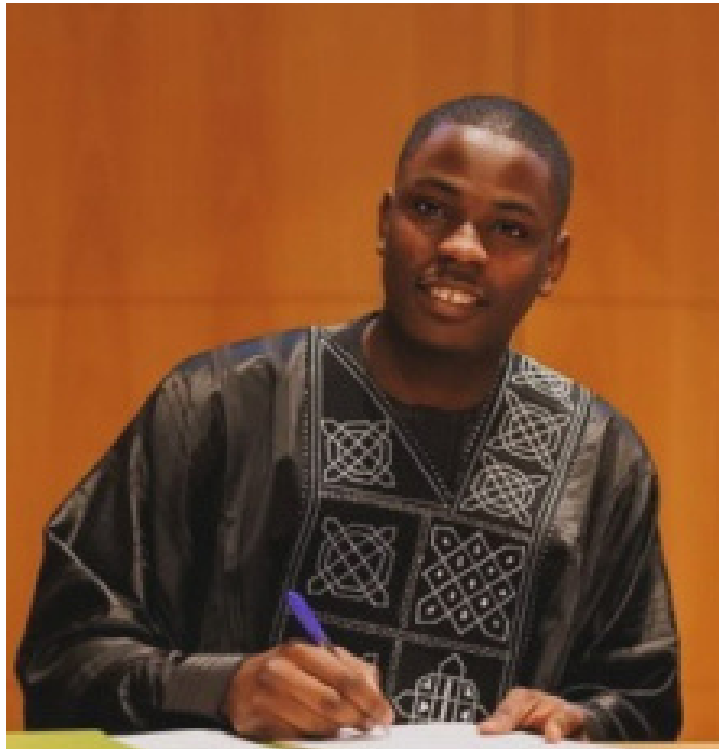# PORTFOLIO 20 25

Sanyaolu Kolawole

Industrial Product Designer | Project Manager | Front-end Developer

ABOUT

I'm a Project Manager, Front-End Developer, and Industrial Design Engineer with experience in the automotive and medical industries. I speak English and am learning Dutch (B1).

EXPERIENCE

PROJECT MANAGER

Rediones

Jan 2023 – Present

FULLSTACK DEVELOPER

Search Agent

Oct 2024 – Present

INDUSTRIAL DESIGNER

Music Dementia Technology

Nov 2023 – Apr 2024

BRAND DESIGNER

Formula Cruiser

Sep 2022 – Feb 2023

INDUSTRIAL DESIGNER

Formula Cruiser

Feb 2022 – May 2022

INDUSTRIAL DESIGNER

Waag

Sep 2021 – Jan 2022

PROJECT MANAGER

Wildwest

Mar 2021 – Jul 2022

INDUSTRIAL DESIGNER

Ahrend

Sep 2020 – Feb 2021

SKIILS

STACK

HTML CSS TAILWIND REACT

FIGMA GIT PYTHON GITHUB

JAVASCRIPT TYPESCRIPT

MANAGEMENT

BUDGETING & COST CONTROL

RISK MANAGEMENT SCRUM

AGILE MANAGEMENT ASANA

STAKEHOLDER ENGAGEMENT

TASK PRIORITIZATION JIRA

PROJECTS

01

REDIONES

02

Search Agent – Find Jobs in Your Preferred Language!

Find jobs abroad in your preferred language, no matter where you're from or going.

Start Search →

FORMULA CRUISER HU2
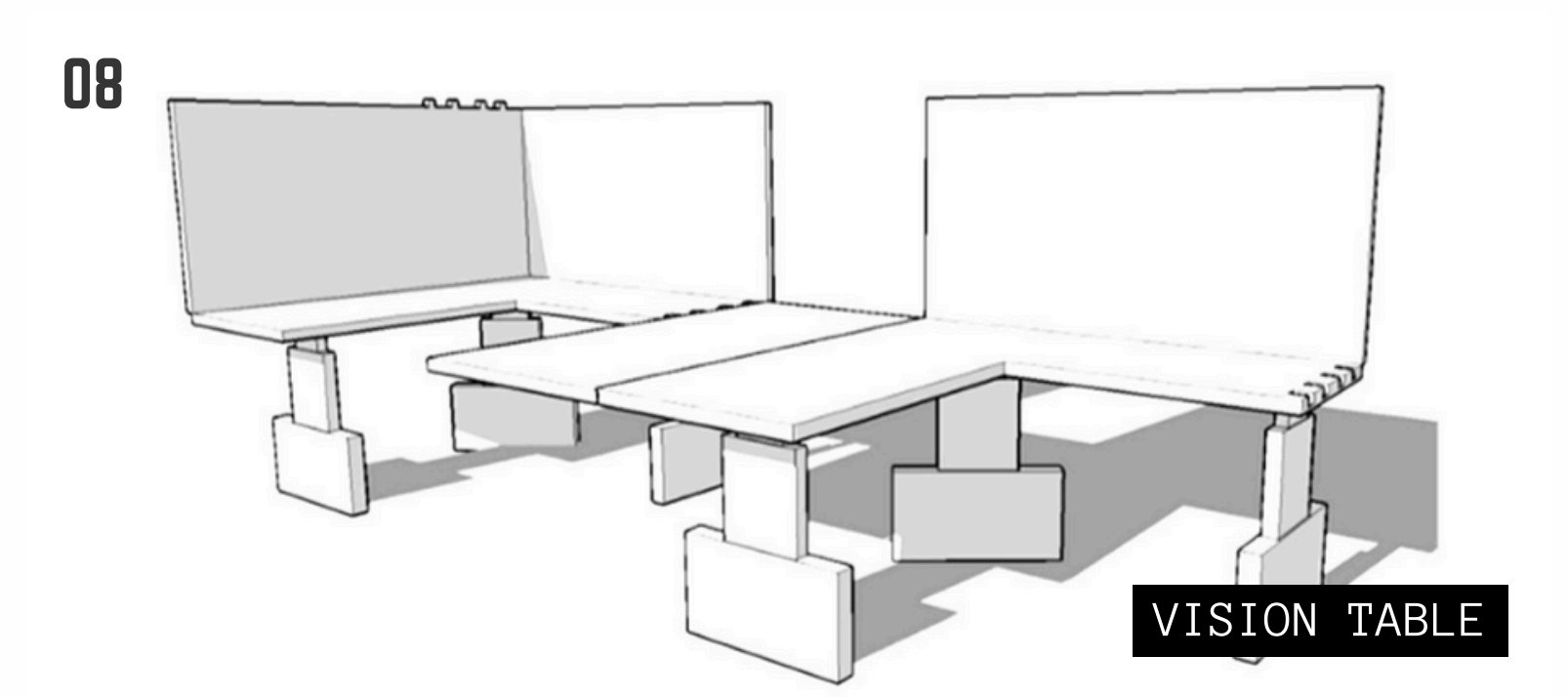
03

M usic D ementia T echnology

MUSIC DEMENTIA TECHNOLOGY

04

FORMULA CRUISER HU2

PROJECTS

05

FORMULA CRUISER HU4

06

Airbox

AIRBOX

07

Wildwest

WILDWEST

08

VISION TABLE

Rediones

REDIONES

ROLE: FOUNDER & PROJECT MANAGER

INDUSTRY: SOCIAL MEDIA

DURATION: 12 MONTHS ++

TOOLS: EXCEL | NOTION | FIGMA | MS WORD | AGILE METHODOLOGIES

THE USER

High school students transitioning to university, university students seeking collaboration and academic support, and internship seekers building connections and gaining professional experience.

Name: Stephen Adekunle

Age: 21

Hobbies: Reading, listening to music, playing cheese

PROBLEM

Traditional social media platforms do not adequately address students' unique academic, emotional, and social needs. A specialized platform like Rediones that supports students' transition, collaboration, and growth is needed.

