

2019



BEEDA GOKUL | INDUSTRIAL DESIGN

PORTFOLIO

Gokul Beeda

Education

Syracuse University

Syracuse, New York

College of Visual and Performing Arts

Industrial & Interaction Design, BID

5 Year Program

Class of 2021

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Experience

NF Associates Limited | September 2017 - November 2017

Hired Design Consultant

I worked to redesign a kitchen utensil in order to take it from a commercial to the domestic market. I was responsible for researching existing products, conducting surveys and conducting interviews to produce the final design in the form of sketches and orthographic engineering drawings.

Preetham Jukalker Label | February 2019

Fashion Illustrator

worked to design a capsule collection for Preetham Jukalker's upcoming collaboration with an Indian brand. I assisted with illustrations based on the patterns given by the client and did multiple concept dresses for future use.

Billion Apps | February 2019 - till date (work in progress)

Freelance designer

Helping brand their new venture "Blue Clarion". Designing logos and incorporating new design language into their office products such as letter pads etc.

Skills

Analog

Storyboarding

Prototyping

Concept sketches

Survey

Field analysis

Wood working

Metal welding

Pattern Making

Digital

Photoshop

Illustrator

Indesign

Fusion 360

Solid works

Unity

Keyshot

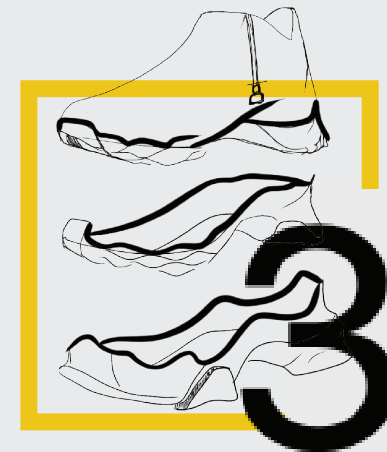
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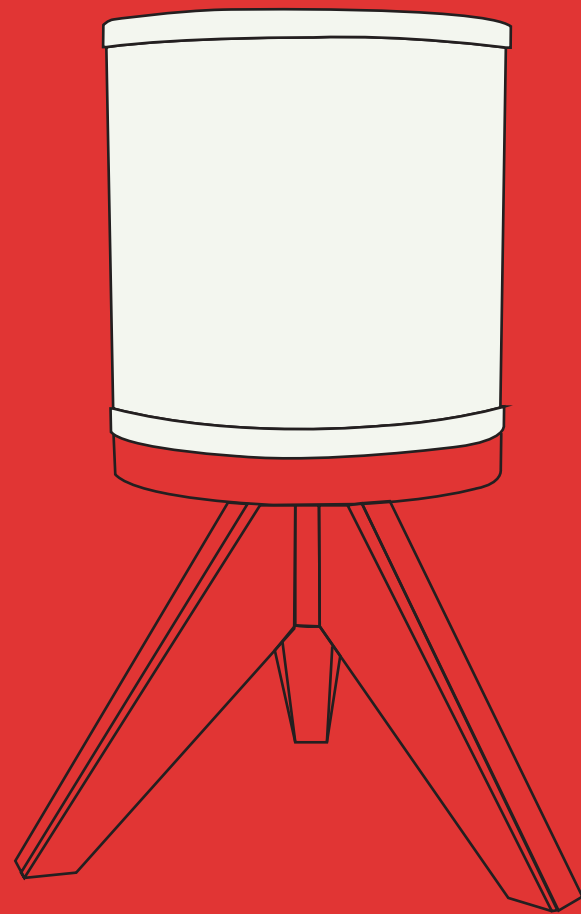
Aura | Lamp



Roti | Pacaking



Metatarsal | Shoe



brief.

Design a lamp for a contemporary audience using an art or architecture history movement of the past as an inspiration

Syracuse University, USA (4 weeks)

1

<SYNOPSIS>

Design study

(2 WEEKS)

Detailed study of Mid-Century Modern design and the origins back in the 1945

Analysing the design needs and design language of late 1900s

Forming a brief insight of the Design DNA



Ideation

(1 WEEK)

Concept sketches

Inpiration sketches

Scenario influence on product usage

Human Factors



Development

(1 WEEK)

Material Research

Prototyping

Digital Renders

Woodwork

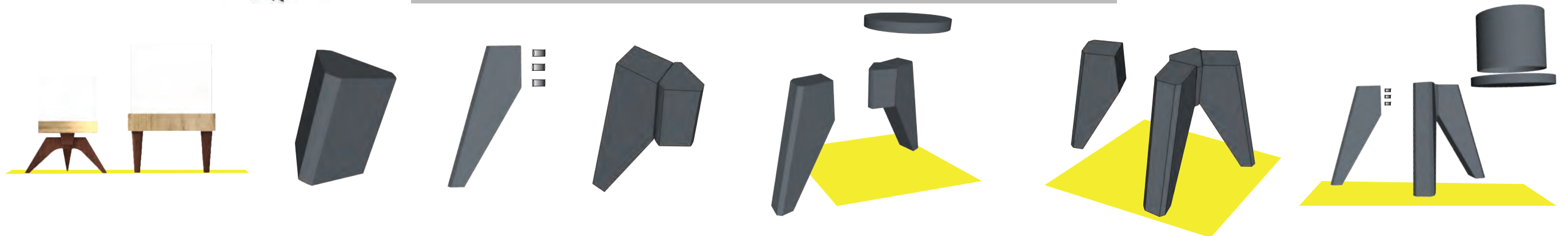


<RESEARCH>



After a detailed study of Mid-Century Modern design and its origins, it was evident that the design needs and design language of late 1900s were very efficient in material usage and construction process. With deeper research, it was evident that the design language of Mid-Century Modern spoke a lot about the influence of *post-war landscape* and the immigration during the late 1900s

