

SEAN PRESTON

D E S I G N

**PRODUCT
DESIGN**

xfinity™



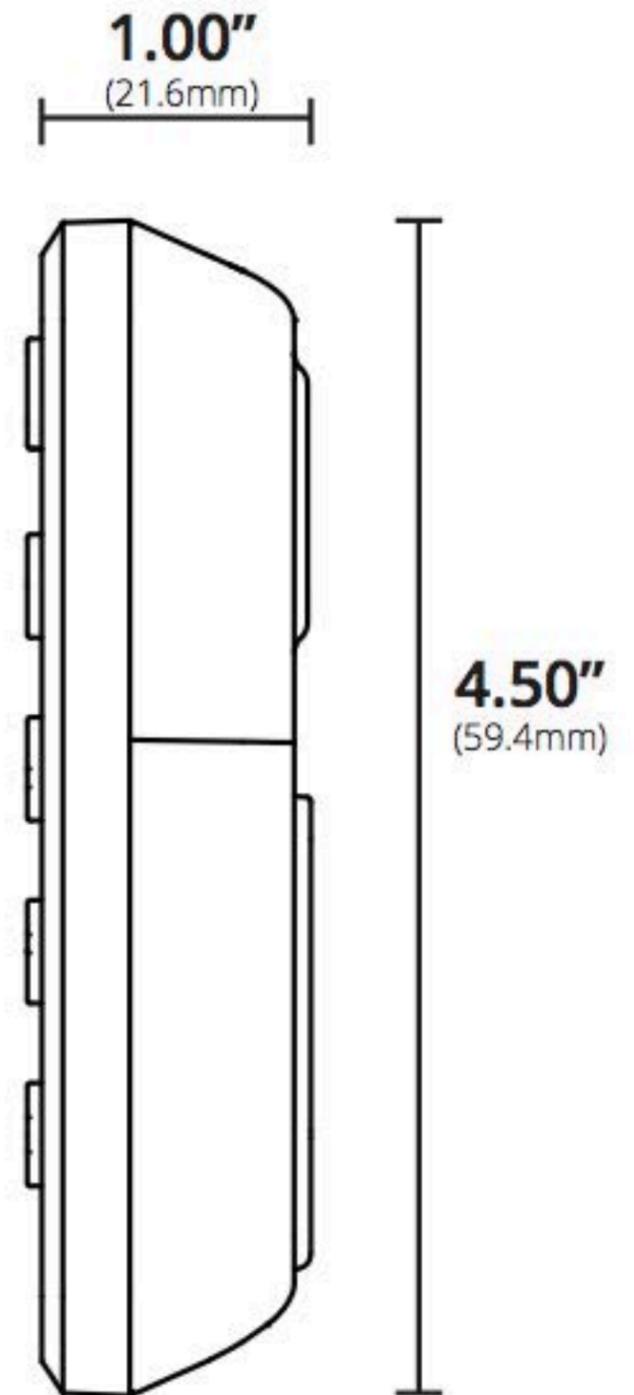
SECURITY KEYPAD

This is the Comcast Xfinity Keypad which I designed that is part of the Xfinity Home Security product line.

During my Co-op at Drexel University, I worked alongside Comcast's Industrial Design team at their headquarters in Philadelphia. There, I had the great fortune to work on several products that have since been mass produced and made their way into many people's homes.



FRONT VIEW



SIDE

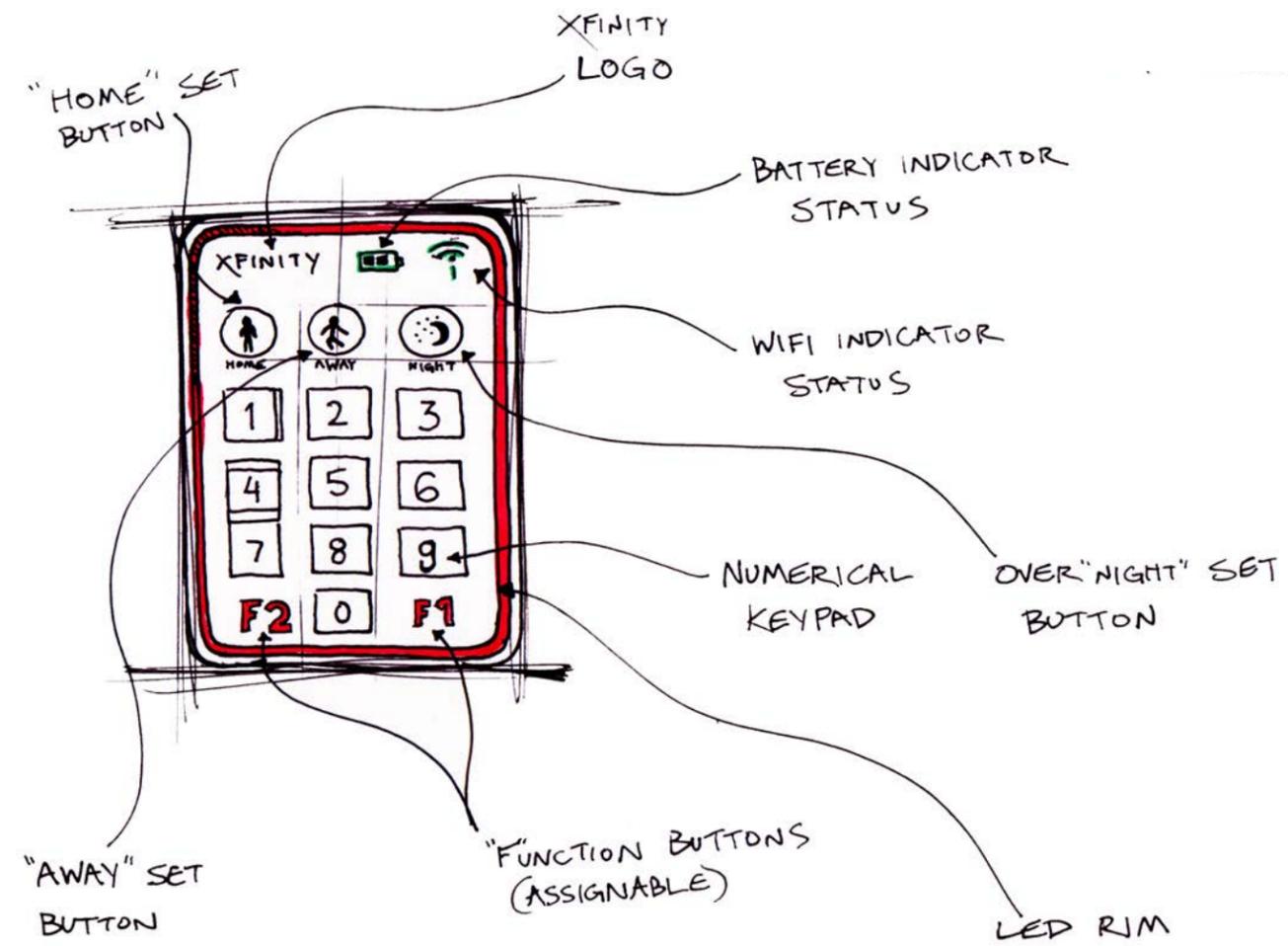


AN UPDATED DESIGN

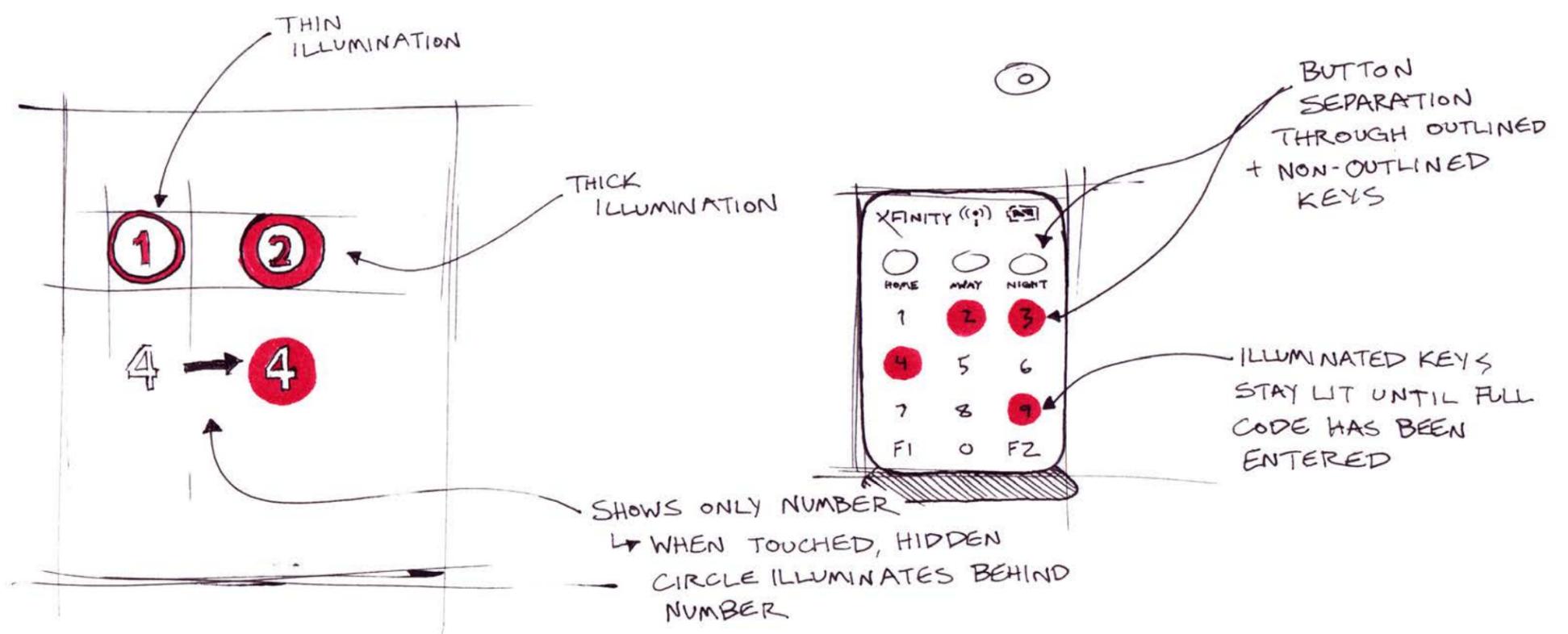
A big part of redesigning the old keypad was figuring out which things needed to be changed or improved.

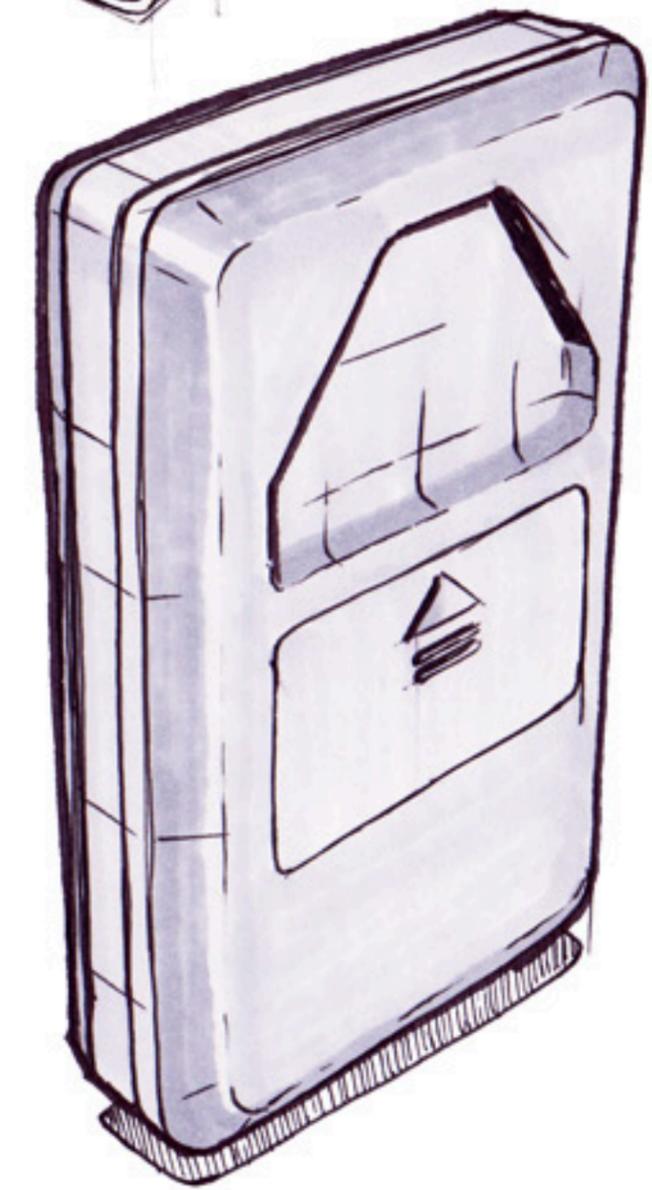
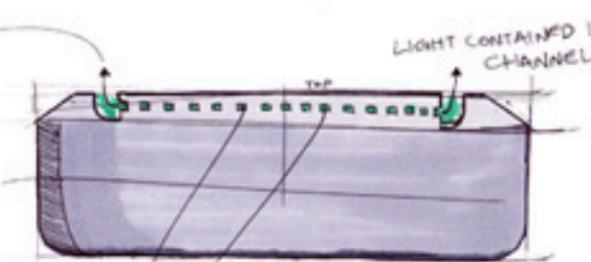
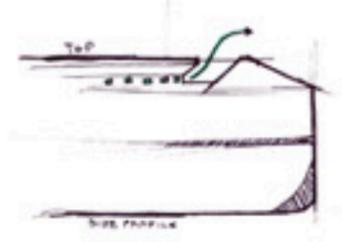
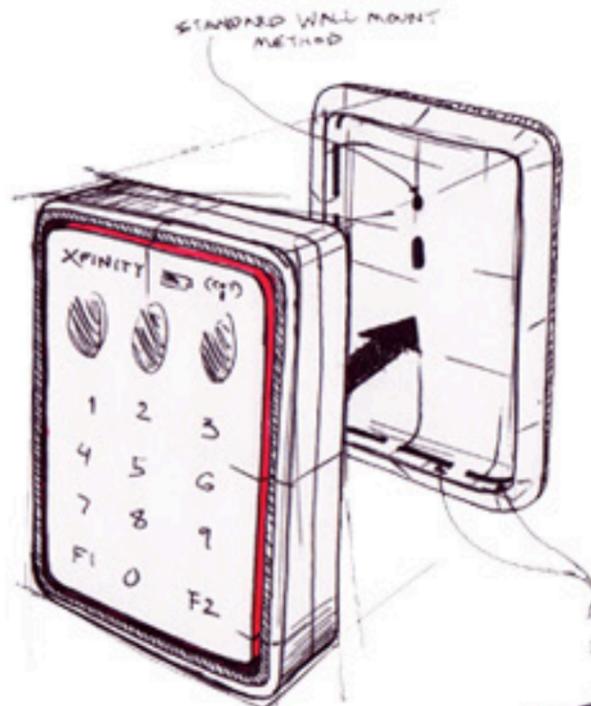
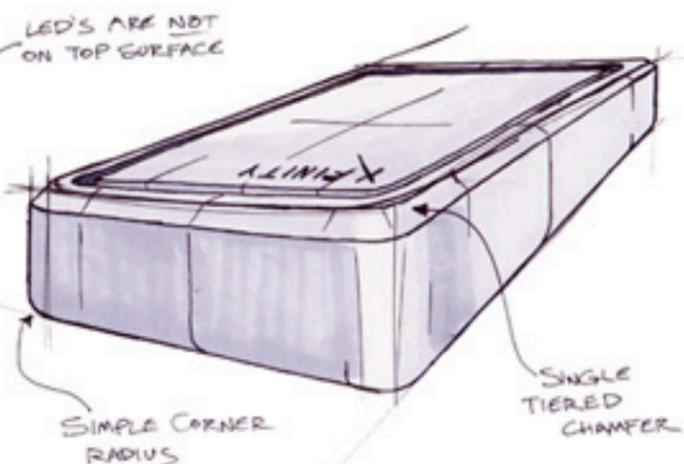
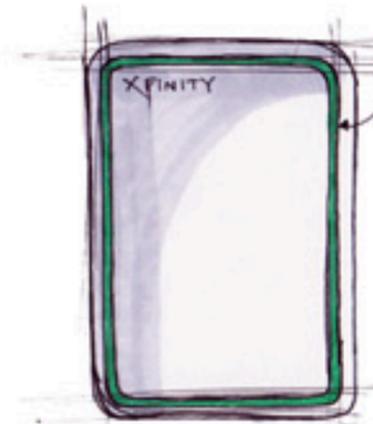
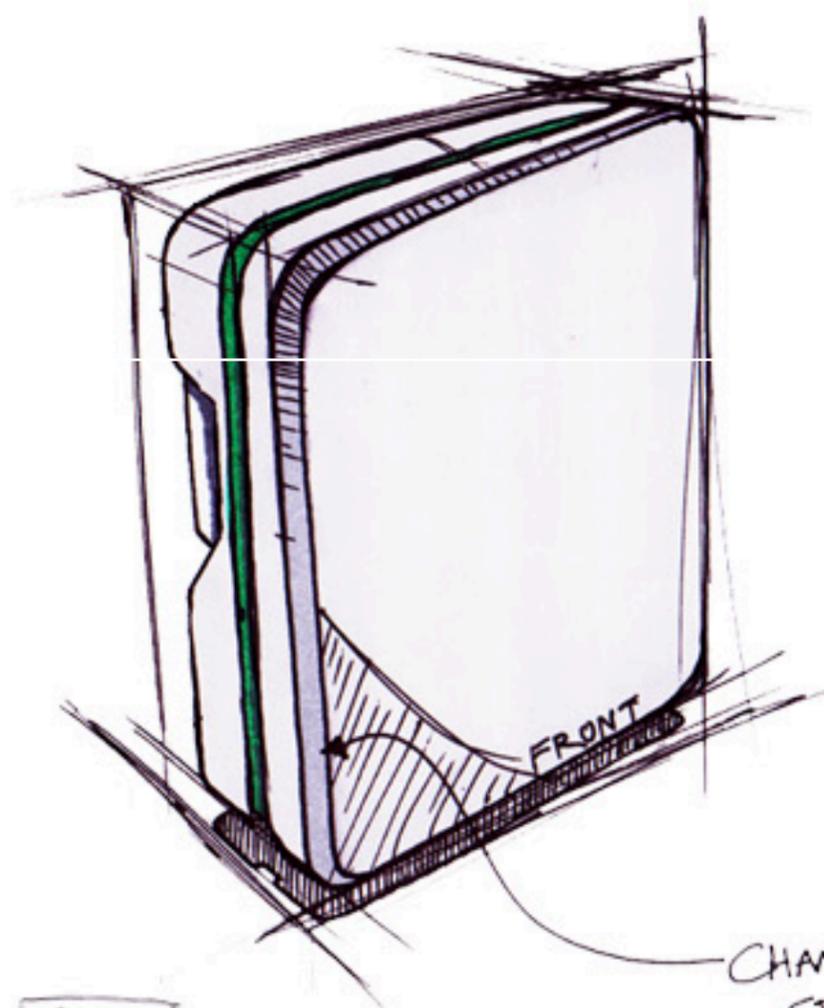
I looked at such things as iconography, color, lighting, and user interaction.

