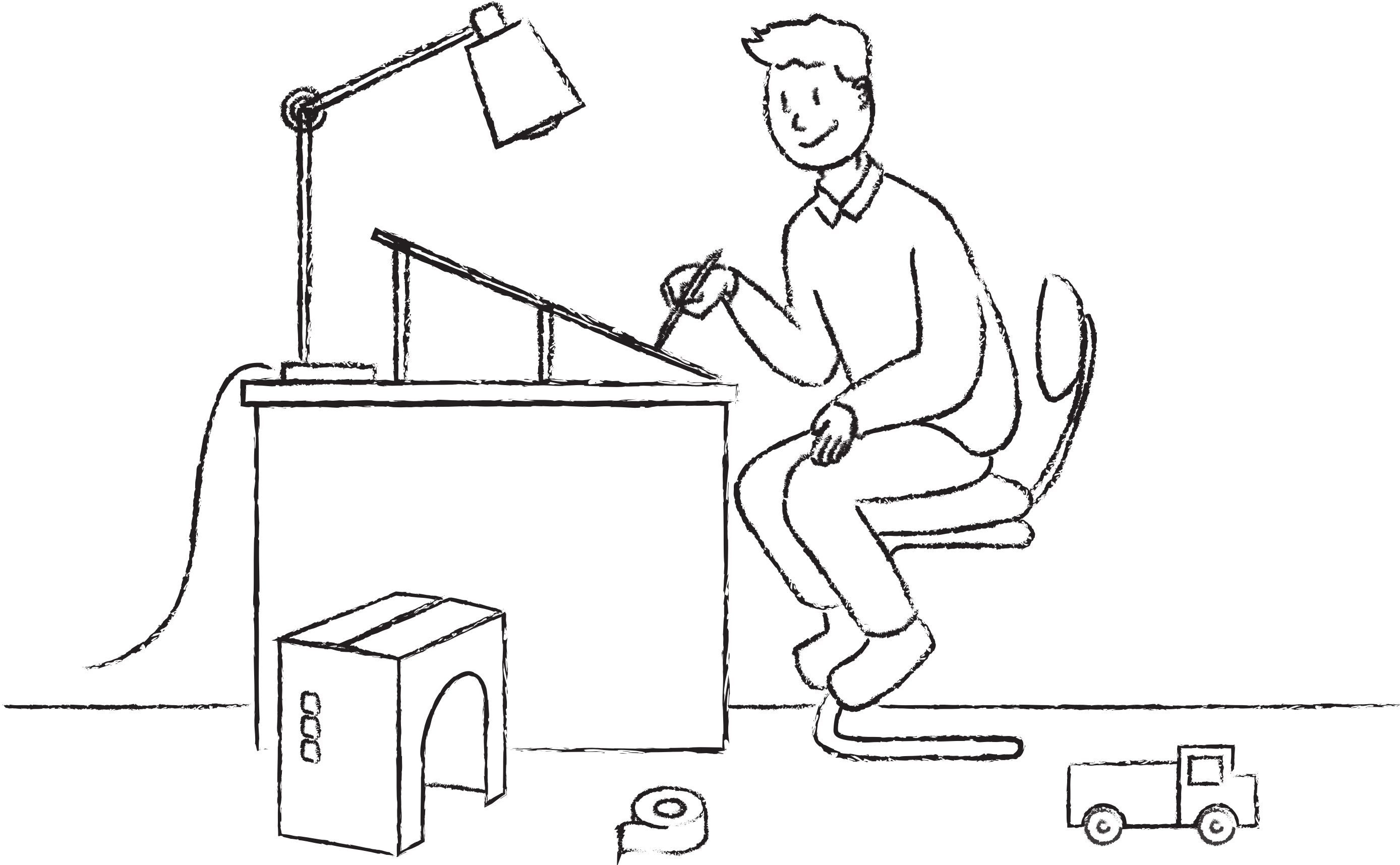
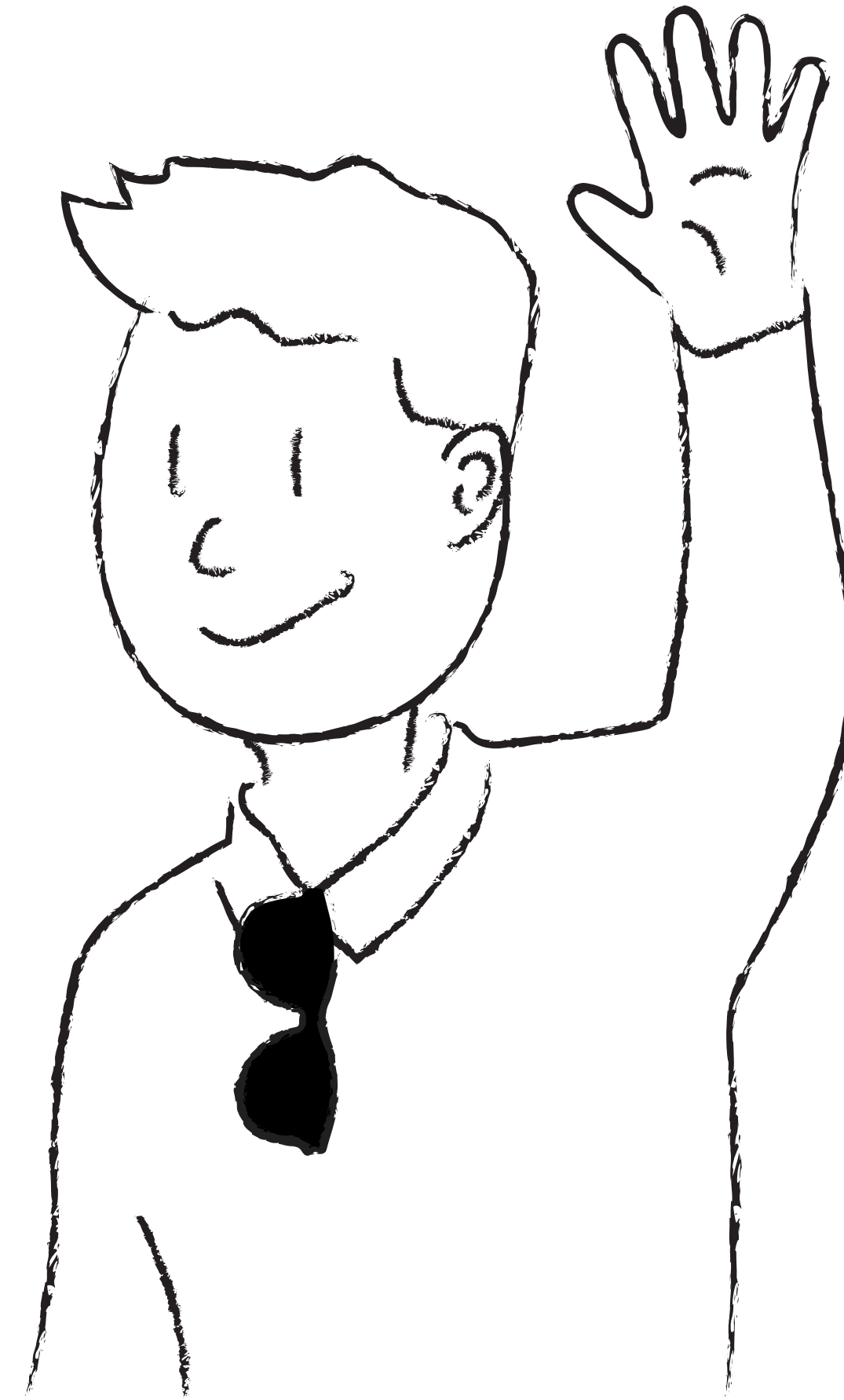