PAIN POINTS AND CHALLENGES

Information Gaps
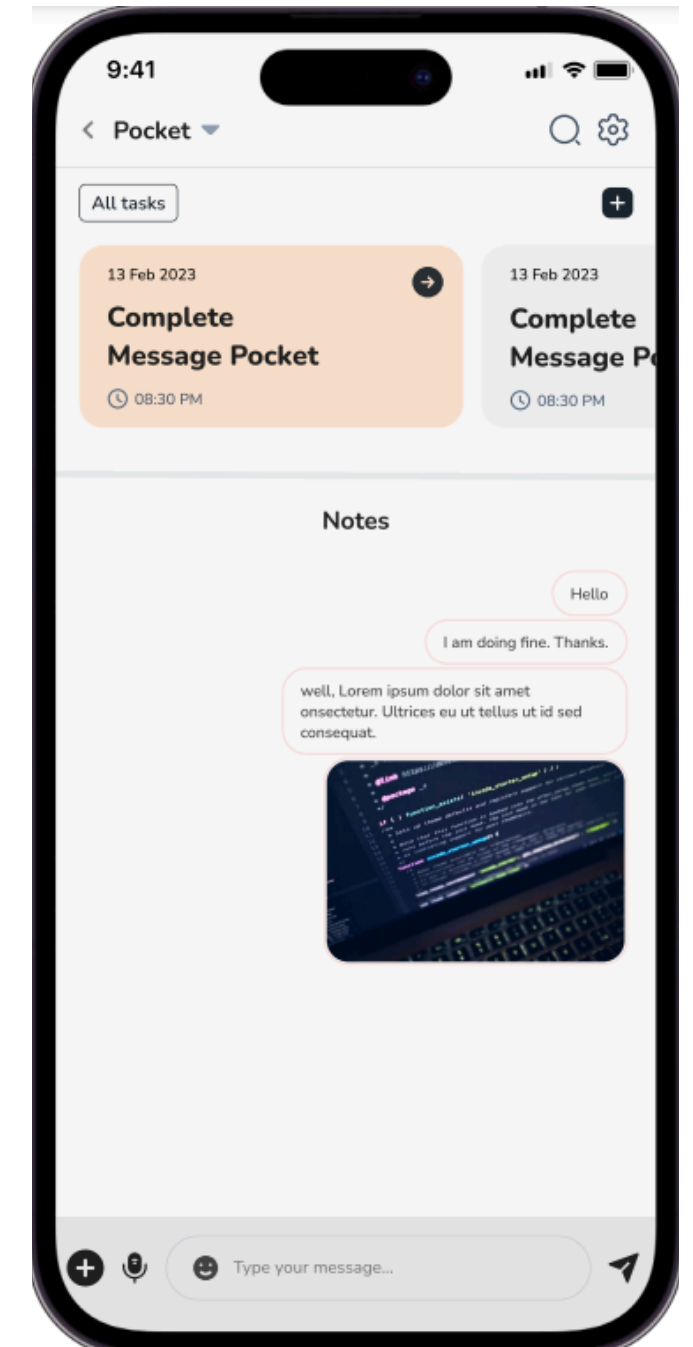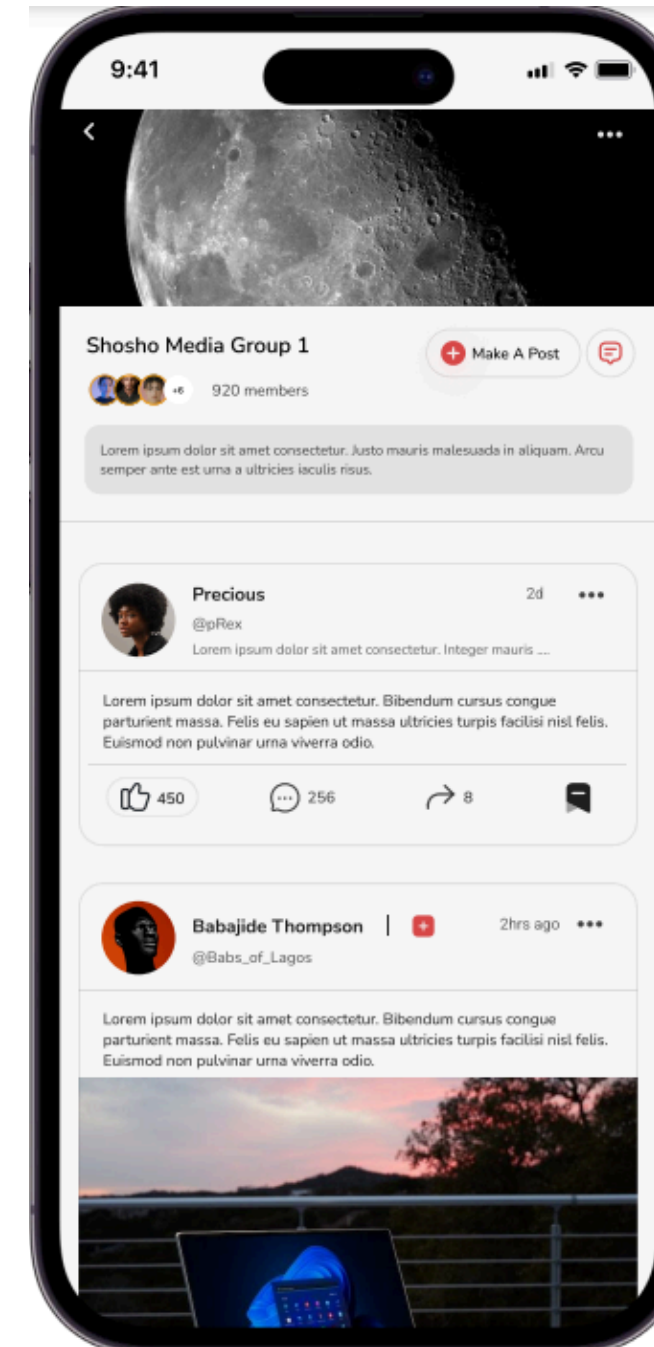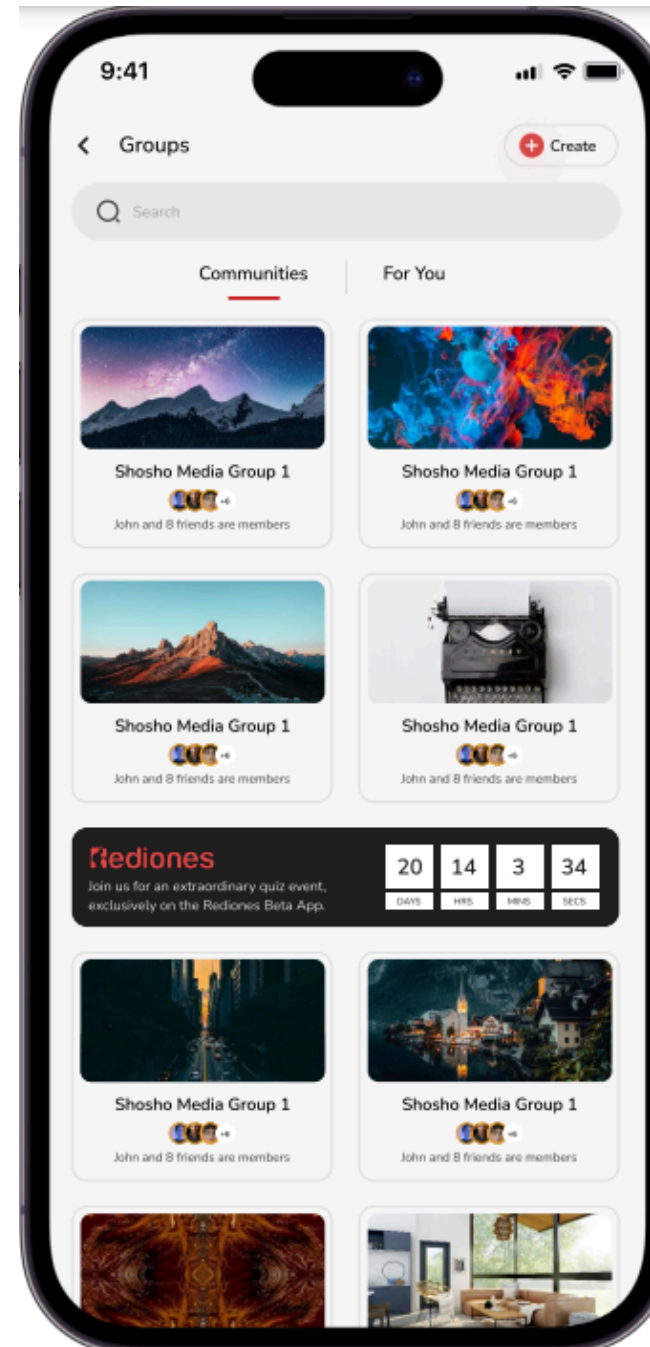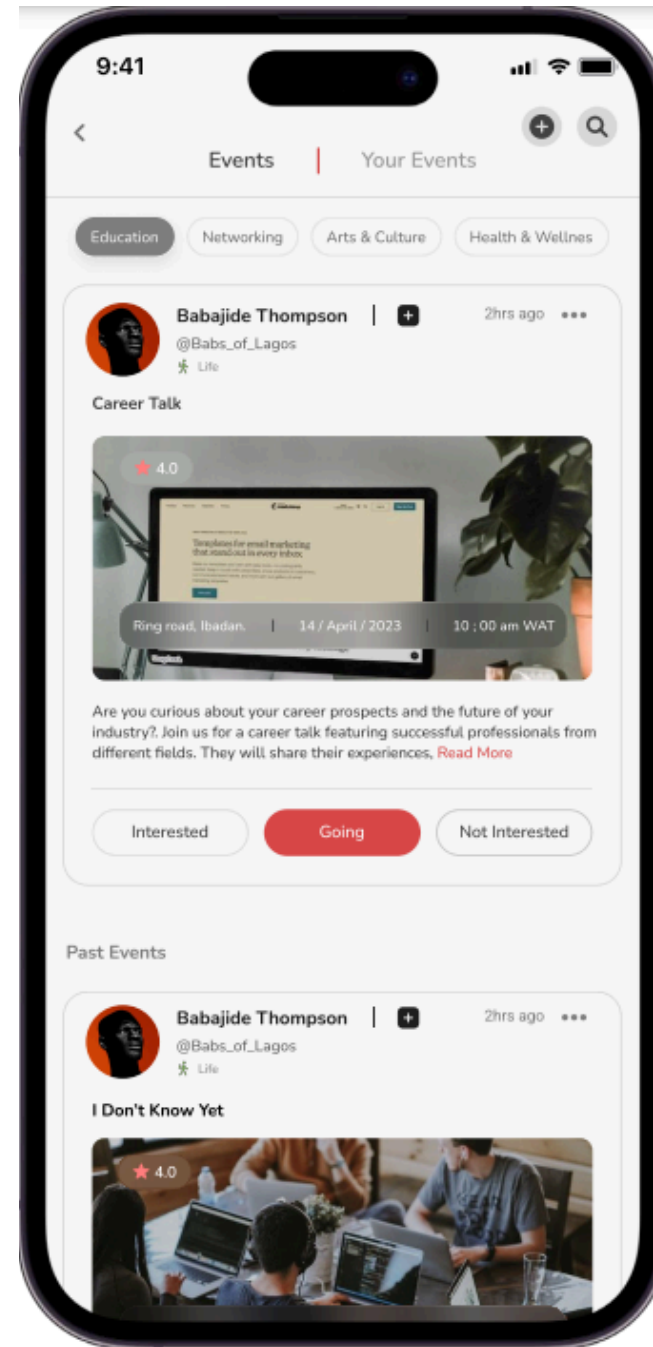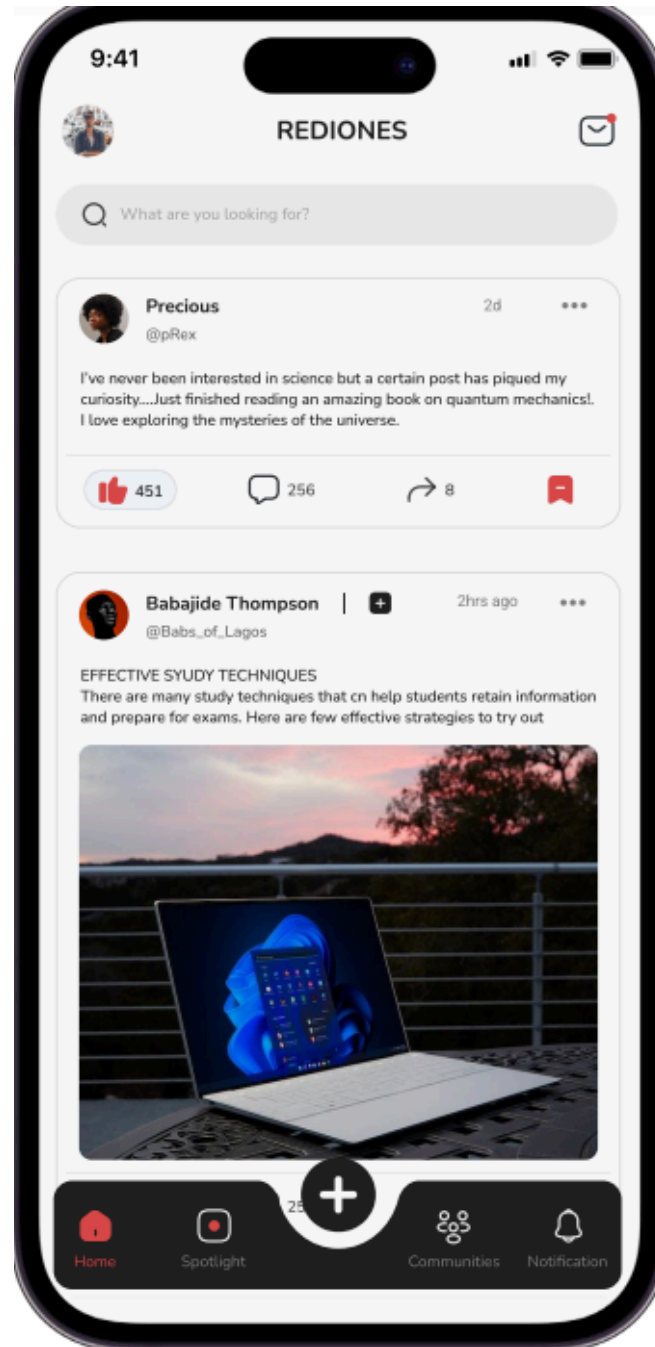
Collaboration Barriers

Networking Challenges

Engagement and Motivation

DESIGN BRIEF

Build a student-focused social media platform that transforms how students collaborate, network, and grow by addressing their academic and personal challenges.

SCREENS

WHY THIS FEATURES?

peer-to-peer learning and support

Centralized space for academic support
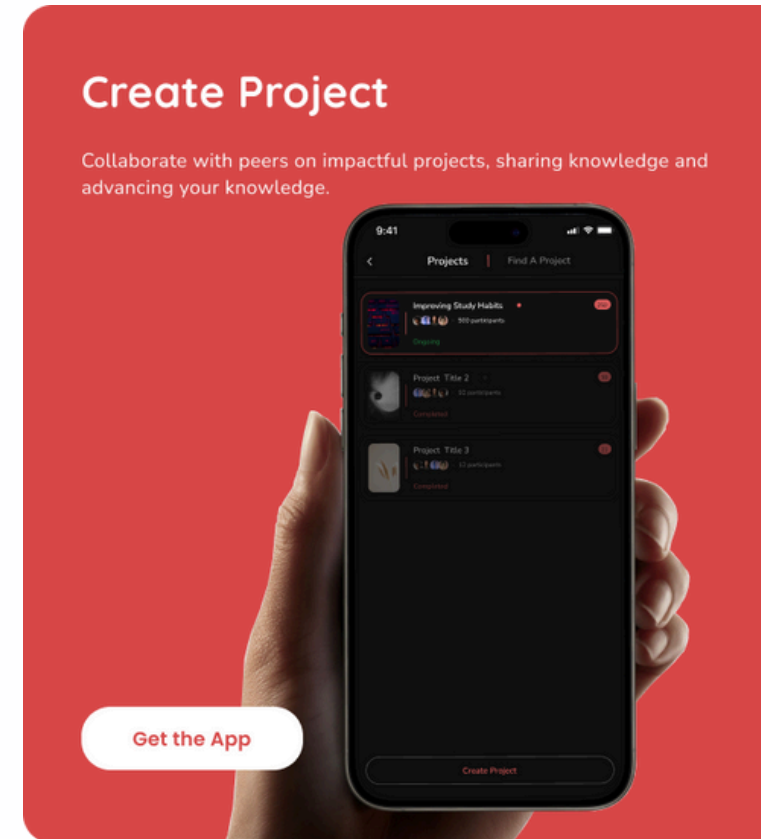
Collaboration on projects

Networking opportunities
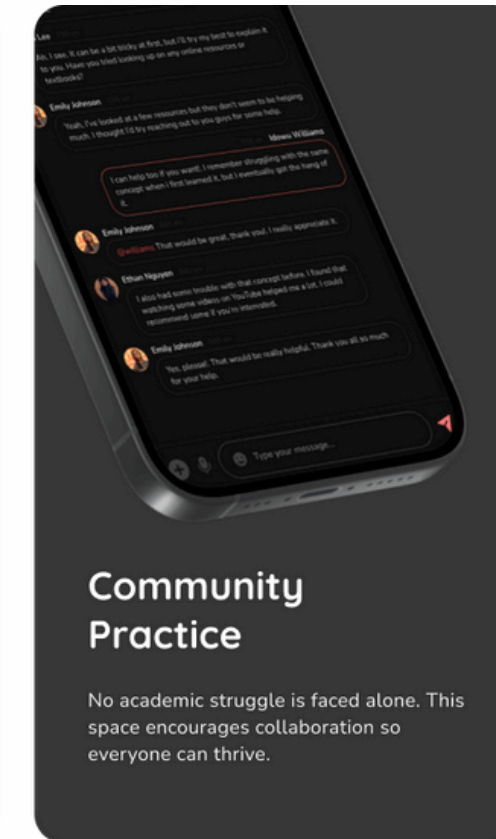
Hosting activities

Community-building

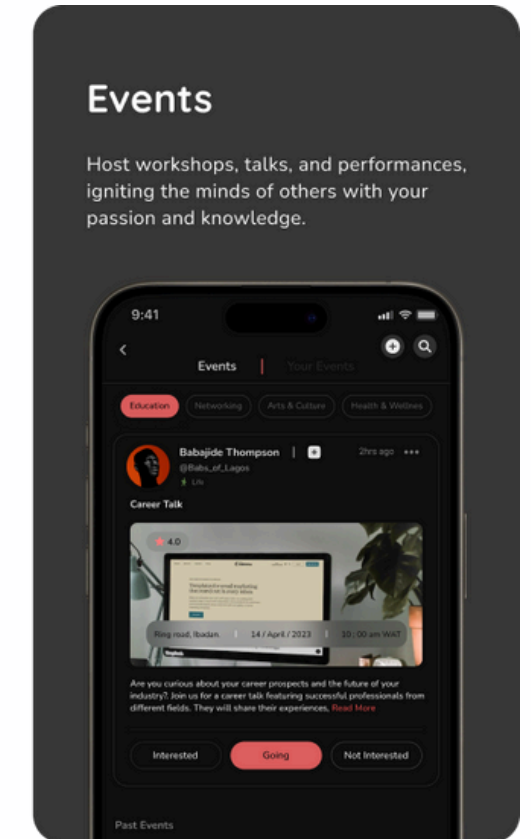Sharing personal stories, tips and achievements

Create Project

Collaborate with peers on impactful projects, sharing knowledge and advancing your knowledge.

