

PORTFOLIO 2025

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

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

SKILLS

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

REDIONES

02



M_{usic} D_{ementia} T_{echnology}

MUSIC DEMENTIA TECHNOLOGY

03



MUSIC DEMENTIA TECHNOLOGY

04



FORMULA CRUISER HU2

PROJECTS

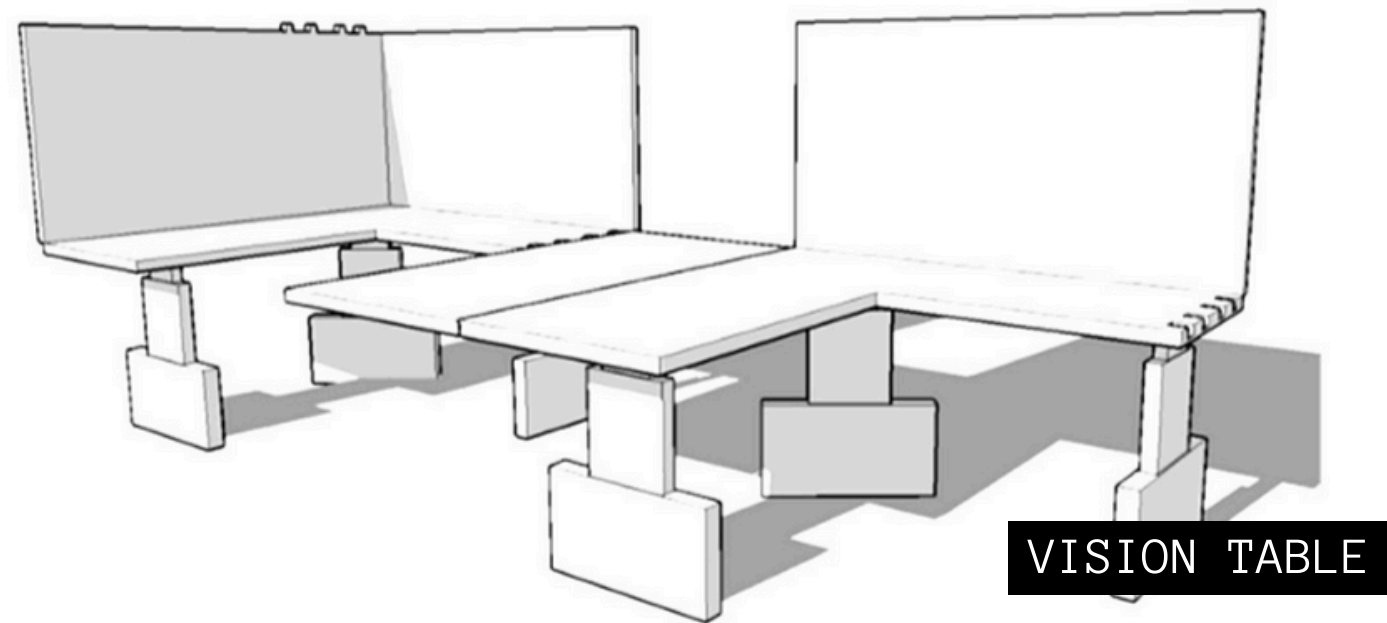
05



06



07





