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2022 - 2023

# PORTFOLIO

INDUSTRIAL DESIGNER

DOHA ELMAAMOUN

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# Doha ElMaamoun

Industrial Designer


I'm **Doha ElMaamoun**, an industrial designer undergraduate at **Effat University** based in **Jeddah, Saudi Arabia**. I create products through phases of sketching, modeling, rendering, and finalization. Passionate about working on a product from the beginning phase and developing it while focusing on each detail and the overall aesthetic, and function.


## EDUCATION


In progress Bachelor Of Science, Product Design  
Effat University, Jeddah


## EXPIERENCE


- 2023 Ministry of Hajj ongoing project innovating Hajj Camps
- 2023 Ministry of Architecture and Design winners Mentor
- 2023 Baytonia three month summer training internship
- 2023 Saudi Design Festival Adhlal student experience speaker
- 2023 Saudi Design Festival AlMashtal Brand Your Neighborhood Design
- 2022-2023 Shada Hotel with Adhlal project
- 2022 Hackathon Saudi Industrial Design Fund
- 2022 Audi design innovation upcycle car parts awards

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SKILLS

Softwares

Solidworks  
AutoCAD  
Keyshot  
Adobe Photoshop  
Adobe Illustrator  
Prusa Sillcer

Design

Advanced Sketching  
Event social media template designer  
Design research  
User research  
Prototyping and Fabrication  
Concept developing  
3D modeling  
3D illustration  
Analog reseach and analysis  
Interior design rendering  
Foam modeling  
3D printing

Personal

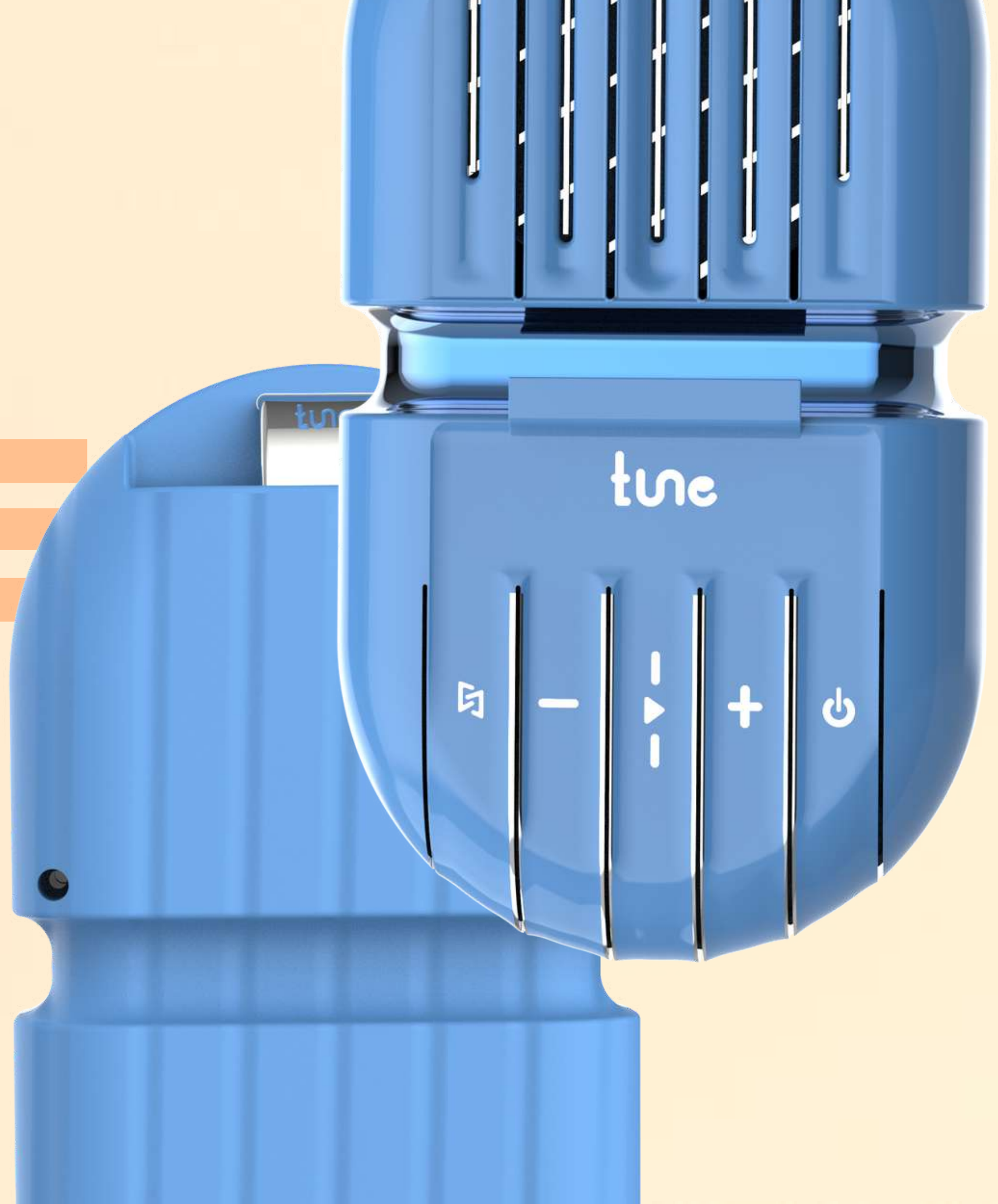
Public speaker  
Communication skills  
Leadership  
Dependable  
Responsible  
Disciplined  
Confidence  
Time Management  
Collaboration  
Attention to details  
Team work  
Problem solving

