





Johanna Jonsson

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Education

Sept 2018- June 2021-----**Malmö University, Malmö**
Degree of Bachelor of Arts - Product Design

Sept 2020 - Feb 2021-----**Universidade Técnica de Lisboa**
Exchange studies

Jan 2018- June 2018-----**Malmö University, Malmö**
Design for sustainability

Sept 2017 - Jan 2018-----**Lunds University, Lund**
Policital Science

Aug 2012 - June 2014-----**Katedralskolan, Lund**
International Baccalaureatte
High school diploma

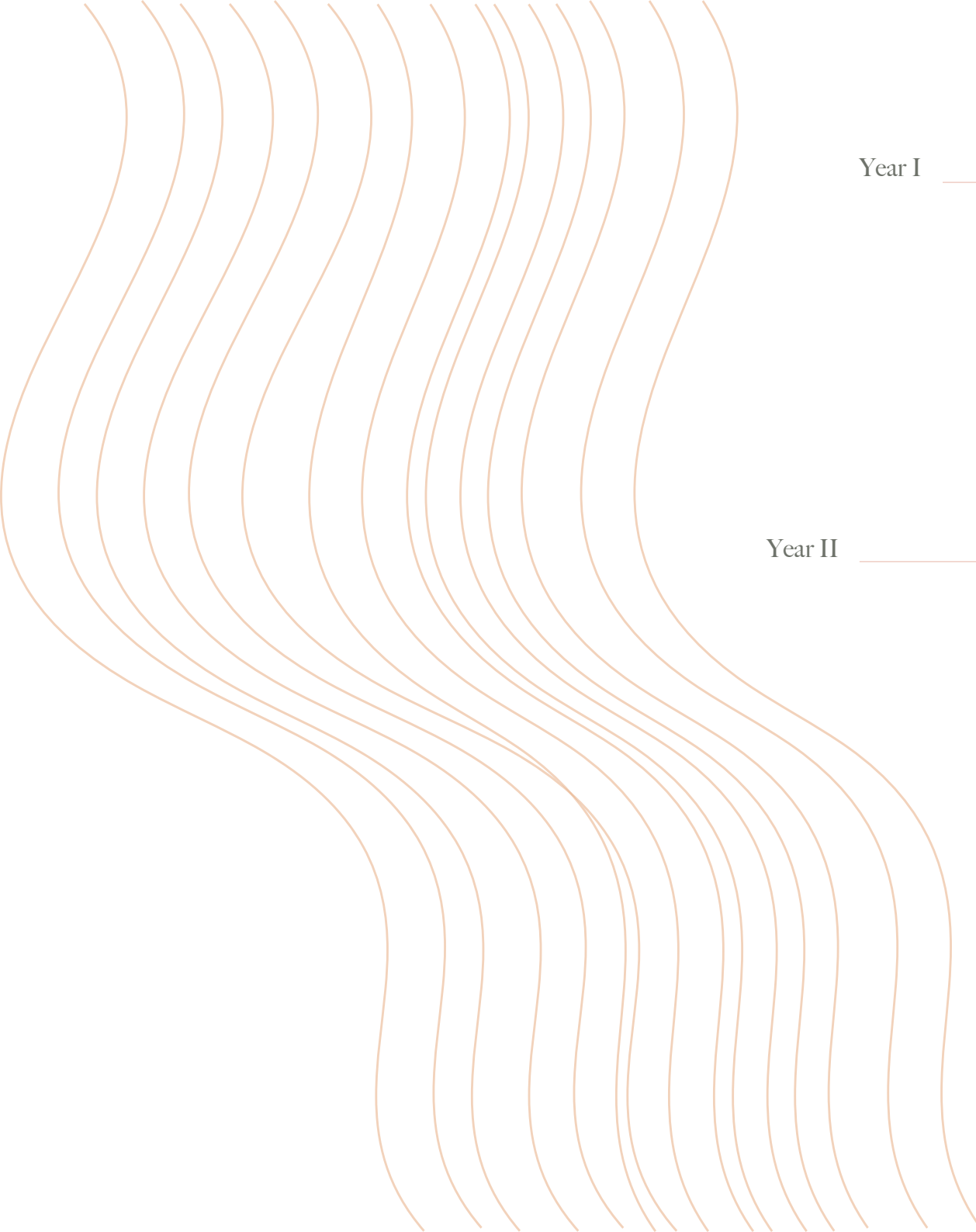
Work Experience

June 2018 - Aug 2018-----**Tetra Pak AB**
CSR summer worker

Oct 2014 - Sept 2017 -----**Förskolan Tåget**
Preschool assisant

Knowledge

Adobe Indesign	● ● ● ● ○	Microsoft Office	● ● ● ● ●
Adobe illustrator	● ● ● ● ○	Solid Works	● ● ● ○ ○
Adobe XD	● ● ○ ○ ○	Adobe After Effects	● ● ○ ○ ○
Adobe Photoshop	● ● ○ ○ ○	Creo Parametrics	● ● ○ ○ ○



Year I

Design Methodology, 2018

Design Technology & 3D rendering, 2018/19

User-Centered Desig, 2019

Year II

Sustainable Development, 2019

Material Driven Design, 2020

Year III

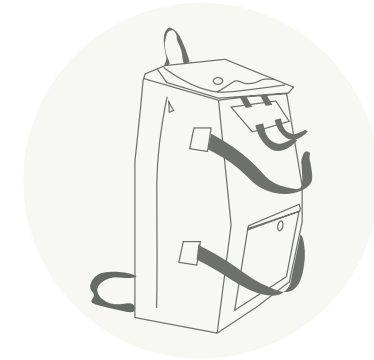
Graphic Design, 2020

YEAR I

During the first year of the bachelor of product design, I gained fundamental knowledge about design process, design methodology and working in a group.