SECURITY KEYPAD



Color Palette
Old Keypad



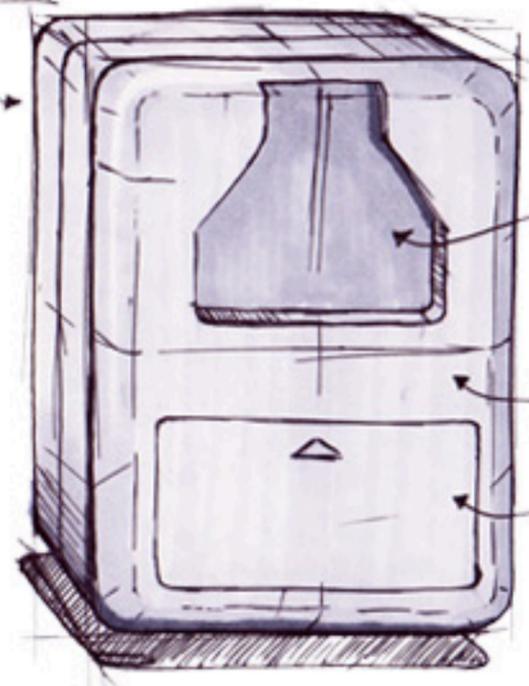


CHAMFERED FRONT EDGE

LIGHT FROM LED'S IS INDIRECT

LARGE CHAMFER

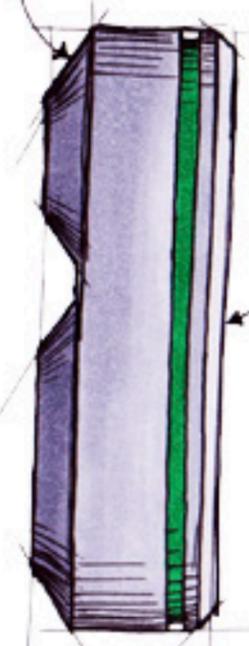
SIDE



(AS-IS) STANDARD WALL ATTACHMENT SLOT

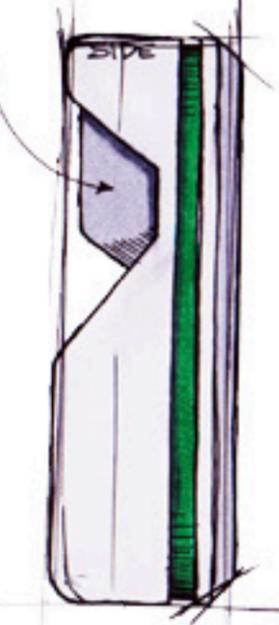
BACK

BATTERY COMPARTMENT



FRONT

WALL ATTACHMENT



LED'S ARE NOT ON TOP SURFACE

SIMPLE CORNER RADIUS

SINGLE TIERED CHAMFER

STANDARD WALL MOUNT METHOD

MAGNETIC INNER LINING

LIGHT CONTAINED IN CHANNEL

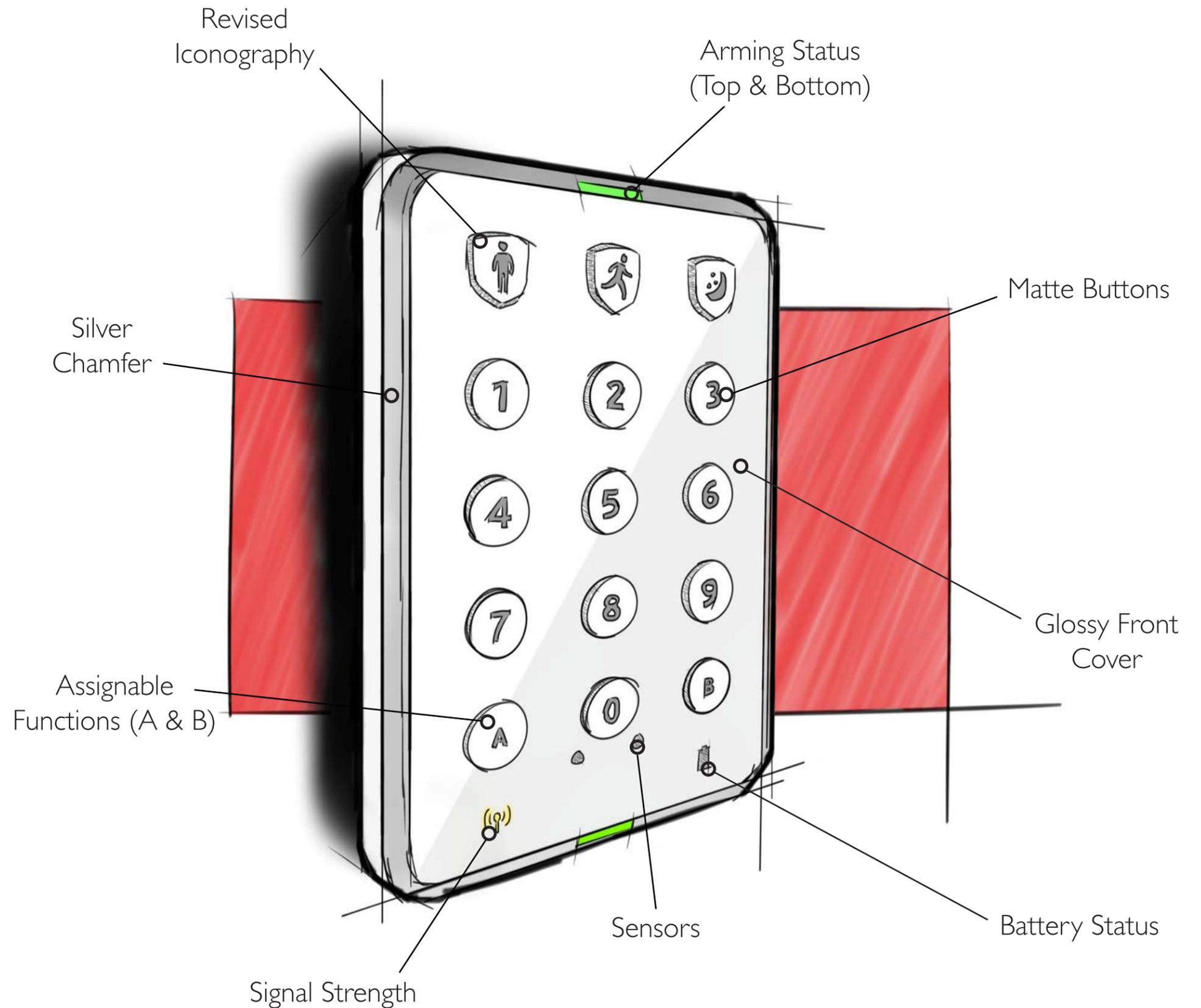
LED'S



DISTILLING THE DESIGN

Being such a high profile product, it was extremely important to get everything just right. In order to create a workable product it needed to conform to the capabilities of the manufacturer.

Once all the product requirements were met I was able to incorporate my own touch and produce this design which was what became the final product design.





WELCOME HOME

The first product of mine to go to market, the Xfinity Keypad is the most direct translation of any of my designs into a physical product.

Here's a link to a short video which shows the product in more detail:

<https://www.youtube.com/watch?v=mGEIGvFGkvg>



BRANDING DESIGN



SpiceHorizon®

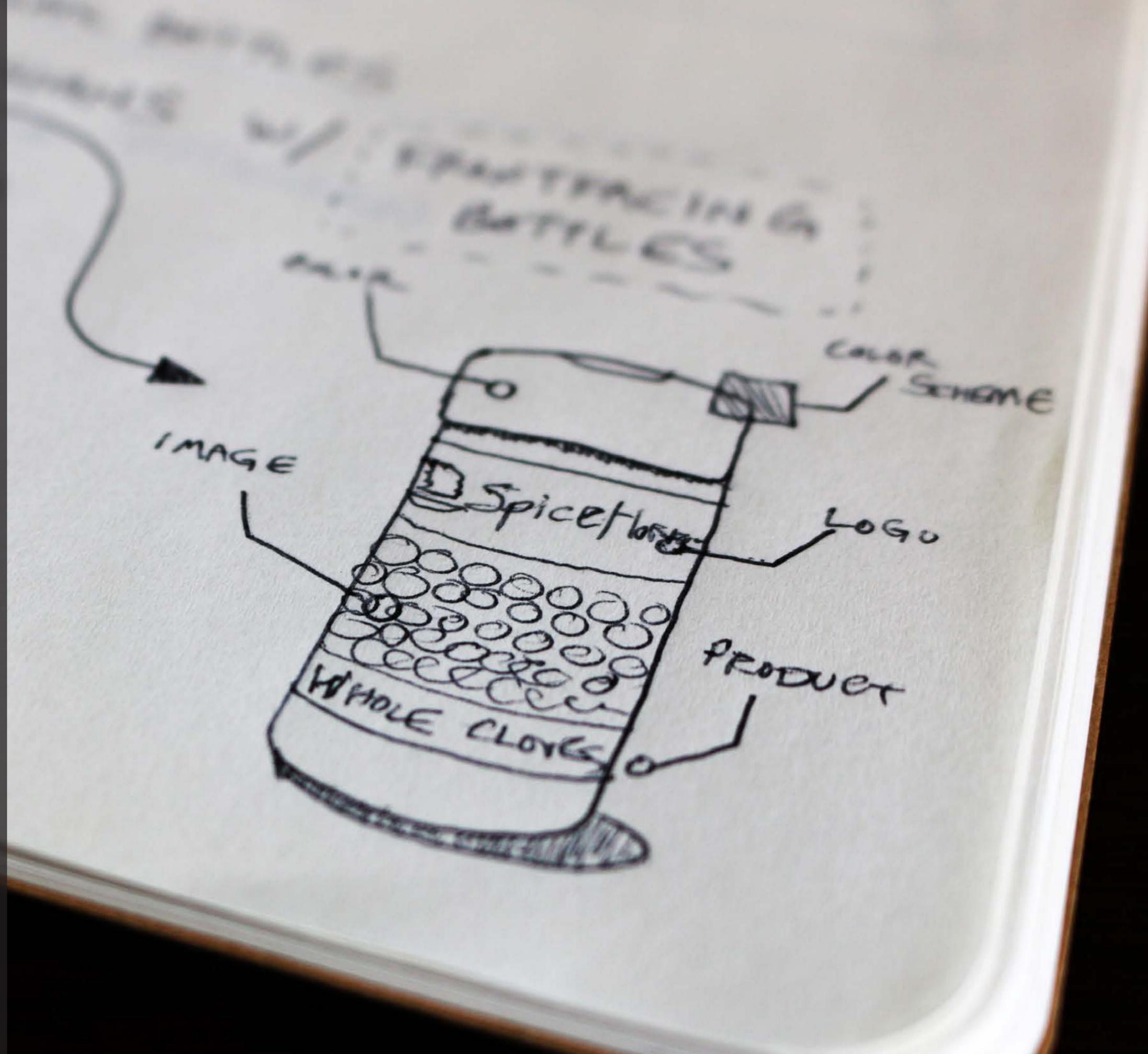


SpiceHorizon®

SPICE UP YOUR LIFE

For this project I had the pleasure to work with Spice Horizon, a Chicago based family-owned spice company looking to improve their brand recognition.

My task was to take their product labels to the next level.





SpiceHorizon®

THE DESIGN PROCESS

My goal was to achieve not one, but several successful product label designs to give the client room to find the aesthetic which represented them best.





SpiceHorizon®

A VERSATILE DESIGN

Each label design needed to clearly communicate the product while also being versatile enough to be translated across every type of product.





SpiceHorizon®

CREATING A FAMILY

The client wanted labels that would stand out on the shelf but also communicate the product intent well. I achieved this by way of color theming, font hierarchy, and of course, beauty.