Get the App

Community Practice

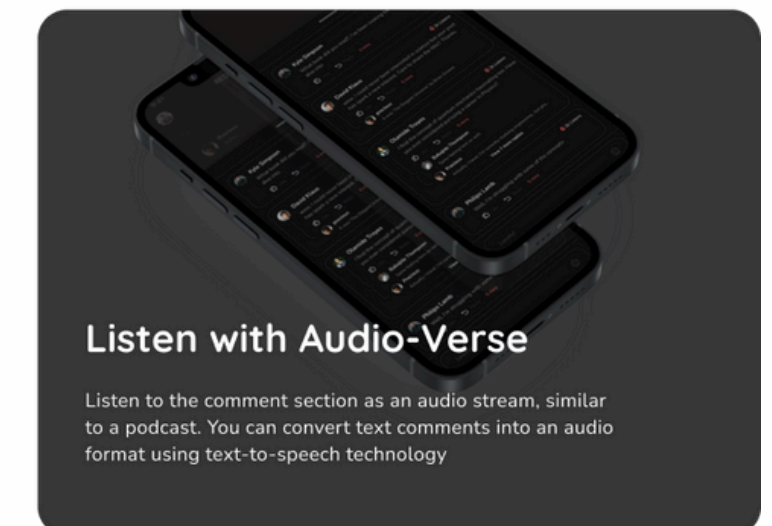No academic struggle is faced alone. This space encourages collaboration so everyone can thrive.

Events

Host workshops, talks, and performances, igniting the minds of others with your passion and knowledge.

Showcase With Spotlight

Go beyond traditional social media limitations and share your work and videos in longer, engaging video formats.

Listen with Audio-Verse

Listen to the comment section as an audio stream, similar to a podcast. You can convert text comments into an audio format using text-to-speech technology

NOTE: The features were selected based on primary and secondary research

Search Agent

Discover Jobs Effortlessly

SEARCH AGENT

ROLE: FOUNDER & PROJECT MANAGER   **DURATION**: 6 MONTHS

INDUSTRY: JOB SEARCH   **TOOLS**: HTML JS TAILWIND FIGMA PYTHON (BEAUTIFUL SOUP)

THE USER

An international job seekers, looking for jobs in the Netherlands, who require a platform to find employment opportunities tailored to their language and preferences.


Name: Fatima Lee

Age: 25

> It's hard to find jobs in foreign countries where the descriptions and requirements align with my skills and language

PROBLEM

International job seekers struggle to find relevant and accurate job opportunities in foreign countries due to language barriers and the inefficiency of generic job search platforms.

PAIN POINTS AND CHALLENGES
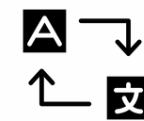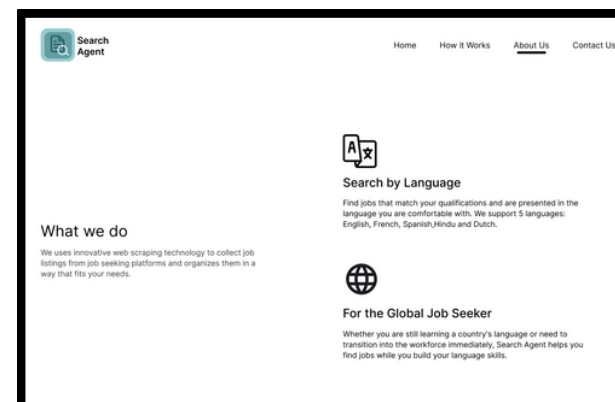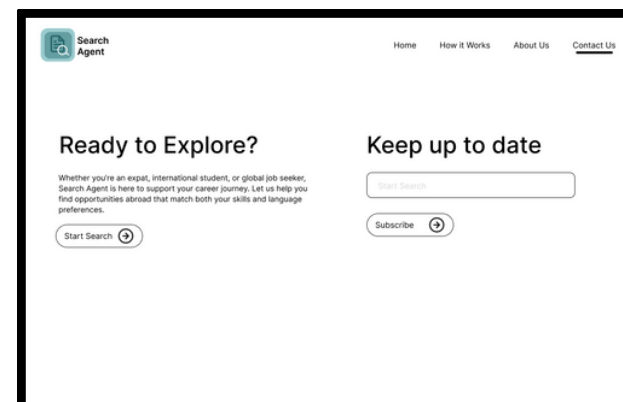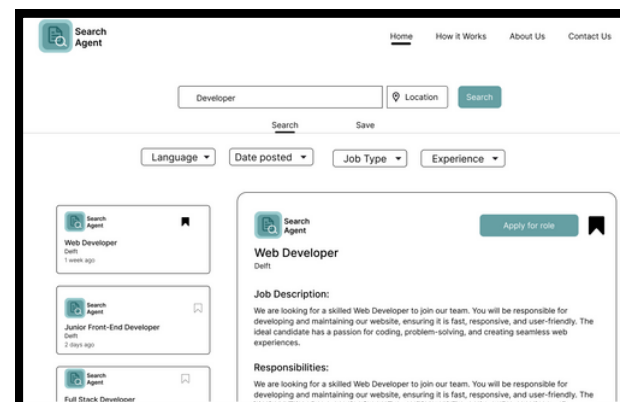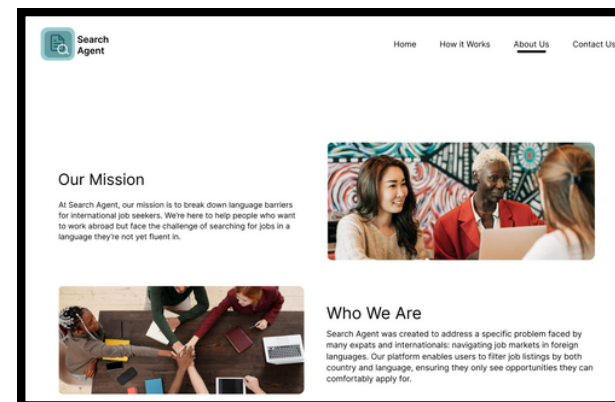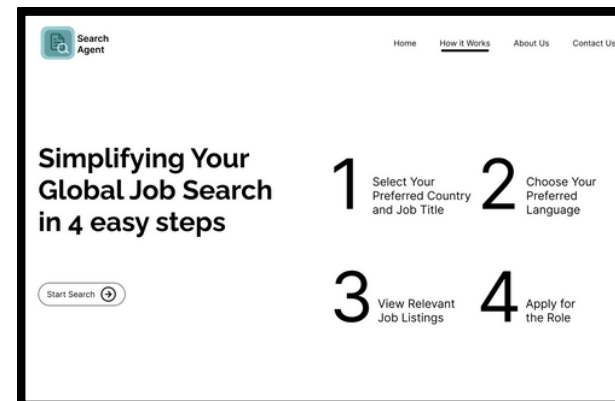

Language Barriers
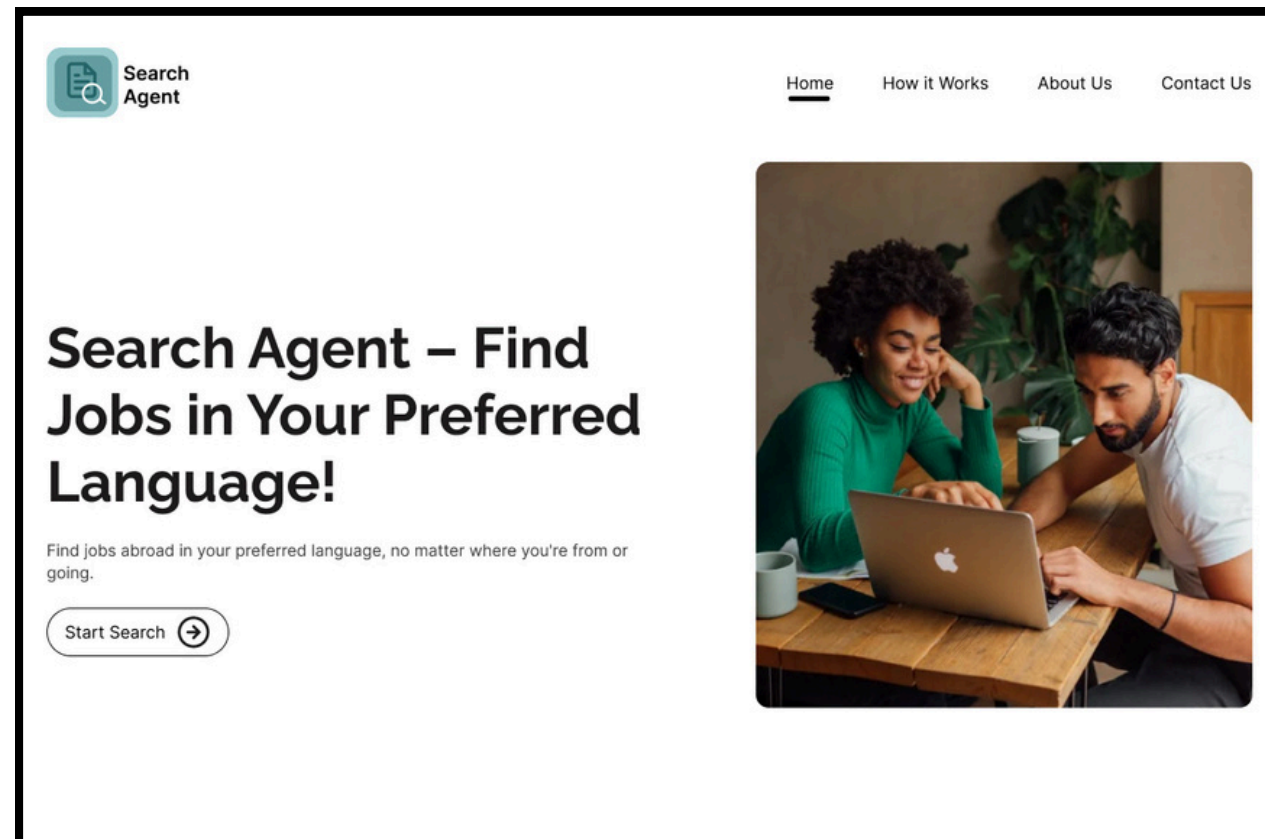

Inefficient Search Results

Time-Consuming Searches

DESIGN BRIEF

Develop a job search platform that filters listings based on user-specified languages and preferences, providing accurate and relevant results for international job seekers.
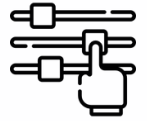
SCREENS

CODE

```html
<body class="px-[84px]">
  <!-- nav starts -->
  <nav class="flex justify-between pt-5 mb-[44px]">···
  </nav>

  <!-- Header starts -->
  <header class="flex justify-between items-center">···
  </header>

  <!-- How it works starts -->
  <section class="flex justify-between mt-32">···
  </section>

  <!-- About Search Agent starts-->
  <section class="mt-[100px]">···
  </section>

  <!-- contact starts -->
  <section class="mt-32 flex justify-between items-center">···
  </section>

  <!-- footer starts -->
  <footer class="mt-[260px] mb-[50px]">···
  </footer>
</body>
```

WHY THIS DESIGN?

- Language-Based Filtering
- Cached Data System
- User-Centric Interface
- Scalability

Home   How it Works   About Us   Contact Us

Search Agent

Search Agent – Find Jobs in Your Preferred Language!

Find jobs abroad in your preferred language, no matter where you're from or going.