REDIONES

ROLE: UX/UI & PRODUCT DESIGNER

DURATION: 12 MONTHS

INDUSTRY: SOCIAL MEDIA

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 chess

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

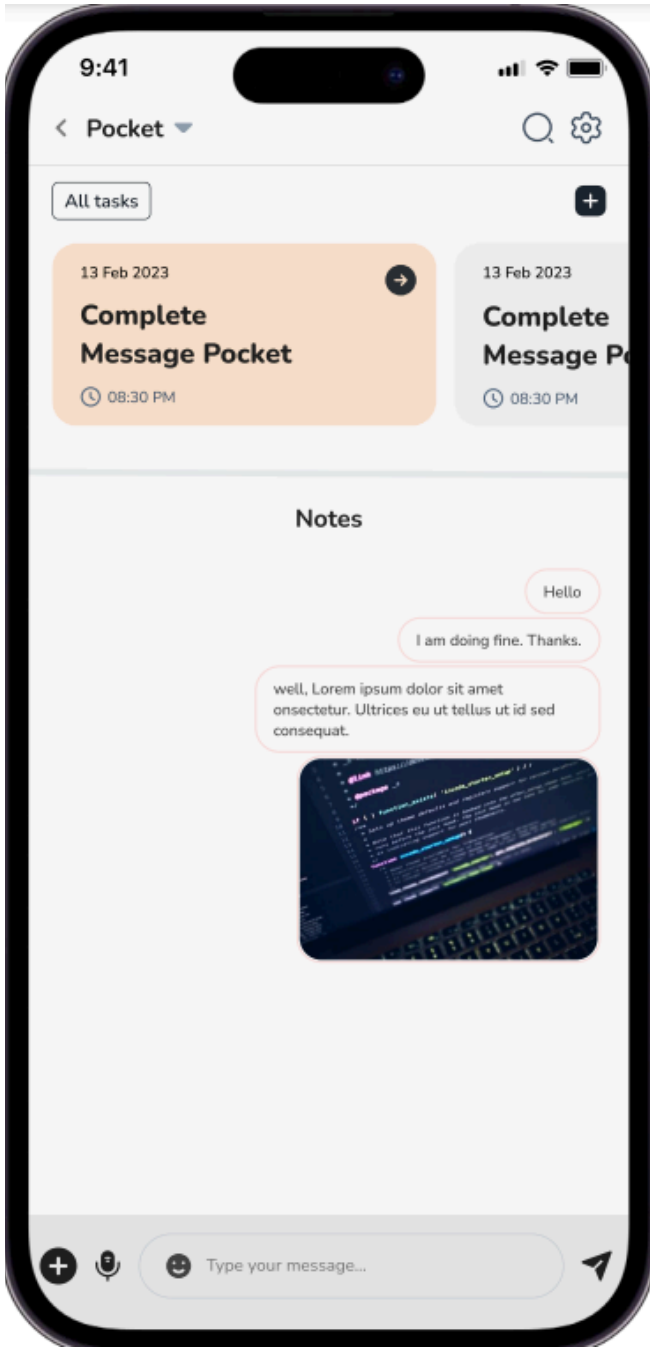
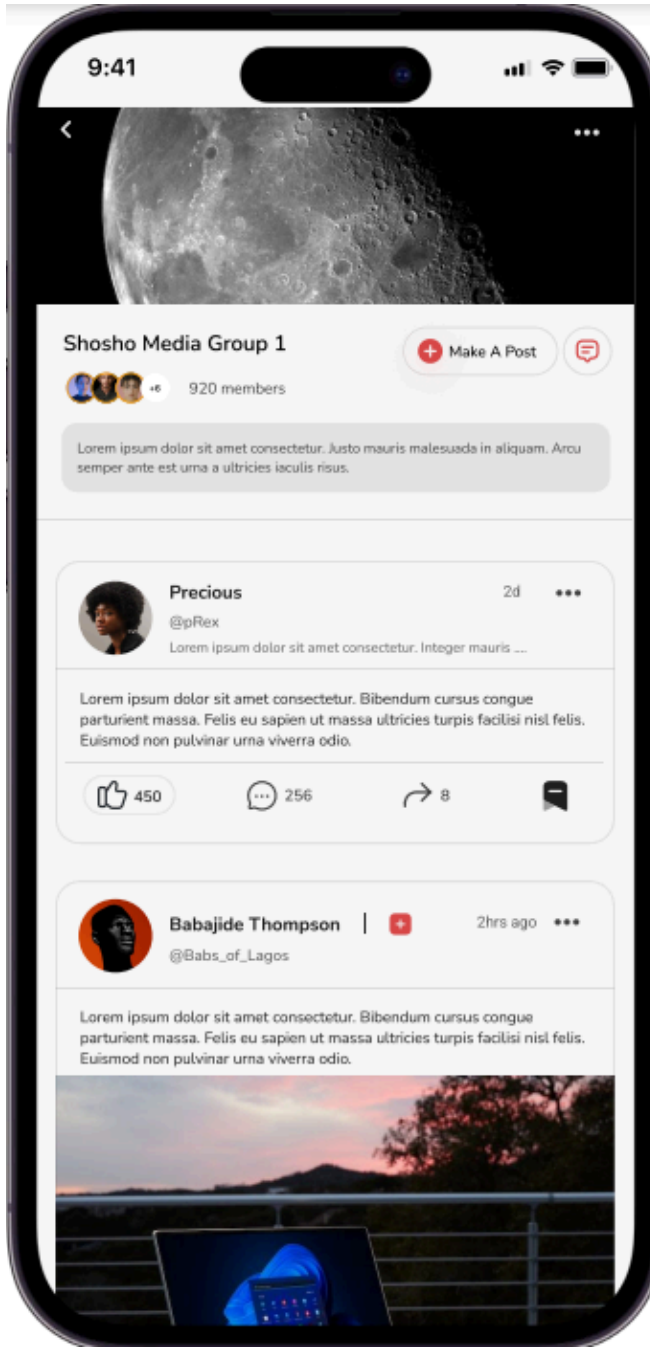
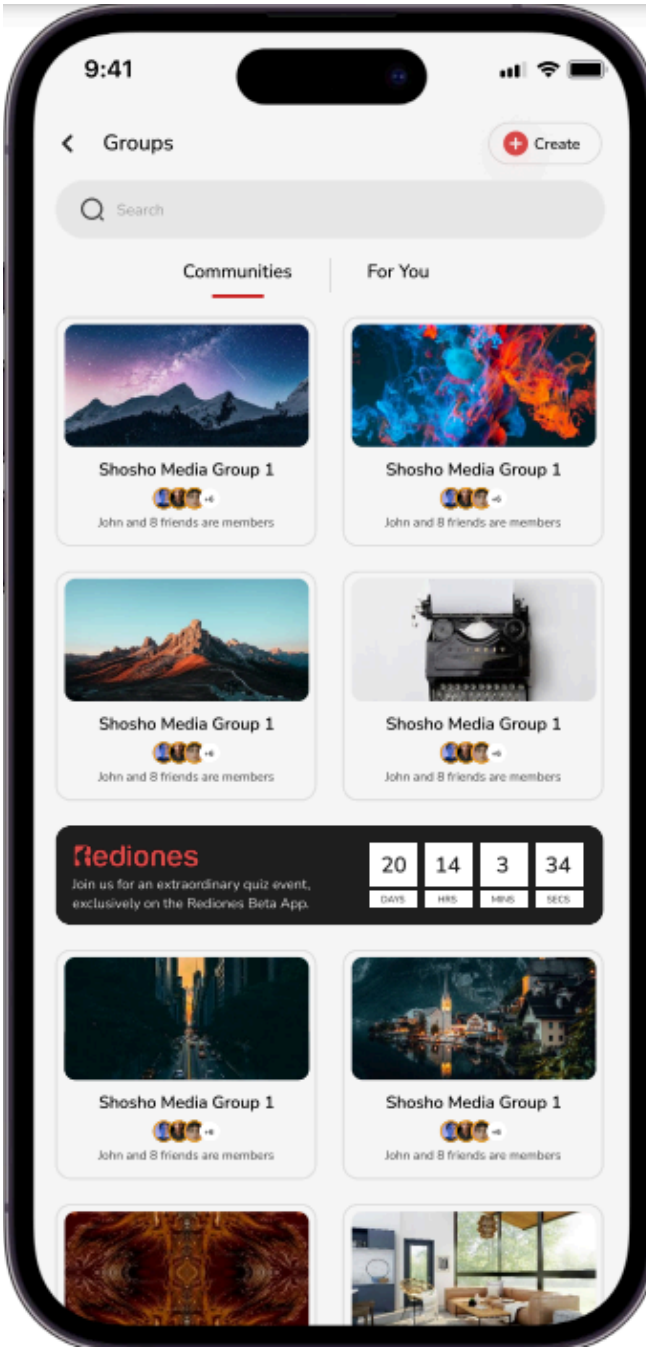
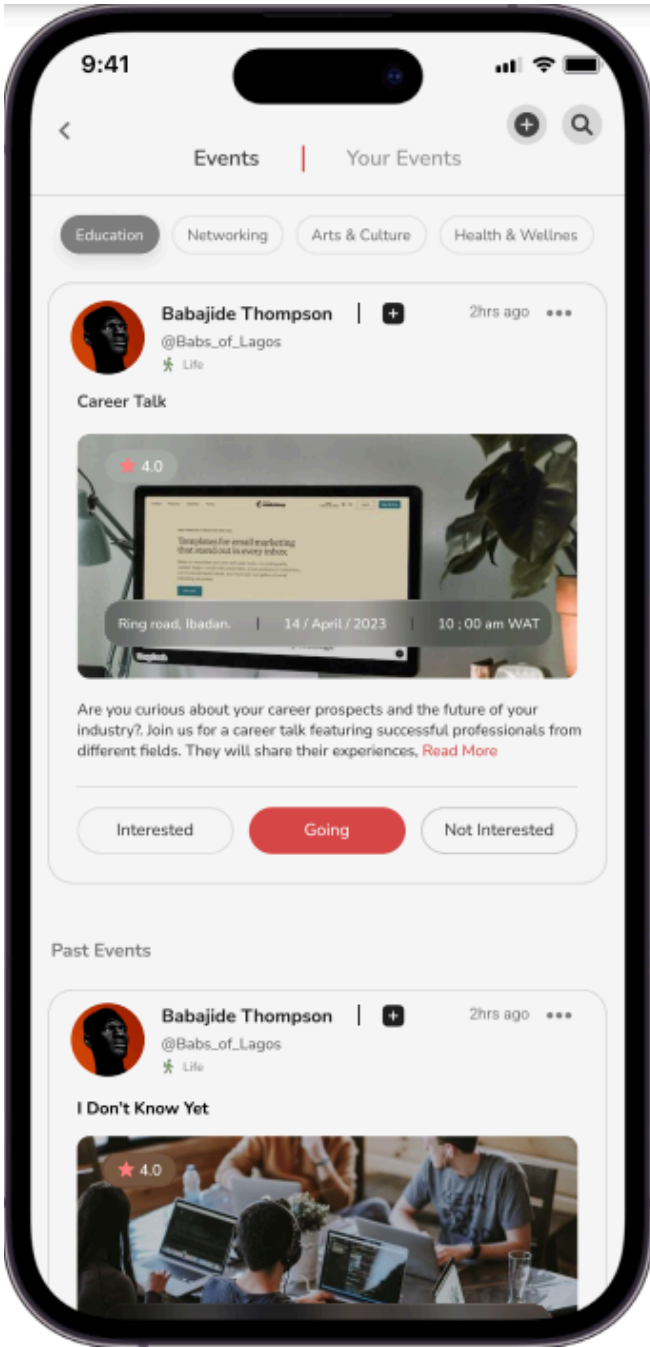
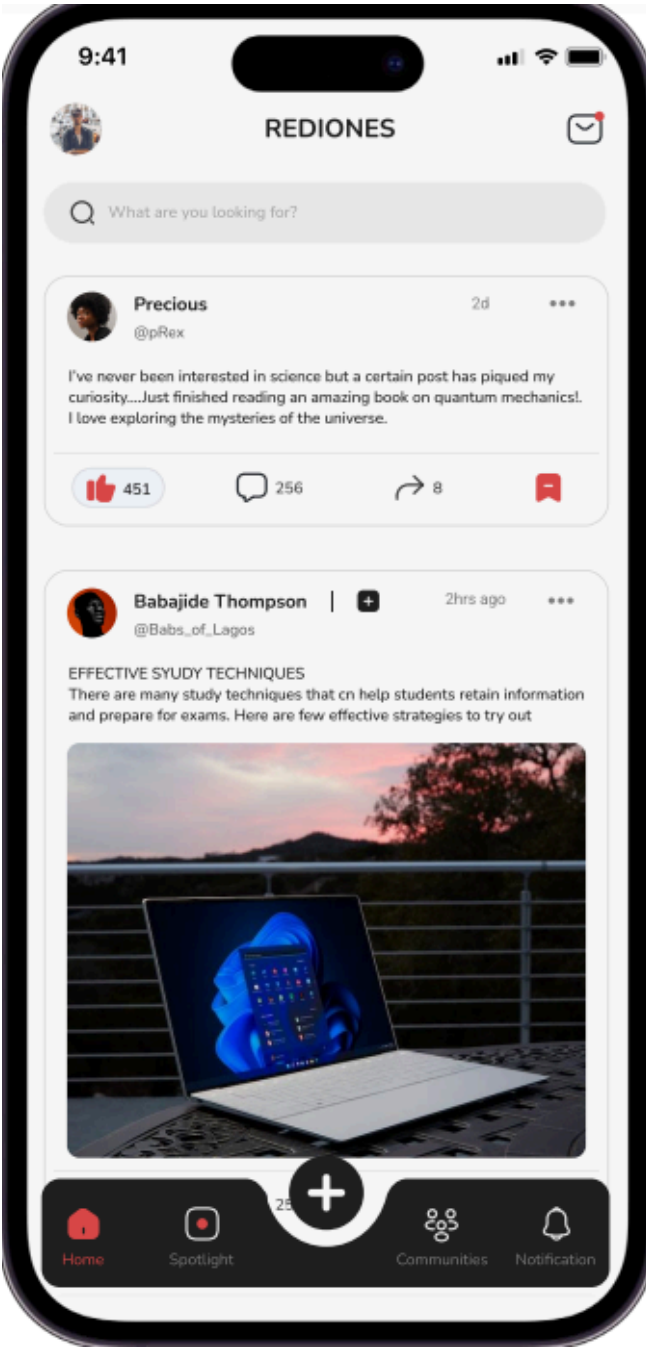