A big project with a focus on user-centered design was conducted during a four-month period involving elderly people as the target group. In this group project, I was involved in both planning workshops and focus groups, conducting them. I also handled the communication with the user group in order to plan the sessions as well as a reunion with them. Together as a group, we brainstormed for the project and myself and one other team-mate handled the prototyping.

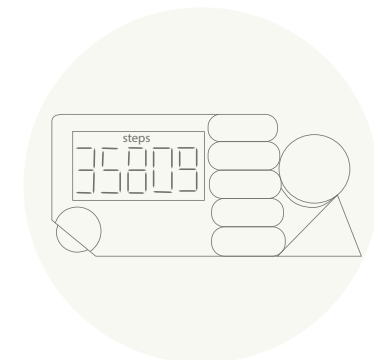
Design technology and 3D modeling was the last unit of the year. This was a group project conducted in pairs. My partner and I worked closely together and made all design decisions together based off of research we did individually. The prototyping process was also done together. The 3D modeling and rendering of this project was done individually. An academic essay regarding production techniques and materials that potentially can be used for the product was also written individually subsequent to finishing the project. I chose to do this from a sustainable development point of view as this is one of my passions.



Design methodology, 2018
Malmö University



User-centered Design, 2018/19
Malmö University



Design technology & 3D modeling, 2019
Malmö University

SKATEBOARD BAG

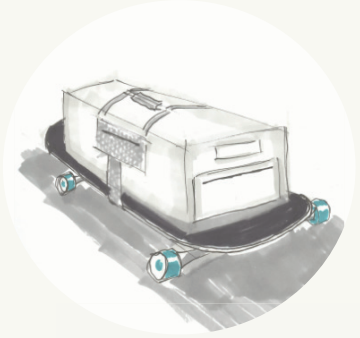
DESIGN METHODOLOGY, 2018
SKETCHING AND PROTOTYPING

Johanna Jonsson | Erika Alm-Jarl | Katarina Halla Hellgren | Emelie Carlswärd | Jonas Hagberth

Supervisor: Andreas Kojcevski Hansson

The project required the use of **design methods to explore a context** with a skateboard as a starting point. Interviews, participatory observations and ethnological studies were conducted before moving on to ideation, sketching and prototyping.

This bag was created for skateboarding individuals and with **functions to meet skateboarders needs**. The bag is a rainproof, all-purpose backpack with many pockets and a fold-out rain cover to cover the bag and the skateboard. It includes a **hook - and - strap system to attach the board to** when not using it.



THREE- WHEELED WALKER

USER CENTERED DESIGN, 2019

Johanna Jonsson | Anna-Lena Johansson | Anna Jasslin | Jonna Kytölä
Supervisor: Jonas Larsen, Anna Seravalli

Target group: elderly people (65 +)

Using design methods such as workshops and focus groups, the interest area **“geographical movement patterns in an urban environment”** was formulated.

The research indicated hinders that keep the elderly from moving freely within the city. **This includes lack of security, strength and stability as well discomfort** in taking up space on the sidewalk when they use walkers.

The aim of the project was to create a product that would **increase independence, balance and safety**, and allow for a compact and easy-handled product.



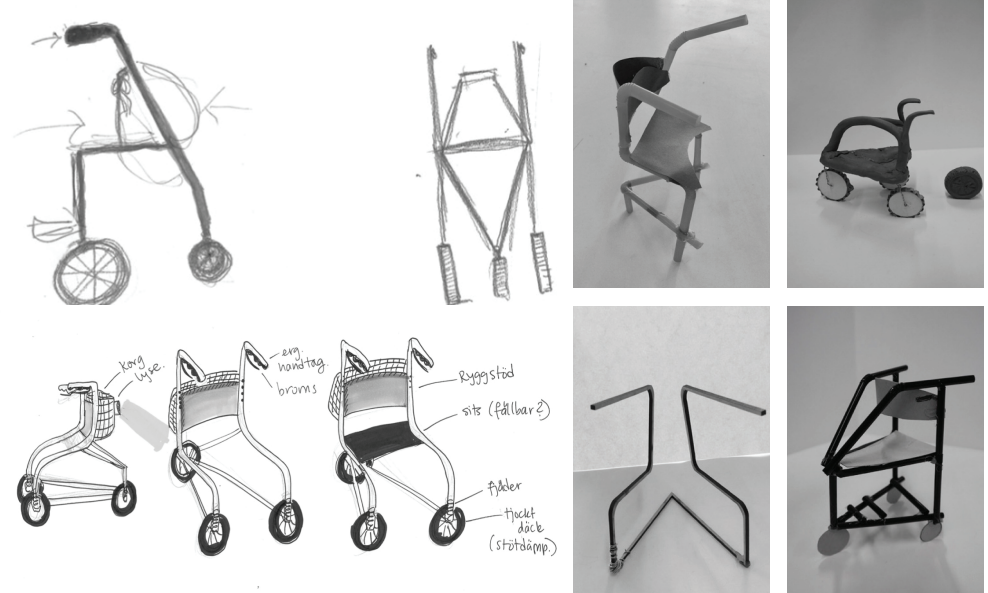
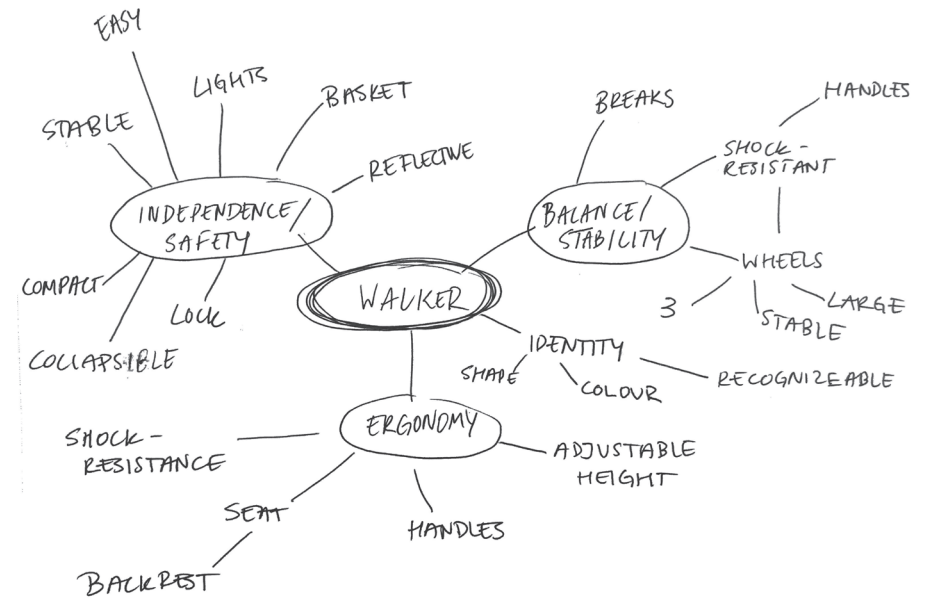
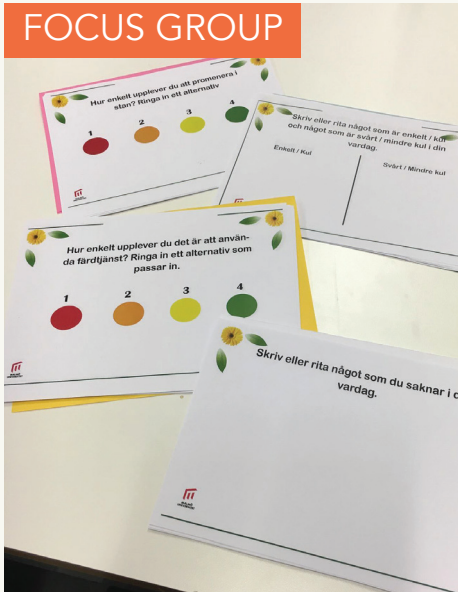


