

# Justin Jakobson Product Design

venice beach, ca  
201.892.5104  
justin@justinjakobson.com  
www.justinjakobson.com

Industrial Design  
Event & Experiential  
Hardware & Softgoods

In more than fifteen years of product design experience I've led numerous ideas to production; projects as varied as 40-foot-tall HD signage for Times Square, hugely popular televisions for Mexico and Brazil, soft goods, precision medical devices, professional hardware, brand strategy, x-ray machines, mobile audio with Ford and Visteon, and more recently experiential design for Amazon Web Services, a pop-up design studio for Levi's, and an immersive social media activation for Hilton Hotels.

From initial research and concept ideation through to prototyping, tooling and packaging, I have deep experience in all stages of the product development process. Inspired by nature, by inventors, by artists and by engineers - I aspire to find beautiful and practical answers to real challenges. While my education centered on transportation and outdoor products, my passions lie in making things, tinkering, experimenting, refining and improving. I take any chance I can to be hands-on at all stages of a project, from research to clay models to prototypes to early meetings with engineers in Guangzhou.

Early in my career, I was a part of a very small team within a vast multinational corporation with access to Sony's engineering and marketing resources combined with a certain degree of autonomy and the ability to move beyond divisions, identifying and acting on opportunities otherwise missed. In the last few years, positions at both an award-winning California product design consultancy and an innovative experiential design and event studio have rounded out my adventures.

Tug of War + Button Mash - 2018  
Massive digital playspace comprising three 45-foot long LED screens displaying classic team Tug of War and 1-on-1 Button Mash games. Amazon Web Services annual re:Play party in Las Vegas.

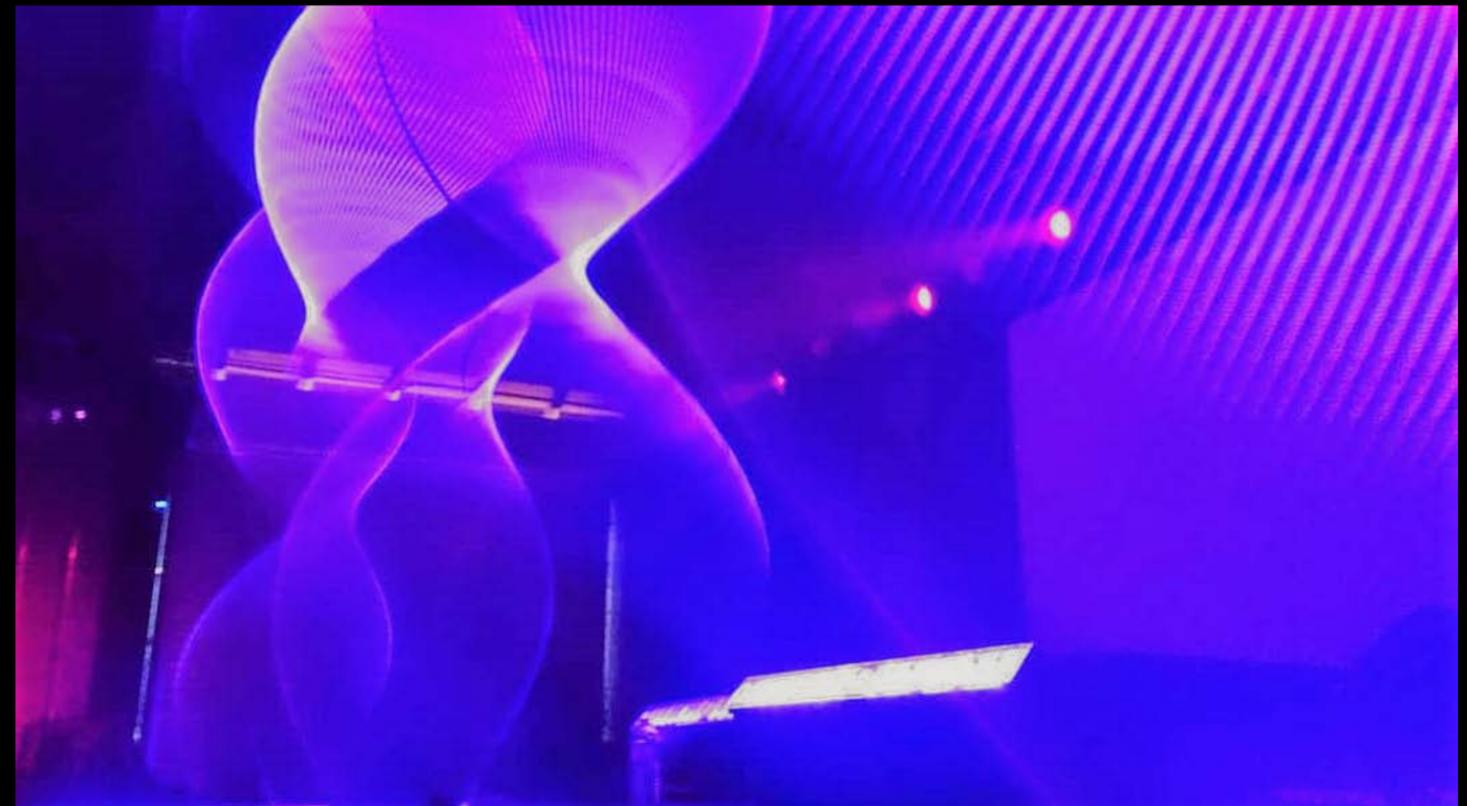


# AWS re:Play Arcade Games



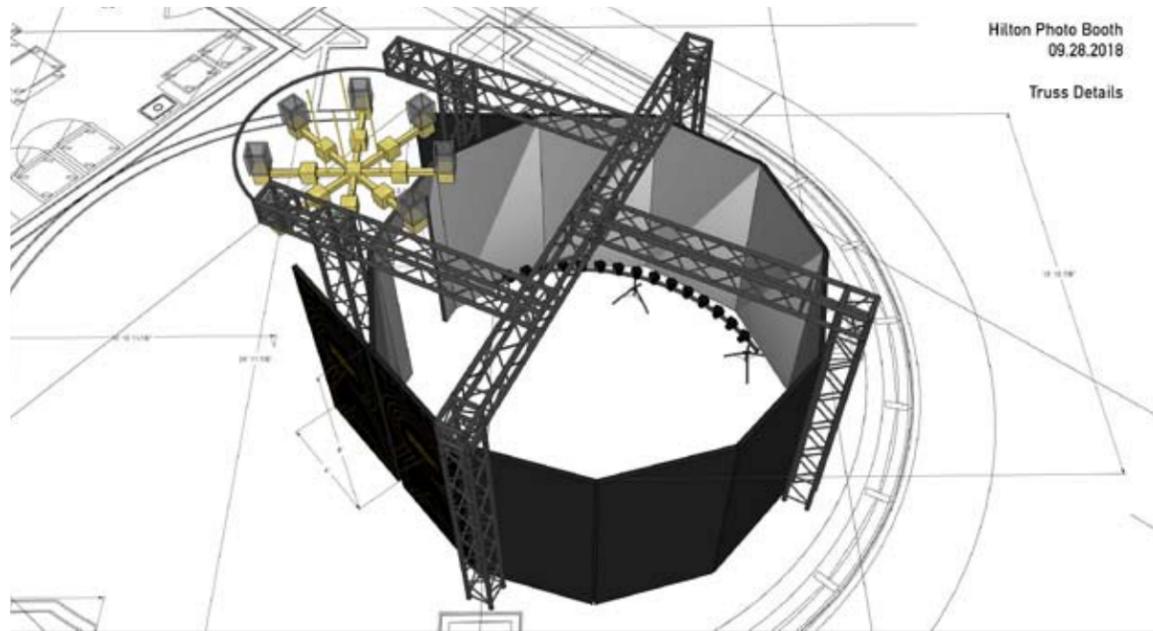
Levi's Project F.L.X. Design Studio - 2018  
A custom laser-aging laboratory, design studio and professional laundry service housed in a pair of shipping containers in the Arts District of Los Angeles. Designed to promote Levi's efficient, water-saving laser-based customization system while utilizing natural, local materials in the design build of the pop-up experience.

