

PORTFOLIO

2025

LANCE MIMNA
INDUSTRIAL & EXPERIENTIAL DESIGN



Hey there!

I'm Lance, I work as a versatile creative utilizing my skillset as an Industrial Designer and Experiential Designer. I have a passion for creating and connecting with others and I have the drive to use my creative skillset to learn, grow and impact those around me. Collaborating with other creative minds and solving problems motivate me on a daily basis and I'm always looking for new challenges and experiences!



CONTACT

540 • 316 • 1069
LANMIMNA@GMAIL.COM
MIMNADESIGN.COM

EDUCATION

SAVANNAH COLLEGE OF
ART AND DESIGN
B.F.A
INDUSTRIAL DESIGN
2023

EXPERIENCE

ELEVATE	SEPT. - PRESENT
EXPERIENTIAL DESIGNER	2023 - 2024
ELEVATE	JUN. - SEPT.
CREATIVE INTERN	2023

SOFTWARE



01

NOMAD



02

SUMMIT
MOBILITY



03

NYCFC
PREVIEW CENTER



04

CONNECT



Project

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NOMAD





Do you get your backpacks tailor made?

Most normal people would say no, backpacks are made using standards that apply to the majority of normal people.

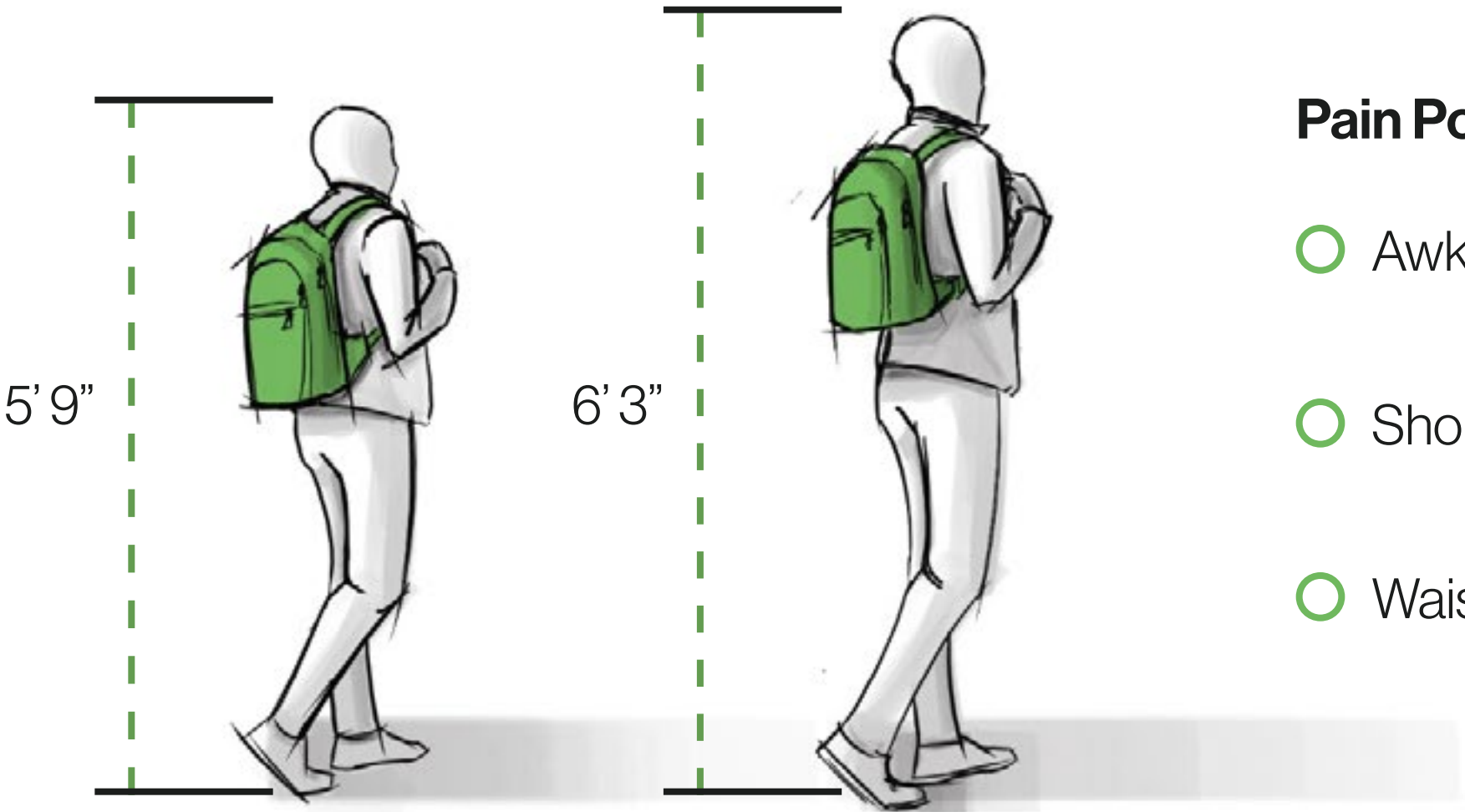
But what if you're an outlier?

