

Design Collections

George ye

About

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Industrial design
2024 edition

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George ye

Industrial designer

I am a current student majoring in industrial design. Born in Shanghai, I am heavily influenced by the culture and colors of my home country. I bring a unique and diverse perspective to the projects I take on. My design process is focused on problem-oriented techniques and I am always looking to push the boundaries of what is possible. Check out my work and get inspired today.

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01 Pyramidia

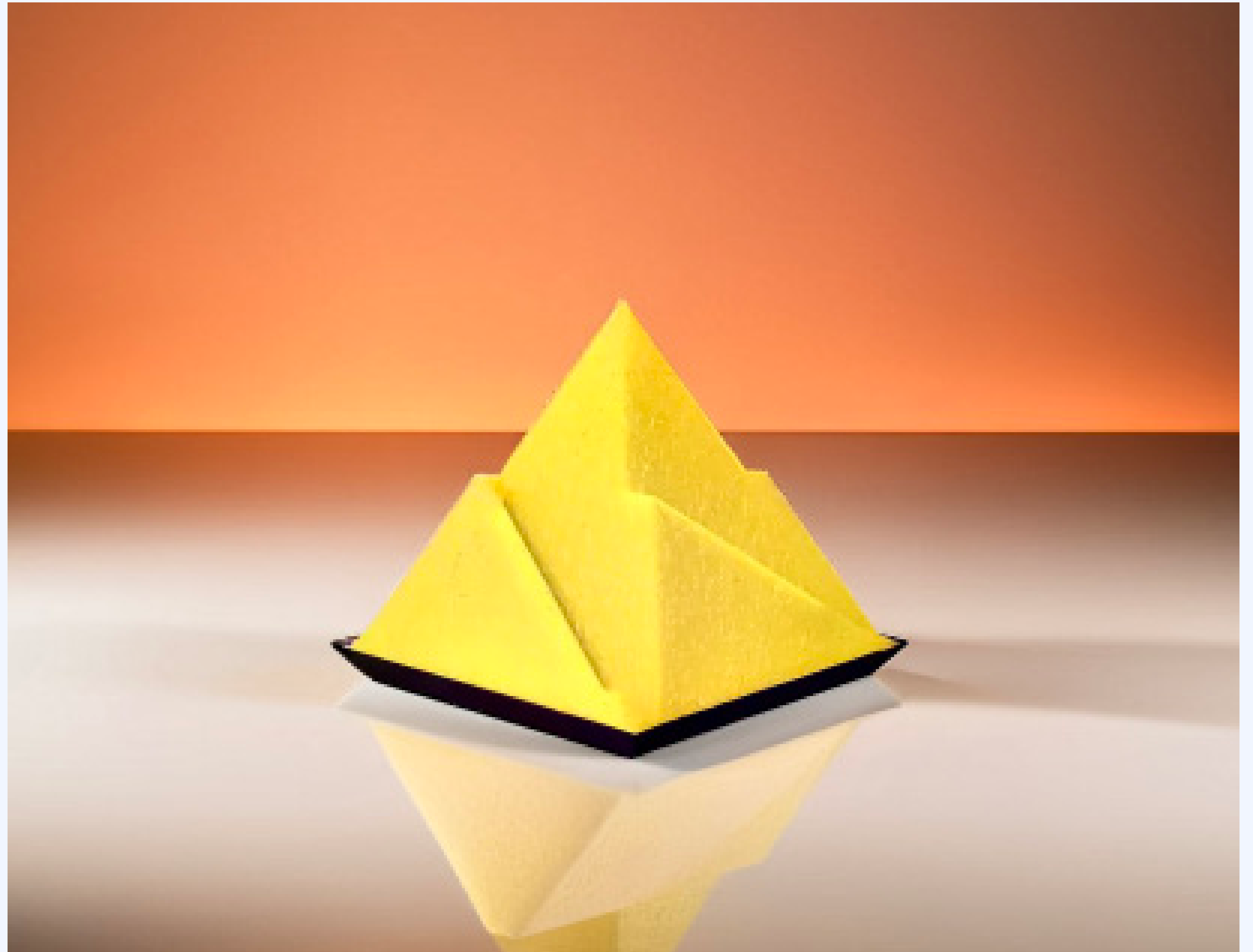
Lifestyle - Elevate your workspace with design that makes a statement

A new way to showcase your cards - a compact, eye-catching pyramid design that holds up to 60 cards.

Inspired by the elegance of ancient structures, this holder is as practical as it is unique. This design maximizes the space, giving users easy access while fitting neatly on your desk and a specific signature.

When: October 2024

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Imagine...

Keeping your business card can be a challenge, but what if you had a unique, stylish solution?