# Levi's Pop-Up Design Studio



Panoptes Stage Design for Daedelus - 2018  
Controllable, customizable and portable kinetic light sculpture for musical artist Daedelus. Programmable, volumetric waveforms built for ease of travel, maintenance and installation on site. DMX inputs control speed and shape while illumination and projection give it ultimate flexibility as a creative device. Debuted at the Sonar Music + Technology Festival in Barcelona with subsequent displays in London, Los Angeles and New York City.

# Kinetic Light Sculpture



Hilton Honors Social Media Activation - 2018  
An infinite entryway leads you to a full 15-DSLR "bullet-time" photo rig inside of a circular mirrored infinity room at the Waldorf Astoria Beverly Hills for an exclusive speakeasy-themed event for Hilton Honors members.

# Hilton Infinity Bullet-time Room

### Respiratory Ventilation System - 2017

Percussionaire's revolutionary percussive ventilation technology has stood alone for half a century as the standard in prenatal and neonatal respiratory care. At Kartern Design, we worked to bring the usability and design language into line with the expectations of modern health care equipment and interfaces. In-depth interviews with practicing physicians led to several areas where we could potentially improve the controls and display of information while working with the client to streamline aesthetics and branding.



BEFORE



AFTER

# Percussionaire

### Kohler Connected Toilet System - 2016

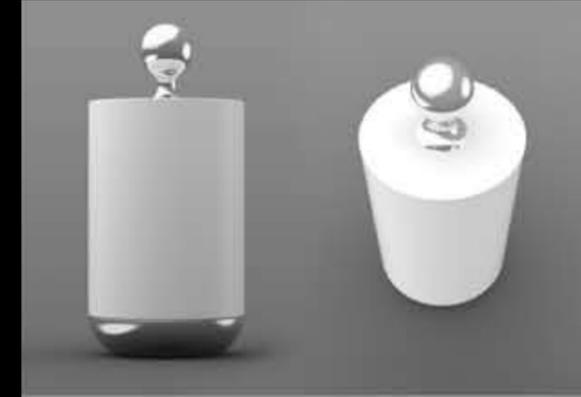
Concepts for an integrated cleaning system and ancillary devices. The goal of the exploration was to distill complex systems into an intuitive, simple, sculptural package. Considerations included ergonomics, power consumption, newly available finishes and materials, and smart device connectivity.



# Kohler Smart Toilet

Kohler Connected Toilet System - 2016

Concepts for an integrated cleaning system and ancillary devices. Development of various system elements including illumination, smartphone app, internal and external power packs, and retail packaging.



# Kohler Smart Toilet

Peco/Inspix X-Ray Inspection System - 2015  
Family DLS for full line of Peco-Inspix  
x-ray inspection machines. Massive,  
incredibly efficient and advanced  
systems for detecting anything from  
cracks in glass to metal shavings in  
frozen chicken. A project with  
enormous constraints but also  
myriad areas for improvement to  
ergonomics and styling.

This was a family of products, some the size  
or small cars, that was a clean slate in terms  
of personality and branding. As long as it  
was #4 brushed stainless steel, it could be  
anything we and the client wanted. These  
machines are large integrated systems with  
dozens of components interacting, most of  
which were ripe for usability improvements.



# Peco/Inspix X-Ray Inspection

Peco/Inspix X-Ray Inspection System - 2015

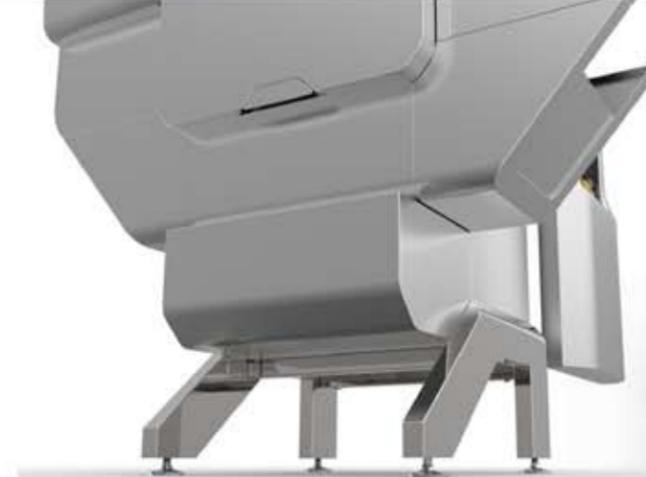
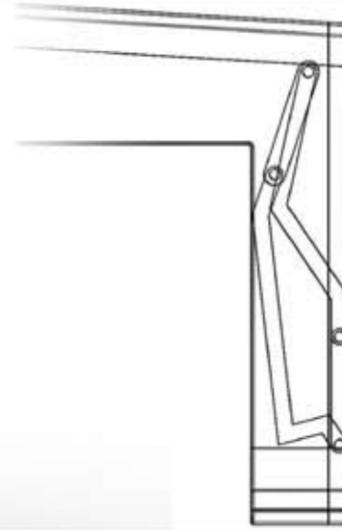
Through a series of client meetings, several personalities were explored with the goal of expressing safety, efficiency, and advanced technology all in a robust, modular, expandable package.

Under the skin, every possible component was studied to improve usability or production efficiency. This included bespoke door hinges, active and passive illumination, airflow, modular lead shields, strut-assisted wings, internal cable routing, and basic structure.



design language development

PECO  INSPIX



packaging + airflow + organization



# Peco/Inspix X-Ray Inspection

## Peco/Inspix X-Ray Inspection System - 2015

Through a series of client meetings, several personalities were explored with the goal of expressing safety, efficiency, and advanced technology all in a robust, modular, expandable package.