EMARY

SpiceHorizon
Organic
CUMIN

2 oz (56g)

SpiceHorizon
Black
PEPPERCORNS

2 oz (56g)

SpiceHorizon

Smoked
PAPRIKA

2 oz (56g)

SpiceHorizon

Granules
GARLIC

2 oz (56g)



SpiceHorizon

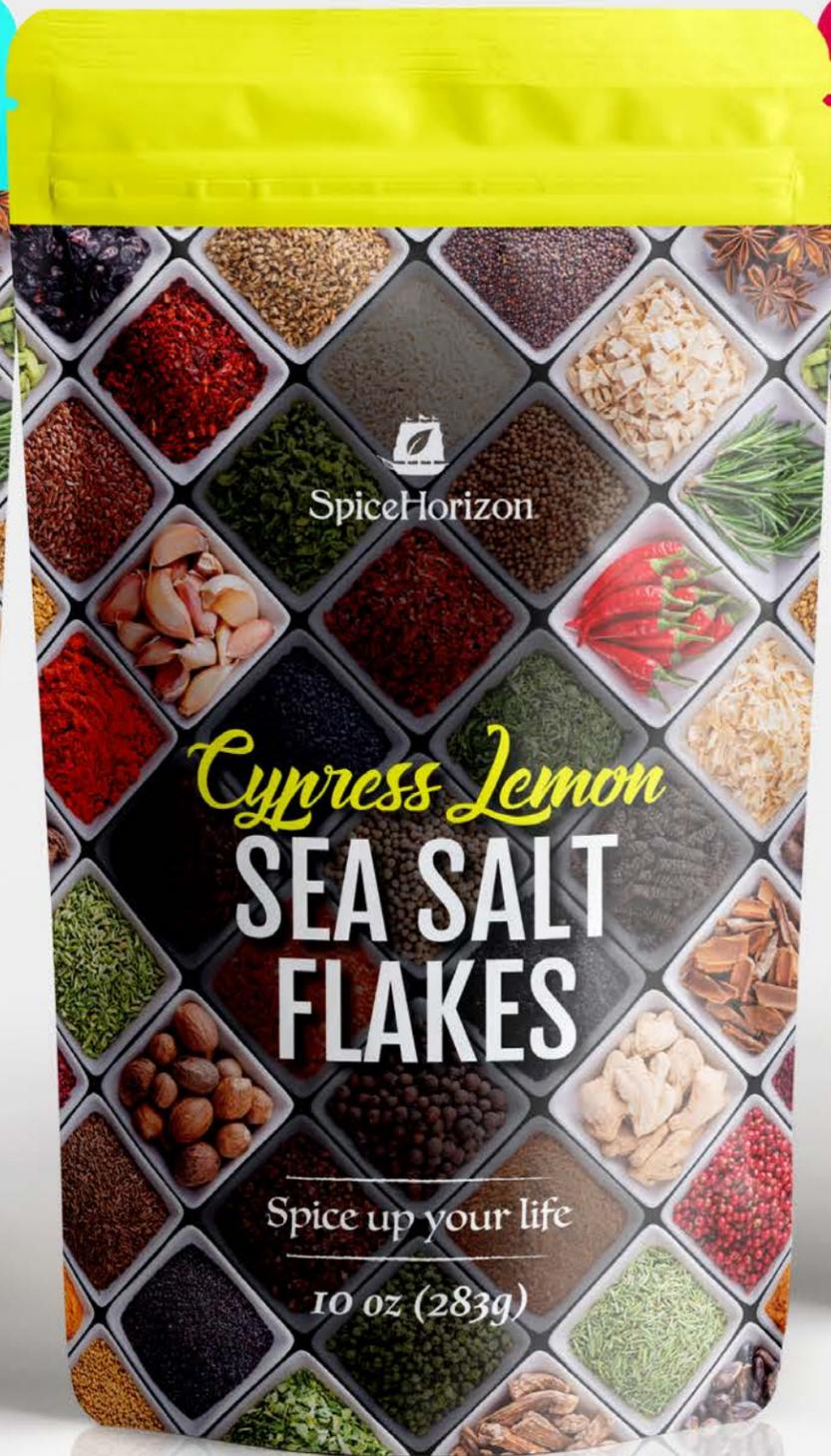
Mediterranean
SEA SALT

Spice up your life

10 oz (283g)

10 oz (283g)

Spice up your life



SpiceHorizon

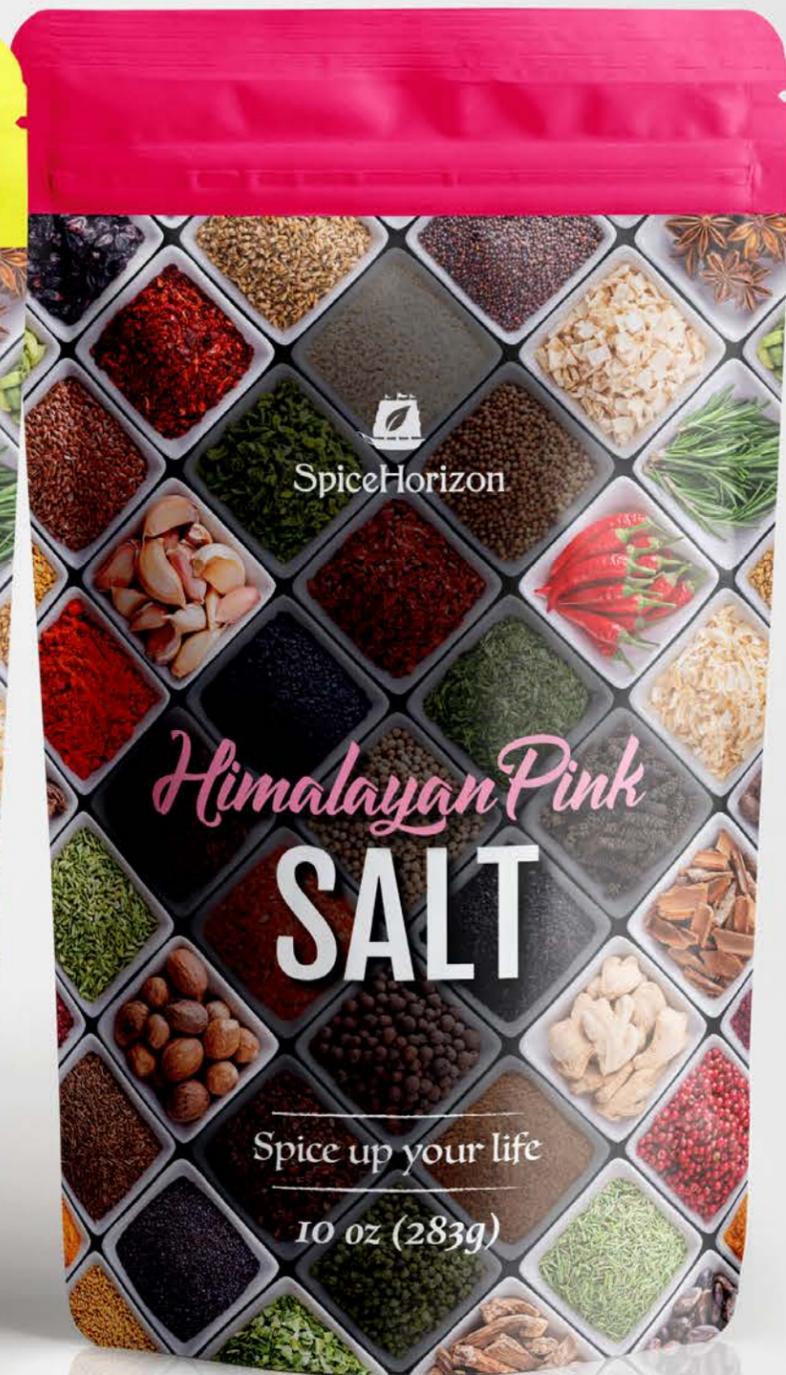
Cypress Lemon
**SEA SALT
FLAKES**

Spice up your life

10 oz (283g)

10 oz (283g)

Spice up your life



SpiceHorizon

Himalayan Pink
SALT

Spice up your life

10 oz (283g)

10 oz (283g)

Spice up your life



SpiceHorizon®

NOT JUST SPICES

Spice Horizon offers much more than spices. Some of their best-selling items are their olive oil & balsamic vinegar product lines.

This was a great opportunity to design something a little different.





MERCHANDISE PRODUCT





THE CHOSEN ONE

Designed and commissioned for Drexel University's Design & Merchandising Store.

My puzzle design was chosen among several competing merchandise products to be featured in the store as a sellable item.



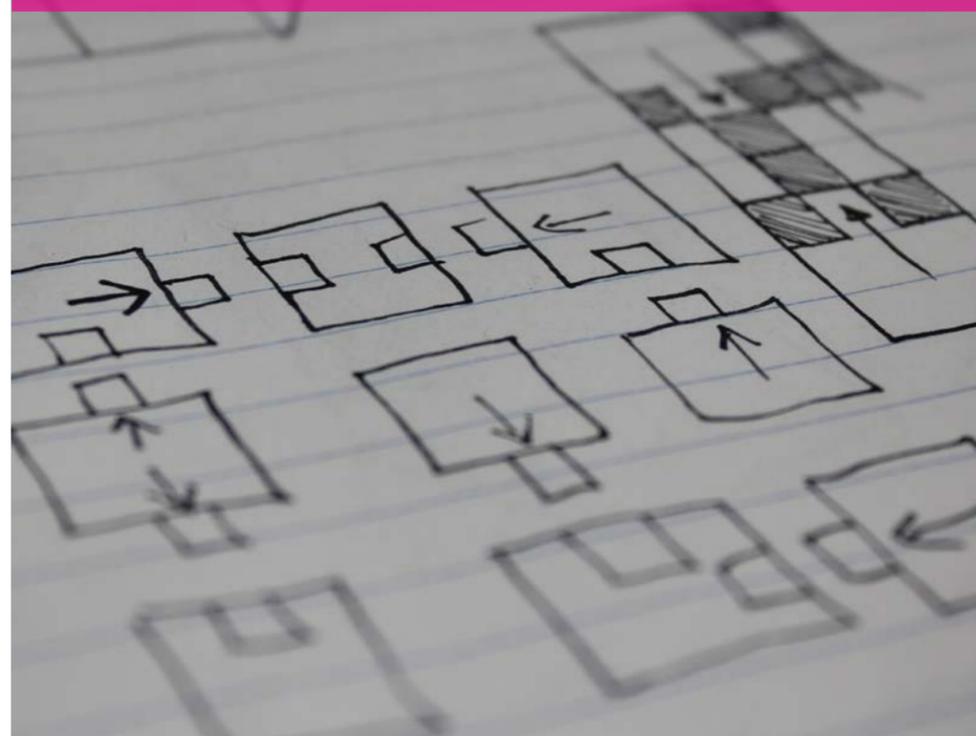


FUN, YET REFINED

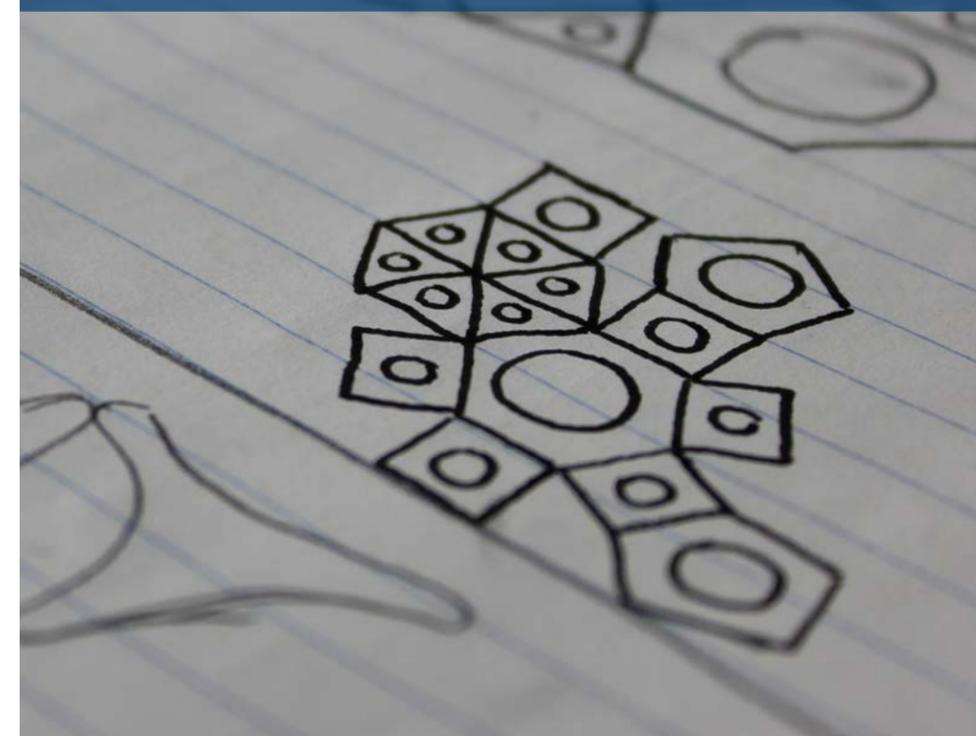
The client asked for something that would fit the store's demographic of products, so I set out to come up with some different concepts for products that might appeal to college students and professors.

My intention was to create a product that could be enjoyed when engaged but also while idle.

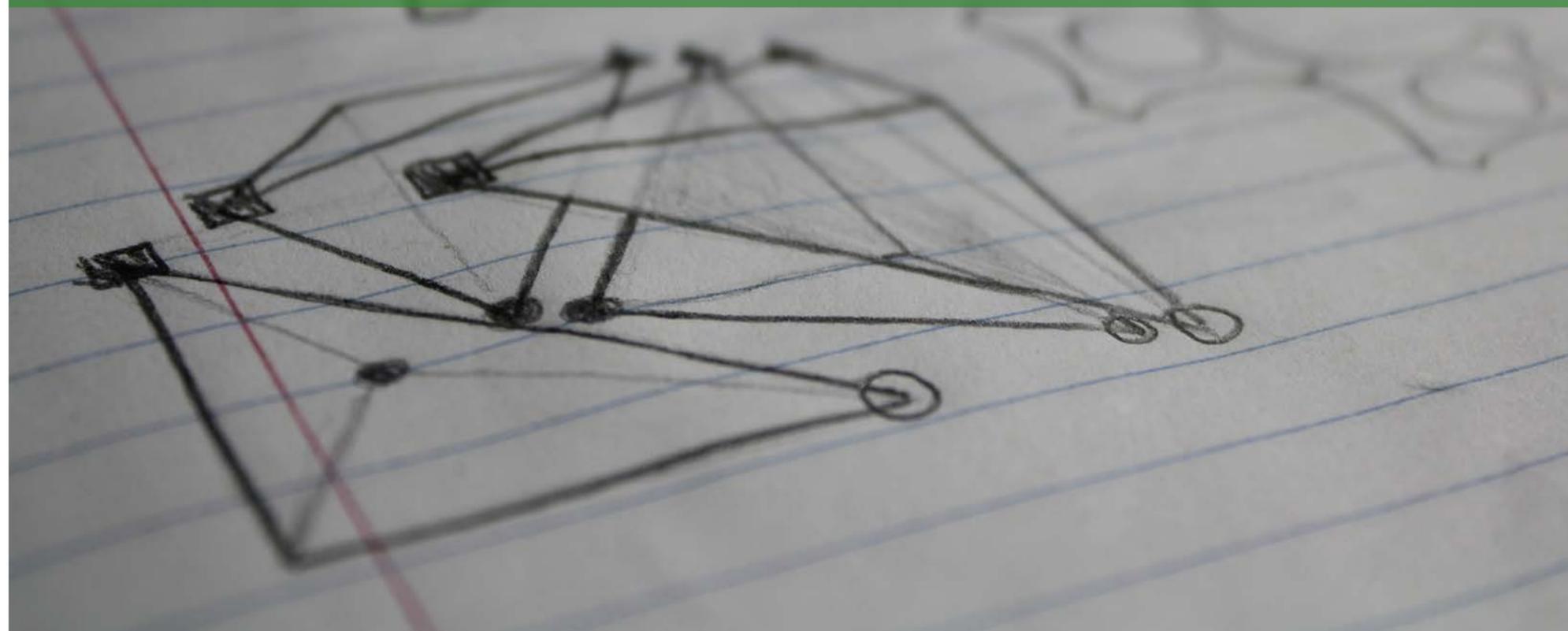
CONCEPT 1 "The Cube"