Start Search →

M D T
Music Dementia Technology

MUSIC DEMENTIA TECHNOLOGY

ROLE: INDUSTRIAL DESIGN ENGINEER   **CLIENT**: THUAS RESEARCH GROUP

INDUSTRY: HEALTH CARE   **DURATION**: 6 MONTHS   **TOOLS**: RASPBERRY PI   PYTHON

THE USER

The users are dementia patients, their caregivers, and music therapists. The primary focus is on individuals with dementia living in nursing homes, who interact with the MDT prototype as part of their therapeutic activities.

Name: Jolein Jansen

Age: 72

Background: A former accordion player with a family-focused life, who cherishes visits from her grandchildren and walks with her husband.
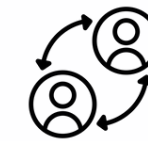
PROBLEM

Traditional therapeutic tools often fail to meet the emotional, cognitive, and social needs of dementia patients, necessitating an accessible and engaging solution like the MDT prototype.

PAIN POINTS AND CHALLENGES

Accessibility Issues
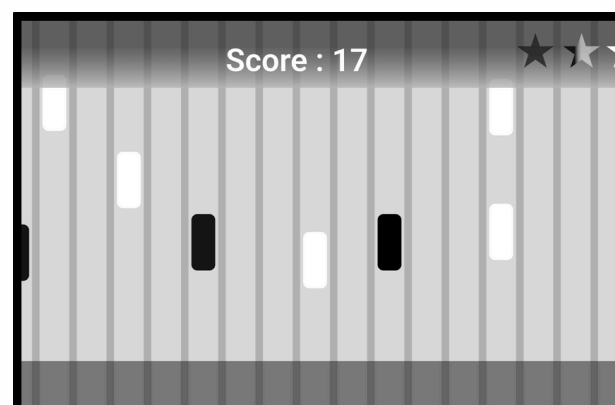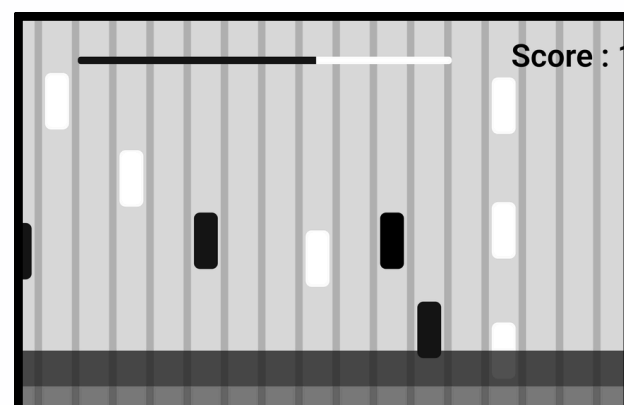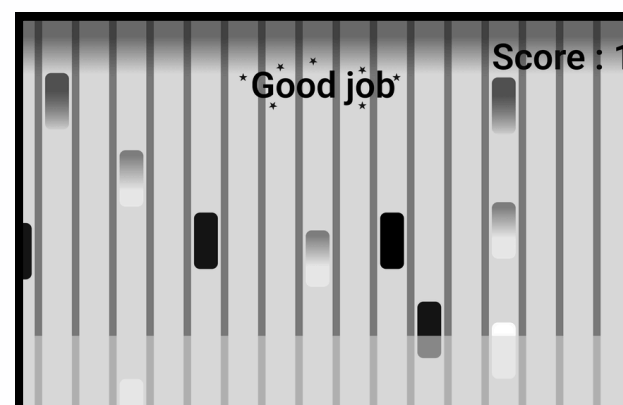
Engagement Barriers

Synchronization Problems

Therapeutic Challenges

DESIGN BRIEF

Refine the MDT prototype to cater to the therapeutic needs of dementia patients, enhancing emotional well-being, cognitive function, and social interaction.

IDEATIONS

PATIENT TESTING

Press any key for next song

Double click any key to play

Press any key for next song

Song name   ▶   Song name

Double click any key to play

Press any key for next song

▶   ⑃   ▶

Double click any key to play

Good job   Score : 1

Score : 1

Score : 17   ★☆↩
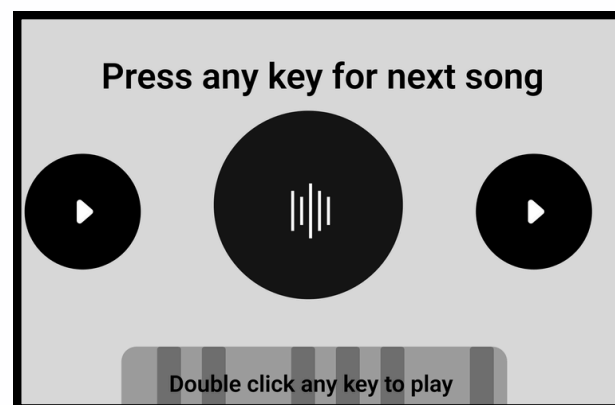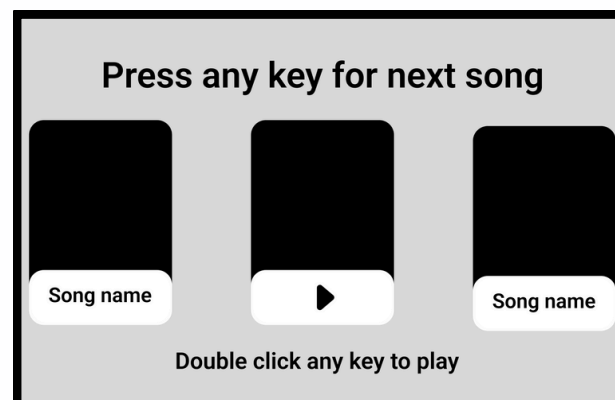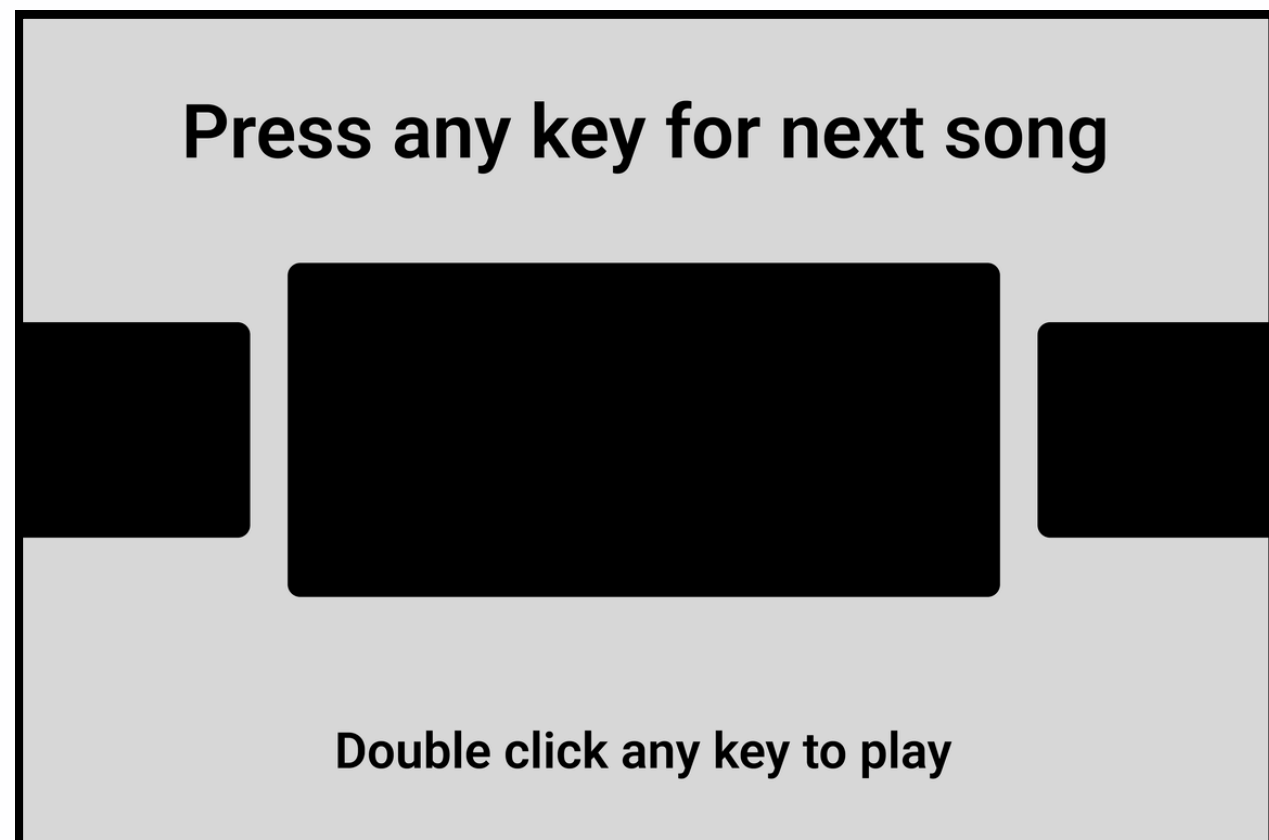
WHY THIS DESIGN?

Personalization

Independence

Therapeutic Focus

Iterative Refinement

Simple Interface

Inclusive Design

Press any key for next song

The Beatles

Doris Day

Elvis

Double click any key to play

Keep Going
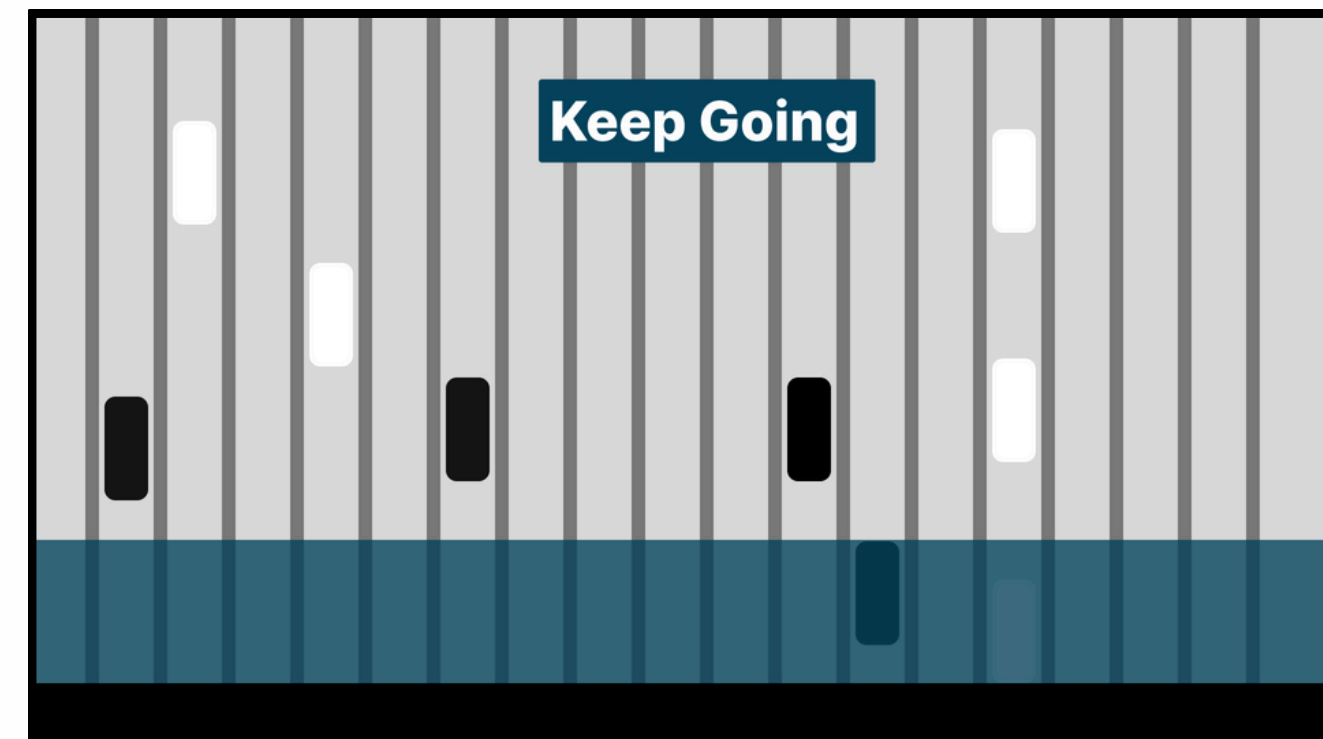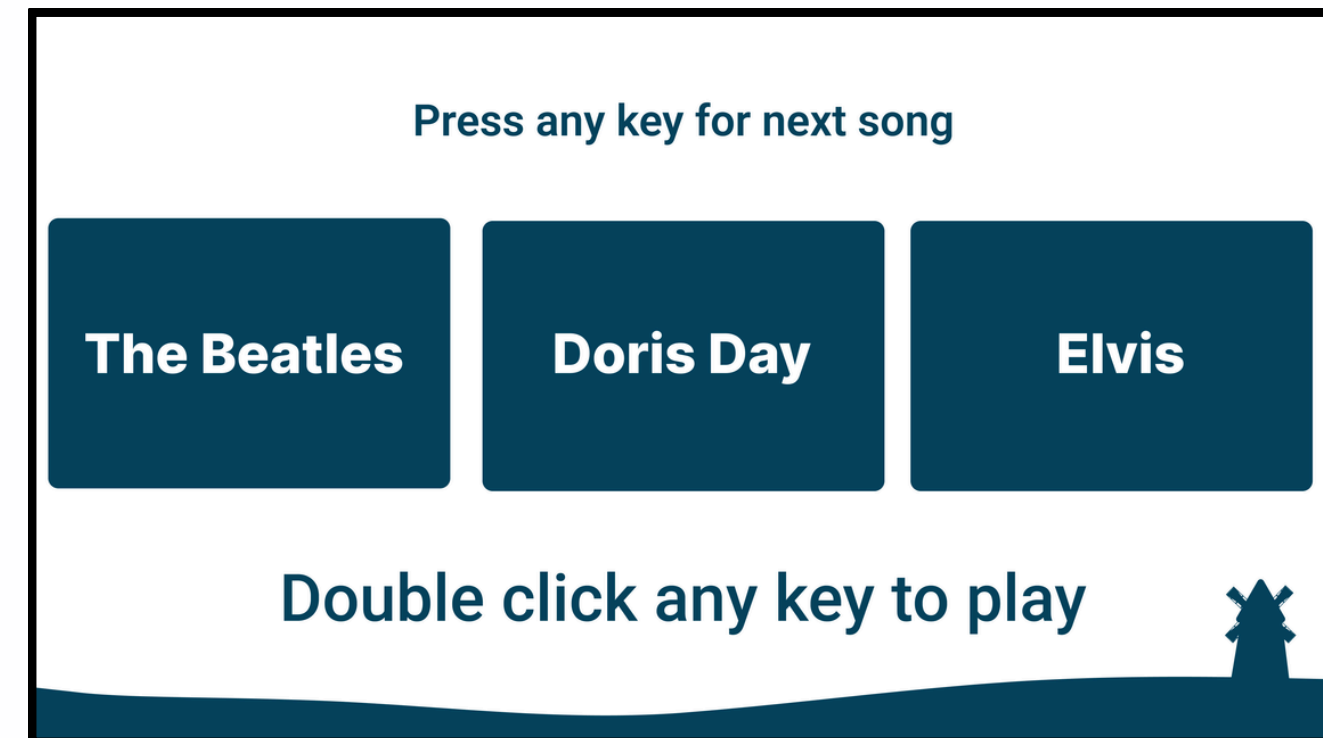
FORMULA CRUISER HU-2