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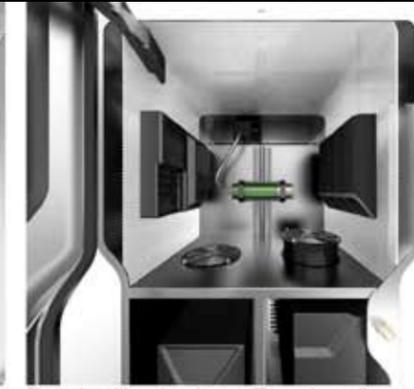
Simple Power/Data I/O Hookups



Interface + Branding



Custom Hardware

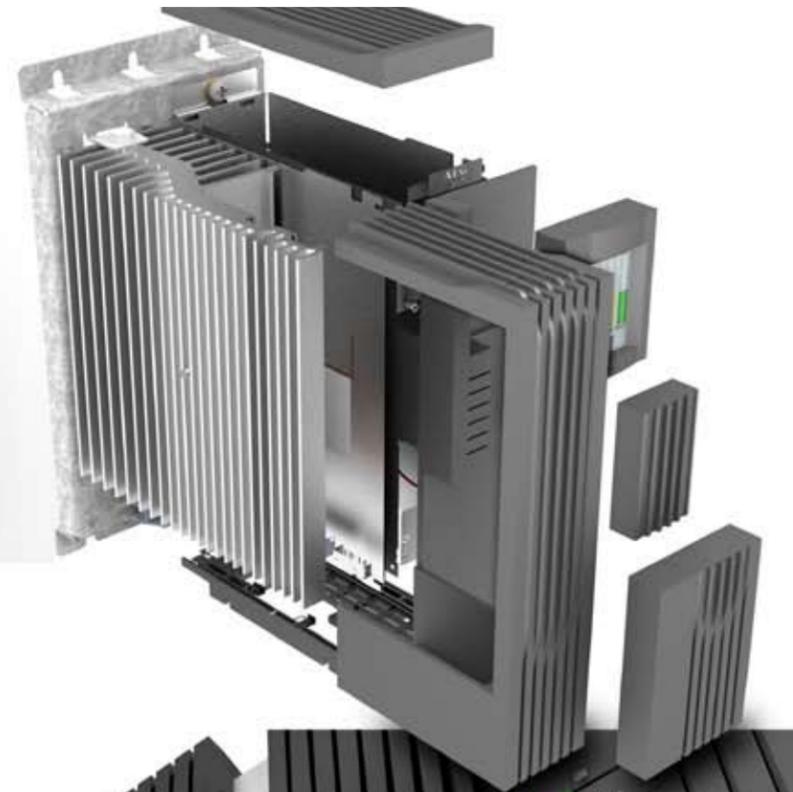


Passive Illumination + Easy Install

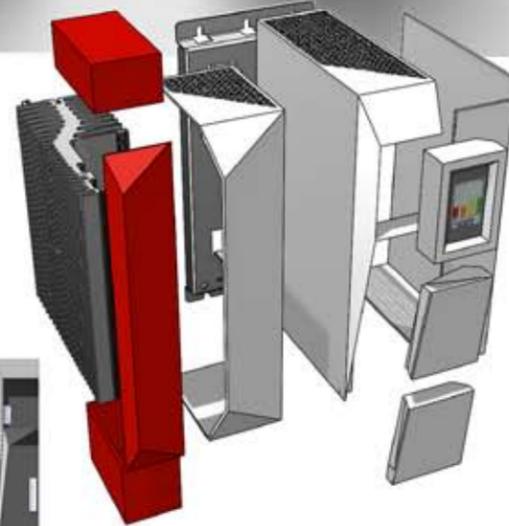


PECO  INSPX

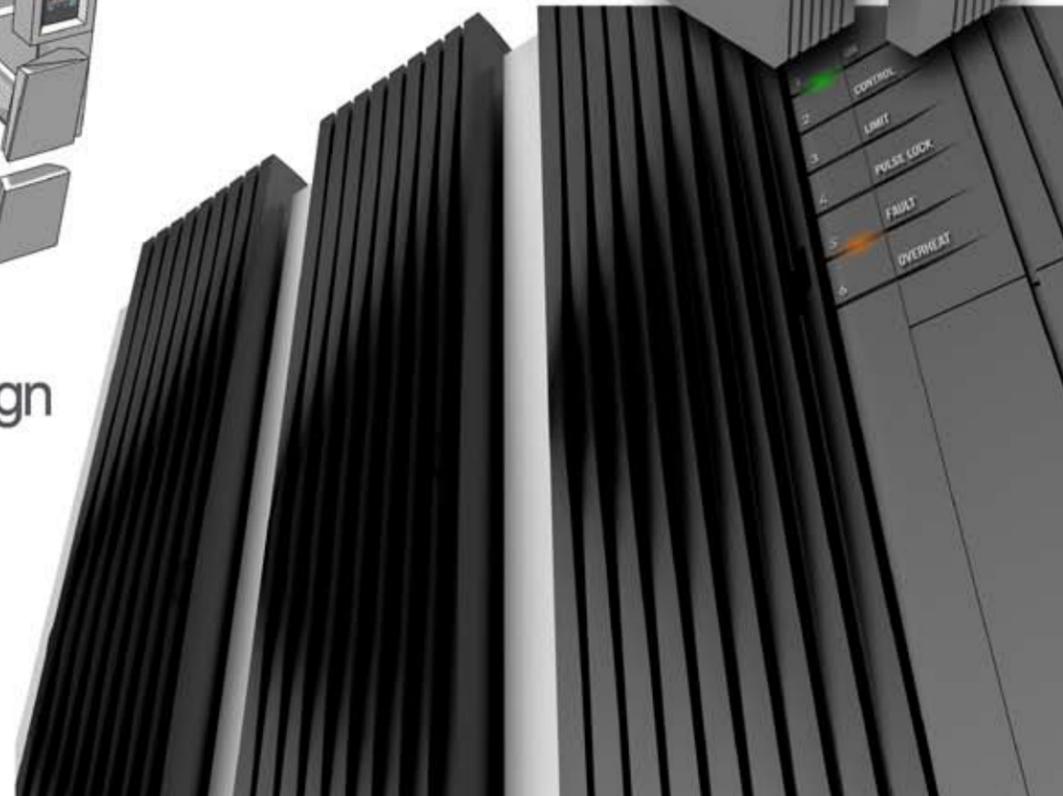
# Peco/Inspix X-Ray Inspection



initial concepts



final design



Thyro-PX 1PX



Thyro-PX 2PX



Thyro-PX 3PX

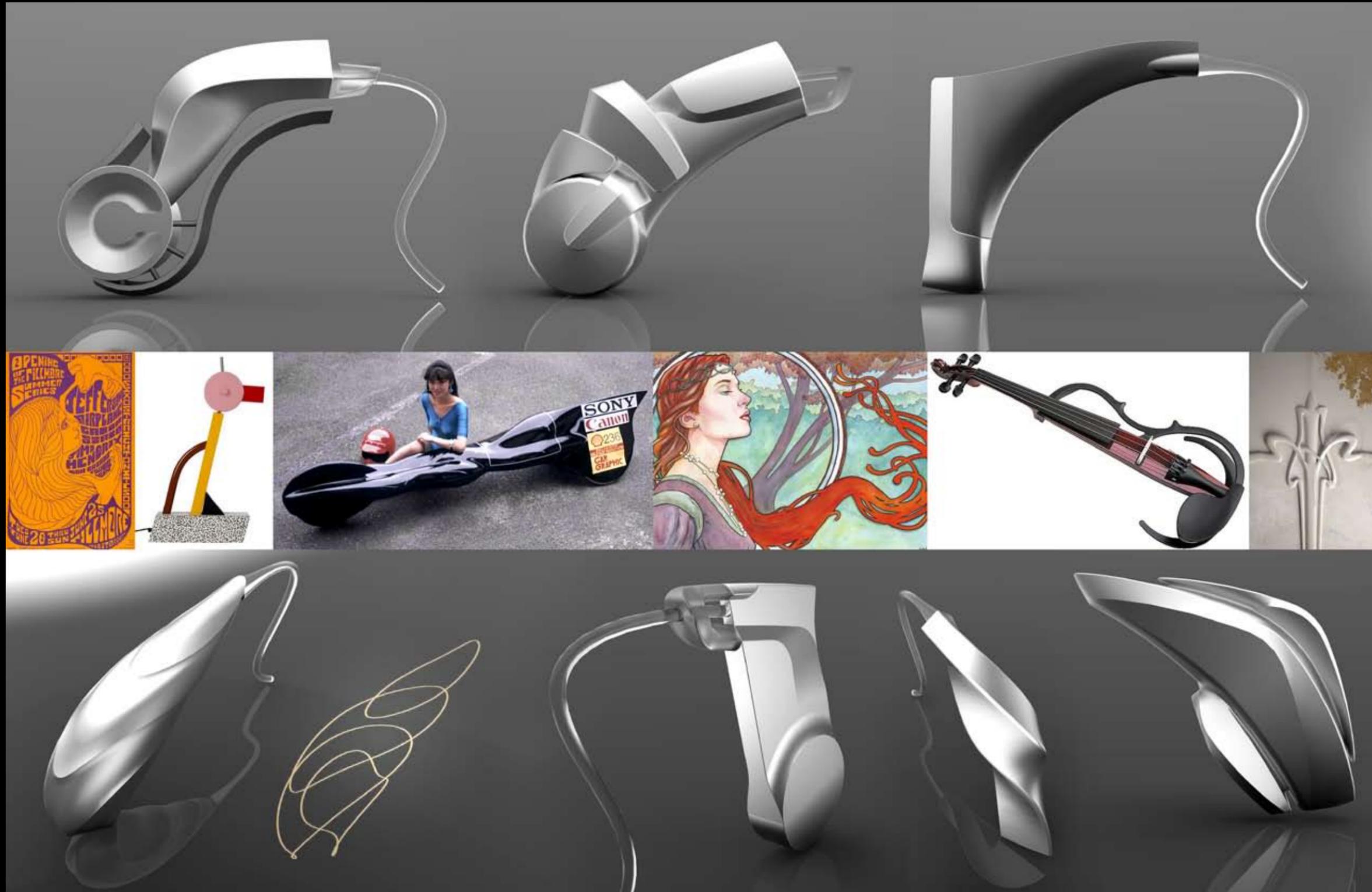
AE Thyro-PX Power Controller - 2014  
Advanced Energy purchased the power control business from venerable German industrial giant AEG and wanted to update the design a little bit. A very little bit.  
In what became an exercise in constraint management, a fresh look and improved serviceability were achieved while carrying over most of the existing parts.

# Advanced Energy Power Controller

Starkey RIC Hearing Aid - 2016  
What began as a bluesky exploration of new forms and inspirations for the future of hearing aids quickly evolved into an exercise in micro-ergonomics and searching for fractions of millimeters.

