

Jason McGrath  
Principal Designer



CAREER  
OVERVIEW

AREAS  
OF  
FOCUS

SURVIVAL  
SKILLS

TOOL KIT

Jason McGrath



## **Career Overview**

***onetwoDesign – Owner & Principal Designer / 2002-Present***

***Kodo Kids – Director of Design & Engineering / 2016-2018***

***Kärcher North America – Strategic Innovation & Market Intelligence / 2013-2016***

***Ascent Solar Technologies – Product Designer / 2013***

***Esselte Corporation – Industrial Design Manager 2006-2012***

***LOE Design – Design Manager & Business Development / 2003-2006***

## **Internships**

***The Obb Toy Group – Toy Inventor / 2001***

***Elope Inc. – Industrial Designer / 2002***

Areas of Focus

MEDICAL DEVICES	UX /UI	EQUIPMENT	CONSUMER HARD GOODS	SOFT GOODS	CHILDREN'S PRODUCTS	PACKAGING
						





# Tell me about your customers’ chemical usage with their machines.

## Customer Comments

“A lot of time is spent just setting up the solutions and equipment.”

“Staff often lacks training and makes mistakes mixing chemicals.”

“Anyone who has mixed these chemicals has expereinced a chemical burn at some point.”

“More-is-better mentality wastes chemicals and doesn’t work as well.”

“They just eyeball it and get different results every time.”

