

Jason McGrath
Principal Designer

one.two.Design.

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.”

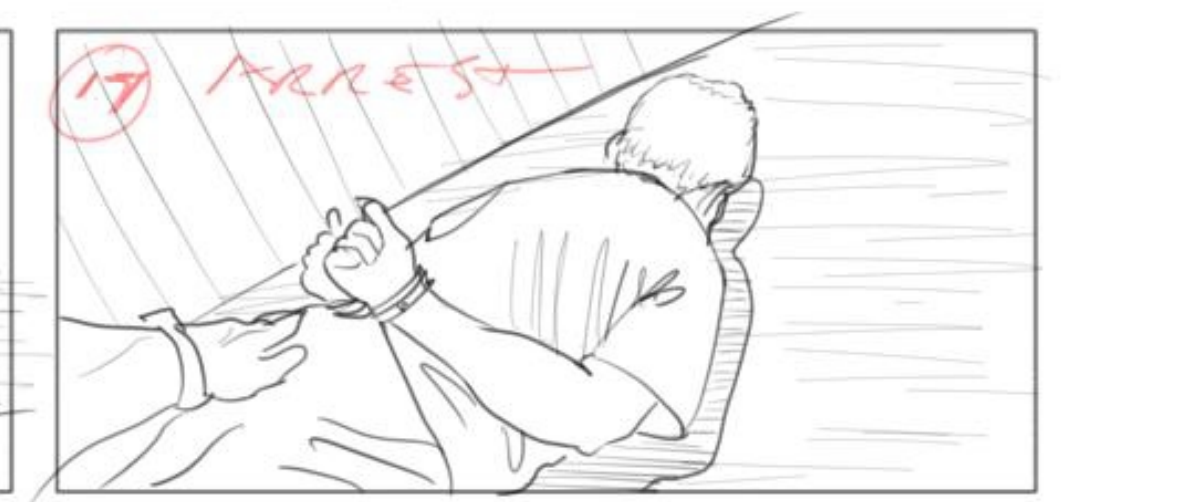
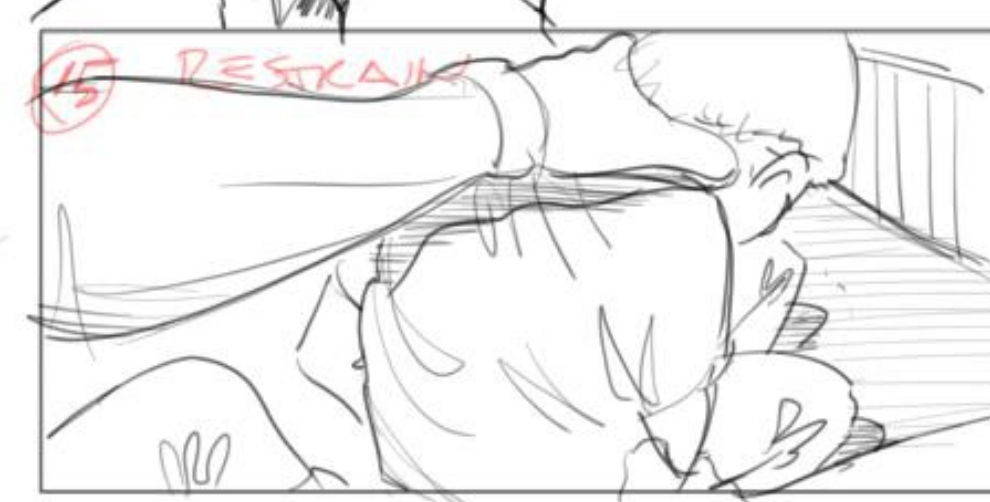
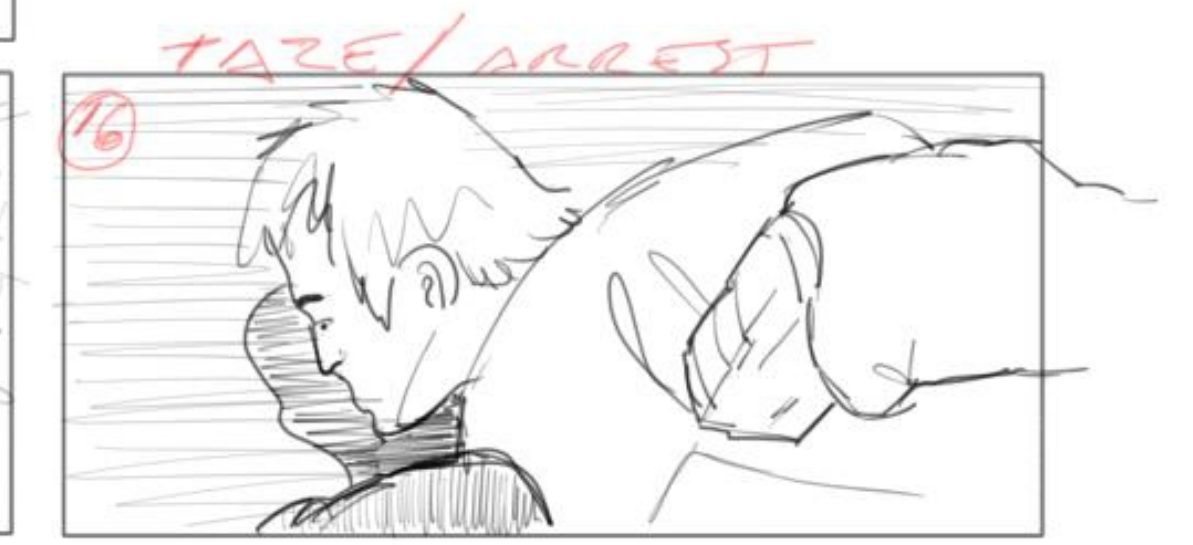
