

INDUSTRIAL DESIGN & VISUAL DEVELOPMENT

PORTFOLIO

MAYSAM KHANKESHLOU 2017



About Me

My name is Maysam Khankeshlou. I am a BA graduate in Industrial Design from Tehran University of Art. Aside from being an industrial designer, I am a CG artist in game industry. I have a lot of experience in traditional/digital sketching and rendering & have a background in product design as well as object design. Painting and drawing have always had a profound impact on my life, and I am extremely glad of building a bridge between my world and Illustration.

Job Experiences

Working as a freelance designer & artist from 2010 - present
Collaboration with CanDo Design Lab, 2014-present
CG artist at Lexip Games in The Dark Wings projects, 2014-2016
Collaboration with R&D and Product Design Group of Zibasazan Co, 2013-2015
Illustration of the first two volumes of a book series on teacher's work plan, Iran Technical Publication, 2010-2011

Skills

Visual Ideation/Creativity
Visual Design Concept
Digital & Traditional Sketching, Rendering & Illustration
3D Modeling & Rendering
Graphic Design
Industrial-Product Design
Character Design
Effective Storytelling
Color Theory

Proficiency in the Following Programs

Adobe Photoshop
Adobe Illustrator
Corel Painter
Cinema 4D

Exhibitions

The collaborative exhibition of the 50th foundation anniversary of Dramatic Art College, Tehran University of Art, 2015
The 15th exhibition of Iran Research Accomplishments and Technologies, Tehran International Exhibition, 2014
The collaborative gallery of young painters, Bandargah Honar Gallery, Zaman Museum, 2013
The second exhibition of Toy Design - Production Competition, Sharif University of Technology, 2012

Contact

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✉ contact@maysamkhankeshlou.com
☎ +989352909987

Enso Light

Category: Product Design

Partner: Mohammad Amin Abbaszadeh

Year: 2017-2018

This project was done for Lamp Design Competition Award. The theme for the Lamp 2018 International Lighting Design Competition was balance. A new user experience is achieved through the rotation of a magnetic light source surrounded by an iron ring. The main challenges were the methods of adjustment to the statics of the light source, proper function of the intra-built magnet, and creation of different light effects. By rotating the light source, the beams' symmetrical rotation is blocked by the shade and results into forming dynamic light arcs which are in and out of balance as they emerge and fade synchronously but never die out. Enso defines balance by halving all the light elements stay in perfect proportion. Fixing the magnet, Enso stabilizes by halving the beams into two identical light-shadow arcs. Since the minimal design is in high harmony with the light effects' forms, the light's physical shape merges into the light-shadow arcs and becomes a tranquil whole.







Rosette Door Handle Design

Category: Product Design

Partners: Sedighe Mengli, Golara Esfandiari

Year: 2015

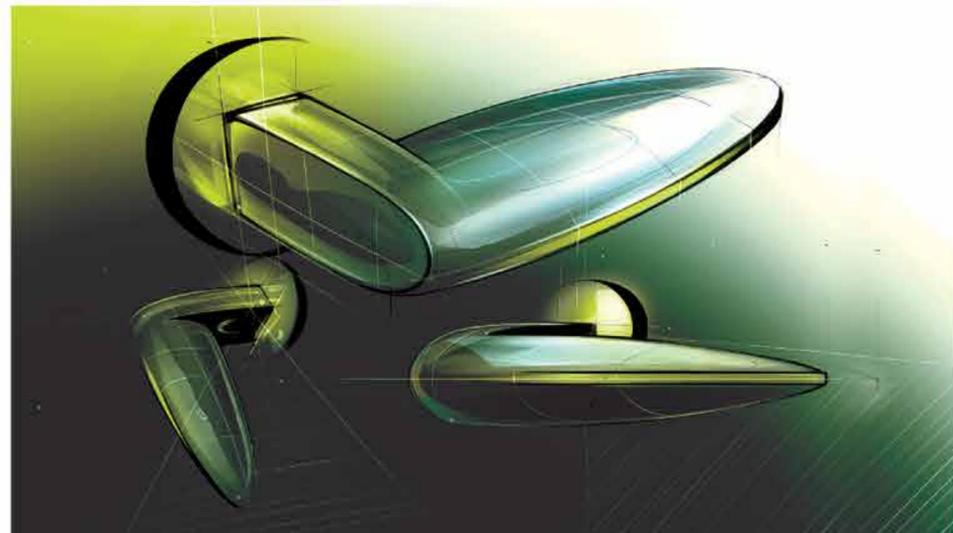
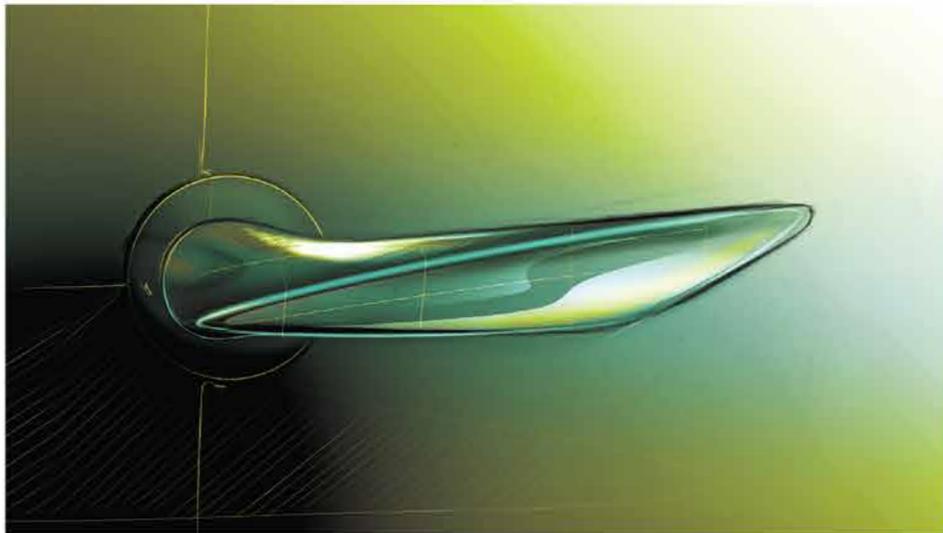
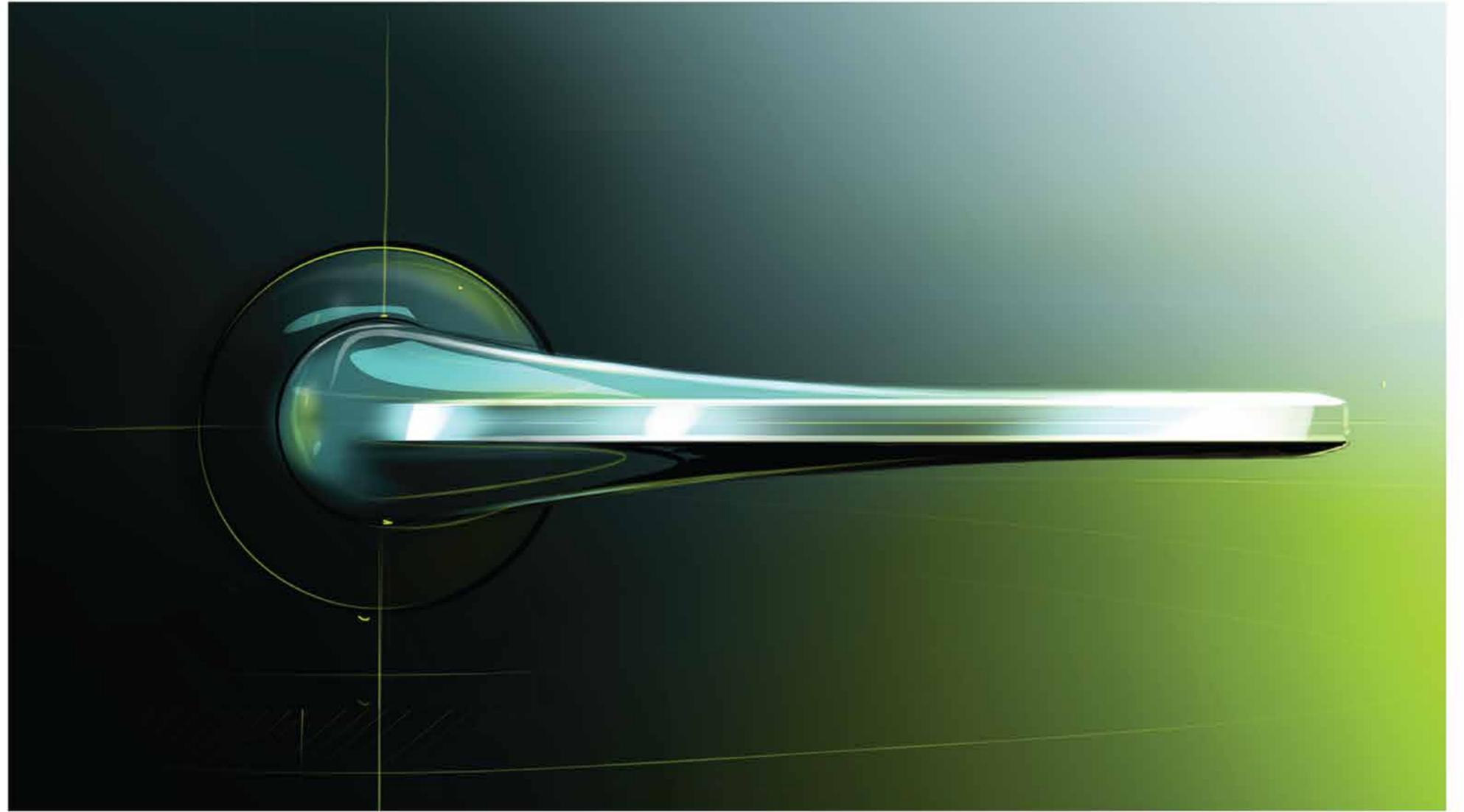
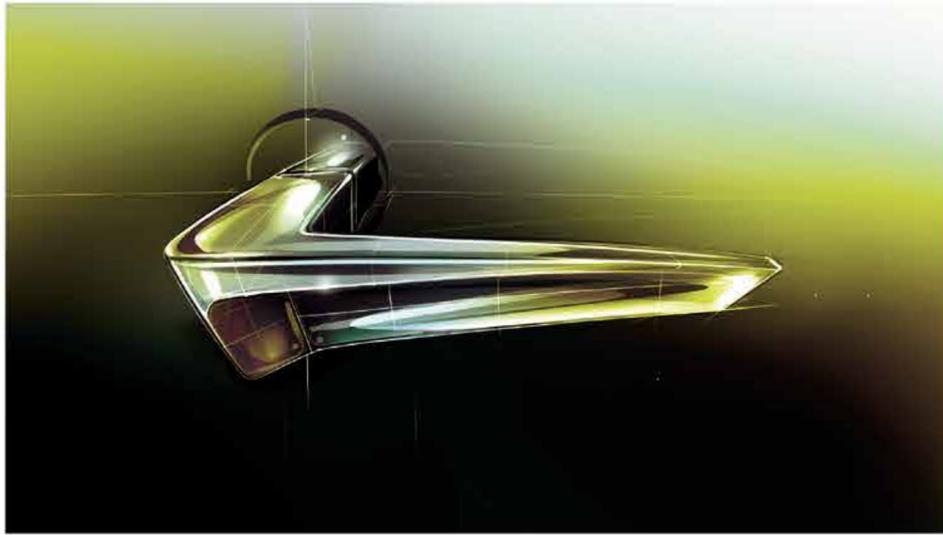
The Rosette Door Handle design project was done during a voluntary Industrial Design course at university. The project's brief was based on <Form Follows Function>. Aesthetic values had a major role in creating innovative solutions.

Analysing the best Rosette Door Handle designs by various designers & manufacturers was the first phase of the project. We generated several concept ideas in 2D sketching, clay & foam sketching and 3D modeling. Finally, we developed the best idea by mainly emphasizing on the design brief.

