

adam baker

industrial design portfolio



hi there.

I'm a designer from Rochester, NY, passionate about helping us design a simpler future. I use design and my creative abilities to help others, and improve the world around me. My design process is focused on people, their environment, and how we can make our lives more meaningful.

Currently the lead Industrial Designer at BZDesign, a dynamic consultancy in Rochester, I'm always looking for new experiences and pushing the boundaries of what's comfortable.

it's nice to meet you!

skills + software

- Sketch Rendering
- CAD Modeling
- CAD Rendering + Animation
- Presentation Skills
- Rapid Prototyping
- Branding + Graphic Design

- Project Management
- User Interface Development
- Video Editing, Production + Storyboarding
- Web Design
- Social Media
- Business Development

- Adobe CC
- Solidworks + Fusion 360
- Keyshot + Unreal Engine + Blender
- Office + Google Suite + Apple Suite
- AI Tools - KREA, Vizcom, etc.
- Figma

experience + education

bzdesign

BZDesign Inc.
June 2016 - Present

Lead Industrial Designer

Lead industrial design programs for a variety of industries including consumer goods, machinery, medical, wearables, and more. Worked closely with engineering teams and other design disciplines to create innovative + successful products.

Won design awards from Good Design, Buyers Lab, Leap Awards and named on multiple design and utility patents.

K H I O™

Prolivio Inc.
December 2019 - Present

Co-Founder / Product Lead

As head of product development, I have lead our product team to develop an innovative cooling headband, KHIO. My contributions include design concepts, branding, marketing, and other business operations elements. This product is preparing to launch in 2025 online and through retail partners.

Won a 2023 International Life Sciences Award for product concept and design.

VSPEED

VSPEED Sim Racing
Oct 2018 - Present

Founder / Production Lead

VSPEED Sim Racing is a sim racing group participating in iRacing. I design interfaces and graphic overlays for professional broadcasting, manage creative direction, develop merchandise, and design low-cost 3D-printed automotive accessories.

Our videos have received over 150,000 views and are regarded as the best value option for sim racing broadcasting.



Community Design Center Rochester
June 2015 - August 2015

Design Intern

The CDCR is aimed at improving lives by envisioning the future of the city of Rochester through the built environment. I worked on updating city maps, vision booklets, and created a project addressing an area of the city to improve safety and interaction while working with community members and stakeholders.



Cedarville University

Partnered with the International Center for Creativity
Class of 2016

B.A. Industrial and Innovative Design

Areas of Focus: Product + Automotive Design
Minors: Studio Art + Biblical Studies

contents

01



kodak
NEXFINITY + PROSPER Ultra 520

The image shows a large, white industrial printer with a black Kodak logo on the front. The printer is positioned on a light-colored floor against a solid orange background. The number '01' is displayed in large white font in the top left corner.

02



dipjar
DipJar Pro Device

The image shows a blue handheld device with a large screen and a circular base. The screen displays the 'DipJar' logo. The number '02' is displayed in large white font in the top left corner.


03



alaris
Desktop Scanner Lineup

The image shows a close-up of a teal-colored scanner with the 'Alaris' logo on the top surface. The number '03' is displayed in large white font in the top left corner.

04

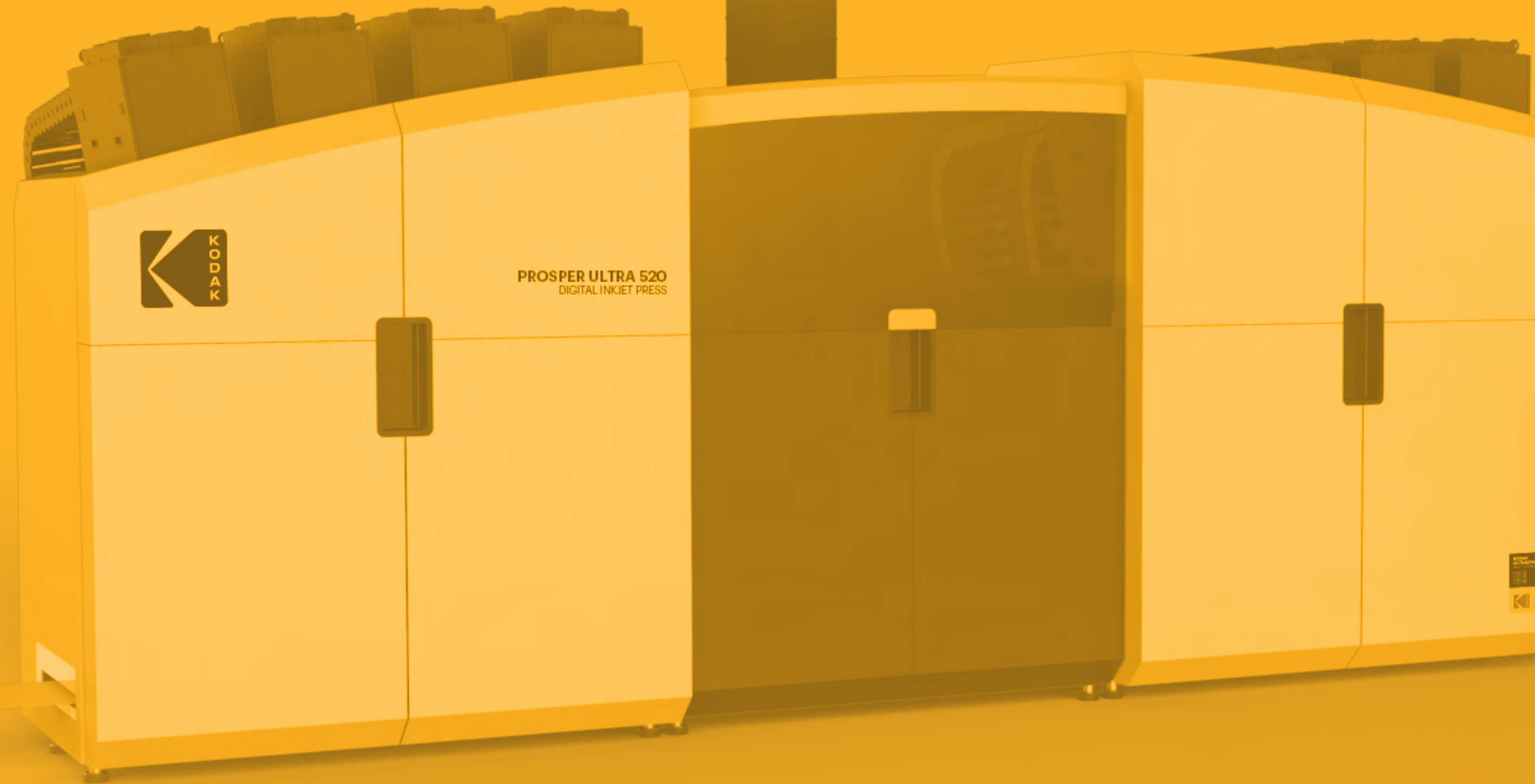


mti
1520 Signal Generator

The image shows a yellow handheld signal generator with a screen displaying various waveforms and data. The number '04' is displayed in large white font in the top left corner.



01





nexfinity

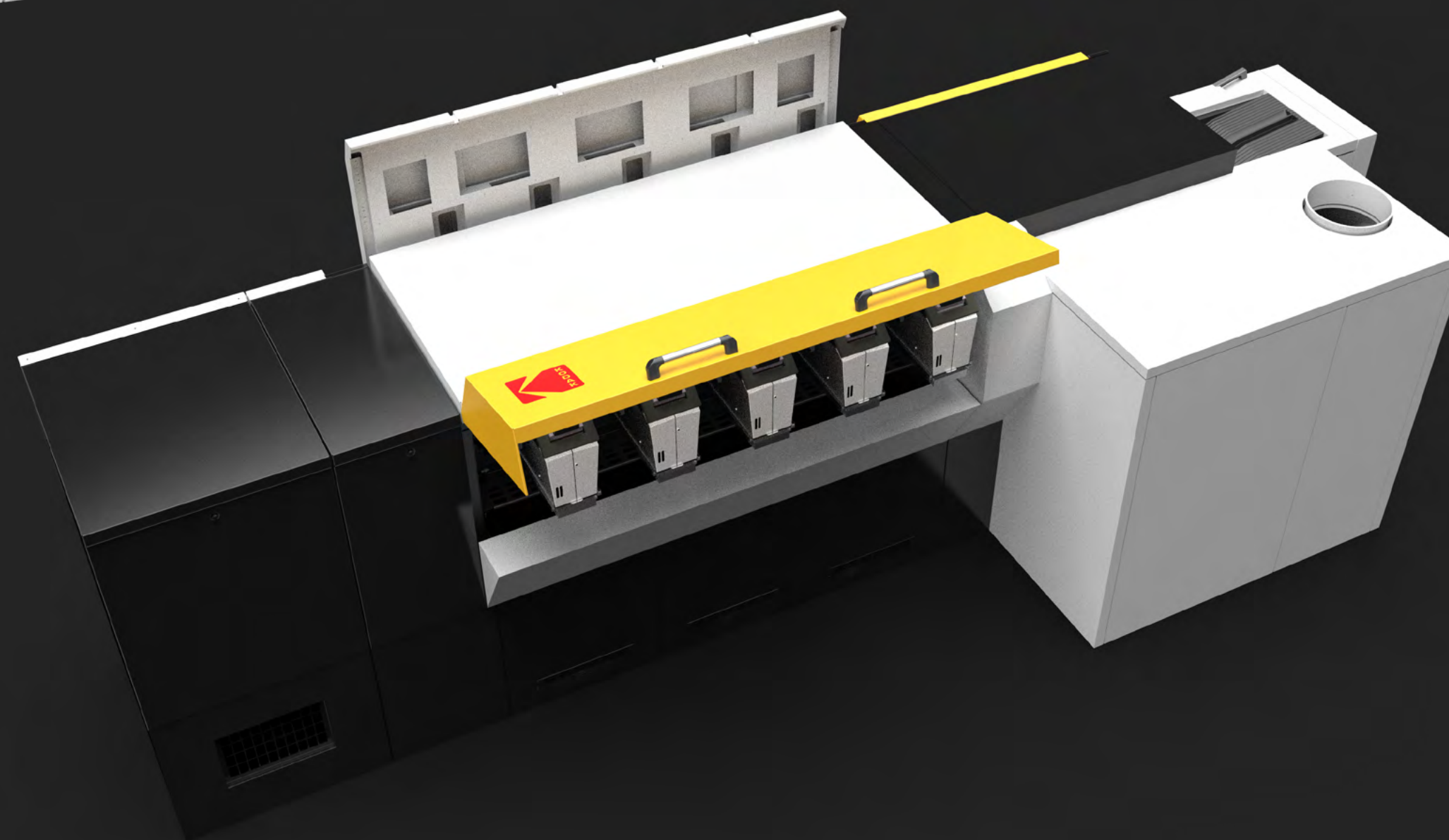
2016 - 2018

project prompt

Redefine the NexPress for the next product generation by improving aesthetics + operator experience, while capturing the essence of Kodak and an offset printing press.