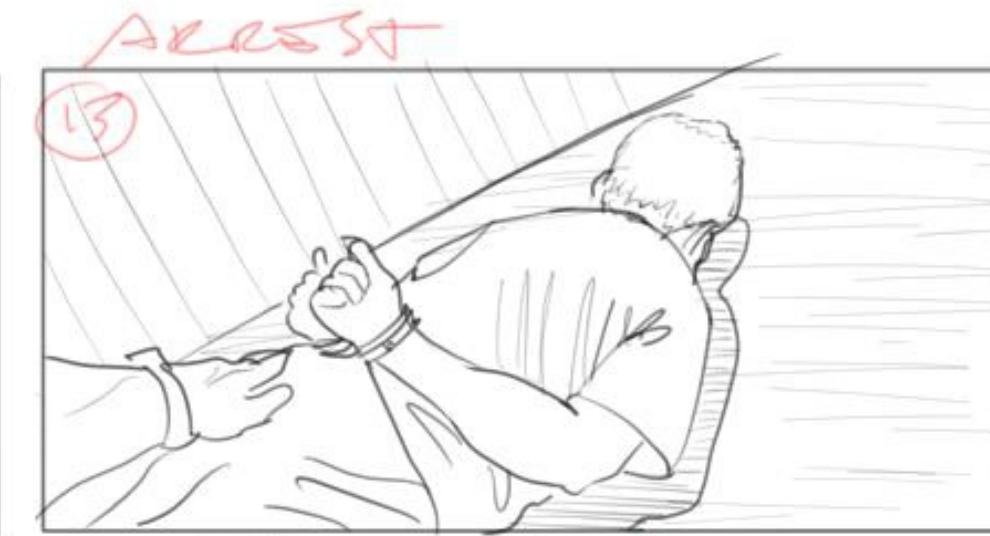
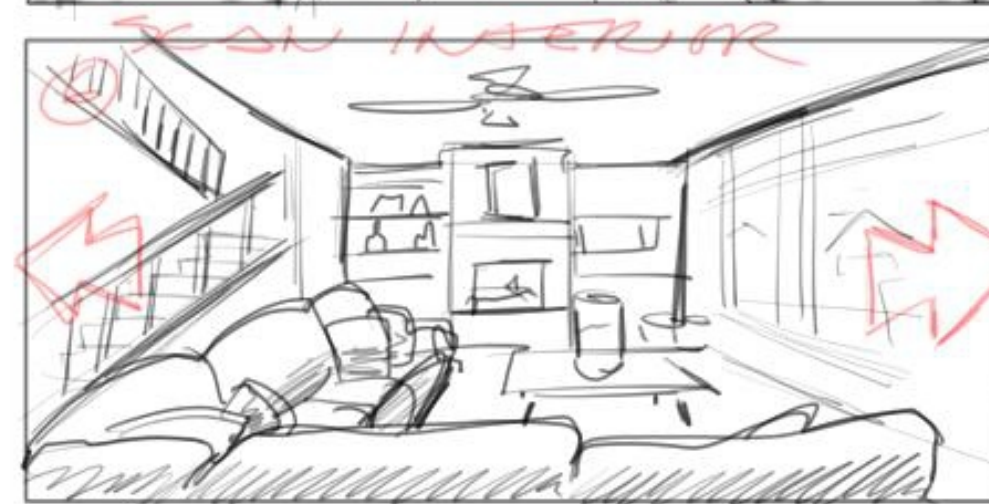
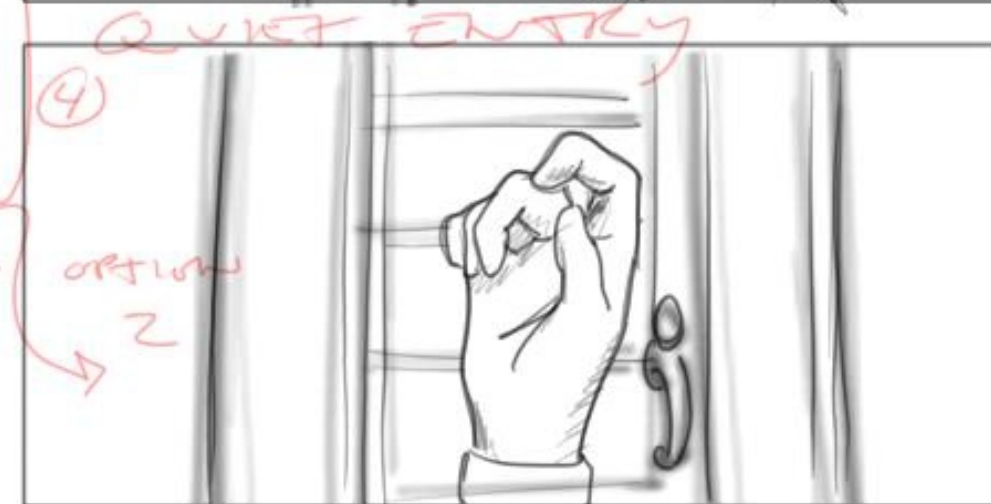