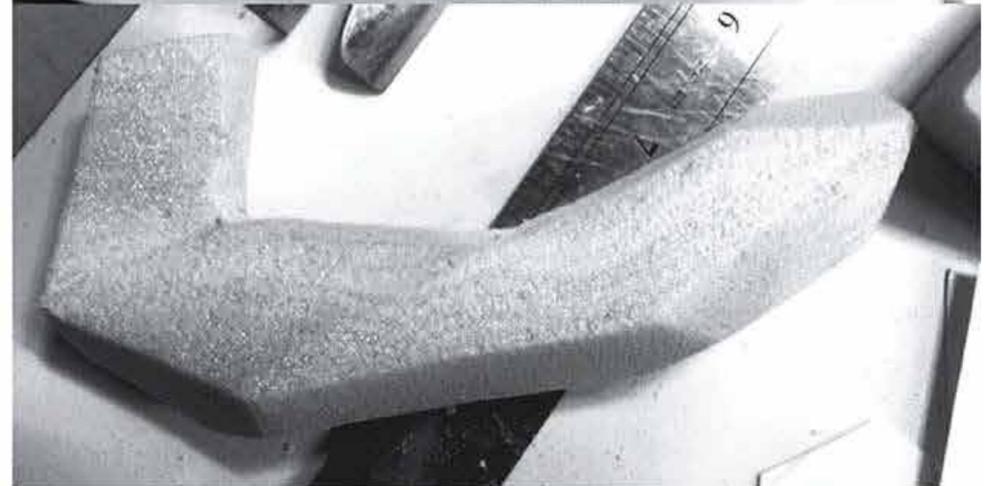
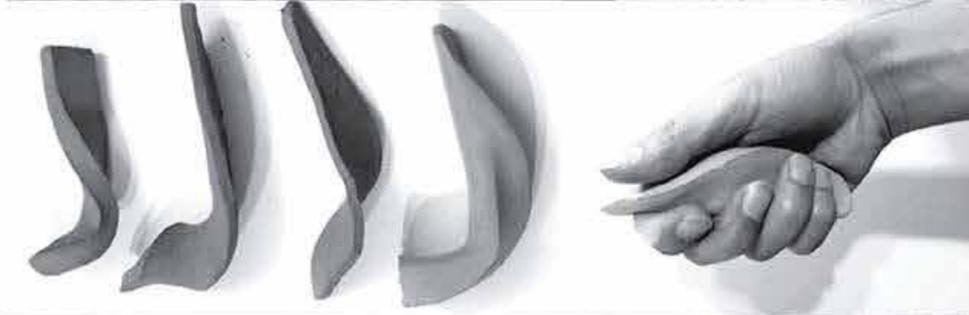
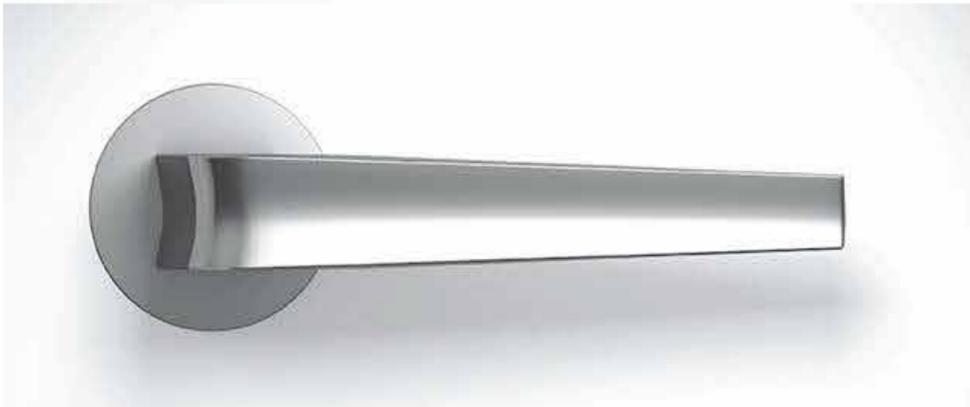
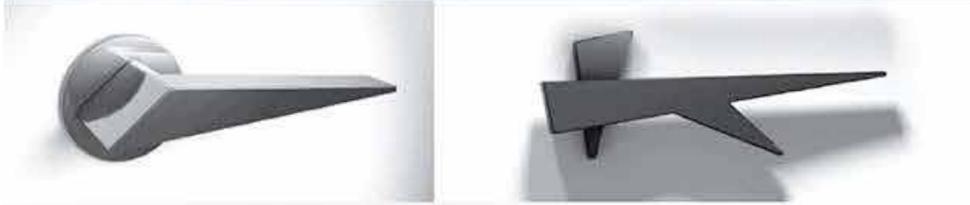
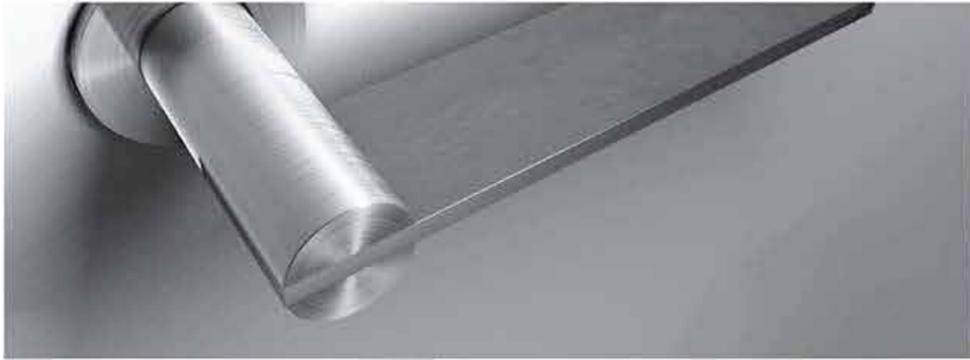
In the end, the whole project's output was examined & assessed by our Industrial Design professors, and we succeeded in introducing the best design.

2D Sketches



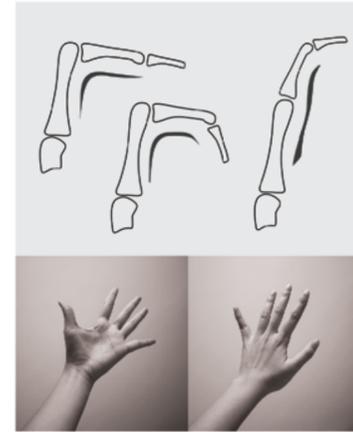


Clay, foam & 3D Sketches



Idea Development

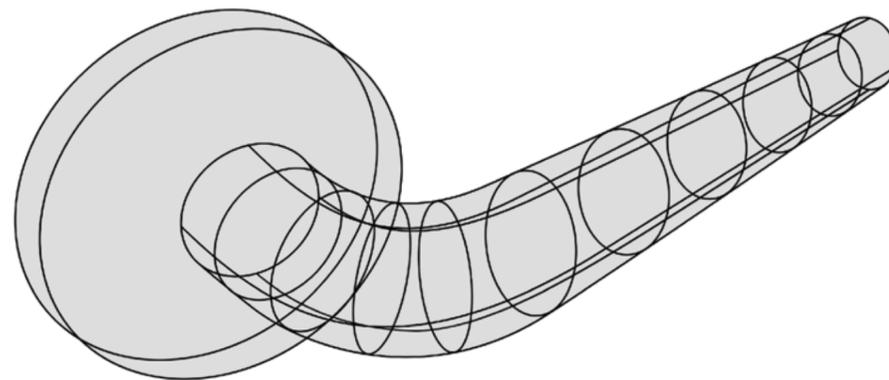
After examining the basic geometrical figures, and incorporating them into the door handle's design, we were interested to create a simple design, with some details in form, that despite its simplicity could engage user's mind. We were curious to know what would be the final random form of the door handle when, like a solidpaper, it is put into water.



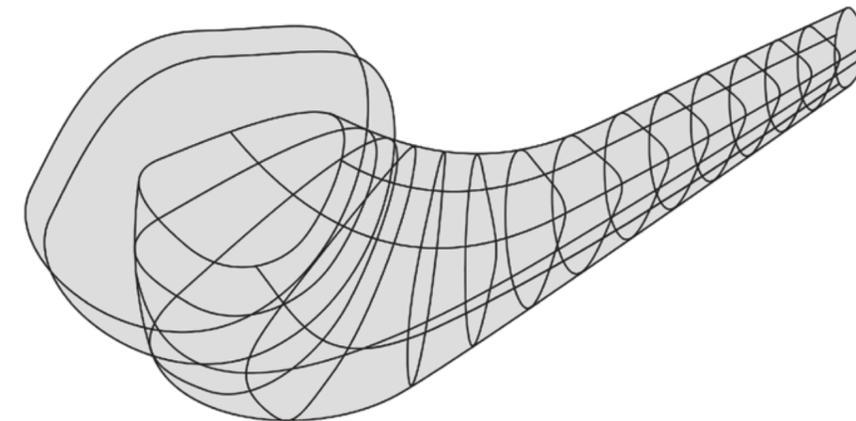
What if hand touches could affect the handle's solid form and shaped it gradually?



What if the handle's solid form goes into water and dissolves?
What would be its random form?



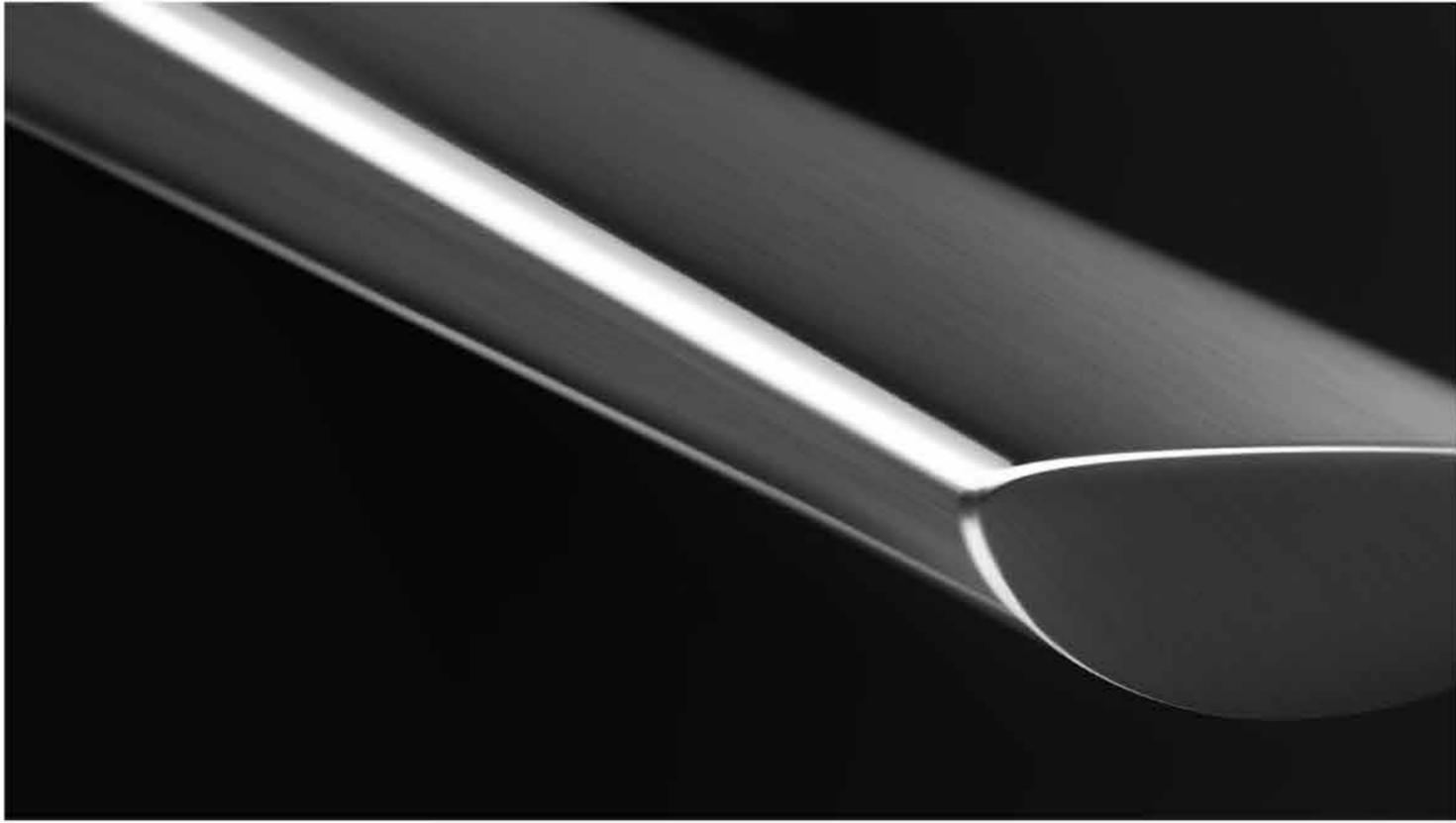
Basic & Solid Form



Liquid Form

Final Design







Flexible Desk Lamp

Category: Product Design

Personal Project

Year: 2016

Flexible Desk Lamp Design was my BA thesis project on emphasizing the definition of flexibility between desk lamp use plan and its performance.







Signage Design

Category: Industrial Design, Graphic Design

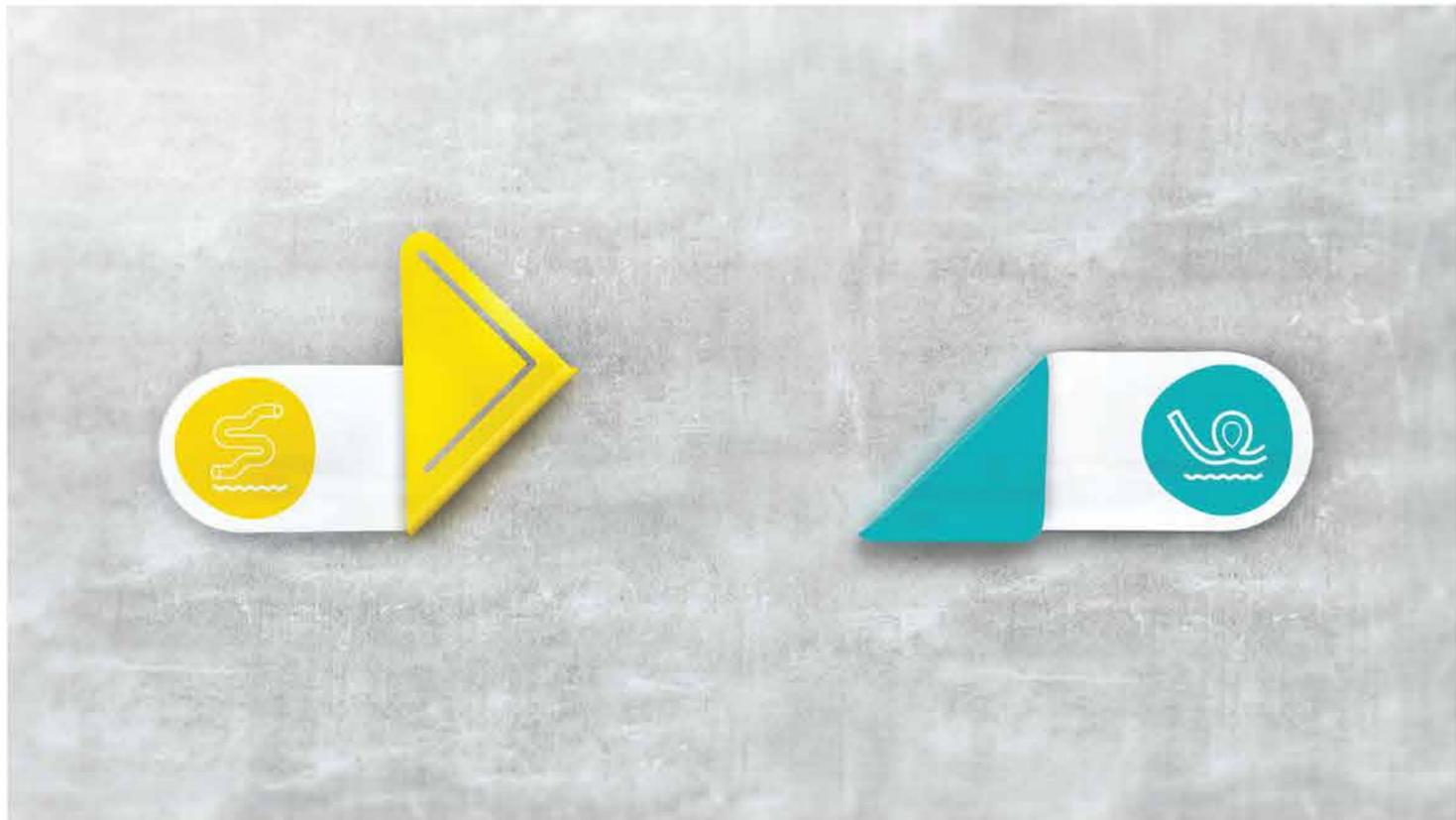
Client: Opark Aqualand

Year: 2015

Opark is the biggest roofed water park in the Middle East. The executive operations to build Tehran's first water park with the private sector investment were begun in 2012. The following focus on Opark's signage design. This project was done at CanDo Design Lab.