The process

The workshops and focus groups were conducted at a local elderly home where the residents could meet in a meeting room.

The workshop was designed as a bingo, for the user group to have a recognition factor and perhaps enjoy the session more. Each square on the bingo was matched with a statement (ex. I feel comfortable going out for walks). From an analysis of the information, we had a new session, a focus group. This gave us more detailed understanding of the problems the user group faces.

From this, the interest area of geographical movement patterns in urban environments was created and the problems formulated. The sketching process was done both by drawings as well as models.





The wheels are thick with a shock-absorber mechanism for ergonomic use and stability. Lights have been included in the design to simplify for the user to walk outside in the dark & during winter.

Through the adjustable handlebars, the user can customize the height of the handles thus allowing for a more ergonomic use of the walker. The handles have a rubbery texture for good grip as well as a thicker shape to evenly distribute the pressure on the hands.

If the user happens to feel tired, there is a possibility to sit on a seating platform on the walker. The handlebars perform as arm rests and a back rest is incorporated into the walker for safety and comfort.



DESIGN METHODOLOGY

SKETCHING, 3D - MODELING AND PROTOTYPING, 2019/20

Johnana Jonsson | Oscar Carlzon

Supervisors: Charlotte Asbjørn Sørensen, Jonas Larsen

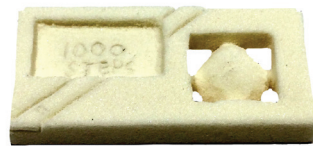
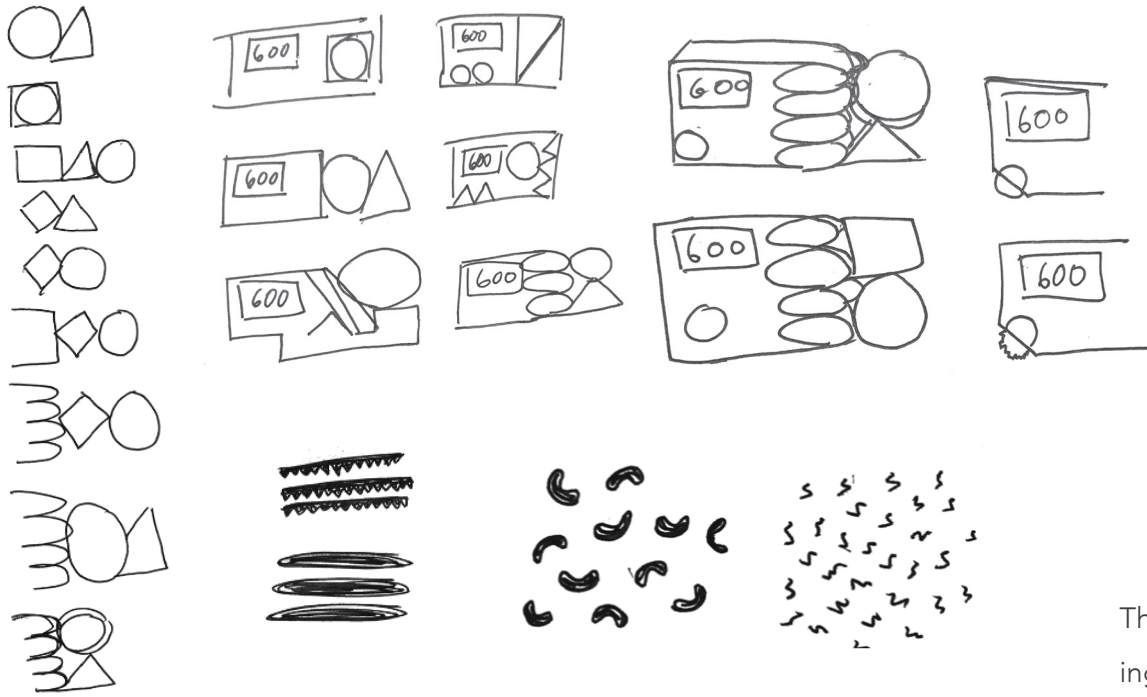
The aim of this project was to create a **pedometer designed from the design epoch "Memphis"**. The pedometer followed brief specifications such as size of pedometer (40 cm x 80cm), size of the screen (20cm x 40cm) and a thickness of 10cm.