Design Portfolio

Lincoln Chen
lincolnchenpd@gmail.com
<https://www.lincolnchen.design/>
626-497-3899

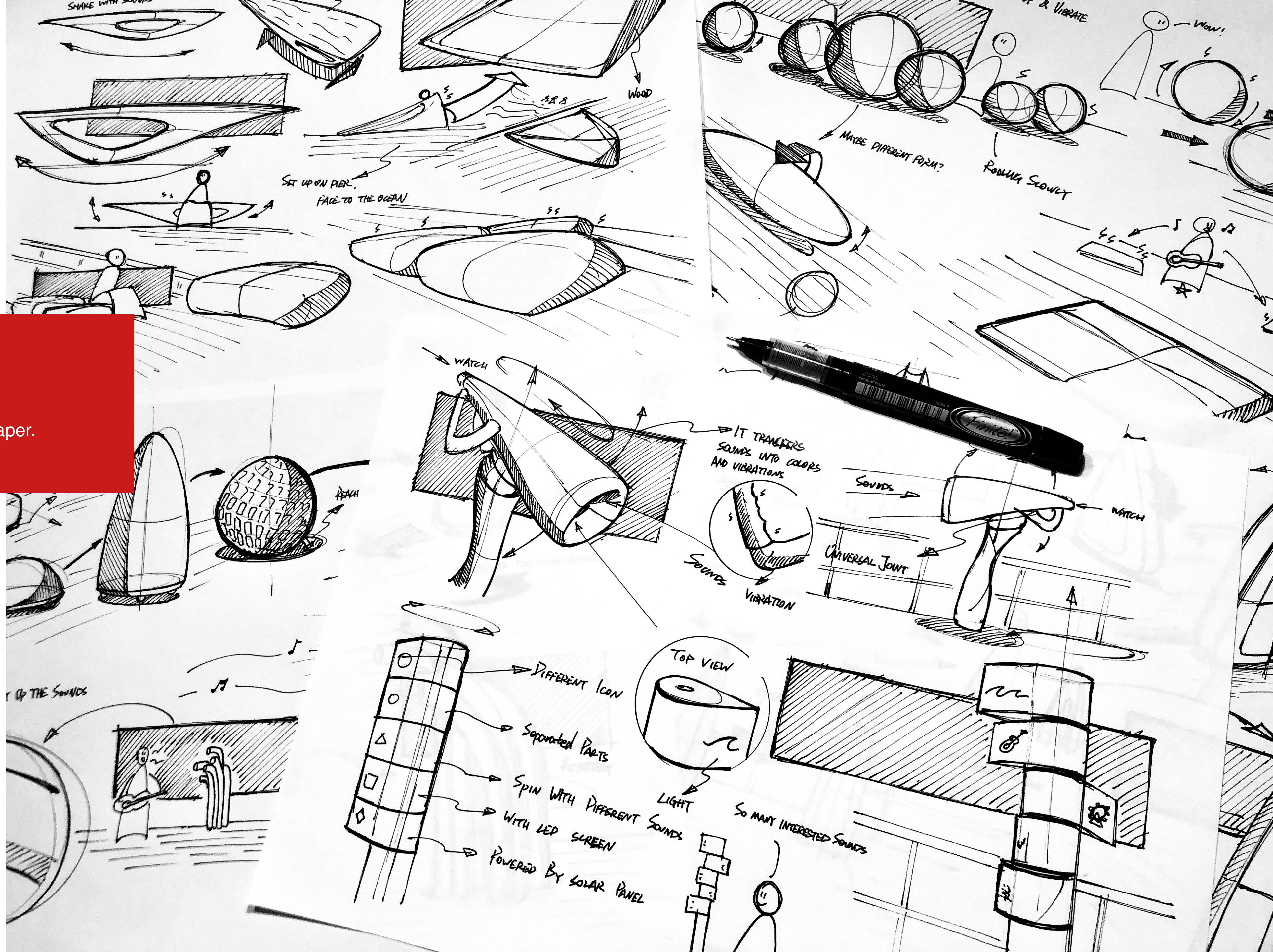


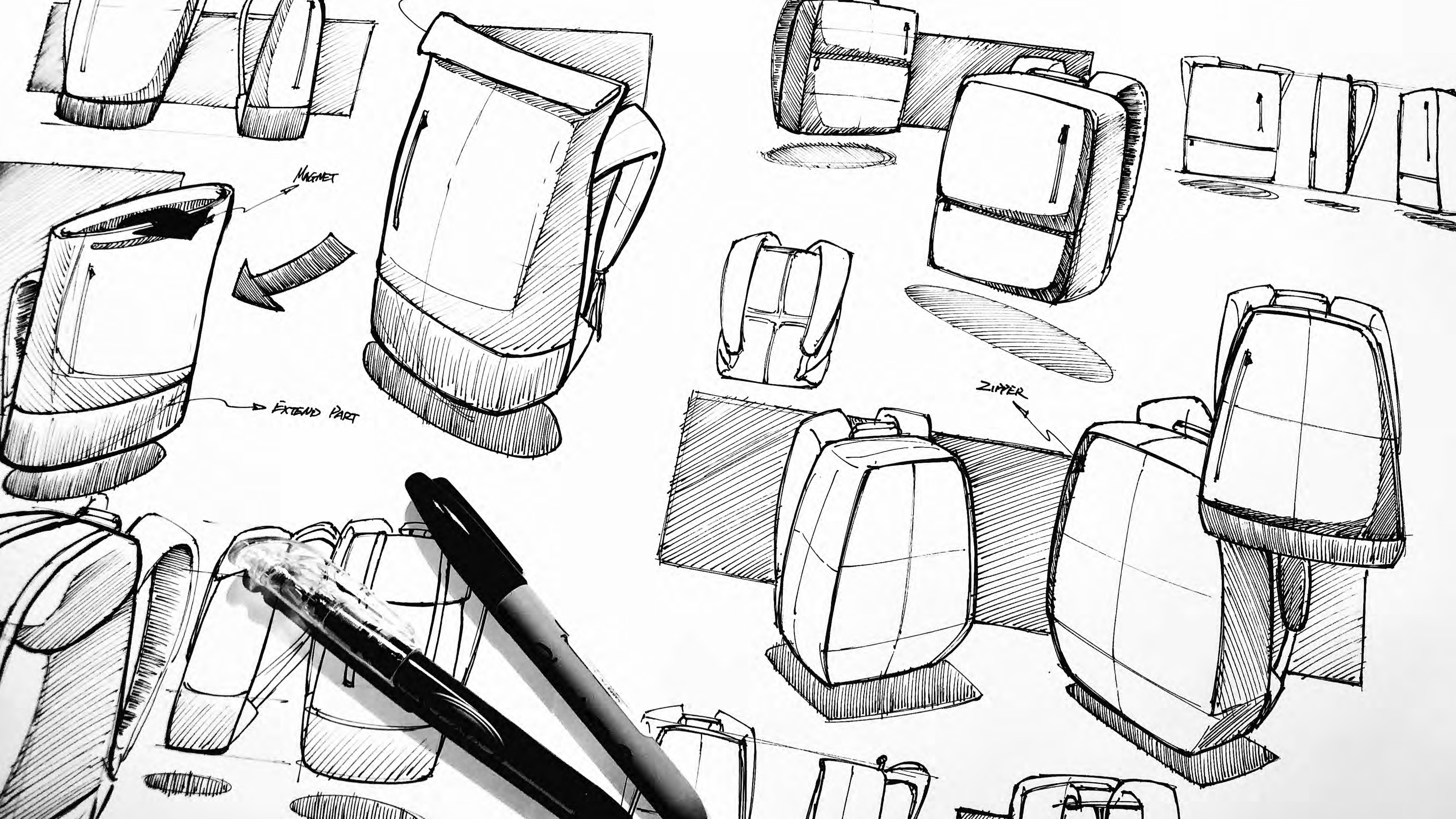
Hi, I'm Lincoln Chen.
Here is a short video
about my journey!