Dish Drainer Design

Category: Product Design

Client: Zibasazan Co

Year: 2013

The main objective of this project was to design two types of dish drainer with inner plastic and metal structures to satisfy the customers' needs and desires.





Pendant Lighting Design

Category: Industrial Design, Product Design

Partners: Alisina Moddarres, Amin Abbaszadeh

Client: Opark Aqualand

Year: 2016





Handbag Design

Category: Fashion Accessories

Personal Project

Year: 2016







Opark Project

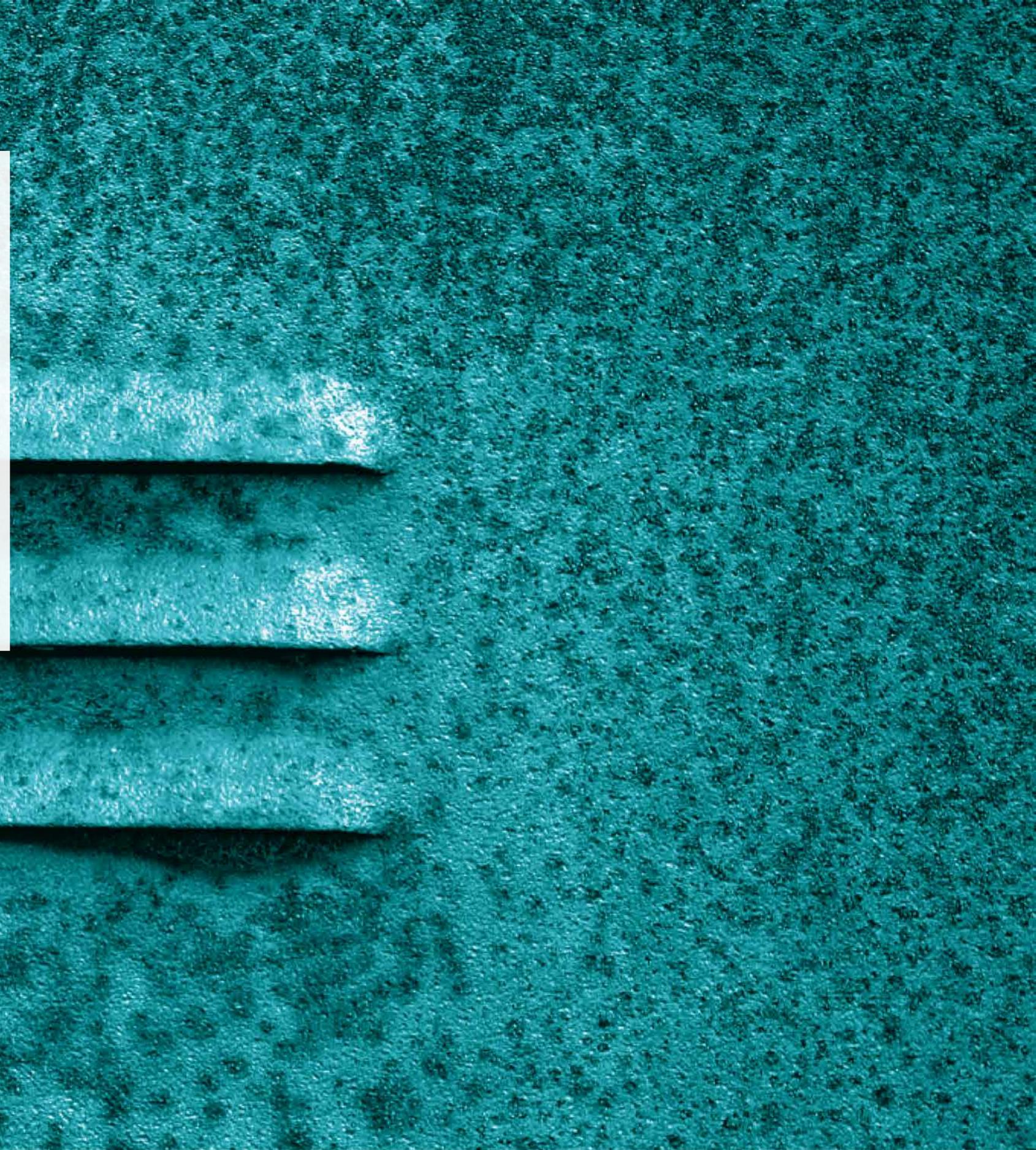
Category: Story Design, Character Design, CG Art

Client: Opark Aqualand

Year: 2014-2015

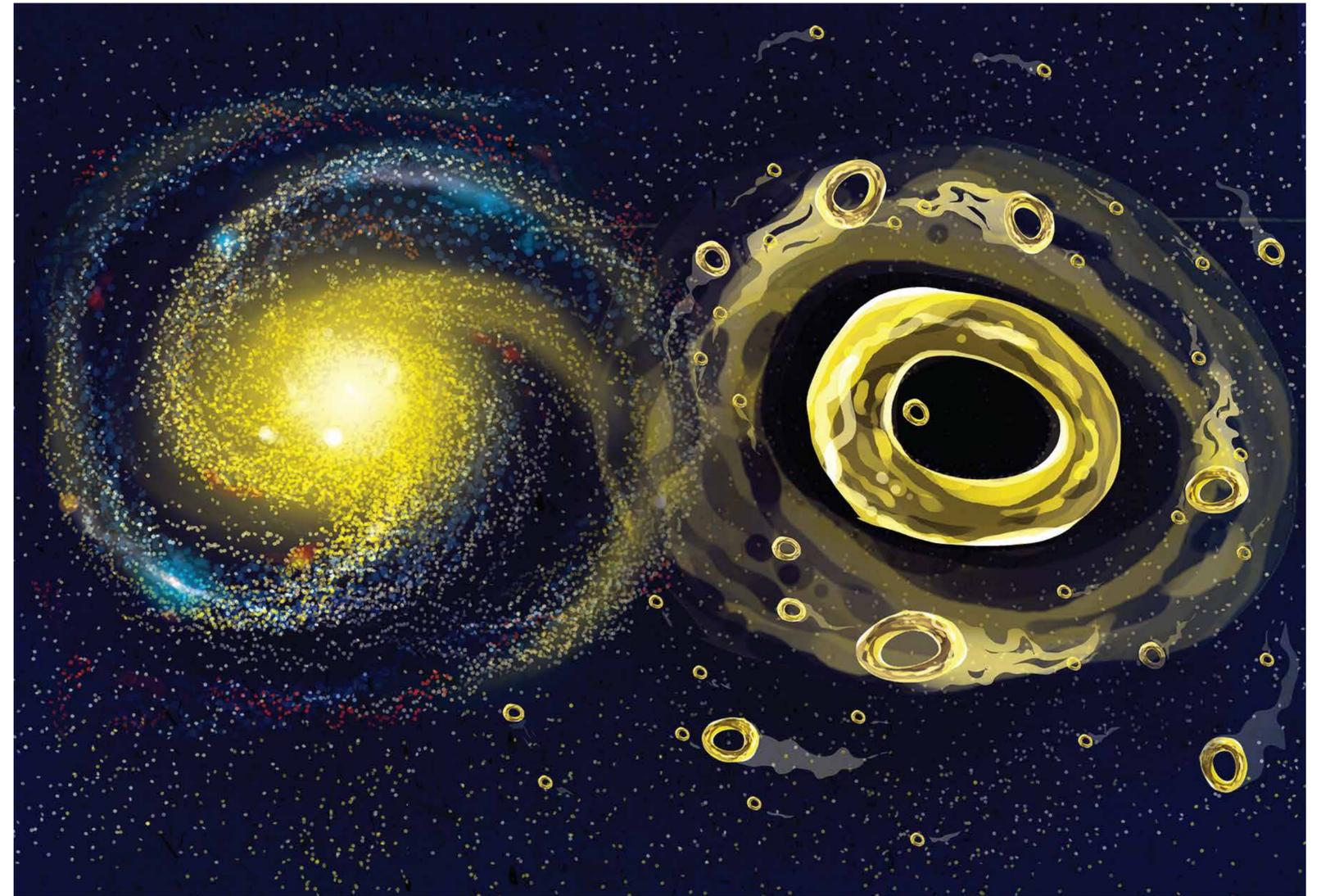
This project was about Opark Aqualand's environmental graphic design. In the illustration design of the park's inner walls, the walls which had the potential of designing were identified. In doing so, the walls of the meal order environment, the restaurant, the coffee shop, the baby care and many other places were prioritized.

In the illustration design of the walls, two main approaches were of great importance: Story Telling & Illustration.



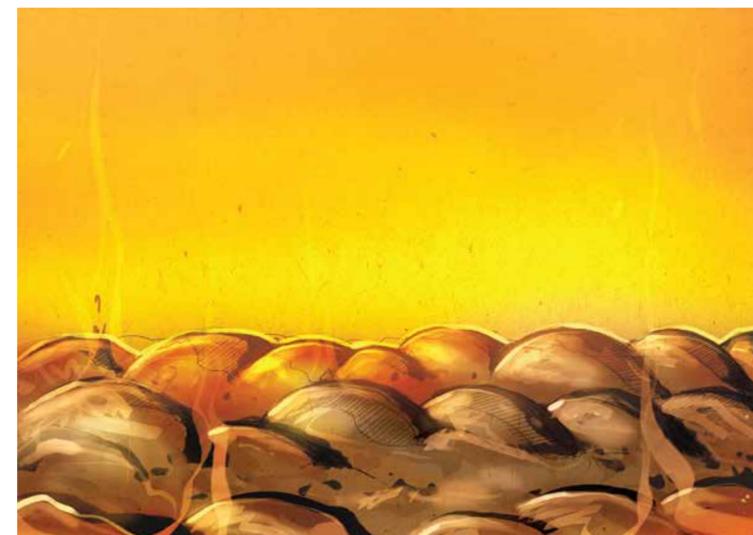
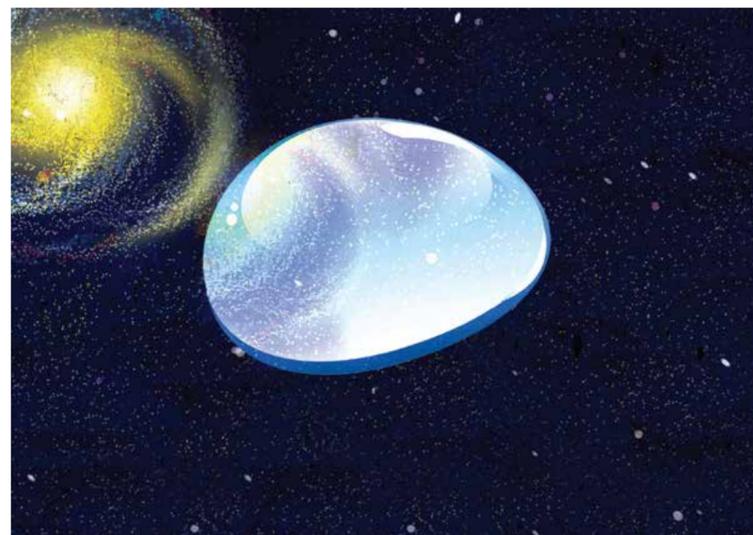
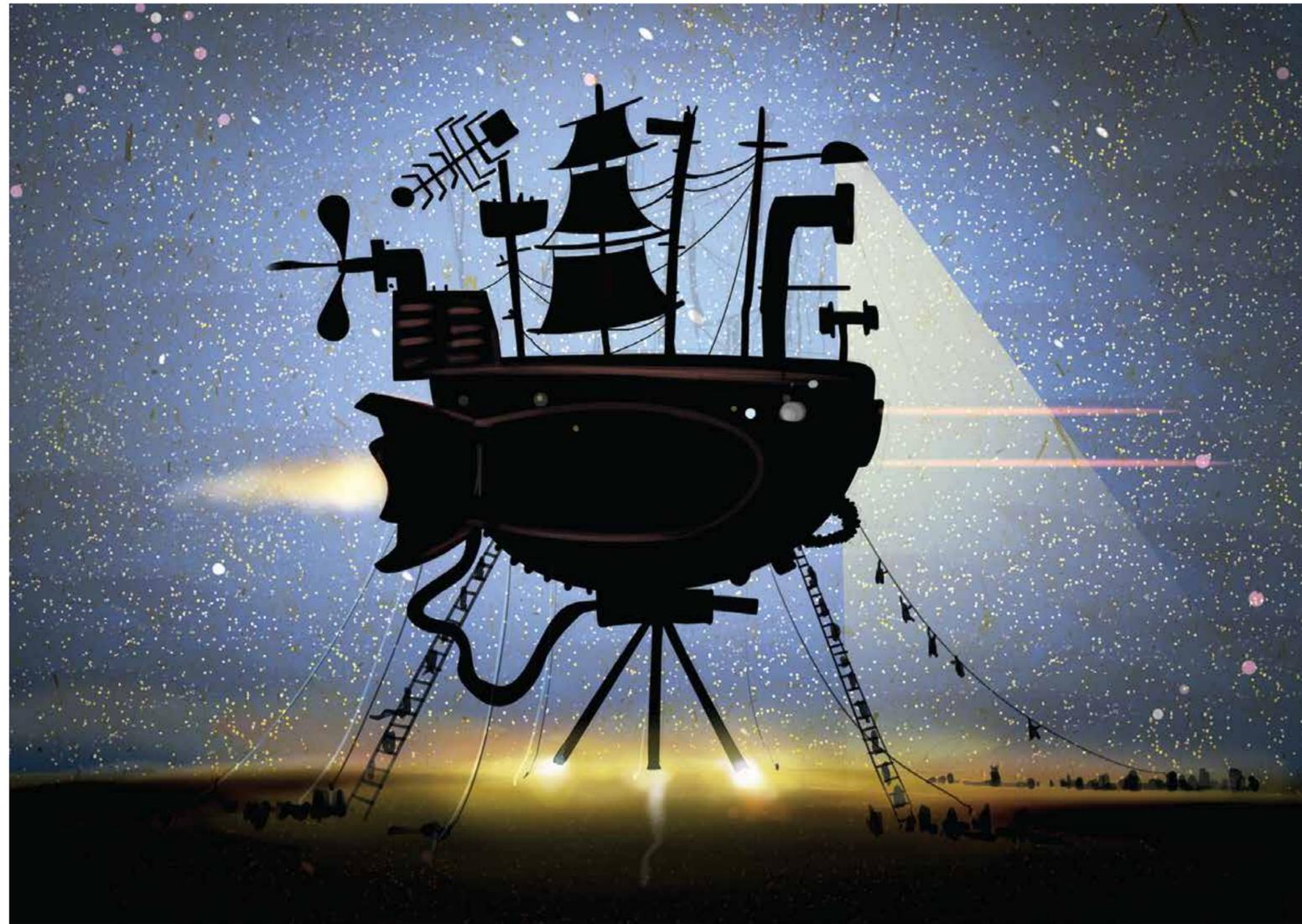
Oloupia's Story