design statement

The new NEXFINITY Digital Press stands out from the crowd, outperforming everything in its class with a value proposition **none can match.**



existing product

dated design language

out-of-date color palette,
need for refresh

added operation difficulty

required multi-hand door
opening operation

proven functionality

competitive functionality, but more
features to be added



ideation



offset press appearance

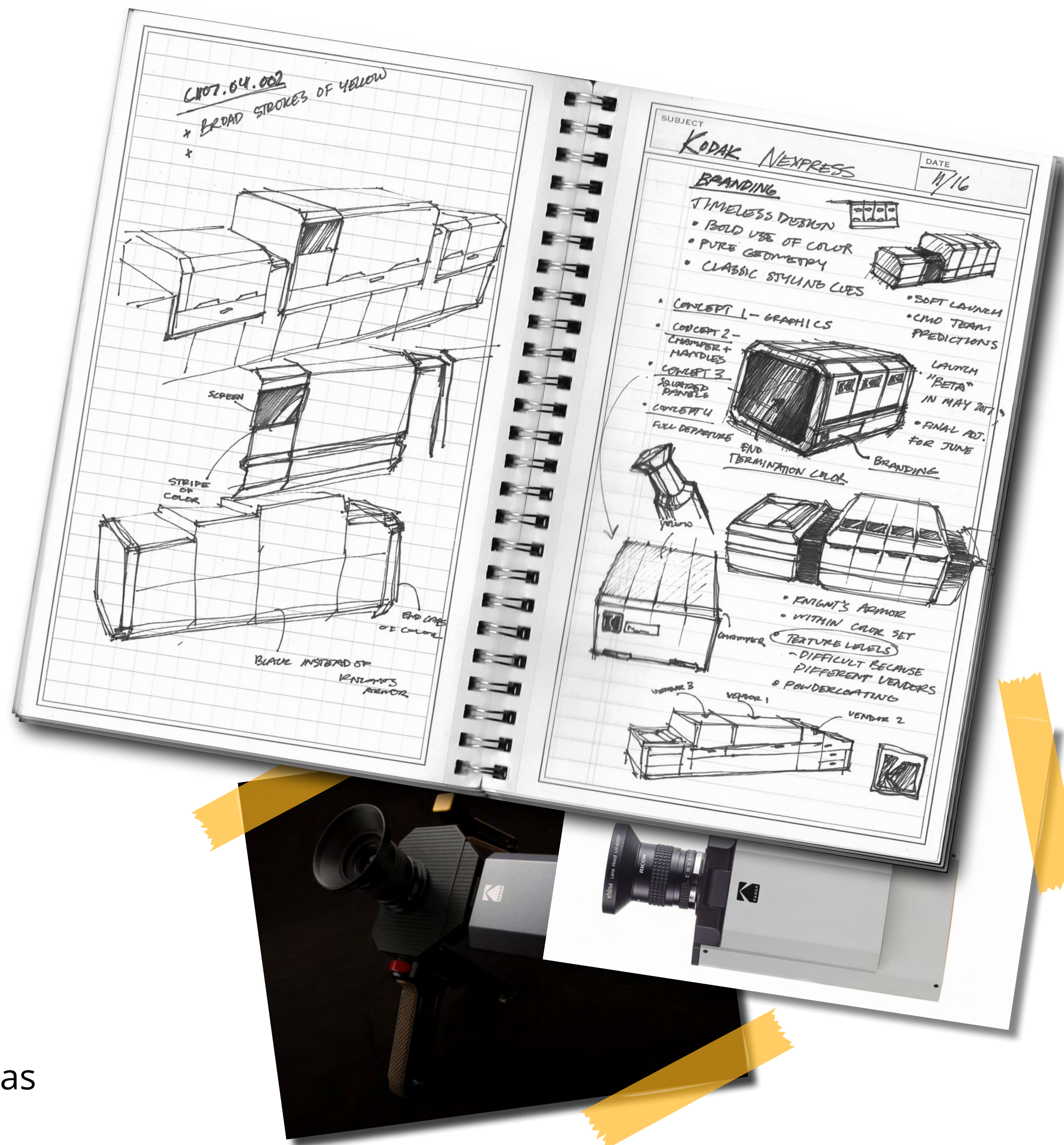
resembles the height bump of the offset midsection

color pop

iconic Kodak yellow

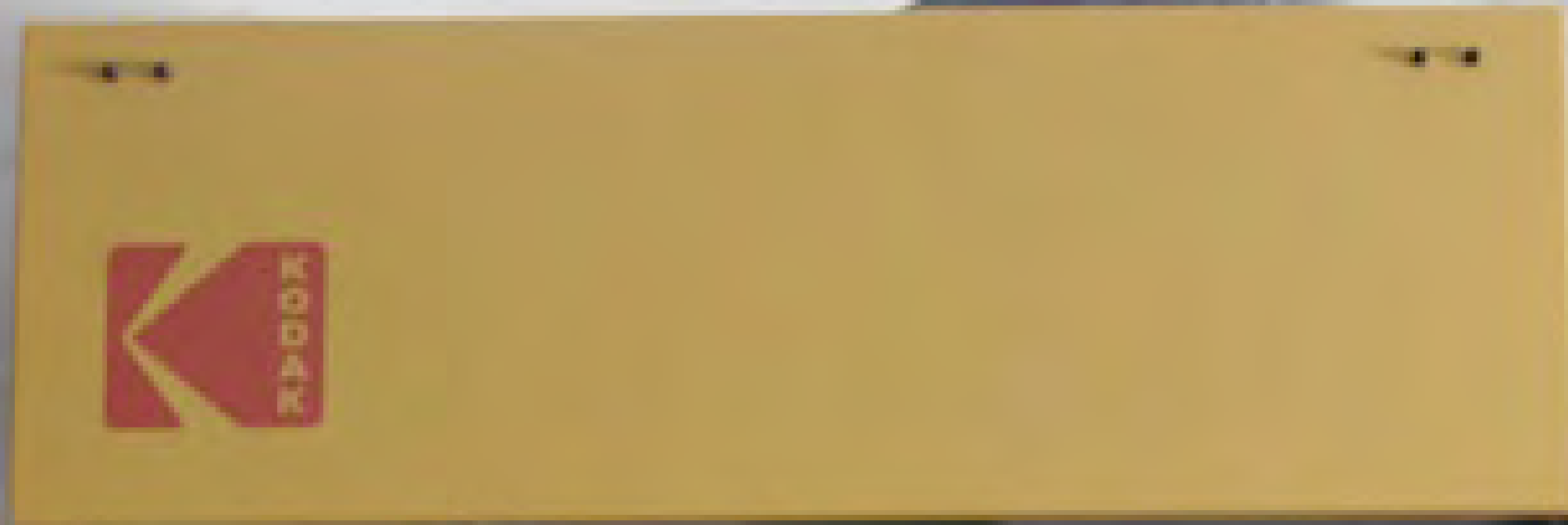
updated brand

inspiration from popular Kodak consumer electronics such as the Super 8 Camera, Ektra phone, and printomatic cameras



prototyping





improved workstation

Kodak-branded workstation provides the operator with the best press control

product ecosystem

in addition to the NEXFINITY printer, our team worked on the maintenance cart + press workstation concepts