CONCEPT 2 "Magnet Shapes"



CONCEPT 3 "Pyramid Puzzle"

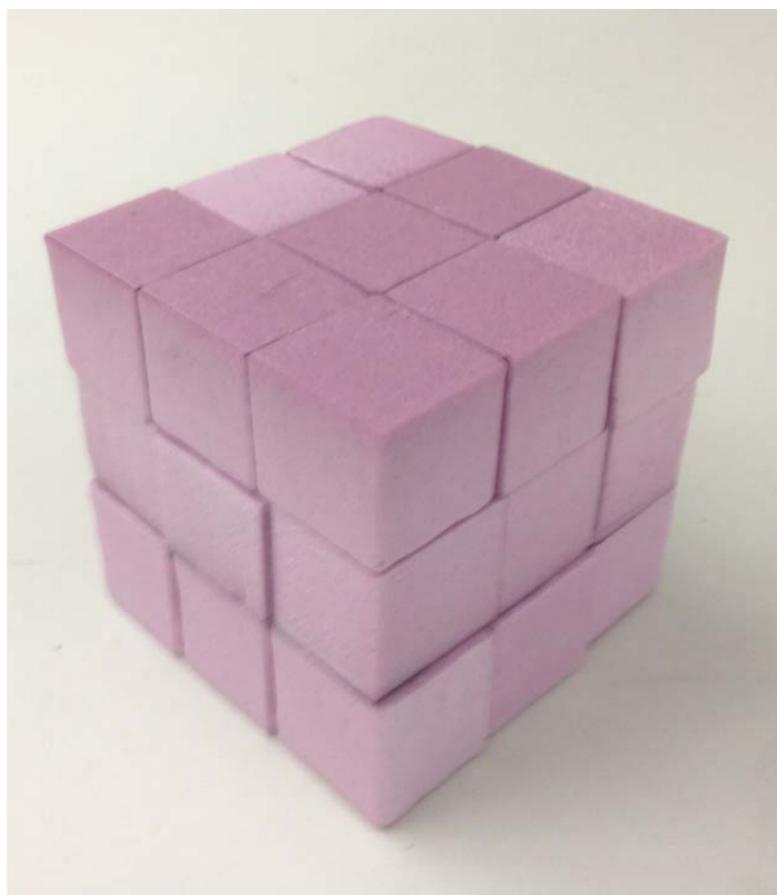
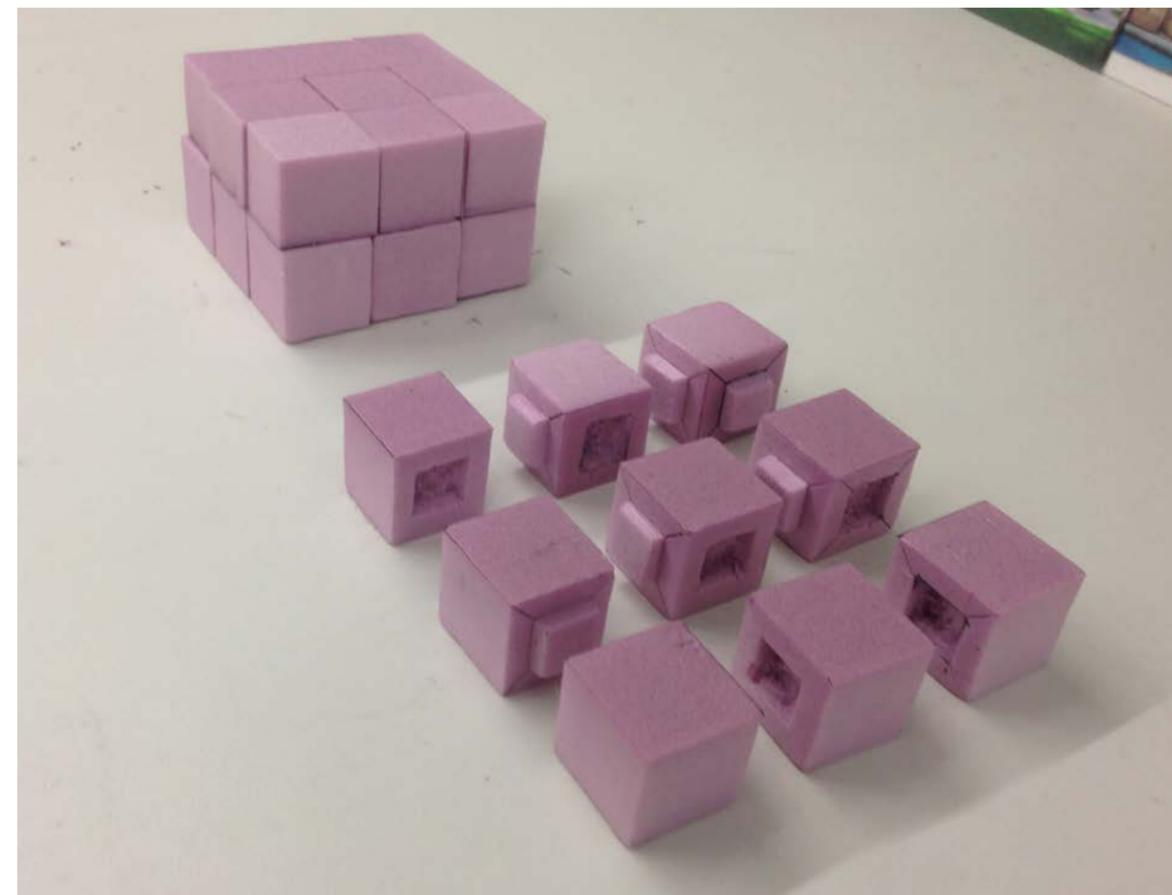
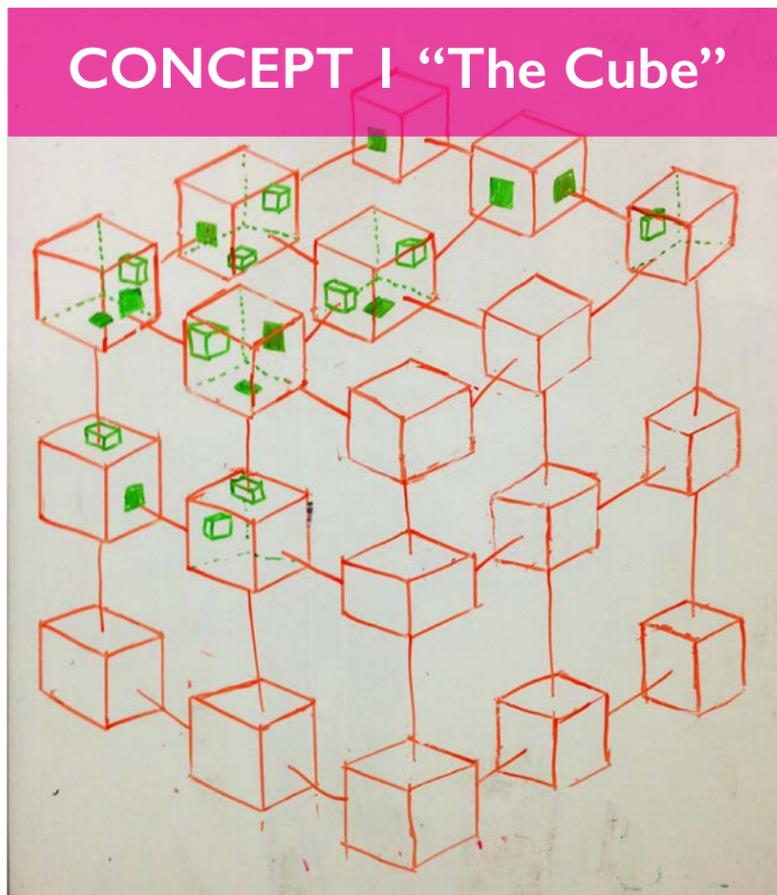


SOMETHING MODULAR?

Designed to be lego-like to give it a modular nature, the intention was for it to be taken apart and put back together again.

The client thought that while unique and on the right track, it just wasn't quite what they were looking for.

CONCEPT I "The Cube"



MAGNETS, OF COURSE

Magnets were embedded within the tips of each arm of the triangular wooden pieces so that each piece would fit together in various ways.

While still embodying the modular nature of the first concept, this one was designed to be a functional piece of art.

As with the first concept, this one lacked focus and was not strong enough to move forward.

CONCEPT 2 “Magnet Shapes”



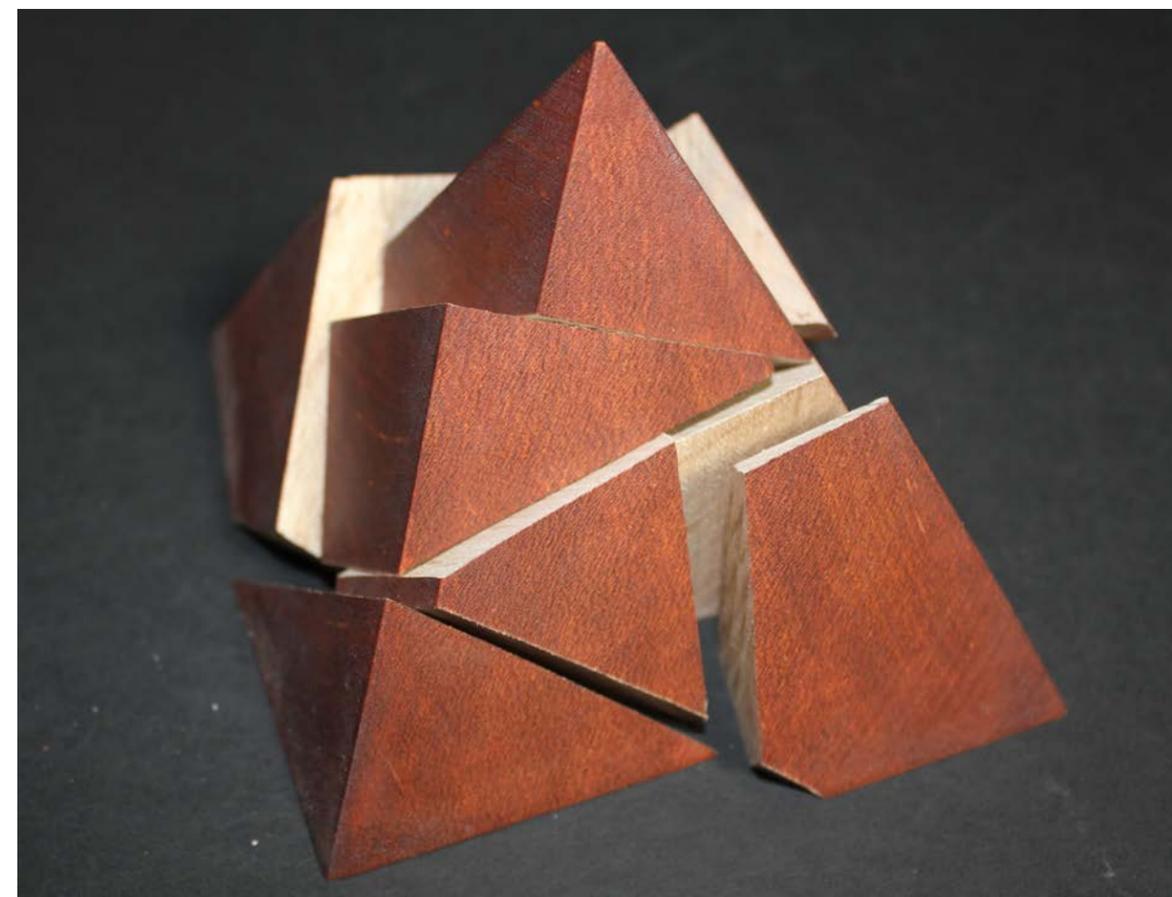
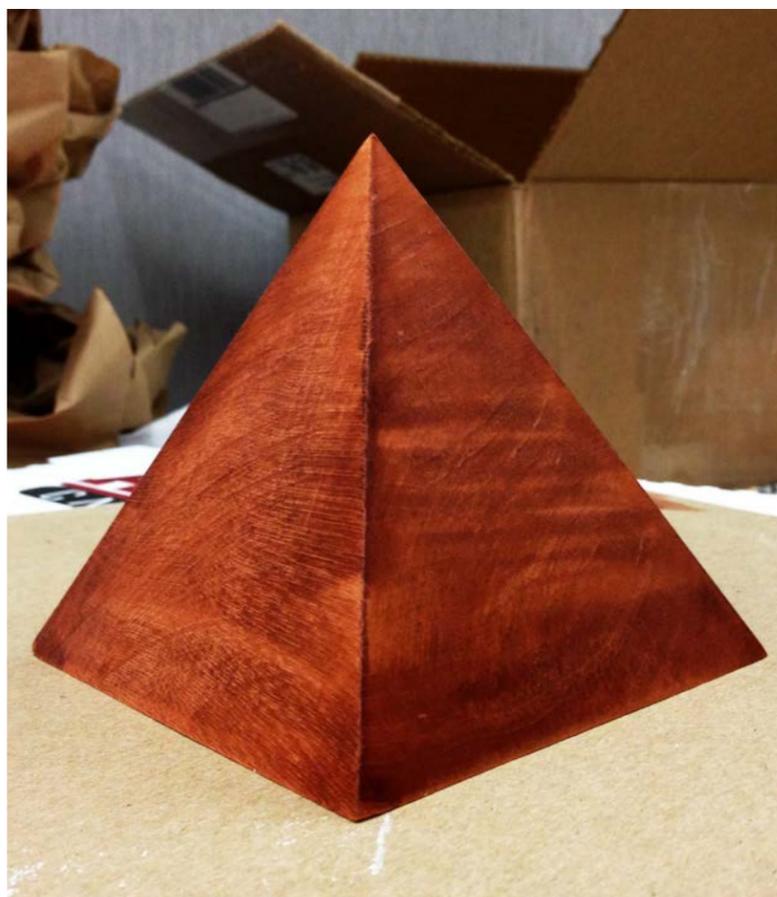


MORE BEAUTY, PLEASE

Starting from a block of pine wood, the puzzle was formed by slicing the block at different angles to create pieces of a challenging puzzle.

Designed to appear as a common yet attractive desk item, once engaged you find that there is much more to it.