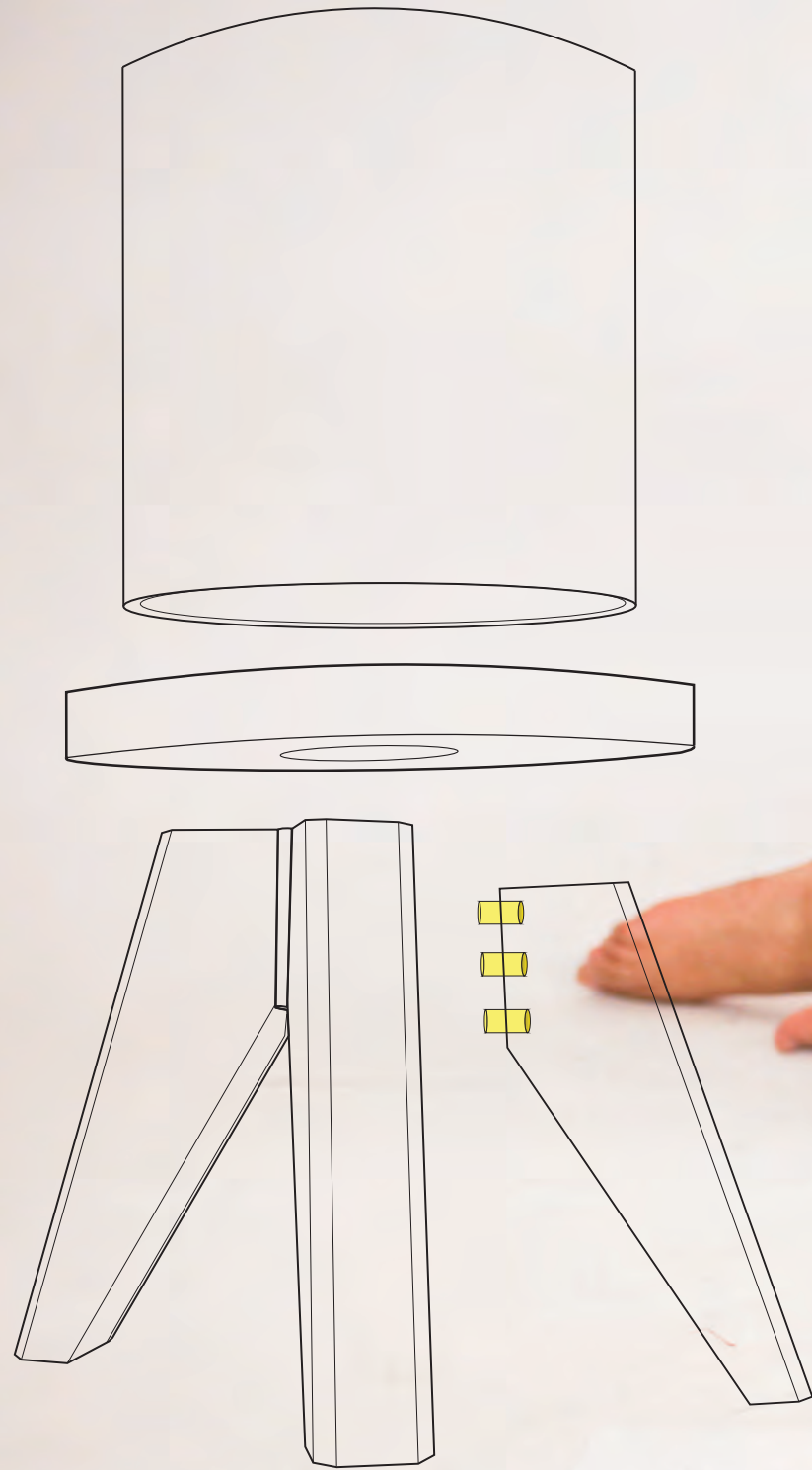
Insight :
Rational material usage
Ingenious American
Unified design
Bauhaus X International Style influence





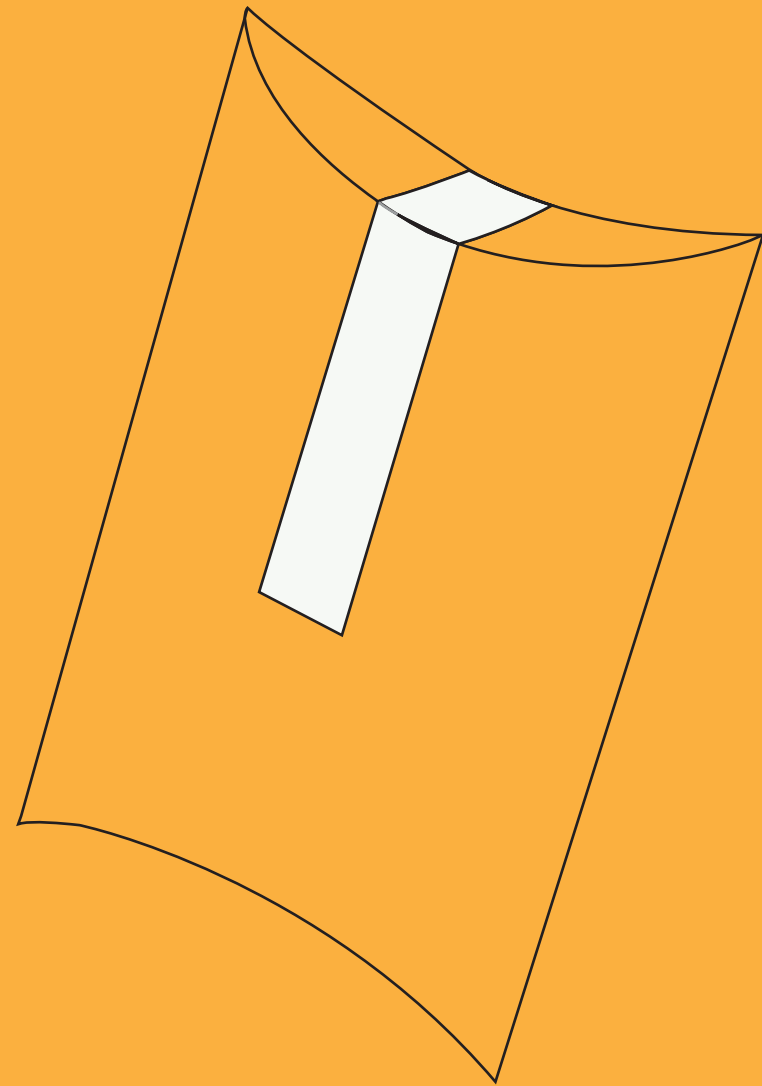
<DEVELOPMENT>

Using **primary materials** such as oak wood for the lamp base, Lenin cloth for the shade and metal for the framing; I tried to stay true to the essence of Mid-Century modern which is as they say *“the first taste of true material comfort”*. Using traditional joinery such as wooden rivets, this lamp is an ode to the Mid-Century modern **construction philosophy**. Mid-century modernism took place after WW2; during this time people were seeking peace and simplicity post the chaos of war. This led to my design to be easy to manufacture and easy to build product. Also, this led me to name it, **Aura**.