So many years had gone by since the last drop of water to save a baby Oshouloop was used up in Oloupia Galaxy. During all these years, the Oshouloop Eaters Headquarters had received no report on observing one drop of water in the whole galaxy. Rumours went around that the Great Oshouloop Eater had been hoarding up all the supply of existing water in neighbouring black holes by exploiting a black hole space-time gap, and he had no intent of selling his huge water hoard. On the one hand, the parching and broiling weather had made the Oloupia's ground like a gigantic puffing dough which was near to turn into a baked bread, and on the other hand, in the absence of raining, not even a single tiny hole was made on the surface of the ground. Under such tragic circumstances, there had remained no way for Oloupia's trees except adapting their physiological conditions to the sever environment. To prevent their leaves from turning into potato chips, they pierced their leaves into the Oloupia's soil and looked for drops of water in the air with their roots. The drought had caused great suffering, and the Oshouloops had been affected by sever muscular weakness. This gradual physical weakness of Oshouloops had made it possible for the Oroubs, the Great Oshouloop Eaters' pets, to suck them in easily and deliver them to the him. The helpless poor Oshouloop Eaters had lost their digestive ability, and their bellies' capacity was quickly filled after eating 10 Oshouloops. They swelled like balloons and burst just a few seconds after, which let the swallowed Oshouloops get out again and escape. This vicious cycle went on for a long time, and the horrendous situation reached to the point that the poor Ocaans were stricken with madness and lost their ability to distinguish between solids and liquids. They dived into the Oloupia's ground up to the depth of 15 meters. On the surface of the galaxy, the only creatures who had an easy access to the drops of water, and who made no noise, were the Opars. These creatures, with the aid of having two tiny feathers, possessed the ability of flying up to the height of 1.500 meters and nipped them in the bud. This chaotic confusion reached to its peak when the Great Oshouloop Eater's footprints were seen at different places on the galaxy and caused a shocking trembling among the Oshouloops, Ojouloobs and the company lest he has returned to the galaxy. This new worrying problem doubled the old one, so the Oshouloops and Ojouloobs decided to stop the chasing-escaping cycle and unite against their common suffering. They became determined to find the water source of the universe. In doing so, they planned to kidnap Neil Armstrong, which made NASA introduce Niel's double to

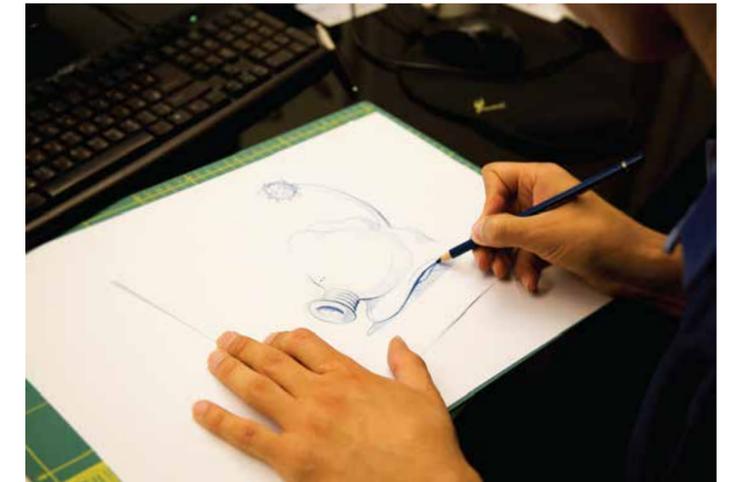
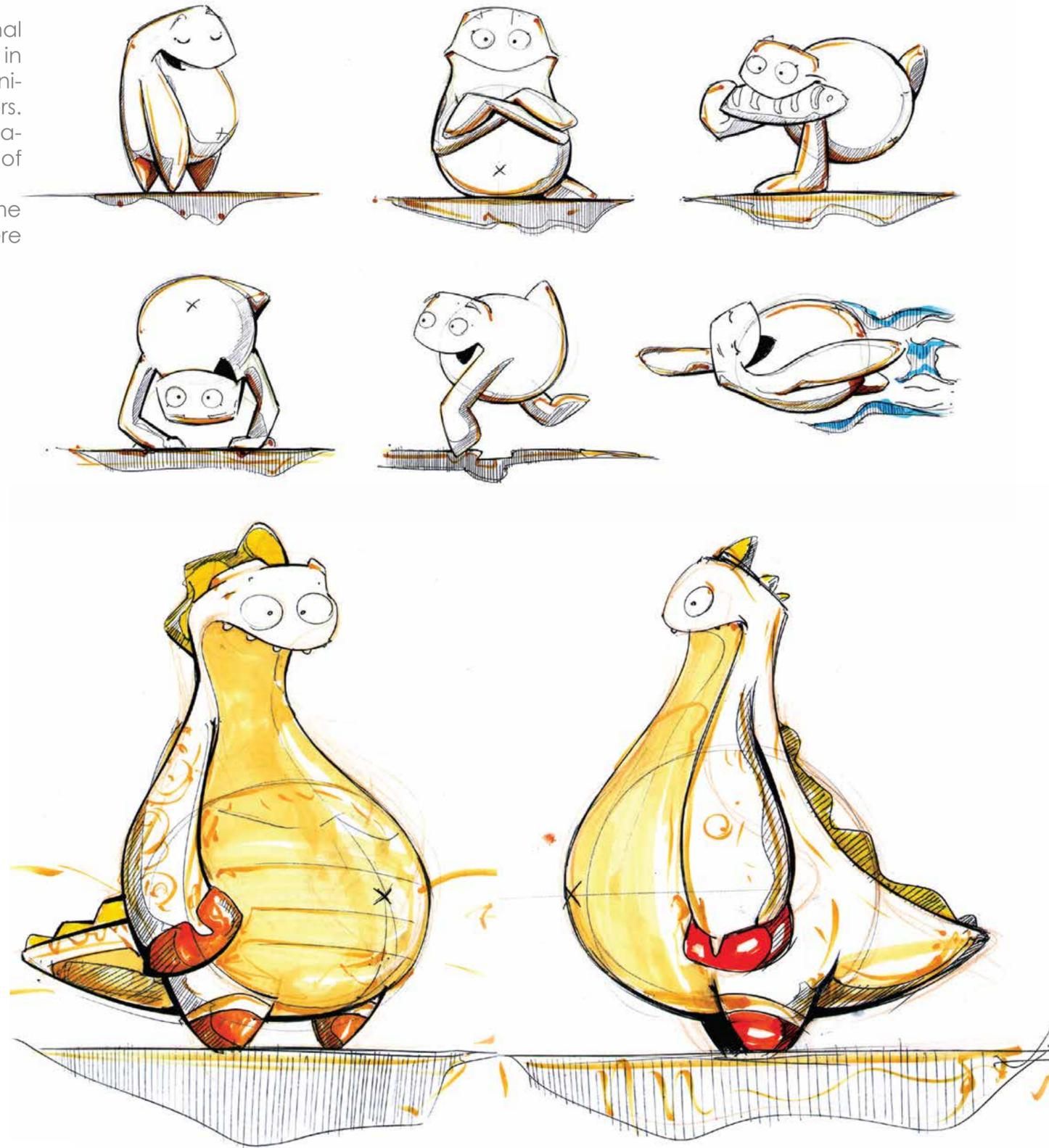


the world and Americans to gloss it over. But Niel's Turkish accent revealed the scandal and made their efforts totally vain. Neil Armstrong, who had decided not to utter a word, spoke up frantically when he saw the Great Oshouloop Eater's footprints. Finally, all the animates and inanimates of the galaxy, with the help of Neil and the Oloupia's Baby Giant, collected all the galaxy's litter and made their spacecraft out of piecing together all the bits and pieces of the collected litter. In the end, on the Great Escape Day, they escaped the clutches of the Great Oshouloop Eater and landed on Opark.





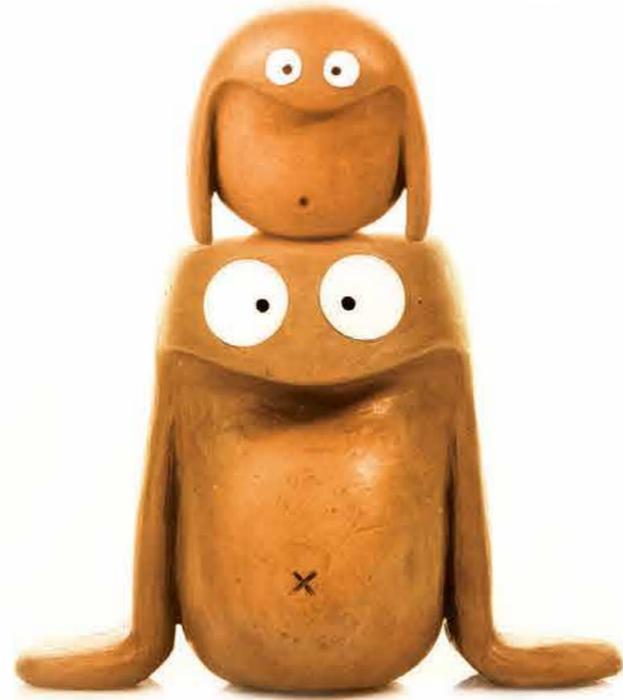
During the character design process, two-dimensional sketches and clay models were made and produced in parallel with each other in order to provide the opportunity of studying the 3D form proportions of the characters. Finally, six major characters who were the resident creatures on Oloupia were created and designed. Each of these characters possessed unique characteristics. In order to complete the character design process, some other complementary characters, called Ojouloobs, were added to the collection.