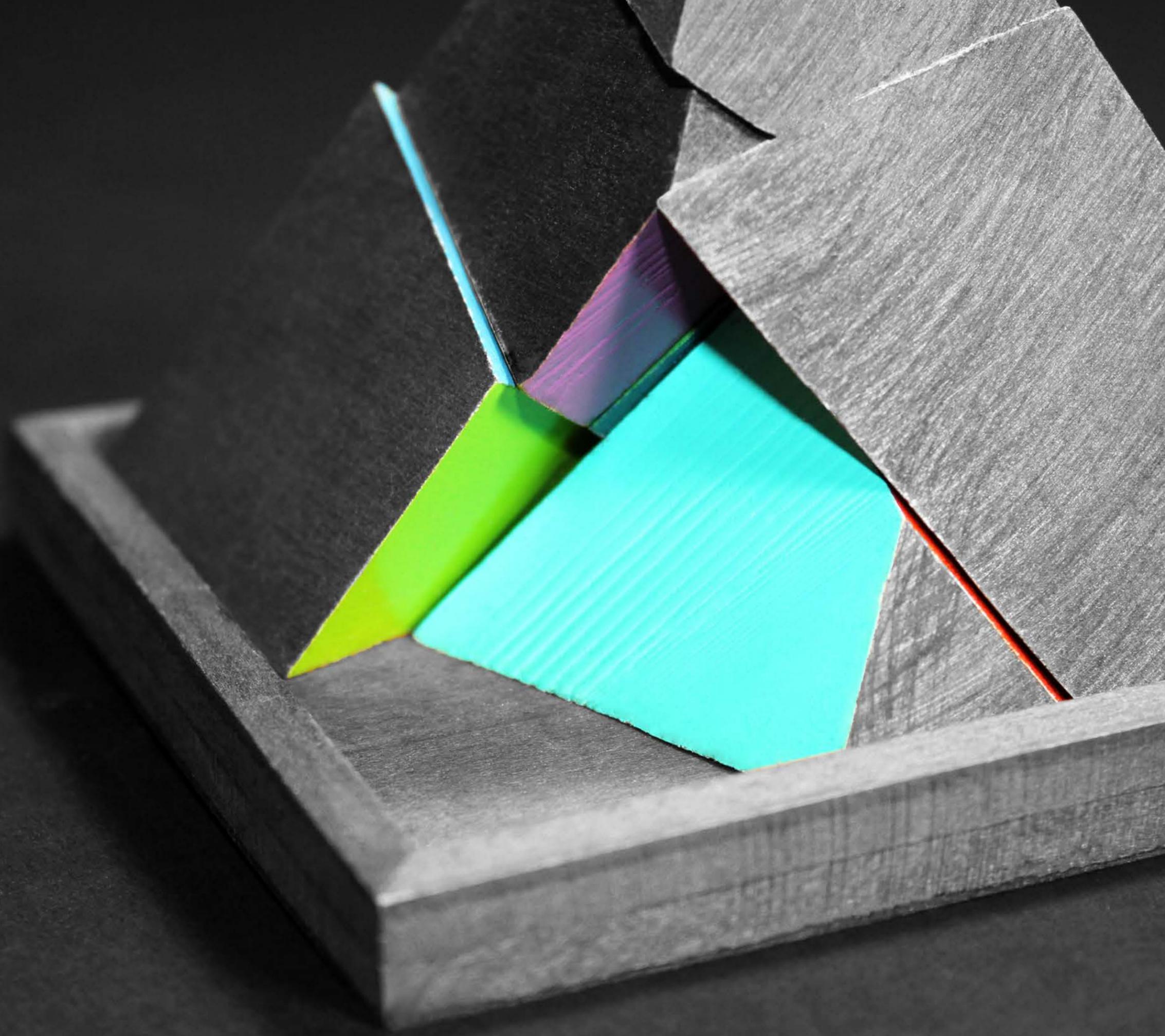
CONCEPT 3 "Pyramid Puzzle"





DECEPTIVELY BEAUTIFUL

Deceptively difficult, not many people were able to solve it, ensuring its prolonged enjoyment and securing its spot in the client's store.



CONCEPT DESIGN

Nintendo®

CHARGE
★ STAR

Nintendo®

CHARGE
★ STAR

STAR POWER

The Charge Star is a portable, solar powered charger aimed at Nintendo users.

This product was intended for, but not limited to, use with the Nintendo DS and related hand-held gaming platforms. With a light-emissive front panel, the Charge Star doubles as a night light.



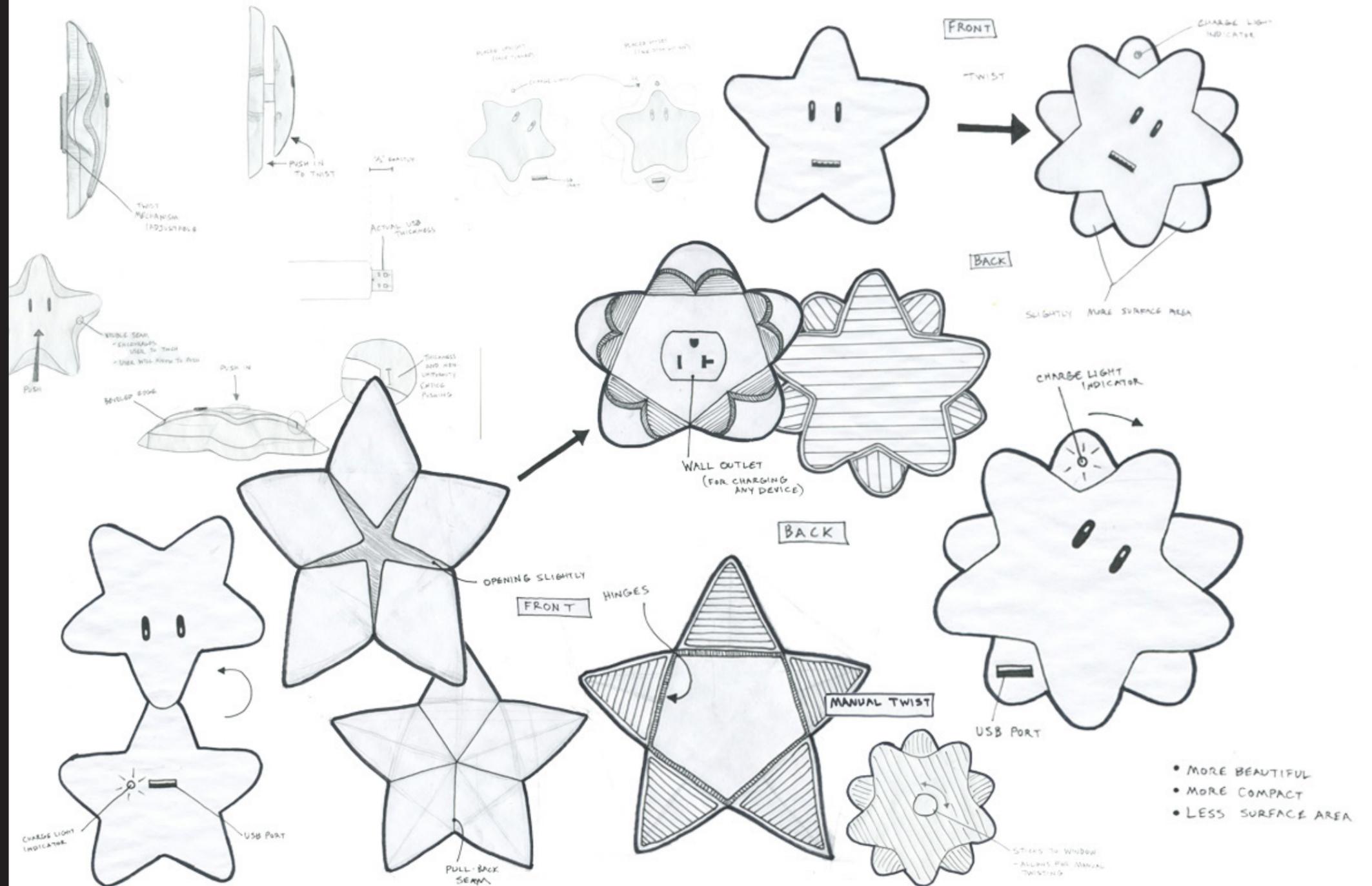
Nintendo

CHARGE ★ STAR

FORM & FUNCTION

Determining the user demographic came down to figuring out who uses the devices that my product would be used to charge. Not surprisingly, the audience was kids.

Once I knew who I was designing the product for, I chose to render a form that was friendly and familiar to encourage the use of my product.



Nintendo

CHARGE ★ STAR

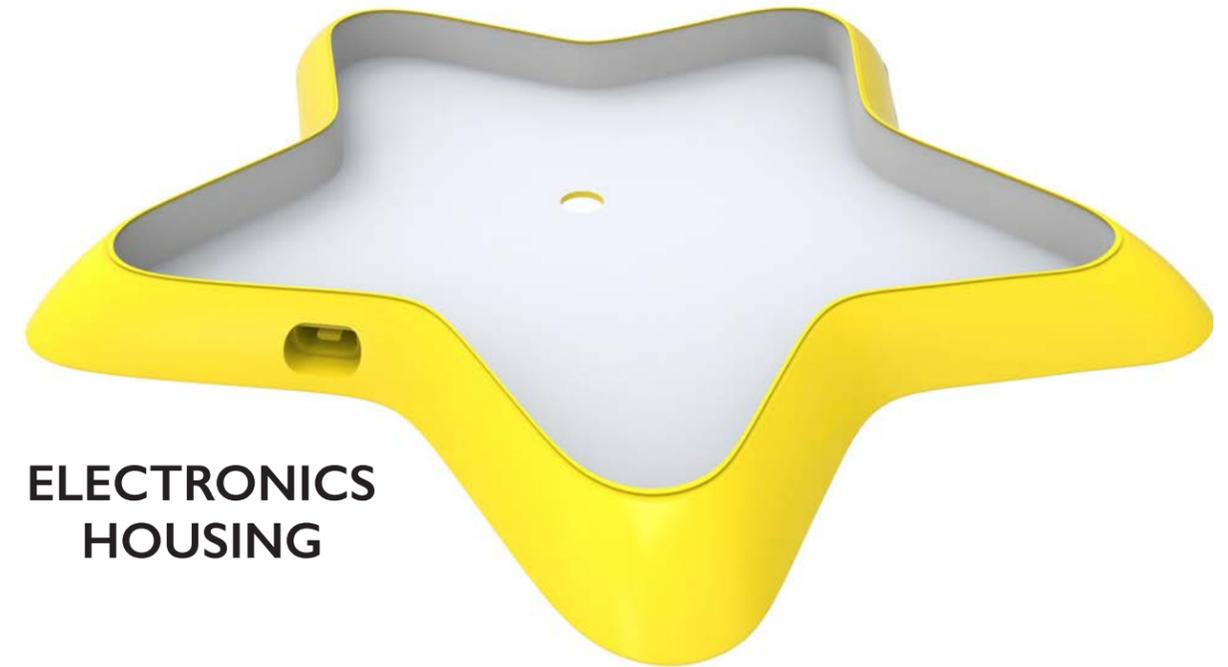
THE PARTS

Simplicity is what came to mind for me when thinking about Nintendo. It stood to reason that the product should be simple as well.

After all, the goal was for kids to operate the device with ease. The fewer components, the better.



SUCTION CUP



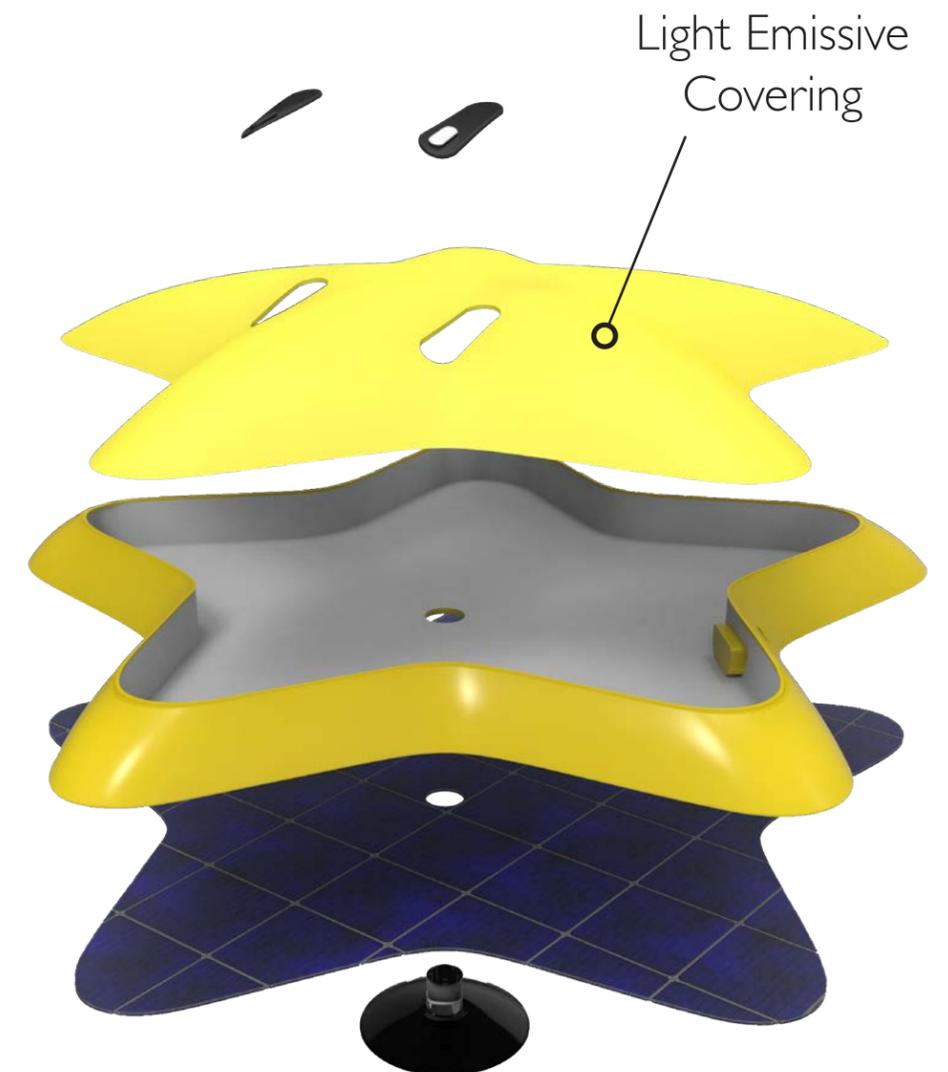
ELECTRONICS HOUSING



SOLAR PANEL BACKING



EYES
(Indicator Lights)



EXPLODED PRODUCT

Nintendo

CHARGE
★ STAR

WINDOW MOUNTABLE

The Charge Star collects energy during daylight hours and stores the energy for later use via a USB connection. By harnessing the Charge Star's stored energy, any USB-compatible device can be charged.