Aura lamp is a *“Marriage of the outer world to the inner”*.



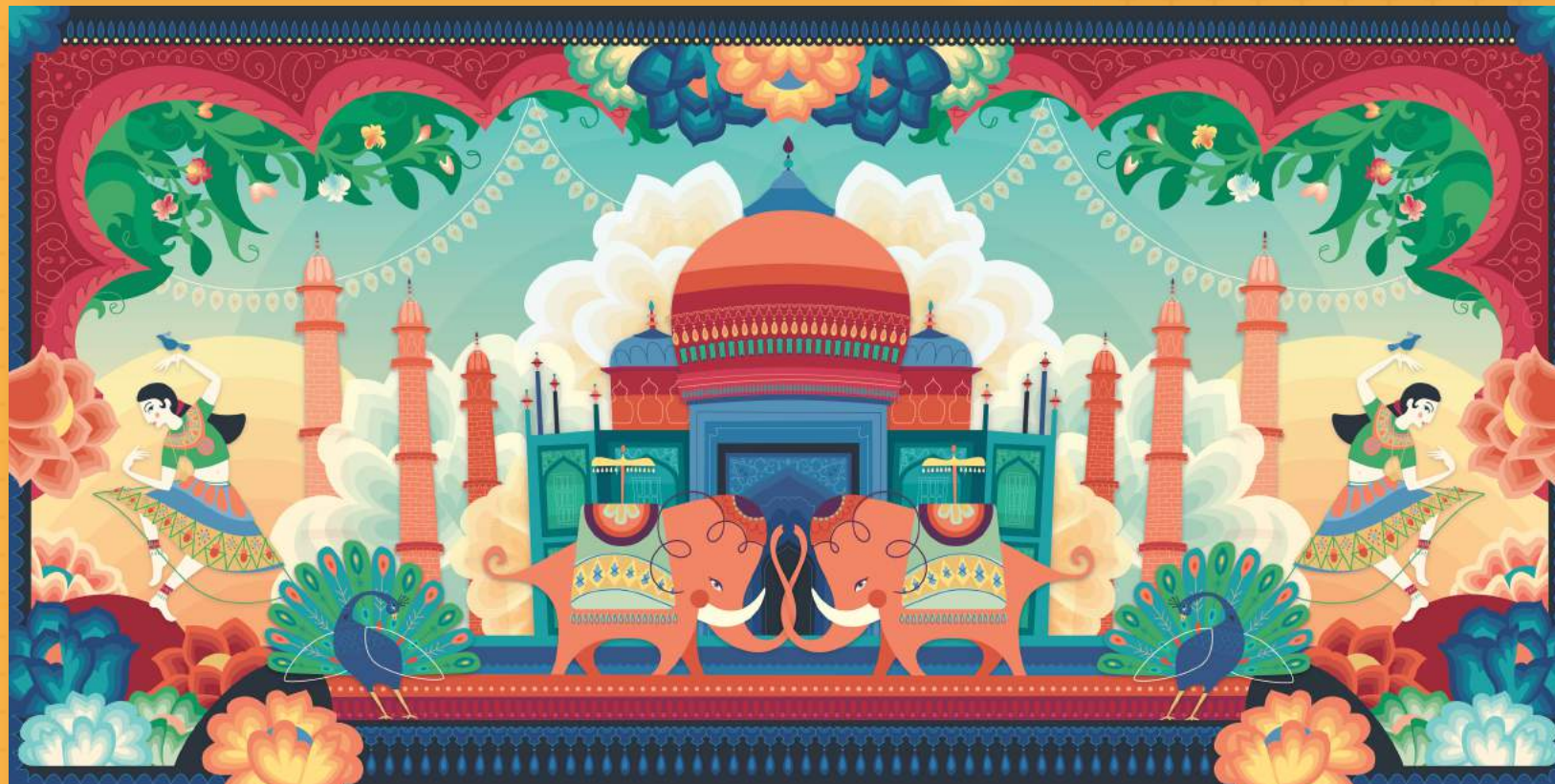
brief.

Design functional and sustainable packing for Indian fast food.

Syracuse University, USA (1 week)

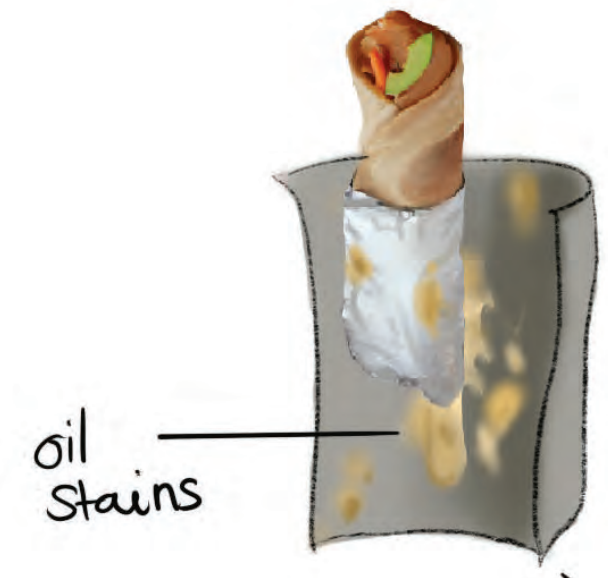
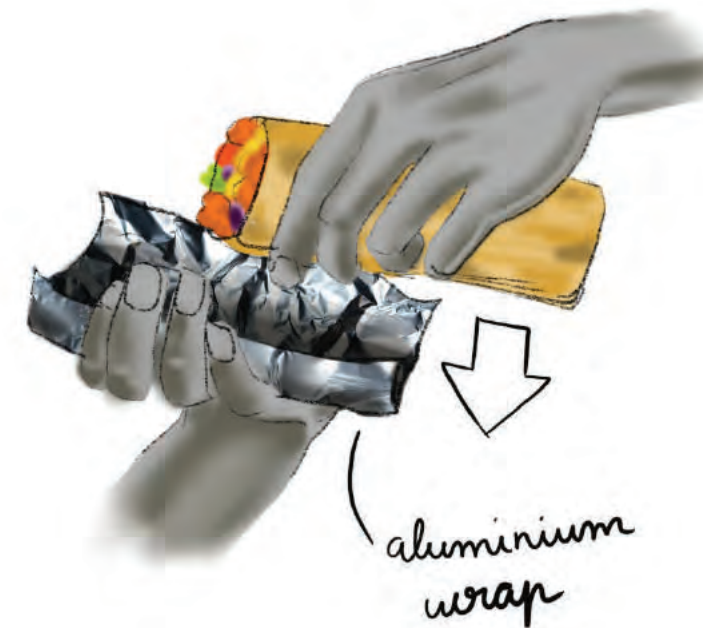
2