Concept

A backpack designed to a client's specific measurements and preferences to prolong use and increase comfort.

Average Male Height

Client Height



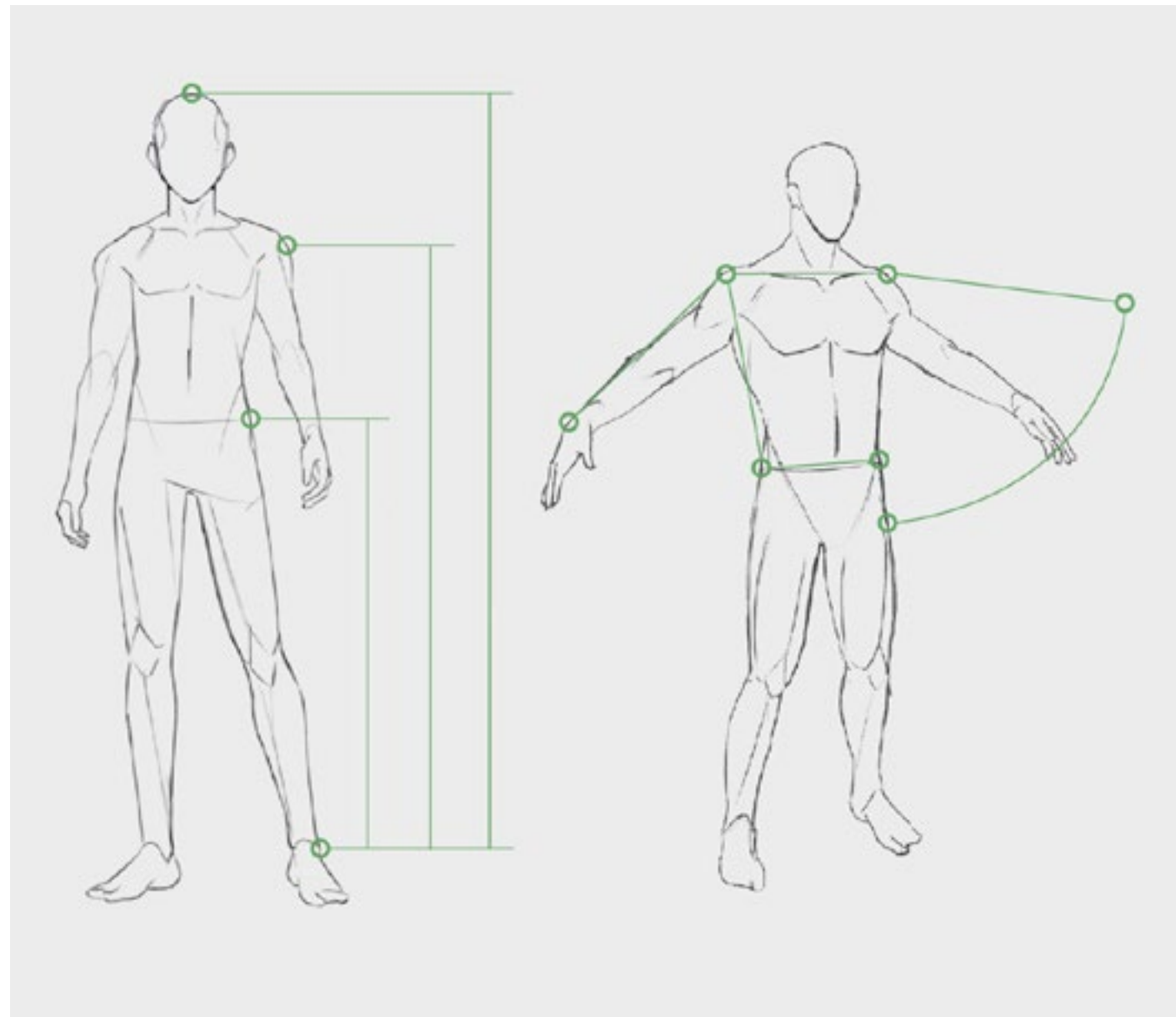
Pain Points

- Awkward weight distribution
- Shoulder strap position
- Waist strap position

Client's Current Product Flaws

- Insufficient storage
- Poor quality hardware
- Frail materials





Discovery

After conducting interviews with the client and collecting their specific measurements, design drivers were set.

Market Research

In-depth market research was conducted to identify opportunity and define client preferences