The pedometer is designed based on typical shapes, forms, colours and patterns to Memphis. These were found using research in the first phase of the project, and visualized in the three-dimensional moodboard seen below.



MEMPHIS PEDOMETER





The most important part of the sketching phase was experimenting with the shapes and odd meeting points of these shapes. True to Memphis, the formgiving of the pedometer was done with **"Function follows form"** rather than "form follows function" as a focus when sketching for the project.

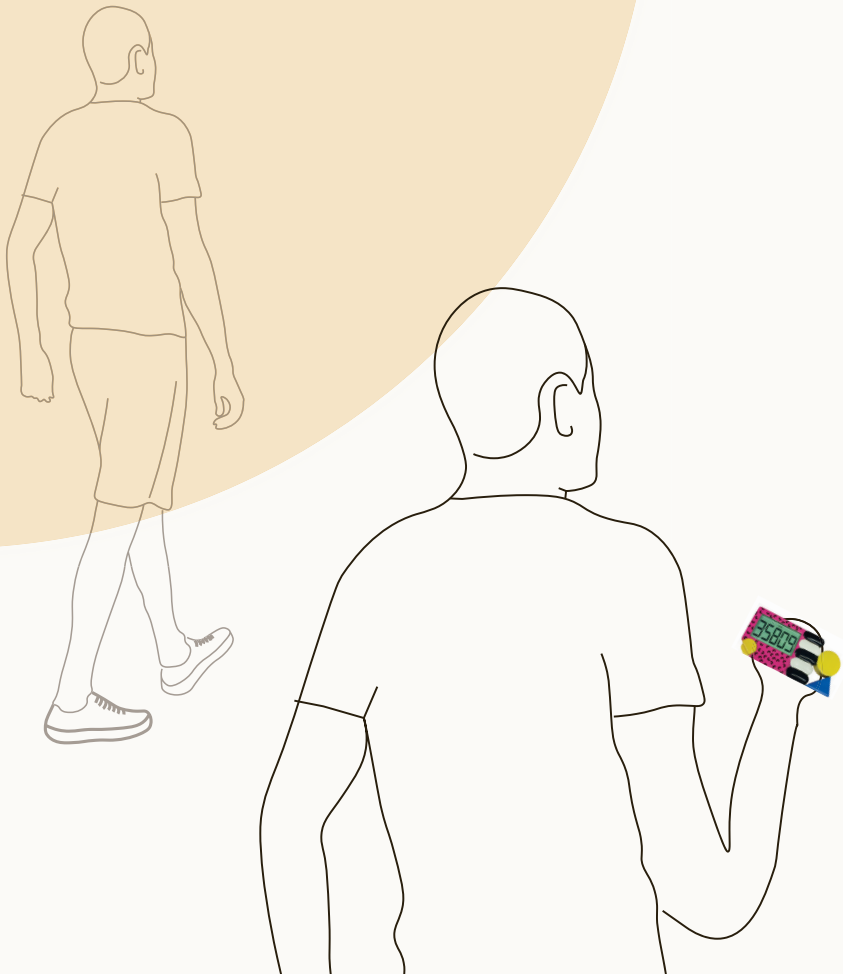
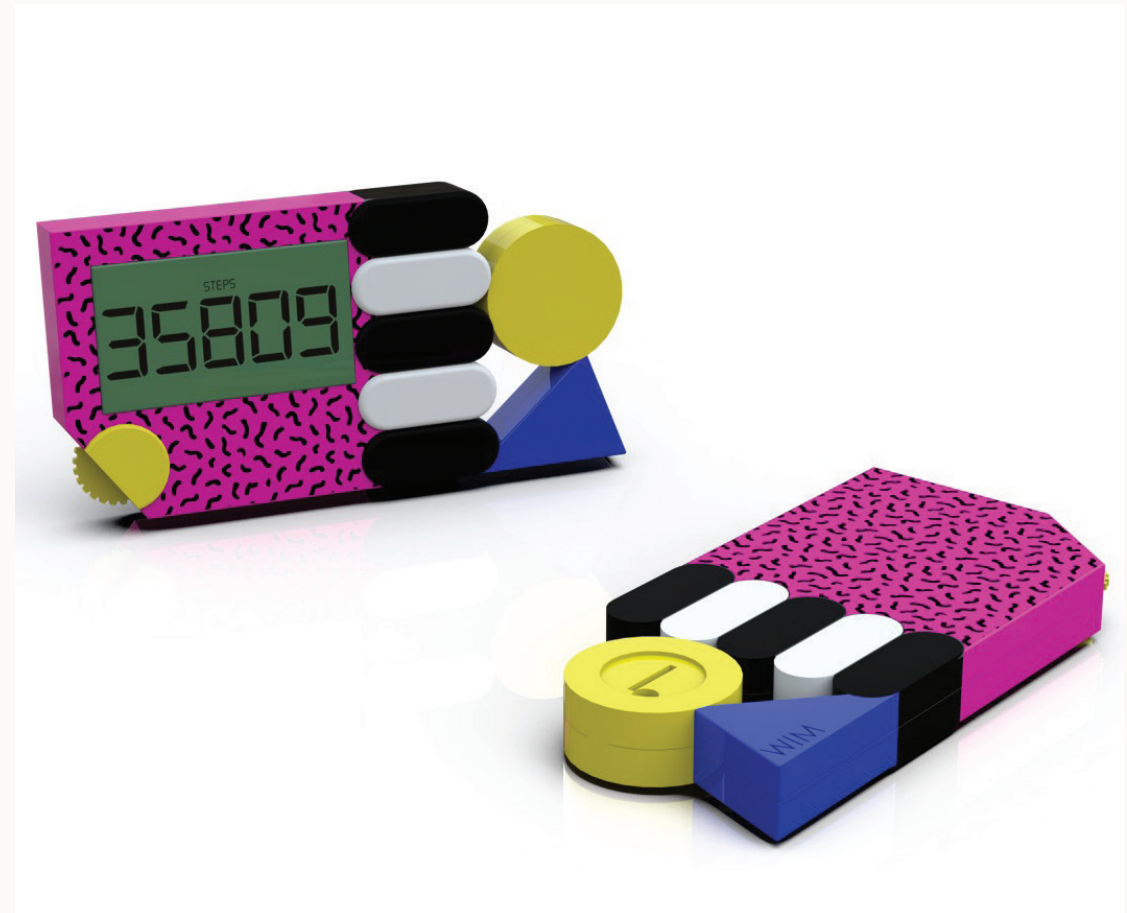
The ideas were brought to life through prototypes before deciding on the final form of the pedometer.