Languages

Arabic (Native)  
English C2  
French A1

# TUNE

PORTABLE SPEAKER



# Tune V1

## Dance to the melody

This **portable speaker** is aimed at the lively, **bright**, and happy people who like colors and enjoy listening to music. It is designed to be one solid bright color and has a variety of materials. Listen to the **tune** and dance with the **melody**.

Grab your speakers, and go. **Tune V1** portable speaker can be utilized as a **phone holder** or wrapped by a **rope** to assist the user in any posture. Connecting a second speaker and taking advantage of the loud volume is an additional fascinating feature.







# About Tune

## How does it work?

Turn on the power, connect to **Bluetooth**, play any song you like, stop, increase or decrease the volume. The speaker connection button, which enables you to connect your speaker to any other speaker.

# About Tune

## Holder

Excellent rope feature to secure the speaker to any object while ensuring its safety; the metal handle helps to ensure the device won't break and keeps the rope in place.



# About Tune

## Phone holder

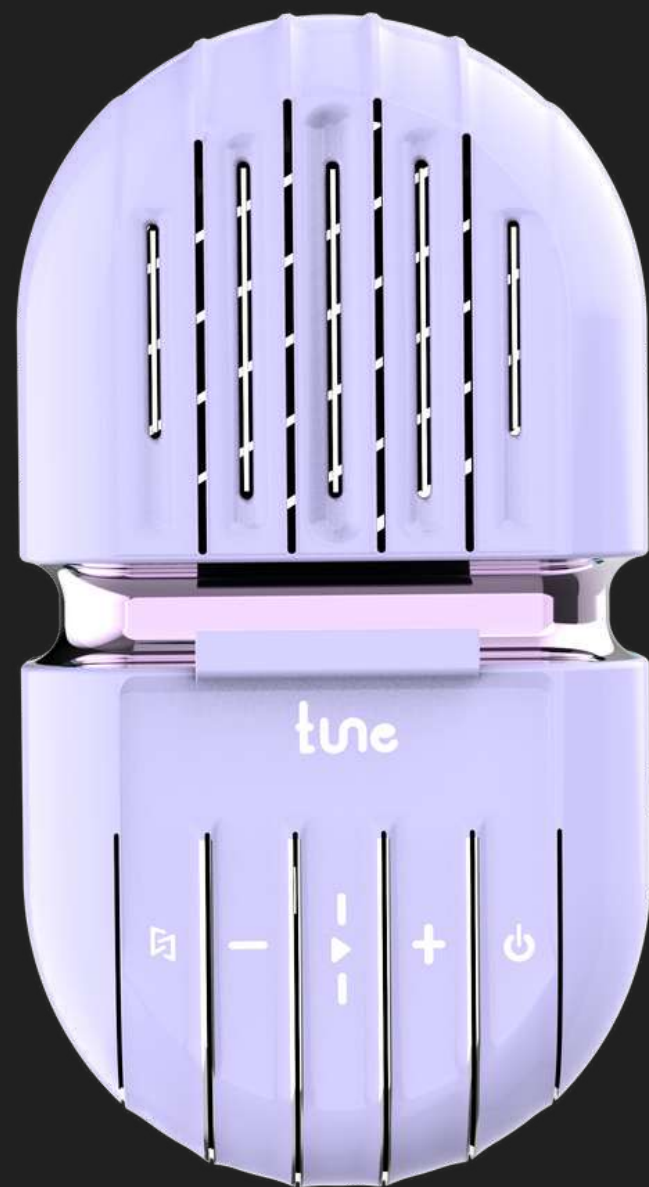


The phone's holder function is intended to keep the user's phone in place while they watch or listen to music or videos at high volume.

To make it simpler for the user to see the phone while standing or sitting, this function is designed with a precise angle.







## Color Options

**Bright** one **monochromatic** color with a variety of texture and material, smooth, matt, and glossy.



## 3D Prototypes

Product development from size, function, aesthetics, form, etc. Each development started by choosing functions and focusing on the details.





## 3D Prototypes

The developments started from left to right, from the **speaker** size and it's support, **battery** placement problems, and **chip** installation, and aesthetic buttons. Grey print is last **internal function development process**.

PALE



SAGE



LILAC



RAVEN





# About Tune V2

## Tune with the melody

This version two design is created to express another **design language** for the form, using the aesthetics of press buttons, cotton speaker and metal line stripes to express **boldness, dignity, and formality**.





Full internal components alignment speaker, battery, chip, supports, buttons, and part covers.

Full internal components alignment speaker, battery, chip, supports, buttons, and part covers.