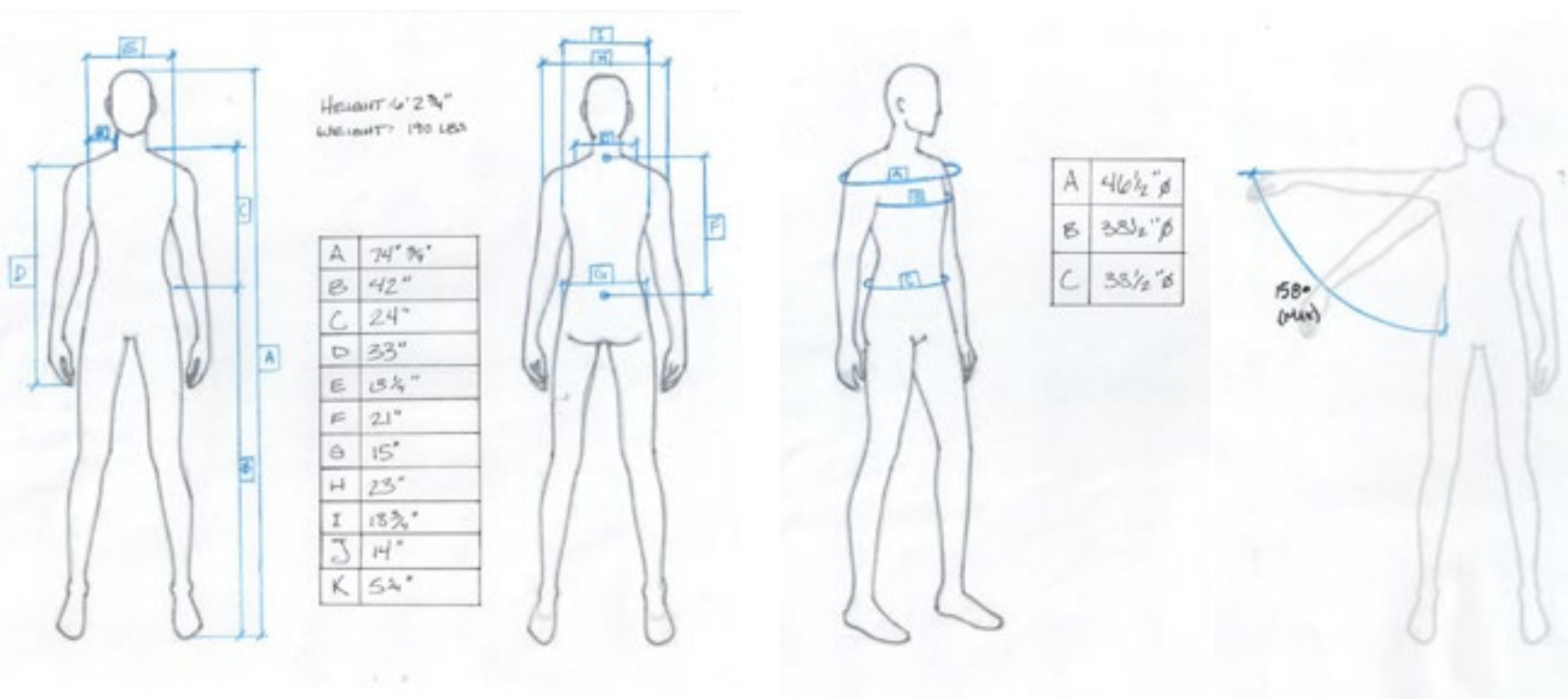
Design Drivers

01 Comfort

02 Robust Hardware

03 Modular Storage

Anthropometric Data Gathering



Market Research

Daypacks are designed to fit a sholder to torso length between 17" and 19" - this is the metric for comfort.

The client's sholder to torso length is 21", meaning he would have to buy a larger bag to fit him properly. Those larger bags are typically made for heavy-duty trekking, which won't serve the client's everyday needs.