MOODBOARD



PROBLEM + RESEARCH

“Present packaging system doesn't cohesively bring the food and packaging together”



A large population, especially, **working class people** depend on fast food as it is convenient to carry and time efficient. My goal was not only to design an efficient way of packaging but also something that gives importance to the **after usage of the product packaging**. The current packaging system in India for fast foods mainly comprises of **aluminium foils, paper plates and tissues**. This method is very inefficient in terms of being eco-friendly. The surfaces of the packages aren't easy to handle due to the

India's fast food industry is becoming a major market (CNBC,2015). And its highest revenue comes from the **unorganized small stores** and street vendors. Carrying the food on the go is a problem due to the poor quality of the packaging which complements the poor storage ability. This, in turn, **effects the fast food providers** to give a good service. The **lack of access to sustainable packing** makes is a problem fro these small

INSIGHTS



Goals to be met

1. easy to use,
2. easy to dispose ,
3. recyclable,
4. minimal packaging.

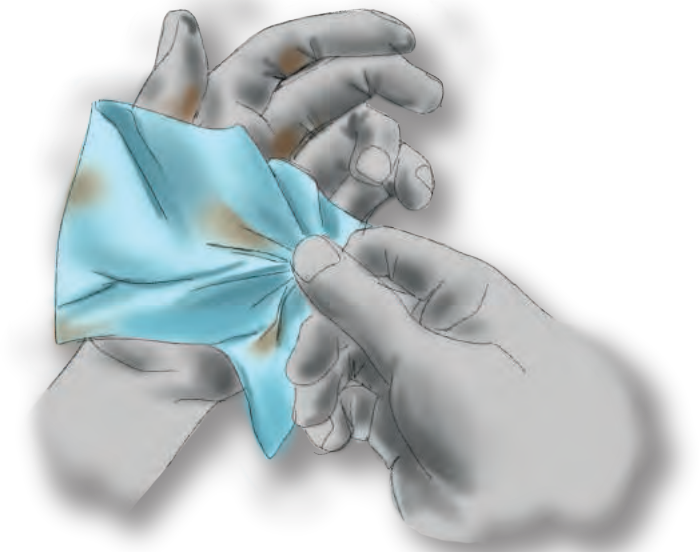
My packing needs to tackle the oily food problem by keeping the consumer's hands clean and free, which enables the customer to not be hassled after their meal. My packaging should be designed acts as storage if one plans to eat it later. The packaging makes the eating experience **more efficient**,