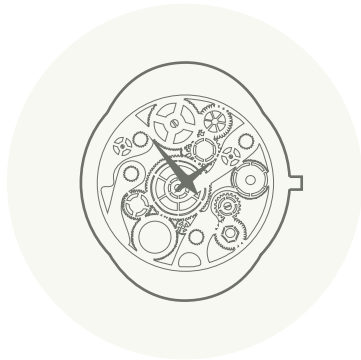
The final prototype features many shapes that connect in odd meeting points in the product which are typical to the Memphis design. It was also important that the design incorporated the lively patterns and many colours that also resemble Memphis.

A technical drawing in preparation for

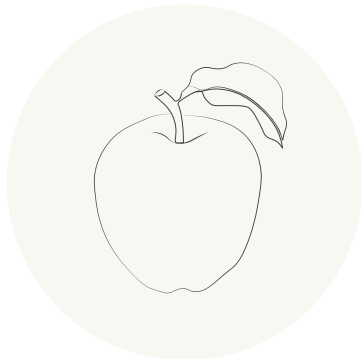
the prototyping process. Using practical techniques such as laser-cutting, milling, and lacquering among other things, a physical prototype was made.

A digital prototype was also made using SolidWorks and rendered. This was done with the help of the technical drawing.





Sustainable development, 2019
Malmö University



Material Driven Design, 2020
Malmö University

The second year consisted of a large individual project in sustainable development - one of my passions. In the project, I drove my own research, brainstorming and idea generation. Although I feel comfortable and enjoy working in a group, I enjoyed this thoroughly as I was able to develop something by myself and learn more about my knowledge and skills. It was a challenge but ultimately a very awarding one.

This year also consisted of working with material driven design. The Brief for this included developing a material that is to be 100% biodegradable, which again allowed me to expand my knowledge in sustainable development. The project was also done in pairs. My team member and I worked very closely together, and all major decisions were done together based off of discussions had together. I myself was interested initially on pursuing a project to do with apple waste as this is a material that is found very locally to us and there is a lot of waste to use.

YEAR II

TIDLÖS WRIST- WATCH

SUSTAINABLE DEVELOPMENT: PRODUCT DESIGN, 2019

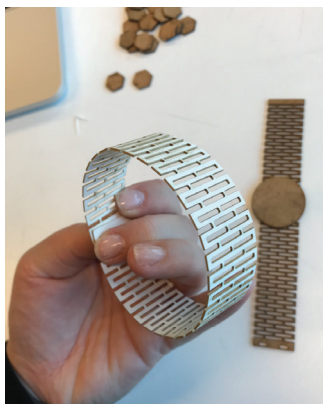
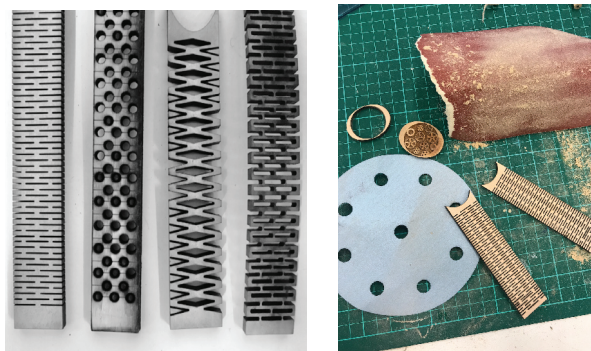
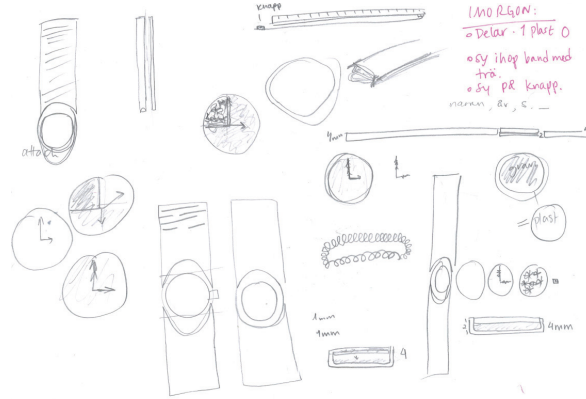
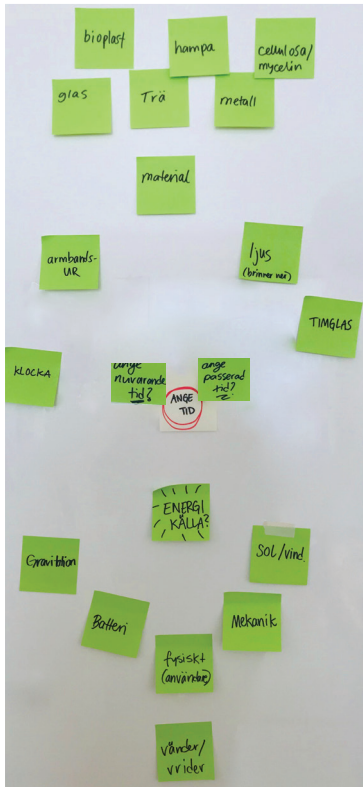
Johanna Jonsson (Individual work)

