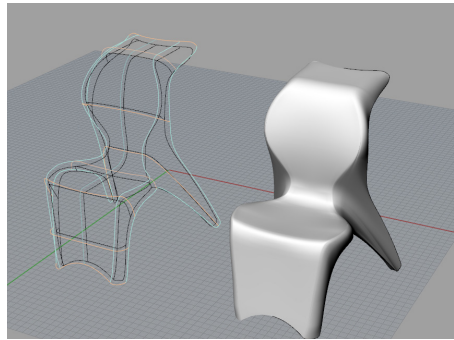
Flex Desk

This project was highly process-driven. I created foam models of the chair, which I carved and sanded into an ergonomic form. I brought the prototype into a 9th grade class, where students used the chair while working and provided feedback, which I used to refine the shape for comfort and function. I also worked with fellow classmates to try out the seat in different positions to be sure the concept was usable in various orientations.



Flex Desk

Once the ergonomics were defined, I translated the curvature of the seat and back into a digital representation. From there, I refined and streamlined the design, imagining how material could be reduced in a rotational molded recycled plastic form. Using CNC machined blue foam and resin, I created a full-scale appearance model of the design.



Flex Desk



Outfit Lamp

Outfit Lamp is made from a laser cut birch plywood frame, readymade lamp parts, a frosted bulb, and scrap leathers and faux leathers that would otherwise be wasted. The design of the exteriors make the most of even small swatches of material, and riveted together the results are fun, colorful, and one-of-a-kind.



Outfit Lamp

If you get bored with the colors of the Outfit Lamp you can easily trade in its jacket for a new option, and voilà! A new look. The line consists of a wide variety of colors and tones.



Outfit Lamp Frames are laser cut from the sheet of plywood with the intention of minimal waste. Leather and faux leather swatches are cut by hand using a template and a sharp blade.