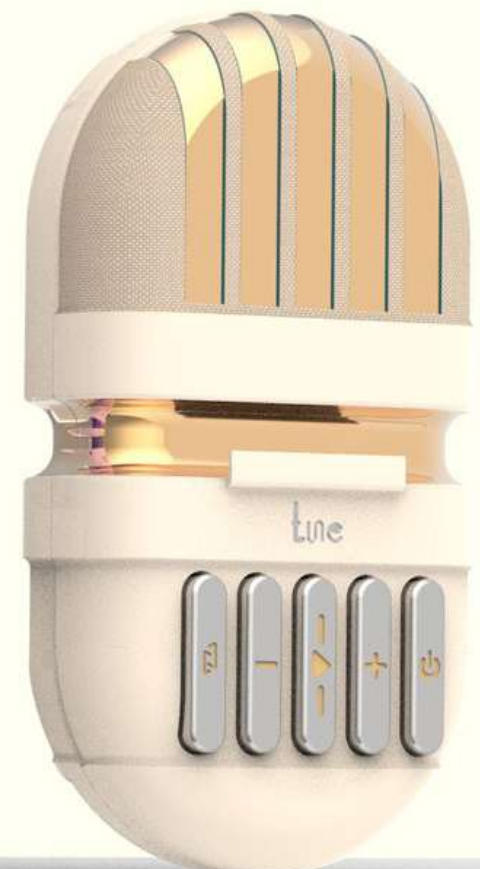


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LILAC

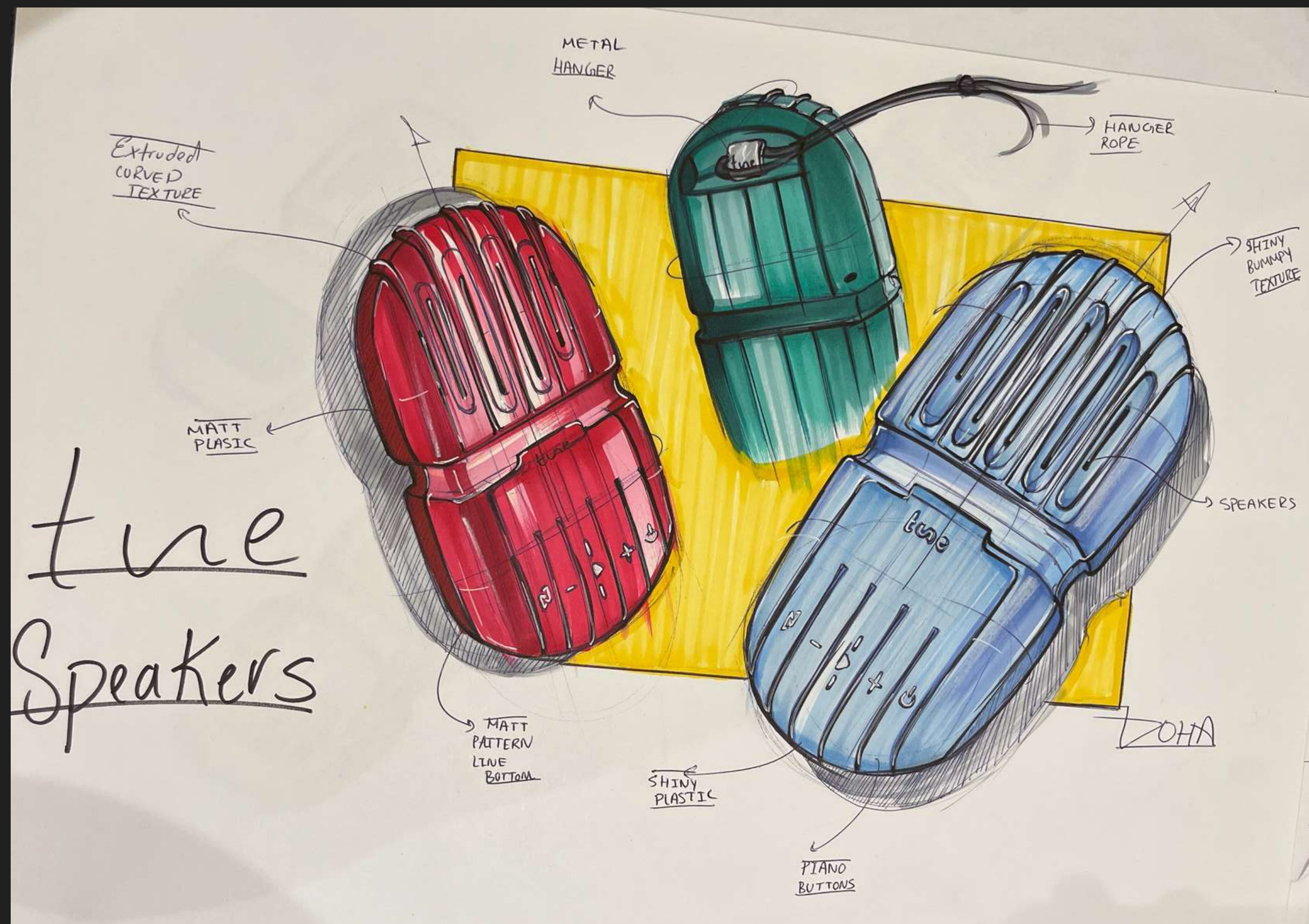
SKY

FOREST

PINK

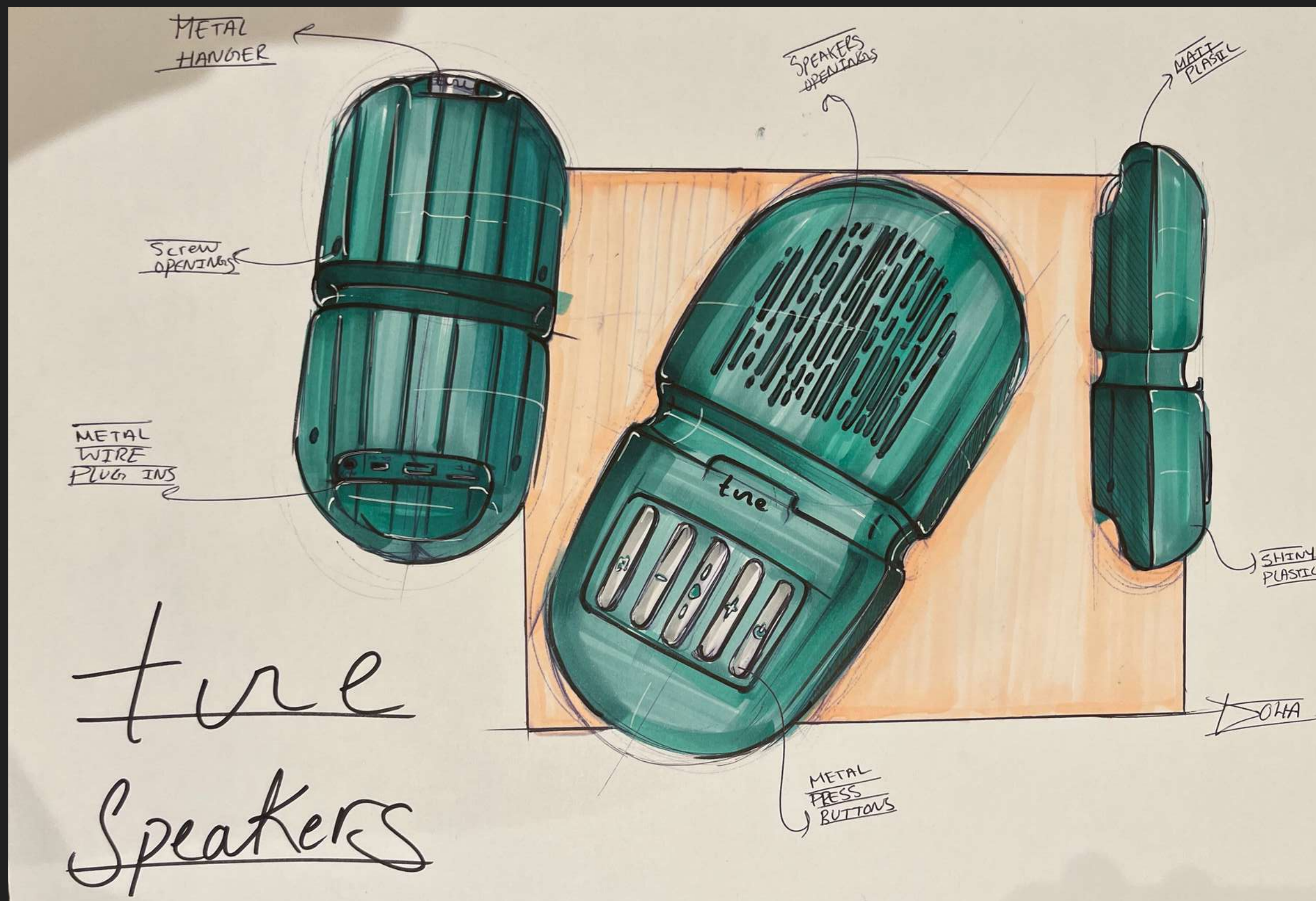
SUN





The tune concept began with collecting the design language that inspired me in a mood board and deciding which design form I preferred, then sketching each idea and determining the type of audience I'm targeting. In the end two designs were chosen for tune speaker.