provide seamless eating experience

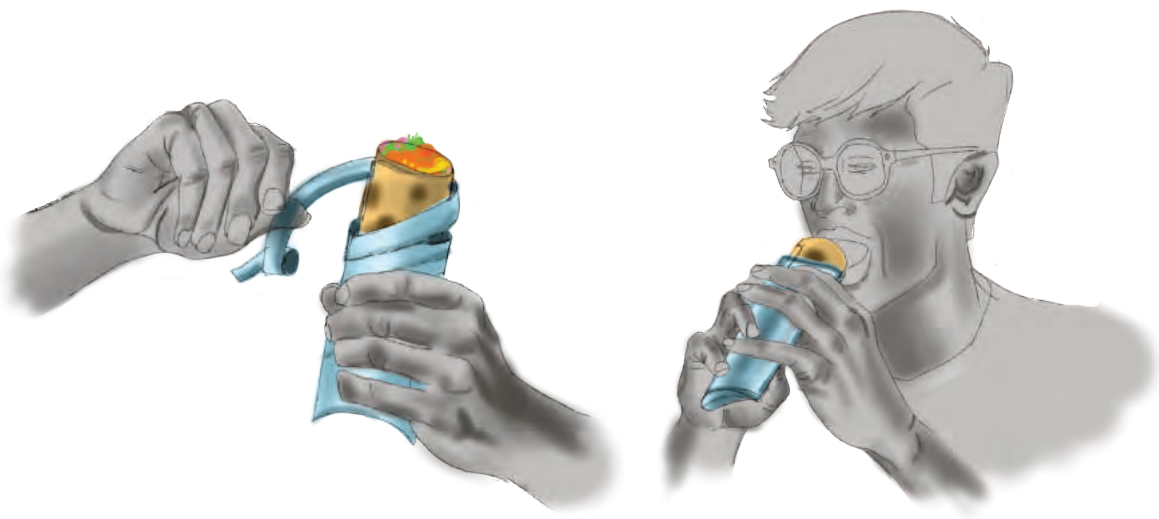
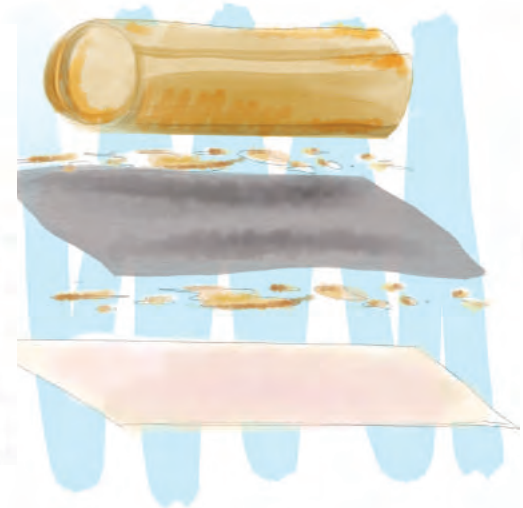
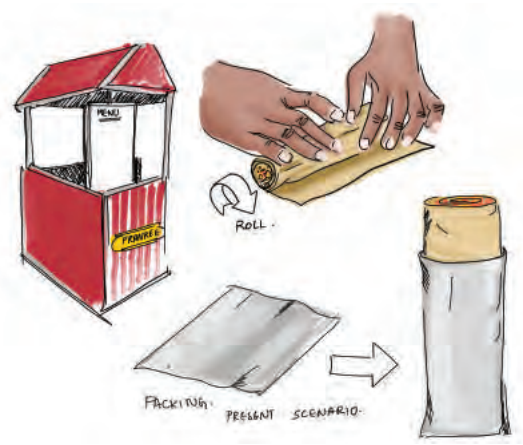
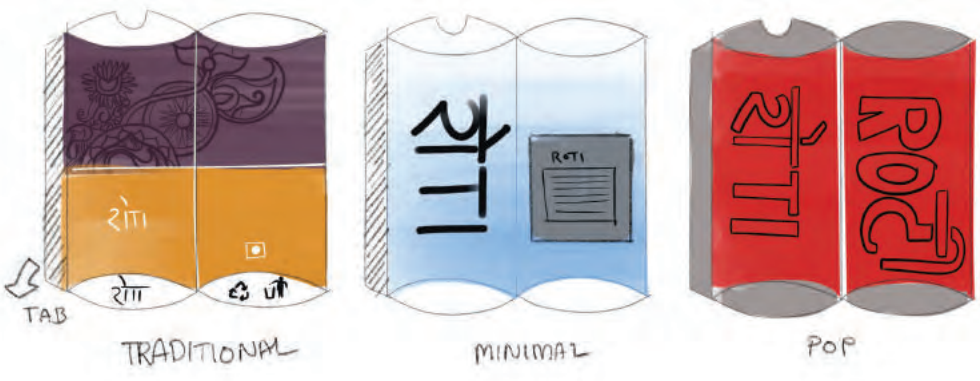
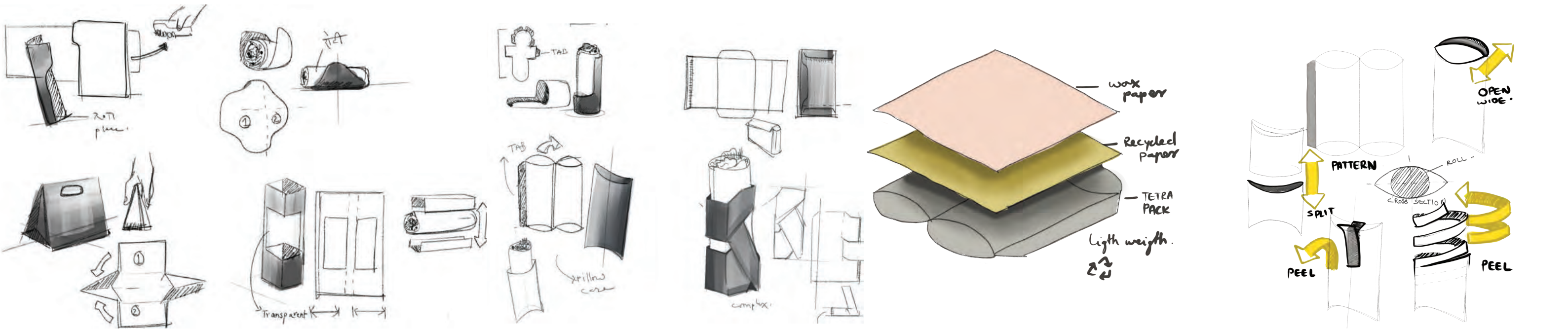