ROLE: BRAND DESIGNER **CLIENT**: FORMULA CRUISER

INDUSTRY: AUTOMOTIVE **DURATION**: 6 MONTHS **TOOLS**: PHOTOSHOP BLENDER

04

THE USER

The users were the HU2 Formula Student team, sponsors, and competition judges who required a compelling brand identity and a well-defined business case to showcase the project's financial and strategic viability.

RESULTS

- Developed a comprehensive business case for the brand by analyzing market trends, customer insights, and competitive landscapes.

- Designed the team's racing shirt

- Created visual displays that highlighted potential sponsorship spots on the race car.

PROBLEM

The HU2 team needed a cohesive brand identity and a strong business case to attract sponsorship, demonstrate financial viability, and set the project apart in the Formula Student competition.

PAIN POINTS AND CHALLENGES
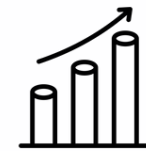
Brand Representation

Financial Justification

Resource Constraints

DESIGN BRIEF

Develop a dynamic brand identity and a comprehensive business case to showcase the HU2 Formula Student project's innovation, sustainability, and financial feasibility.

IDEATIONS

IN USE

SPONSORS 3D RENDERS SPOTS

TOP VIEW

FORMULA CRUISER HU4

ROLE: INDUSTRIAL DESIGN ENGINEER

INDUSTRY: AUTOMOTIVE

CLIENT: FORMULA CRUISER

DURATION: 3 MONTHS

THE USER

Students aged 18–30 within the 5th–95th percentile range

PROBLEM

Create a Formula Student car that meets ergonomic, aerodynamic, and sustainability goals while adhering to competition regulations.

KEY REQUIREMENTS

- Adjustable components (e.g., pedals) for driver inclusivity.
- Aerodynamic optimization through front/rear wings and the Venturi effect.
- Sustainable materials for non-loadbearing components.
- Compliance with Formula Student 2022 regulations for performance and safety.

PAIN POINTS AND CHALLENGES

Aerodynamic Efficiency
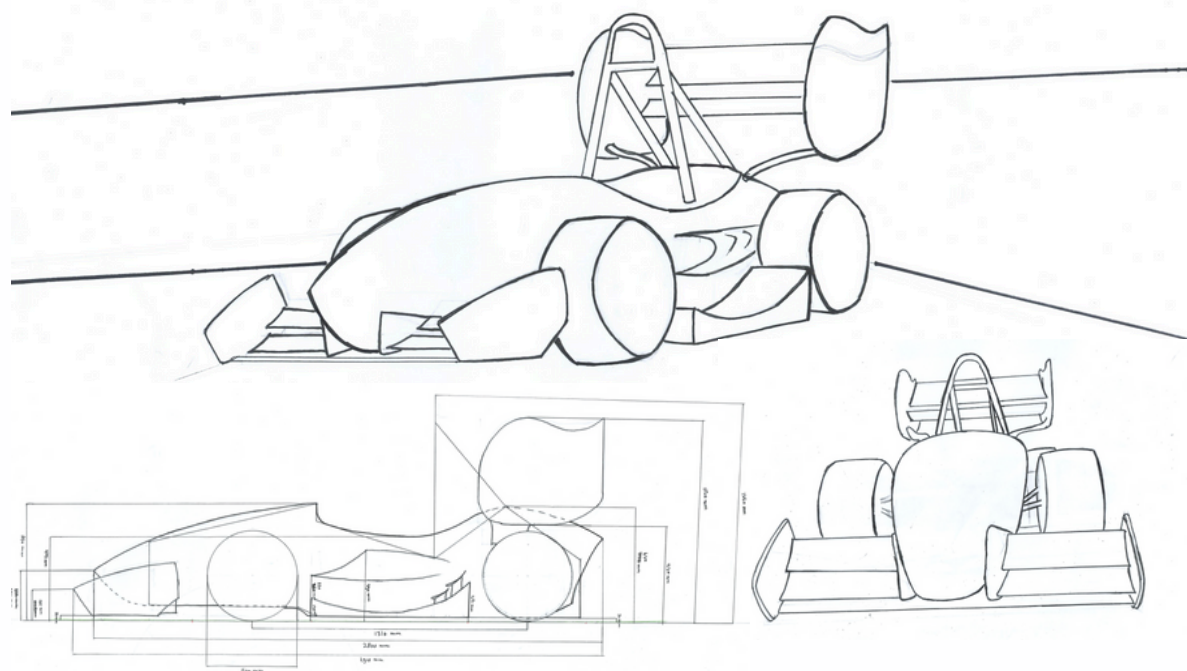
Ergonomic Complexity

Compliance Issues

Material Constraints

DESIGN BRIEF

Design and develop a Formula Student car (HU4) that completes all event stages while representing The Hague University of Applied Sciences (THUAS).
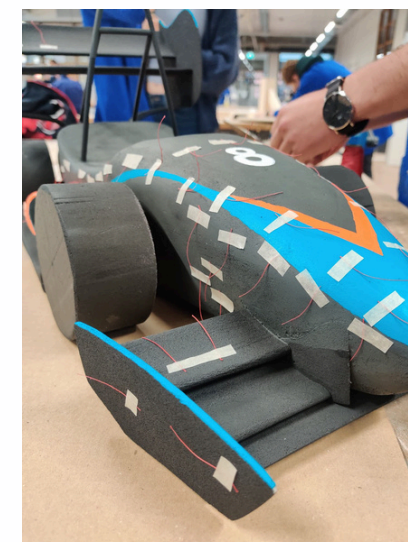
IDEATIONS

EXPLODED MODEL

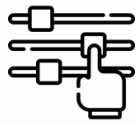| Part Number	Description
1	Front wing end plate
2	Front wing foil
3	Front wing foil
4	Front wing foil
5	Venturi tunnel
6	Floor/diffuser
7	Nose
8	Body panels
9	Air intake
10	Rear wing end plate
11	Rear wing foil
12	Rear wing foil
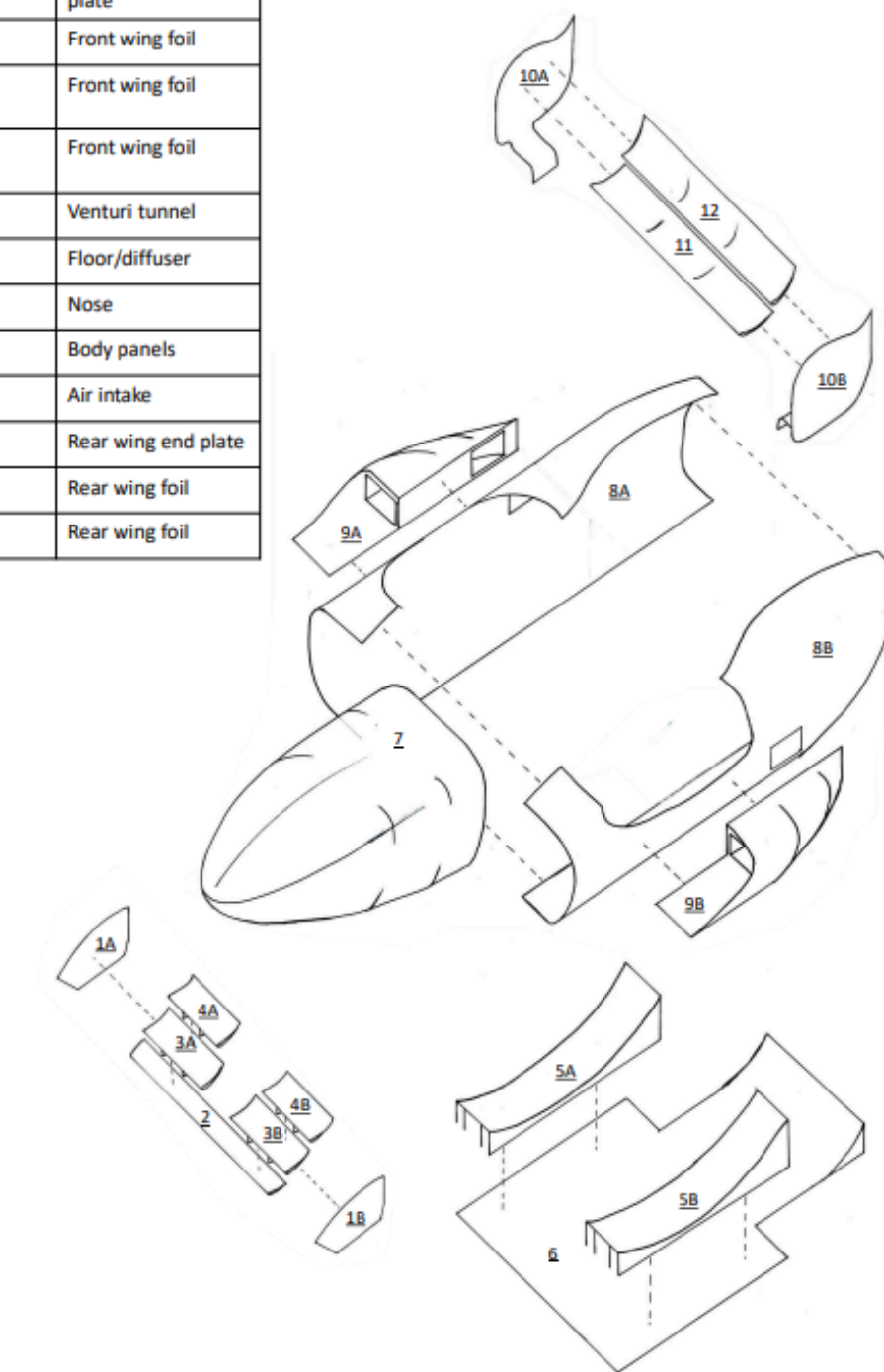
PROTOTYPING

WHY THIS FORM?