Oplant

Oshouloopack



Oshouloop



Oroob

Okaan



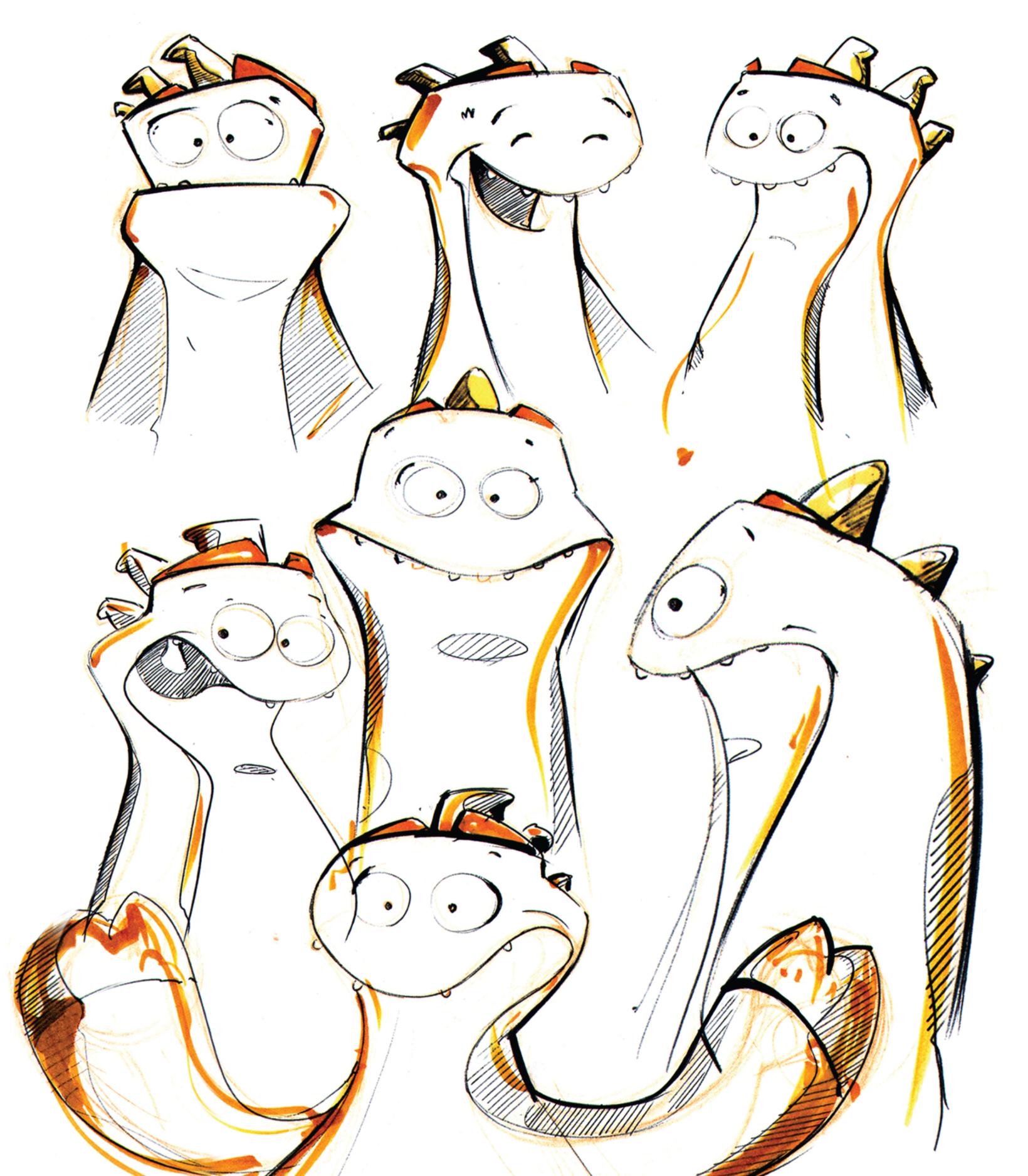
Oshouloop Eater



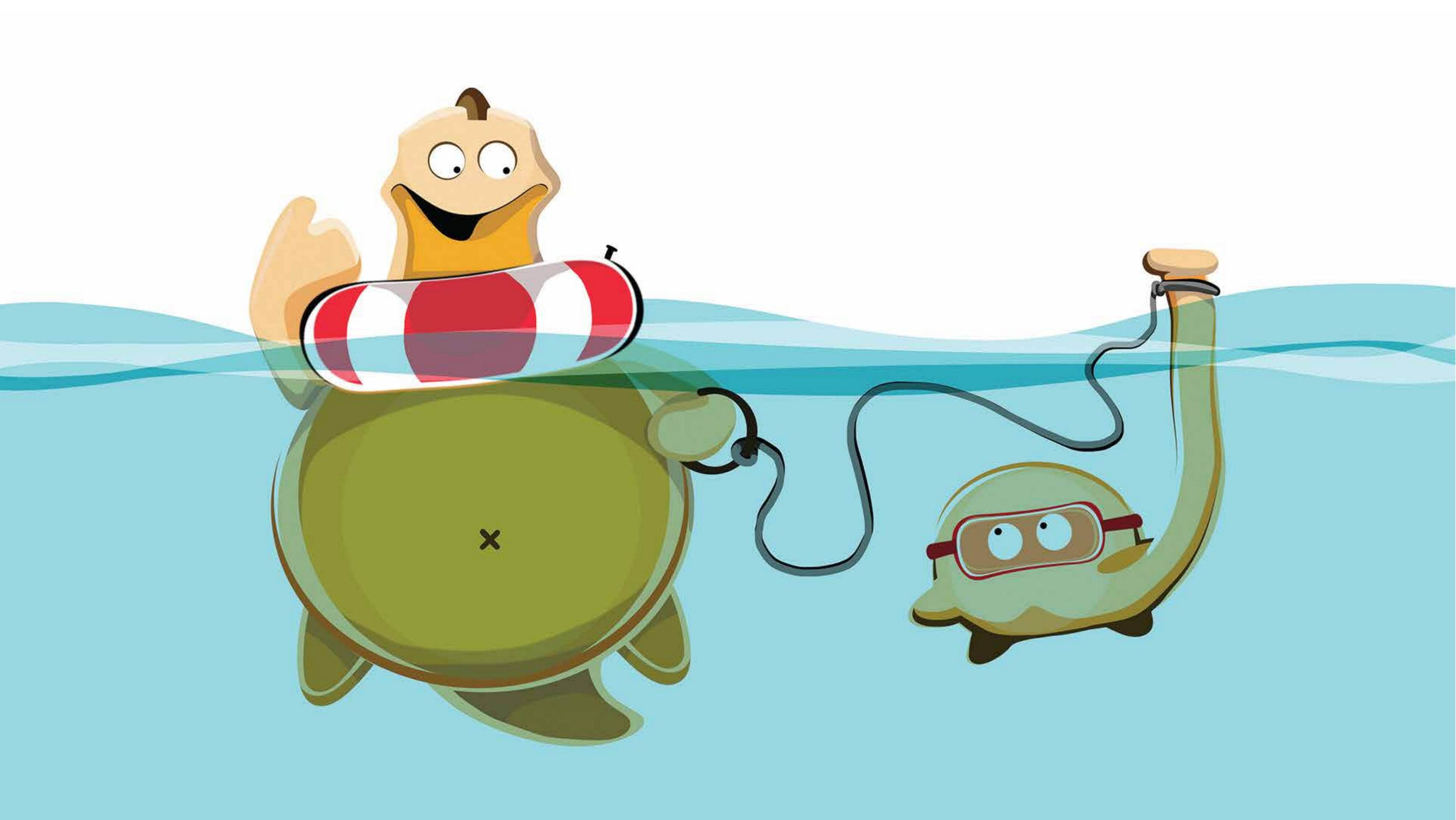
Opar



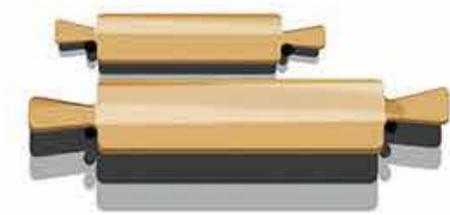
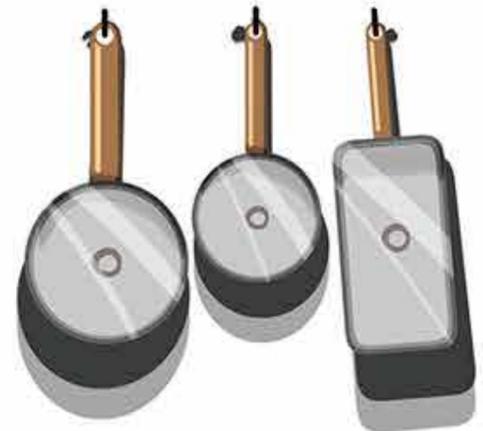
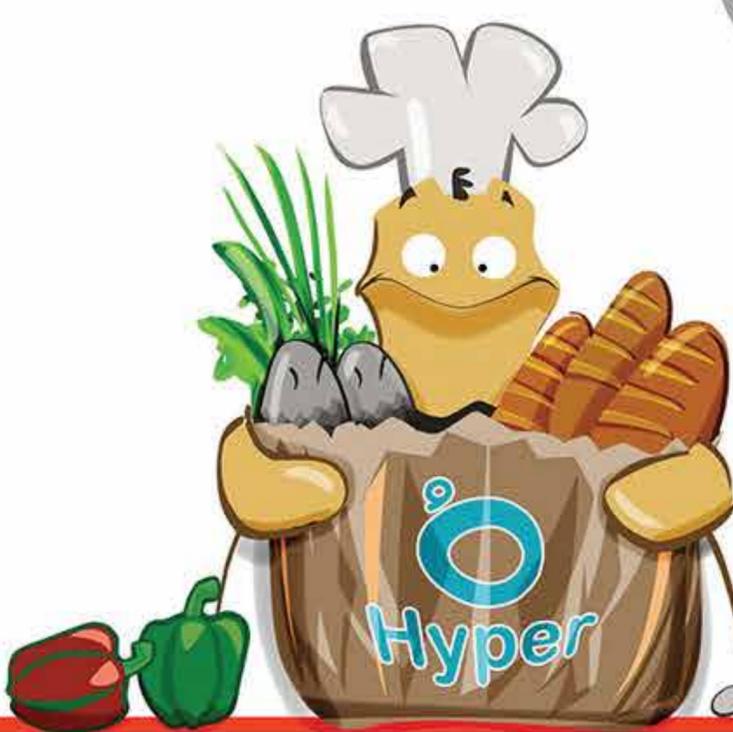