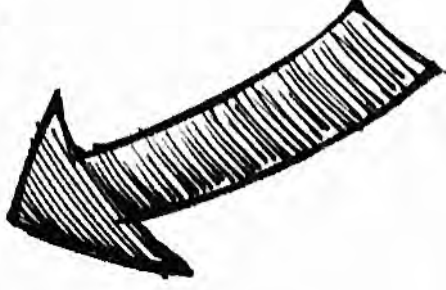
Sketching:

Sketching to me is less like a showing-off tool but more about quickly putting my thoughts on paper.





MAGNET

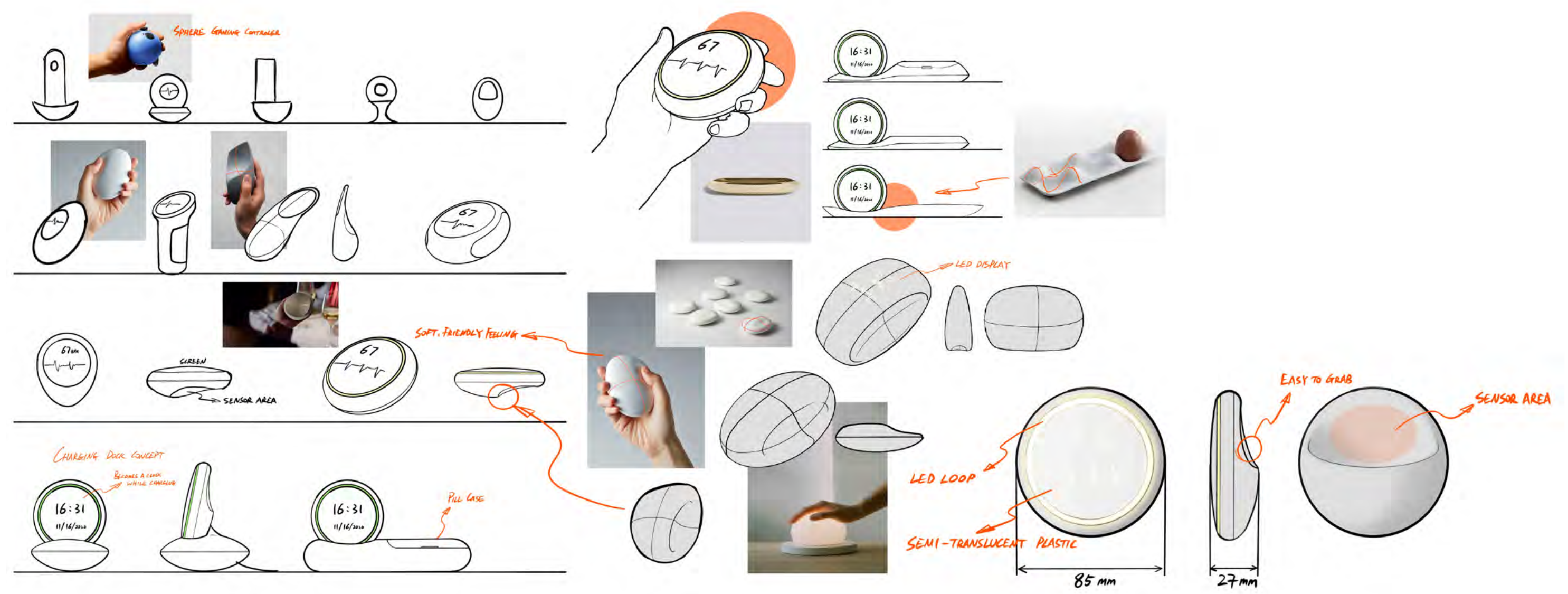
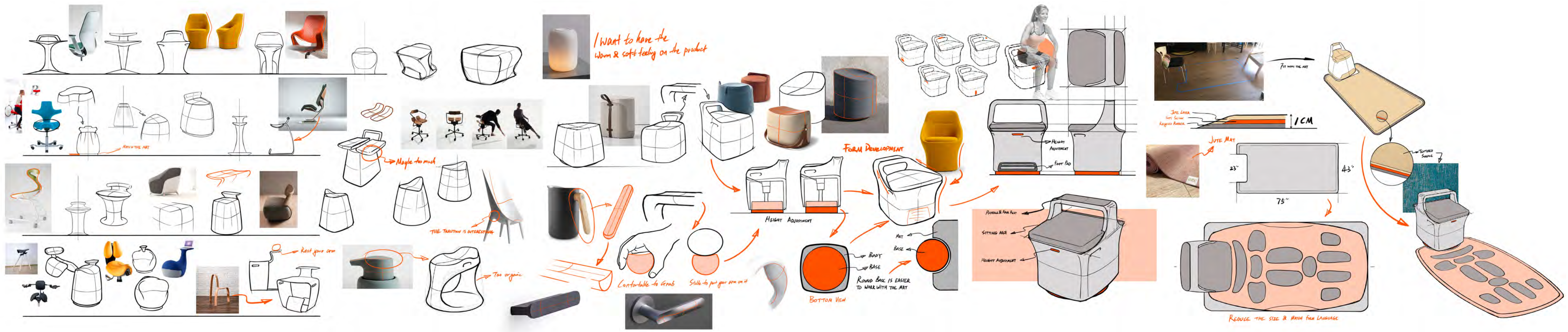


EXTEND PART



ZIPPER





Besides pen and paper, I also love to sketch digitally with procreate.