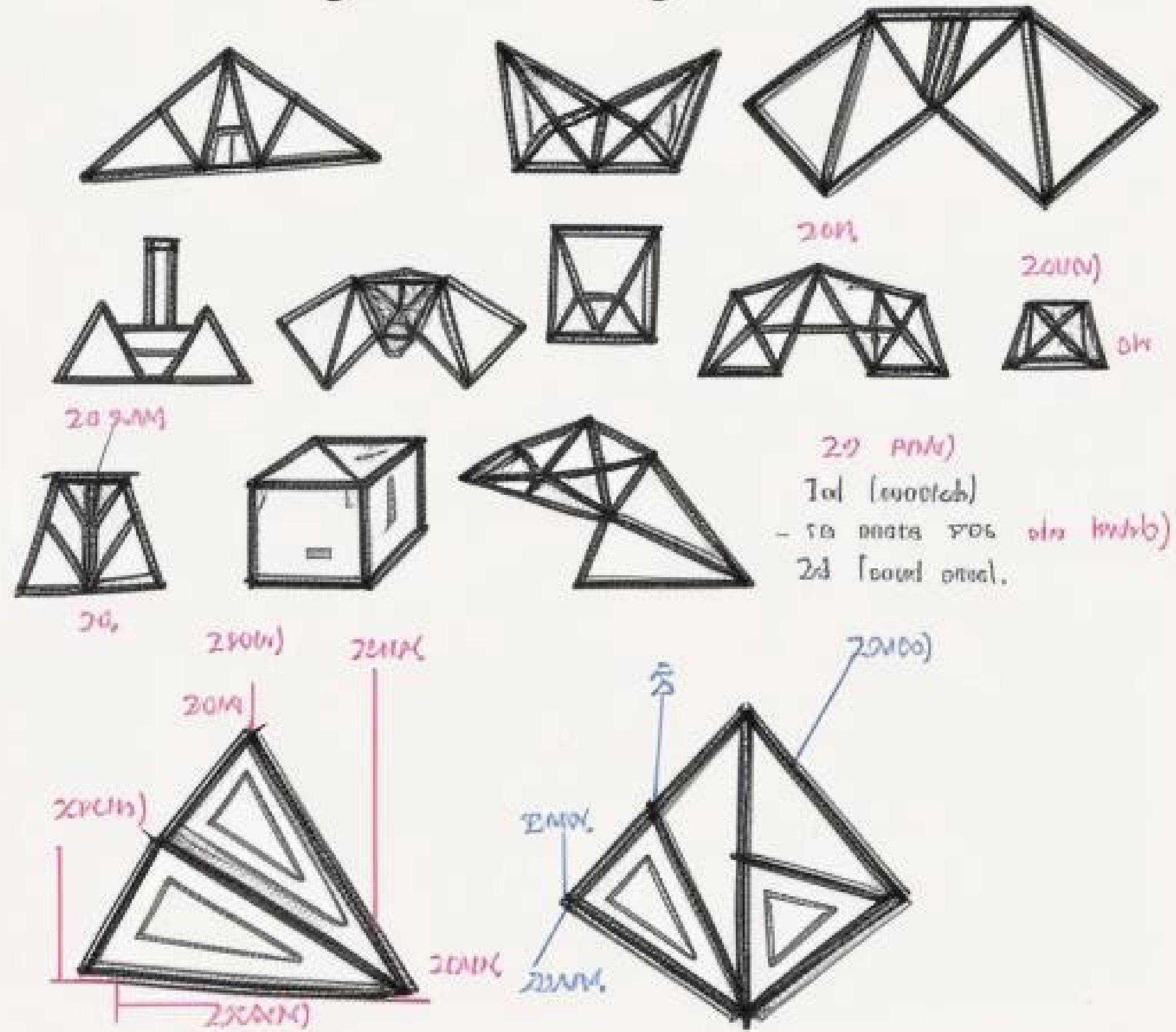
People often struggle with keeping cards organized in a way that makes them easy to access, a functional business card holder can keep cards neatly arranged and categorized. Many business card holders have traditional, formal look but lack the style to appeal to modern professionals. As a major players of the office, an novel form can enhance the holder's personality or brand as the stronger first impressiom from other people.