Engagement and
Motivation

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



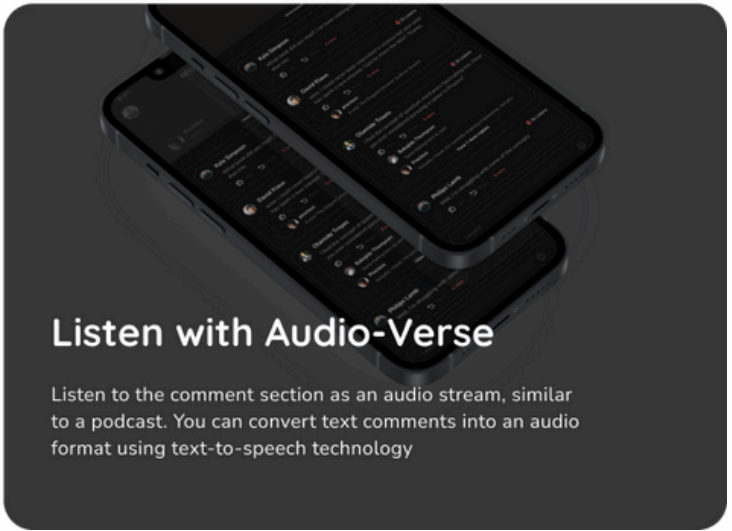
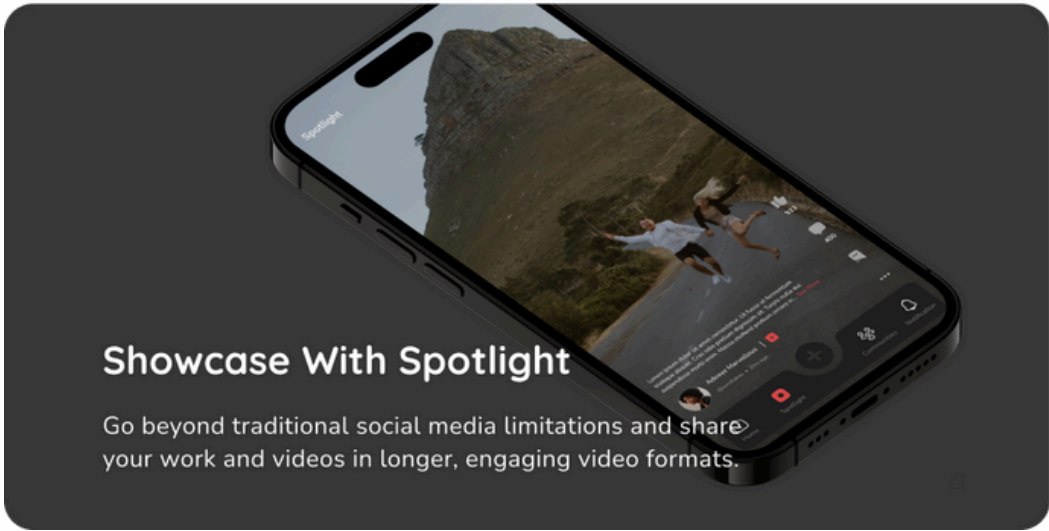
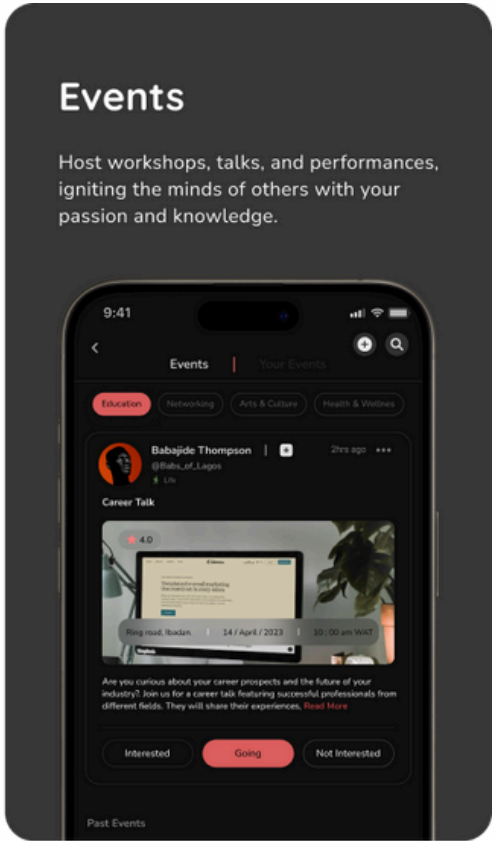
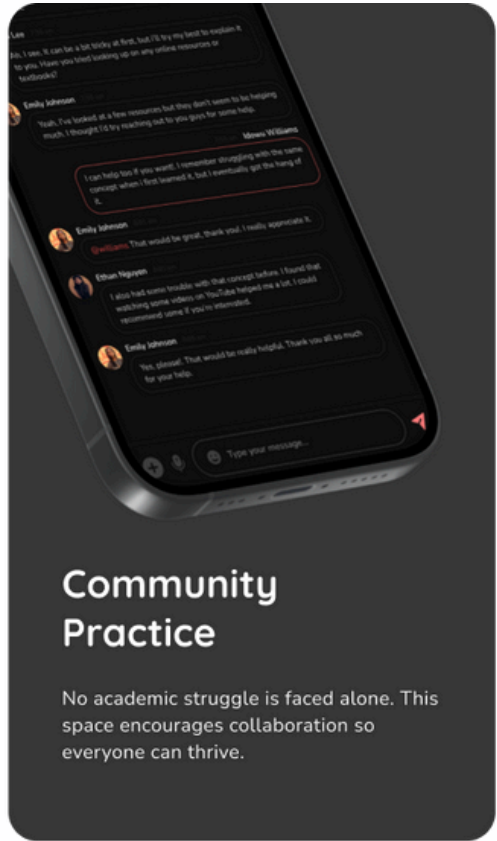
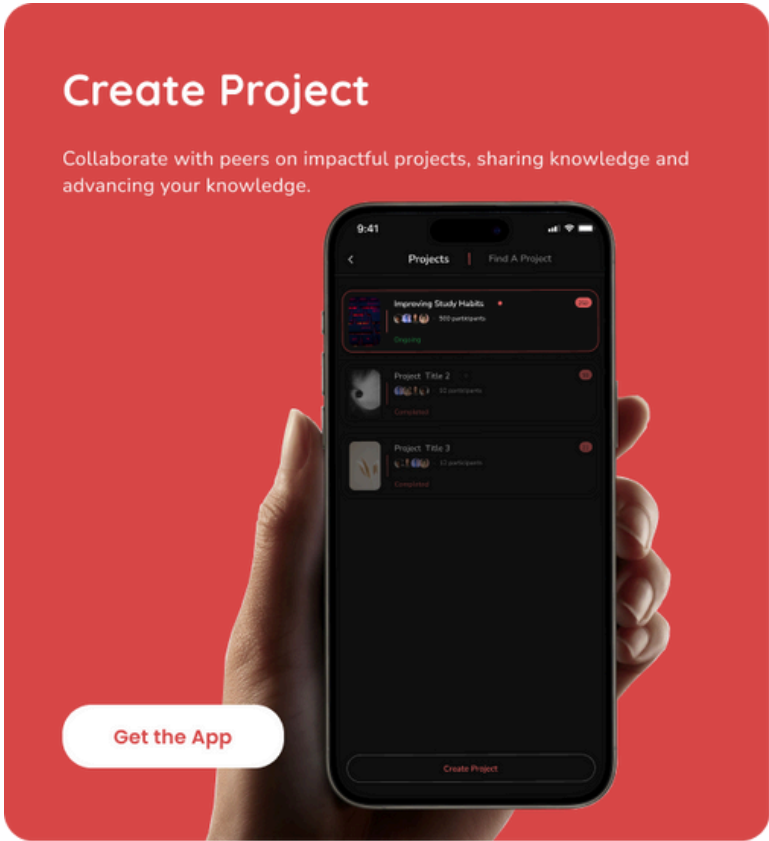
Hosting activities



Community-building



Sharing personal stories, tips and achievements



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



M_{usic} D_{ementia} T_{echnology}

MUSIC DEMENTIA TECHNOLOGY

ROLE: INDUSTRIAL DESIGN ENGINEER

CLIENT: THUAS RESEARCH GROUP

TOOLS:

RASPBERRY PI

PYTHON

INDUSTRY: HEALTH CARE

DURATION: 6 MONTHS

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.

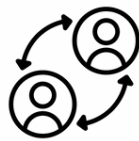
PROBLEM

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

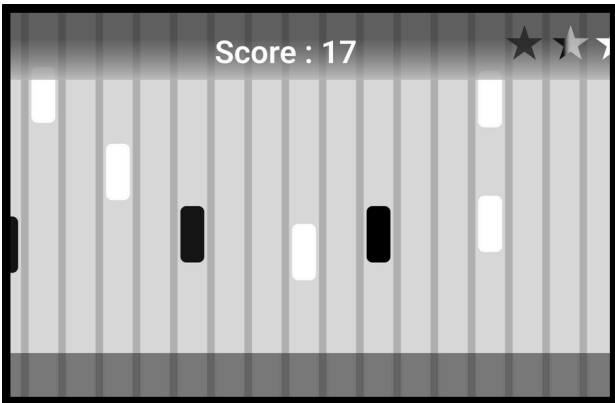
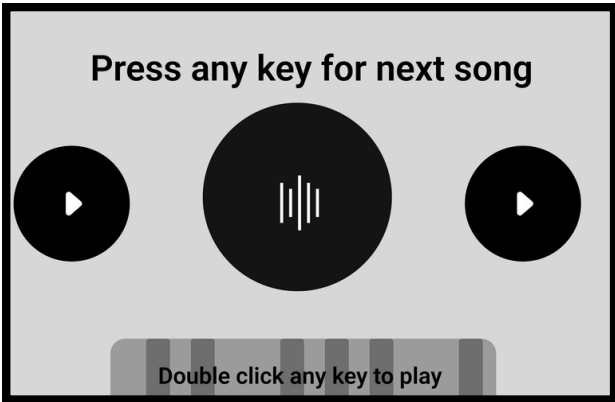
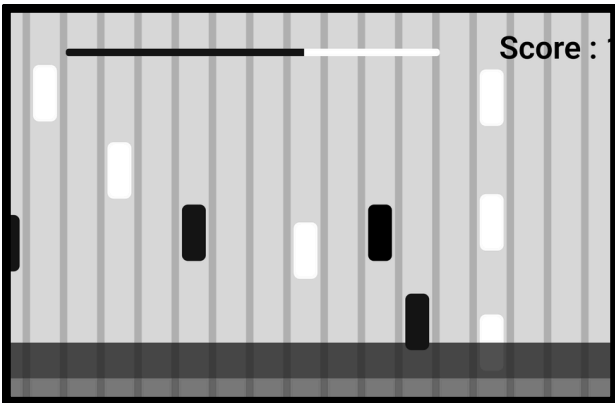
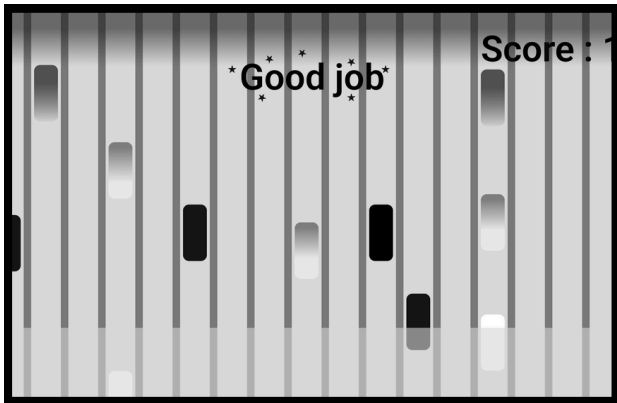
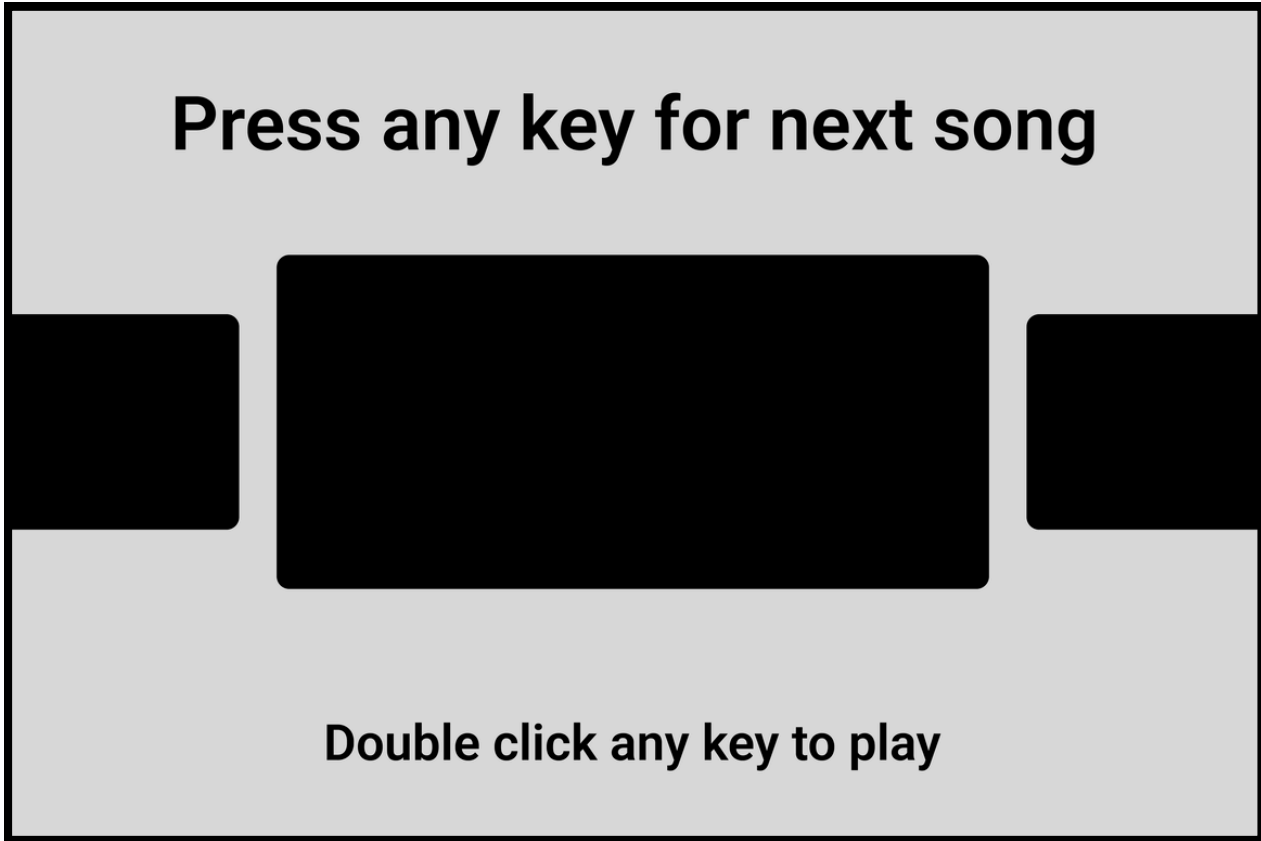