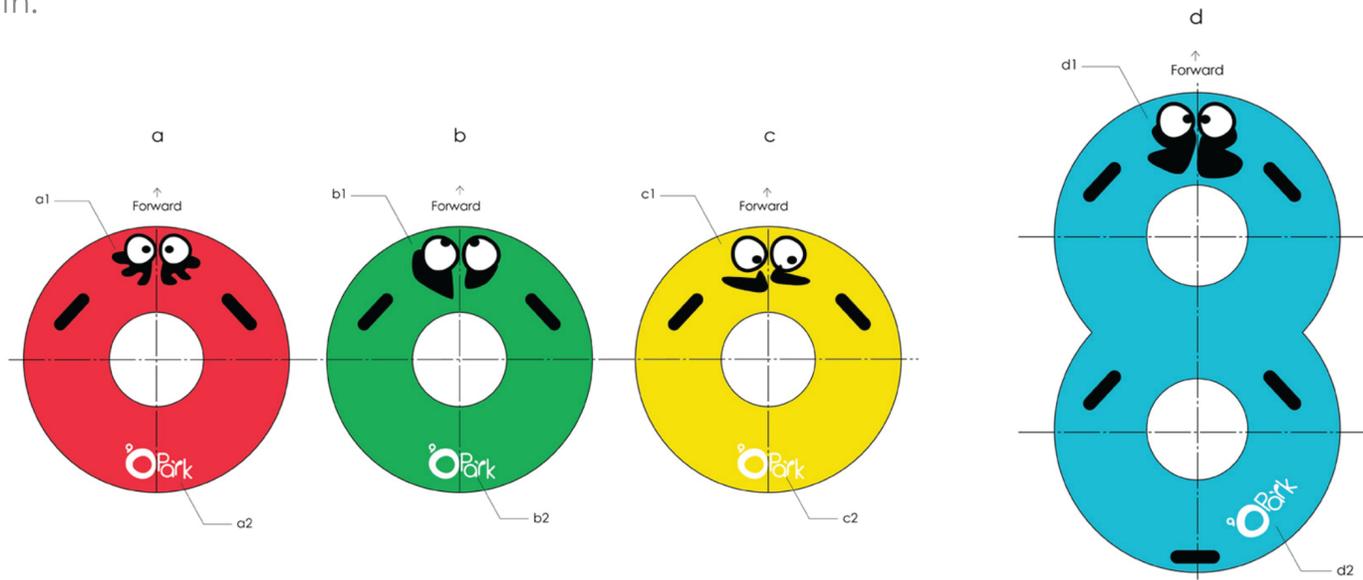


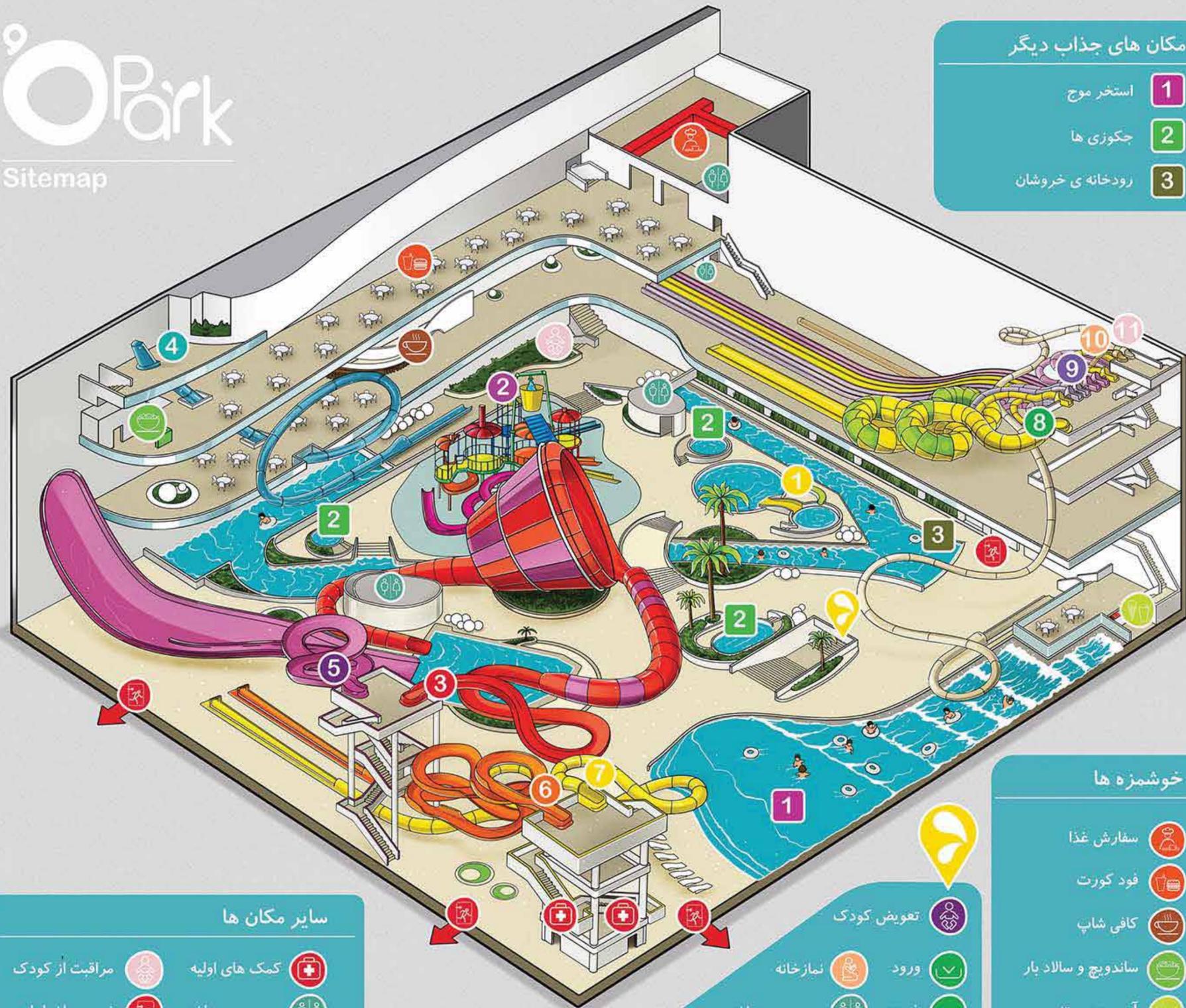






An illustration of eyes along with a complete logo and logotype are mandatory. They are printed on the side-surface area of the tubes, separated with 180 degrees and angled on a same concentric circular path.





- مکان های جذاب دیگر**
- 1 استخر موج
 - 2 جکوزی ها
 - 3 رودخانه ی خروشان

- سرسره ها**
- 1 گوگولیا
 - 2 جزیره آویزا
 - 3 آیس
 - 4 آکوالوپ
 - 5 بومرنگ
 - 6 اُبیج
 - 7 ارنگ
 - 8 گردالوپ
 - 9 رالی شیب
 - 10 ابرشیب
 - 11 تونلی

- سایر مکان ها**
- کمک های اولیه
 - مراقبت از کودک
 - سرویس بهداشتی
 - خروجی اضطراری

- خوشمزه ها**
- سفرش غذا
 - فود کورت
 - کافی شاپ
 - ساندویچ و سالاد بار
 - آمیوه و بستنی
- تعمیرات و خدمات**
- تعویض کودک
 - ورود
 - خروج
 - نمازخانه
 - سرویس بهداشتی

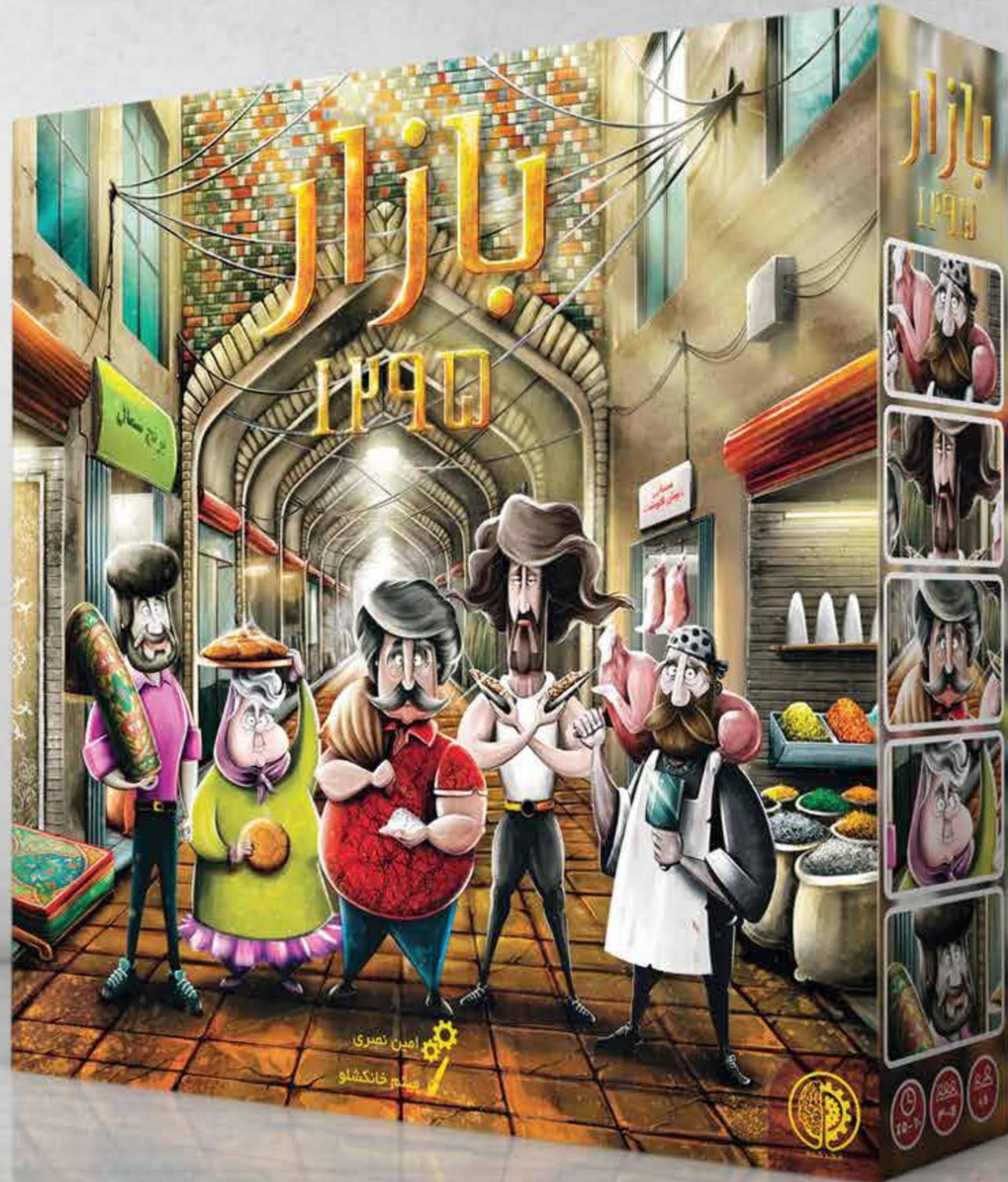
Bazaar

Category: Board Game Design, Character Design,
Digital Illustration, Graphic Design

Client: Fekrkade Complex

Year: 2017

The game story is about Tehran Bazaar in 1295 A.h. While Tehran Bazaar was experiencing a time of poor prosperity, things were starting to change gradually. Tehran Bazaar started to flourish when a huge number of emigrants entered the town. By this time, the old bazaar had become extremely large and needed a top president. To find the best person, a competition was held between the shopkeepers, and five highly experienced shopkeepers entered the competition. The shopkeeper who could earn the largest amount of money during the next coming seven days would be announced as the president of Tehran Bazaar.







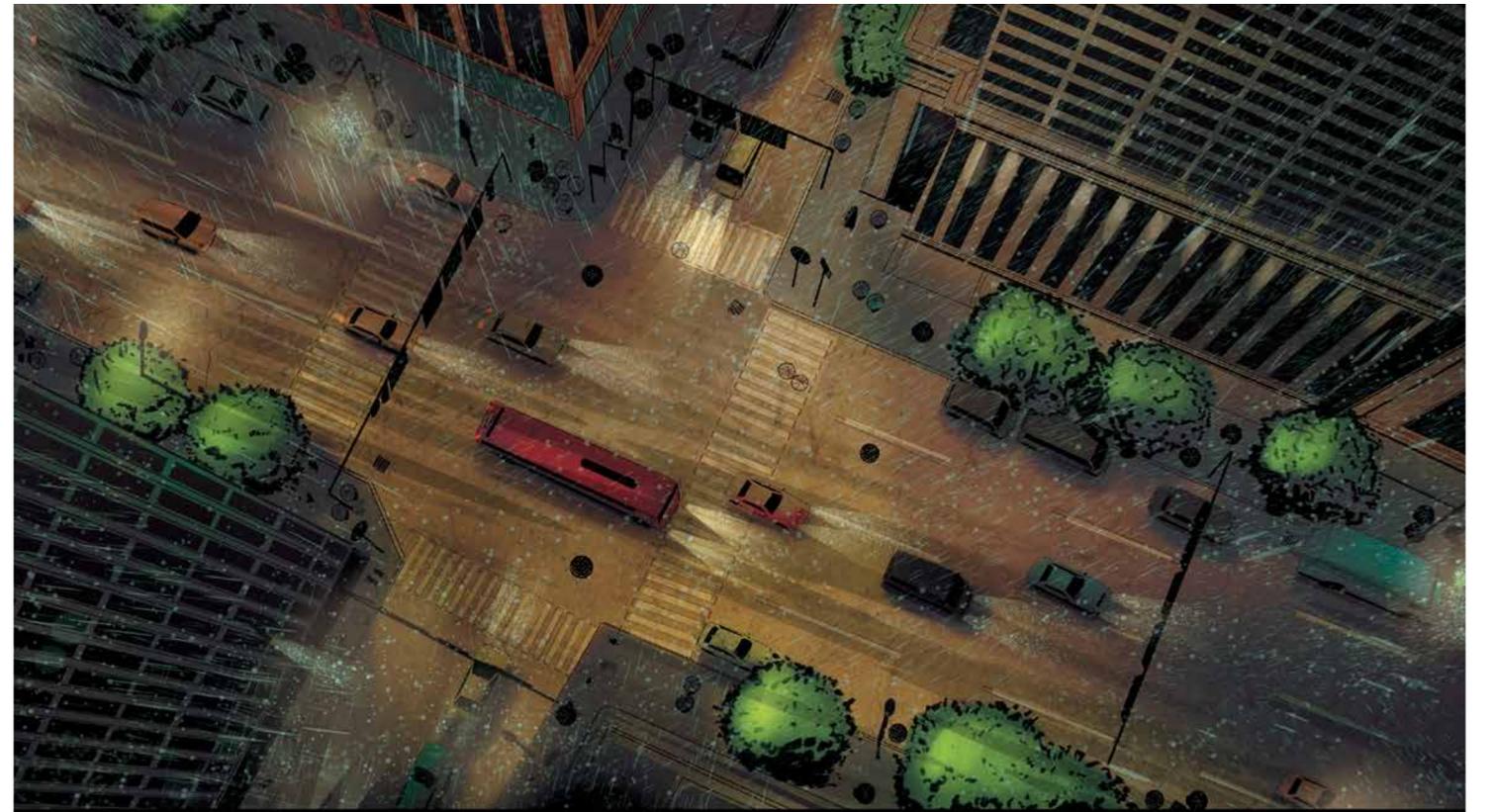
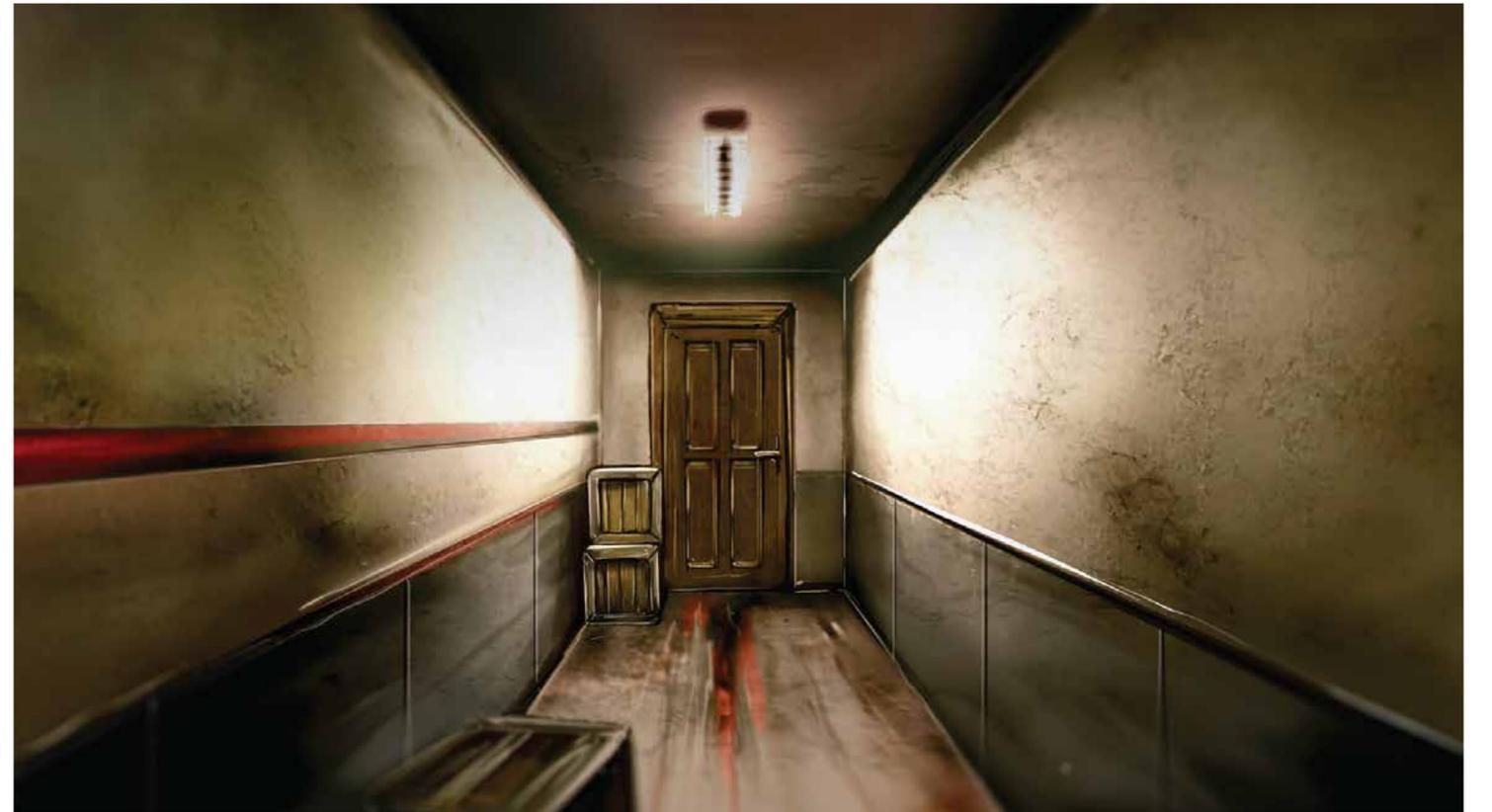
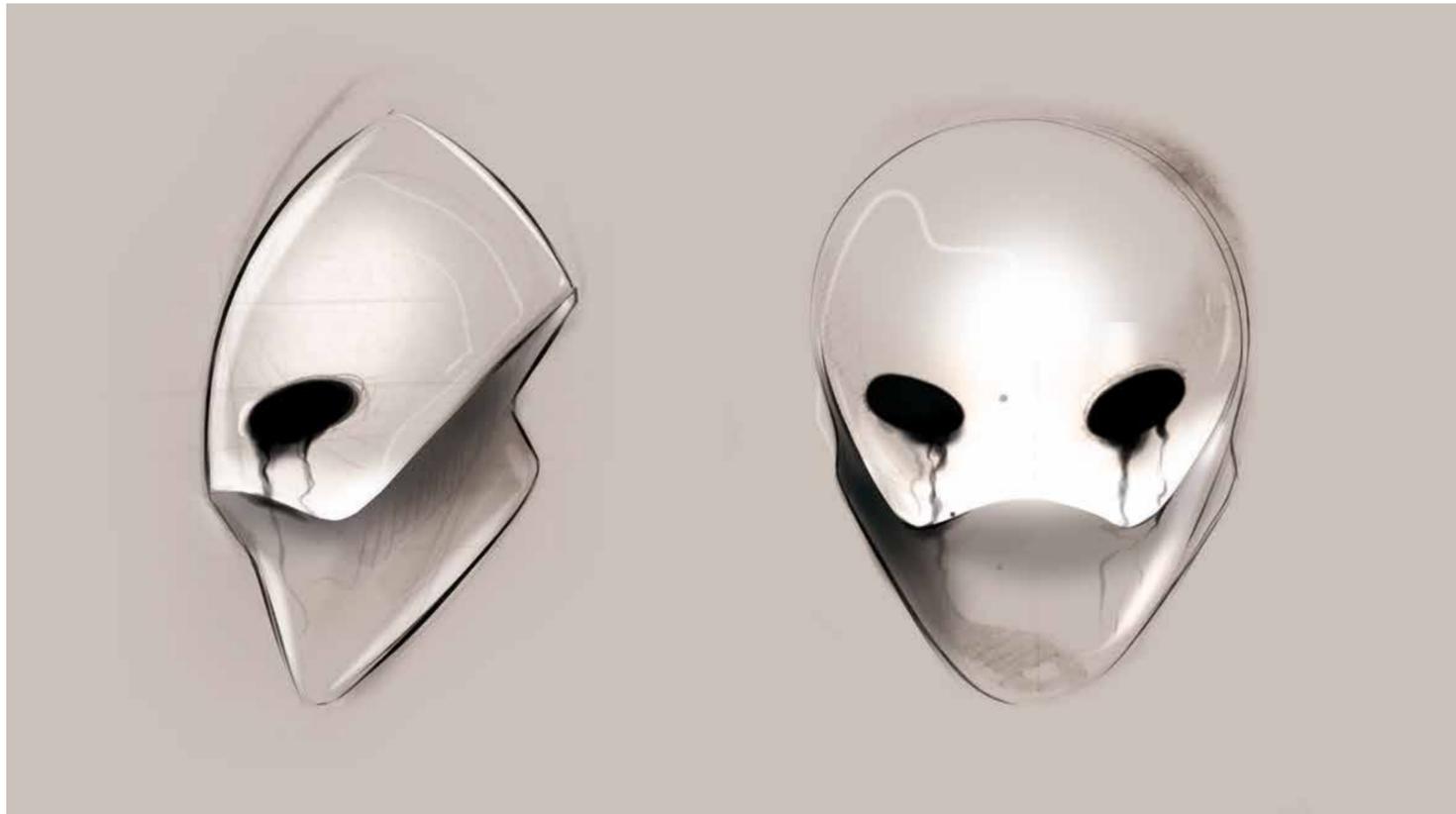
The Dark Wings