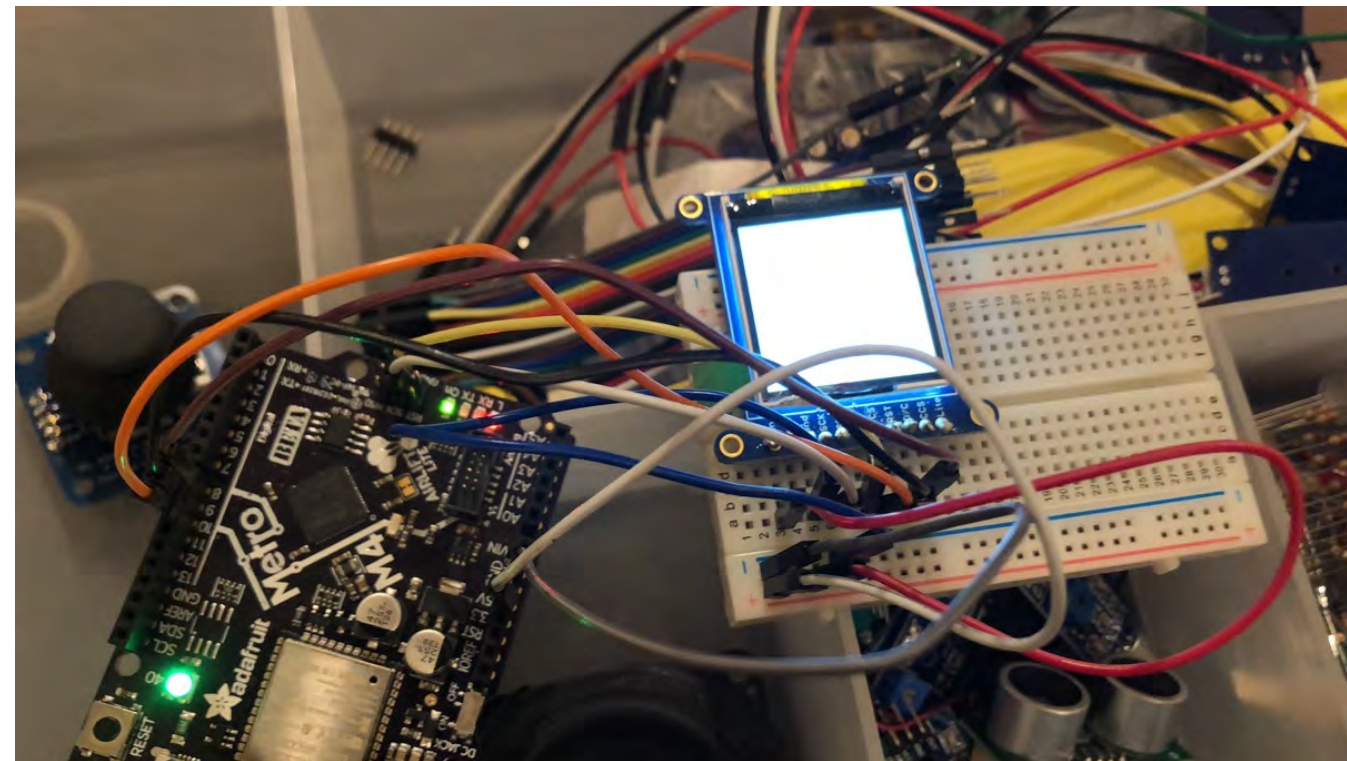
Prototyping:

Being familiar with different materials and manufacturing methods allows me to prototype the model as needed quickly.



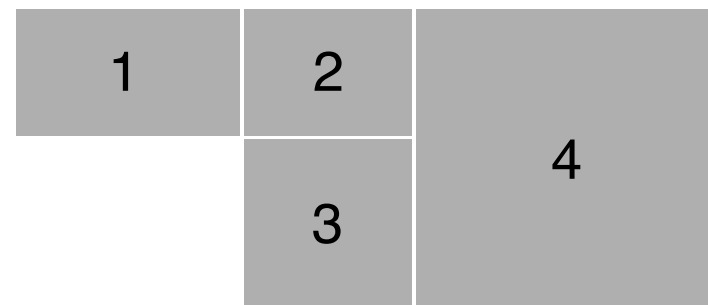
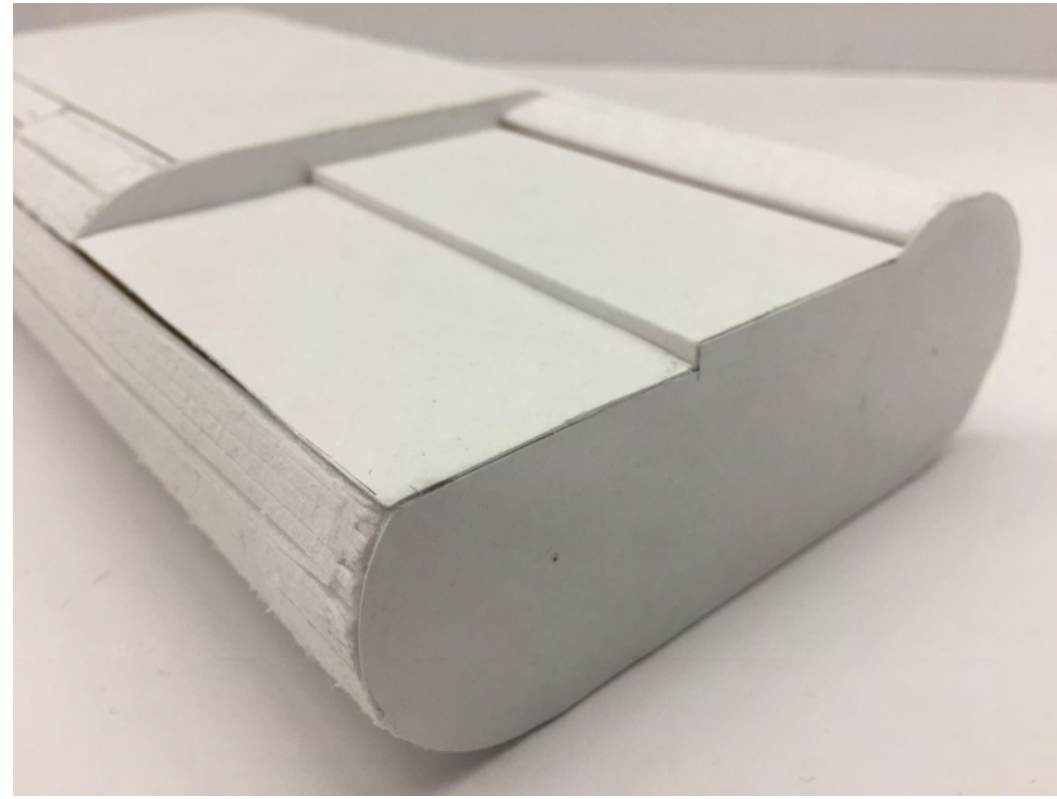
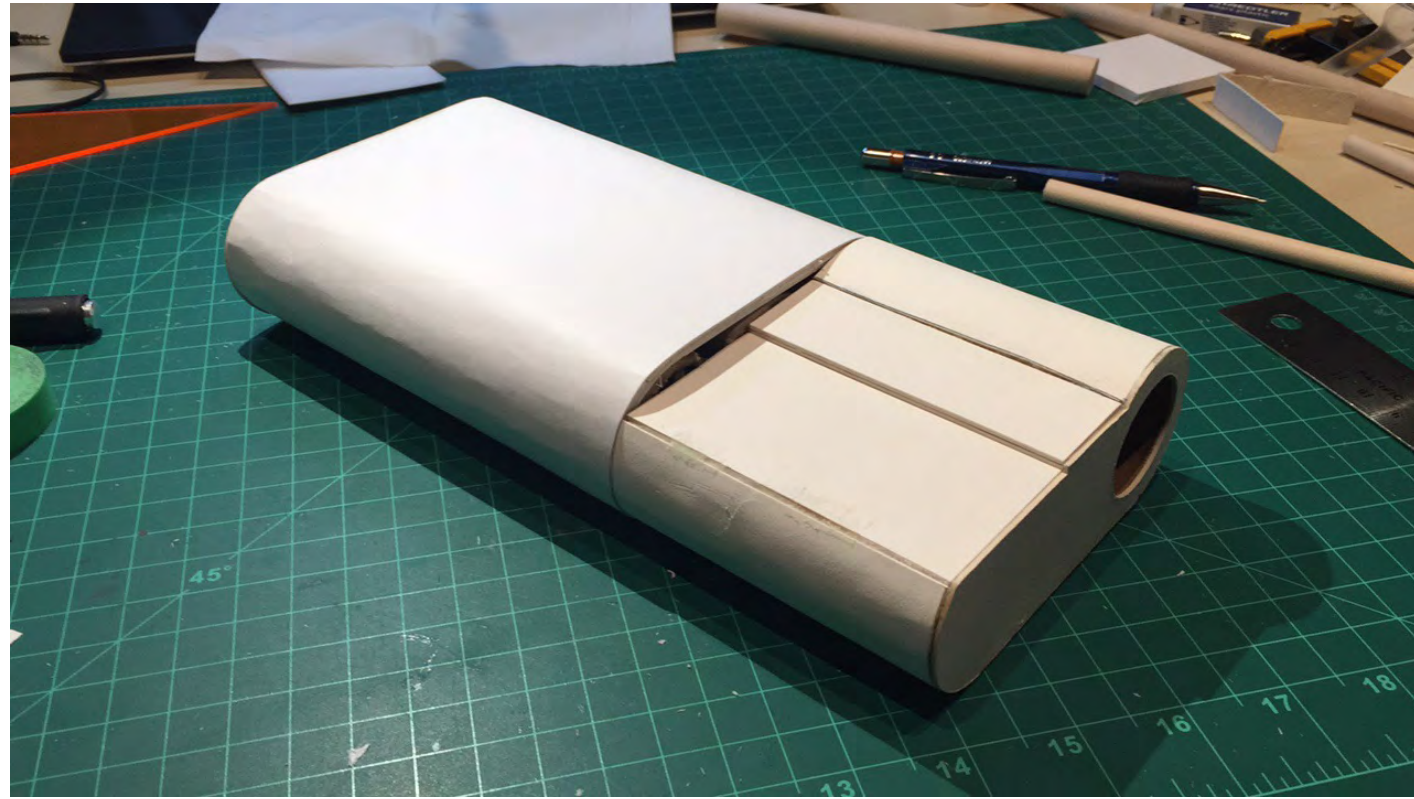