Therapeutic
Challenges

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 TESTIING



WHY THIS DESIGN?



Personalization



Independence



Therapeutic Focus



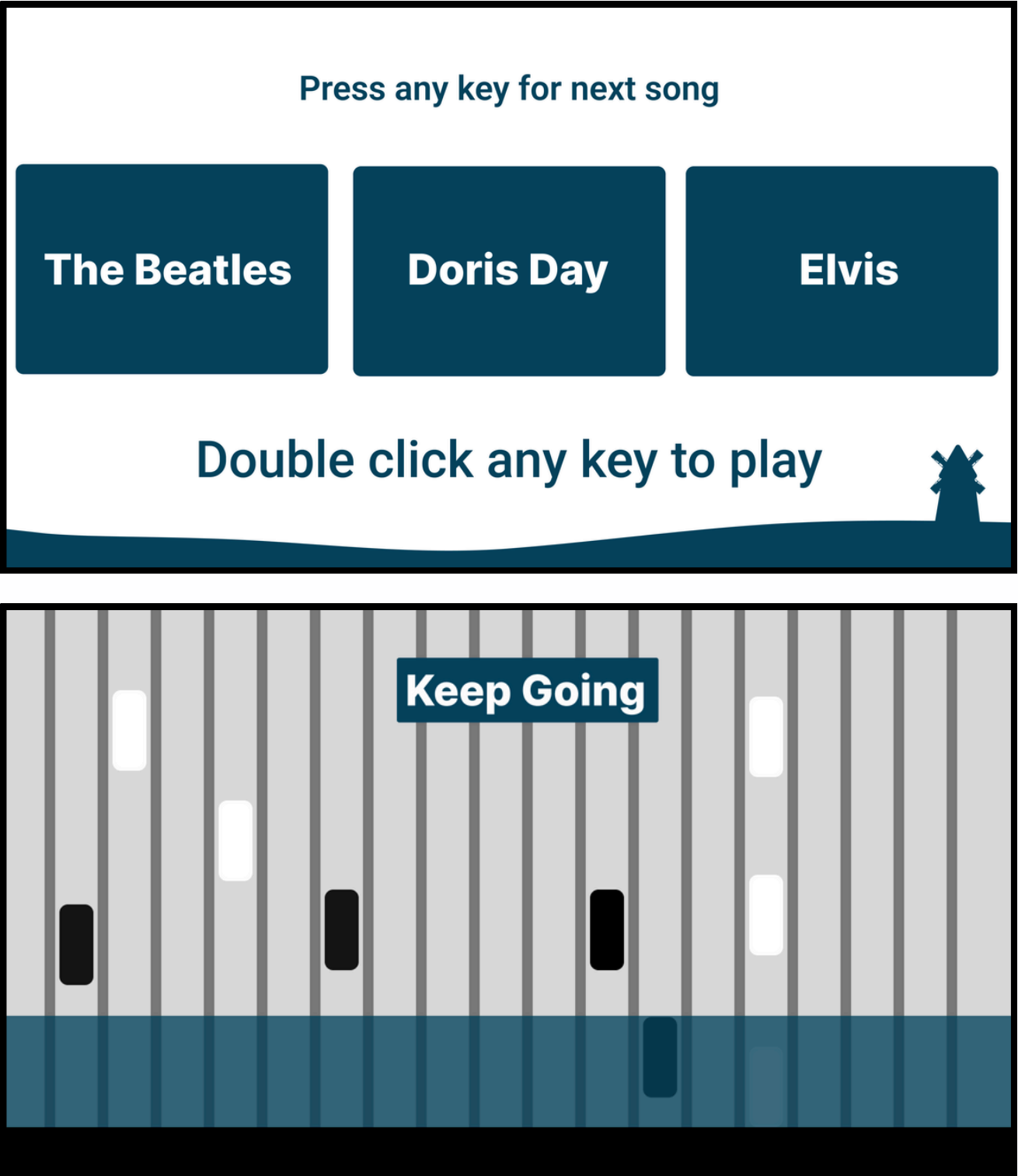
Iterative Refinement



Simple Interface



Inclusive Design





FORMULA CRUISER HU-2

ROLE: BRAND DESIGNER

CLIENT: FORMULA CRUISER

TOOLS:

PHOTOSHOP

BLENDER

INDUSTRY: AUTOMOTIVE

DURATION: 6 MONTHS

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.

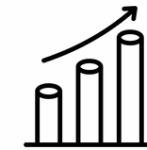
RESULTS

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

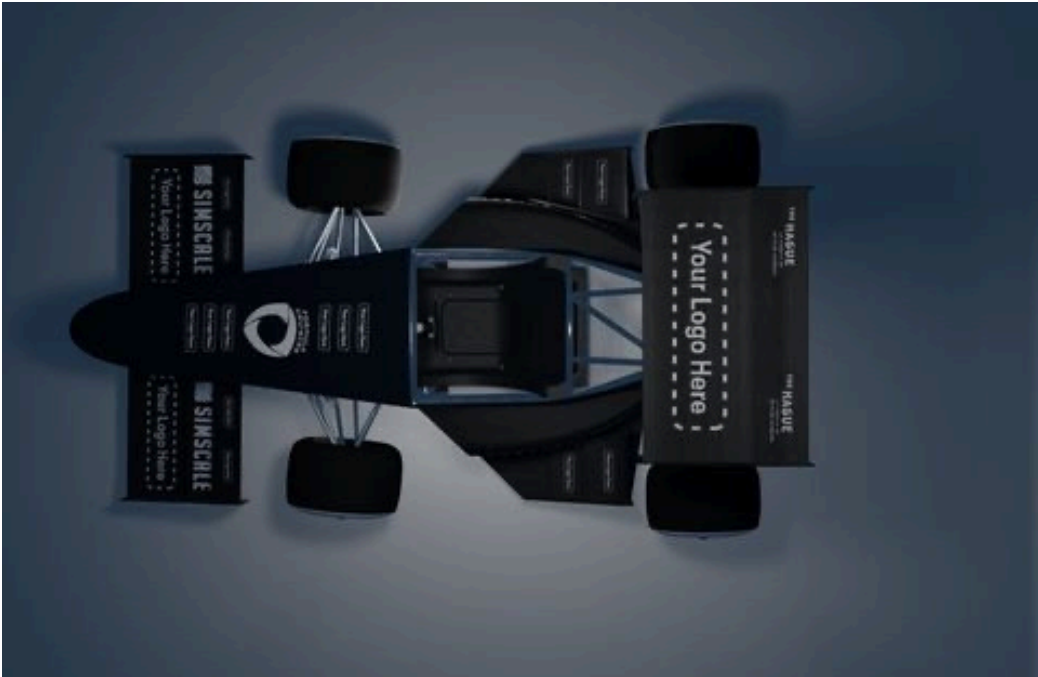
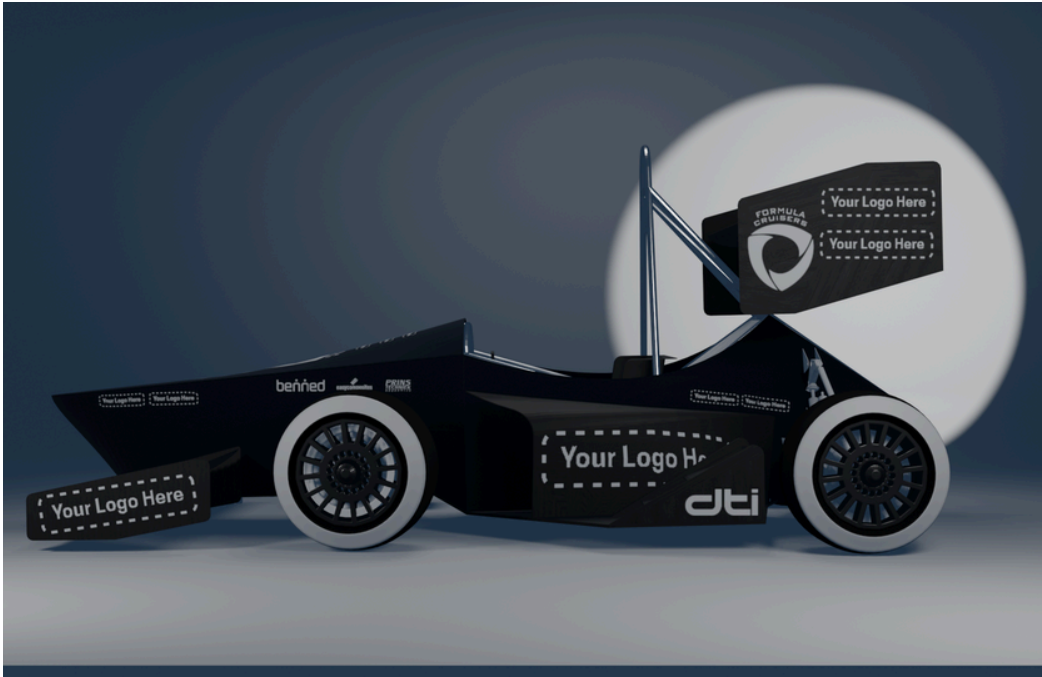


Resource
Constraints

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.