These were concepts taken to the level of realistic packaging but not necessarily subjected to the rigors of real engineering.

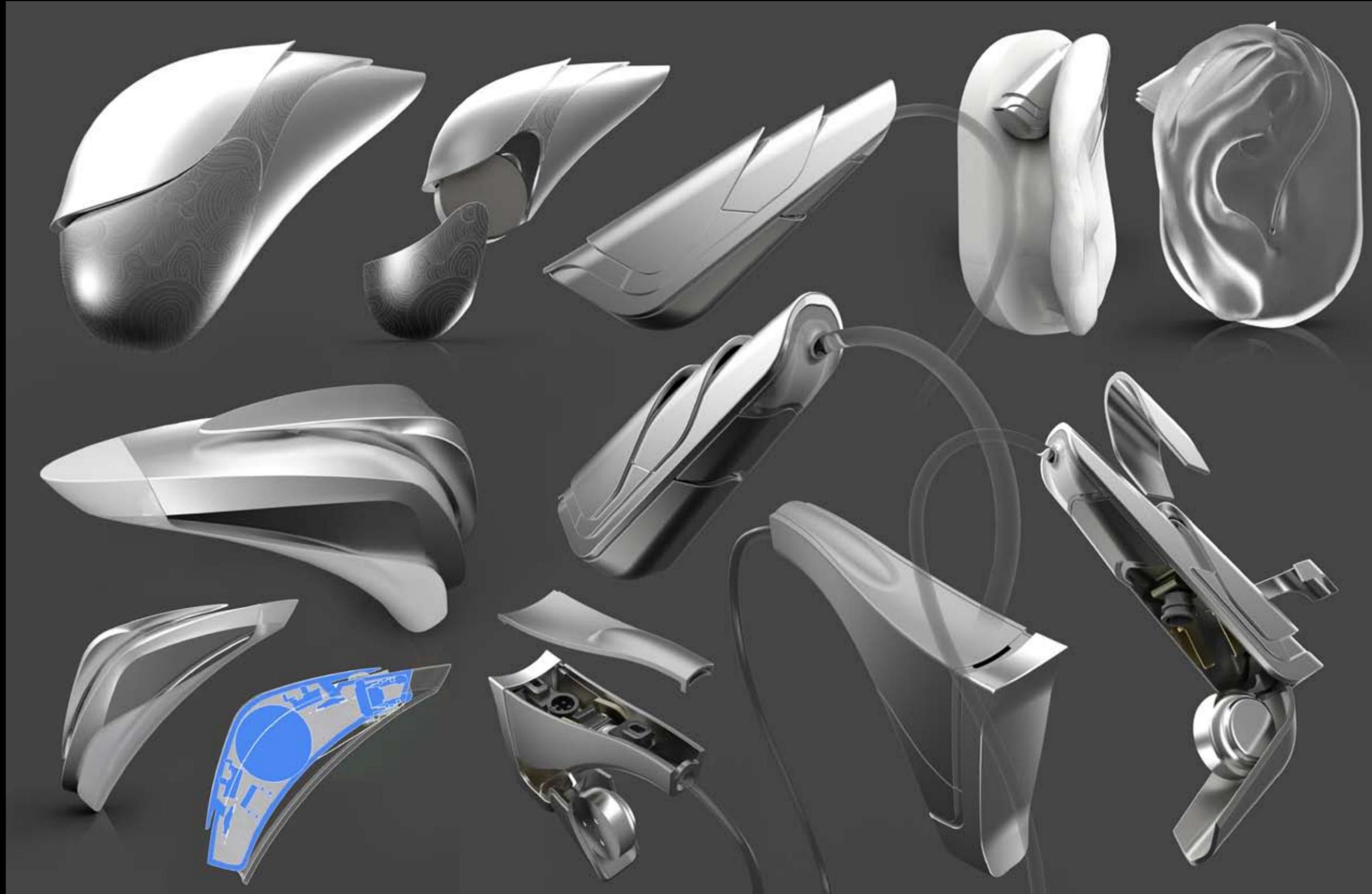
This was the first stage in which the client, wary of the relative homogeneity of design in the segment, challenged us to push the bounds of reality. Inspiration includes Art Nouveau, shrink-wrapping, steampunk, the Memphis School and hair from Jefferson Airplane posters.



# Starkey Hearing Aid

Starkey RIC Hearing Aid - 2016  
What began as a bluesky exploration of new forms and inspirations for the future of hearing aids quickly evolved into an exercise in micro-ergonomics and searching for fractions of millimeters.

Stage 2 - packaging a battery, two microphones, flex circuit, processor, two switches and other components into a device the size of a quarter.



# Starkey Hearing Aid

Nyko Playstation 4 Wireless Controller - 2014  
Nyko Technologies needed a fast entry into the new PS4 market so decided to keep the specs relatively simple, not deviating too far from the familiar features of the existing hardware.