- Aesthetic Representation

- Aerodynamic Excellence

- Adjustability

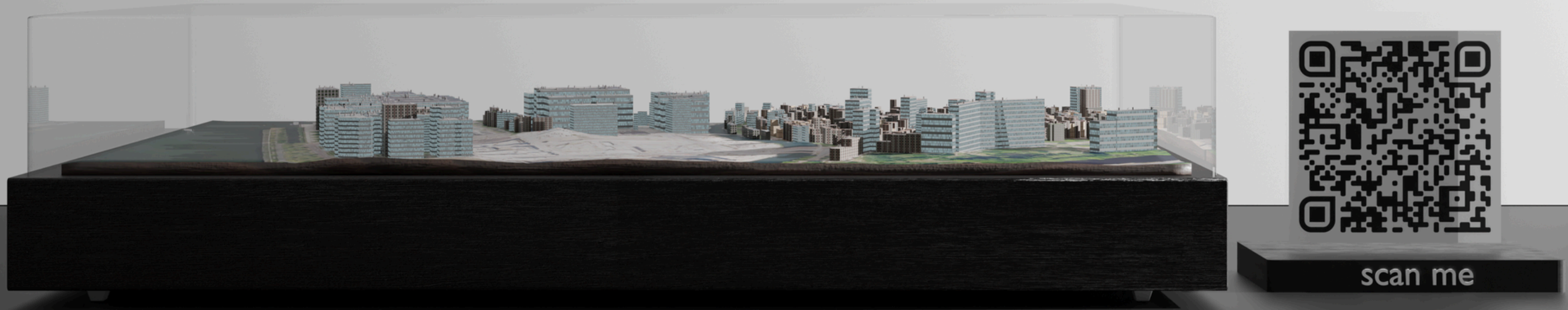- Event-Specific Adaptability

- Ergonomic and Safety Focus

- Compliance with the FC 2022 regulations

AIRBOX

ROLE:INDUSTRIAL DESIGN ENGINEER   **CLIENT**: WAAG

INDUSTRY: NON-PROFIT

DURATION: 3 MONTHS   **TOOLS**: SOLIDWORK BLENDER

THE USER

The primary users are citizens of North Holland who are concerned about air quality but lack awareness and engagement with the data provided by Waag's Hollandse Luchten platform.

Name: Sophie van Dijk

Age: 27

Hobby: Walking her dog

> " I don't feel educated enough about air quality to know what actions to take. "

PROBLEM

People lack the knowledge, motivation, and tools to engage with and act on air quality data provided by Waag's platform.

PAIN POINTS AND CHALLENGES

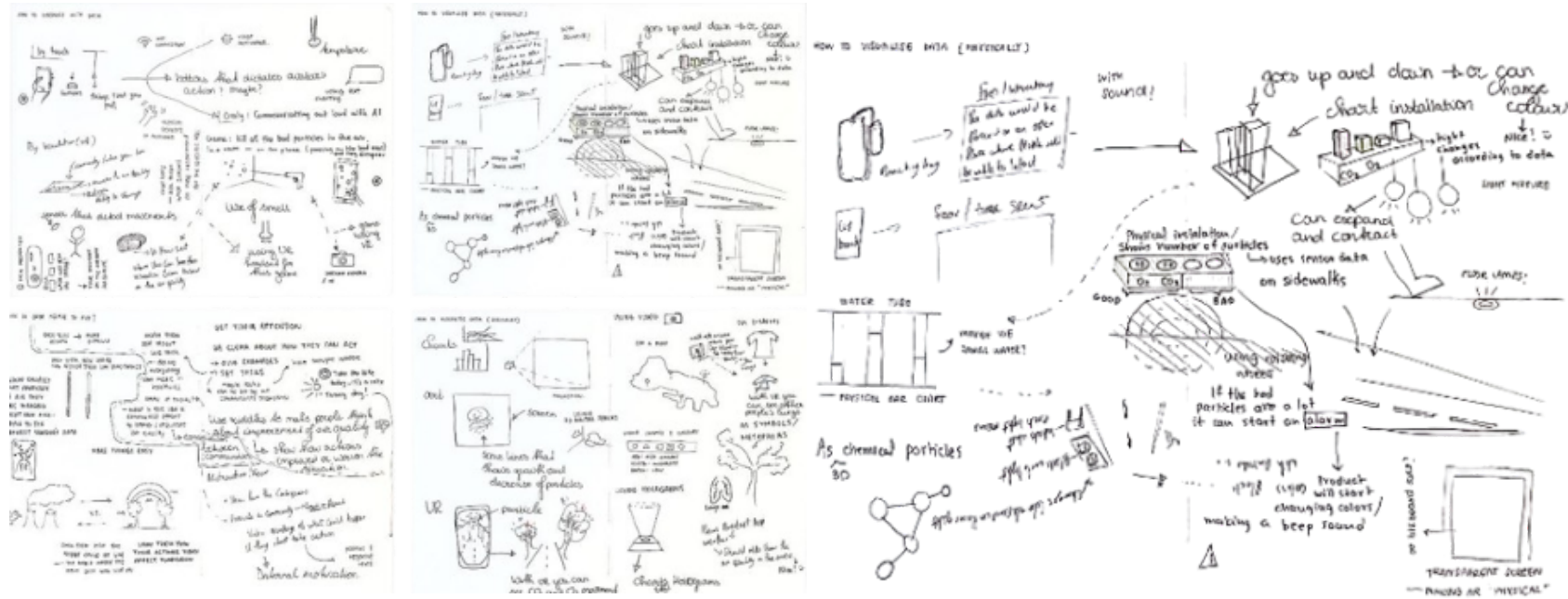Low Awareness

Complex Data Presentation
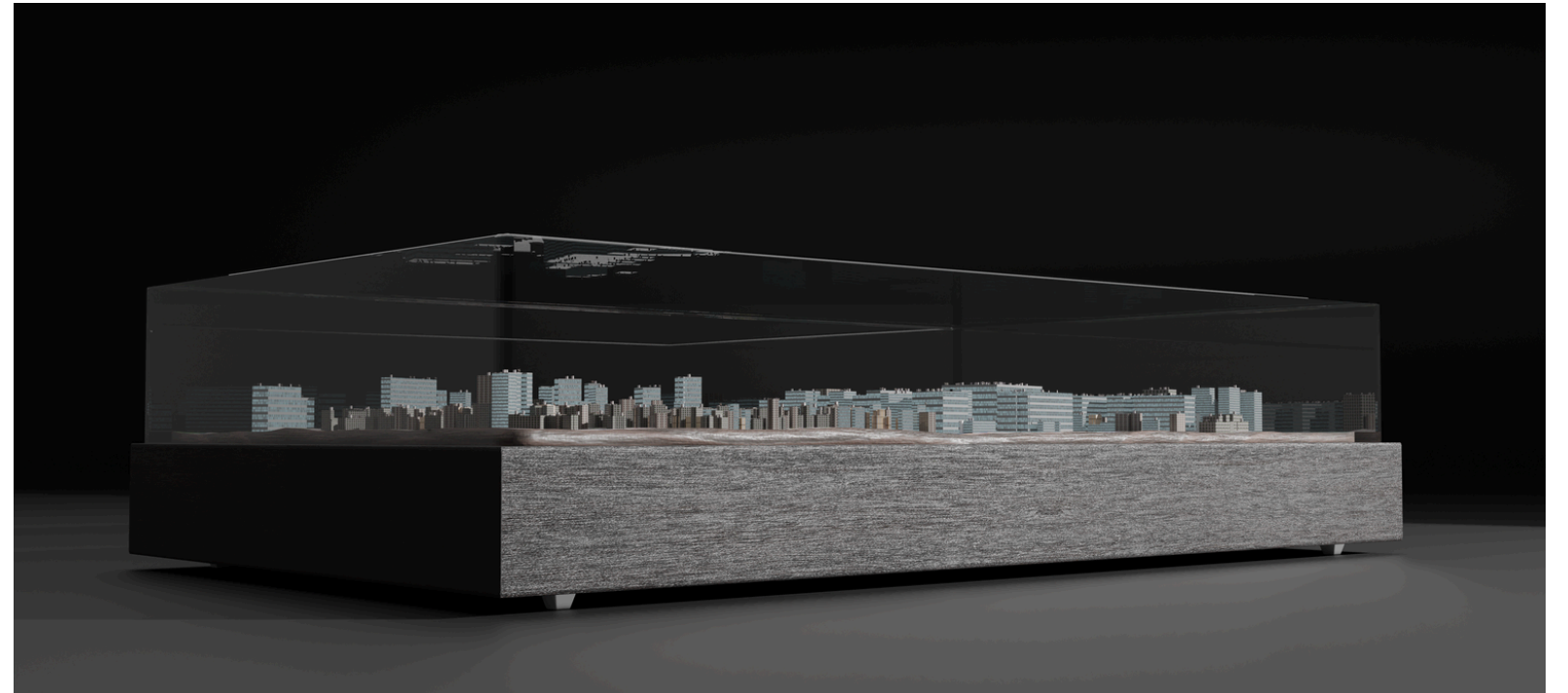
Motivational Gaps

Limited Engagement

DESIGN BRIEF

Create a creative and inclusive way to visualize air quality data that educates and motivates users.
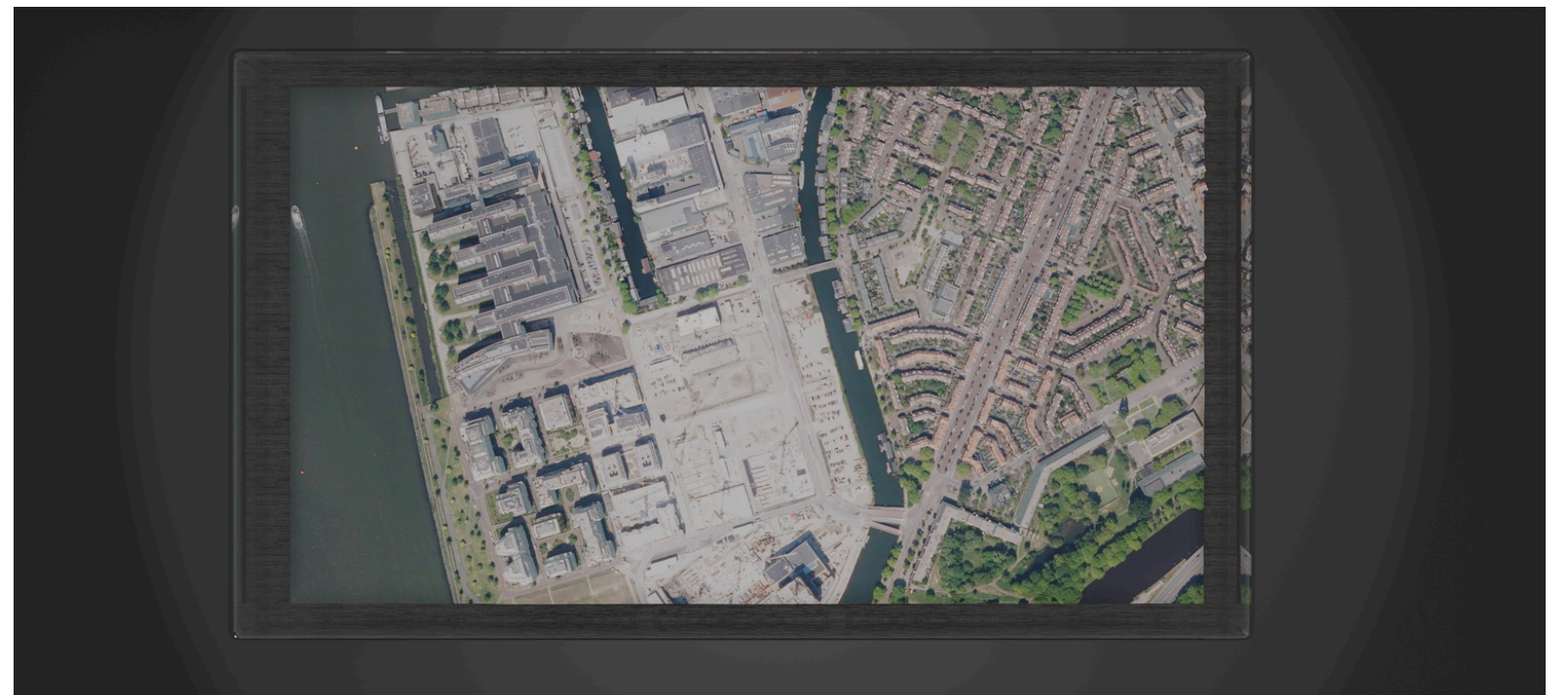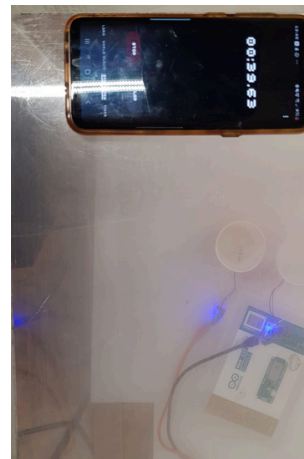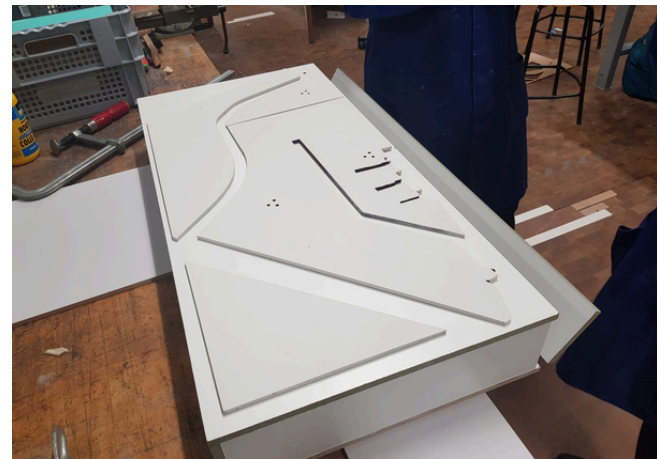
IDEATIONS

3D MODEL

PROTOTYPING

WHY THIS FORM?