Emma has several roles, on her sales occupation. freelance painter, content creator, she is expected to have multiple business card styles that illustrates different roles appearance, while organizing is difficult, she noticed this product easily resolve the issue by categorizing to different facade and this product is actually turnable!



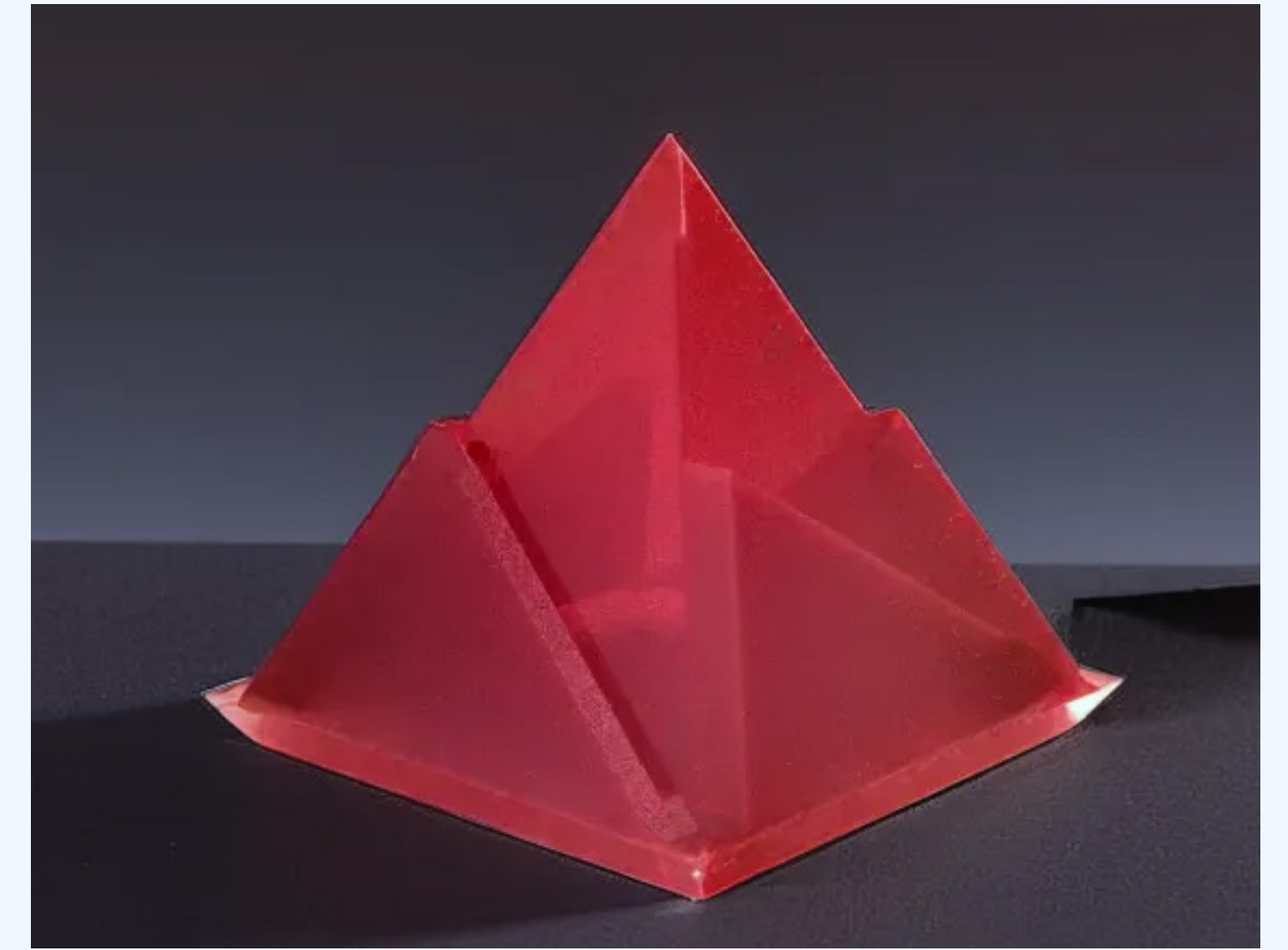
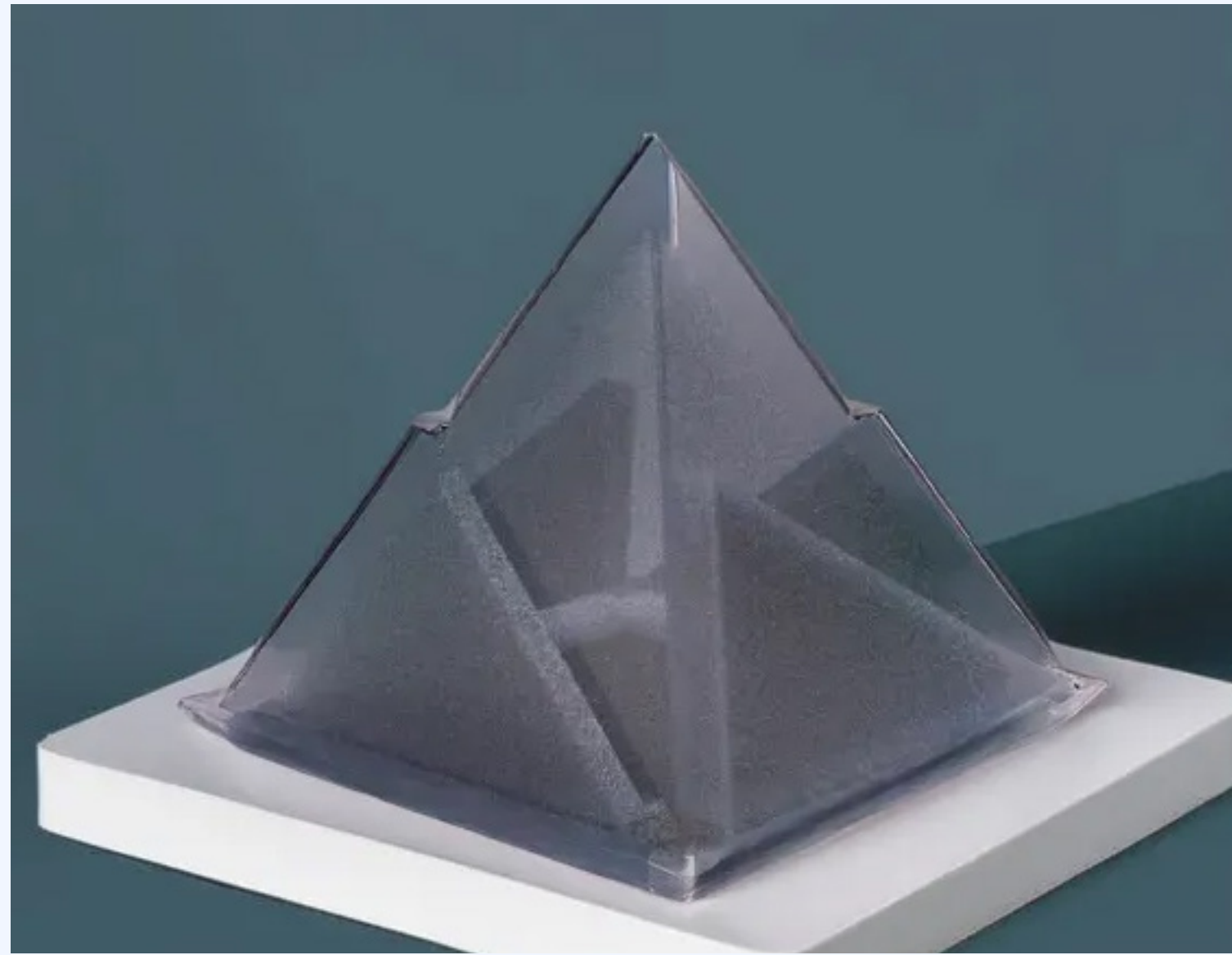