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

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.

PROBLEM

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

PAIN POINTS AND CHALLENGES



Aerodynamic
Efficiency



Ergonomic
Complexity



Compliance
Issues

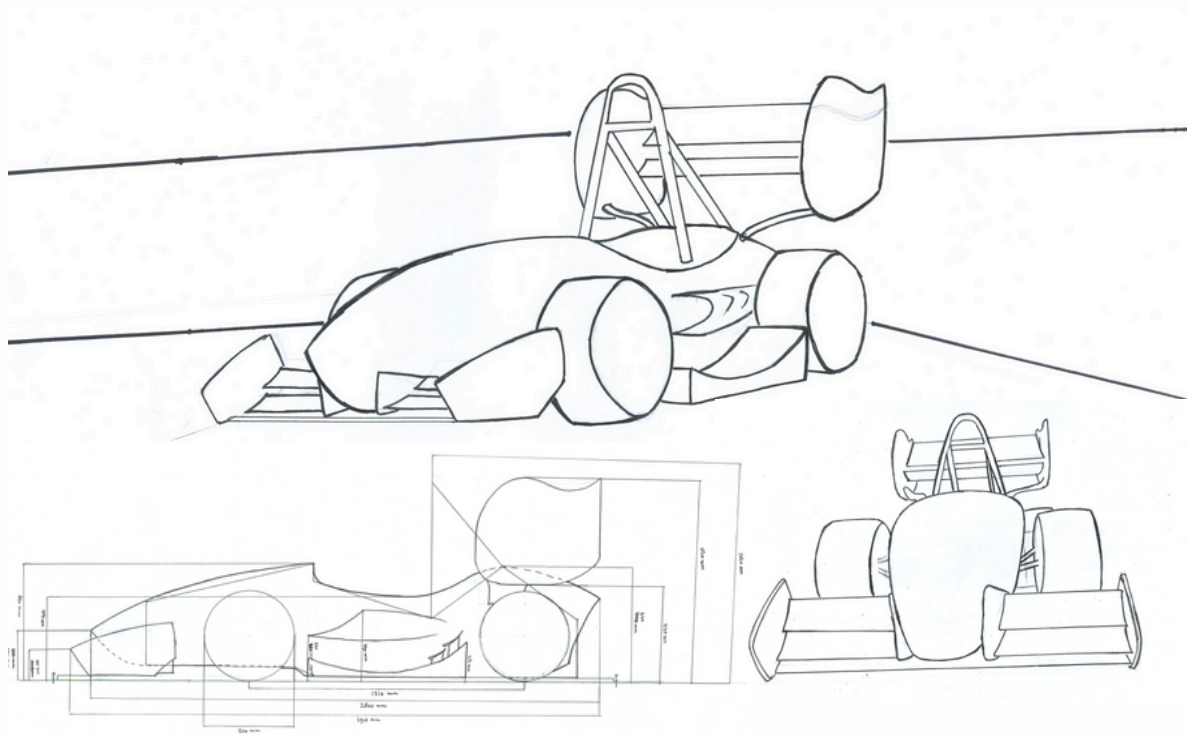


Material
Constraints

DESIGN BRIEF

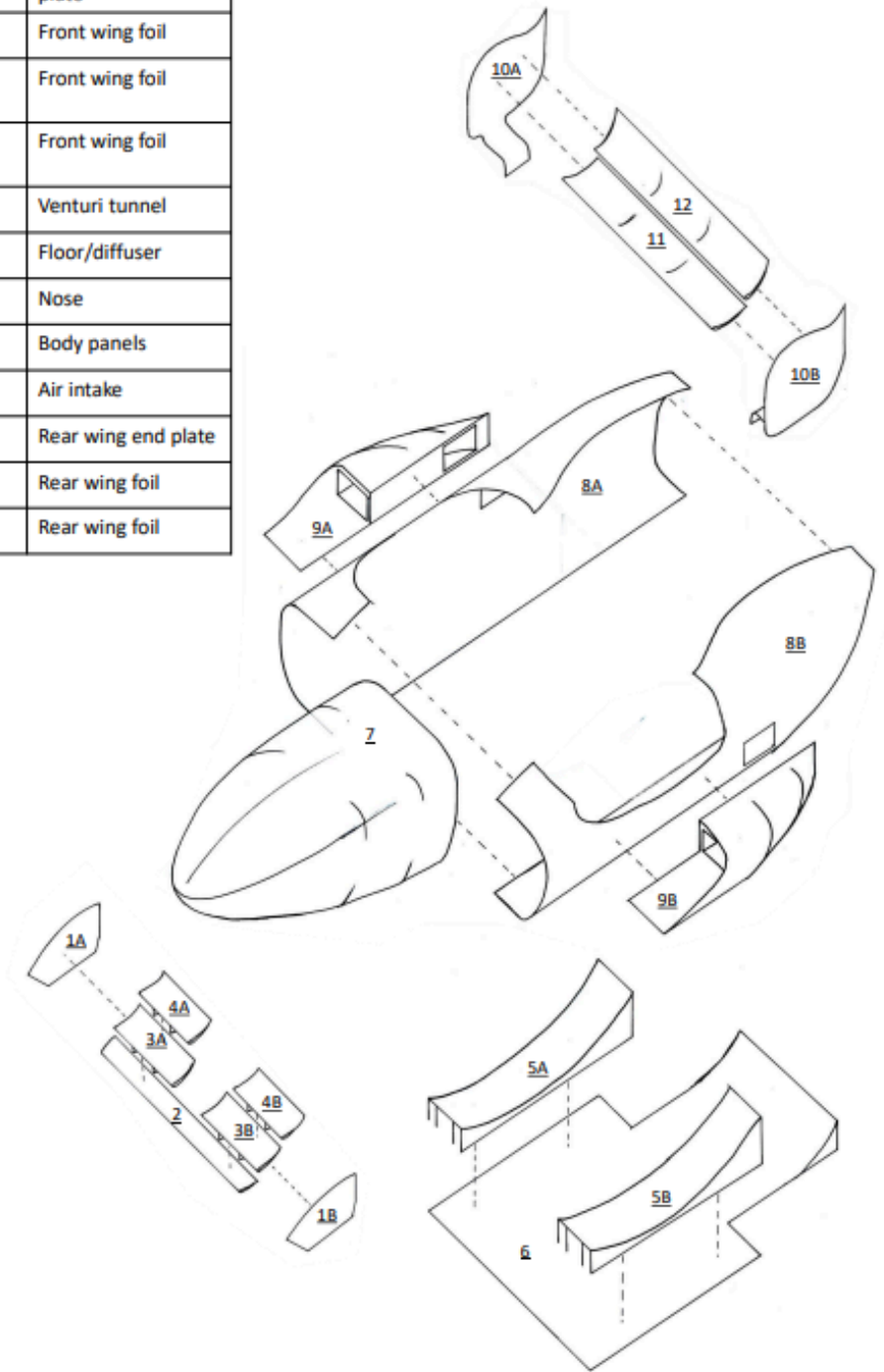
Design and develop a Formula Student car (HU4) that completes all event stages while representing The Hague University of Applied Sciences (THUAS).

IDEATIONS

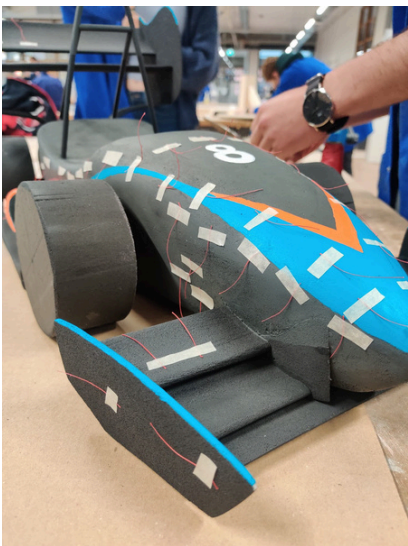


EXPLODED MODEL

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



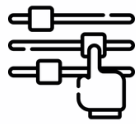
WHY THIS FORM?