final design

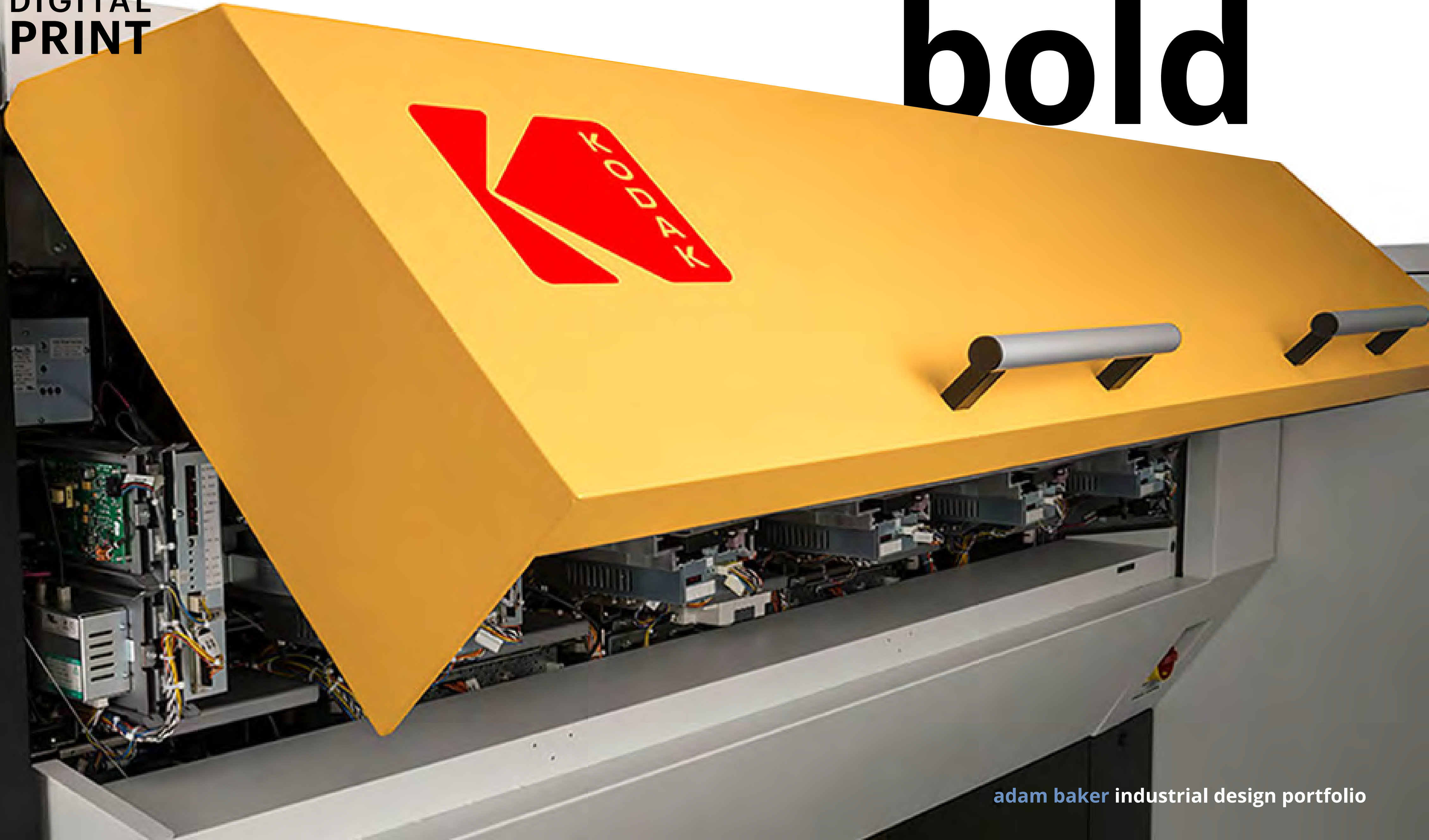
updated look

the new Kodak NEXFINITY Digital Press features a variety of new capabilities and design elements that have defined the future of the Kodak Print division



DIGITAL
PRINT

bold



 **DIGITAL
PRINT**

NEXFINITY
DIGITAL PRESS



prosper

ultra 520

2019 - 2020

project prompt

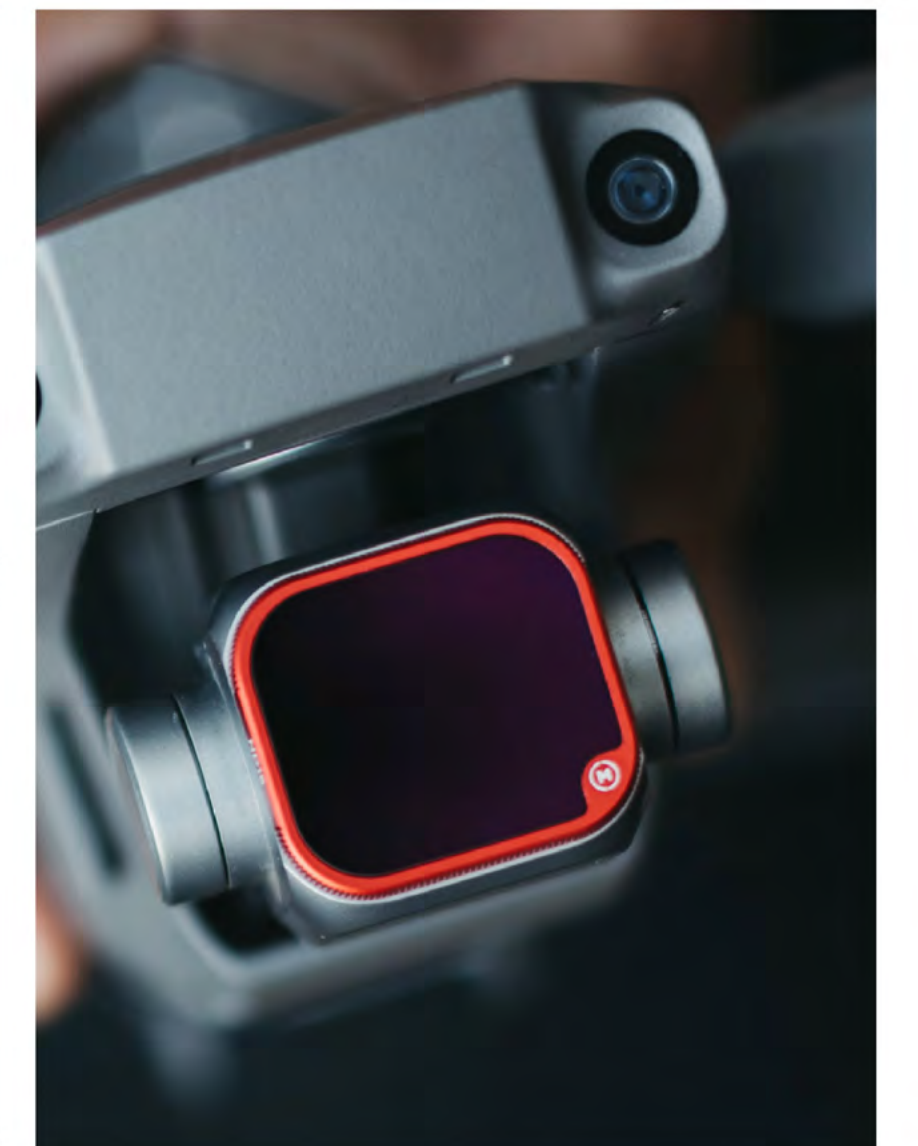
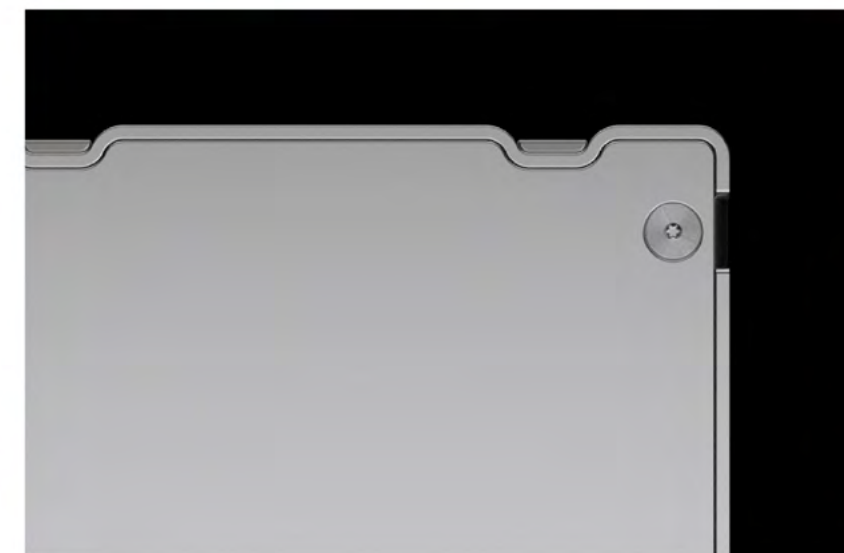
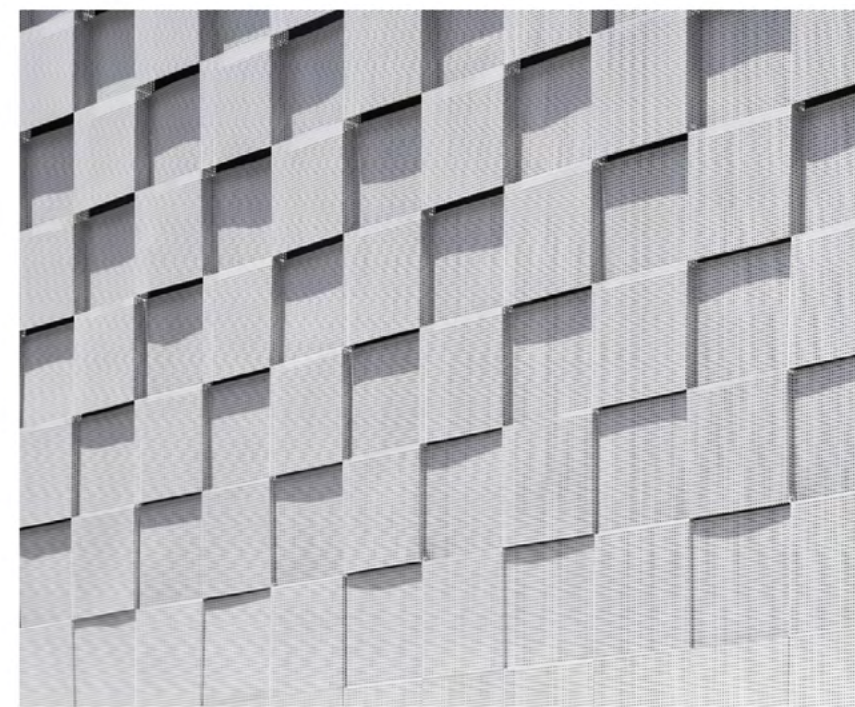
Design a new machine that slots in as the Prosper 6000's "baby brother," while integrating the new **Kodak** color palette and design language

design inspiration

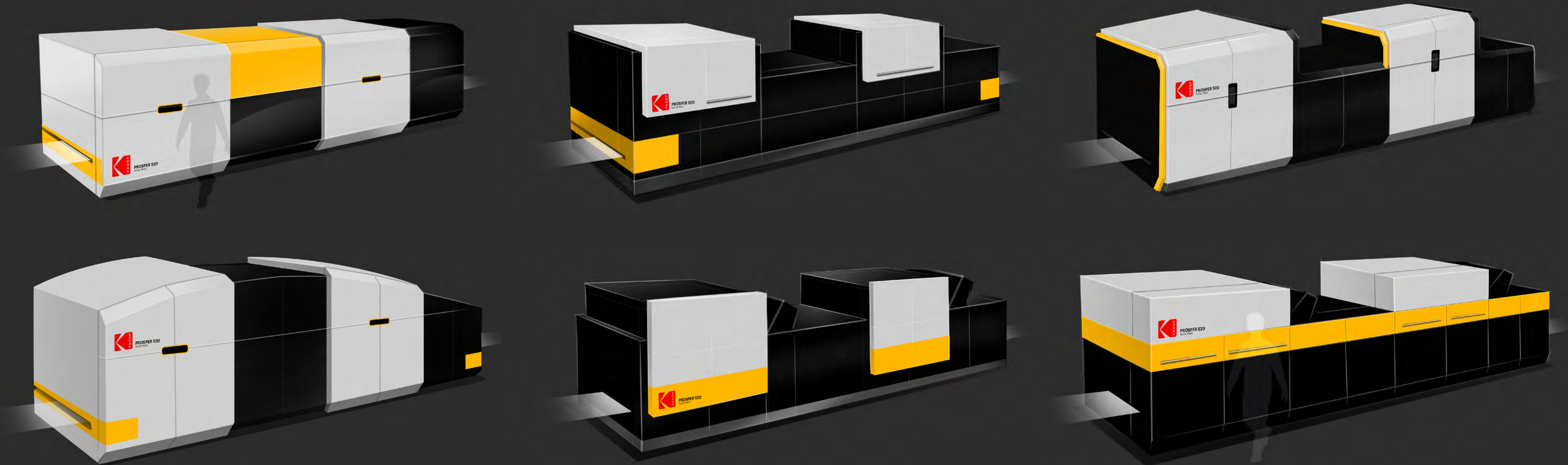
faceted architecture + finned electronics +
precision machined surfaces + high contrast + color pop