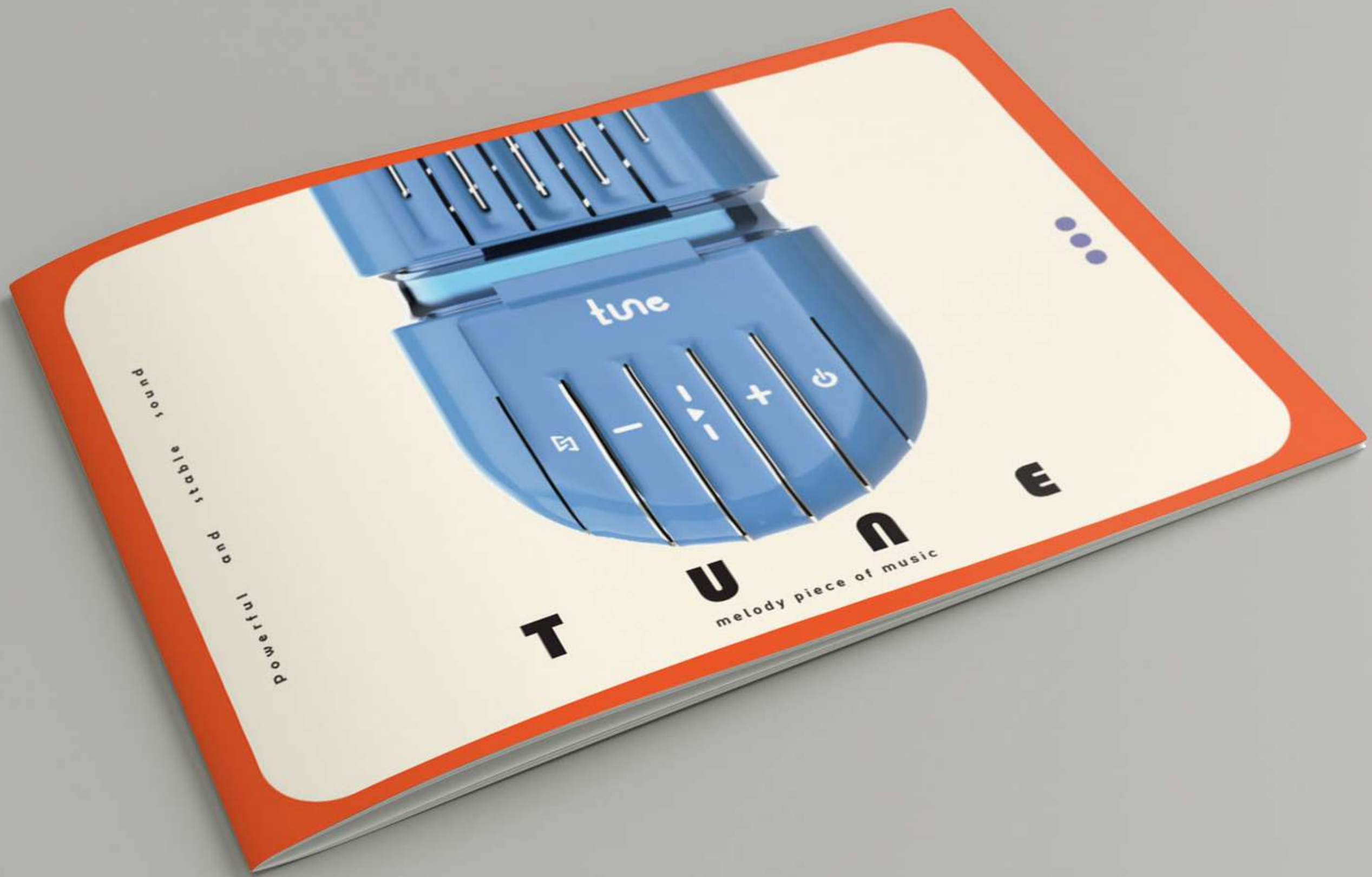
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## Qualitative Research

Interviews (Ethnography)

Q1) DESCRIBE WHAT IT'S LIKE TO HOLD AND USE A PORTABLE SPEAKER?

It's comfortable, it has a grip, that's why I think it's comfortable. I honestly travel with it around. It doesn't hurt that it's easy to carry around.

Q2) WOULD YOU LIKE IT TO BE SIMPLISTIC OR NEW TECH? AND THE DESIGN SOPHISTICATED, MODERN, MINIMAL, LUXURIOUS, ETC...?

I would prefer luxurious but if only I can afford it, i would like it to be simple but easy to use, fancy, maybe the design could give me the feeling of it being luxurious but it can be affordable.

Q3) IS YOUR SPEAKER WELL-EQUIPPED WITH DIRECTIONS AND ACCESSORIES? IF YES, WHAT DOES IT INCLUDE? IF NO, WHAT IS IT LACKING?

No it doesn't have any accessories but what I would like to add are something that I can change it so it can have accessories, maybe a strap to carry it in an easier way

Q4) WHEN WOULD YOU RATHER USE A SPEAKER AND WHY?

By the pool, friend gathering, car rides, meditation, workouts.

## Qualitative Research

Interviews (Ethnography)

Q1) DESCRIBE WHAT IT'S LIKE TO HOLD AND USE A PORTABLE SPEAKER?

My speaker is really small, I have to carry it with it's bracelet, it's literally the size of my hand.

Q2) WOULD YOU LIKE IT TO BE SIMPLISTIC OR NEW TECH? AND THE DESIGN SOPHISTICATED, MODERN, MINIMAL, LUXURIOUS, ETC...?

I want it to be simple, minimal, and new tech. I feel like this design language will give the attention to the speaker.

Q3) IS YOUR SPEAKER WELL-EQUIPPED WITH DIRECTIONS AND ACCESSORIES? IF YES, WHAT DOES IT INCLUDE? IF NO, WHAT IS IT LACKING?

It has a hanger as an accessory, i would like if it had a stand or maybe a bag.

Q4) WHEN WOULD YOU RATHER USE A SPEAKER AND WHY?

I don't take it anywhere, i keep it in my room, to keep me entertained while working.

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