Aesthetic Representation



Aerodynamic Excellence



Adjustability



Event-Specific Adaptability



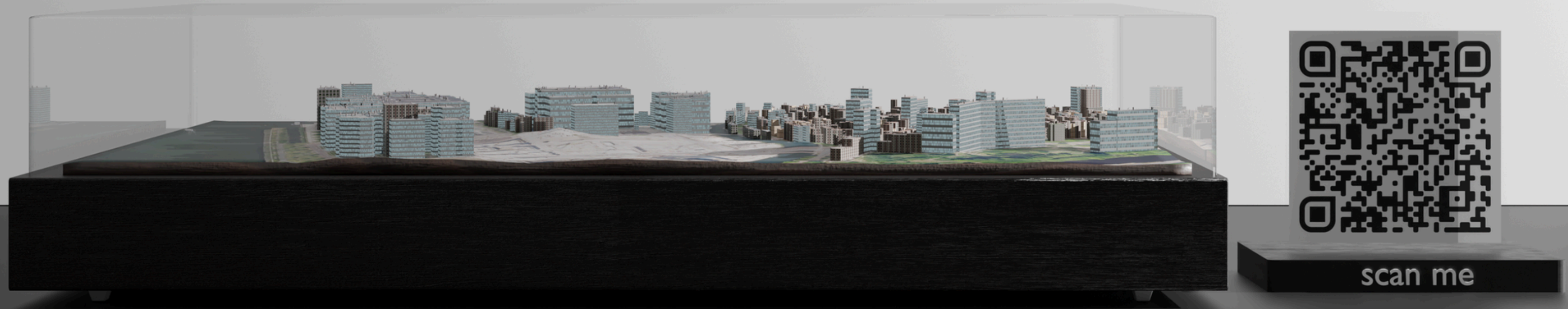
Ergonomic and Safety Focus



Compliance with the FC 2022 regulations



Airbox



AIRBOX

ROLE: INDUSTRIAL DESIGN ENGINEER

INDUSTRY: NON-PROFIT

CLIENT: WAAG

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

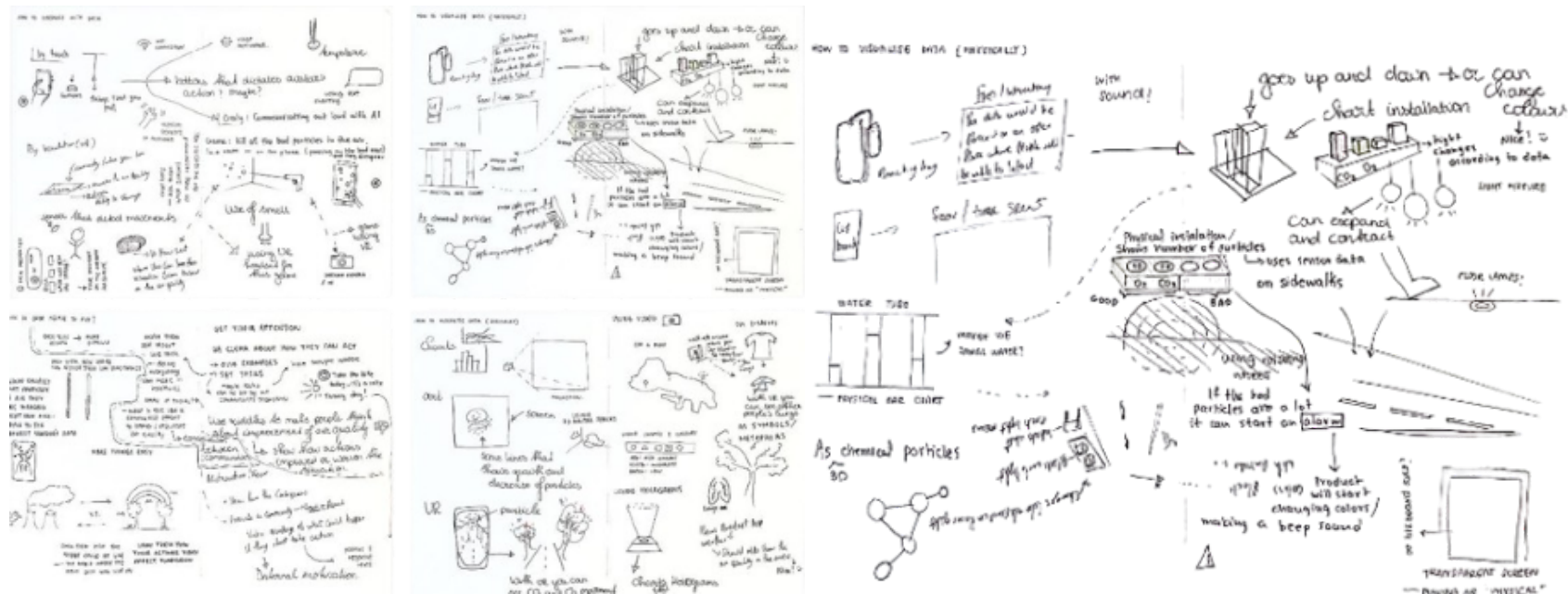


Limited Engagement

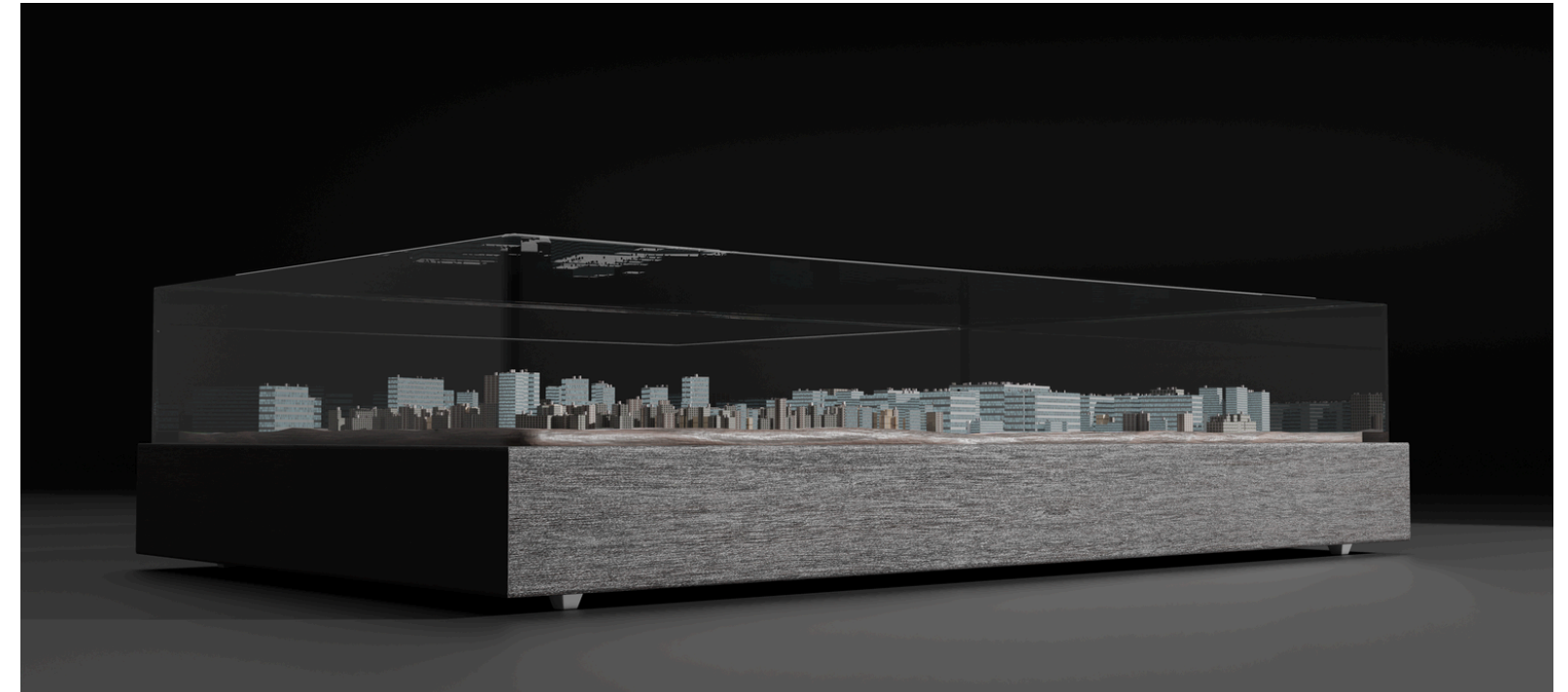
DESIGN BRIEF

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

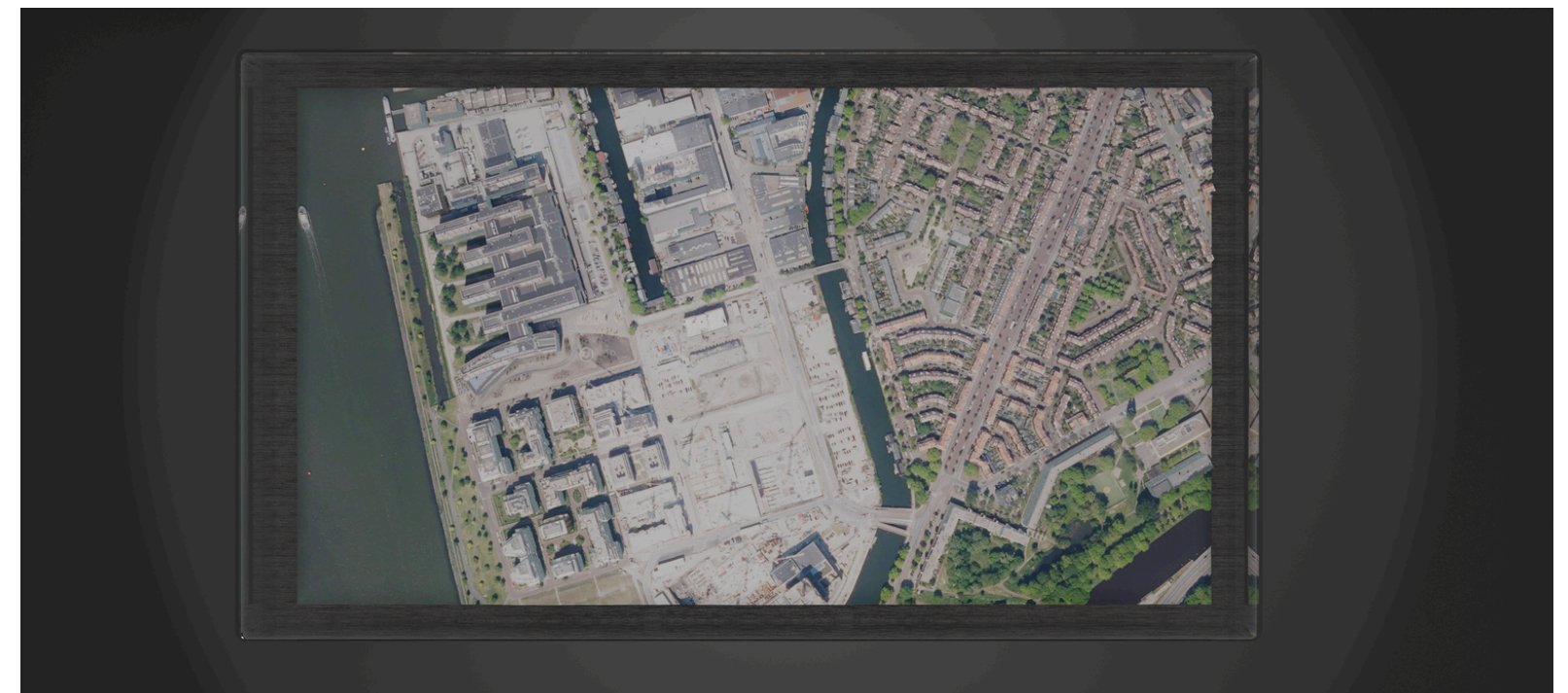
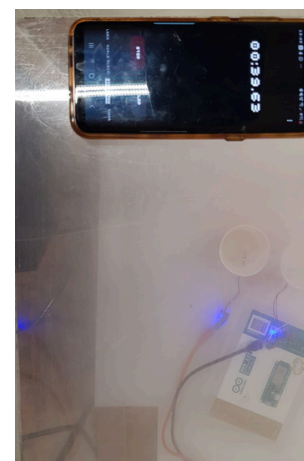
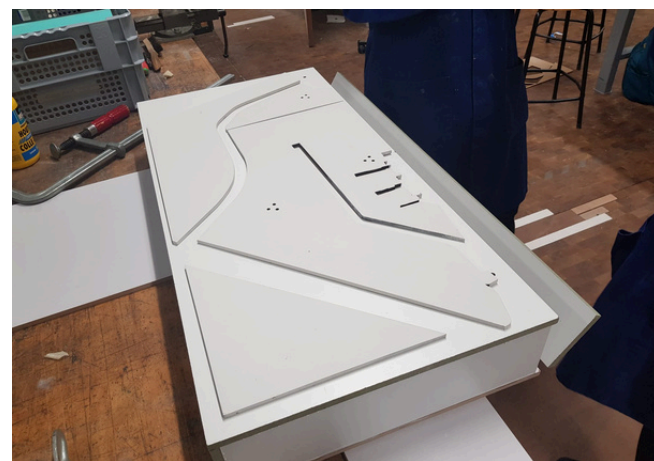
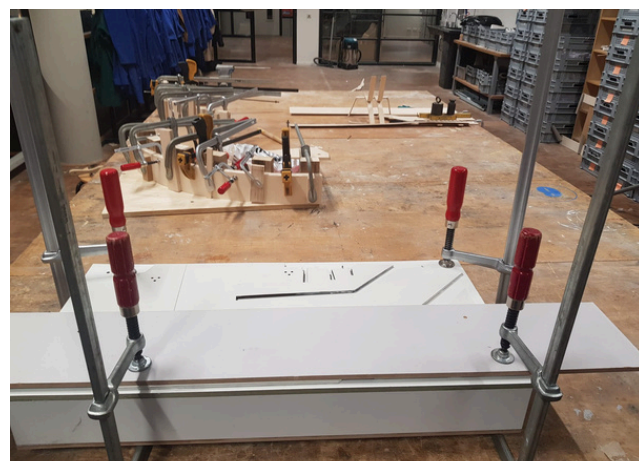
IDEATIONS



