

# Theodore Szpindel

## Product Design

View the full portfolio at <http://www.thecreativefinder.com/theodoreszp>

### **Professional Experience and Curriculum Vitae**

Please kindly get in touch for more information.

### **Previous Clientele**

Please kindly get in touch for more information.

### **Awards and Accolades**

Please kindly get in touch for more information.

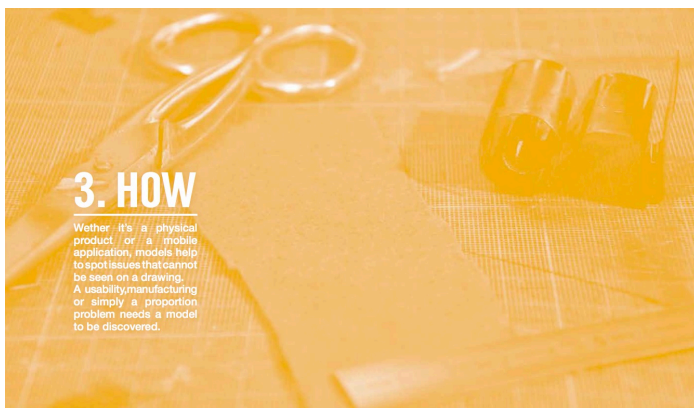
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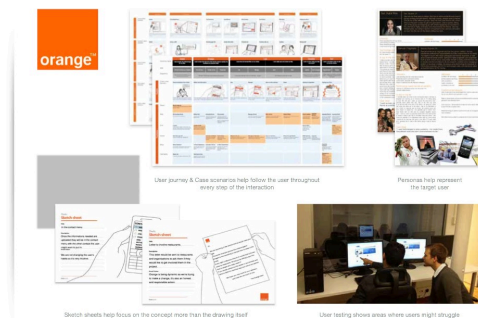
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## ORANGE UX

Research comes with a few tools helping to keep track and be as efficient as possible. It includes personas, user journey tables, sketch sheets... All of these I have learned to use and create while at Orange. First I thought these were useful for User Experience design but I've used these tools to create everything since, whether it's a website or a piece of furniture.



Theodore Szpindel 2015 - Theodore@cream-creative.com - www.cream-creative.com

## NUTRICIA COMPLAN

Researching is also about going on-site, meeting people who'll be selling your product and seeing how and where it'll be displayed. What type of strategy can we use? What is already there and working? Who is your target, where and how do they buy their products? The main goal here was a deep understanding of chemists, from the independent to the national group.



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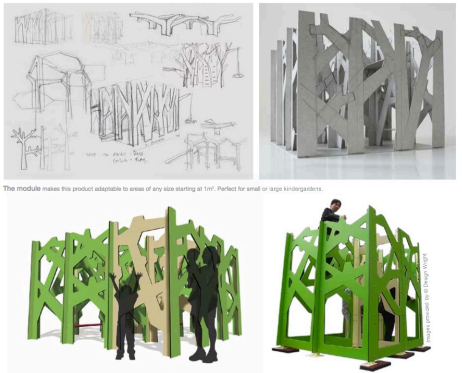
### NHS FOODOLOGY

By giving patients information about their condition and which food might help recover, we believe they can make the right decisions when it comes to choosing what to eat. Research was critical during this project, from reading official documents to interviewing key actors we gathered a lot of information about our end users.



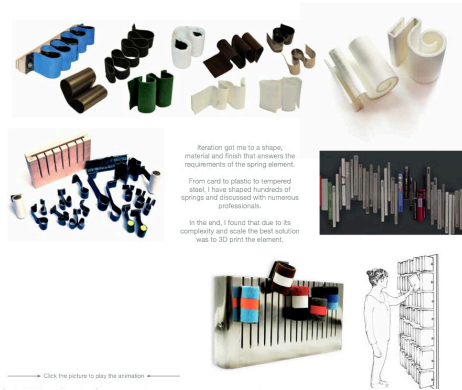
### MAGICAL FOREST

At Design Wright we worked on playground furniture for Kotobuki. The Japanese client manufactures it's own material and the main constraint was to use it and nothing else. Manufactured as sheets we decided to create a 1m² module that users could repeat indefinitely. The *Magical Forest* is a place where children can climb and jump and parents can sit, relax and keep an eye.



### A SIMPLE BOOKSHELF

I want my bookshelf to showcase my book collection, so what happens if I make the structure disappear? Iteration was an integral part of this project. I tried dozens of shapes, bending and hardening steel myself but also creating a tool to achieve the spiral shape. What remains of the structure is polished to a mirror finish to blend in with it's environment.



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**MXP4 & MICROSOFT SURFACE**

Mxp4 splits music into multiple tracks. After researches I found out that music is used for therapies but its virtues are not really exploited (especially in France). Using this new format and the tactile table, the carer can interact with the patient and follow his progress in an easier way and more accurately.