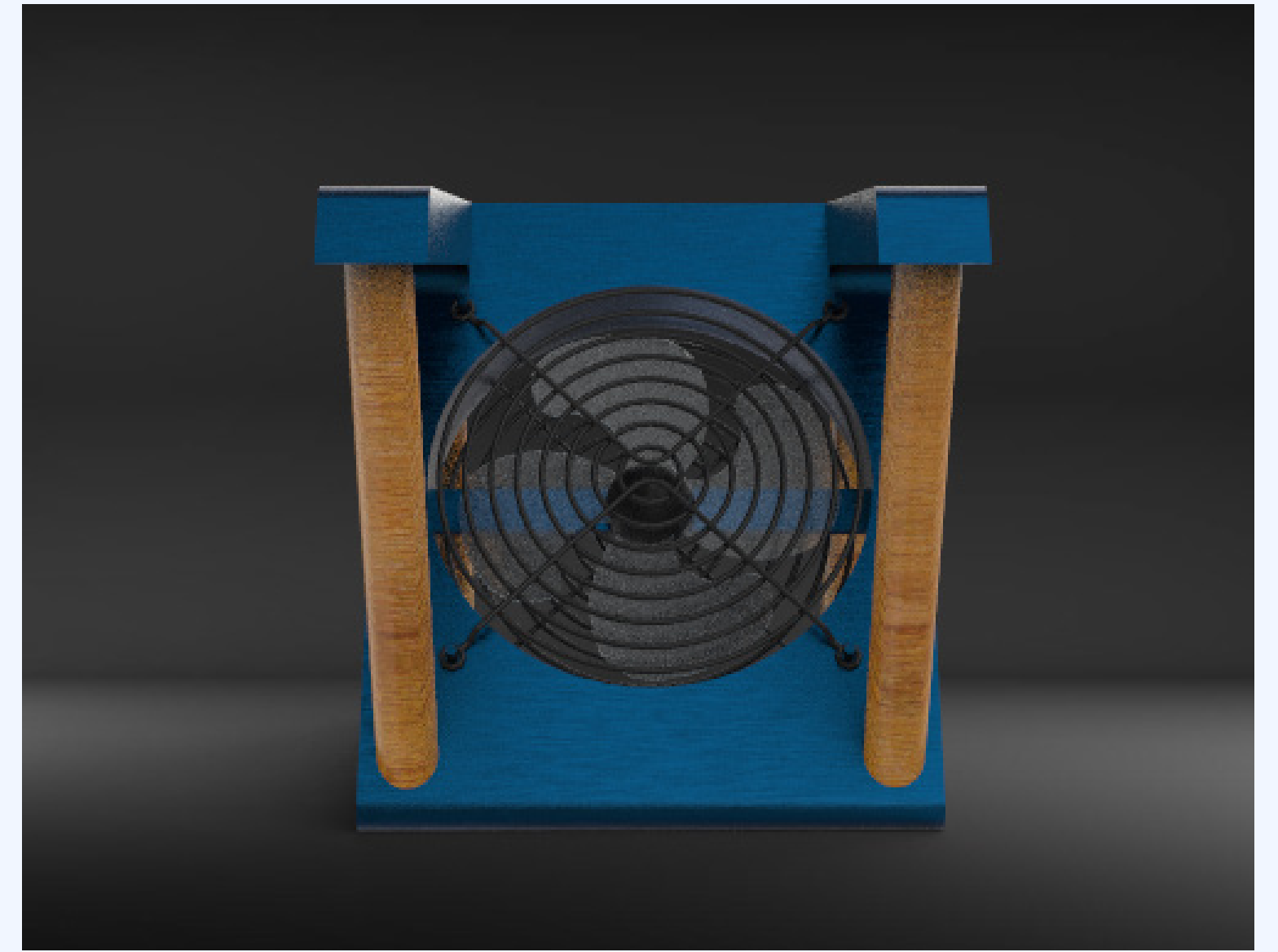
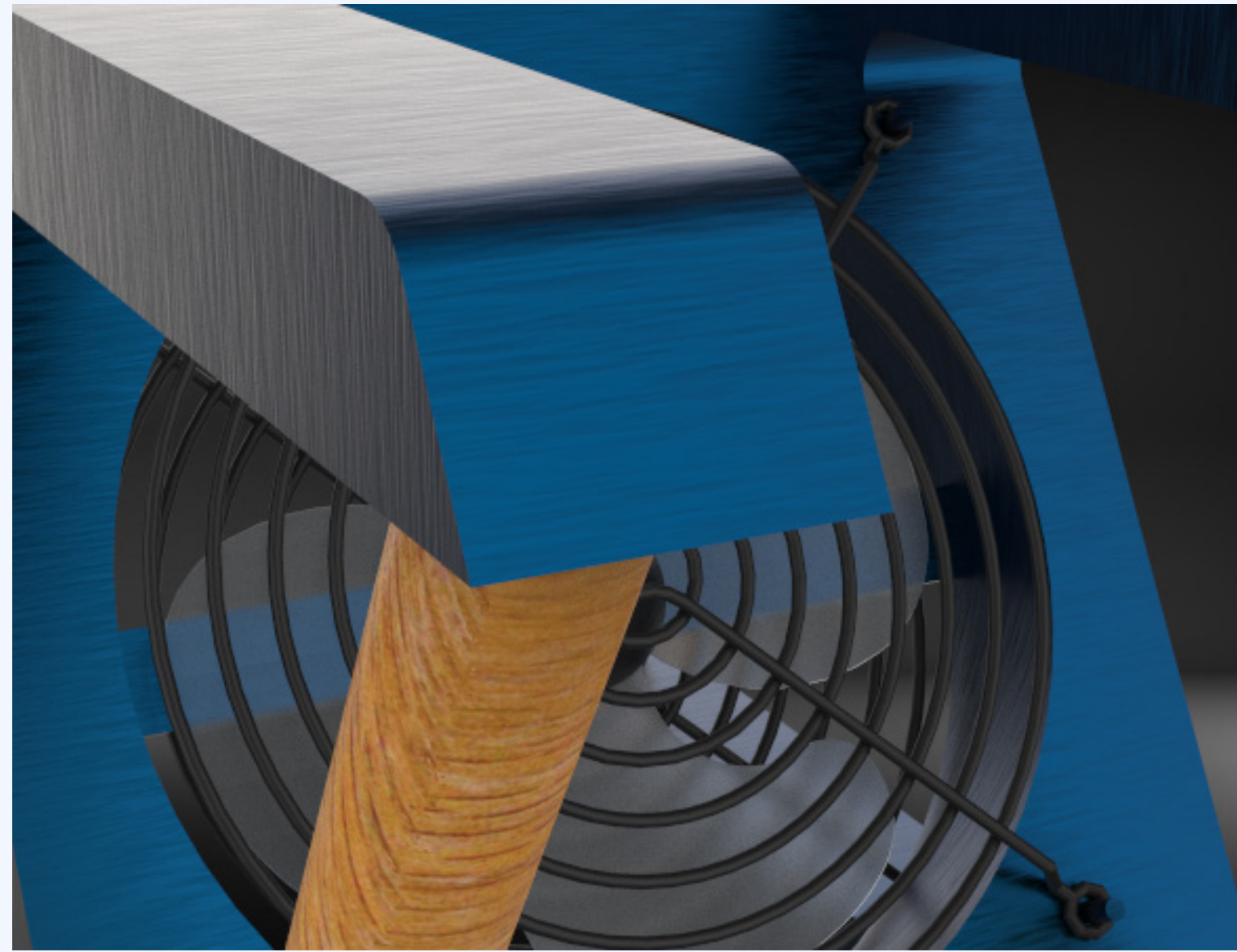
Hers muy t8 Emugtiung Trumz?