## Preliminary Customer Needs

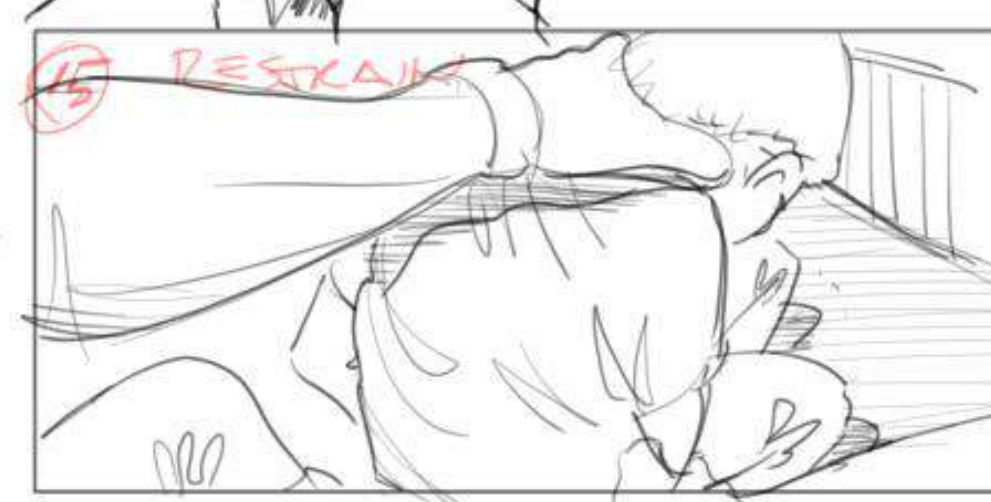
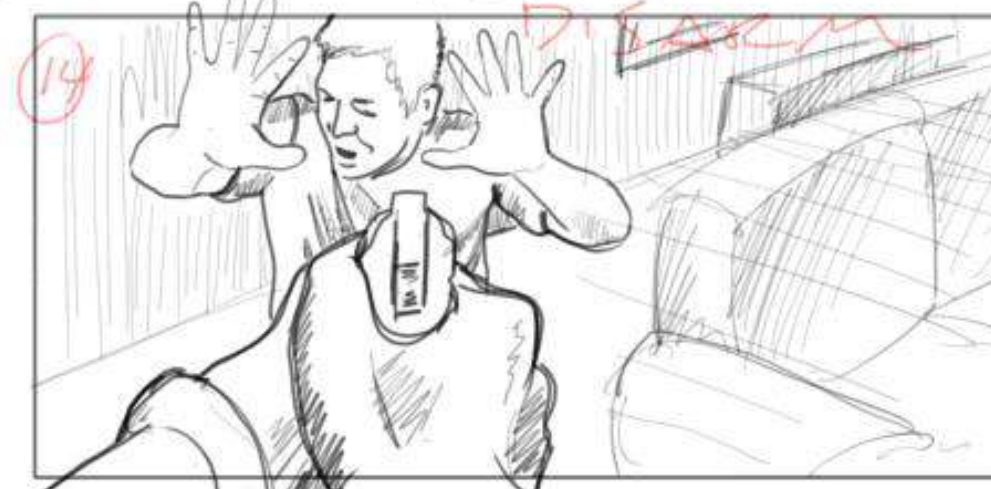
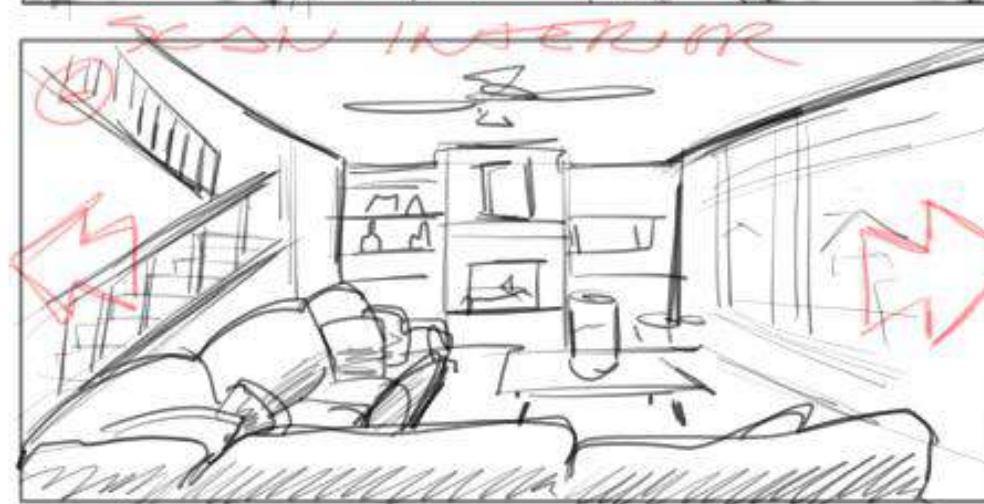
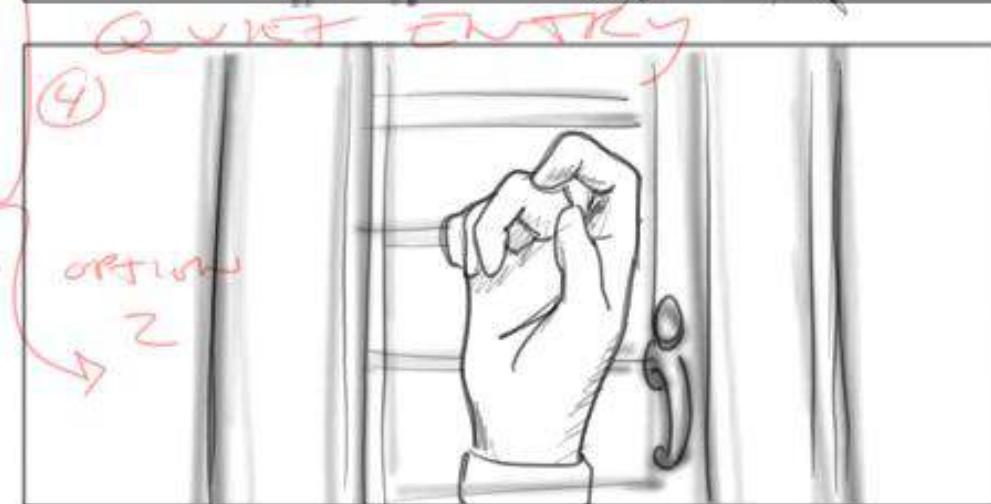
- Maximize cleaning time, reduce time to set up and tear down
- Eliminate mistakes from chemical mixing by end users
- Improve safety by eliminating user contact with concentrated chemicals
- Eliminate chemical waste through accurate proportioning
- Increase consistency of results through accurate proportioning