3D MODEL



PROTOTYPING



WHY THIS FORM?



Educational focus



Visual accessibility



Practical application



Sustainability awareness



Engaging narrative



wildwest

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

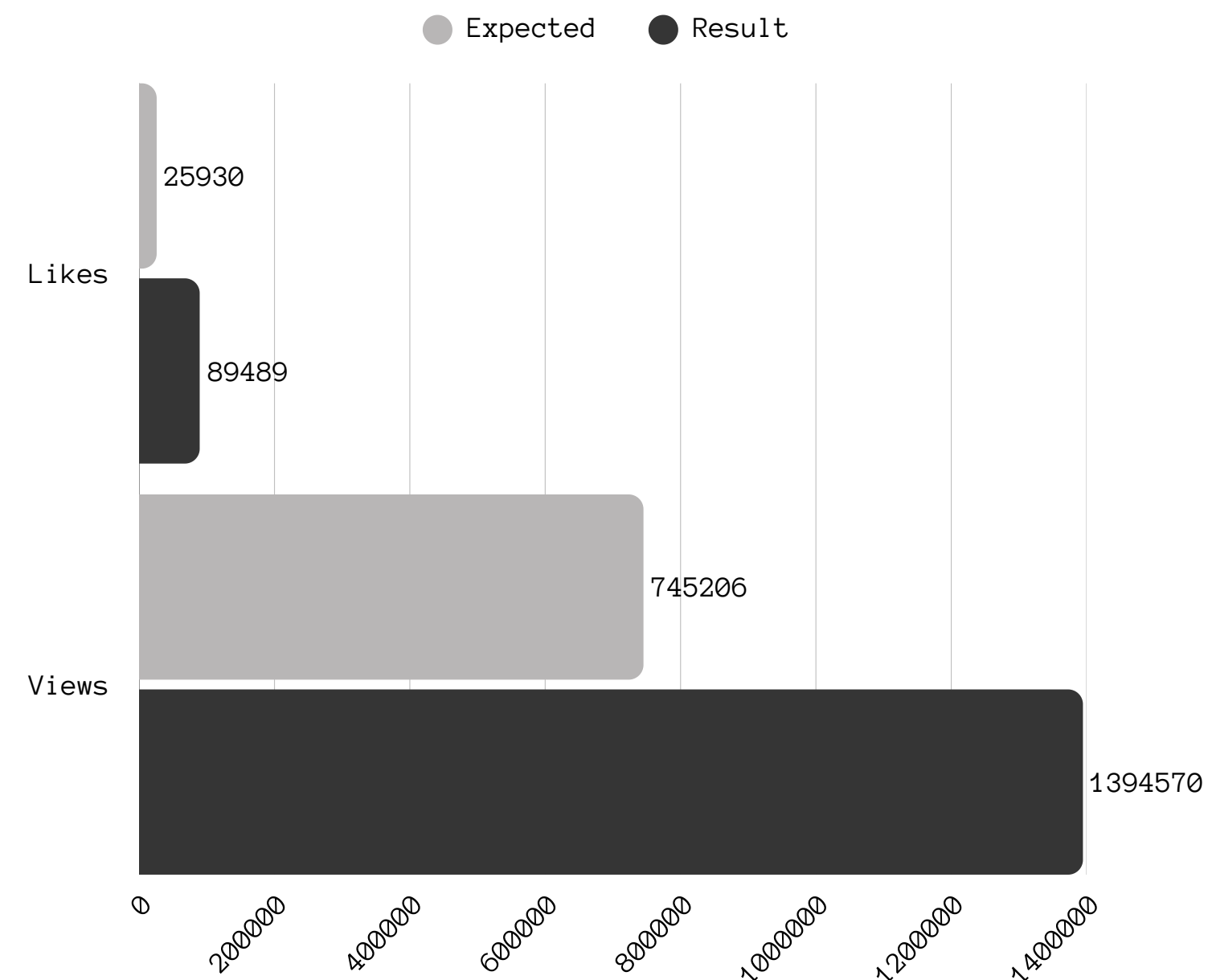
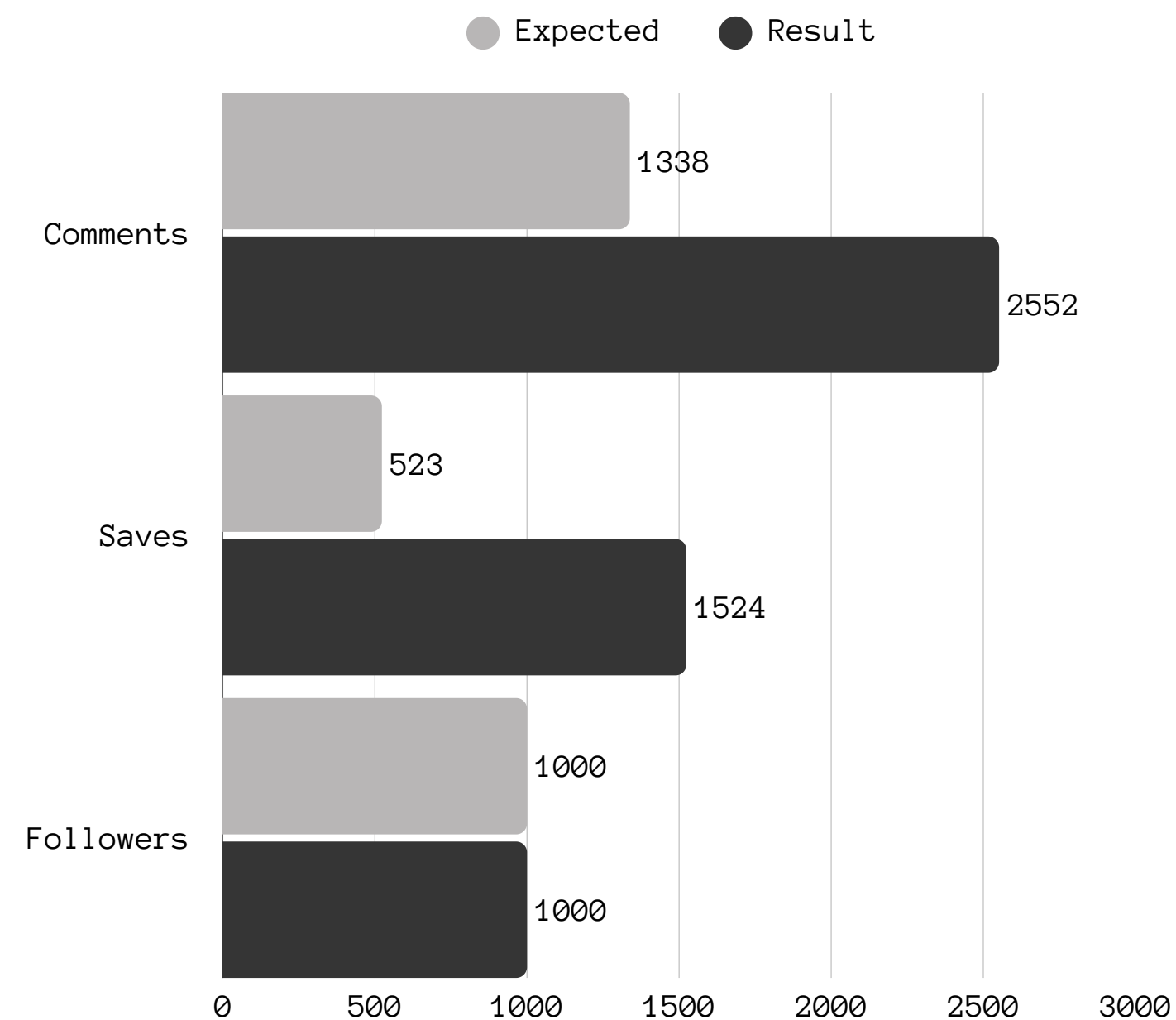