Supervisor: Anders Emilsson

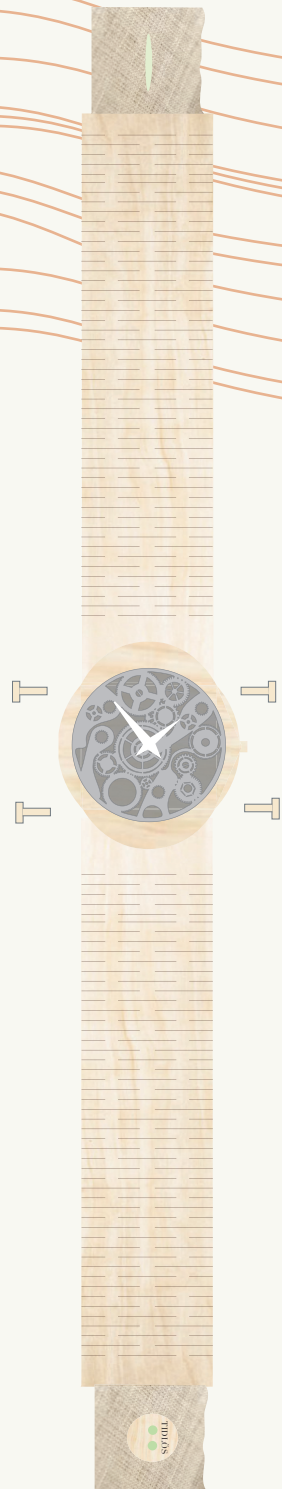
The assignment was to develop a concept on the basis of the same head functions as an assigned product: **Specify time.**

The concept should be environmentally and ecologically sustainable through choice of material, material - sourcing and manufacturing and in different ways **strive for a circular economy.**

For this project, different means of sustainable design were kept in mind and strived for in the design process. Finding materials that were locally produced or recycled as well as using few different materials was also a design challenge in the project.



TIDLÖS WRIST- WATCH



The concept became a **wooden wristwatch with a standard mechanical clockwork** that can be wound up and used for many years. The watch is made with **detachable parts** for easy reparation, exchangeable parts as well as easy disassembly for eventual discard. No glue is used for the assembly of the watch.

Swedish birch wood was chosen for the bracelet due to its good bending properties, as well as being 100% biodegradable. Cutting a pattern into the material also made it possible to bend to fit a wrist comfortably. As the product is so small, **waste material from wood industries or manufacturing** can be used for the watch.