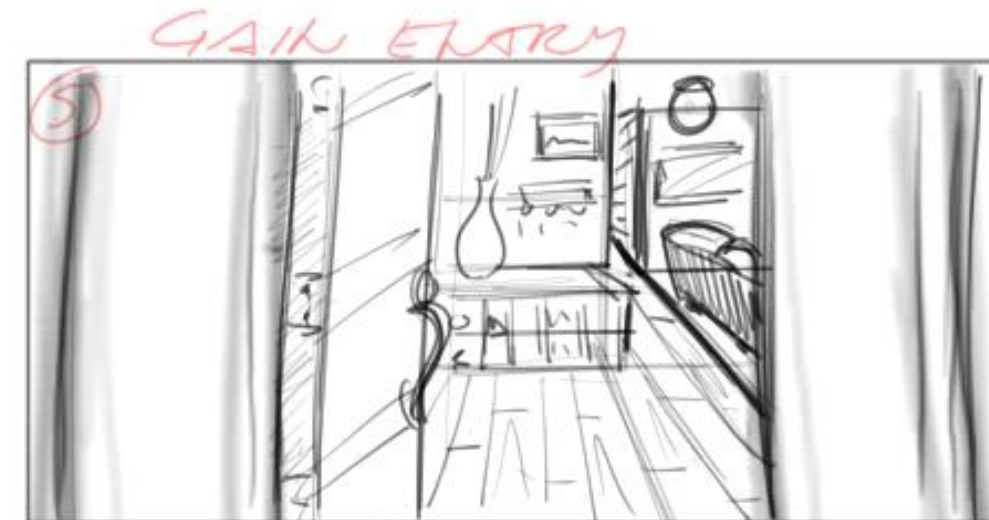
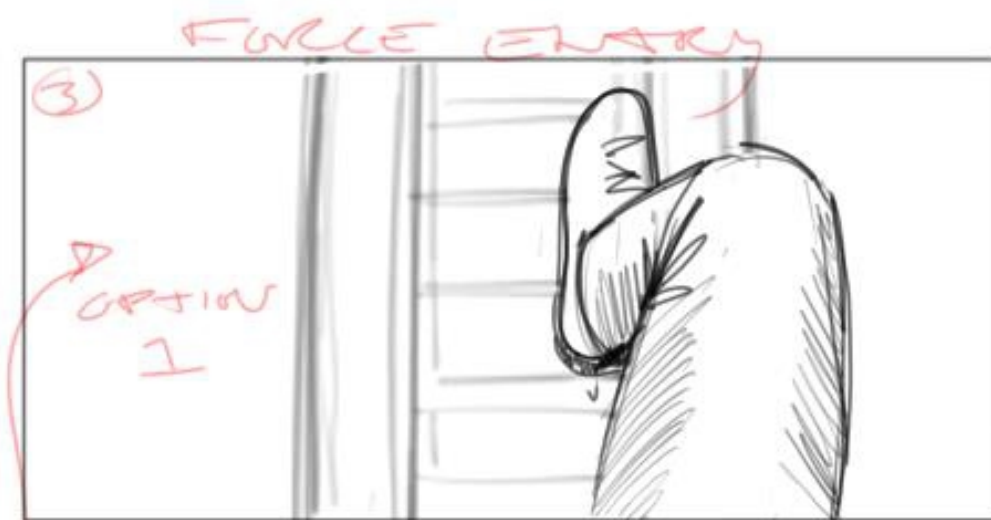
Preliminary Customer Needs