Resource
Constraints





DESIGN BRIEF

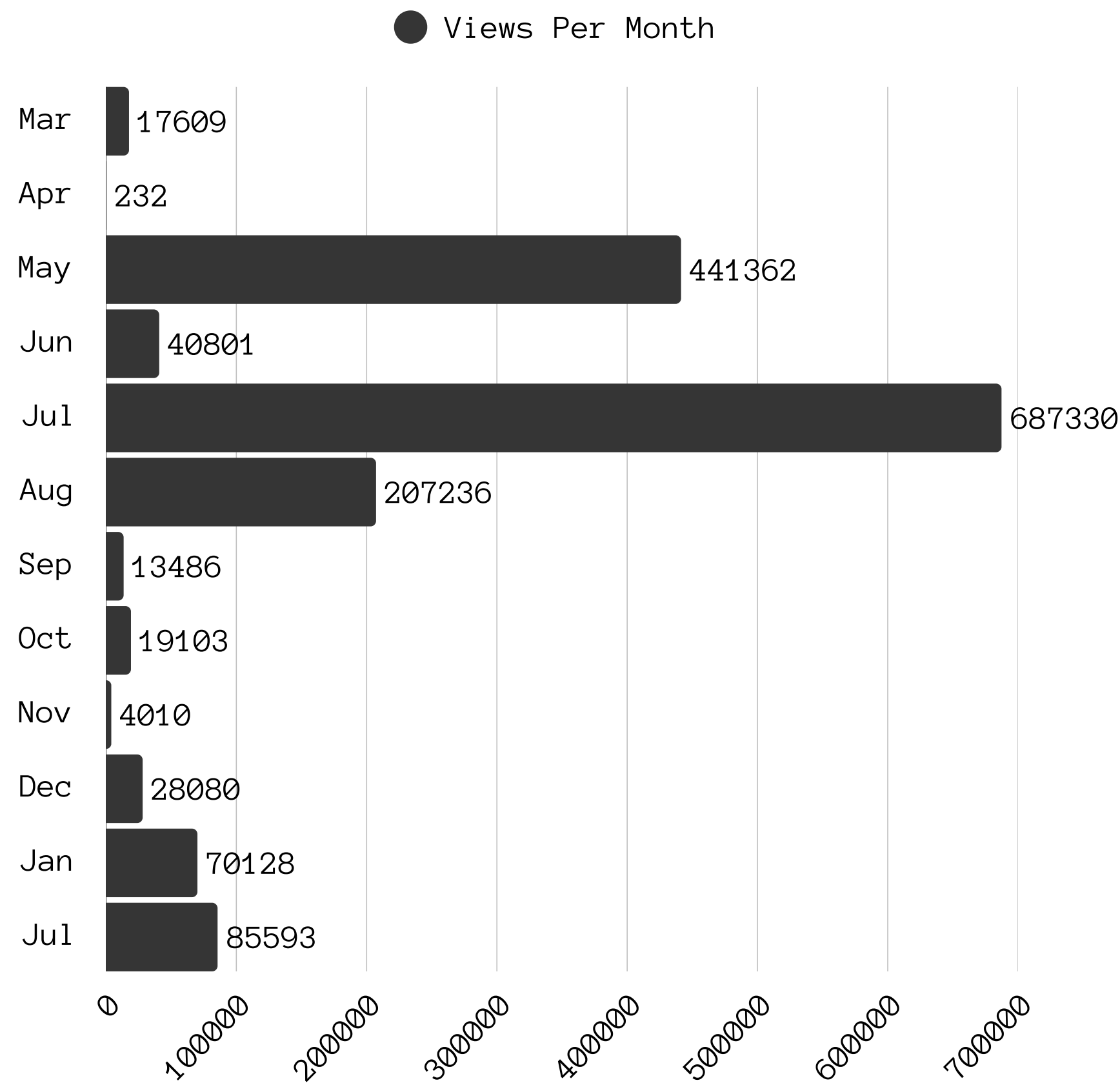
Test the viability of a faceless, voiceless content creator in the FIFA genre to measure potential reach and engagement.

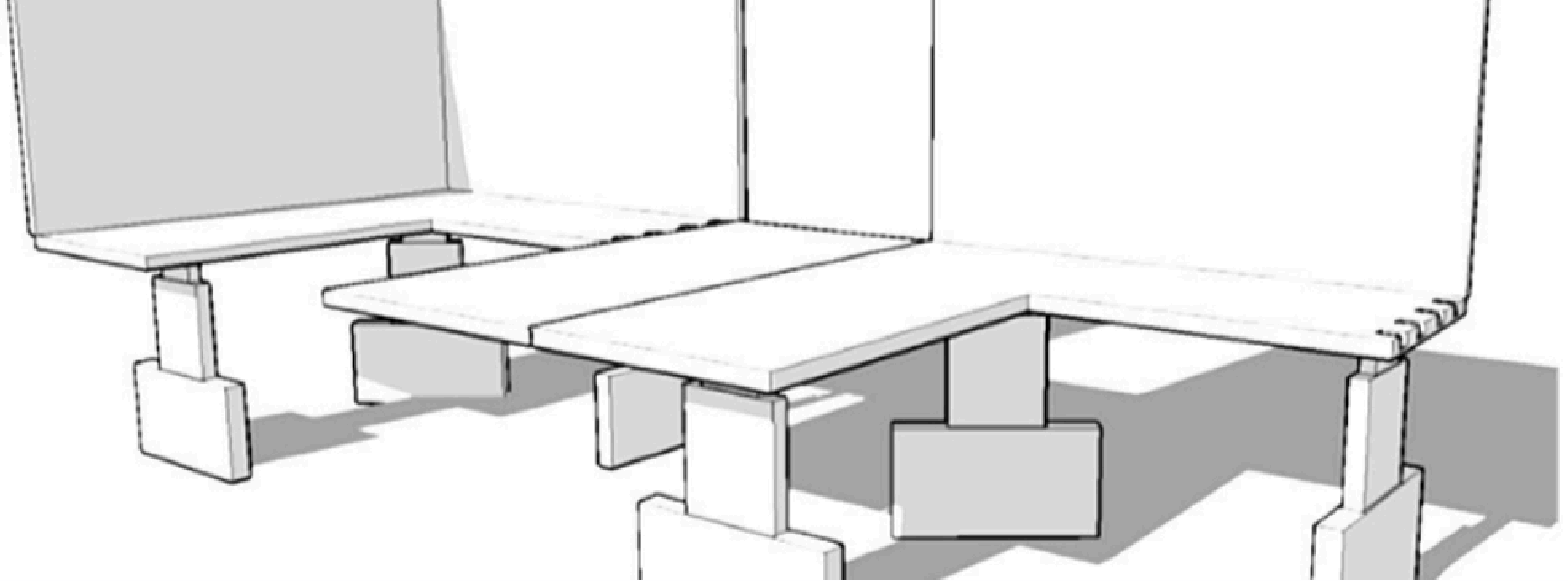
RESULTS AFTER 6 MONTHS



WHY THE STRATEGY WORKED

-  Data-Driven Iteration
-  Targeted Content
-  Consistency
-  Budget-Friendly
-  Affordable Manufacturing





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.

[illegible]

This diagram illustrates the exploded view of a corner bracket assembly. The components are arranged in a hierarchical manner from top to bottom: two large rectangular panels, a horizontal shelf, an L-shaped base plate with six vertical pins, a rectangular frame with internal dividers, and three individual vertical support pieces. The exploded view shows how these parts fit together to form a complete corner structure.

WHY THIS DESIGN?



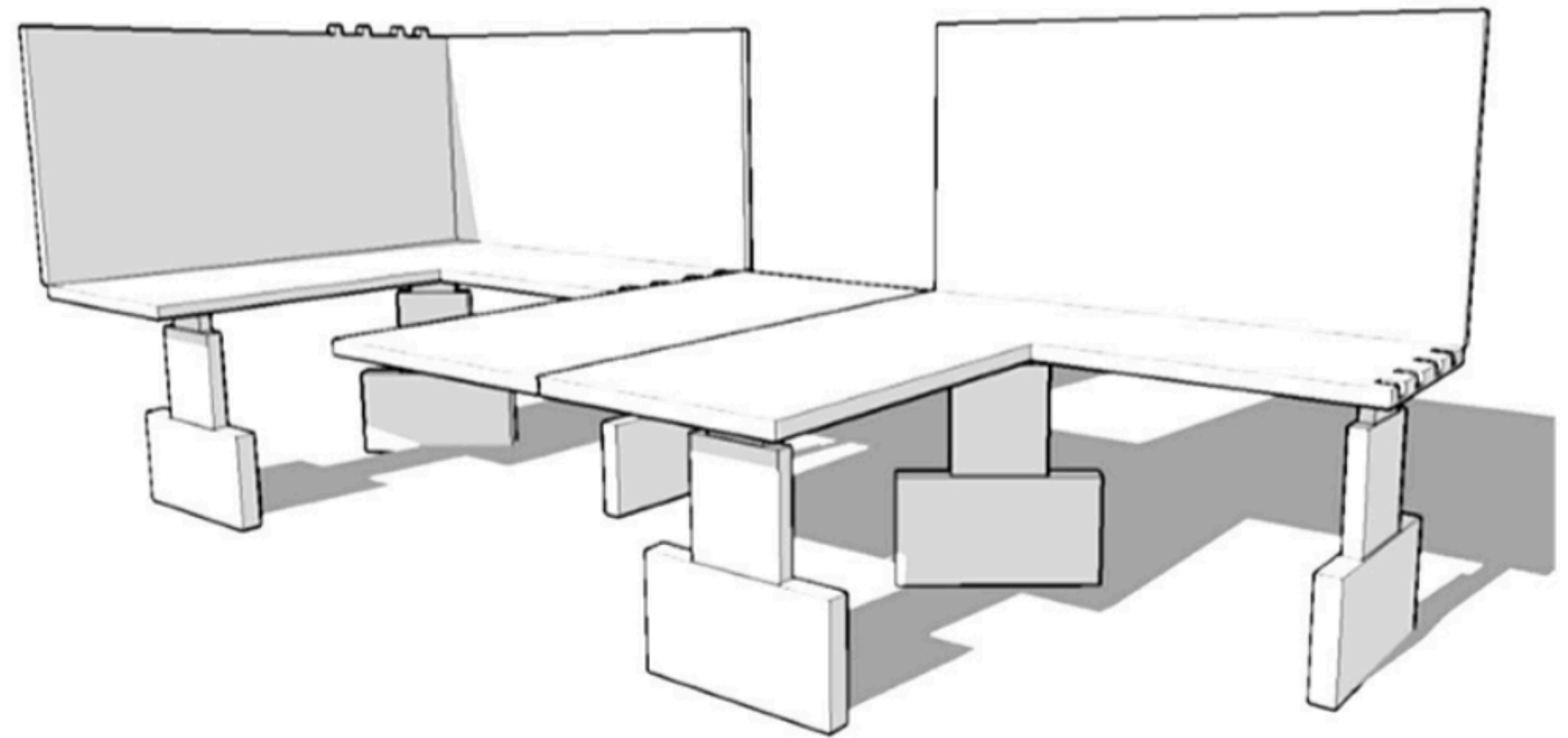
Sanitary and Safe Interaction



Simple Design



Affordable Manufacturing



let's work
TOGETHER

CHECK OUT MY PORTFOLIO @ WWW.SANYAOLUKOLAWOLE.COM