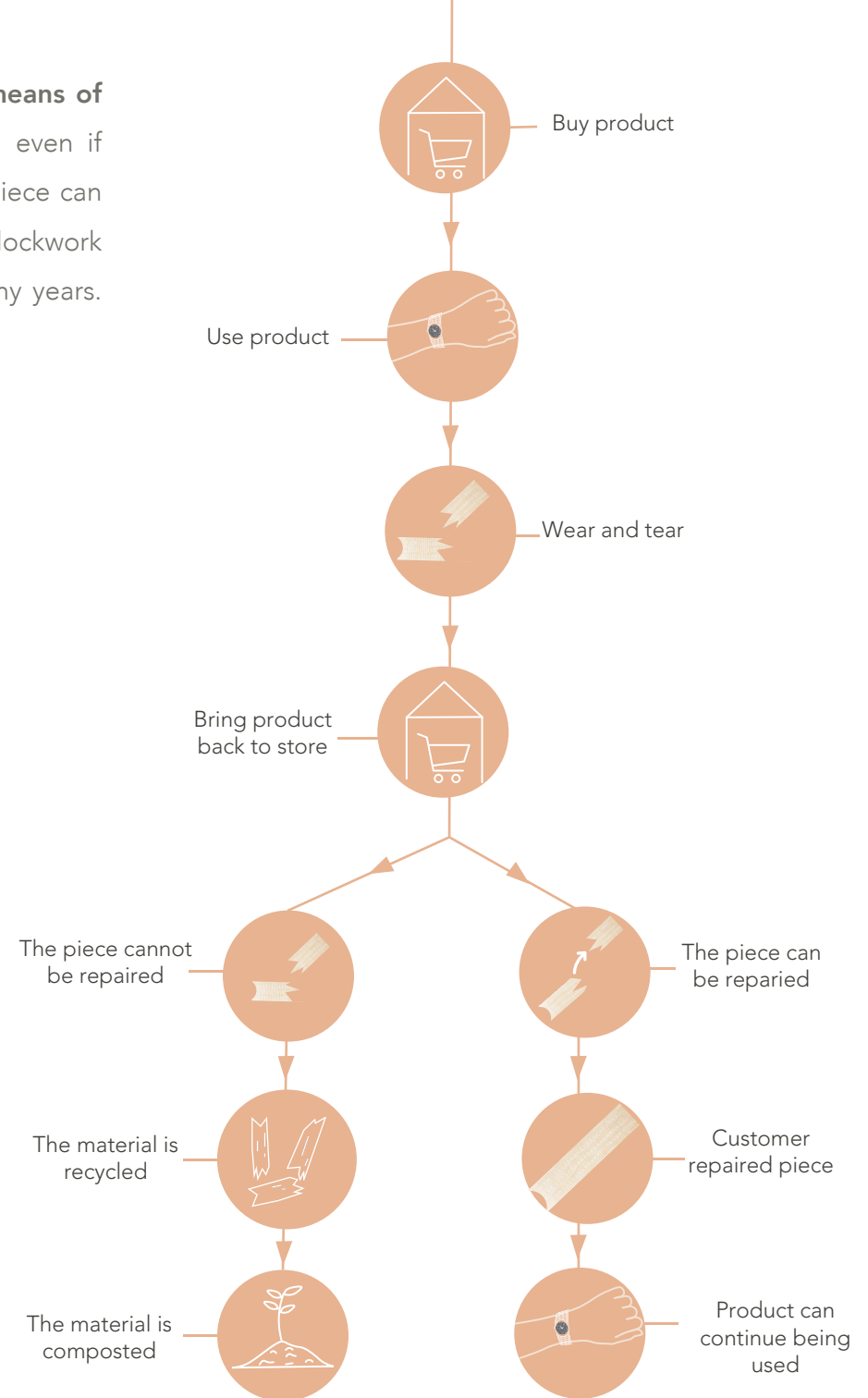
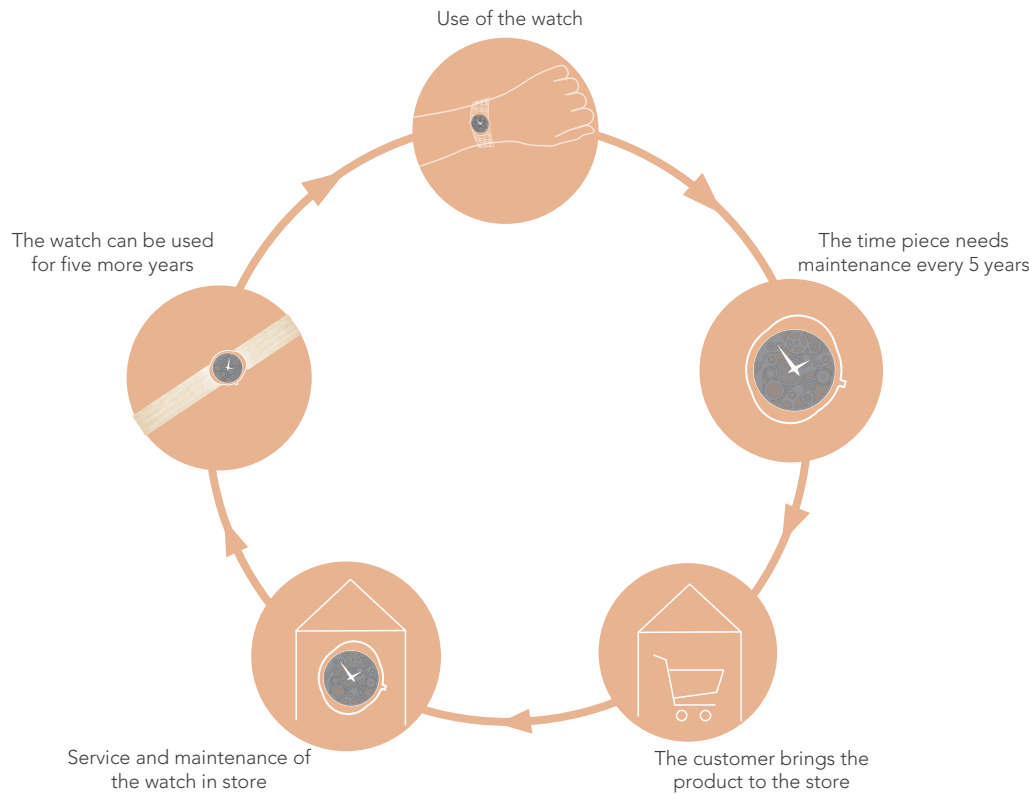
Underneath, a hemp lining was added for **comfort as well as means of closing the bracelet** around the user's arm. This is sewn on and can easily be replaced if worn out. This is also 100% biodegradable.



For a standard piece of clockwork to work for as long as possible, it should receive **maintenance every five years**. The service designed for the watch includes this. The diagram below represents this maintenance and how it will work.

The diagram on the right shows how the user can go about repairing the watch if the pieces are torn due to regular use.

Both services are provided as a means of striving for design for longevity; even if part of the product is broken, the piece can be repaired or replaced, and the clockwork can be kept in good shape for many years.



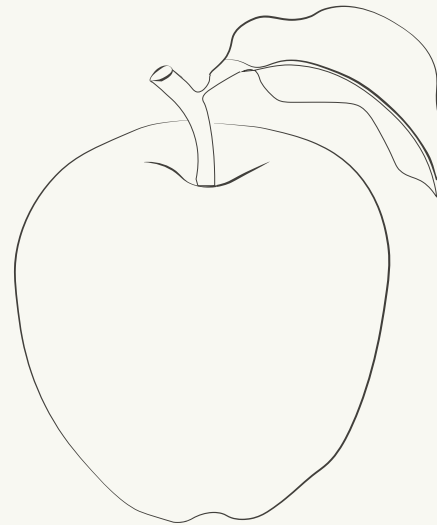
APPLE WASTE MATERIAL

The aim of the project was to experiment using different cooking processes and ingredient combinations to create a material that is **100% biodegradable** with qualities suitable for its area of use.

An average Swedish apple cider and juice industry makes **2.5 million tons of apple waste** per year. This could instead be utilized and made into a biodegradable material.

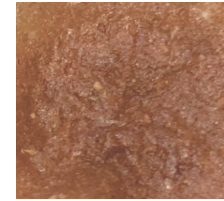
Using this waste and viewing it as a **resource rather than waste** could open up opportunities for new materials thus resulting in less waste. This project has been a means of exploring ways that this waste can be an accessible resource and finding possible areas of use for it.

The final material sample is a hard, durable, odourless material that could be used to **replace today's plastic single-use cutlery.**



MATERIAL DRIVEN DESIGN, 2020

Johanna Jonsson | Emelie Carlswärd
Supervisor: Charlotte Asbjørn Sørensen



Apple core (waste), vinegar, oil, potato starch.



YEAR III

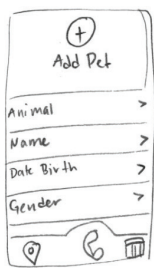
During the third year of the program, I spent the first semester in Lisbon, Portugal at University of Lisbon, school of architecture. This term gave me a chance to develop my skills within disciplines that I had not yet been able to try at my own school, as well as those I had with me from earlier. It was a very awarding process as I learned a lot from how different the learning techniques are.