The priority was to find a familiar feel with a more dynamic personality, create opportunities for personalization and interface with Nyko's own charge dock system.



# Nyko PlayStation 4 Controller

Nyko iPhone Battery Backpack Case + Emergency Booster - 2014

While the product eventually went in a slightly different direction to become the Nyko Power Shield, this was an interesting challenge to create a slim, elegant case with detachable power pack without the usual telltale tabs and grooves of snapping and sliding parts.



# Nyko Battery Booster Case

Nyko iPhone Battery Backpack Case + Emergency Booster - 2014  
The strategy ended up being to hide the release button in plain sight as the camera surround.  
The bevelled edges, tighter corner radii and fun iconography set it apart from the curved or bulbous battery cases out there and translate well to accessories.



# Nyko Battery Booster Case

Belkin TrueClear Pro Overlay Applicator - 2014  
IF and CES Award-winning design for a professional smart-device  
screen overlay applicator. Takes the pain of perfect application  
out of the customers' hands. Zero bubbles, zero dust, perfect alignment.  
Mechanical inspiration taken from pull-tab Polaroid cameras.  
User Experience inspiration taken from white glove concierge service.

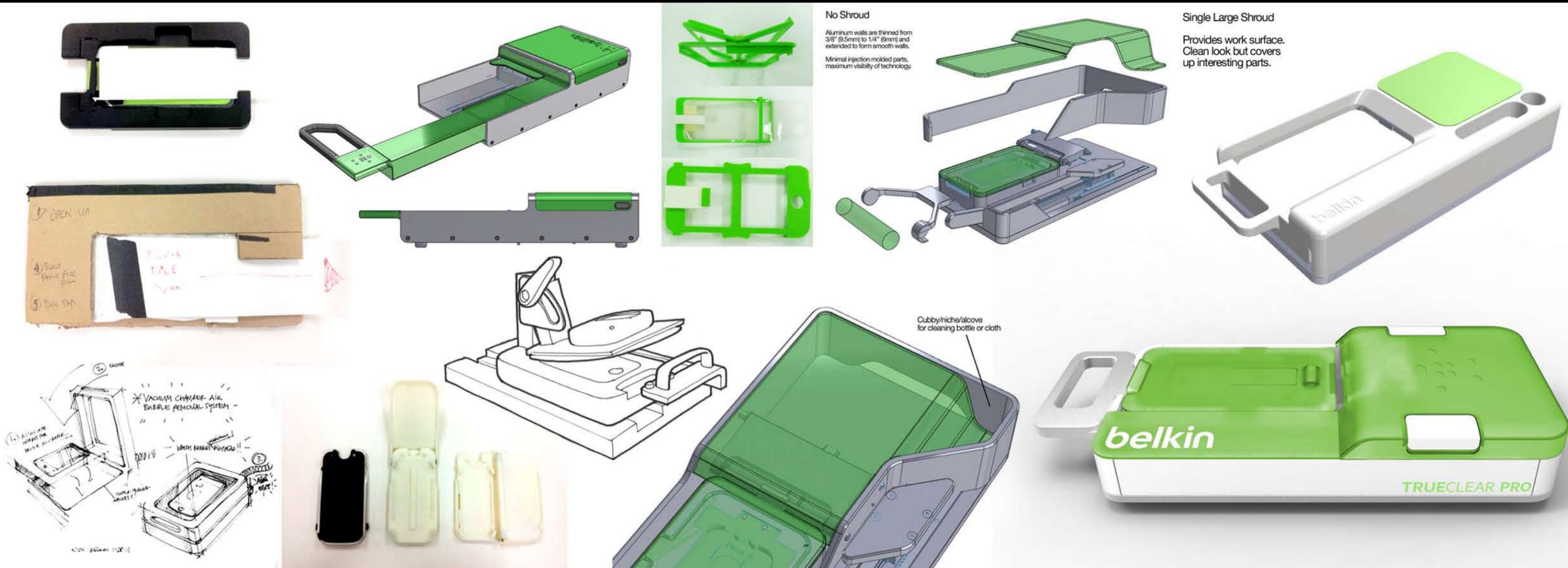


# TrueClear Pro Overlay System

### Belkin TrueClear Pro Overlay Applicator - 2014

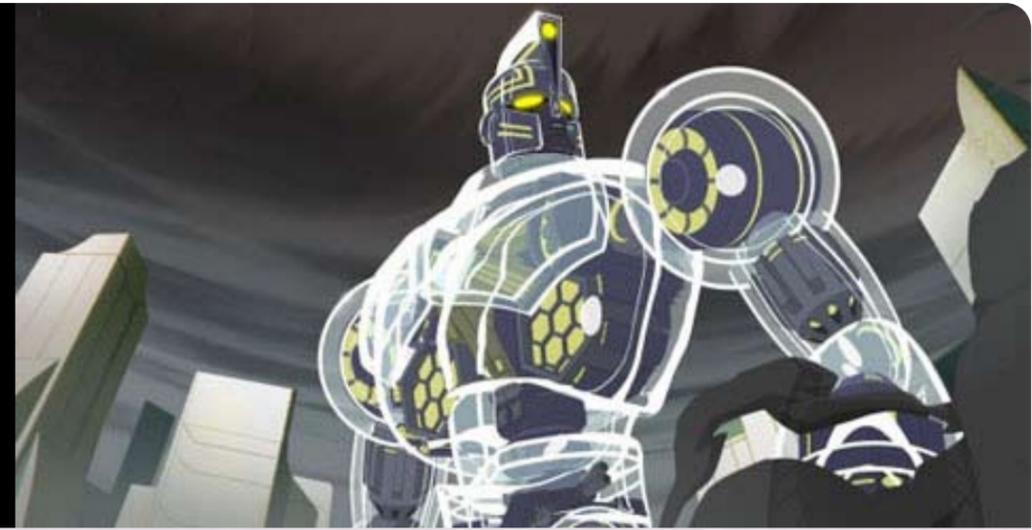
IF and CES Award-winning design for a professional smart-device screen overlay applicator. Takes the pain of perfect application out of the customers' hands. Zero bubbles, zero dust, perfect alignment.

Mechanical inspiration taken from pull-tab Polaroid cameras. User Experience inspiration taken from white glove concierge service.



# TrueClear Pro Overlay System

Belkin Outrigger iPhone Case - 2014  
Co-molded smartphone case with a shock-absorbing translucent TPU skin and glass-fiber reinforced nylon skeleton to resist the iPhone 5's tendency to bend under stress. Much development and vendor cooperation was needed to achieve the double-shot molding and high-quality surfaces. Full protection with a svelte profile and opportunities for color personalization.



iPhone 5  
Truss Case  
visibly advanced protection

Translucent outer  
TPU layer  
highlights  
device

Reinforced inner polycarbonate  
structure designed to prevent  
flexing of device during drops

Wide variety of possible color  
and finish combinations

Frame provides anchors for all controls

Full access to all functions

Lightning Dock compatible



# Truss iPhone Case



### TEAM CAR

Skoda Suberb Combi



Belkin ProCycling Team Vehicles and Accessories - 2013

I get a second shot at corporate cycling fashion - this time for a team on the Pro Tour. Designs and consulting for the team cars and buses as well as accessories including smartphone cases. We were rewarded with a win by Lars Boom on the cobblestones in the 2014 Tour de France.