needs to be easy to carry and store

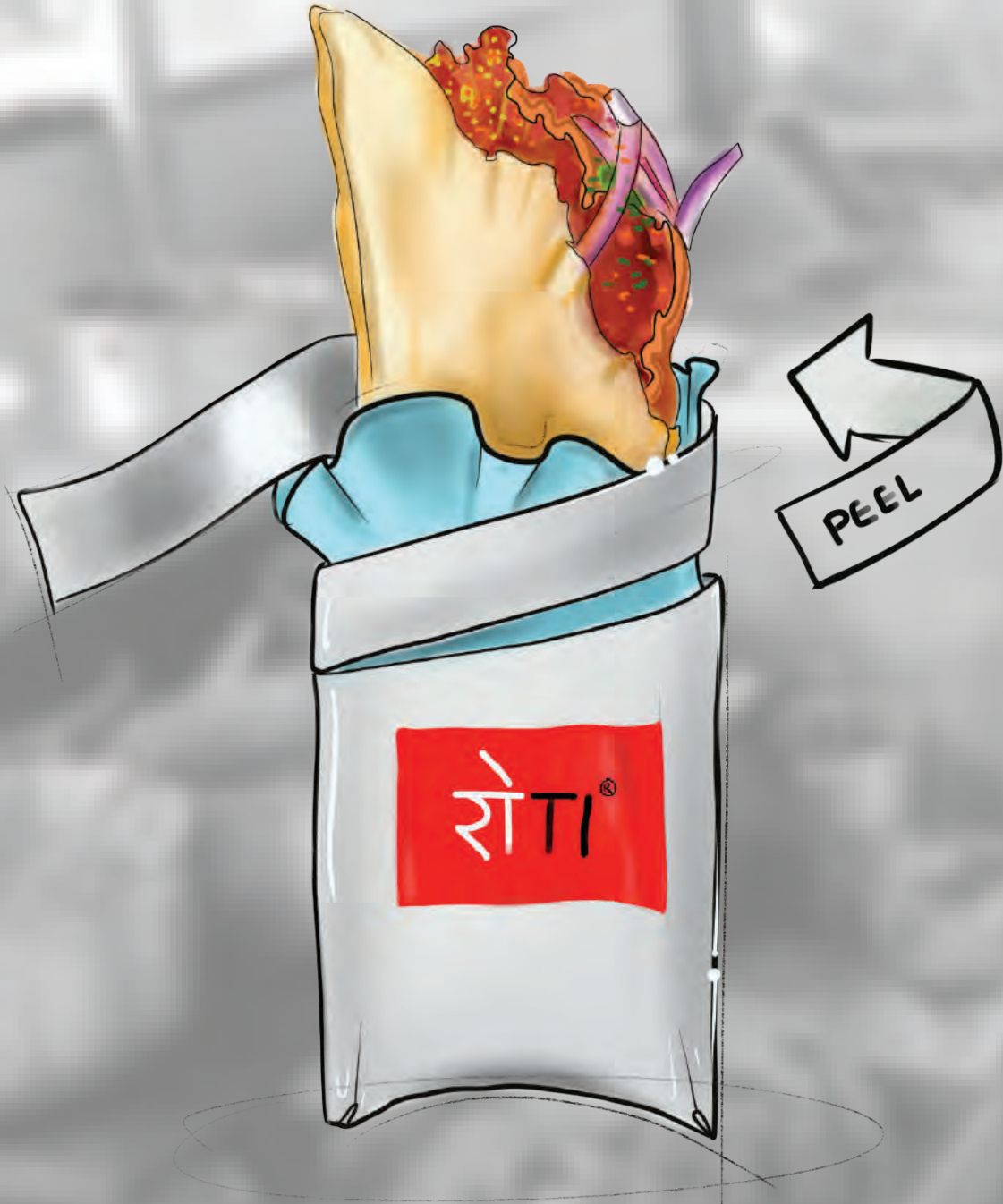


needs to tackle the oily nature of the food.

IDEATION



CONCEPT



रोटी



ROTI

sustainable packaging for Frankie Rolls.





BUTTER CHICKEN ROLL

रोटी

रोटी

रोटी

रोटी

↑ Exit 14 St & Broadway

↙ Customer Assistance Intercom

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The free app for people who aren't looking for anything serious.



Love what you love. Free on Spotify.

Spotify



रोटी

रोटी

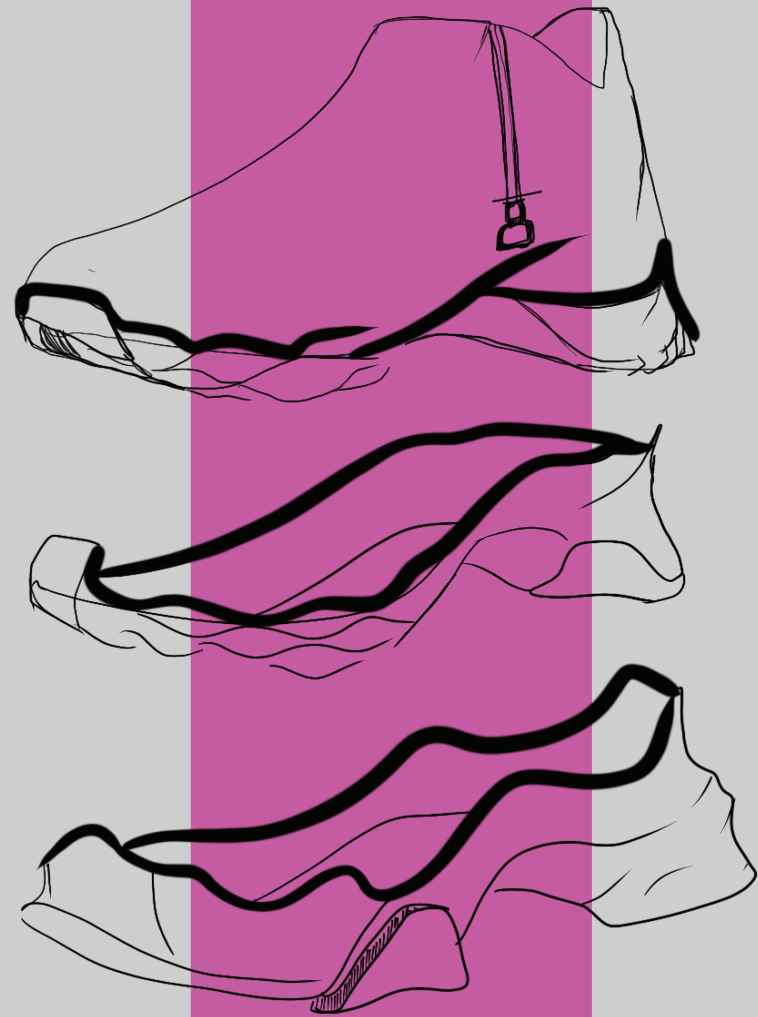
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ROTI