Having experience with Arduino and CS coding, I'm able to create working prototypes.





I am able to make high quality mock-ups with different materials. (1,2 are foamcore model and 3,4 are made from 20lb modeling foam)



1	2	3	7
4	5	6	

1. Quick foam model to settle the size of the speaker;
2. First sealed model to test the sound;
3. First frame design finished;
4. Sealing testing with the frame and buttons;
5. Top and bottom cover made with vacuum forming;
6. Final frame with radiators and power unit attached;
7. Final model.



Keyshot + Photoshop:

I've been using PS for photo editing and rendering and have accumulated a lot of experience of it. I love playing with materials and light, and photo-realistic rendering is my specialty.





BOSE
— INSULATION LAB —





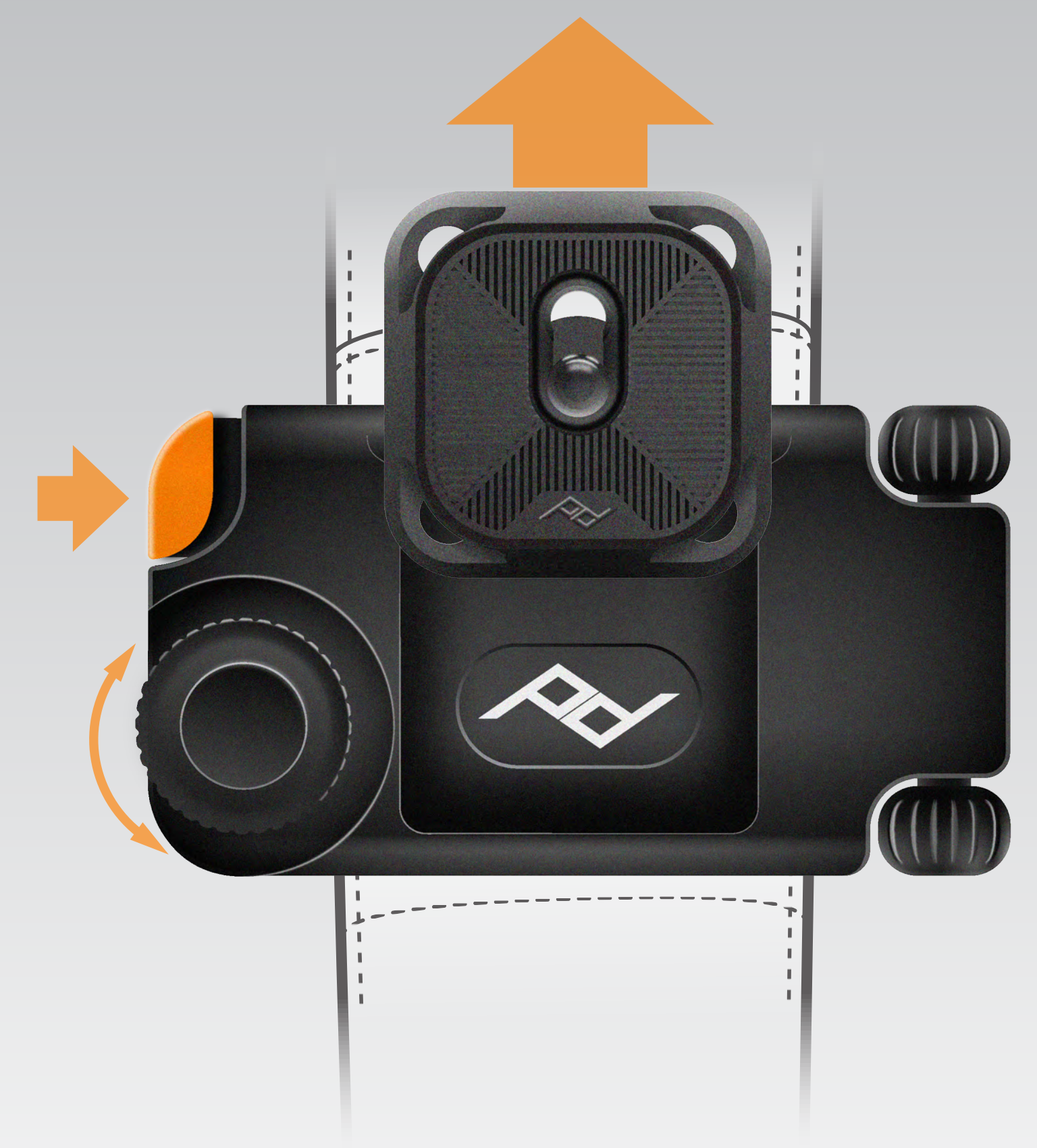
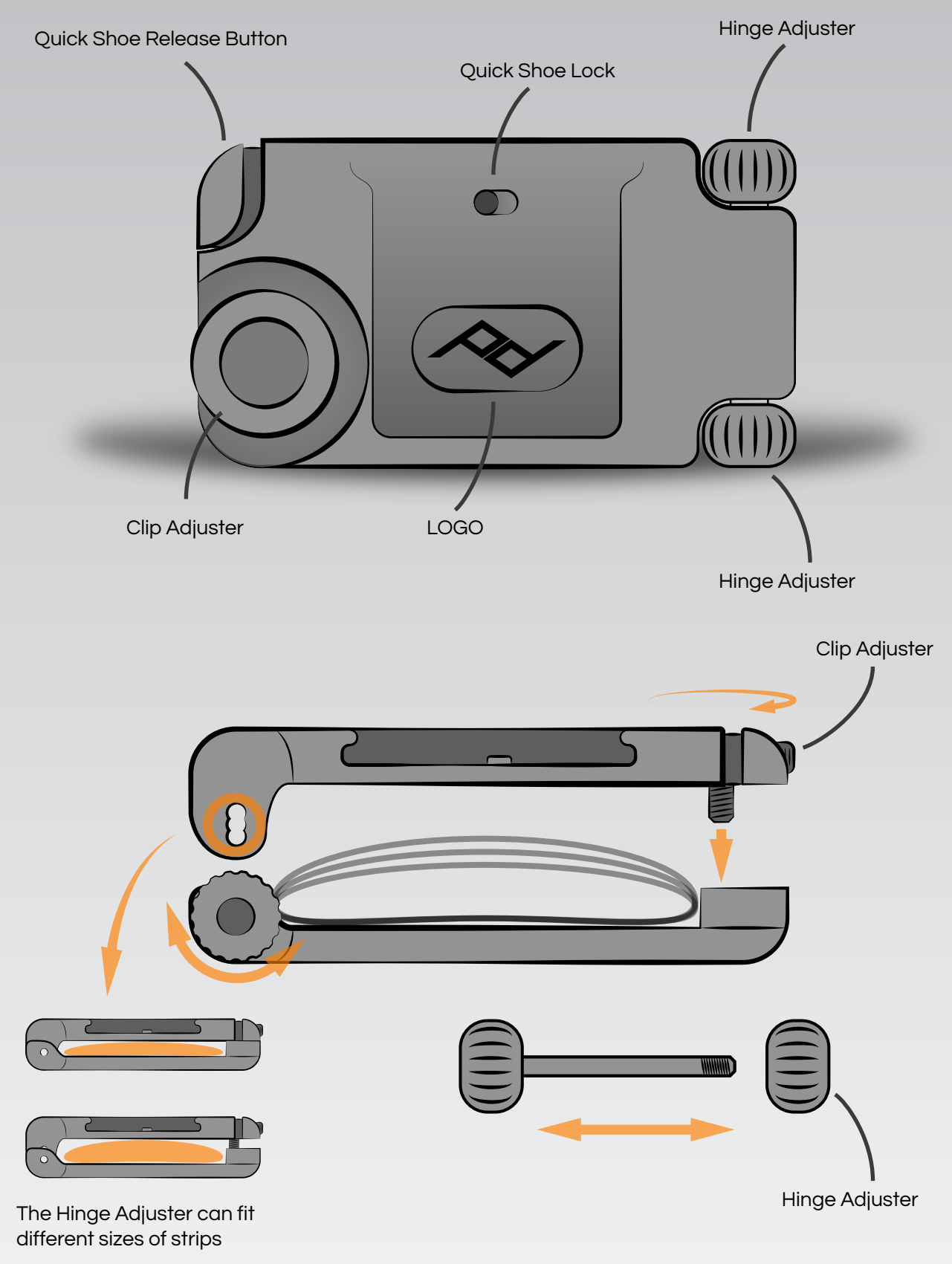
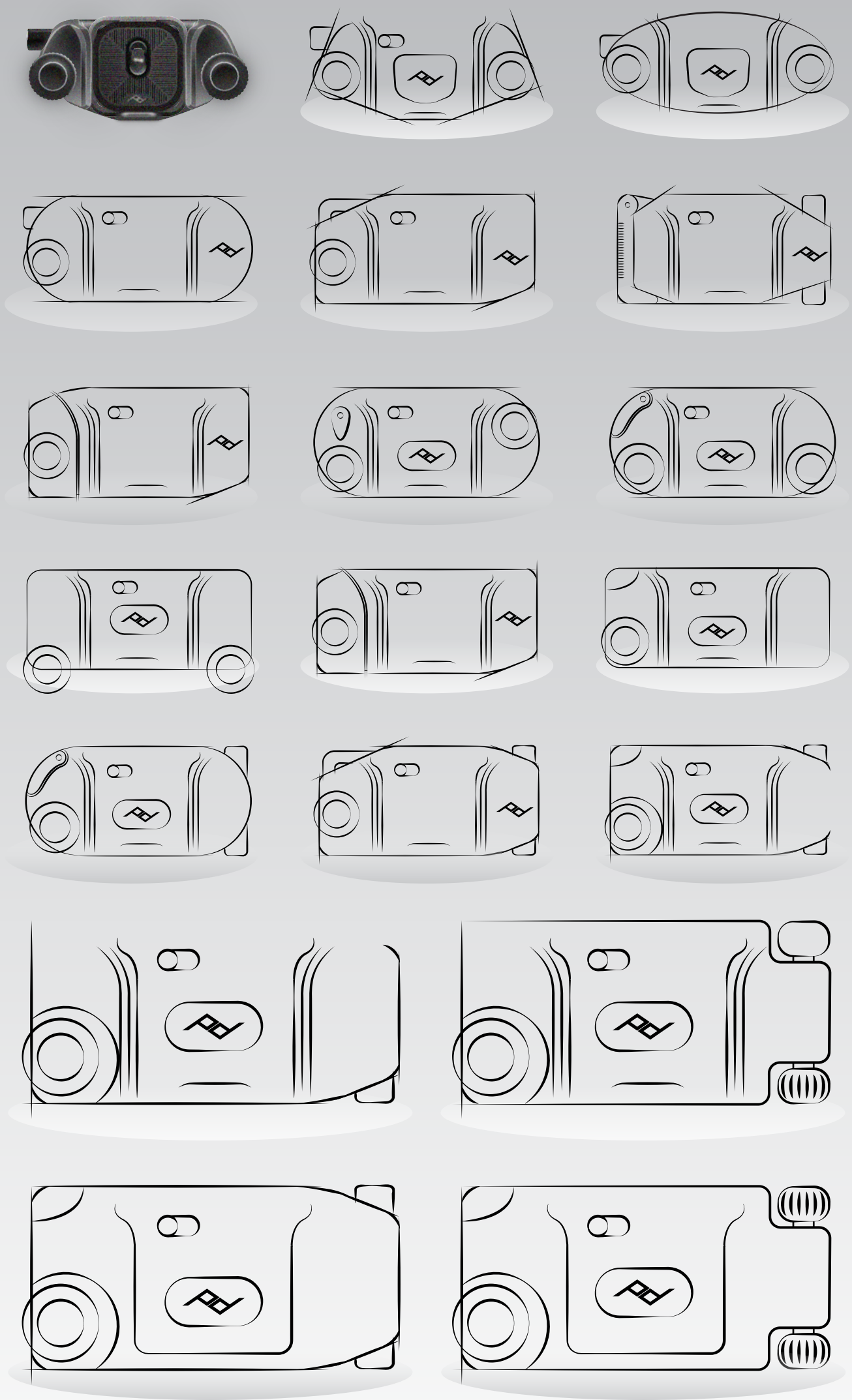