# Belkin ProCycling Team

Belkin Advanced Protection Case for iPad Mini - 2013  
Slender full protection case for the Apple iPad with detachable magnetic cover & stand. Softly textured TPU exterior reinforced with a polycarbonate inner structure, padded cover and interior rib pattern.  
A great example of the need to work around patents resulting in a better design!



# Belkin Apex 360 iPad Case & Stand

Case Sketchbook - 2011-14  
More accessory case ideas than  
you can shake a stick at:  
vacuum metallized  
expandable  
rococco  
extreme protection  
triple-layer  
ceramic+wood  
rapid prototyped  
kevlar fabric  
baseball stitched  
translucent color plays  
dna personalized  
d.i.y. kit  
and  
integrated tripods, carabiners,  
snake lights, sun shades,  
sliding grips,  
stands, speakers,  
and headphones.



# Belkin Case Sketchbook

Sony FA-Series LCD TV - 2008

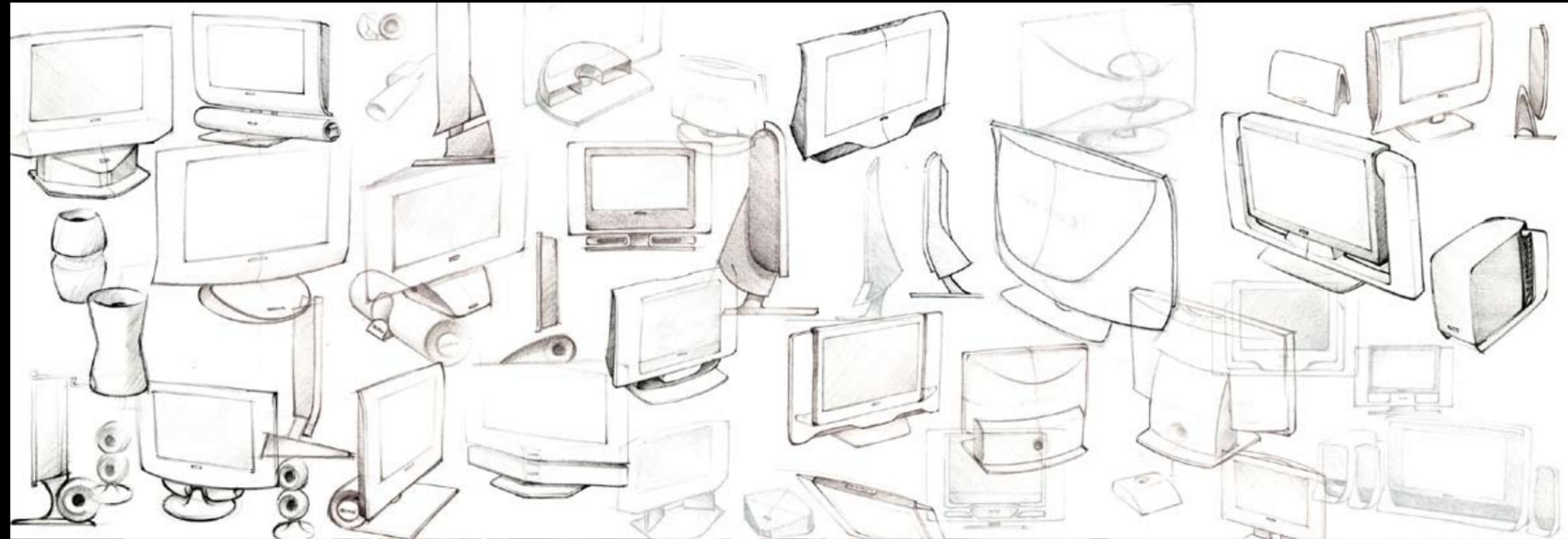
A full 5.1 channel Dolby home theatre system combined with a slim LCD television. Originally designed for the Latin American market, distribution was expanded to Asia and North America after record breaking sales in Mexico.

The goal of the project was to emphasize a powerful audio image while avoiding cliché decoration and a solution was needed for a large-volume sub-woofer that could be detached and placed anywhere in the room.



# Surround Sound TV

Sony FA-Series LCD TV - 2008  
Ideation for integrating a slim television with a voluminous subwoofer. The challenge was to project powerful sound in a sophisticated package.



Market Research in Mexico  
and Brazil - 2005-08  
Customer interviews, home  
and retail visits.



# Surround Sound TV

Sony FA-Series LCD TV - 2008  
FIFA World Cup print ad  
campaign for Mexico

SONY. like.no.other™

sound & color like no other



Bravia LCD TV | 5 Speakers. 1 Subwoofer. HD

Viva cada partido mejor que si estuviera en el estadio. Bravia Theatre Integrado supera en calidad de imagen y sonido la realidad de la cancha, para que usted sienta en casa toda la emoción en alta resolución.

**BRAVIA THEATRE INTEGRADO**



Socio Oficial FIFA

SONY. like.no.other™

Sonido campeón.

**BRAVIA THEATRE INTEGRADO**



sound & color like no other

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Socio Oficial FIFA

# Surround Sound TV

High-Definition 'Jumbotron' for  
Times Square - 2010

Exterior design and branding  
for the newest and highest  
resolution screen in Times  
Square. LEDs illuminate the  
Sony logo and frame the 40'  
tall aluminum sign cabinet.  
A partnership between Sony  
and News Corporation.

Going Live, July 2010



# Times Square Spectacular

High-Definition 'Jumbotron' for Times Square - 2010  
Exterior design and branding for the newest and highest resolution screen in Times Square. LEDs illuminate the Sony logo and frame the 40' tall aluminum sign cabinet. A partnership between Sony and News Corporation.

Going Live, July 2010



# Times Square Spectacular

Sony Professional Digital Cinema - 2005  
Integrated data storage, control, cooling  
and security system for the Sony SXR  
Ultra-High Resolution Projector, built  
to FIPS 140 level security standards.  
100 prototype units custom-built in  
California were placed in dozens of  
theatres and universities around the  
country, marking the first commercially  
available system with 4096x2160 pixels.



# 4K Digital Cinema

### Sony Professional Digital Cinema - 2005

Integrated data storage, control, cooling and security system for the Sony SXRD Ultra-High Resolution Projector, built to FIPS 140 level security standards.

100 prototype units custom-built in California were placed in dozens of theatres and universities around the country, marking the first commercially available system with 4096x2160 pixels.