400-088

Customer Assistance Intercom





03

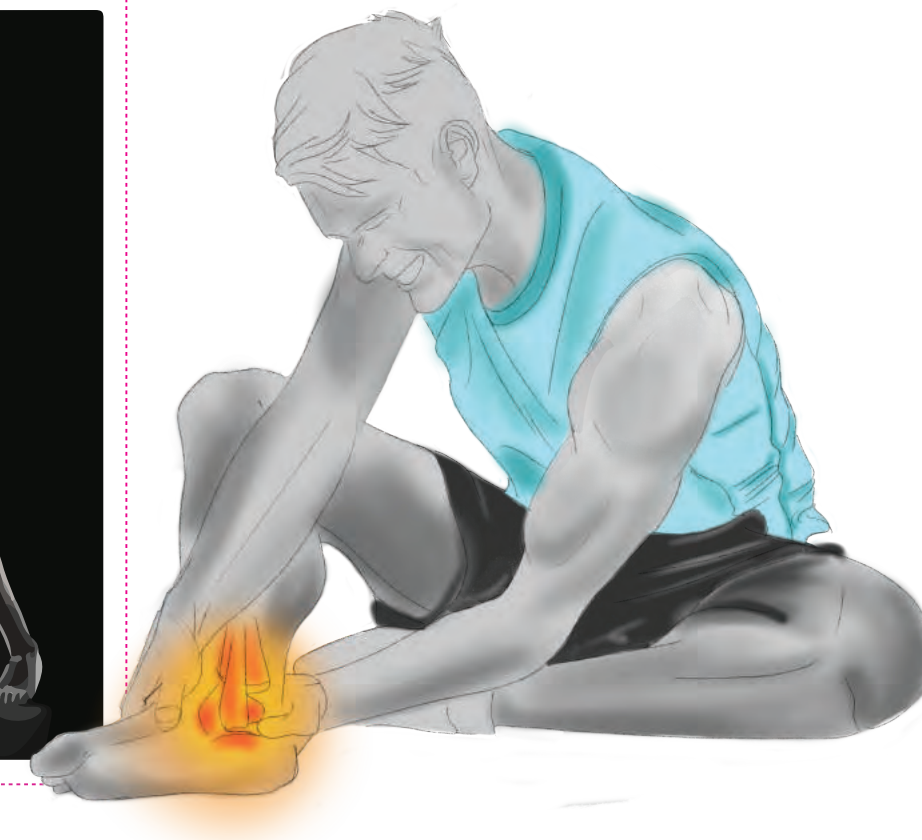
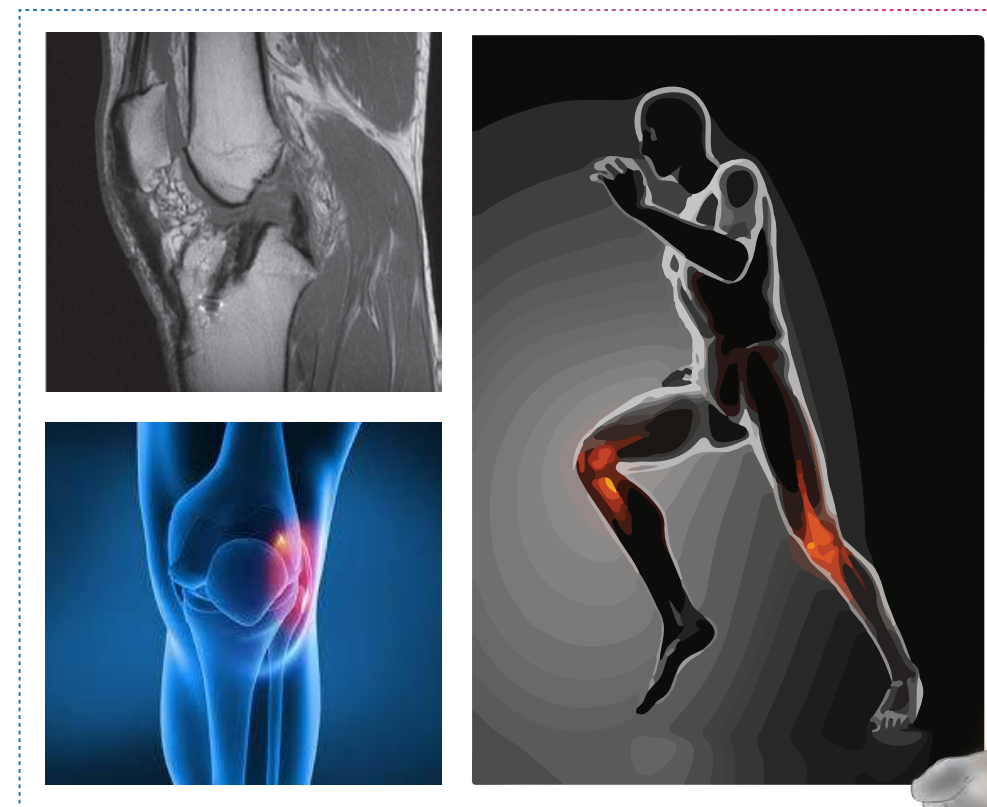
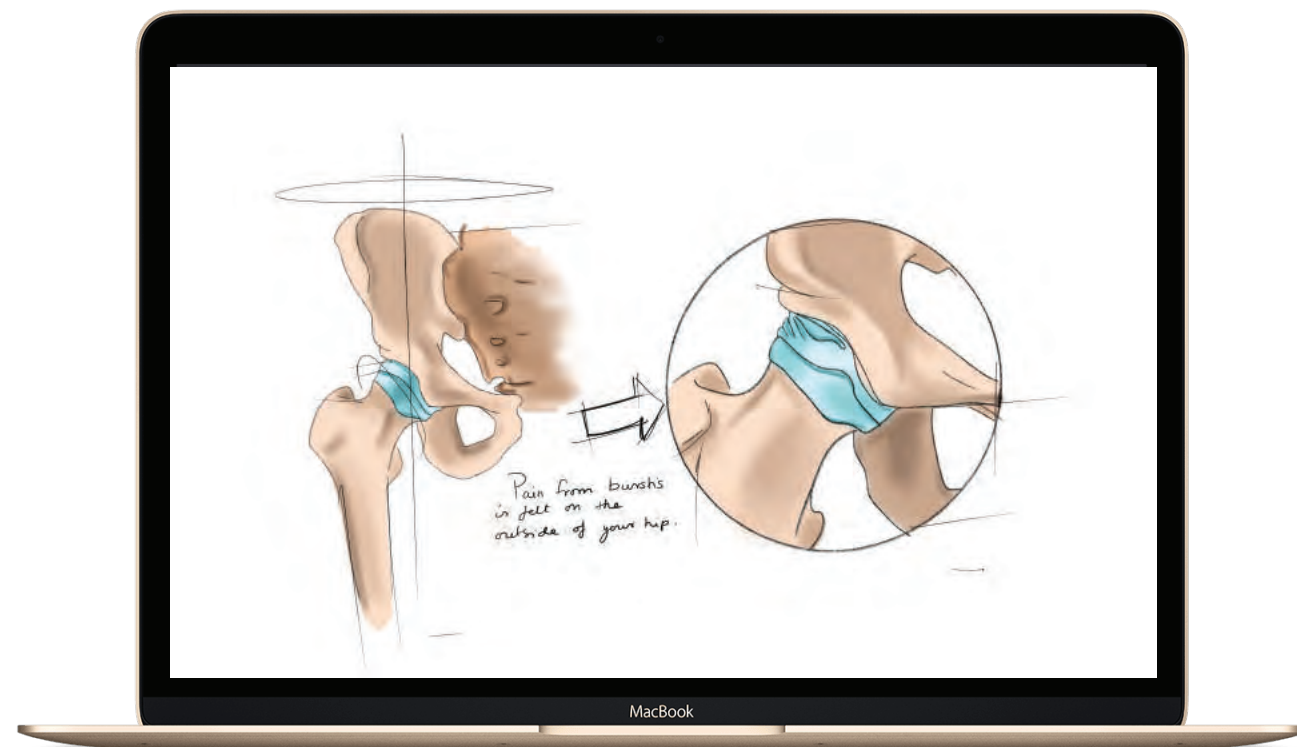
SHOE DESIGN | ANTHROPOMETRICS