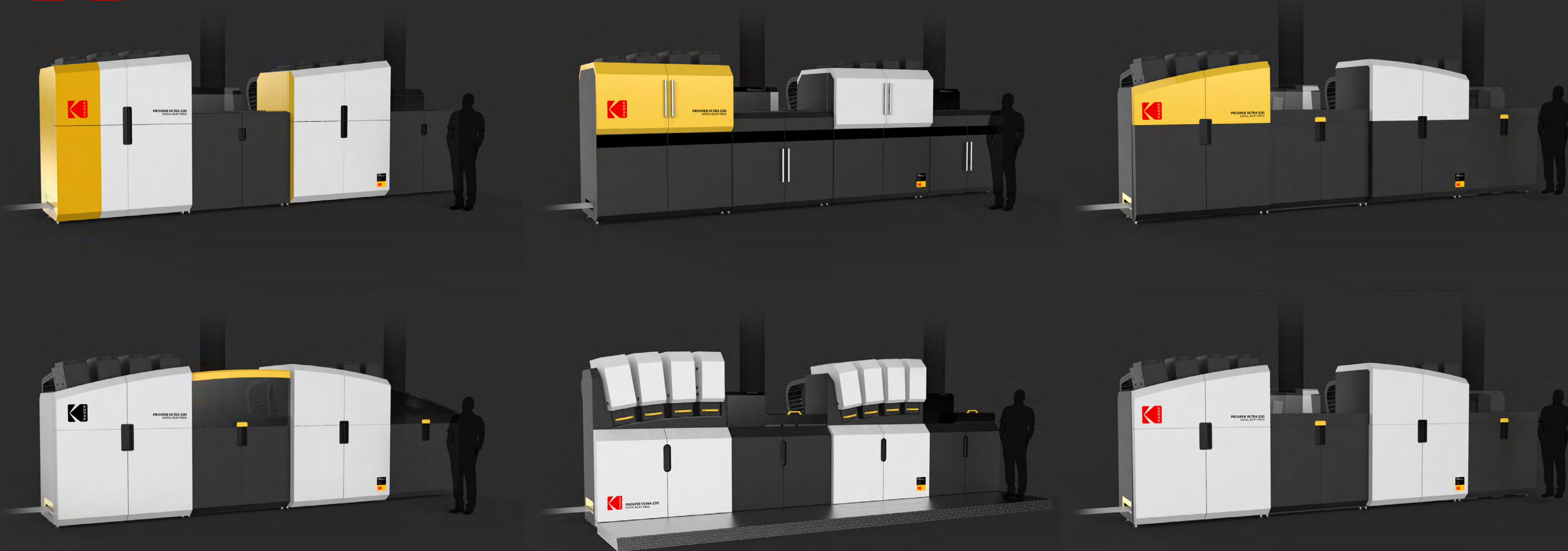


design inspiration



ideation





concept refinement

Our team worked with the Kodak Print engineering team to work through multiple concept directions for feasibility and overall direction

full-scale mockup

Our team mocked up the frame and mechanical parts to better understand the ergonomics for operators

obvious changes

In doing so, we realized that the machine was far too tall and that key access points would be obscured. We worked with the engineering team to address these issues



powerful



clear panels

Viewing windows for key areas allow operators to monitor print progress and quality.

innovative design

"Double Rainbow" profile follows paper path and creates a more compact footprint

final design



centralized e-stops

Easy access location is consistent between major frames.



exposed print heads

Create a mechanical look, while preserving the lineage of the Kodak Prosper 6000. These are more easily accessible for maintenance.



operator platform

Provides an ergonomic lift for operators to access key maintenance points.

 **DIGITAL
PRINT**



PROSPER ULTRA C520
DIGITAL MULTICOLOUR

[view product here](#)

adam baker industrial design portfolio

02



 **DipJar**

dipjar pro

2022 - 2023

project prompt

Design a new generation of card reader to follow up on a successful first-gen device facing part obsolescence.

This second-gen would focus on new interaction, while innovating upon the iconic DipJar shape and function. Working with their team, we designed a full product from start to finish including industrial design, user interface, and engineering services.

starting point

DipJar wanted to add portability for handheld use, while retaining a lightweight device. They also wanted to retain the “jar-like” profile and clear interaction points like the first gen device.

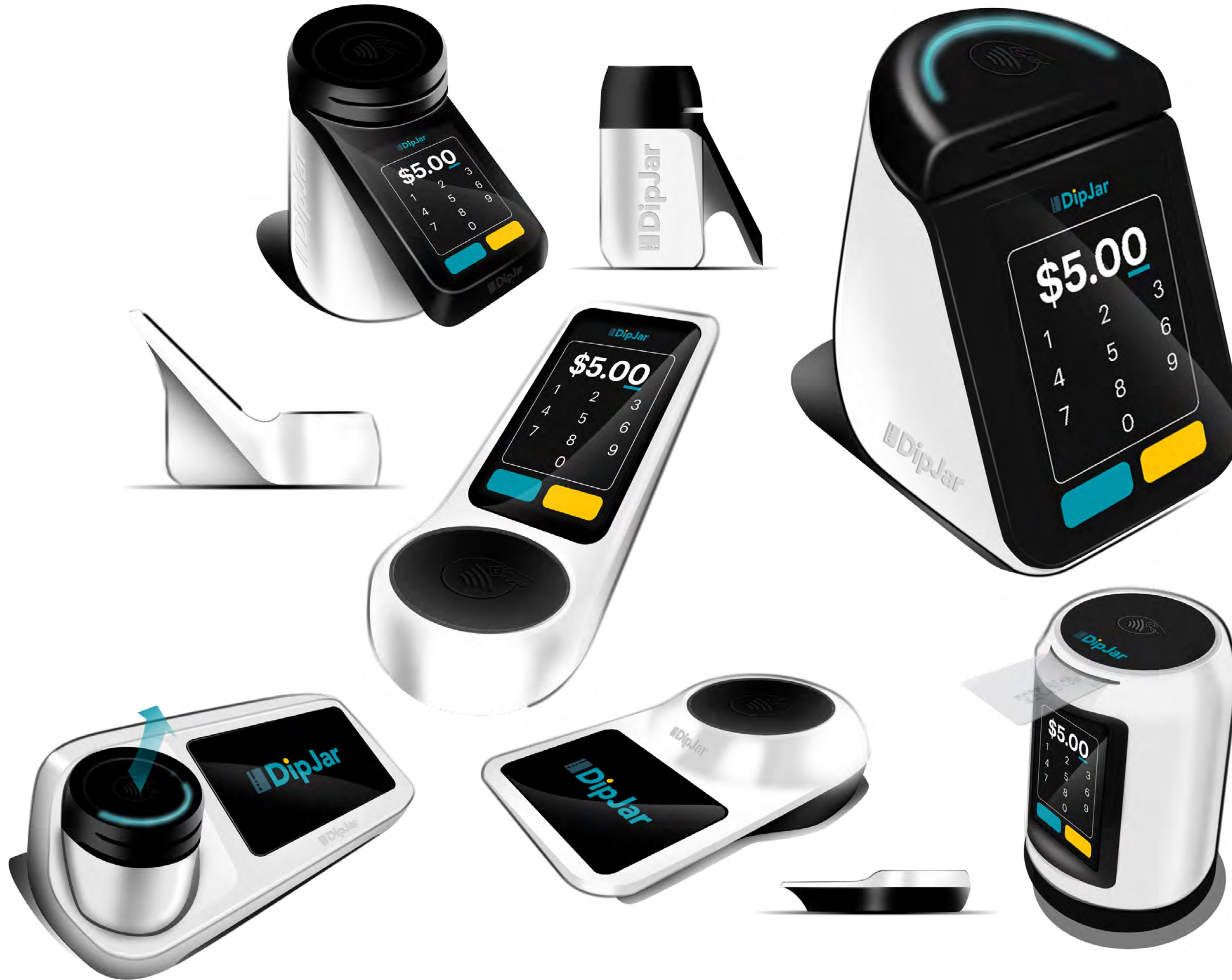
FIXED DONATION
AMOUNT - MAKE
VARIABLE

ADD TAP-TO-PAY &
CHIP READER

RETAIN
“JAR-LIKE”
SHAPE

HANDHELD OR
TABLETOP USE





ideation

sketch concepts

We started our Industrial Design Process by sketching our ideas and refining them. We found a direction that could fit the features and components to accomplish the right functionality.





interaction

enhanced experience

In addition to a new UI, the new design carried over the LED light arc from the first-gen device. We explored methods of lighting and sound to enhance the user feedback and make for a unique, configurable experience.





final design

simple interaction

Our design made the focus clear - interaction was front and center. Using the touch screen and payment points lets users easily contribute to their favorite charitable organization.





details

cohesive design

A clear intent to make sure all the user's needs were met meant a tight focus on the details. Whether for assembly, charging, or labeling, every detail was cohesively designed.