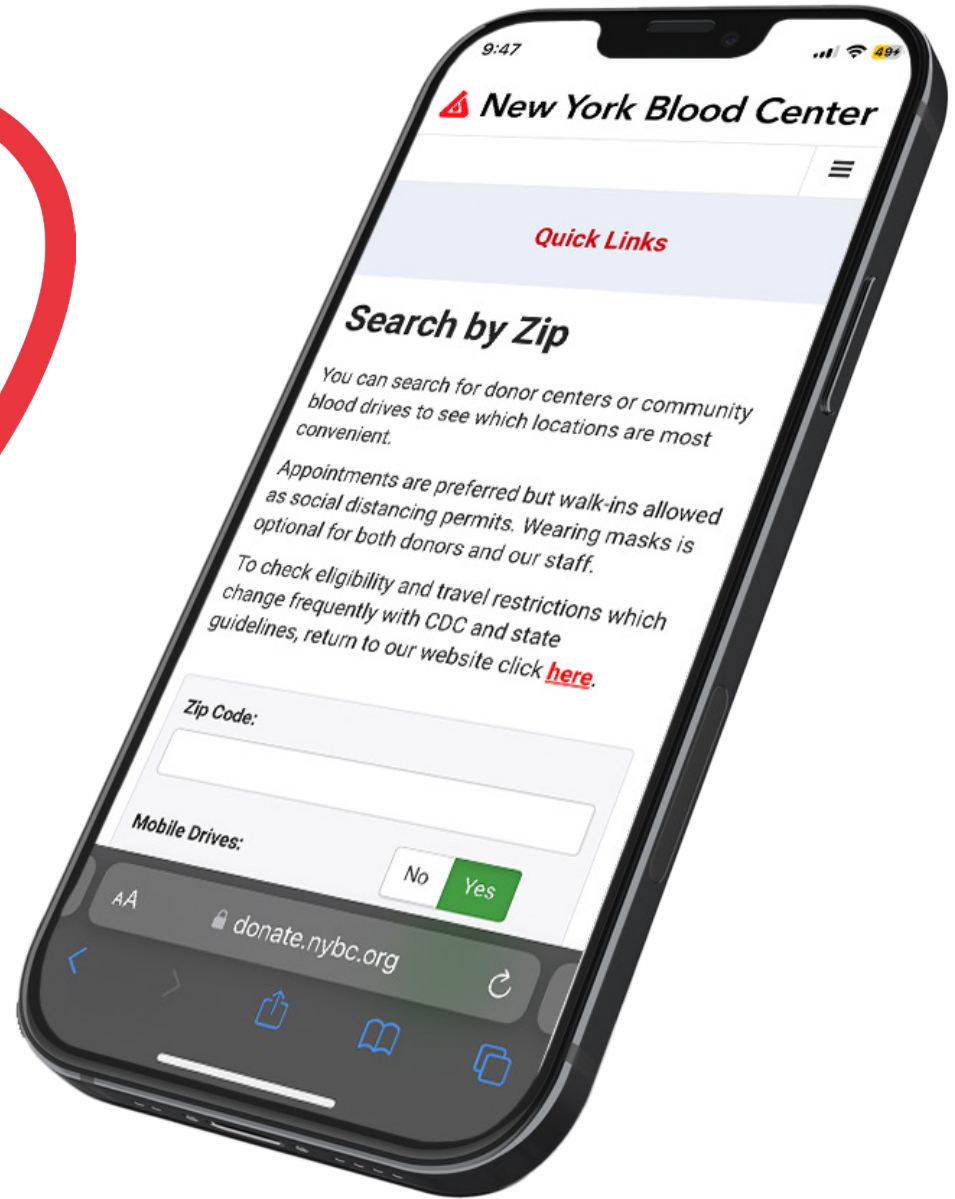


Outfit Lamp



NYBC Club

An extension of New York Blood Center to raise awareness and engagement with blood donation in NYC



The product: A series of branded merchandise includes a QR code linked to the NYBC app's page to search blood drives by zip code. The designs are intended to suit iconic fashion styles while acting as a conversation starter and catalyst to recruit more donors.



Project overview:

The problem: New York Blood Center consistently experiences blood shortages at emergency levels.

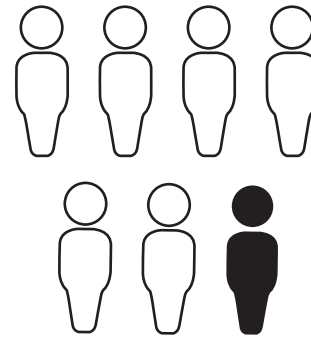
The goal: Help blood donation workers recruit and retain more donors to increase the overall supply of blood for those in need.



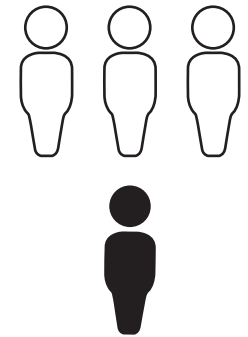
Every 2 seconds someone in the US needs blood



New York and New Jersey require 2,000 donations per day to serve their communities

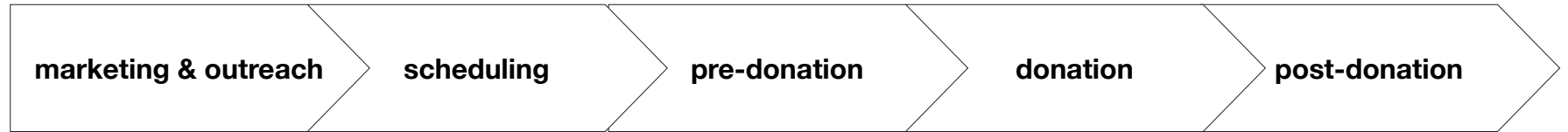


One in seven patients entering a hospital will need blood



One blood donation can save up to 3 lives

User journey map:



	marketing & outreach	scheduling	pre-donation	donation	post-donation
action	<ul style="list-style-type: none"> receives text or phone call sees sign for blood drive hears about blood donation opportunity from a friend 	<ul style="list-style-type: none"> checks calendar 	<ul style="list-style-type: none"> goes to the donation site 	<ul style="list-style-type: none"> blood is drawn 	<ul style="list-style-type: none"> donation is complete and the donor can get up
task	<ul style="list-style-type: none"> learn about locations and times donation can occur 	<ul style="list-style-type: none"> finds a date to donate 	<ul style="list-style-type: none"> fills out a long questionnaire with many personal questions interview with blood donation worker finger prick test 	<ul style="list-style-type: none"> needle prick wait while blood is drawn hold squeeze ball 	<ul style="list-style-type: none"> eats a treat
emotion	<ul style="list-style-type: none"> confused stressed proud 	<ul style="list-style-type: none"> proud to be helping out 	<ul style="list-style-type: none"> anxious uncomfortable with personal questions worried will not qualify to donate 	<ul style="list-style-type: none"> uncomfortable with needle bored nervous 	<ul style="list-style-type: none"> proud happy to be helping out enjoying the treats
opportunity	<ul style="list-style-type: none"> initial contact can feel like an invitation limit excessive information to not overwhelm the donor 	<ul style="list-style-type: none"> automatic calendar invite to keep track of the donation date calendar suggestion with guidelines the day before donation 	<ul style="list-style-type: none"> the questionnaire can be abbreviated to only the questions that apply to recent times; can use records for many of the questions asked increased privacy for donors 	<ul style="list-style-type: none"> the donor can receive some sort of entertainment or reading materials 	<ul style="list-style-type: none"> donor could have an increased sense of community by learning about positive affects of blood donation

Video interviews with donors & potential donors



“If people got something in return it would make them feel more valued”

“I feel a sense of pride in helping someone”

-D, frequent blood donor for 20 years



“I never saw flyers, I never got reminders, postcards, emails or texts”

“Having a card makes me feel a sense of accomplishment”

-B, occasional blood donor for 40 years



“Is there a tangible benefit?”

“I don’t know where to go”

“How long does it take for your blood levels to get back to normal?”

-M, potential blood donor

Key Insights

1. The number of questions, and the repetitive nature of answering the same questions at every donation, was a pain point, as well as how personal the questions are.
2. Not having enough information about when and where to donate was another pain point.
3. While donors felt a sense of pride, they also thought having some kind of incentive would make more people interested in donating and make them feel more valued.
4. Some interviewees felt a sense of guilt in relation to blood donation, feeling that they were not doing enough.

Personas

Gloria, a regular blood donor, needs a hassle-free way to donate blood without repetitive questions because that will help her save time and sharing her personal data every time.



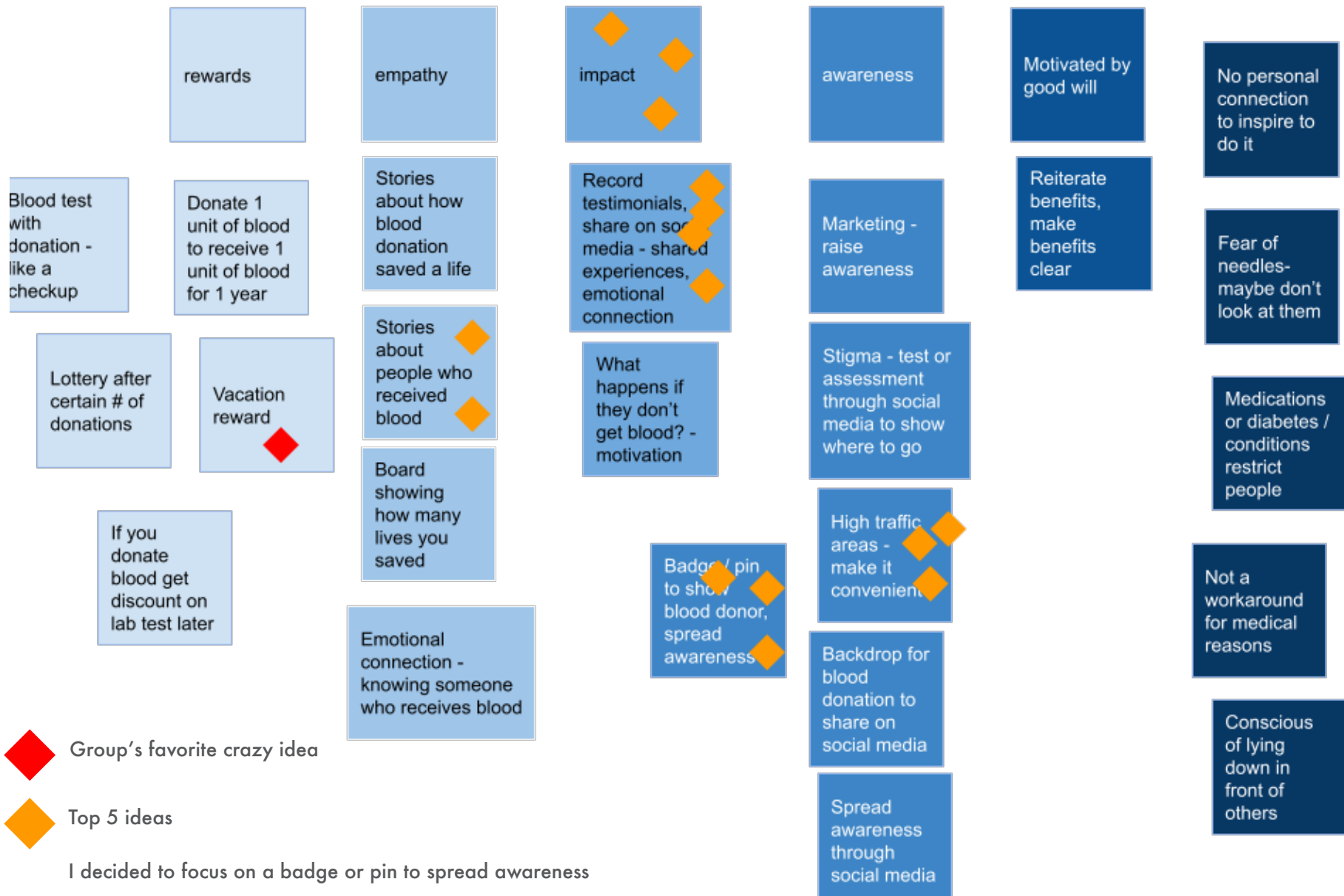
Name: Gloria Rodriguez **Age:** 48
Occupation: Professor **Family:** Married, 2 children
Favorite activities: coaching her daughter's soccer team, playing with the family dog, cooking
Motivation: giving back to her community
Pain points: filling out the same questionnaire every time she donates, each time is like she never donated before