Adobe Illustrator:

I use it for quick digital ideation,
or sometimes I practice high quality
vectorial rendering for fun.

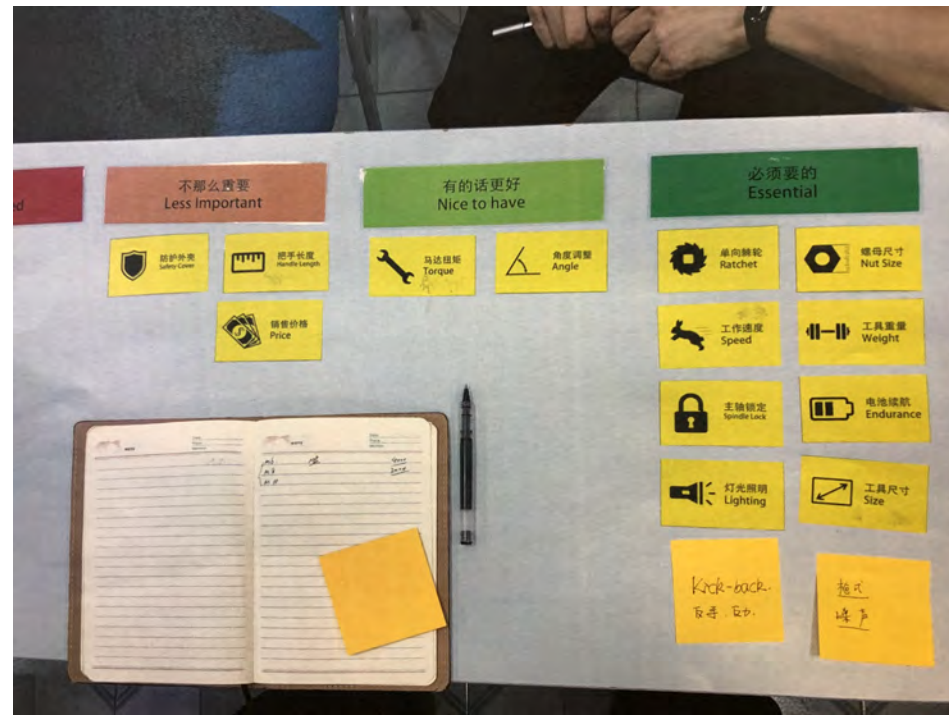




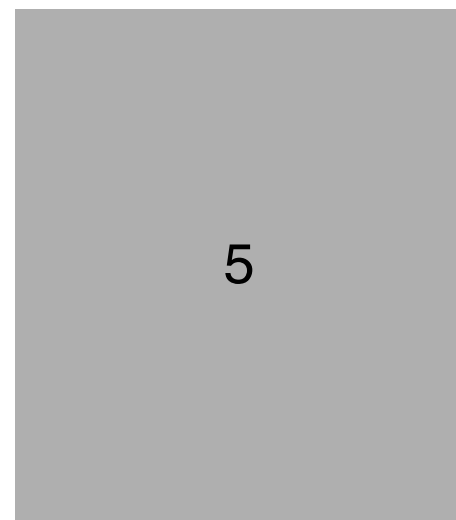


User Experience:

Talking to the users and understand their needs, a good user experience is the core of a product.



1	2
3	4



1. On-site mock-ups test with users;
2. User interview with card sorting;
3. Debrief user interview results;
- 4-5. Attending UXD training.





BOSE

INSULATION LAB



Project Overview

In order to find the blue ocean for BOSE in the fierce audio market competition, while keeping the existing customer base, I designed a family of indoor noise insulating devices focusing on providing a quiet and comfort atmosphere to let people concentrate on their work and leisure.



The Blue Ocean for BOSE

So how can we find the blue ocean for BOSE? What made BOSE, BOSE?

I believe the way out is to push their noise-cancelling technology to the next level, to make it as their core selling point.



A New Division



BOSE INSULATION LAB:

Focusing on providing the best noise insulation products.