Educational focus

Visual accessibility

Practical application

Sustainability awareness

Engaging narrative

WILDWEST

ROLE: CONTENT CREATOR   **INDUSTRY:** SOCIAL MEDIA

INDUSTRY: SOCIAL MEDIA   **DURATION:** 16 MONTHS   **TOOLS:** EXCEL

WHAT?

This project was an experiment to test the feasibility of a faceless and voiceless content creator, with a goal of having 1000 followers within 6 months.

KEY REFLECTION

"I wanted to see how far I could go as a faceless and voiceless creator with a specific genre and a clear audience target."

PROBLEM

How to successfully grow a FIFA-focused content channel as a faceless and voiceless creator while leveraging the niche's competitive environment.

PAIN POINTS AND CHALLENGES

Genre-Specific Competition

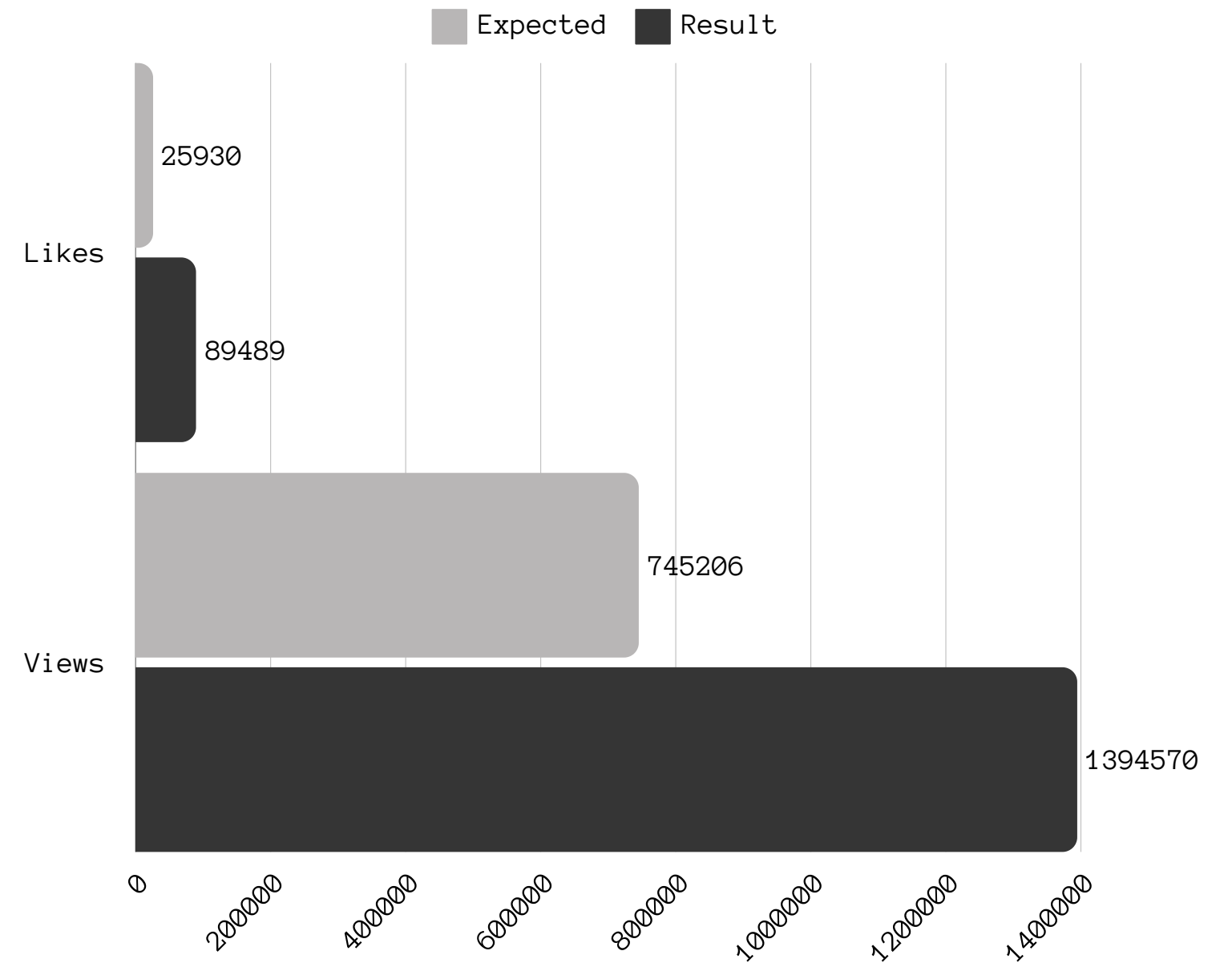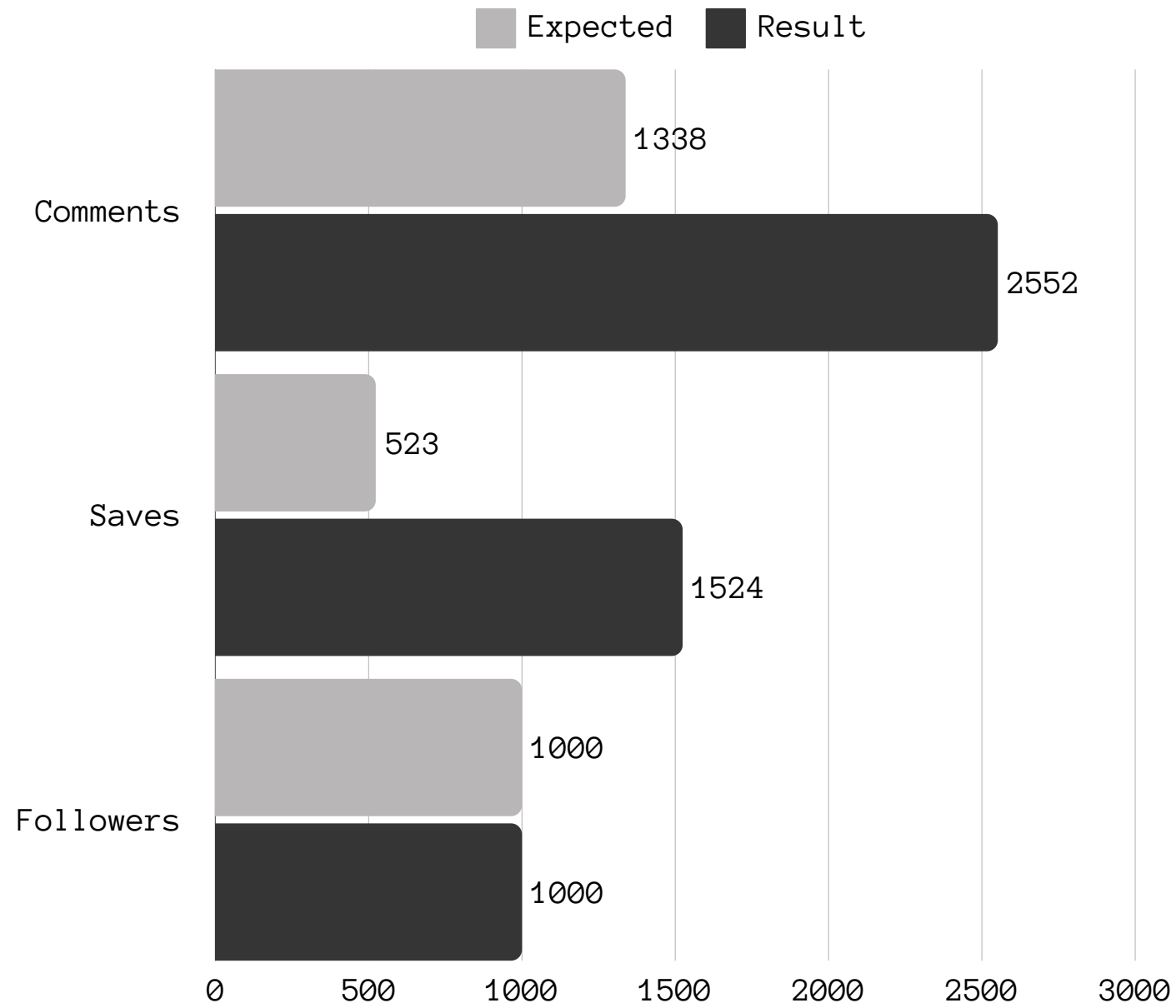Building an Audience Without Personality

Influencer Persona

Resource Constraints

DESIGN BRIEF

Test the viability of a faceless, voiceless content creator in the FIFA genre to measure potential reach and engagement.

RESULTS AFTER 6 MONTHS

WHY THE STRATEGY WORKED
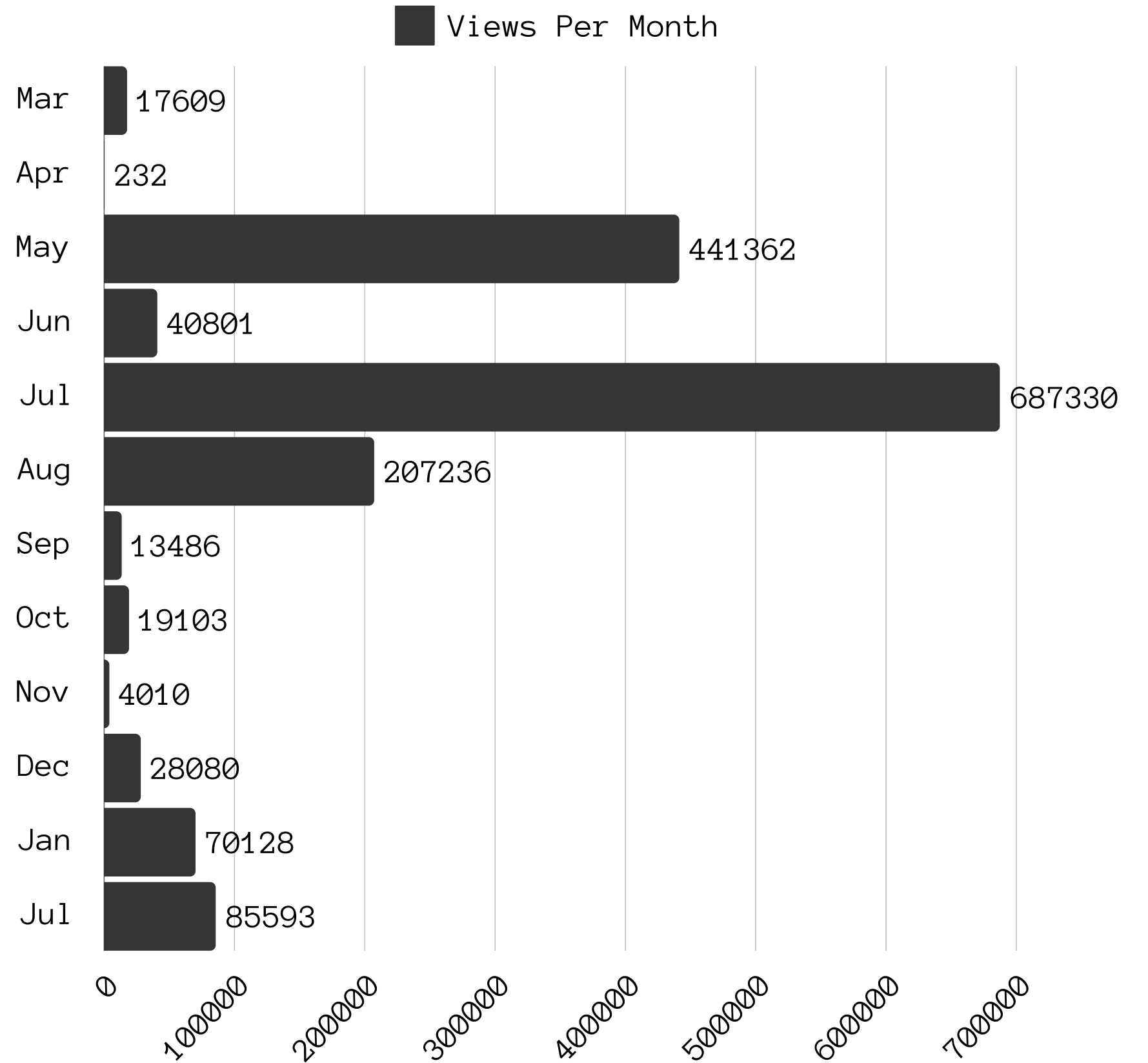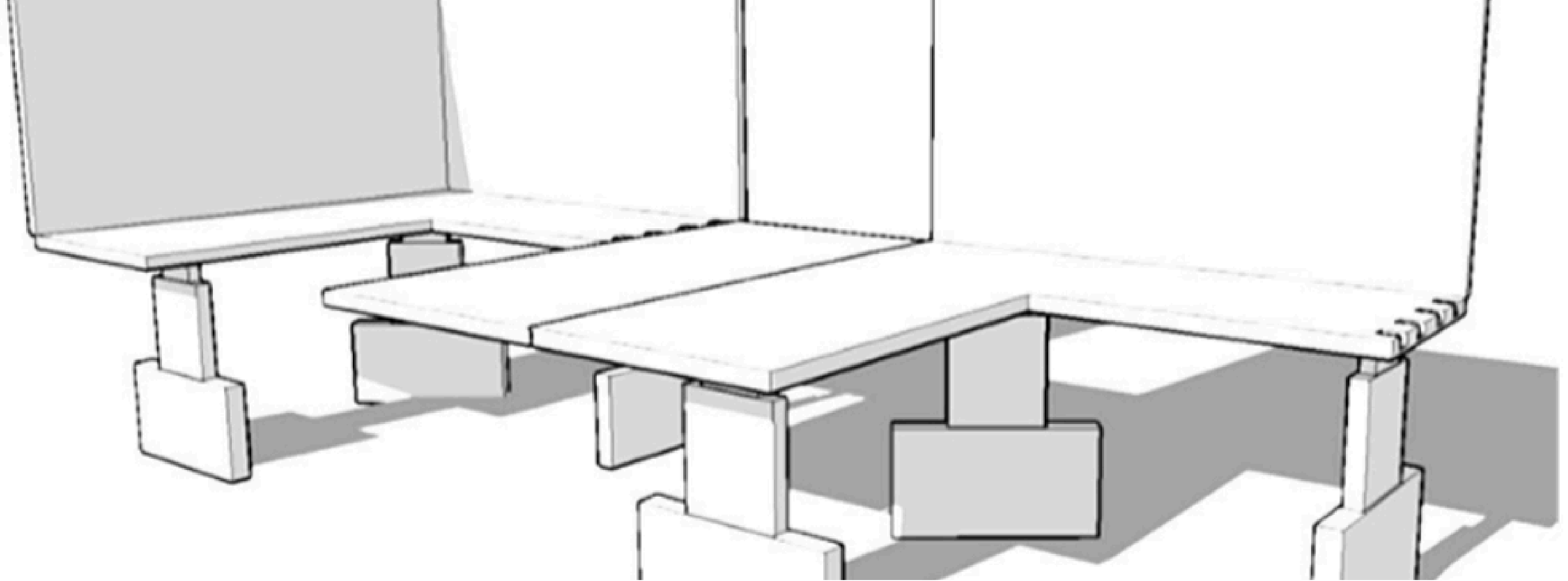
- Data-Driven Iteration
- Targeted Content
- Consistency
- Budget-Friendly
- Affordable Manufacturing