Jason, a first time blood donor, needs to learn about the process and impact of donation because he wants to know if it is worth it and where to start.



Name: Jason Lee **Age:** 19
Occupation: College Student **Family:** Single
Favorite activities: debate, watching action movies
Motivation: wants to make a positive impact
Pain points: doesn't know where to go, nervous about his first donation, doesn't know what to expect or where to start

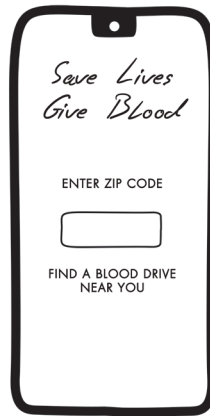
Virtual group brainstorm



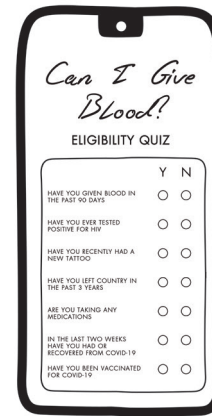
Storyboard



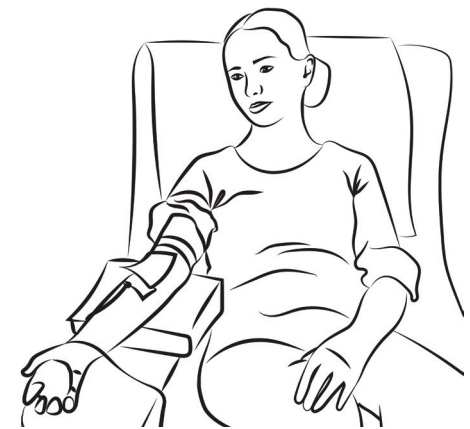
1) see the pin on someone else, scan the code



2) the code links to a blood drive locator



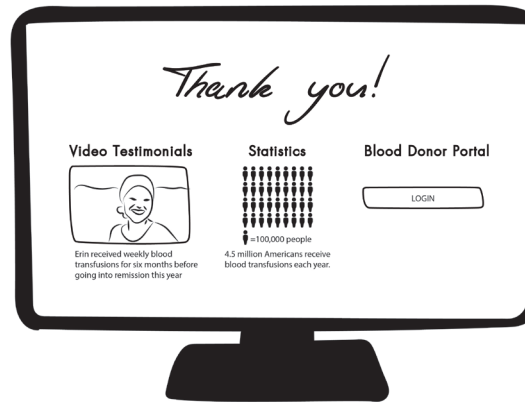
3) a questionnaire determines eligibility to give blood