Category: Game Design, CG Art

Client: Lexip Games

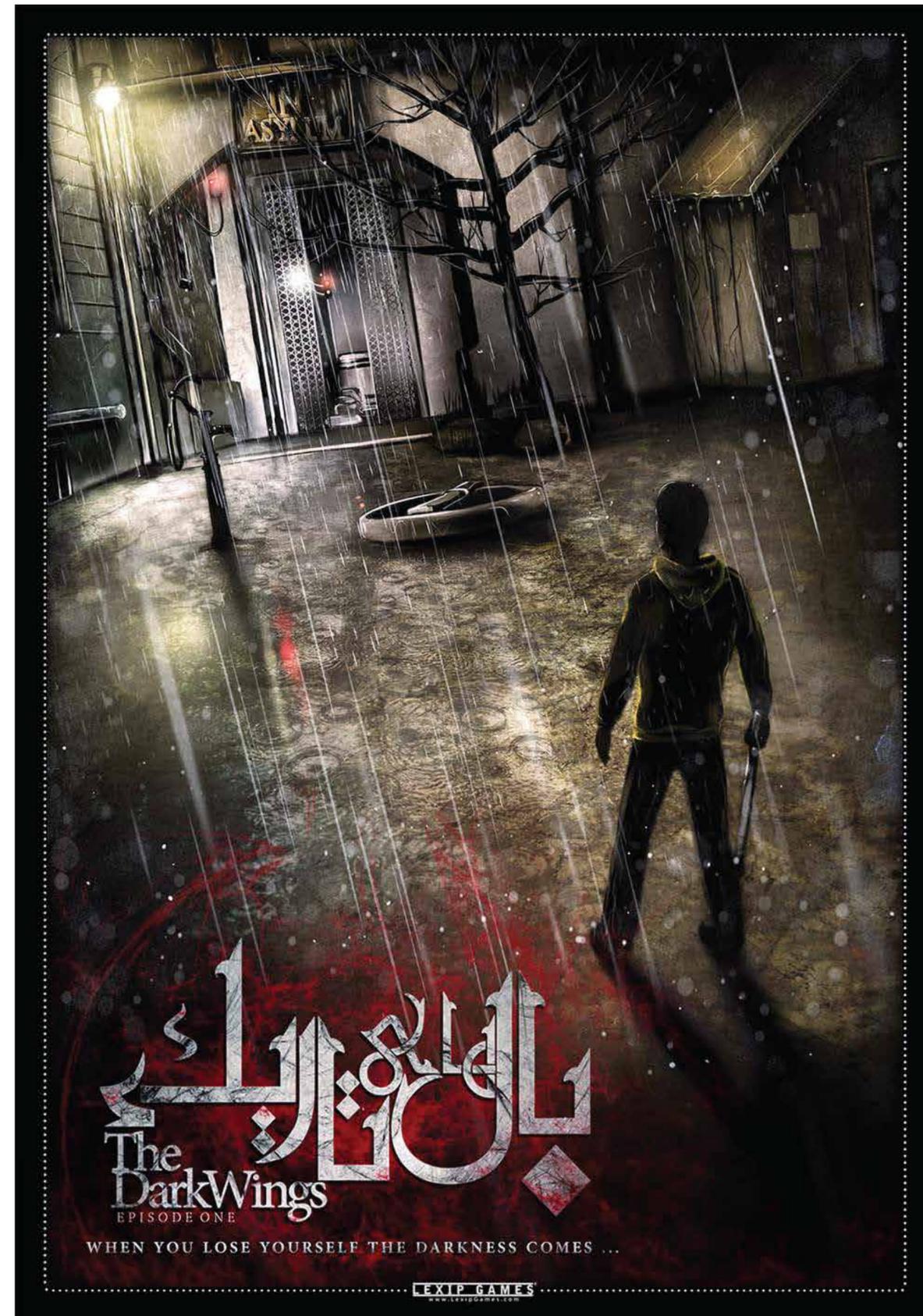
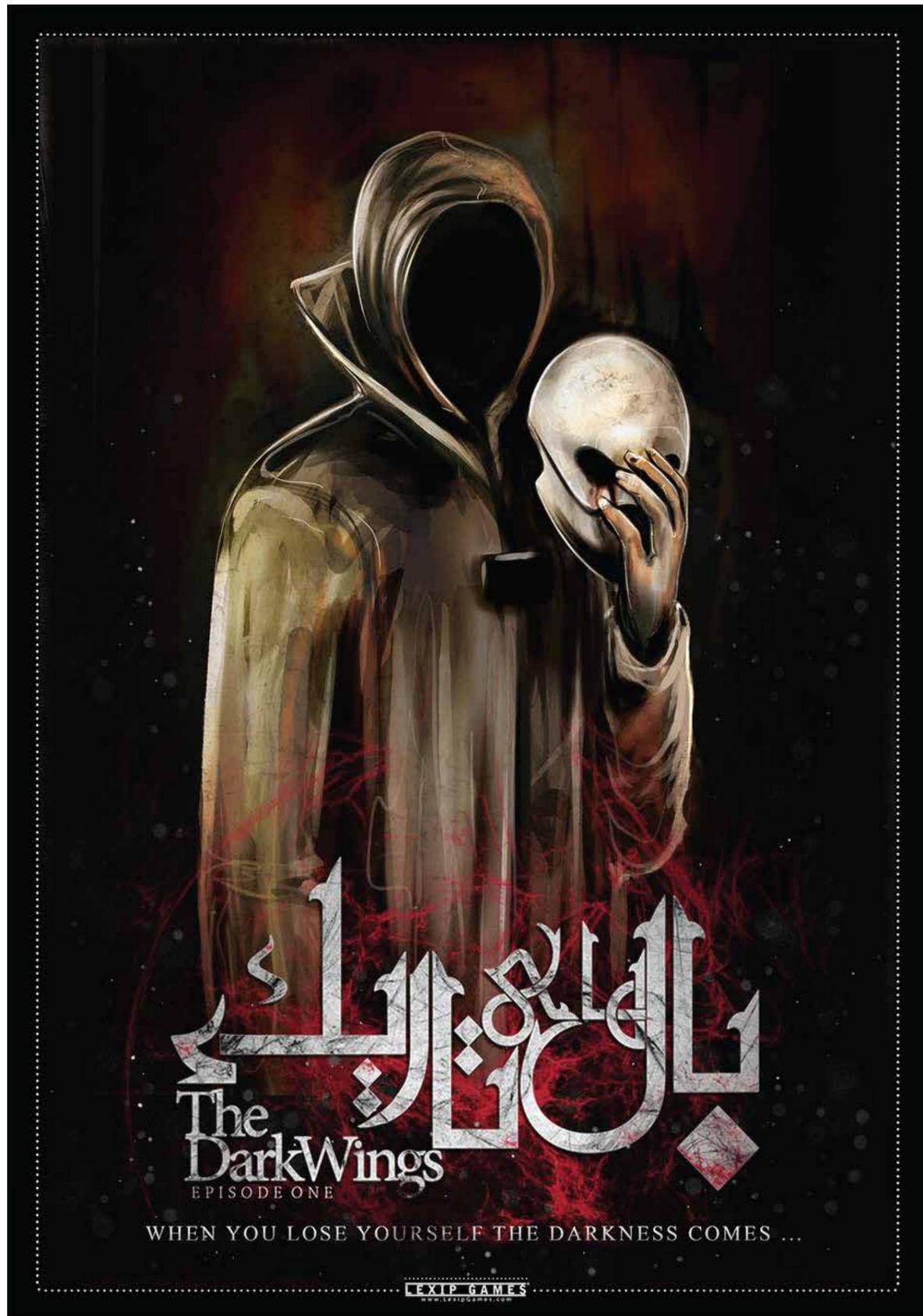
Year: 2014-2016

The Dark Wings, the first official project of Lexip Games, is essentially a puzzle game in adventure genre. During the designing and producing process, my main objectives were to design the characters, the environments, the story boards and the comics. The following focus on some of my activities in episode one & two in The Dark Wings. You can reach for more information on www.lexipgames.com.