Theaters with Sony Digital Cinema 4K



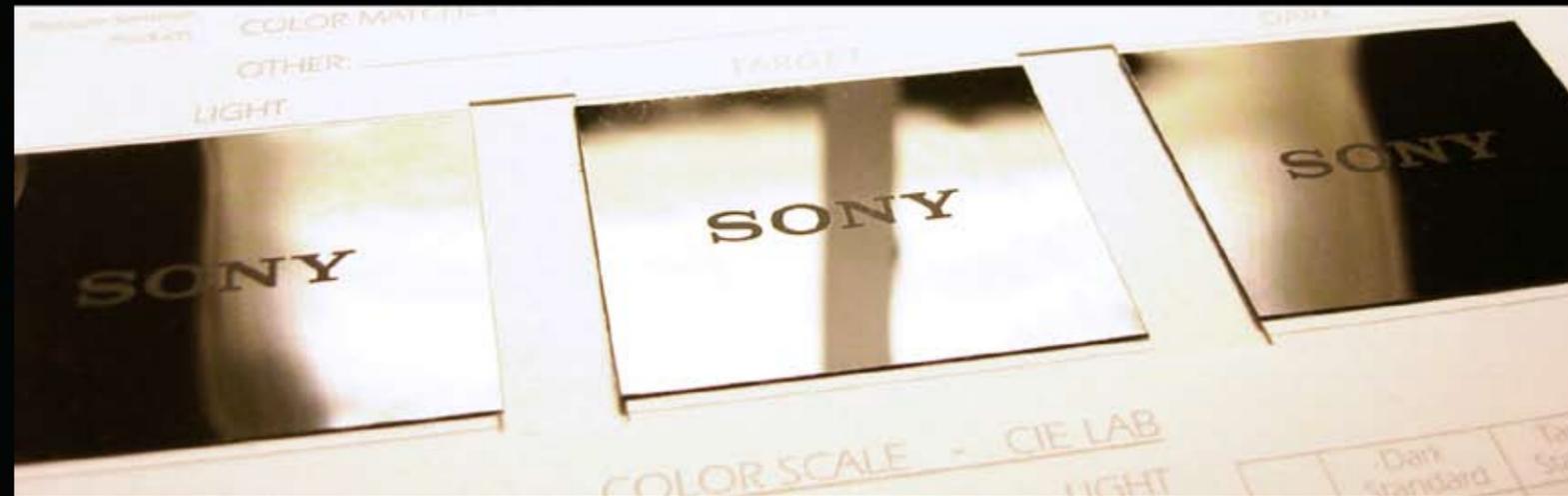
# 4K Digital Cinema



Dash Personal Internet Viewer - 2010  
Based on the Chumby OS, Dash was a home assistant with instant access to thousands of free, customizable apps including YouTube, Facebook, weather, traffic, music, and email. The wedge shape and an accelerometer allowed Dash to be flipped horizontal for use when standing at a counter.

Bieber-approved.

Development images show initial foam mockup, co-molding studies, and CMF development.



# Dash

Sony Audio System with Wireless Audio for Generation Y - 2003  
 High power and huge capability in a compact package, with the introduction of wireless PC-to-Stereo transmission.  
 This was the first project I led from start to finish; it earned me the nickname *Gundam* for at least a year and a New York Times article about gender roles imposed by electronics. It was worth it.

**SONY**®

**W.A.T.**  
**WIRELESS AUDIO TRANSFER**

ENABLES DIGITAL MUSIC FILES TO STREAM FROM A PC OR PORTABLE AUDIO DEVICE TO YOUR SONY MINI SYSTEM

Mini Hi-Fi Component System  
**MHC-GSX100W**

**400W\*** Total System Power

Wireless transmitter enables playback of digital audio files  
 60 Disc MegaStorage® CD changer  
 MP3 playback • CD-R/CD-RW playback  
 3-Way speakers  
 Game Sync™ Mixing for video game connection

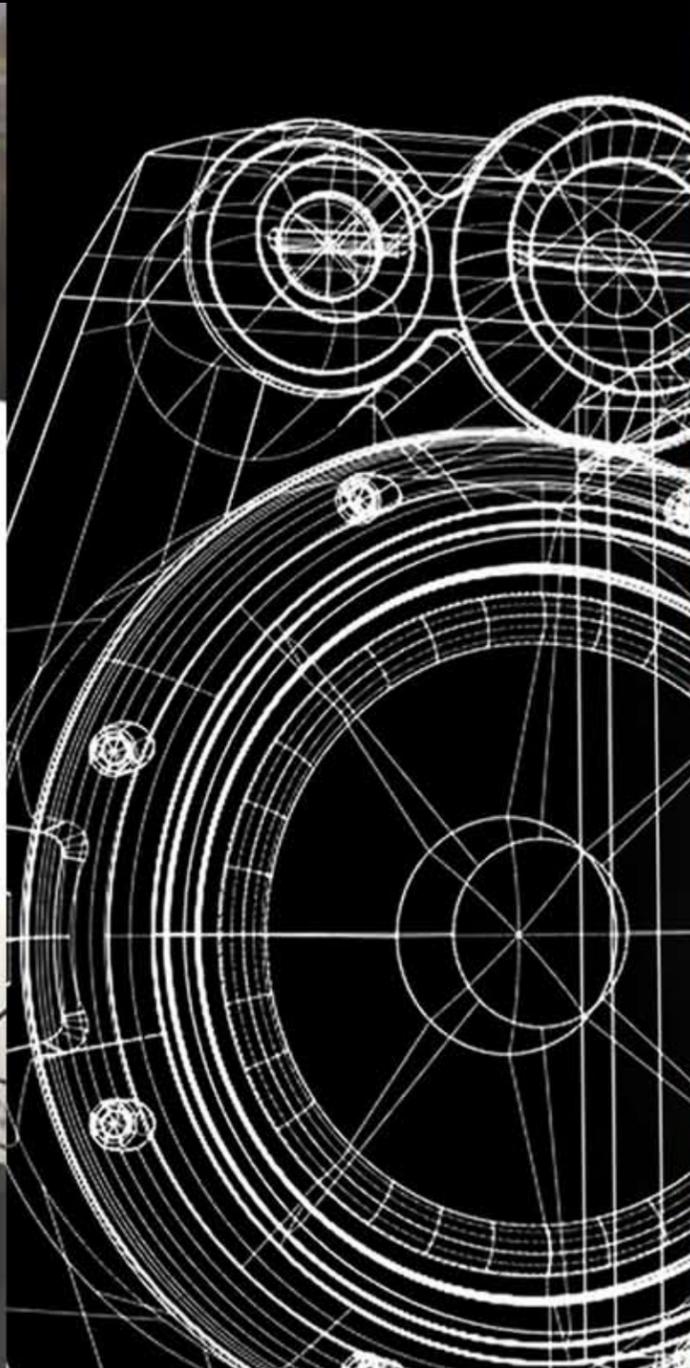
CD-R/RW  
 60 DISC CHANGER  
 MP3  
 VIRTUAL 600 CD CHANGER  
 GAME SYNC MIXING

**400W**

This label is made from 100% recycled newspaper paper. Printed using 100% recycled ink. Computer data regenerated for sound info.

60 disc Shelf System

Sony Audio System with Wireless  
Audio for Generation Y - 2003  
A true bridge between audio  
generations; from cassette to CD  
to MP3 to wireless audio transfer.