## User Journey Map



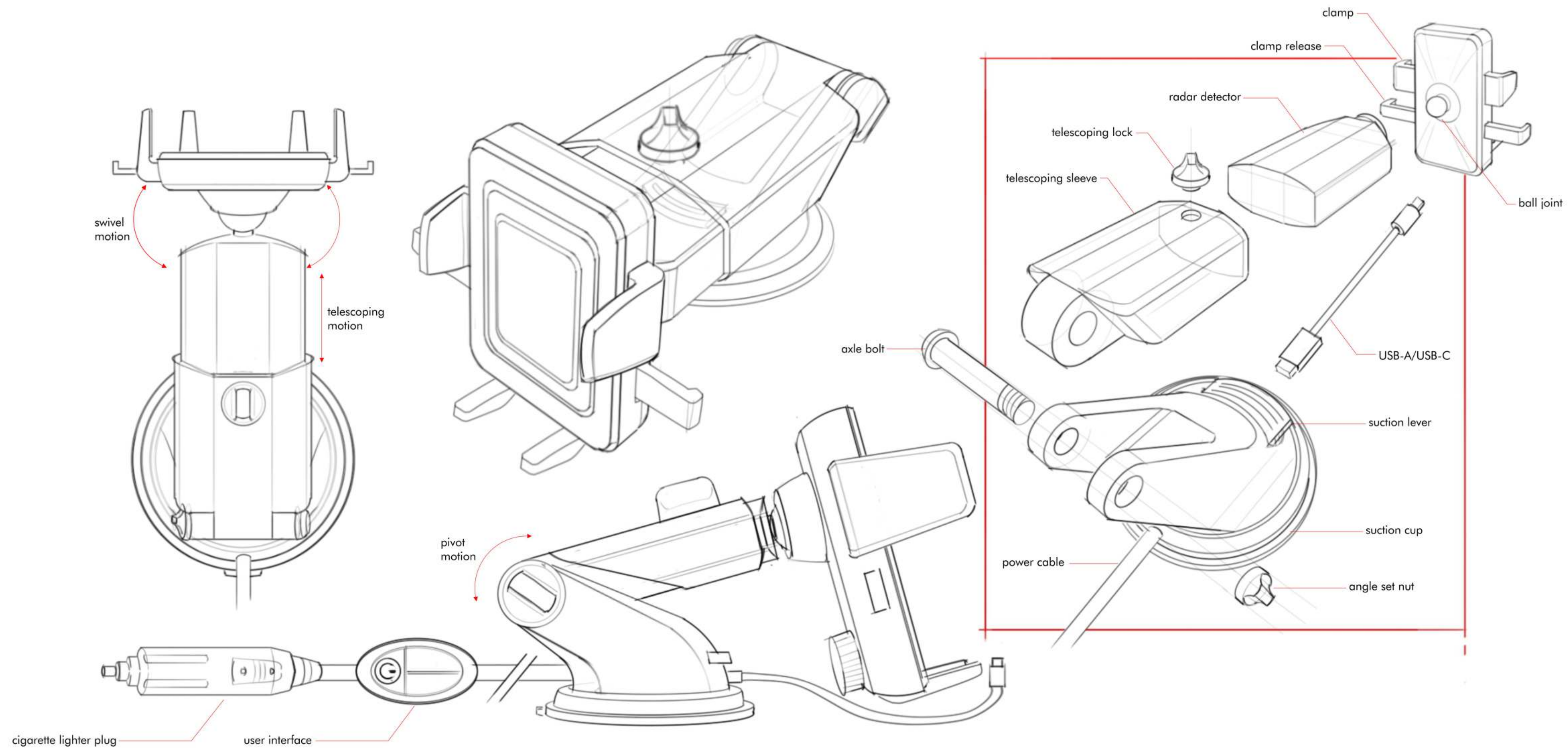


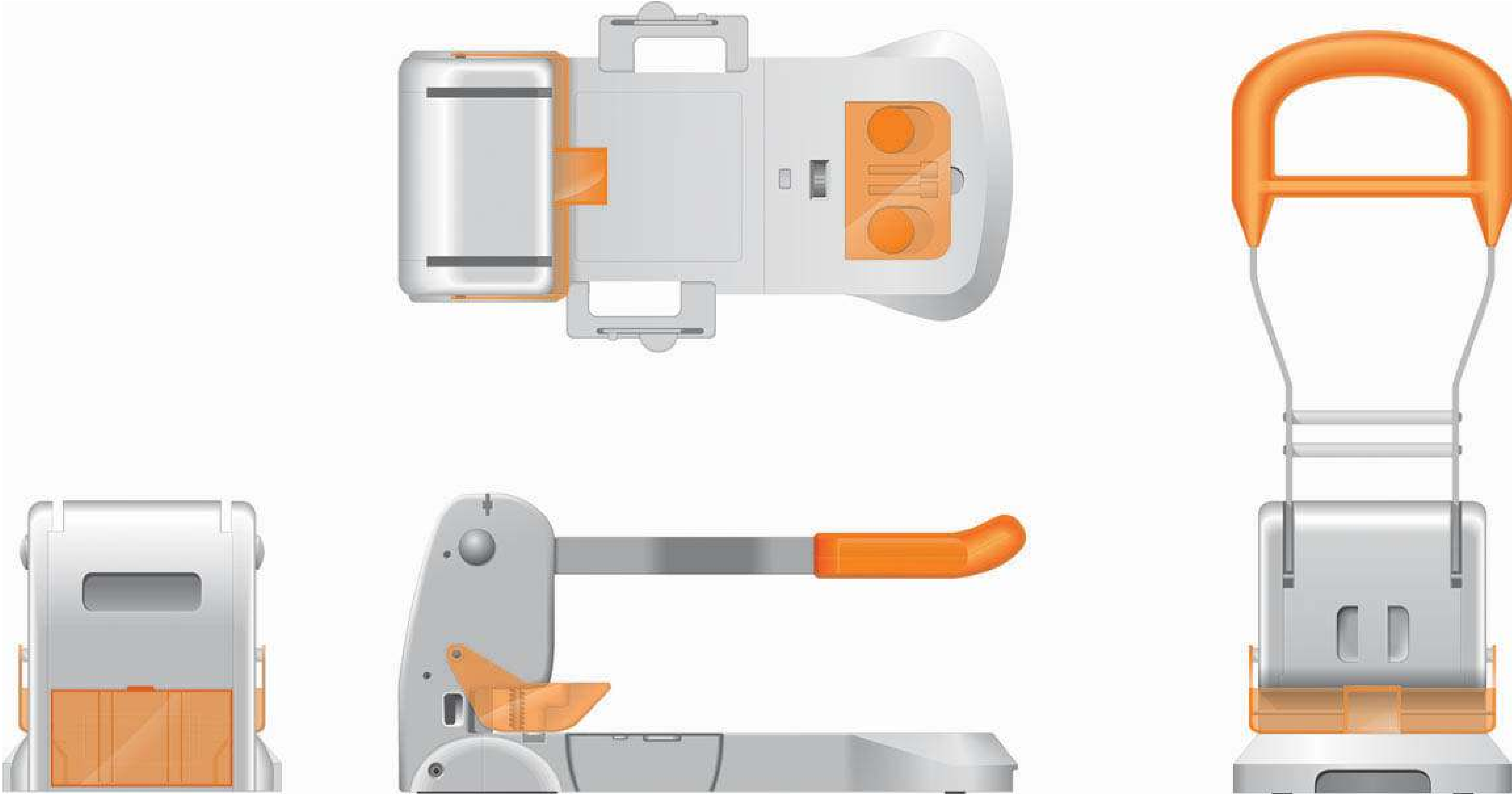
STORY  
BOARDING