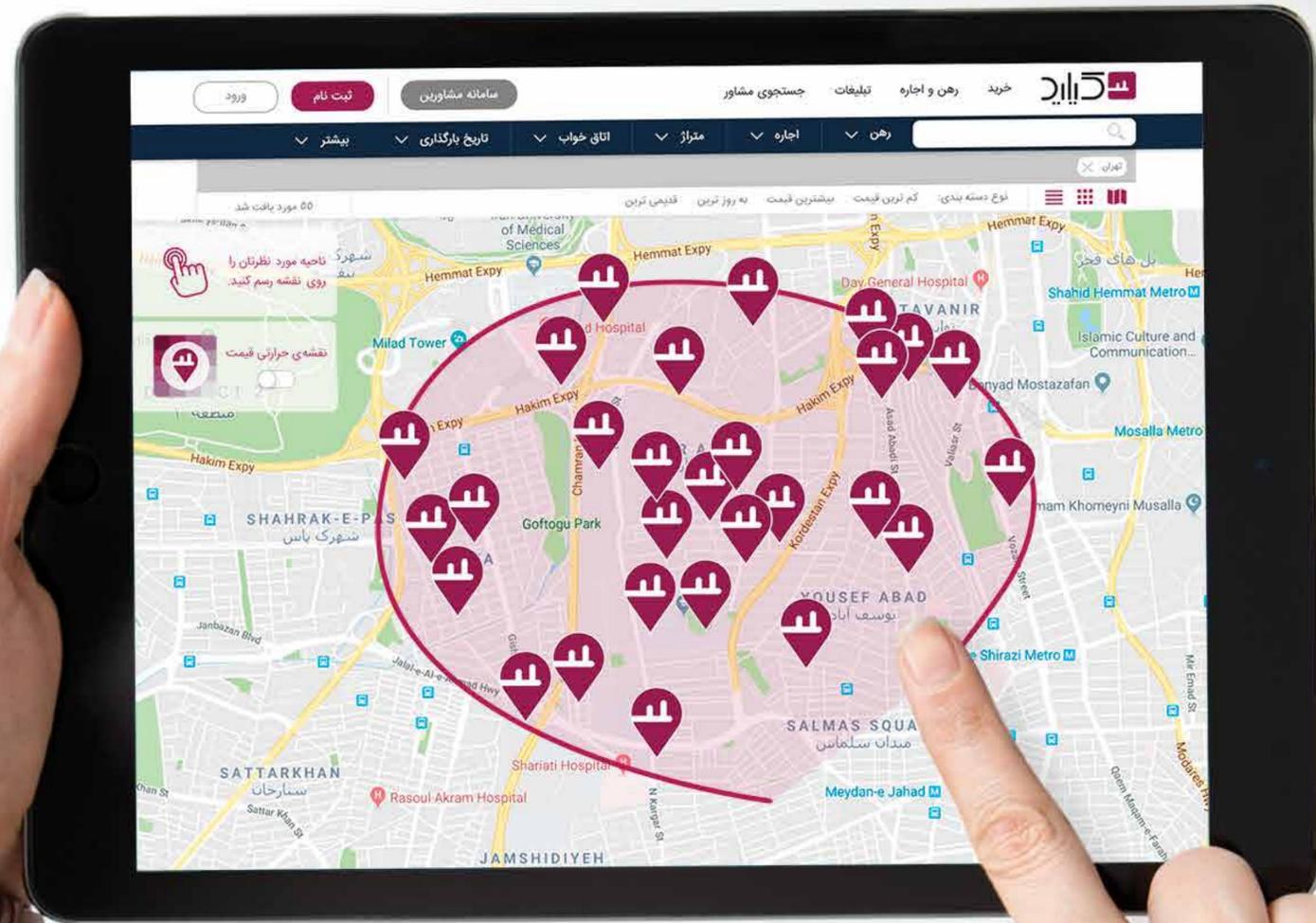
Web Design

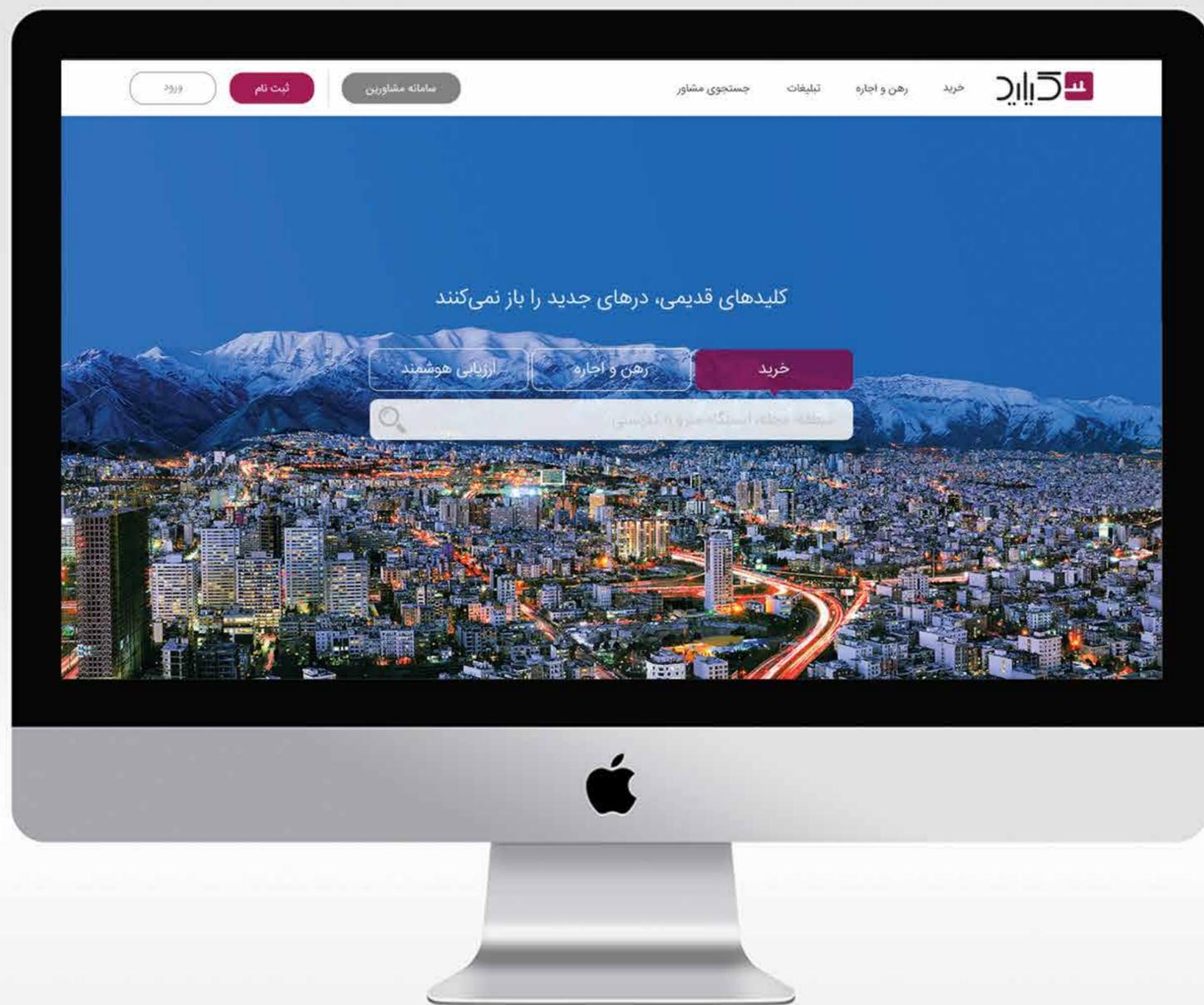
Category: UX / UI

Digital Illustration, Graphic Design

Client: Kilid

Year: 2017







Brand Campaign Design

Category: Branding, Advertising, Graphic Design

Client: Hiweb

Year: 2015

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hiweb.ir



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HiWEB

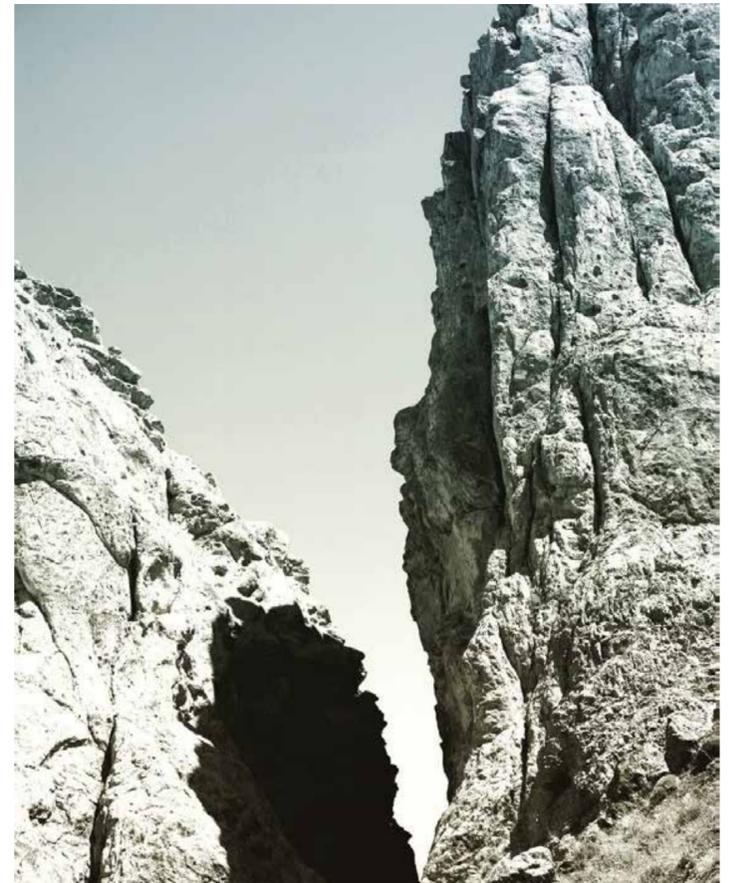
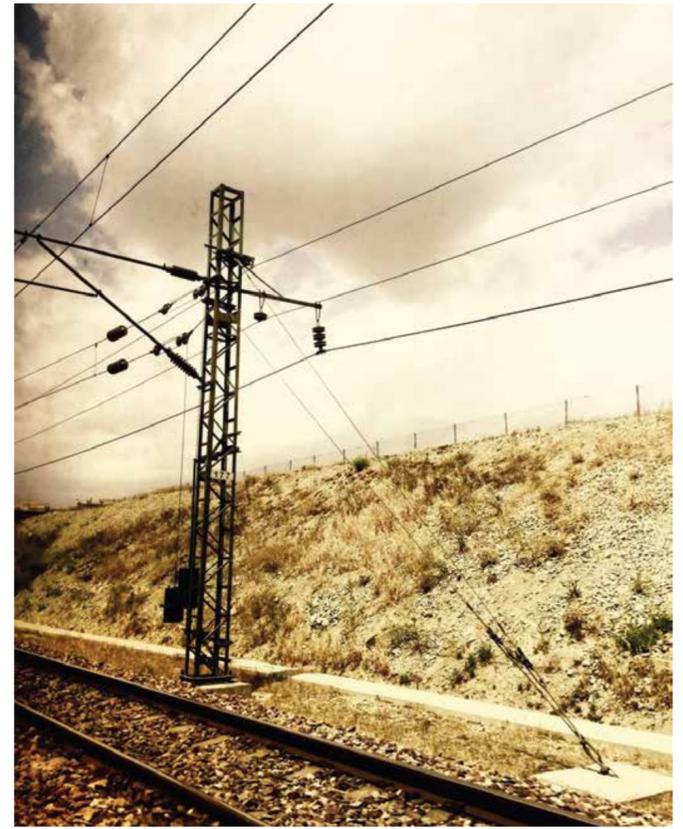
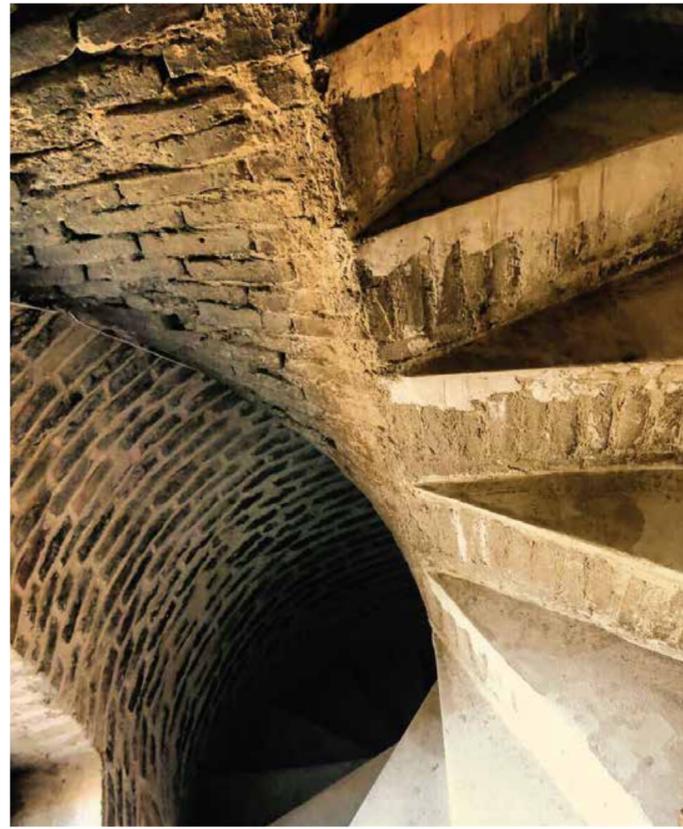


شب و روزهای وب

A Little Bit of My Life Moments

Category: Digital Photography





THANK YOU

Thank you for your attention to this document.
For more information please contact me by email at contact@maysamkhaneshlou.com or by telephone on +989352909987