READABLE
PRODUCT INFO



DipJar
MODEL: DIPJAR 3
S/N: DJ00045001
MADE IN USA
FCC ID: XMR232299XXXXX PATENT NOS. 10,XXX,XXX AND 10,XXX,XXX
WARNING: Failure to use official DipJar power adapter may result in damage.
INPUT
5V
2A

SLIGHT TAPER
GUIDES CARD



LARGE
SPEAKER
GRILLE



prototyping

Our team produced multiple high quality prototypes throughout the process including functional beta units.



 DipJar



[view product here](#)

03



Alaris

Alaris



general overview

In my time at BZDesign, I worked with Alaris, a Kodak company, to refine their product line and conceptualize the future of their brand.

- S2000 Series
- S3000 Series
- i5000 Series
- INfuse
- Accessories
- New Product Concepts



Alaris

S3000

2018 - 2019

project prompt

Streamline the design of the Alaris S3000 product lineup by integrating new technology while preserving as many current parts as possible.

design statement

The Alaris S3000 design concept lightens the presence of the high-speed desktop scanner by giving the appearance of levitation. Also revised are the airflow patterns and user interface controls.



Alaris

dated design language

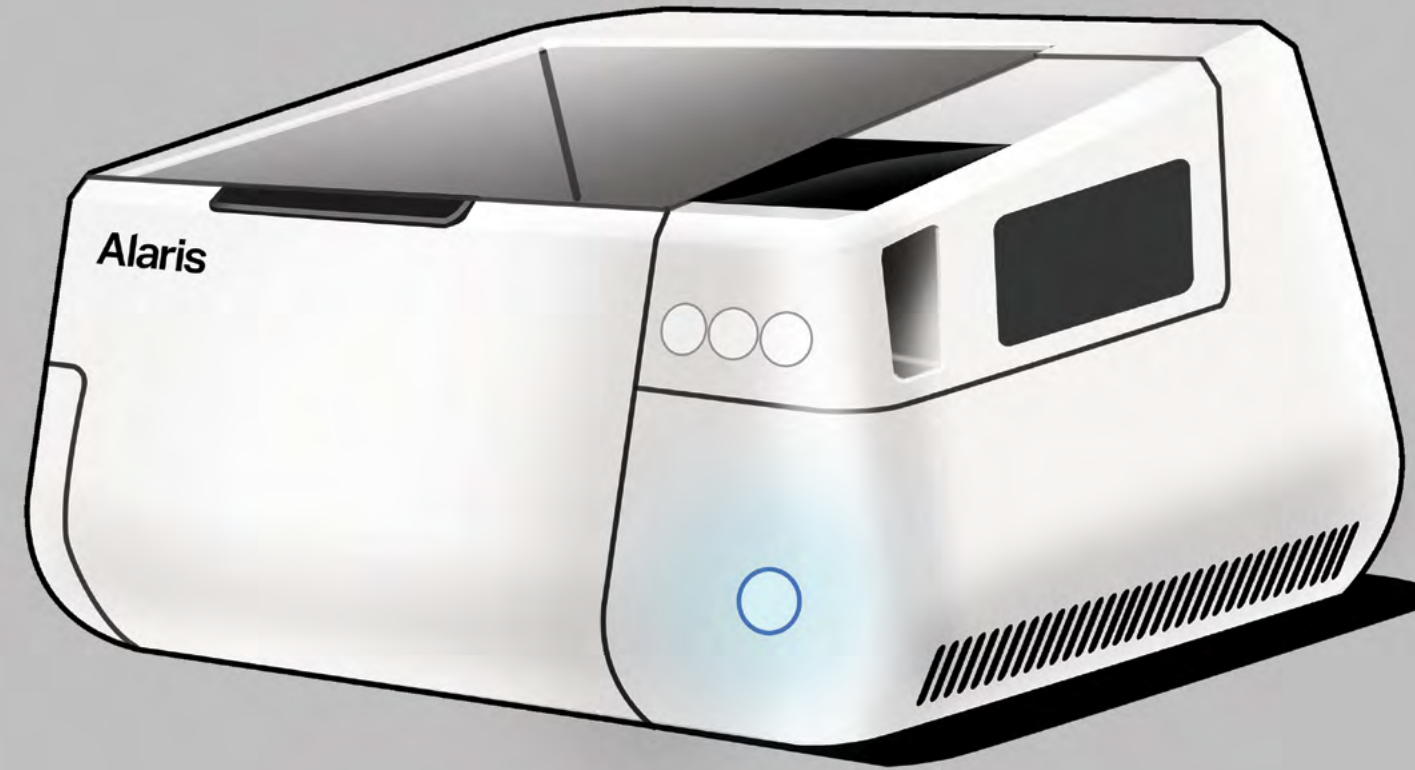
out-of-date color palette, need for refresh

integration of touchscreen

current geometry doesn't allow room for a new touchscreen interface

improvements in the pipeline

new functions are ready for the next generation



ideation

Alaris

simple branding

Minimal branding to preserve a clean-designed surface.



full CMF exploration

Our team worked through multiple CMF options, but landed on a fairly conservative silving lining + black scheme.



Alaris

final design



front view



side view

[view product here](#)

Alaris

INfuse

Concept

2018 - 2019

project prompt

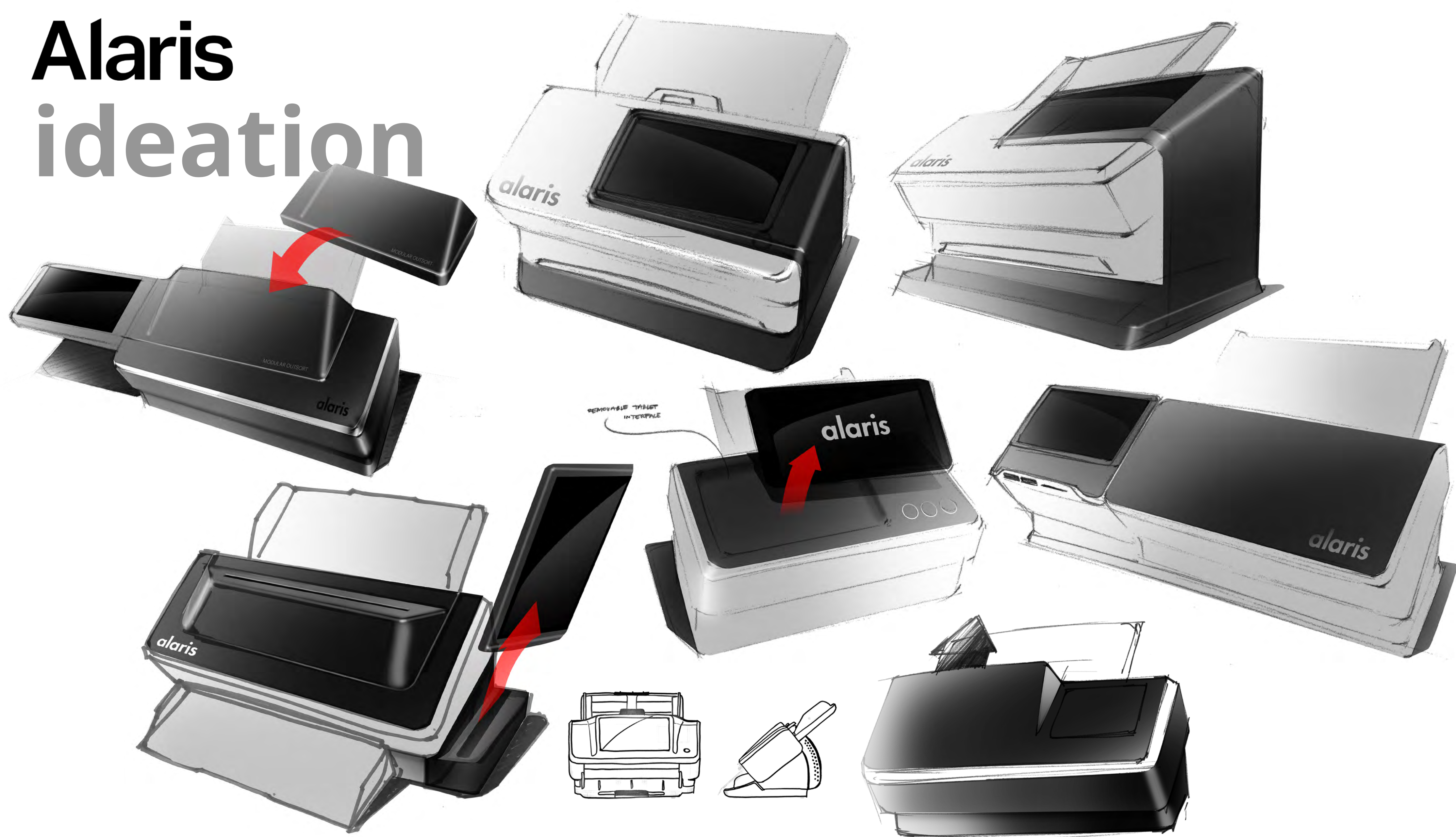
Imagine a new product that launched Alaris into new markets by mapping out product and software opportunities in those potential markets.

design statement

The Alaris connected device is designed intuitively for use in financial, education, and government markets. It's ergonomically adapted touchscreen and user-friendly interface mean the possibilities are endless.