UI/UX PROJECT

OSMOSIS

OSMOSIS

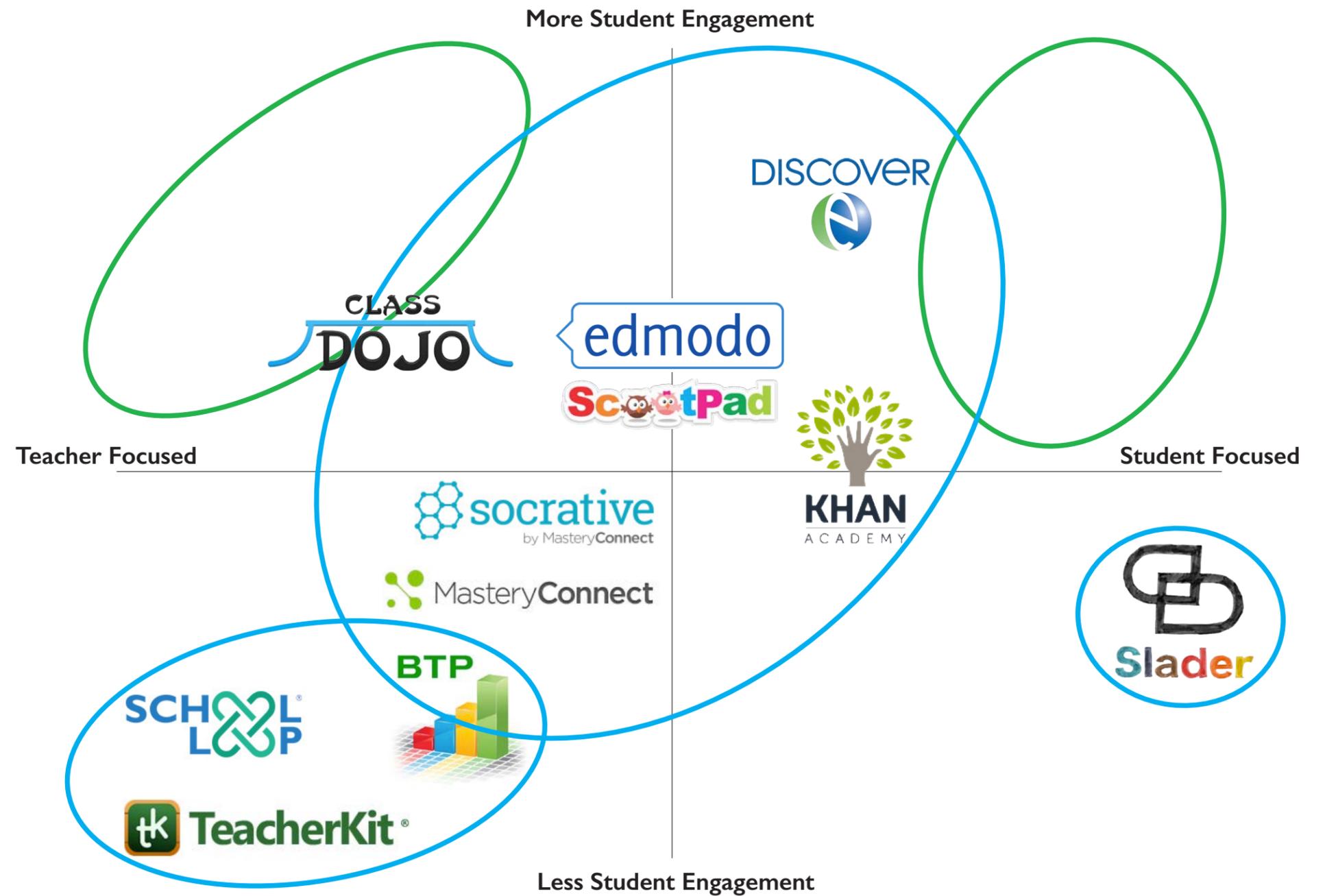
DESIGN RESEARCH

My theory was simple, the American education system focuses on indirect experience and lacks engagement. This is where it started.

Achieving career fulfillment is a large package to unwrap, so I started looking at what's already out there addressing the problem.

- Areas Being Addressed
- Areas for Design Opportunity

Market Analysis



OSMOSIS

TOP INSIGHTS

There are many tools out there which aim to point students in the right direction in terms of a career path, such as personality tests. While these types of tools provide information, students don't know what to do with it.

Students need something to touch and someone to talk to in order to really know if they're headed the right way.

The Experts



David Miller
Director of Recruitment
for Westphal College
Drexel University



Tracy Feld
Coordinator for
Cooperative Education
Drexel University



Dawn Gibian
Assistant Director,
Office of Student Services
Drexel University



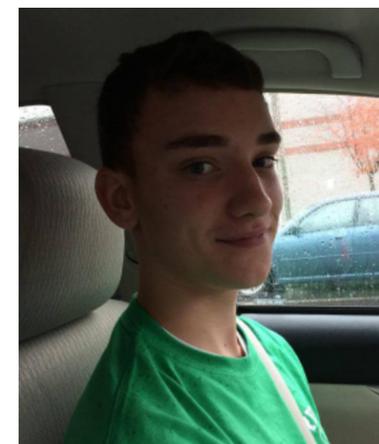
Dr. Reisman
Program Director of
Creativity & Innovation
Drexel University

The Users



Izzy

Age 16 - 11th Grade
Pennsbury High School



Jack

Age 16 - 11th Grade
Father Judge High School



Olivia

Age 14 - 8th Grade
Orland Junior High School

THE SYSTEM METAPHOR

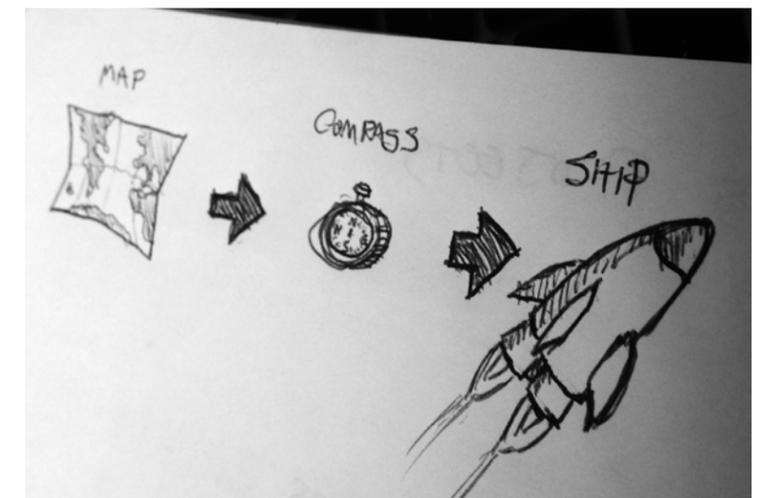
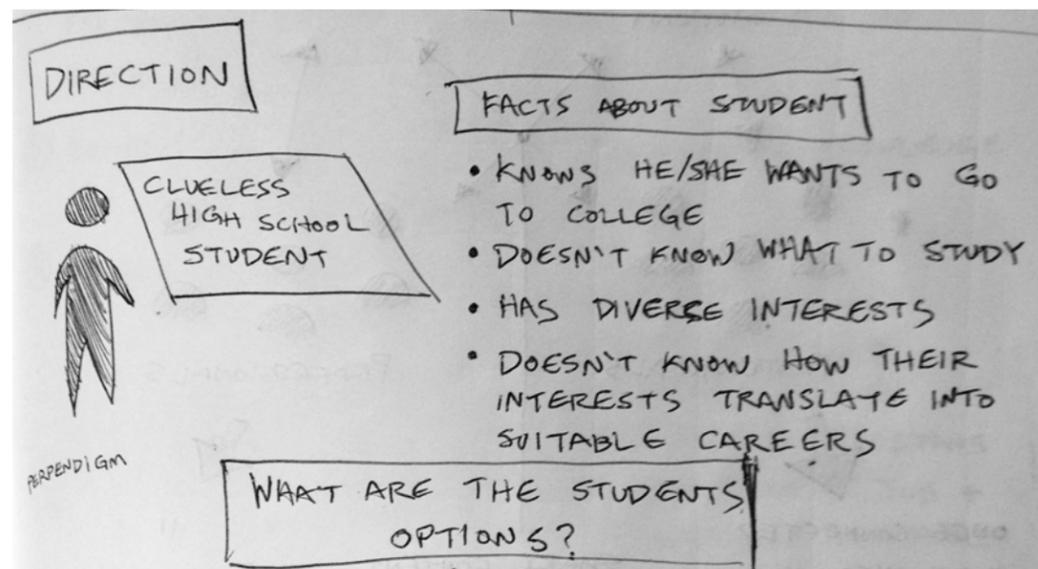
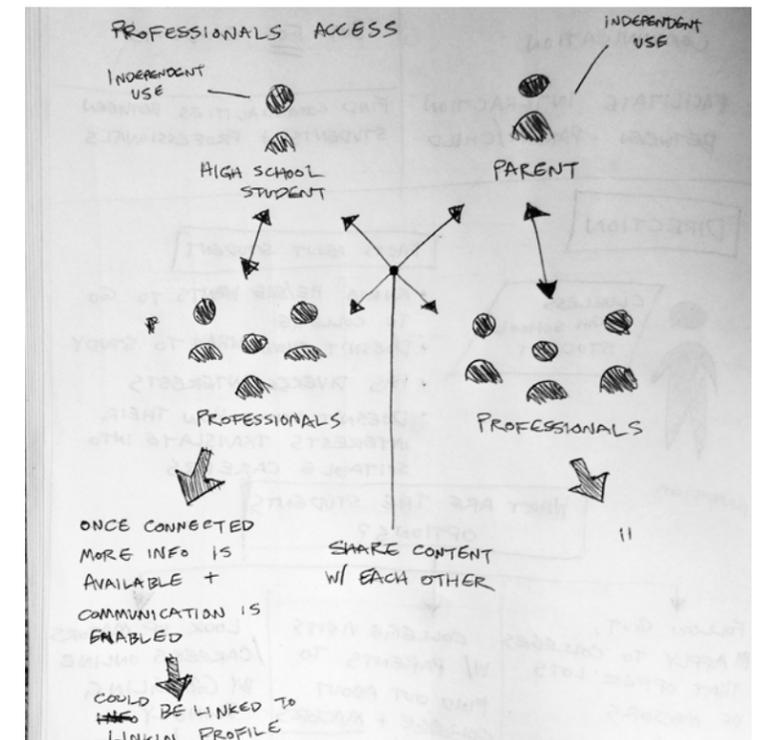
The idea was to create a system that allowed students to connect with people who share not only similar interests, but similar skills, hobbies and personality traits to create a holistic profile.

My thought was that in order to engage students in this process I would need to create a metaphor which guided them the whole way.

Thus, the idea of traveling through space emerged.

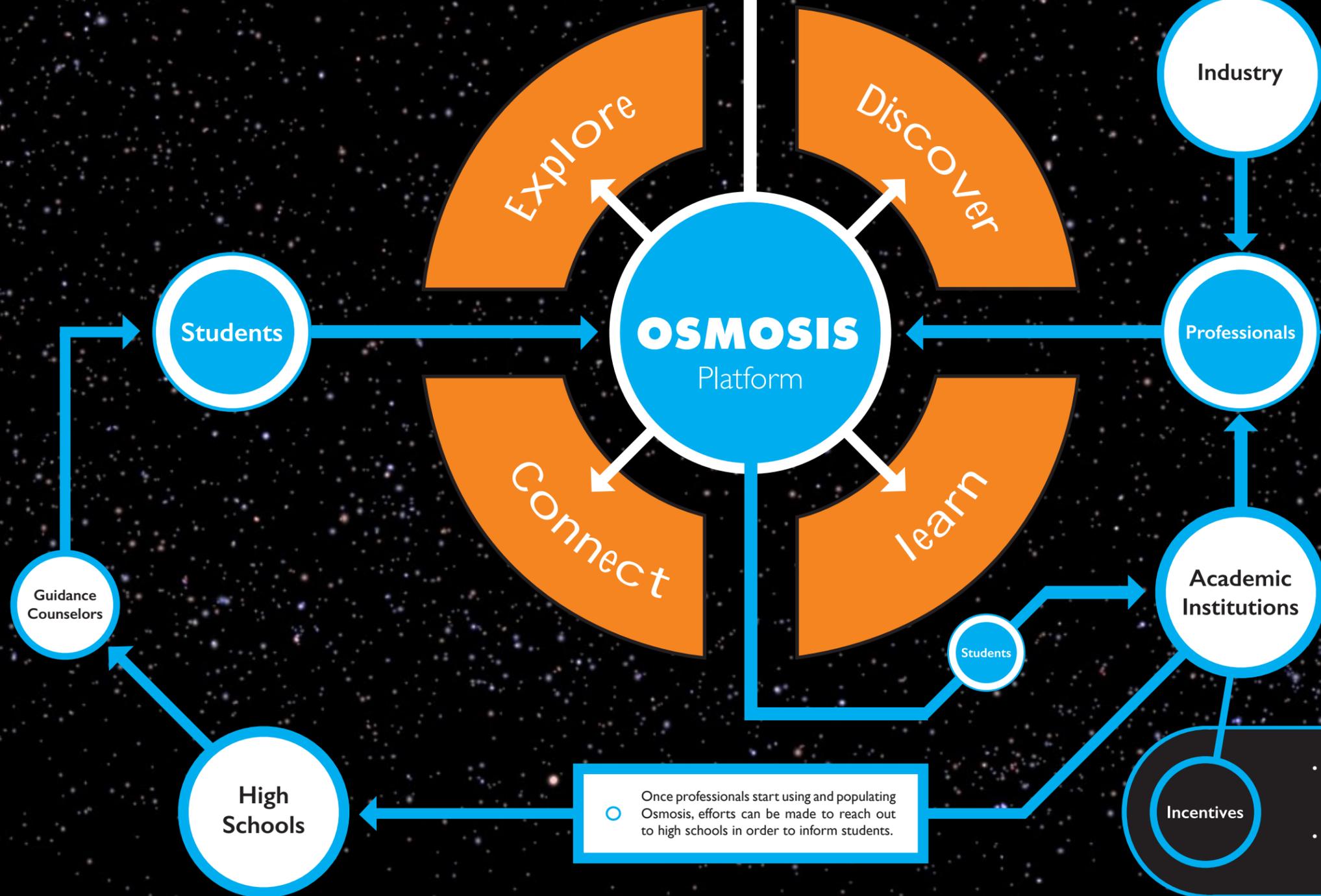
Design Criteria

- ACCESSIBILITY
- ENGAGEMENT
- GUIDANCE
- REWARDING
- VALIDATING



OSMOSIS

THE SYSTEM



Incentives

- Engaging professional employees in mentorship/outreach programs create opportunities for knowledge transfer, work force development and recruitment
- Participation in a mentorship program enhances the overall morale and productivity within an organization
- Satisfy CSR (Corporate Social Responsibility) policies

Ways That High School Students Can Contribute

- High schoolers can provide tons of insight on various cultural phenomena
- They come at employment from much more of a "What can I offer this organization?" approach instead of a "What does this organization offer me and my career?" perspective.

Incentives For Individual Professionals

- Individuals willing to participate on behalf of either their respective academic institution or company highlights those wish to stand out
- Résumé building opportunity - provides insights about the professional's personality
- Potential to receive fringe benefits from respective employers as reward for participation

Professionals who may initially use Osmosis:

- College Professors/Faculty
- Alumni from respective participating academic institutions
- Then, eventually more industry professionals

Incentives

- Colleges receive better access to high schools and their students, creating closer relationships between academic institutions
- The participation of professional educators greatly increases recruitment opportunity for universities

Once professionals start using and populating Osmosis, efforts can be made to reach out to high schools in order to inform students.