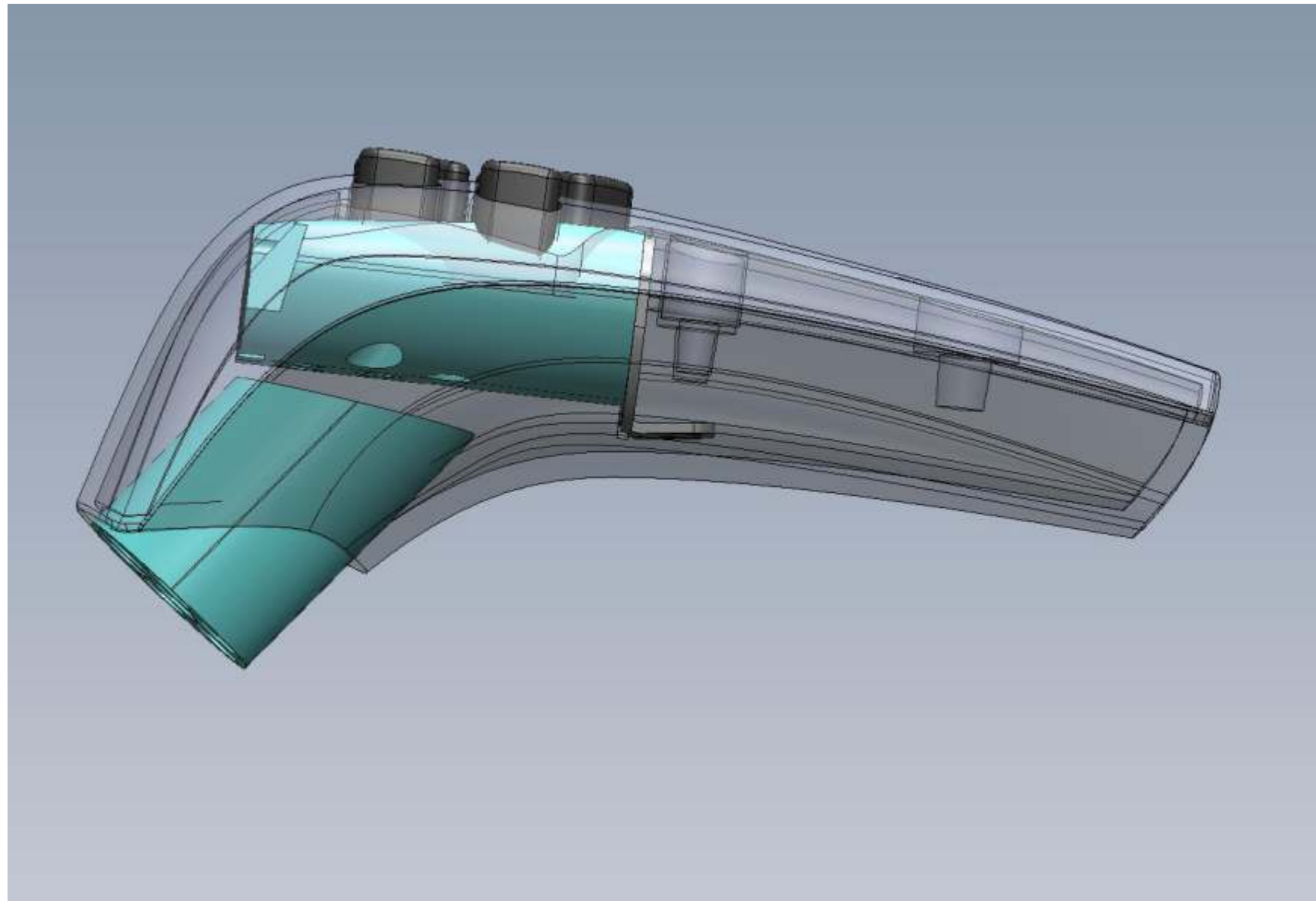
CONCEPT  
SKETCHING







3D  
MODELING





CMF



Rubberized  
Spray



Double  
Injection  