Alaris ideation



Alaris

modular concept

modular attachments allow the connected device to work well for a variety of environments, while maintaining the same desktop footprint



Alaris

integrated concept

updated user interface and large centralized touchscreen are adaptable for multiple applications, while only changing a select few panels



Alaris

i5000

2021 - 2022

project prompt

Refine the long-standing i5000 series to improve product intelligence, ease of use, and maintain high quality aesthetic appearance.

design statement

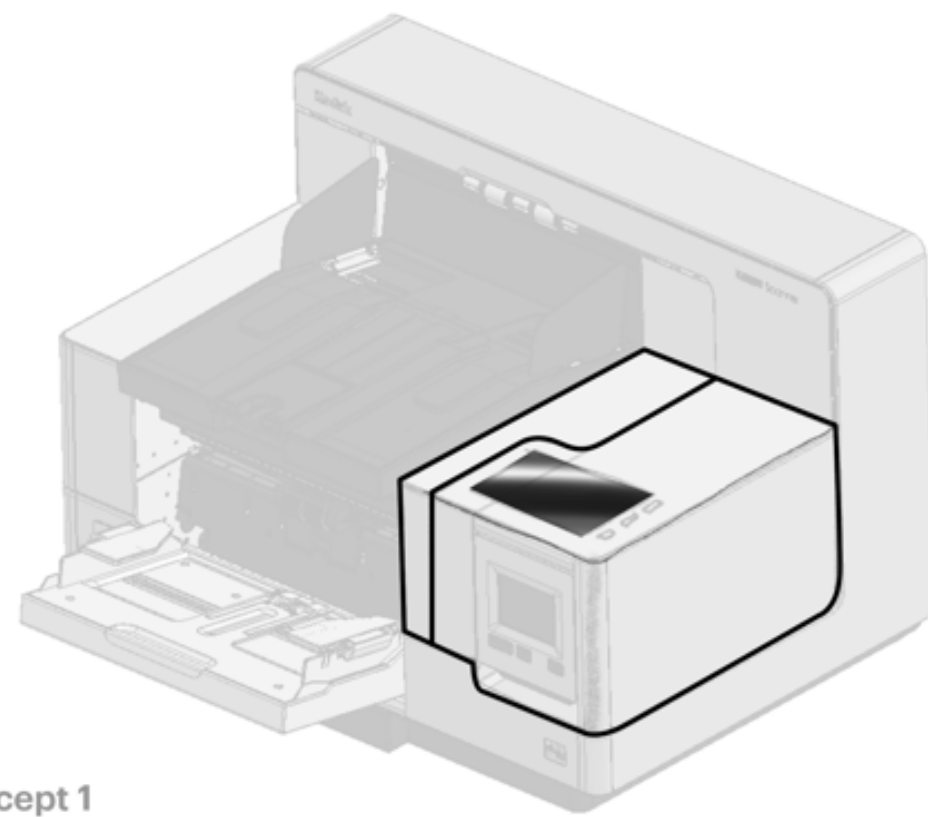
The Kodak Alaris i5000 Series is a high-speed document scanning line that needs no introduction. However, the interface and aging technical aspects of the product needed to be updated and integrated into the current aesthetic.



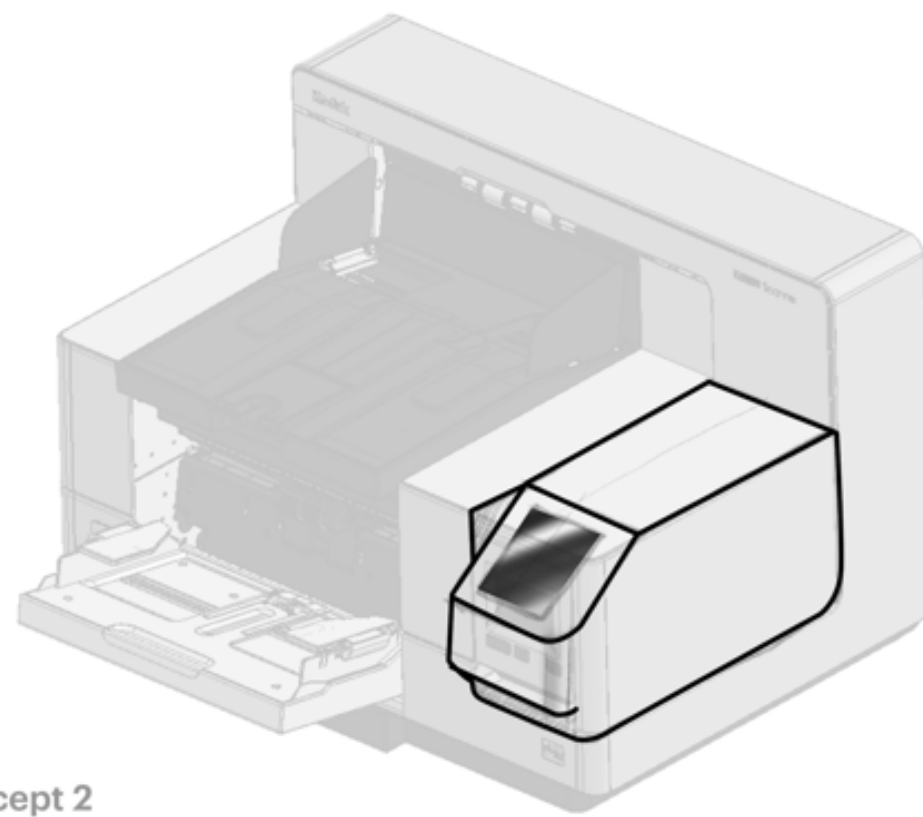
Alaris ideation

initial exploration

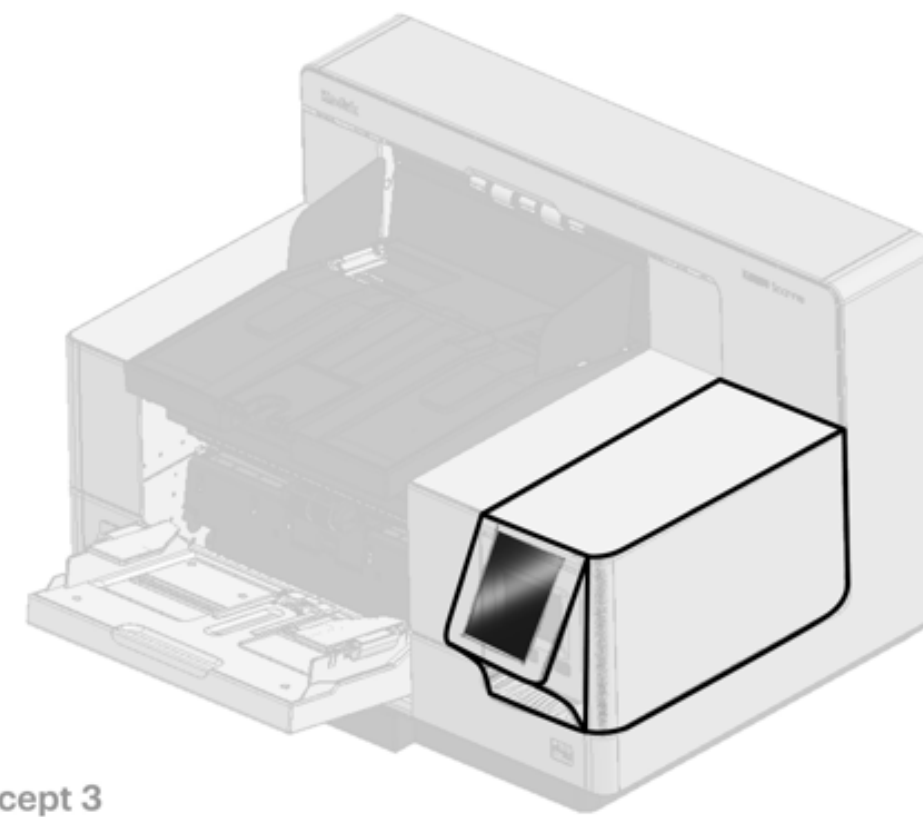
Originally, we explored only a small area of the scanner to limit the panels affected by redesign. Our goal was to introduce as large of an interaction area as possible while maintaining the product footprint.