- 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

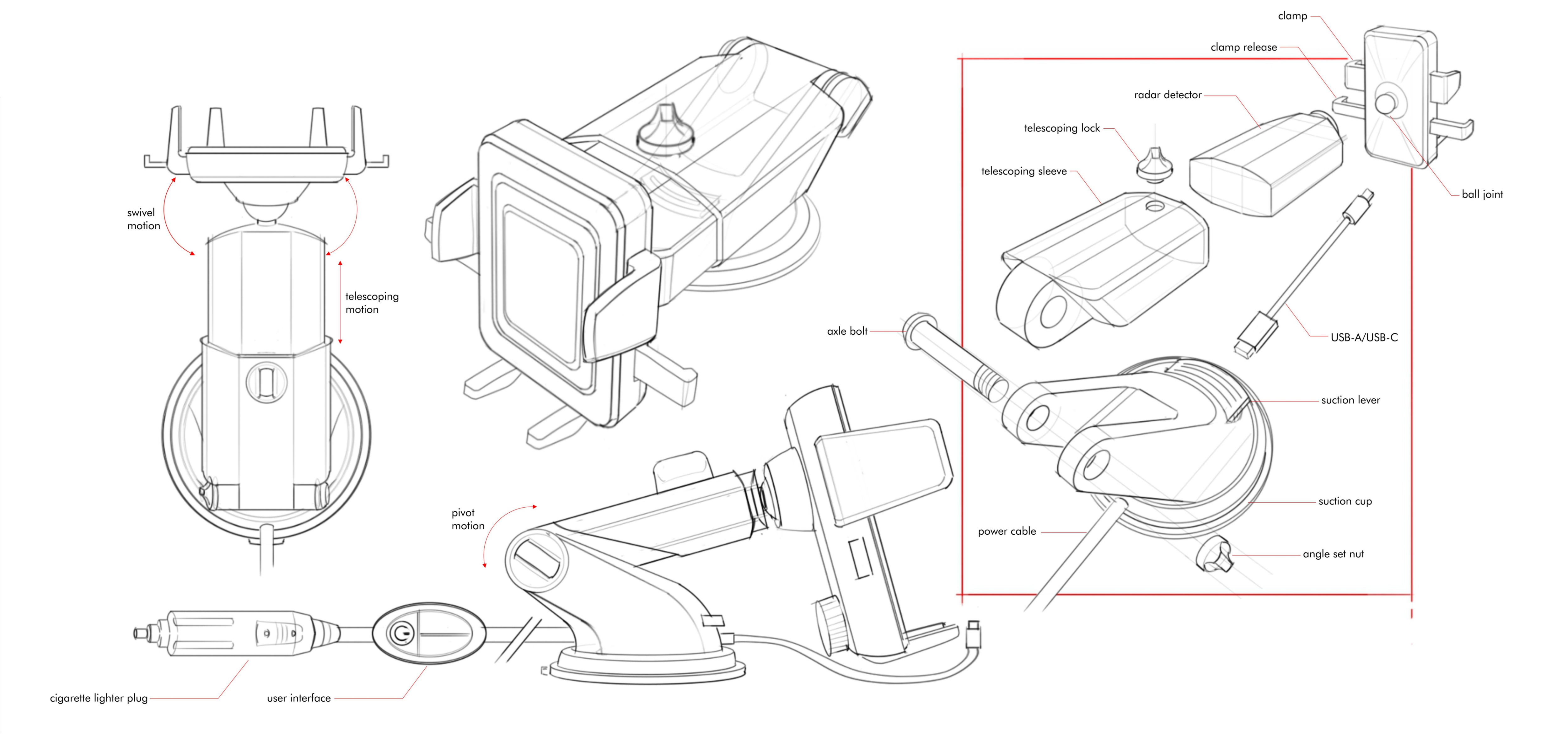
User Journey Map

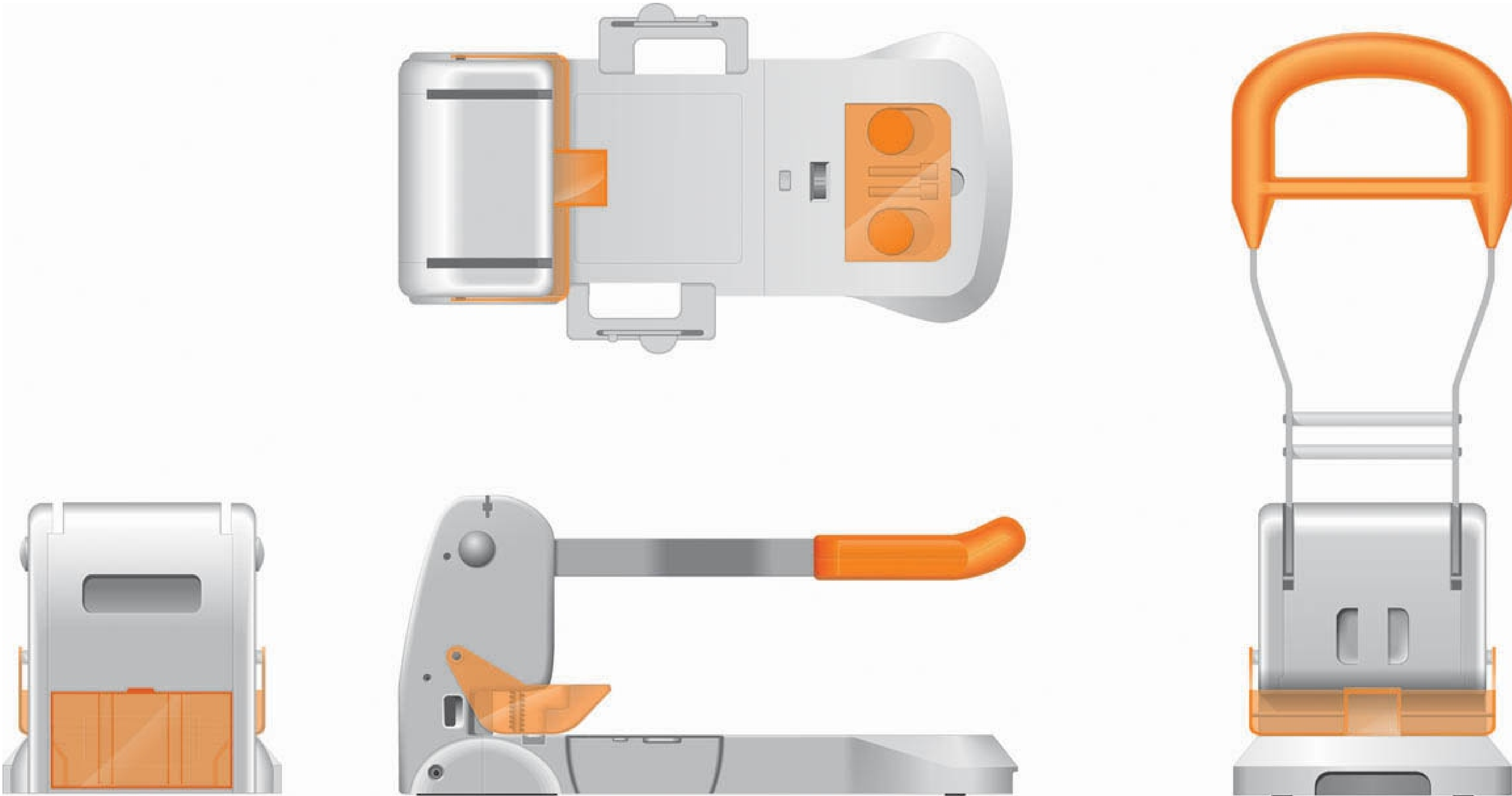


STORY BOARDING

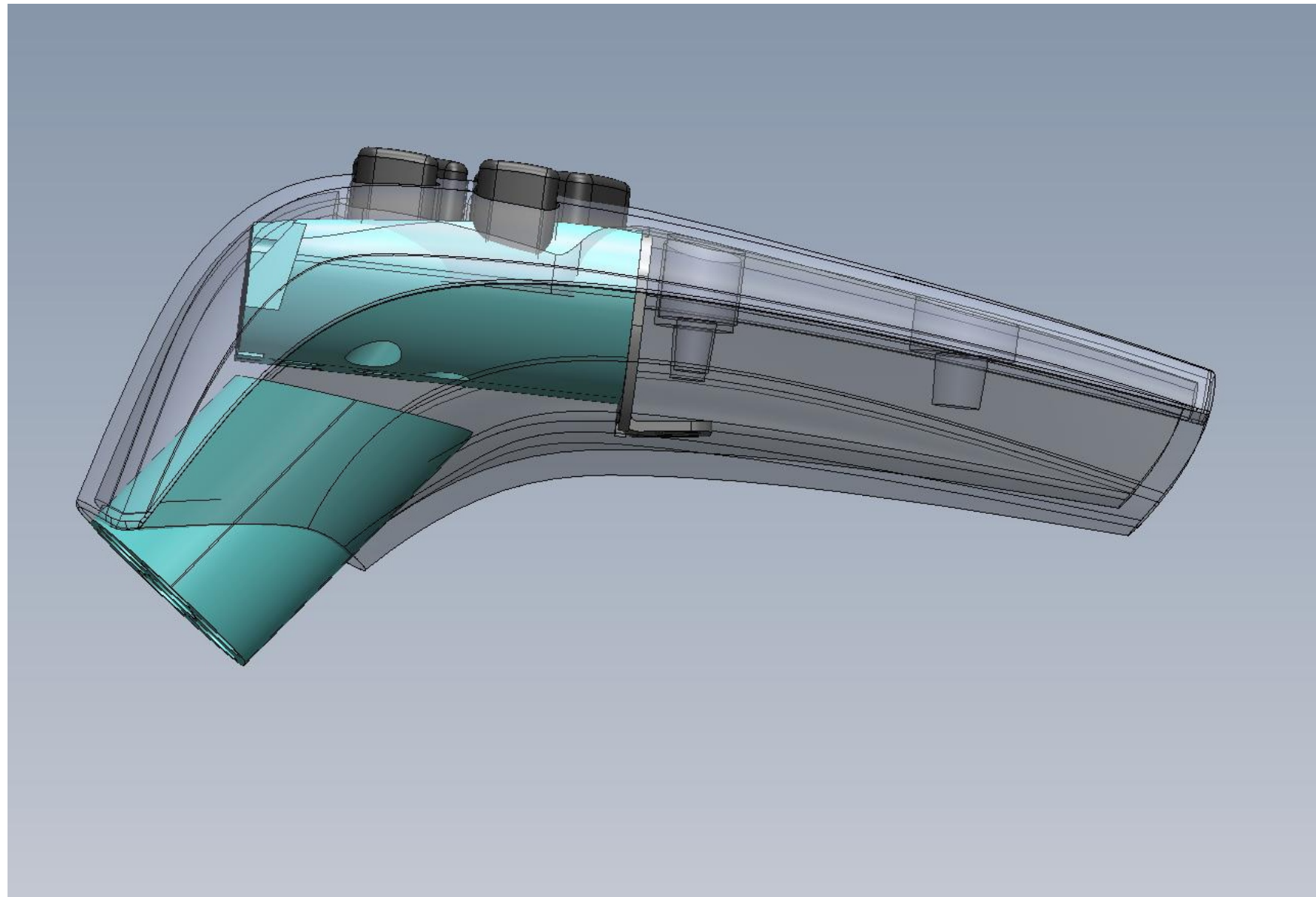