Development Plan

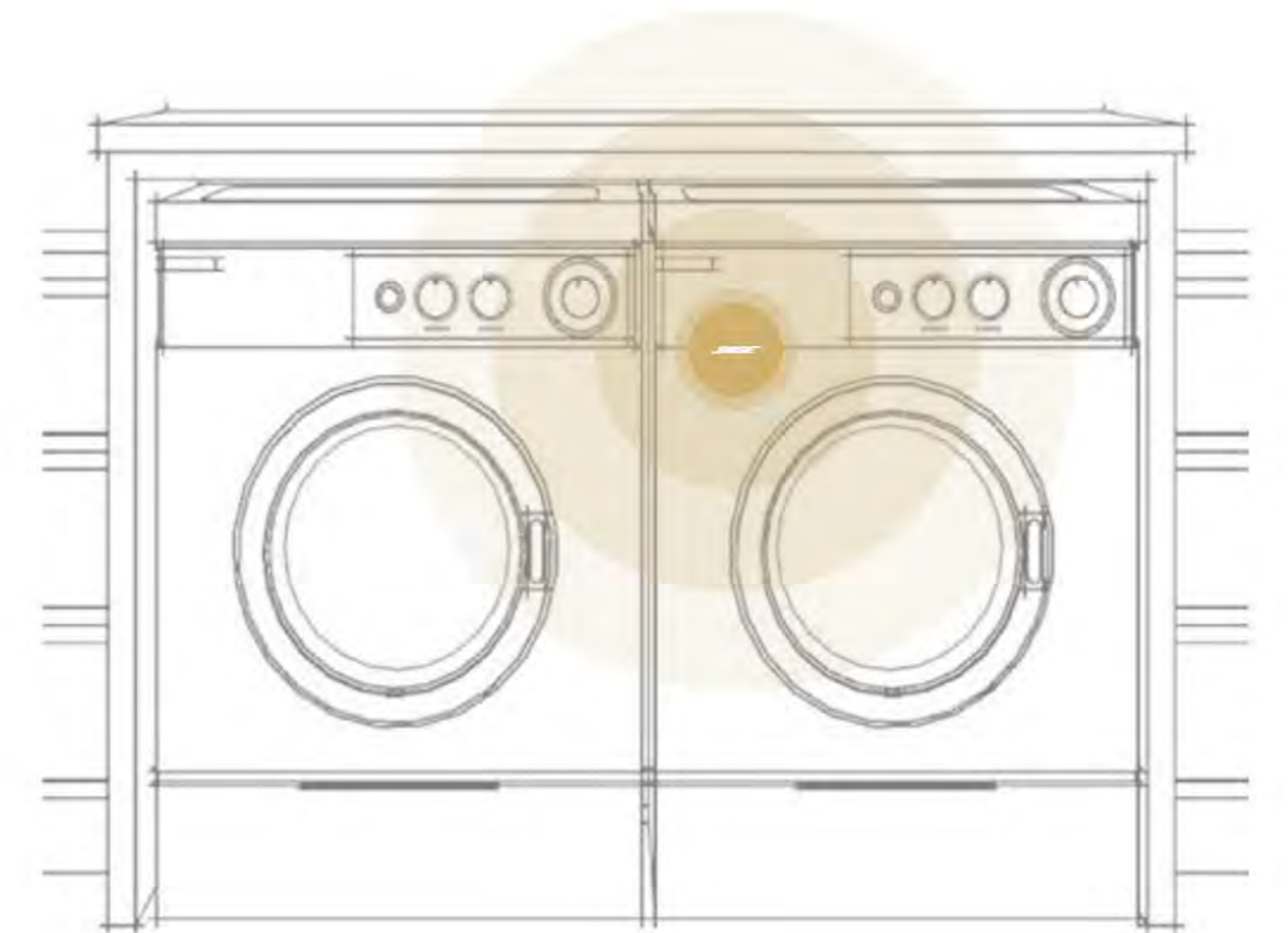
The plan is to have three products first to open the market and make customers understand what this division is doing, and the three concepts are:



SoundConditioner©Revolve:
It is power and it is for big space (approximate 330ft²). It can reduce all range of noise.



SoundConditioner©Focus:
It is portable and it is for small space (under 40ft²), focuses on one direction noise cancelling.



SoundConditioner©EA:
It is for electric appliances, aims to insulate low-frequency noise from machines.

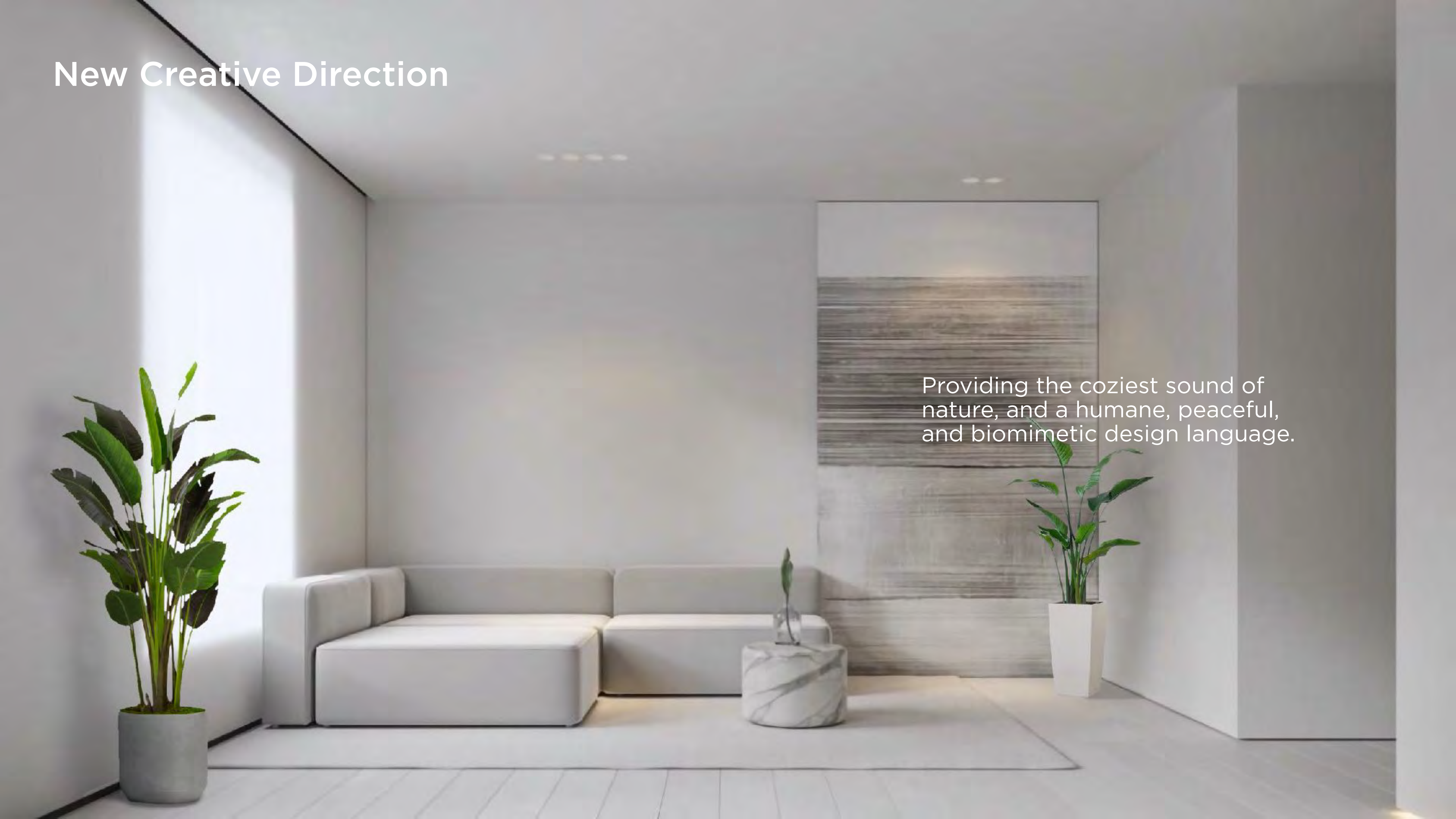
Noise Cancelling Theory

Now you might ask: How it works? The noise comes in the form of waves, and when a noise-canceling device 'hear' a wave, it will add a negative wave on it, together, they disappear, and we will have the comfort of quiet.



New Creative Direction

Providing the coziest sound of nature, and a humane, peaceful, and biomimetic design language.



SoundConditioner©Focus



SoundConditioner©EA



SoundConditioner©Revolve