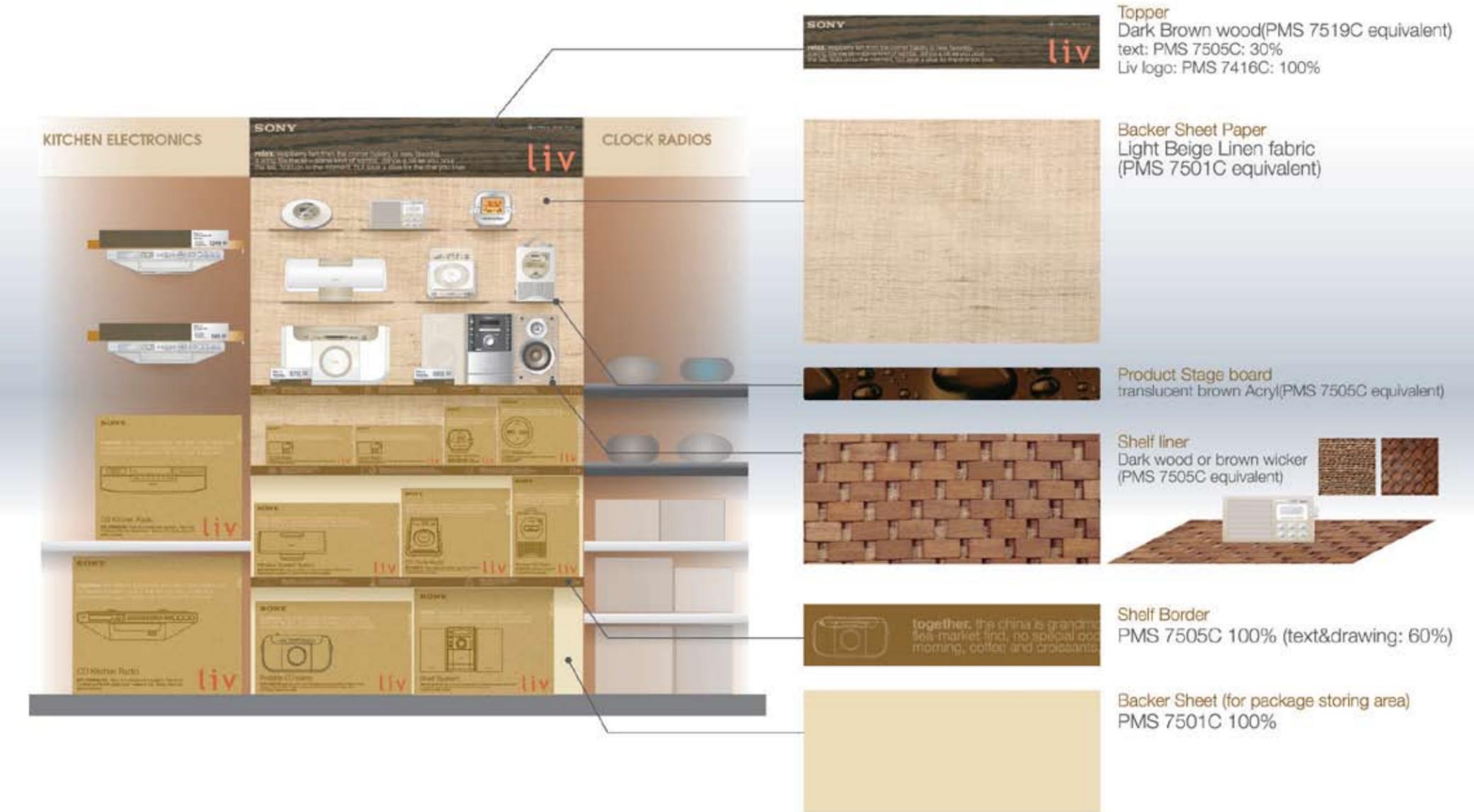
# 6<sup>0</sup> disc Shelf System

Exclusive Liv Sub-brand for Target - 2006  
 Lifestyle branding concept for women,  
 a collaboration with graphic designer  
 Natsuki Kubo. Each season, a new  
 collection of ten products would be  
 chosen to receive a special CMF  
 treatment and retail environment.



liv Merchandise

therapeutic natural



Liv for Target

Sony branded audio package - 2004  
Collaboration with Visteon for high-quality  
audio systems across the entire Ford lineup



# Sony Audio for Ford

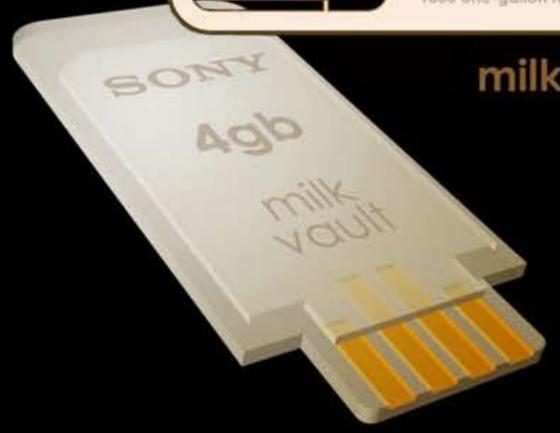
D.I.Y. Eco Fun Kits - 2009  
 Proposals for small demonstrations of  
 sustainable materials, disguised as fun  
 kits to be assembled and enjoyed.



paper "take-out" box speaker



milk bottle usb



bamboo camera

# D.I.Y. Eco Fun Kits



S-Air Wireless Dock System - 2009  
Transmit multiple high quality audio signals from the radio or an iPod, simultaneously to different rooms of the house.  
The receiver was designed to match an existing speaker system.

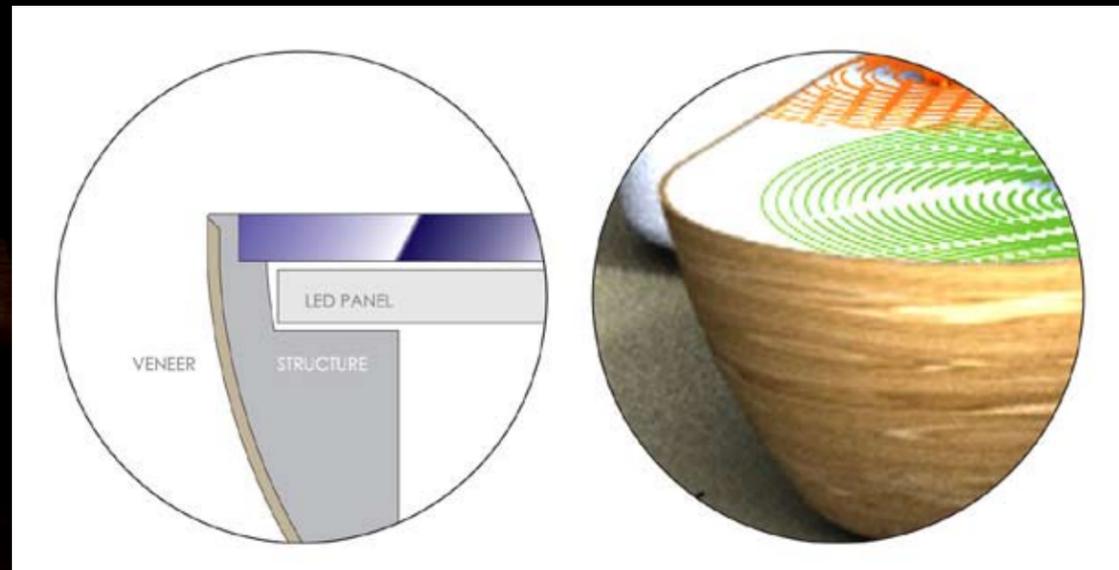
# Wireless Audio System

Speaker Dock for iPod - 2009  
Exploring features and personalities for a new generation  
of home speaker systems. Taking inspiration from furniture,  
musical instruments and lifestyle accessories.



# Home Audio

Sony Music Lobby - 2009  
Installations for the lobby of the new  
Sony Music HQ in Beverly Hills.  
Proposals included interactive  
smart surfaces and temporary  
structures highlighting individual  
Sony Music labels and artists.



# Sony Music

Sony Factory Team Jerseys - 2008  
The extent of my fashion design  
experience. Bicycle apparel for  
team events like Bike MS



# Factory Team Jerseys

*Thank You*

[www.justinjakobson.com](http://www.justinjakobson.com)