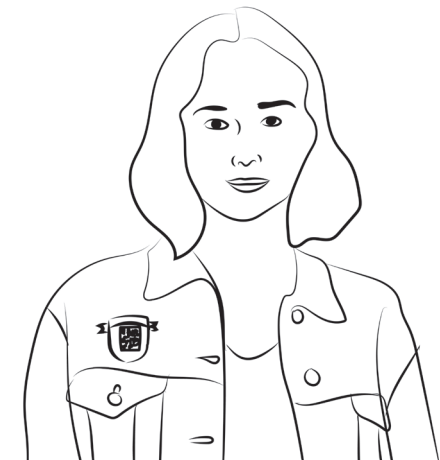
4) go to the blood drive to make a donation



5) receive a packet with a thank you letter with testimonials, donor card, and pin and stickers with the QR code



6) receive email updates and a personalized greeting with each blood donation



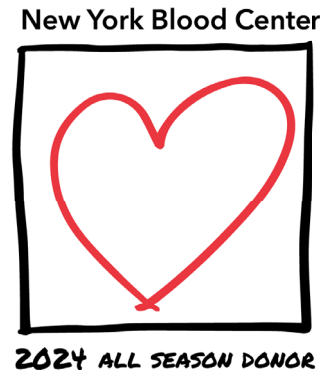
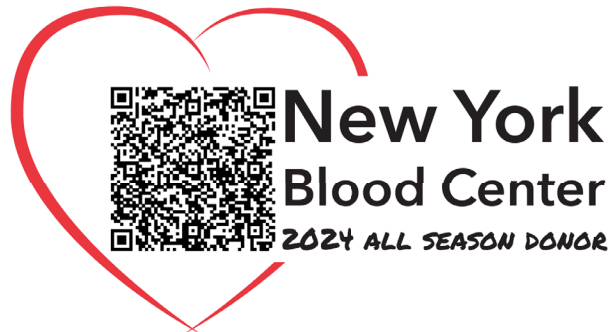
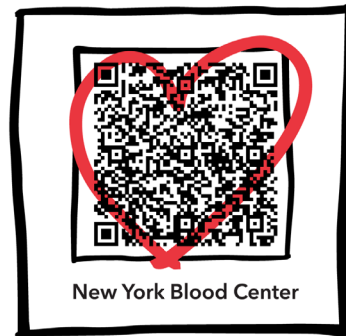
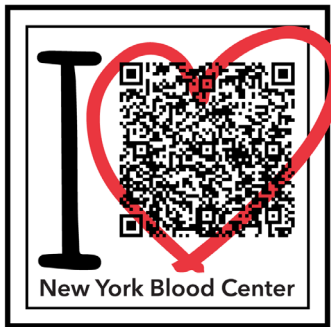
5) wear the pin and stickers to share the QR code so others can learn how to donate too

Design inspiration + iterations

Design References: Iconic and fashion-forward



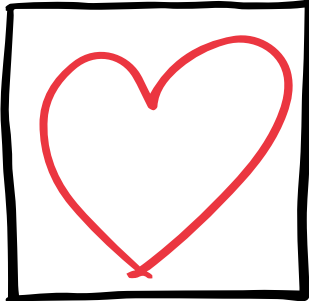
logo development



The results



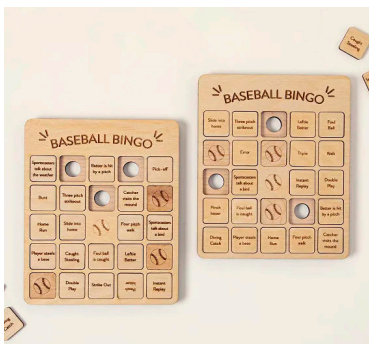
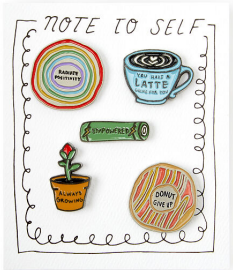
New York Blood Center



2024 ALL SEASON DONOR



+ Product Design with Uncommon Goods



+ Hard Home Design with Earthbound Brands



Thank **You!**

Thank you for taking the time to review my work! Please do not hesitate to reach out with any questions. I hope to be in touch soon.
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