Through a graphic design course, I was part of a group project based on design for interaction with a human-centred design approach. This was to be done in the form of an app to be used by an everyday user. In this group project, the brainstorming phase was done collectively as a group. But one of my biggest parts in the group was working with the graphics and the overall look of the app. My work consisted of sketching wireframes both digitally and by hand as well as the final designs using Adobe XD seen on page 19.

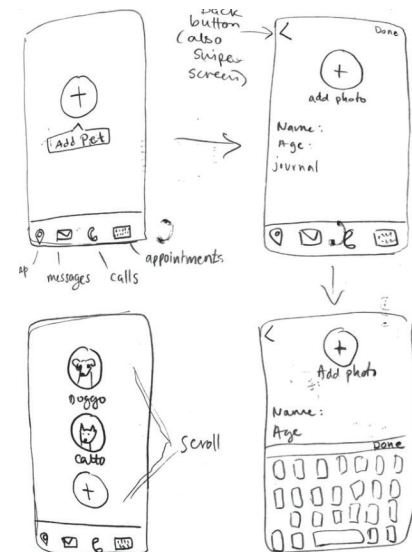
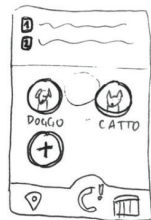
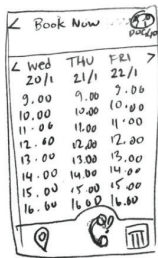
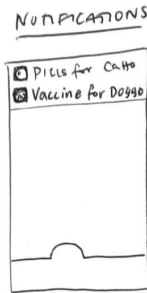
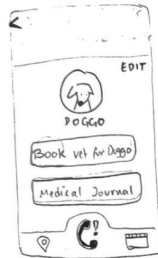


Graphic Design, 2020
Universidade de Lisboa

PAWL Y veterinary app



- Animal
- Name
- Date of Birth
- Gender
- Insurance
- Breed
- Med. History



GRAPHIC DESIGN, 2020

Johanna Jonsson | André Silva | Inês Nunes | António Saraiva

Supervisor: João Brandão

The aim of the project was to create a **useful and useable digital solution to enhance a provided experience.** The solution was to be in the form of an app.

This included identifying a problem, and brainstorming solution ideas, sketching and wireframing the apps pages and functions.

THE PROBLEM

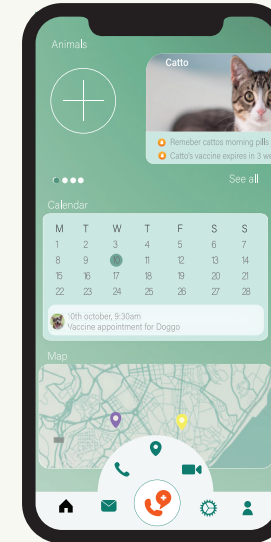
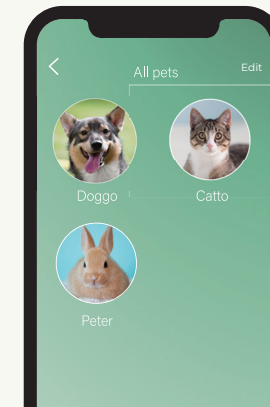
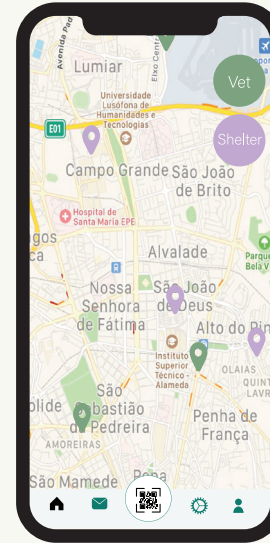
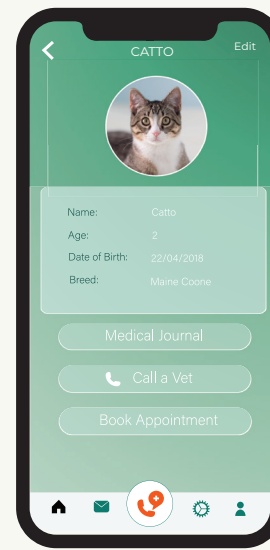
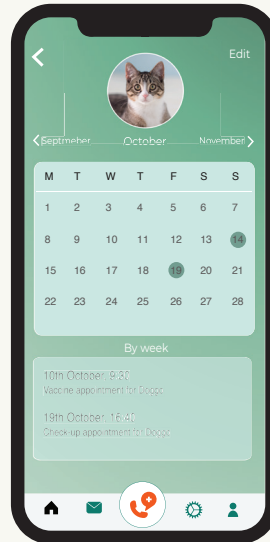
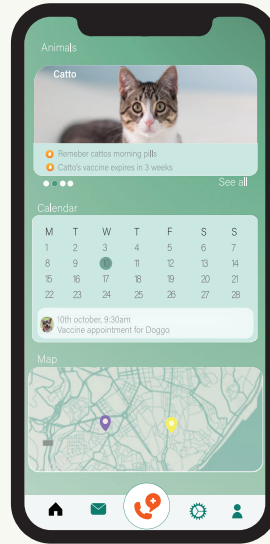
Long waiting time for vet appointments

Vets:
Stressful work environment

Difficulty keeping track of pets appointments & needs

Approximately 270 pets are lost each day in the USA

PAWLY veterinary app



The PAWLY veterinary app facilitates a booking, **phone- and video call function with your vet** in case of emergencies or your pet is unwell.

It also allows for **collecting your pet's information**. This includes medical journals, vaccine history and notifications to remind the user of their pet's specific needs.

It is also possible to **find nearby vet via the map function**. This function doubles as a means of helping a lost pet get back to its owner. By scanning a QR-code on the pet's collar, the owner's information will appear, as well as nearby vets and shelters.