Start elevating your networking game now!

"Good design is good business" - Thomas J Watson





02

Stretch

Making a daily object more playful.

Introducing a new take on the desk fan, this design combines functionality with elegance. Crafted with a sturdy triangular frame in a contemporary blue finish, provides both airflow and utility, supported by two warm wooden columns, the structure adds a natural touch and stabilize the product.

the large central fan can be easily adjusted to direct airflow in different directions, its angled, open-frame design also cre-

ates a small shelf on top, ideal for holding lightweight items like a plate of food, small tablet, or couple notebooks, makes it a perfect companion for any workspace or relaxation area, helping you stay organized while staying cool. Its quiet operation ensures a comfortable environment.

When: March 2024

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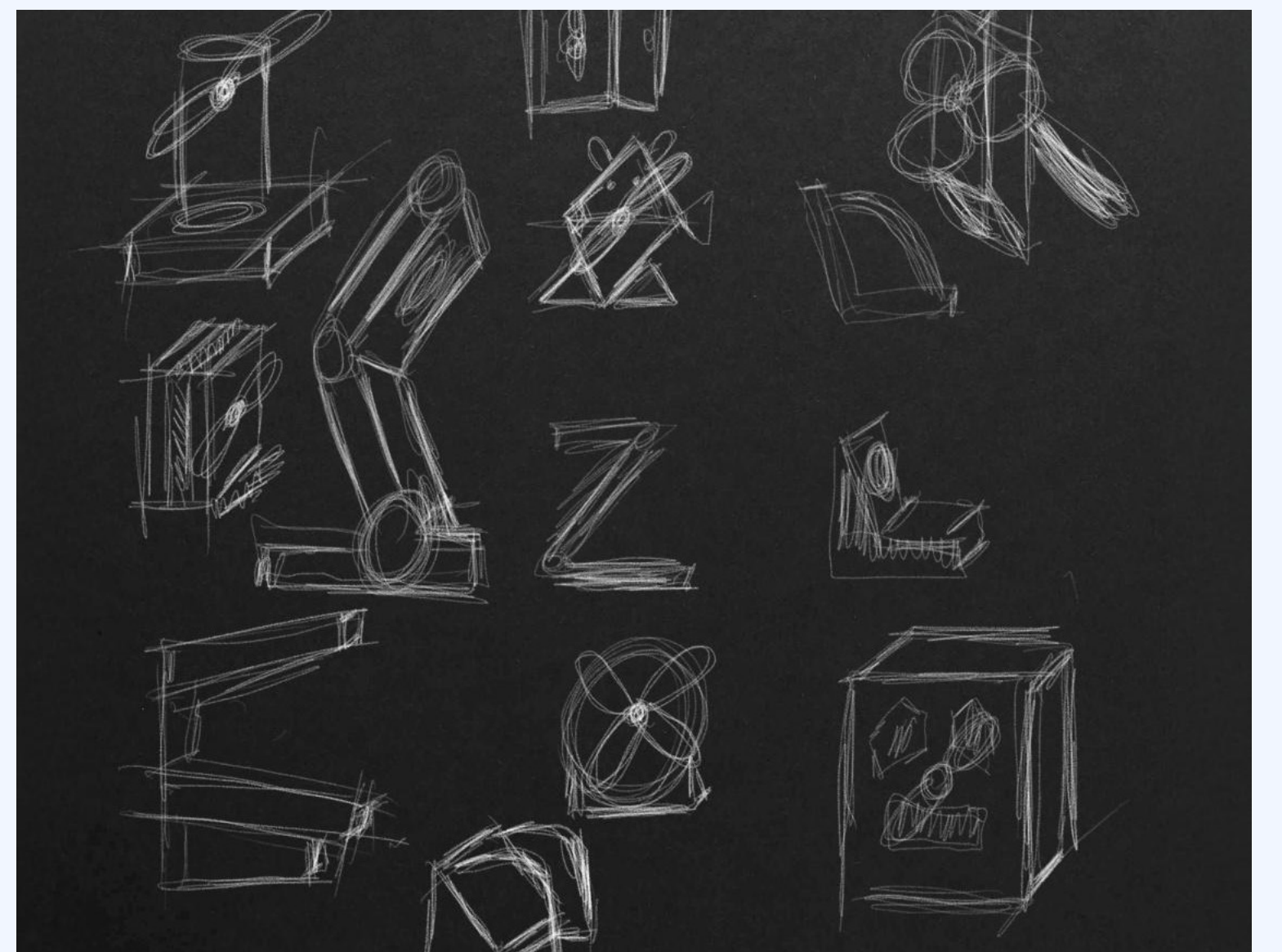
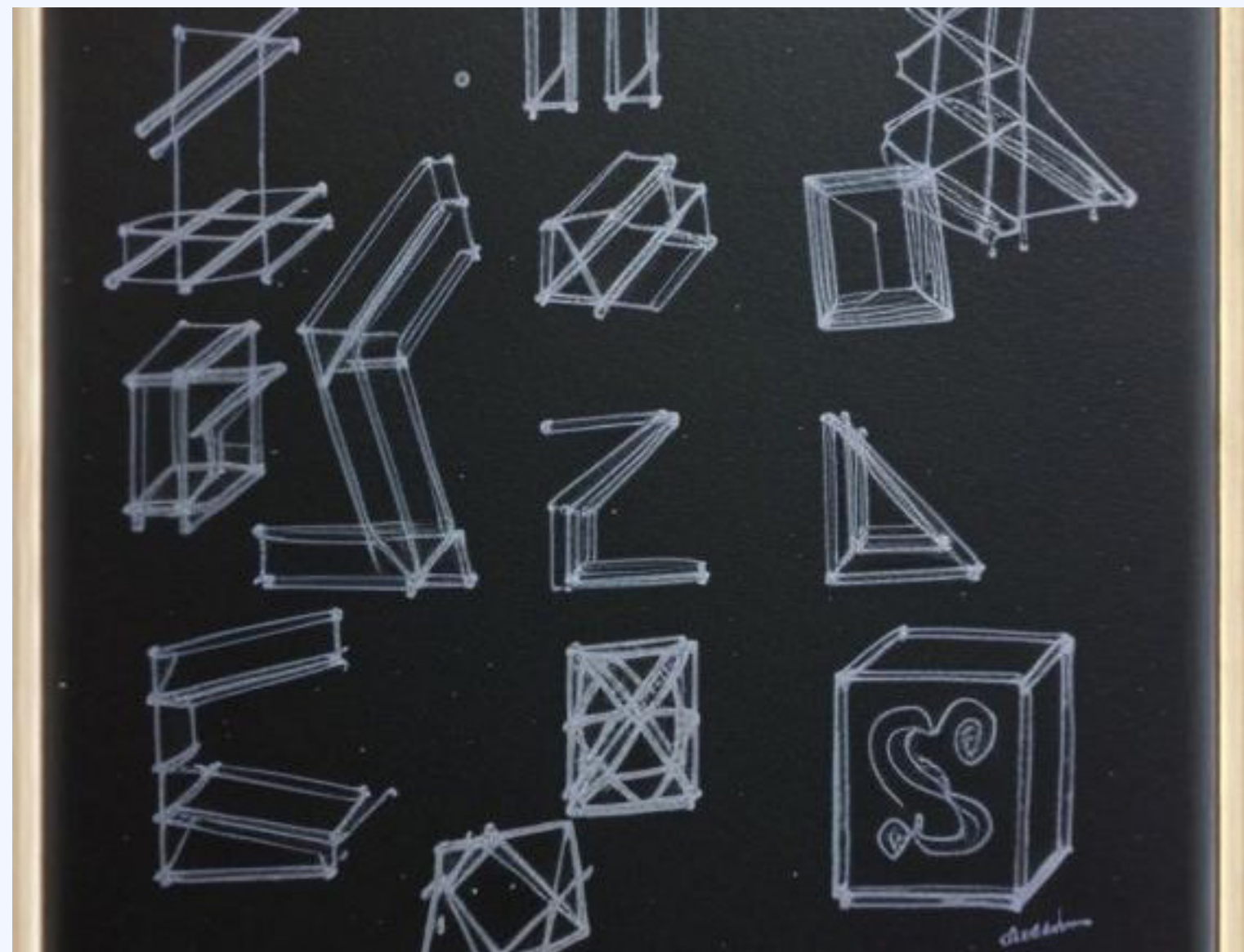
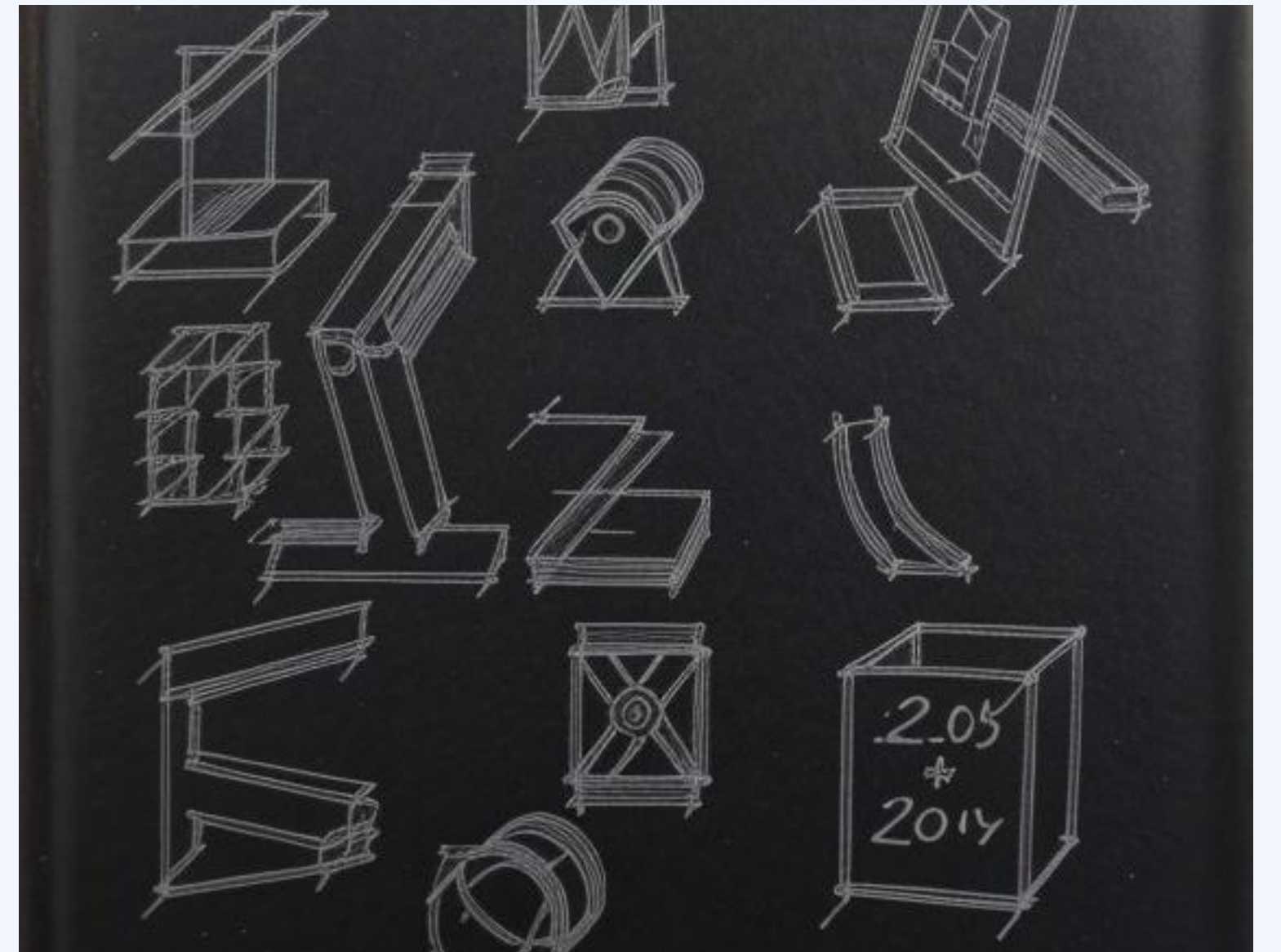
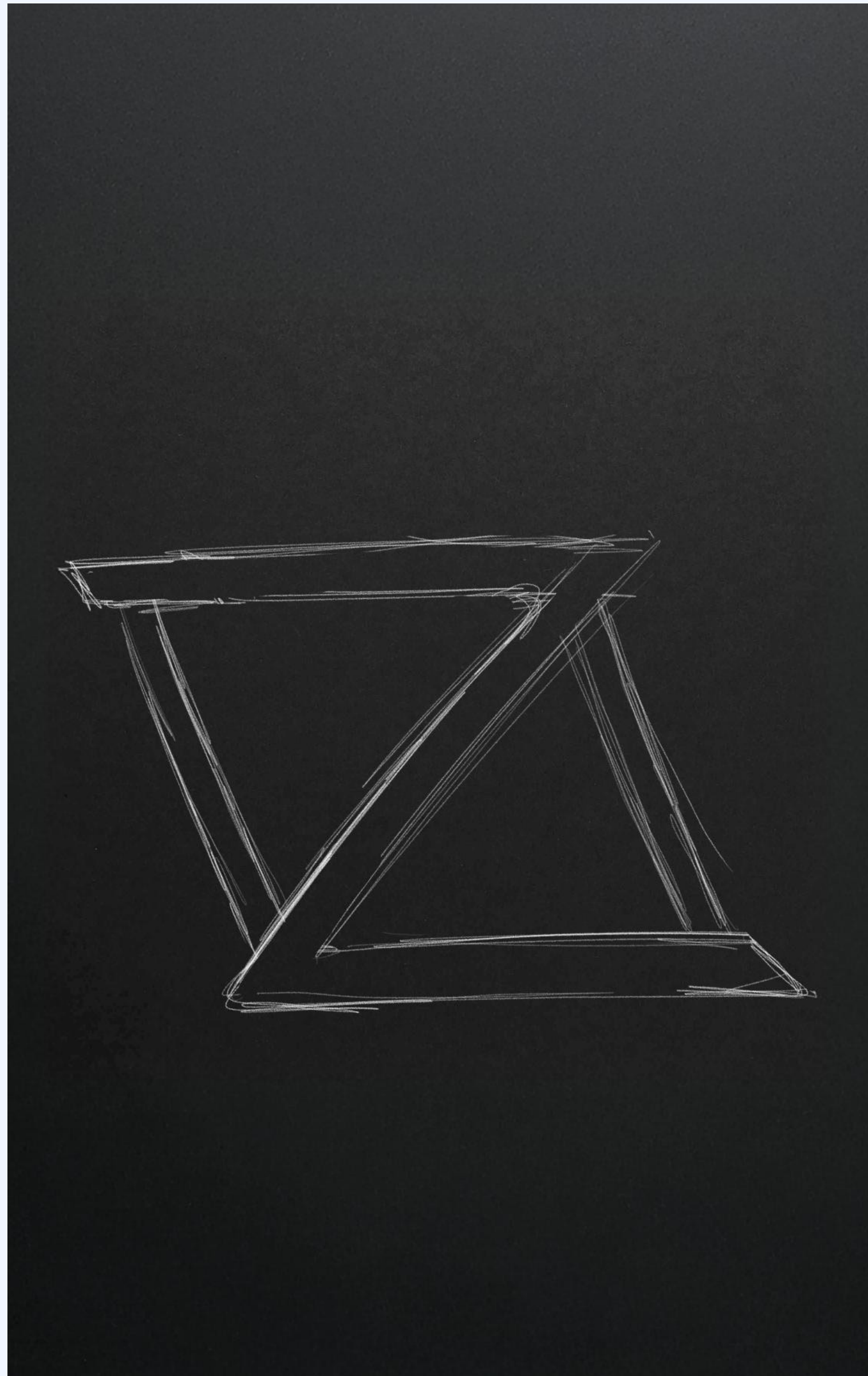
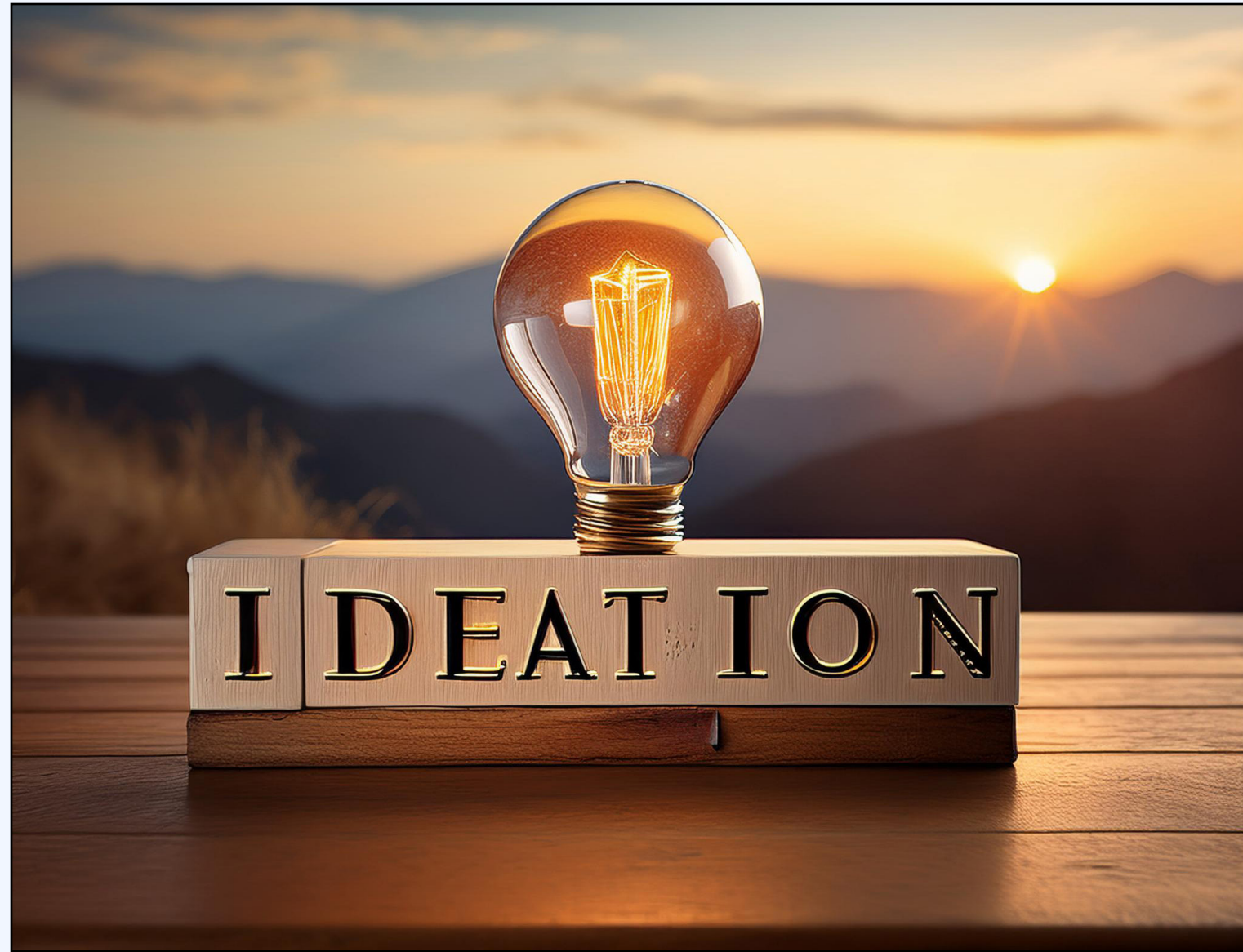