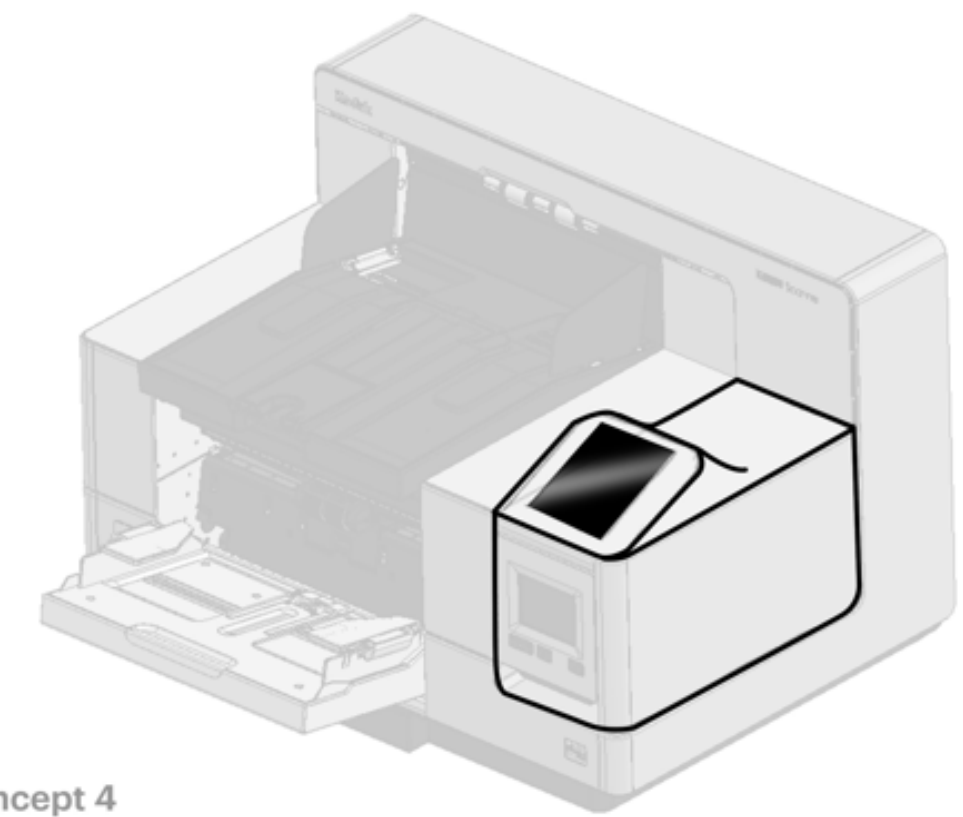
Concept 1



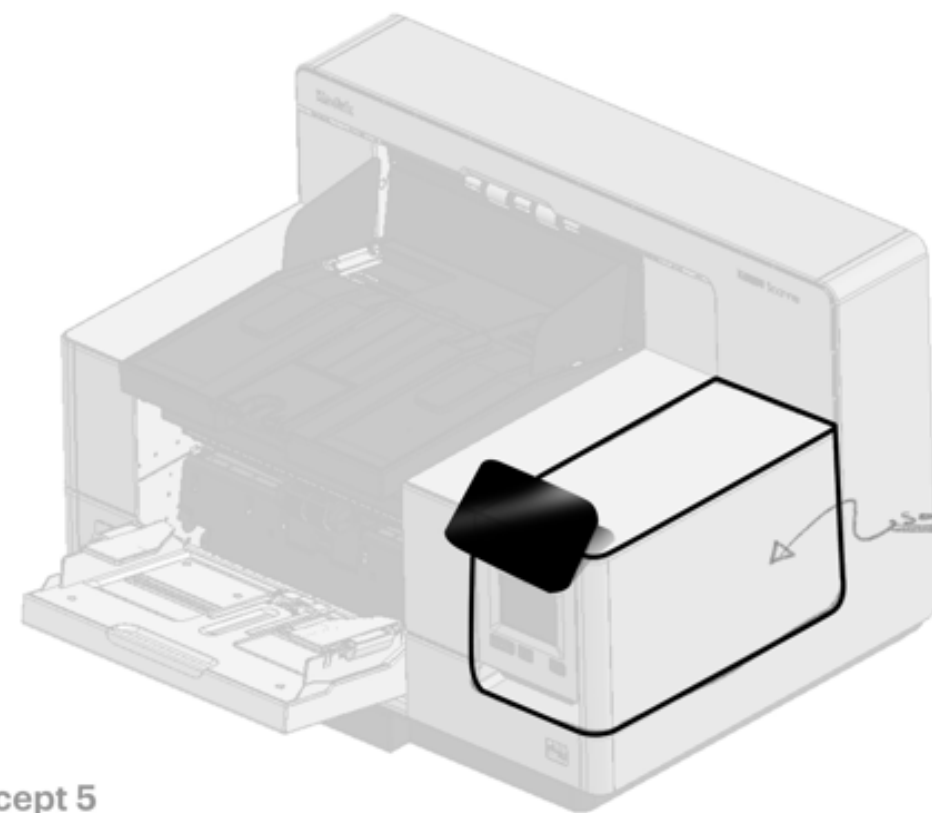
Concept 2



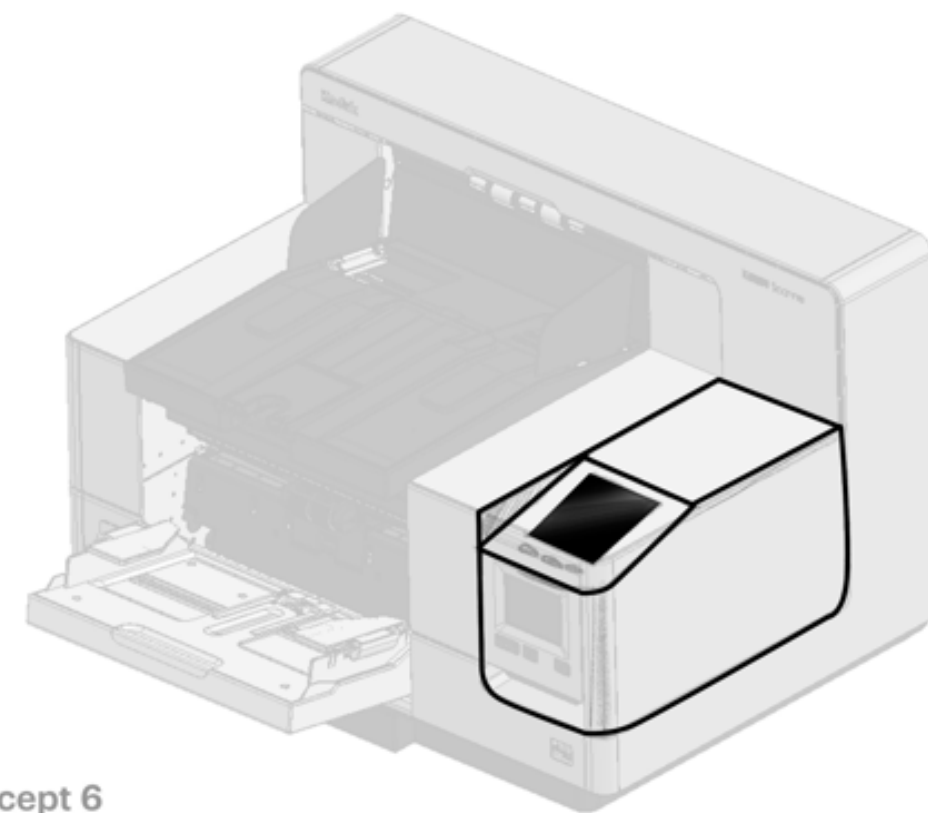
Concept 3



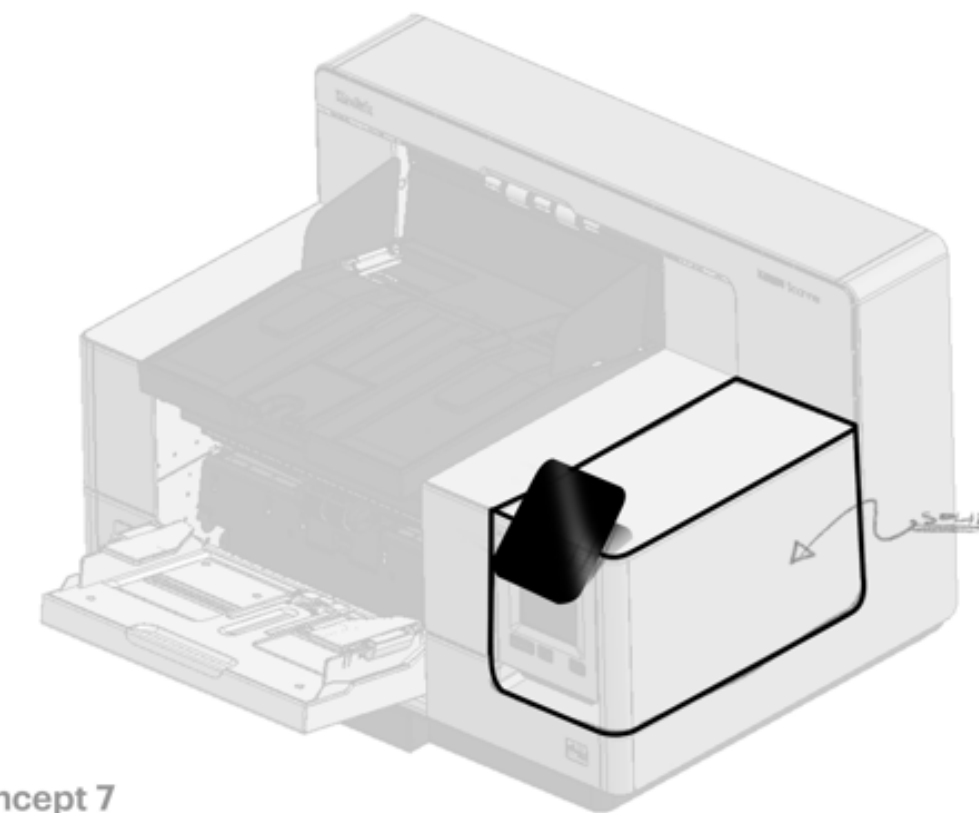
Concept 4



Concept 5



Concept 6



Concept 7

Alaris



ideation

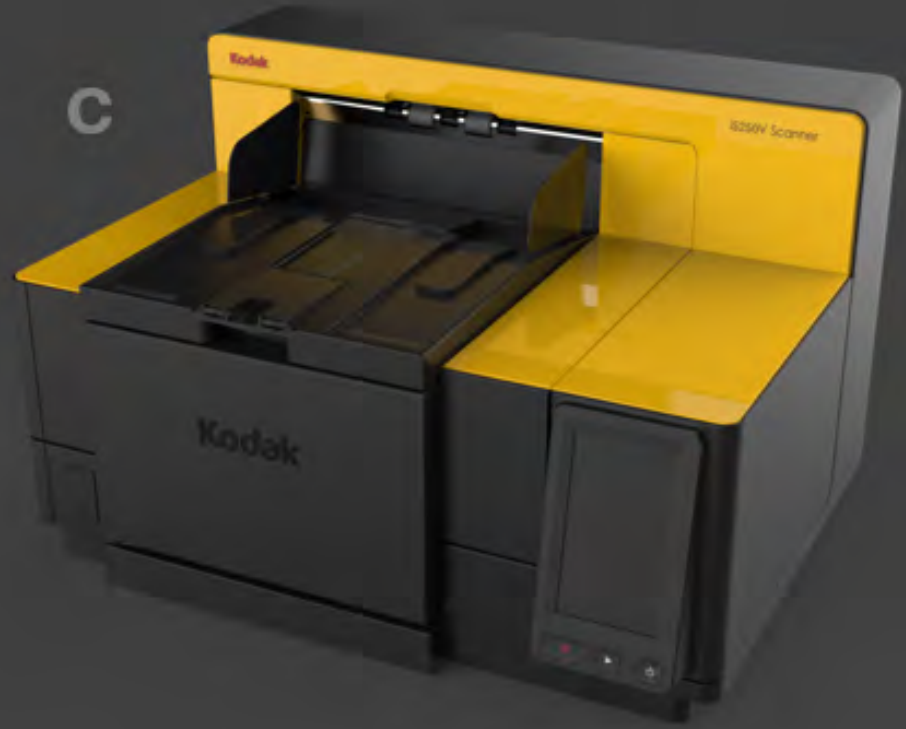
follow-up efforts

After exploring only the small panel changes we also created a set of concepts envisioning a full product refresh.