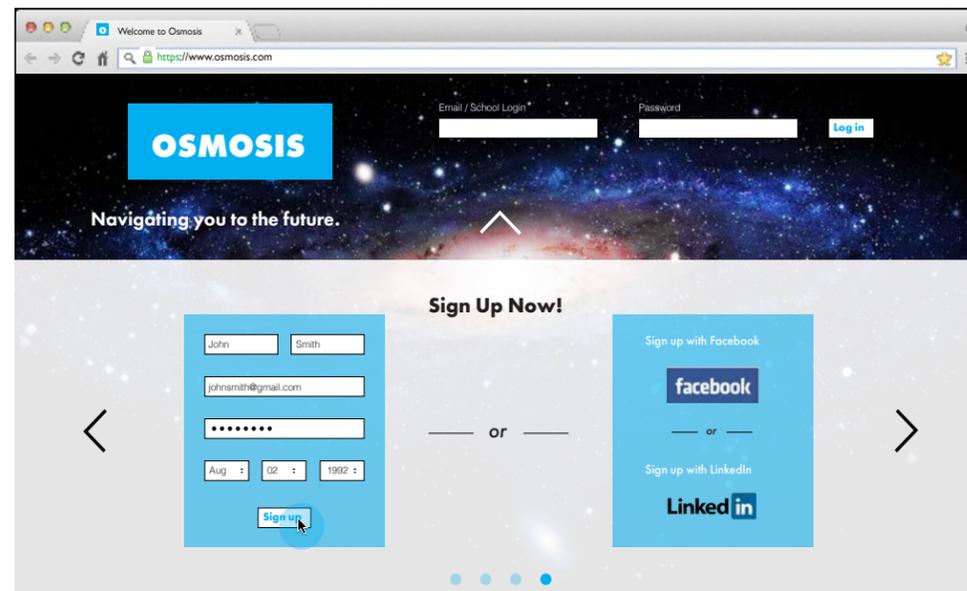
OSMOSIS

MENTORSHIP PLATFORM

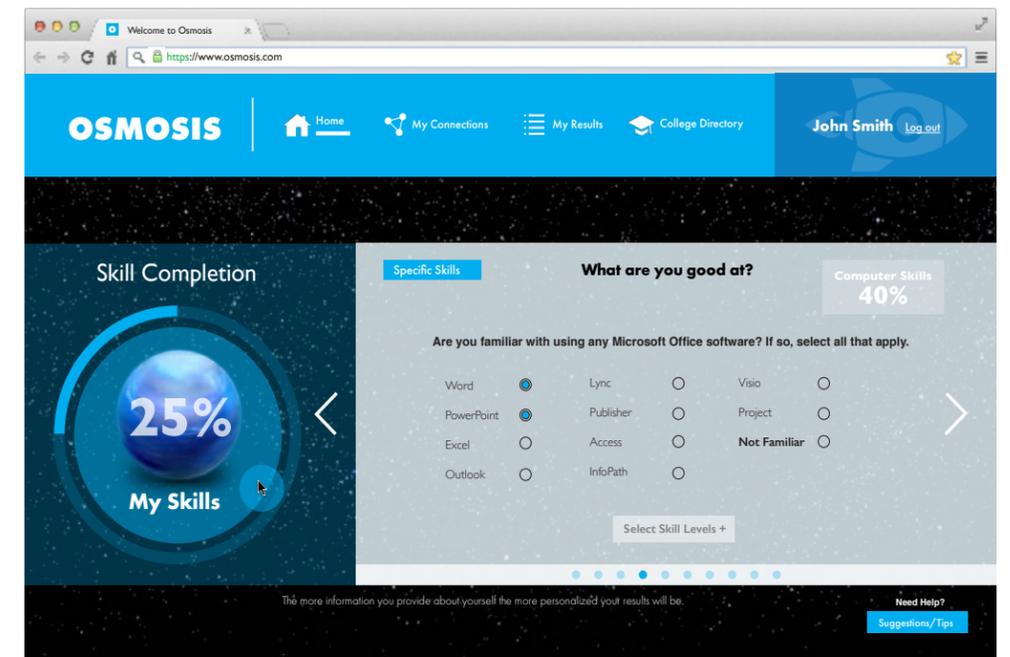
The purpose of the platform is not to search for careers, but to find people with enough similarities. This way, students don't have to know what they're looking for.

They can look at a professional's profile and, knowing that they are very similar, find out what career they occupy.

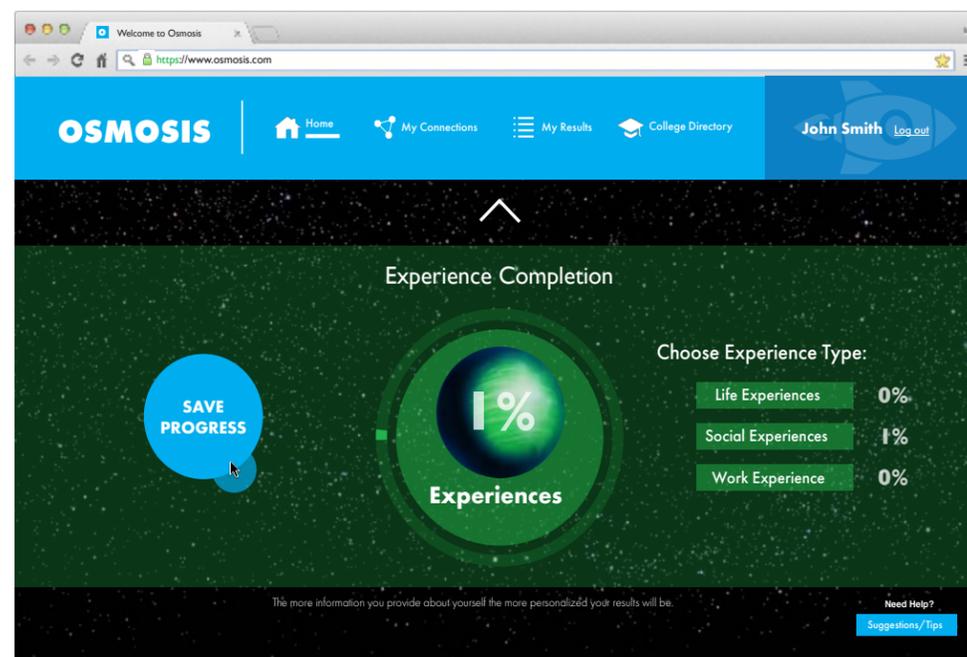
1 Sign Up



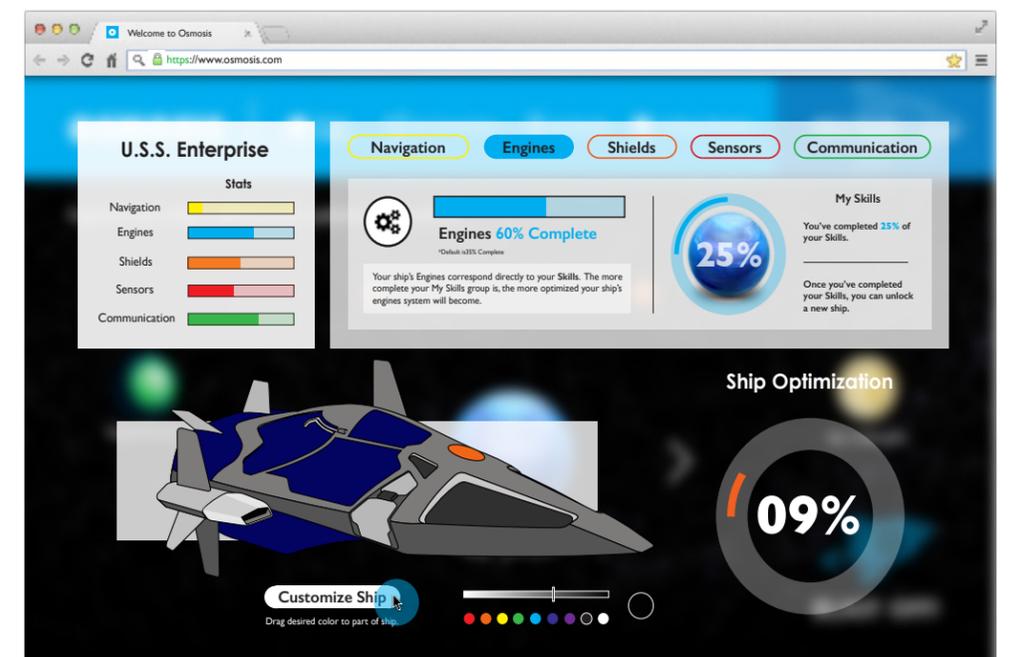
2 Provide Information



3 Saving Your Progress



4 Ship Status

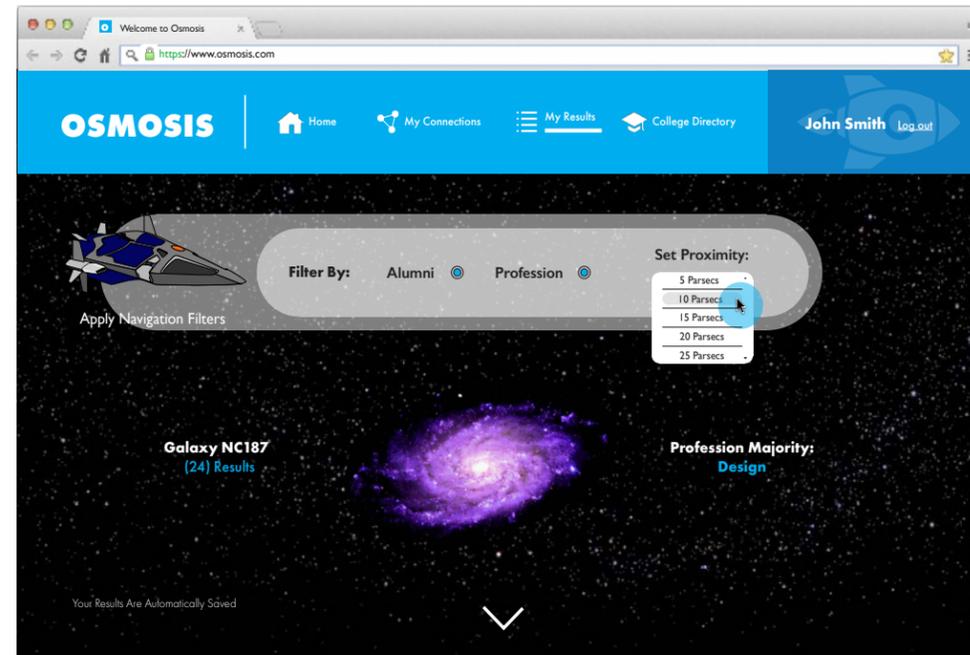


OSMOSIS

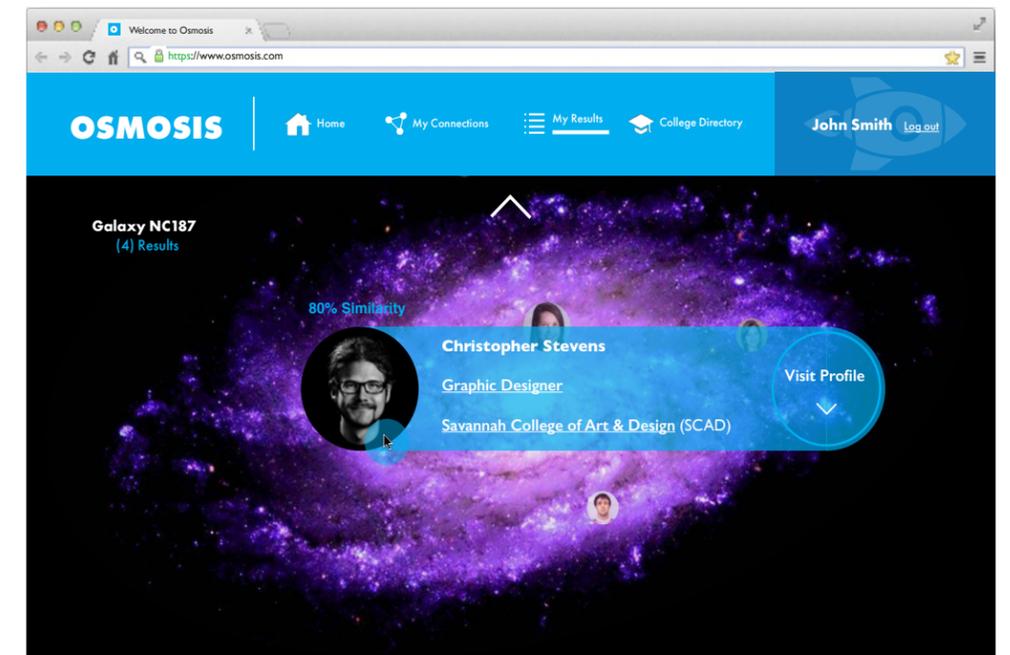
MORE CONNECTED

When a student finds a professional who is a good fit for them, they have the option to reach out to the professional to talk about their career to find out more about it.

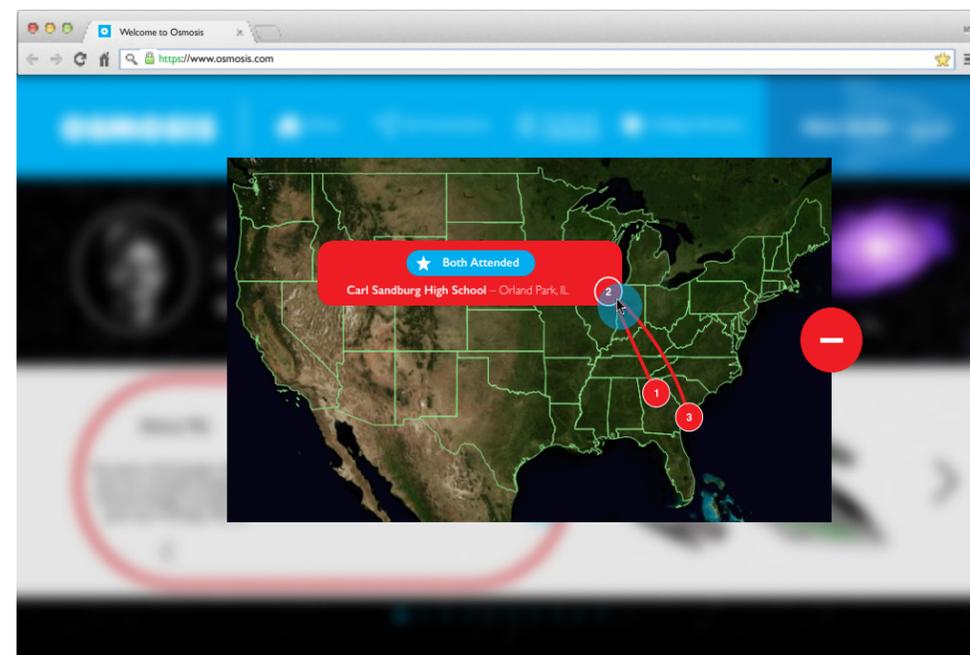
5 Your Results



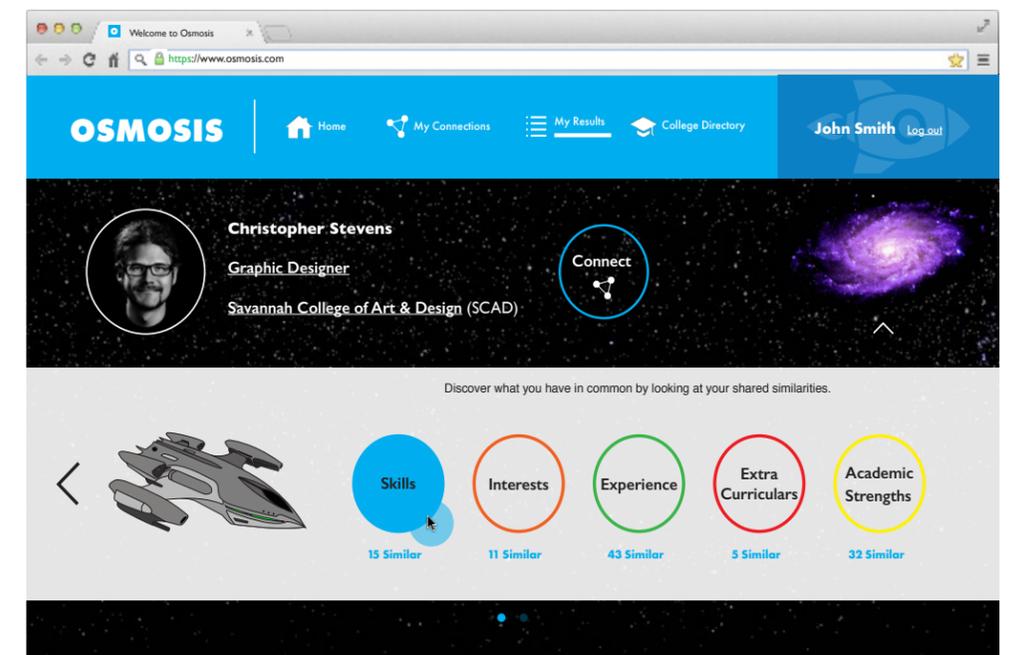
6 Most Similar Result



7 Relevant Information



8 Shared Similarities



OSMOSIS

FULL SPEED, ENGAGE

OSMOSIS provides students the ability to connect with professionals and learn from the experiences of people like themselves.

Choosing a career can be daunting, but it doesn't need to be.