■ Views Per Month

Month	Views
Mar	17609
Apr	232
May	441362
Jun	40801
Jul	687330
Aug	207236
Sep	13486
Oct	19103
Nov	4010
Dec	28080
Jan	70128
Jul	85593

VISION TABLE

CLIENT: AHREND   **INDUSTRY**: FURNITURE

ROLE:INDUSTRIAL DESIGN ENGINEER   **DURATION**: 6 MONTHS

THE USER

The user represents a diverse group of office workers impacted by the COVID-19 pandemic. These individuals struggle with adapting to remote work or returning to office spaces due to various challenges, including social isolation, reduced productivity, and workspace inefficiencies.

Name: Mark Janssen

Age: 34

Work: Web Developer

> " I don't feel educated enough about air quality to know what actions to take. "

PROBLEM

The pandemic has disrupted the balance between office efficiency and remote work flexibility, causing reduced productivity for employers and mental stress and workspace discomfort for employees.

PAIN POINTS AND CHALLENGES

Social Isolation

Discipline and Routine

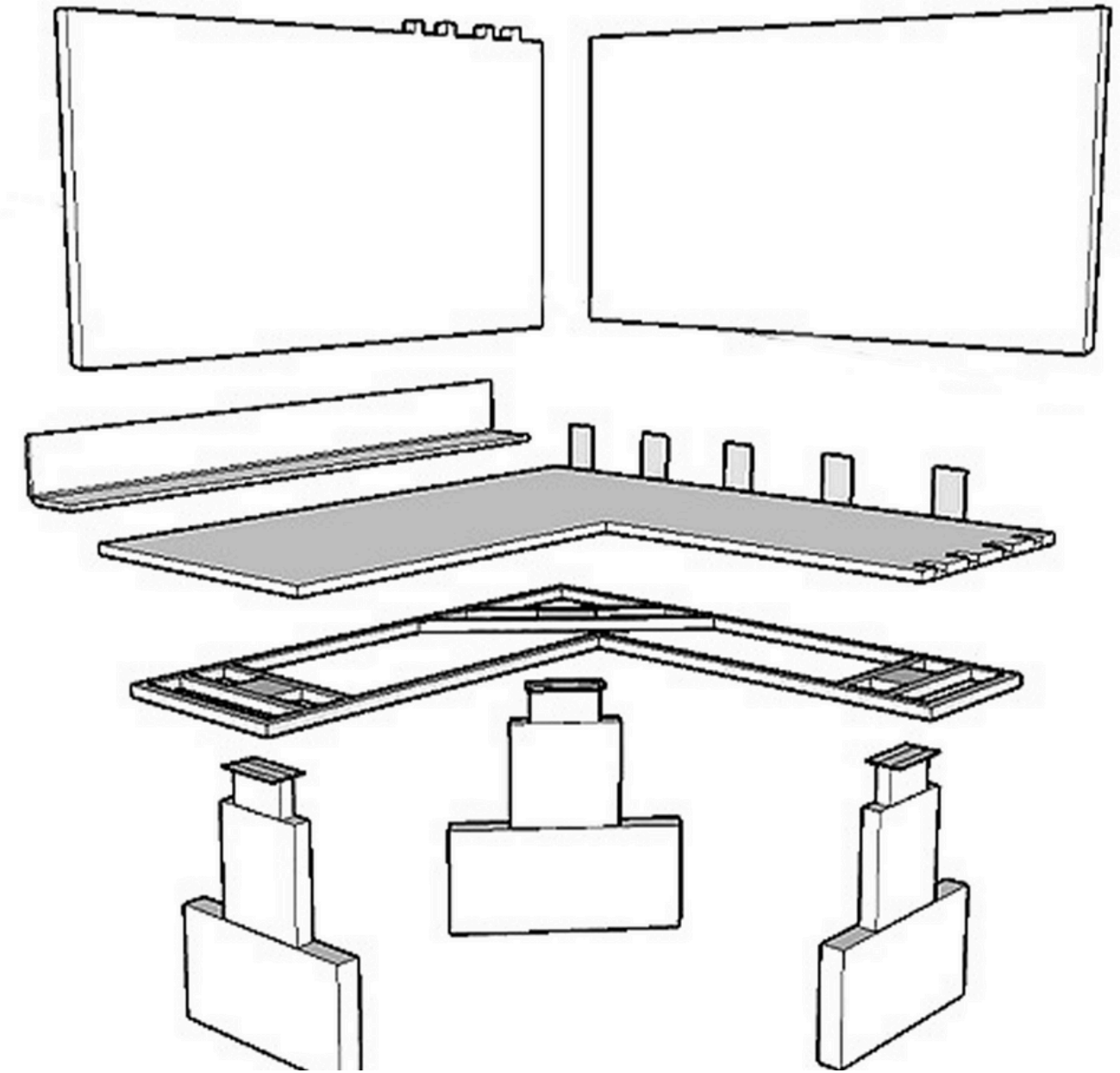Lacks Motivation at Home

Health Concerns

DESIGN BRIEF

Develop a product to create a safe, sanitary, and comfortable work environment in offices during the pandemic and beyond.
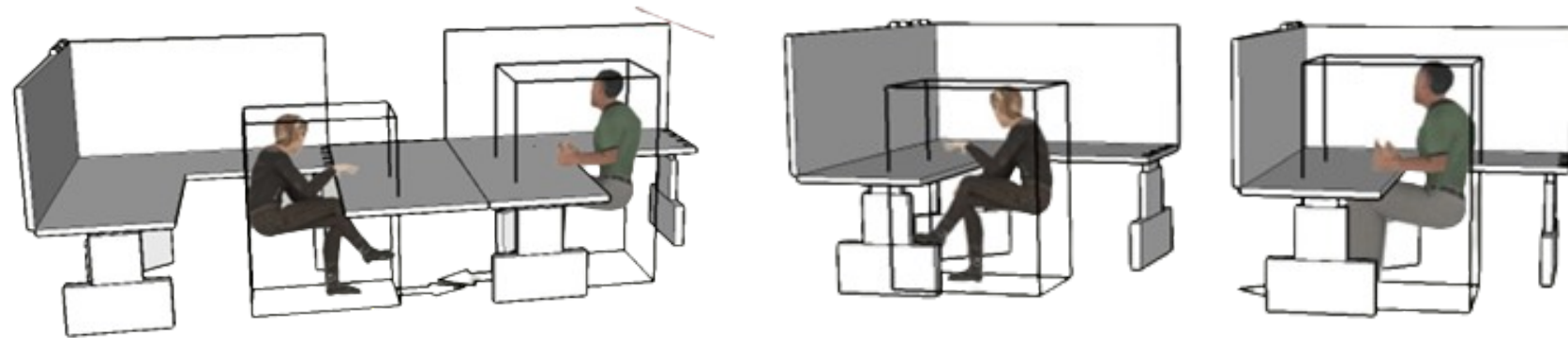
IDEATIONS

3D MODEL

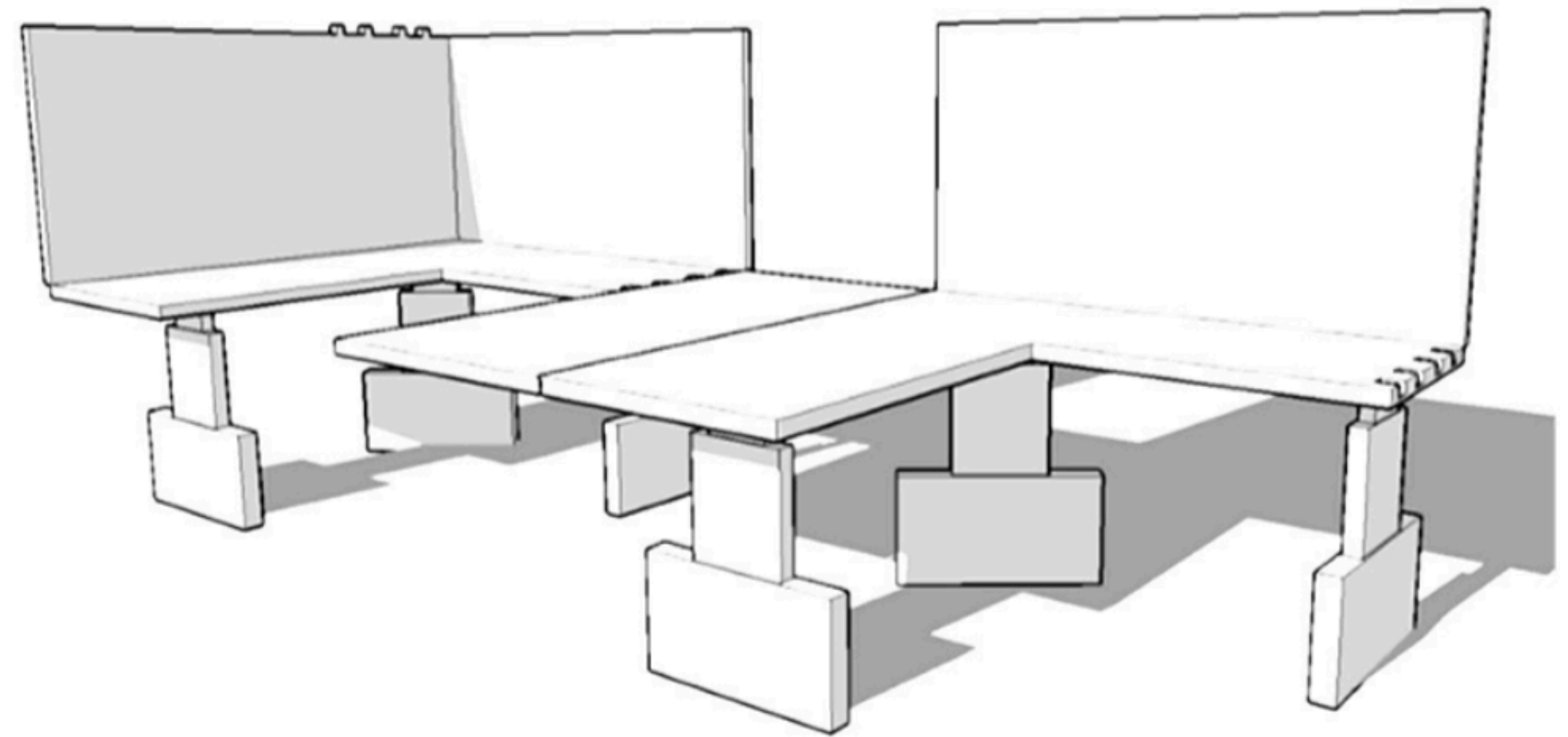# USE CASE

WHY THIS DESIGN?

Sanitary and Safe Interaction

Simple Design

Affordable Manufacturing

let's work
TOGETHER