Alaris



Current CMF



CMF exploration

Once the touchscreen area was designed, we explored wholesale changes to the CMF to better identify the new generation of i5000 products.

Alaris

final design



i5000 Family

The New i5000 product lineup improves upon a classic industrial design language while adding new features for better interaction and usability.

The large 7" touchscreen + magnetic catch trays allow users to work with the device more efficiently and more informed.

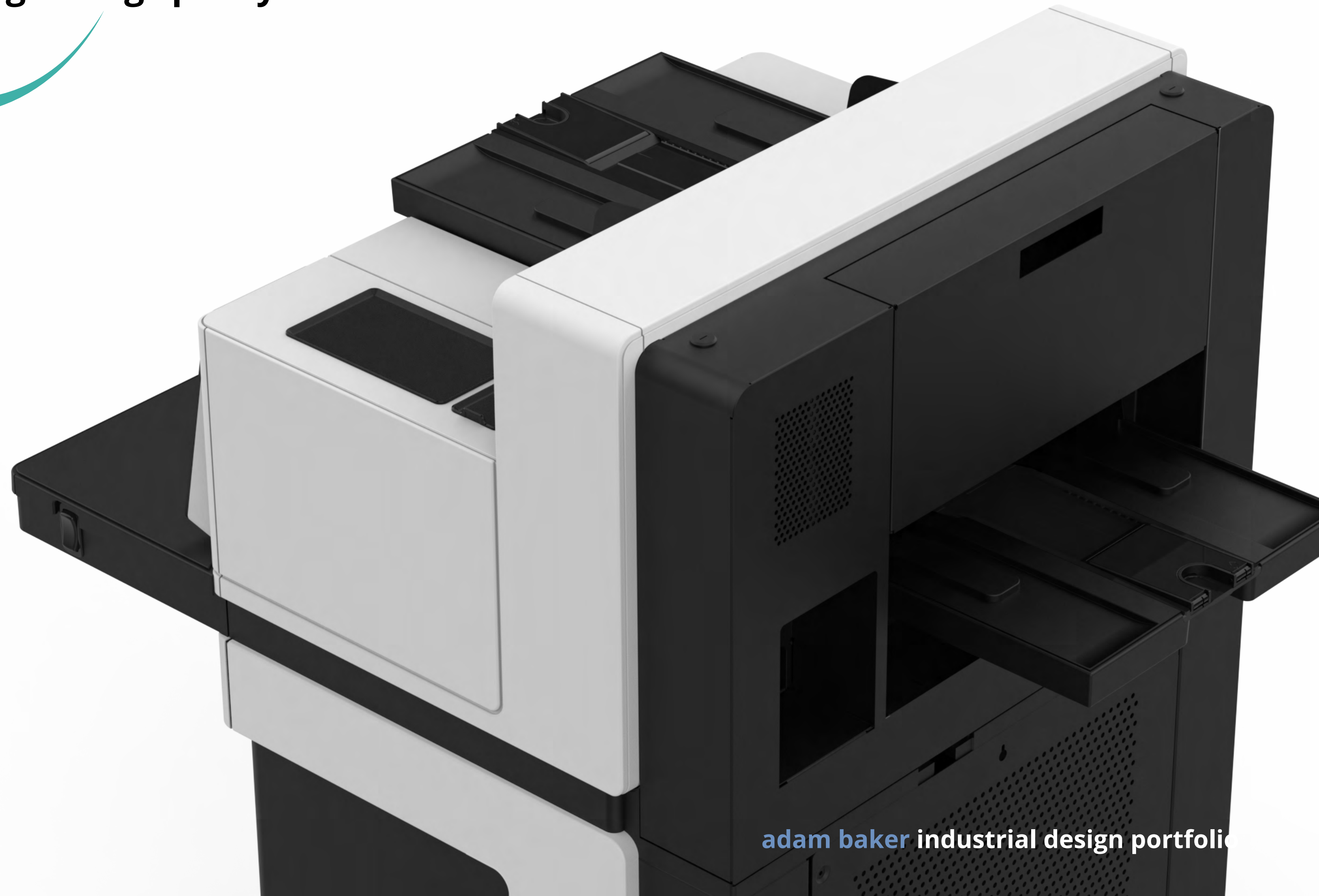
Carefully designated CMF + geometry updates also communicate touch points and improve surface durability.

[view product here](#)

Alaris

final design

magnetic grip trays

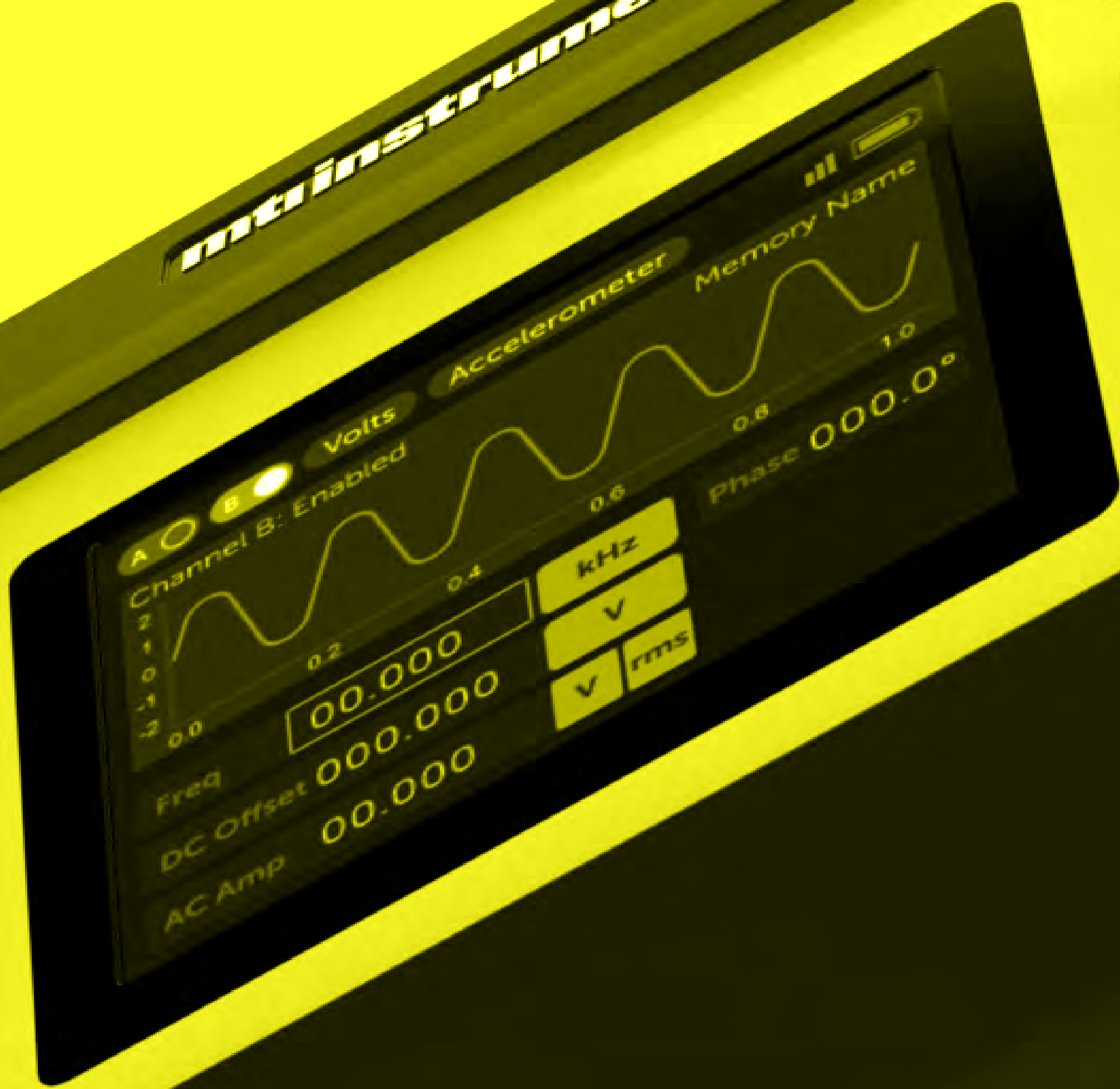


04



mti instruments

By **VITREK**



mti instruments

By **VITREK**



2022 - 2023

project prompt

Redesign the 1510A Signal Generator for more advanced functionality, durability, and a more modern user experience.

design statement

The new MTI Instruments 1520 Signal Simulator is designed for reliability, performance, and remote operation for testing and calibrating advanced machinery and sensor-driven systems.

existing product

outdated design

aging off-the-shelf components are causing the 1510A to fall behind

difficult UI

slow and simple UI limits user and device functionality

bulky, not ergonomic

current bulky design is not designed for single hand operation

connector positions

connectors are too close for gloved hands and need improvement

battery issues

battery life and DC barrel charging are customer complaints



mti instruments

By **VITREK**



ideation
first round

mti instruments

By **VITREK**



portrait layout
go with the status quo



landscape layout
unique opportunity



ideation

overall design layout

mti instruments

By **VITREK**

testing

Using 3D Printing, foam, clay, and more we were able to refine the button position and grip shape to enhance user comfort.



mti instruments

By **VITREK**



prototype

mti instruments

By **VITREK**

ideal port layout?

kickstand?

CMF for
visibility?

refinement



mti instruments

By **VITREK**

refining the details

We worked with the MTI team to better understand the required CMF, durability, size, and tabletop usability then worked in new details.



refinement

mti instruments

By **VITREK**



durable design

The 1520 Signal Generator redefined MTI Instruments product lineup and how they approached usability.

A durable plastic shell, rubber bumper, and protected interaction points will keep this handheld in use for years.

final design

adam baker industrial design portfolio

mti instruments

By **VITREK**



62°
kickstand

rigid protected
connector wall

final design

adam baker industrial design portfolio

mti instruments

By **VITREK**

production



successful design

Capable to handle any situation and environment, the 1520 project was a resounding success. It won a LEAP award - recognizing the engineering and intuitive user design and interface.

MTI Instruments soon went on to be acquired by VITREK based on the successful development of this product and their other successful ventures.

[view product here](#)



thank you!

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