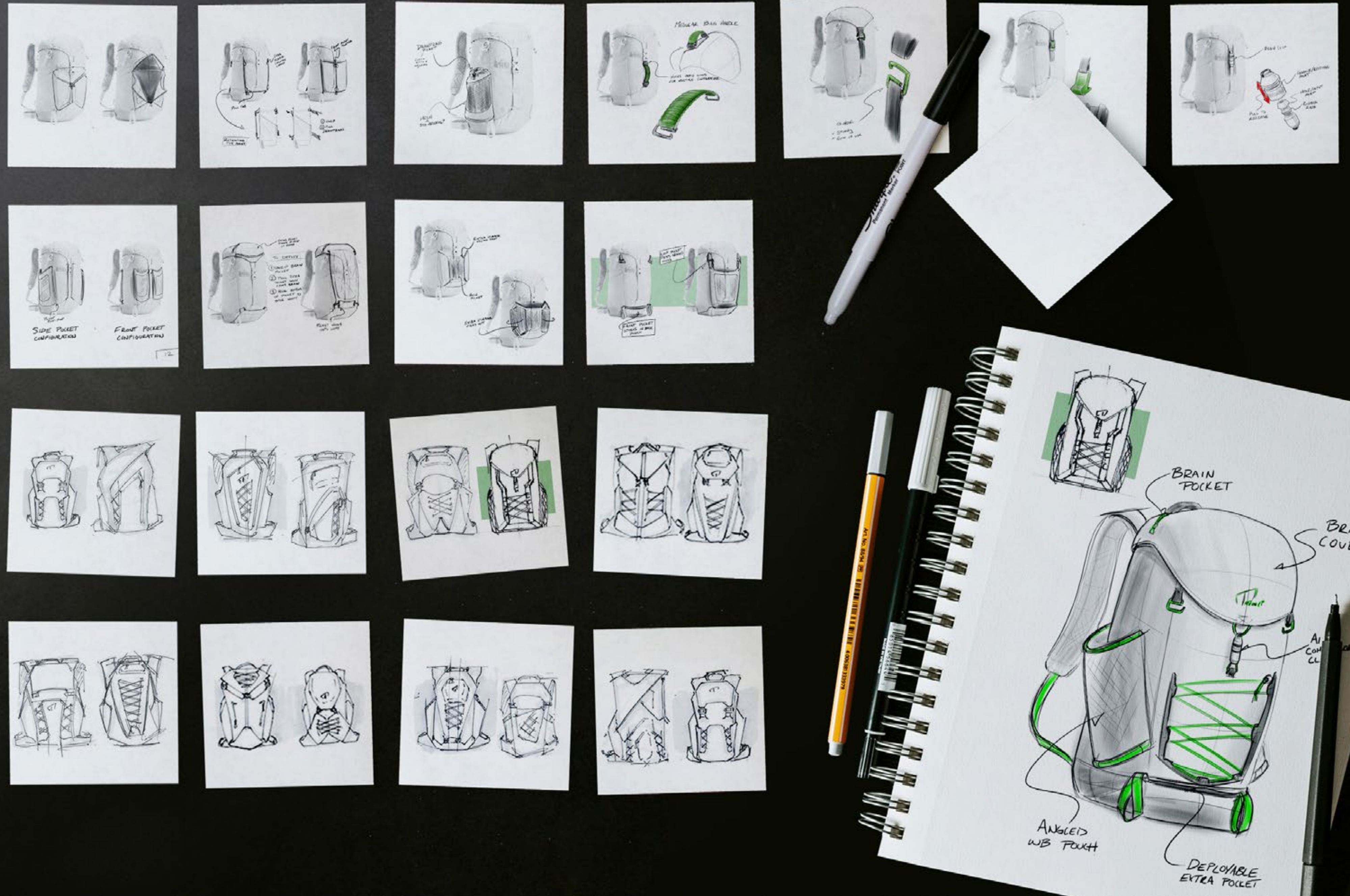
Daypack



Trekking Pack



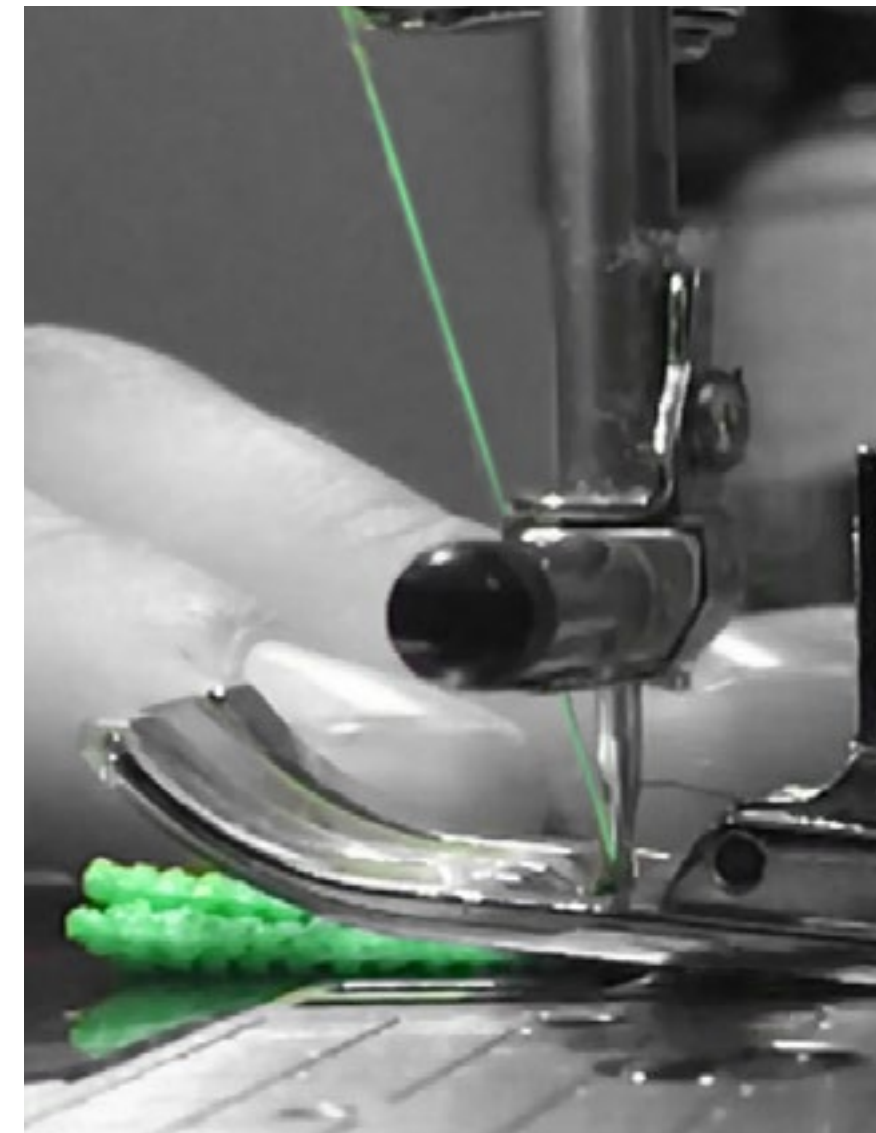