Desk fans now...

Many compact fans on the market sacrifice style for function, failing to integrate seamlessly into modern, minimalist spaces. It's true that consumers prefer both the functions and aesthetic forms.

Bulky fans are visually unappealing, lacking versatile styling to suit different spaces. They aren't truly playful as they are always noisy when working, it can hinder focus, especially for these remote working or in quiet offices, particularly problematic for people who need to take calls, attend virtual meetings

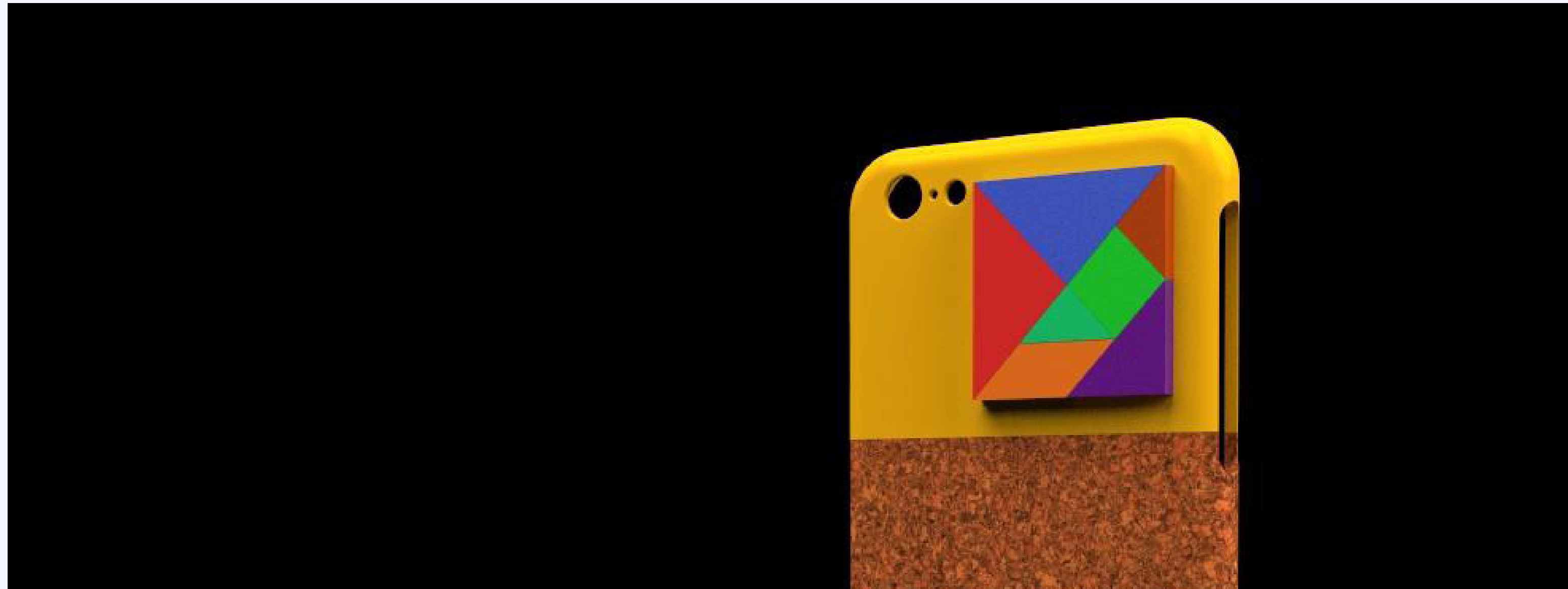
Conventional desk fans often .either too heavy or too large to move around. most time hard to carry inside the bags and limits flexibility shift between rooms or workspaces.



Own a design that's as adaptable and thoughtful as you are...

Feel the difference when every detail has a purpose, every angle a reason. Let your environment keep pace with your creativity, ambition, and vision.





03 Tangram

Inventing a new way on the back of your phone

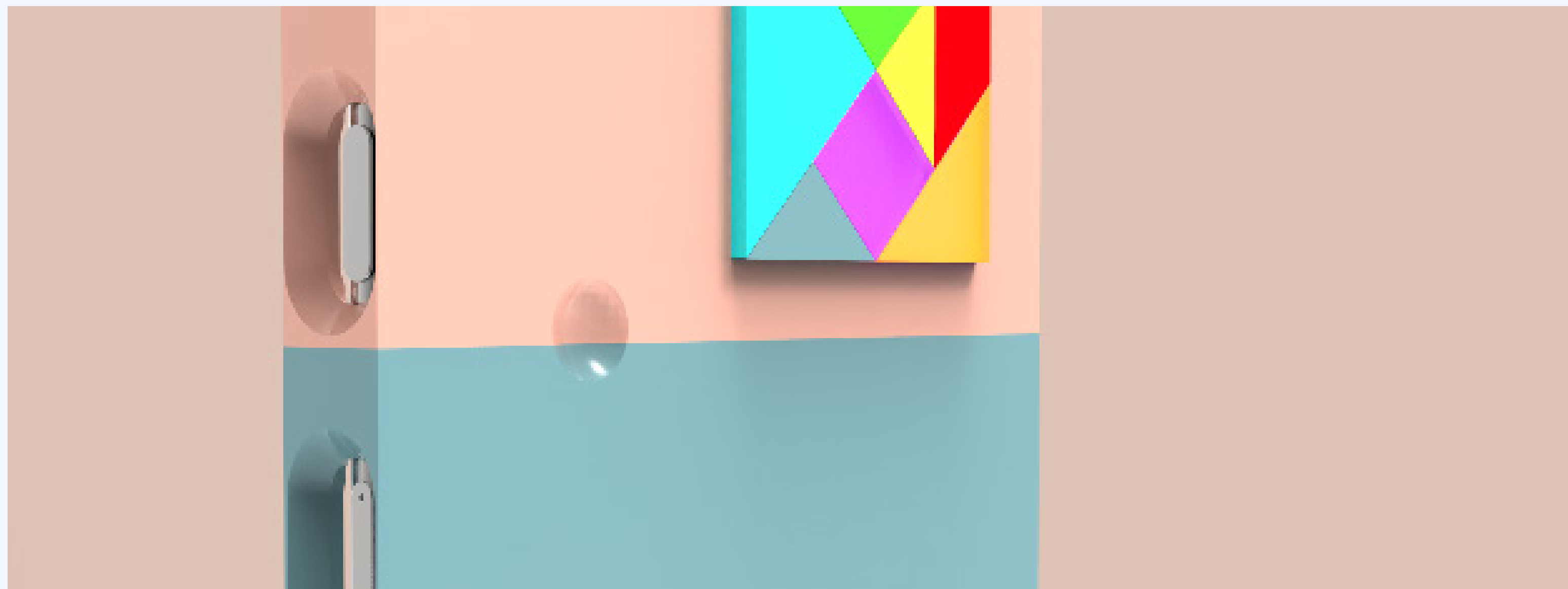
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When: May 2024

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Play with it...

In a world where most phone cases focus only on protection or aesthetics, there is a lack of designs that genuinely engage the user beyond simple utility. Many cases feel uninspired, serving no purpose beyond covering the phone.

This lack of creativity and interactivity means that the users miss out on moments of real fun and relaxation throughout their day. Moreover, life is filled with stress, and the demand for empowering imagination, giving us brief moments of play-

ful escape and creative stimulation

The design is for shape-playing, a way users could do it anytime just on their fingertips.

Spark your imagination and creativity

Ready to transform your phone case to an imaginative companion?