CONCEPT
SKETCHING





3D
MODELING





Rubberized
Spray



Double
Injection
PC over
ABS



Physical
Vapor
Deposition



Water
Transfer
Printing

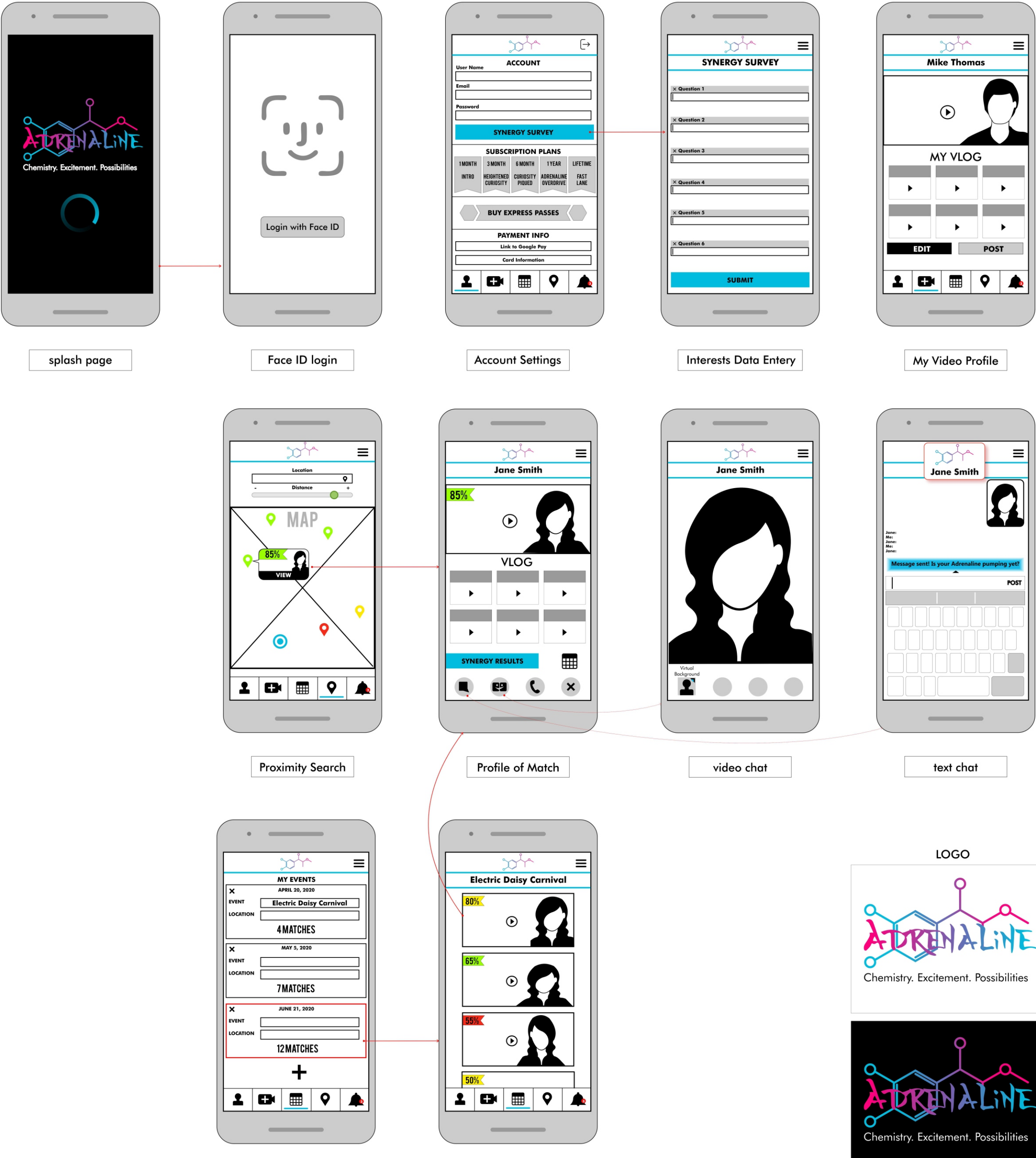


In-Mold
Decoration



Lighting
Effects

WIRE
FRAMING



PACKAGING



Areas of Focus

MEDICAL
DEVICES

EQUIPMENT

CONSUMER
HARD GOODS

SOFT
GOODS

CHILDREN'S
PRODUCTS

USER
EXPERIENCE

Survival Skills

V.O.C.
USER
RESEARCH

STORY
BOARDING

CONCEPT
SKETCHING

TECHNICAL
ILLUSTRATION

3D
MODELING

CMF

Tool Kit

EMPATHY

AUTODESK
SKETCHBOOK

COREL DRAW

ADOBE
PHOTOSHOP

SOLIDWORKS

ADOBE XD

Thank You!