PRINT DESIGN





THE USER EXPERIENCE

Destination Dogs is a gourmet hot dog restaurant that originates from New Brunswick, NJ and Philadelphia, PA.





DESIGN INTENT

The client wanted the menu to embody the concept of the restaurant to achieve a more cohesive experience.

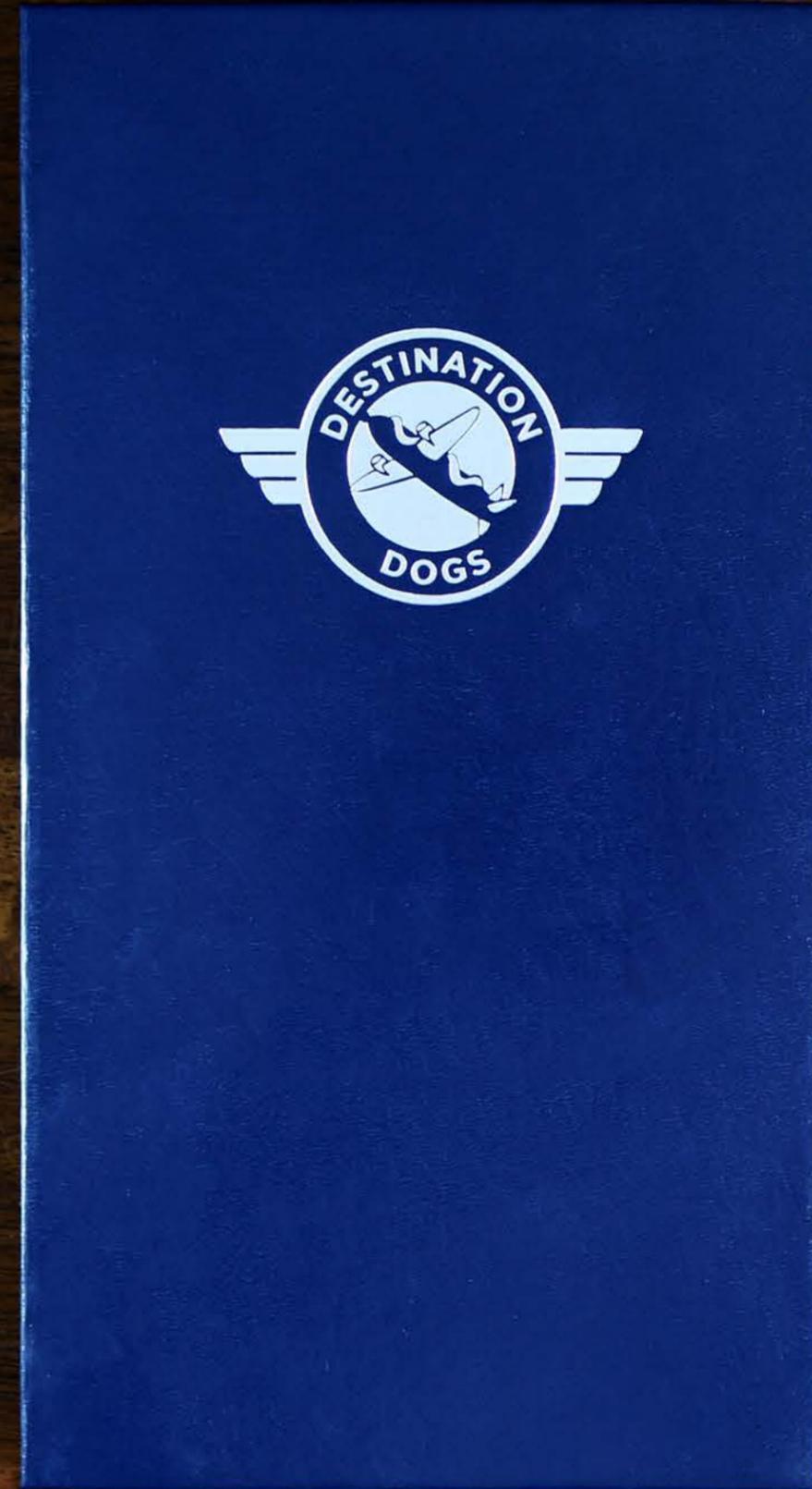
Designed to be reminiscent of a U.S. Passport, the menu is meant to facilitate the experience of traveling to various destinations.



#081f63



#cbe7fc





NAVIGATING THE MENU

All of the menu content is origin-specific in that each item tells you where it comes from.

In this way the menu becomes a travel guide for the food and beverages.



COCKTAILS / \$11

PEOPLE PLEASER AUSTIN, TEXAS (AUS)

Tito's Vodka, Lemon, Grapefruit,
Strawberry, Maple

LA ZONA ROSA MEXICO CITY, MEXICO (MEX)

El Jimador Reposado Tequila, Gracias a Dios Mezcal, Aperol,
Amaro Meletti, Angostura, Spanish & Orange Bitters

CHAMPAGNE FOR PLEASURE CHAMPAGNE, FRANCE (XCR)

Ford's Gin, Apple Brandy, Carpano Antica Formula, Lemon, Winter
Spice, French Sparkling

GOAING, GOAING, GONE GOA, INDIA (GOI)

Jamaican Dark Rum, Overproof Rum, Lime, Coconut,
Basil, Garam Masala, Ginger

GOLD CLOAK KING'S LANDING, WESTEROS (GOT)

Bourbon, Lemon, Winter Spice, Fernet Branca

BRAZILLIONAIRE RIO DE JANEIRO, BRAZIL (GIG)

Cachaça, Soursop, Brazil Nut, Lime

DUTCH CAPE COLONY CAPETOWN, SOUTH AFRICA (CPT)

Rye, Bols Genever, Rooibos-Infused Blanc Vermouth, Benedictine

FROZEN AVIATION ANTARCTICA (NZSP)

Bluecoat Gin, Lemon, Maraschino,
Creme de Violette

FISH HOUSE PUNCH PHILADELPHIA, PA (PHL)

Flor de Caña Rum, Courvoisier, Peach Brandy,
Black Tea, Lemon, Oleo Saccharum
Glass \$7 / Bowl \$50

WINE / \$9

WHITE

STORYPOINT
CHARDONNAY
SONOMA, CA

PROVERB
PINOT GRIGIO
CENTRAL COAST, CA

EDNA VALLEY
SAUVIGNON BLANC
SAN LUIS OBISPO, CA

RED

LOUIS MARTINI
CABERNET SAUVIGNON
ST. HELENA, CA

EDNA VALLEY
PINOT NOIR
SAN LUIS OBISPO, CA

BODEGA NORTON
MALBEC
MENDOZA, ARGENTINA

SPARKLING

COMTE DE BUCQUES BRUT
WISSEMBOURG, FRANCE

BEER

ALE & LAGER

BROOKLYN LAGER (16oz)

BROOKLYN, NY
\$7.5

OSKAR BLUES DALE'S PALE ALE

BREVARD, NC
\$5

SLY FOX HELLES GOLDEN LAGER

PHOENIXVILLE, PA
\$5.5

MODELO ESPECIAL

TACUBA, MEXICO
\$5

IPA

FOUNDERS ALL DAY

GRAND RAPIDS, MI
\$5

TERRAPIN RECREATION

ATHENS, GA
\$5

PILSNER

LEFT HAND TRAVELIN' LIGHT KOLSCH

LONGMONT, CO
\$6

PILSNER URQUELL (16oz)

PILSEN, CZECH REPUBLIC
\$6

WHEAT

EINSTÖK ICELANDIC WHITE

AKUREYRI, ICELAND
\$6.5

STIEGL GRAPEFRUIT RADLER (16oz)

SALZBURG, AUSTRIA
\$8

SOUR

DOGFISH HEAD SEAQUENCH ALE

MILTON, DE
\$7

CIDER

AUSTIN EASTCIDERS ORIGINAL DRY CIDER

AUSTIN, TX
\$6.5



BUY THE TICKET, TAKE THE RIDE

Soon to be part of the franchise along with its' drink menu counterpart, the Destination Dogs food menu brings the restaurant's concept to life.



APPETIZERS

DEVILED EGGS

Whipped egg topped with paprika
\$3

PRETZEL

Cheese sauce & Lusty Monk spicy mustard
\$3.5

SCOTCH EGGO

Boiled egg wrapped in sausage, breaded & deep fried, served over waffles with maple syrup
\$5

WINGS

Half-dozen Buffalo inspired wings served with blue cheese & celery
\$6
(Slice of radish add \$1)

POUTINE FRIES

French fries with fried cheese curds & a red sauce
\$5

EMPANADAS

Two ground beef empanadas served with avocado cream
\$7.5

PATATAS RIDICULAS

Fried potatoes, duck confit pork belly, bacon, two cheeses, brown gravy, jalapeños, sour cream, scallions
\$9.5

SAUSAGE PARTY

Three handmade sausages of your choosing. Served with dipping sauces, cornichons, house-made bread
\$16

SANDWICHES & SALADS

GRILLED CHICKEN SANDWICH

Chicken breast, greens, tomato, red onions, chips, with your choice of condiment
\$7.5

FRIED CHICKEN SANDWICH

Fried chicken, coleslaw, sweet pickles & buffalo sauce
\$7

PORK ROLL

Pulled pork, egg & cheese
(Add pepper jelly \$1)
\$5

GRILLED CHEESE

Cheese sauce monterey jack
\$4.5

HOUSE SALAD

Iceberg lettuce, tarragon & blue cheese dressing*, bacon, red onion, tomato & boiled egg
\$6

ARUGULA SALAD

Imported provolone, roasted garlic vinaigrette*, red onion & radish
\$7

EXTRAS

Add grilled chicken
\$5

*All dressings can be substituted with your choice of: house vinaigrette, caesar, ranch, and oil & vinegar

FLIGHTS

DOMESTIC FLIGHT

All Domestic Dogs, plus your choice of three sides
\$80

INTERNATIONAL FLIGHT

All International Dogs, plus your choice of three sides
\$85

WORLD TOUR

All International & Domestic Dogs, plus your choice of six sides
\$150

DOMESTIC DOGS

ROCKY BAL-BOAR-A PHILADELPHIA, PA (PHL)

Italian wild boar sausage, sliced steak, onions, peppers, cheese sauce, cherry pepper relish
\$10.25

THE OSCAR LOS ANGELES, CA (LAX)

Chicken sausage, avocado, cabbage, tomato, chipotle mayo, scallions
\$7.5

KANSAS CITY BEEFS MISSOURI (MCI)

All beef hot dog, BBQ beef short ribs, coleslaw
\$9

THE CLEO MCDOWELL QUEENS, NY (LGA)

All beef hot dog, cheese sauce, secret sauce, cabbage, onions, pickle, sesame seed
\$7.5

PIG TROUBLE IN LITTLE CHINA SAN FRANCISCO (SFO)

Cantonese sausage, pork belly, hoison, grilled scallions, orange zest, sesame
\$8.5

CHAIRMAN OF THE BOAR-D NEW JERSEY (TEB)

Italian wild boar, pepperoni, peppers, onions, marinara, fried cheese curds, parsley
\$7

BUN ON THE BAYOU LOUISIANA (MSY)

Louisiana hot link, cabbage, tomato, jalapeño remoulade, fried shrimp, lemon
\$6.5

RISE & SWINE GEORGIA (ATL)

Breakfast sausage, bacon, sausage gravy, cracklin, parsley
\$8

BRAT FAVRE WISCONSIN (GRB)

Bratwurst, sauerkraut, grilled onions, fried cheese curds, cheese sauce, pickle, chives
\$8

EL BORRACHO NEW MEXICO (ABQ)

Fried hot dog, corn tortilla, jack cheese, cheese sauce, chipotle mayo, sour cream, cilantro, fried on a stick
\$5.5

THE PAUL BUNYAN MINNESOTA (MSP)

Breakfast sausage, fried potatoes, bacon, maple syrup, sunny side up egg
\$7.5

INTERNATIONAL DOGS

THE CONQUISTADOG SPAIN (BCN)

Chorizo, fried potatoes, brava sauce, scallions
\$7.5

CHRISTOPHER COLOM-BUN ITALY (GOA)

Italian wild boar, genoa salami, provolone, arugula salad
\$9

MAYFLOWER EXPRESS ENGLAND (PLH)

Duck sausage, mashed potatoes, gravy, cranberry, candied pecans, parsley
\$10

CHARLES DOG GAULLE FRANCE (CDG)

Duck sausage, duck confit, shaved foie gras, red onions, cornichons, Dijon mustard
\$12.5

SCHWEIN HABEN GERMANY (BER)

Bratwurst, fries, grilled onions, curry ketchup
\$7.75

BUN MI VIETNAM (HAN)

Cantonese sausage, pickled carrots & daikon, cucumber, fresh jalapeños, mayo, cilantro
\$11.5
(Add shaved foie gras \$2)

ESQUITES REAL MEXICO (MEX)

Chorizo, corn, lime crema, queso fresco, chile powder, cilantro
\$9.5

LE-BUN-ON LEBANON (BEY)

Lamb sausage, hummus, cucumber & tomato salad, mint
\$8.25

SALCHI PICCHU PERU (LIM)

Hot dog, fries, aji amarillo, crushed plantains, cilantro
\$6.5

VEG DOG MEALLIONAIRE INDIA (BOM)

Vegetarian sausage, fried potatoes, chile yogurt sauce, chutney onions
\$7

VASCO DA GAMBAS PORTUGAL (LIS)

Chorizo, garlic shrimp, parsley
\$7.5

PILOT YOUR OWN DOG

1. SAUSAGES

ALL BEEF

\$4.25

DUCK

\$10

CHICKEN

\$6.5

LAMB

\$11

ALLIGATOR

\$12

ITALIAN WILD BOAR

\$9

BREAKFAST LINKS

\$5.5

BRATWÜST

\$7.5

CANTONESE

\$7.5

CHORIZO

\$7

VEGAN

\$7

2. TOPPINGS

CHEESE

Mozzarella Cheese Curds
Sharp Provolone
Monterey Jack
Queso Fresco

PEPPERS

Cherry Peppers
Fresh Jalapeños
Pickled Jalapeños

ONIONS

Red
White
Grilled
Scallions

OTHER

Relish
Tomatoes
Chimichurri
Green Relish
Pineapple Relish

3. CONDIMENTS

MUSTARD

Dijon
Honey Dijon
Spicy Brown
Yellow

SAUCES

BBQ
Brava
Hoisin
Secret
Teriyaki

MAYONNAISE

Regular
Chipotle
Sriracha
Baconaise

TRADITIONAL

Ketchup
Sriracha
Salsa Verde
Ranch Dressing

BONUS

Jalapeño Remoulade
Vegemite Aioli

4. UPGRADES

\$1 UPGRADES

Pepperoni
Furikake
Fries
Italian Long Hots
Doc Larsen's Pepper Jelly
Avocado
Bacon
Lusty Monk Spicy Mustard

\$2 UPGRADES

Sausage Gravy
Genoa Salami
Duck Confit
Pork Belly Fried Egg
Foie Gras
Pork Roll
Chili

SIDES

MASHED POTATOES

Served with gravy
\$3

BAKED BEANS

\$3

POTATO CHIPS

Made in-house & served with horseradish sauce
\$2.5

POTATO LATKES

Served with sour cream
\$4

COLESLAW

\$5

TRUFFLE FRIES

\$5

FRIES

\$3.5

Add cheese \$1 Add brown gravy \$1 Add chili \$2

DESSERT

GELATO WAFFLES

Served with seasonal fruit & whipped cream
\$6

NUTELLA ZEPPOLE

\$5

COOKIES & CREAM TIRAMISU

\$4.5

MALT WHOPPER PANNA COTTA

\$6.25

Thank You

If you are interested in setting up a meeting please feel free to contact me.

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