METATARSAL

design a shoe based on anthropometric data collected from curved or flat foot people.

PROBLEM

Excessive pressure to rearfoot and forefoot is a major problem for people with a high arch or medium arch which covers **60-70% of world population**. When we run or walk, our foot absorbs most of the shock and impact created. When a person has high arches they have less surface area for absorbing impact. This causes excessive pressure on the front and back region of the foot. This can make you susceptible to foot conditions such as heel pain, ball-of-foot pain or plantar fasciitis. **Lack of right structural support may affect the leg posture and result in Trochanteric bursitis affecting the hip's outer area**



“When a person has high arches they have less surface area for absorbing impact”

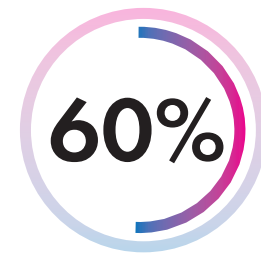
FIELD VISIT | RESEARCH

“High archs add pressure on the ball and heel of your foot.”

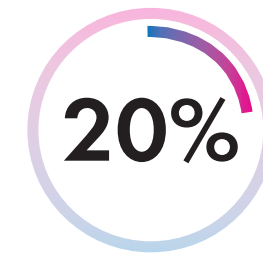
Our class visited Upstate Medical University, Syracuse, NY. We meet with **Professor Christopher Neville, an Expert in Biomechanics department.** He spoke about the basics of human foot structure and functions. We got the opportunity to look at how experts collect and store anthropological data of the foot. Professor Neville also gave brief information on how our feet's activity connected to other parts of the body such as hip and spinal cord. And simple actions such as choosing the wrong shoe and walking style can affect how our feet react to the burden.

TAKEAWAYS

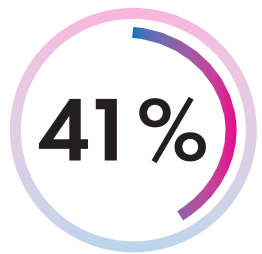
- High arches add pressure on the ball and heel of your foot.
- Identical arch support can bear different results in people even if they have similar types of feet
- Natural orthopaedic shape/genetic – high arches tend to run in families
- High arches also can result in under-pronation (more commonly known as supination)
- Those with severe supination are prone to inversion ankle sprains, heel spurs and stress fractures.
- Need insoles that will support your anatomy, add comfort



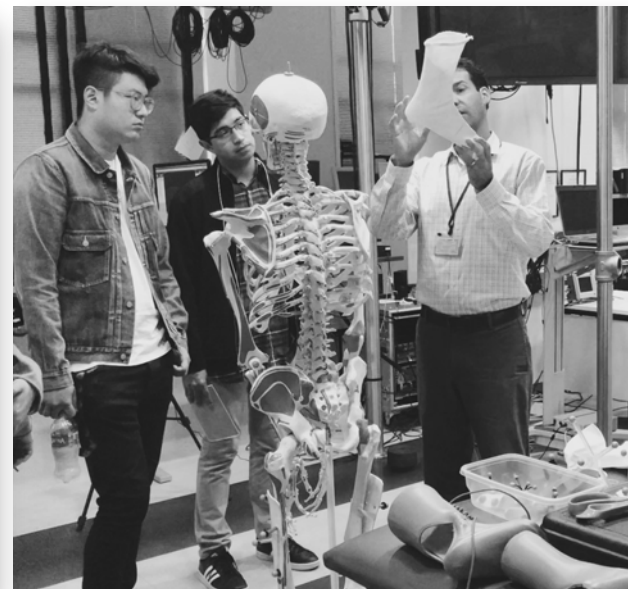
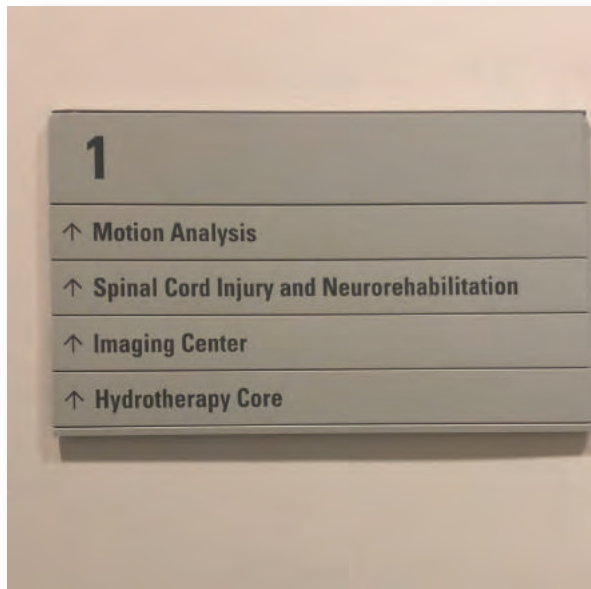
“about 60% of all the foot injuries aged between **17-20 years**”



“20 % of the **population in united states** has high archs”
(* not the same medium arch)



“40% of the US population **look for stabiltliy** before buying a shoe”



THANK YOU

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