PC over  
ABS



Physical  
Vapor  
Deposition



Water  
Transfer  
Printing

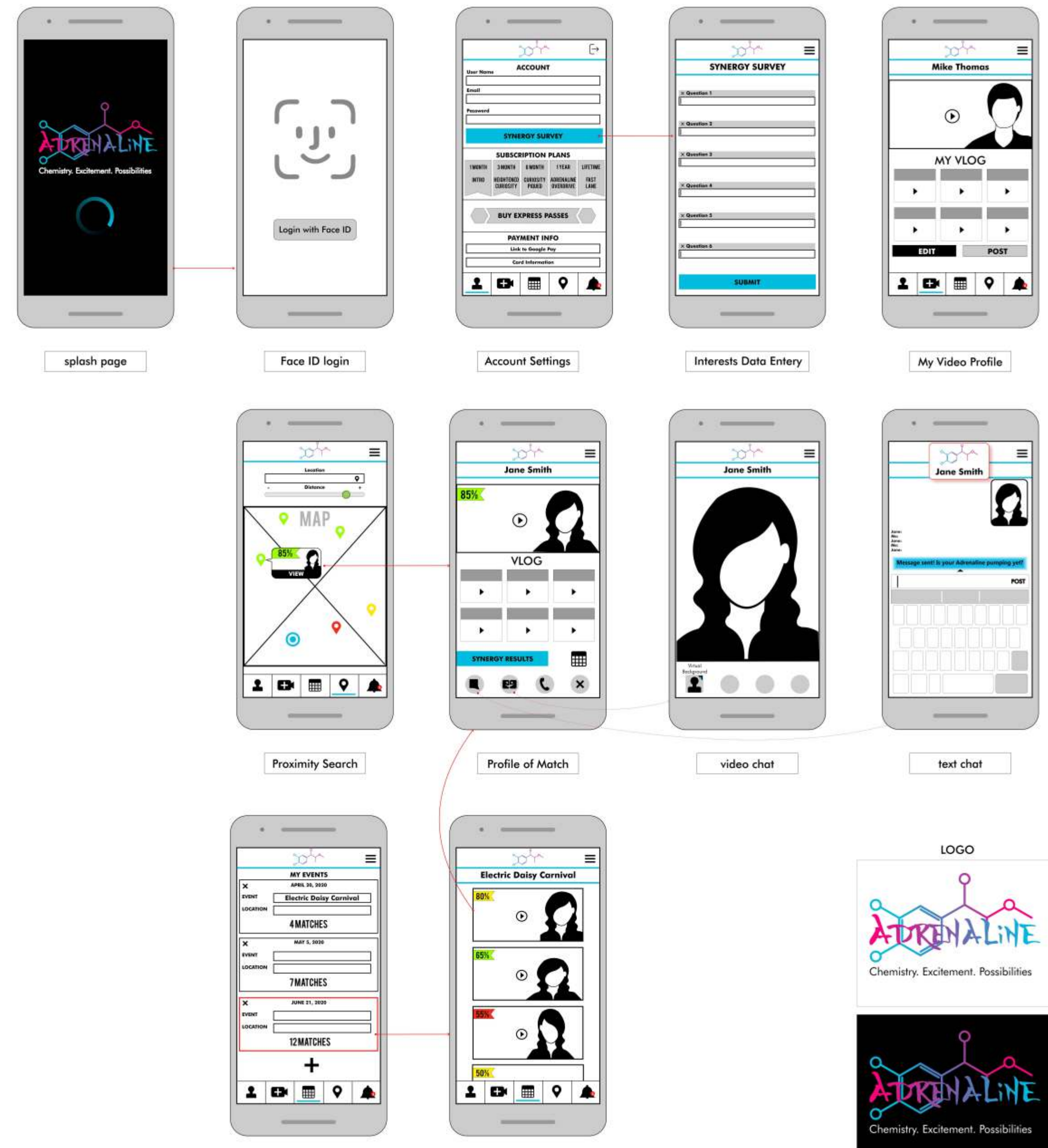


In-Mold  
Decoration



Lighting  
Effects

WIRE  
FRAMING





PACKAGING



Areas of Focus



Survival Skills



Tool Kit





Thank You!