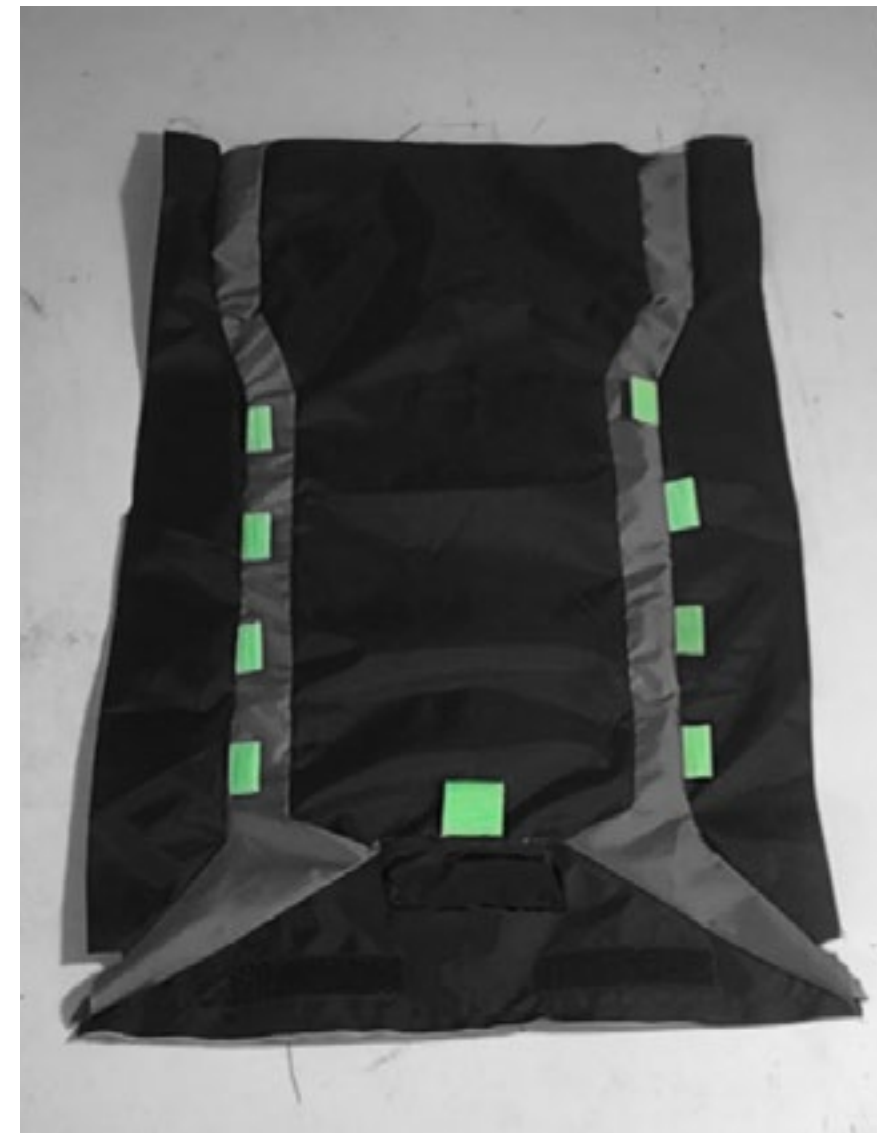
Ideation





Prototyping and Development

Creating iterative models to test with the client and making adjustments as needed.



Final Prototype



○ Modular pocket for additional storage

Robust hardware for prolonged use ○



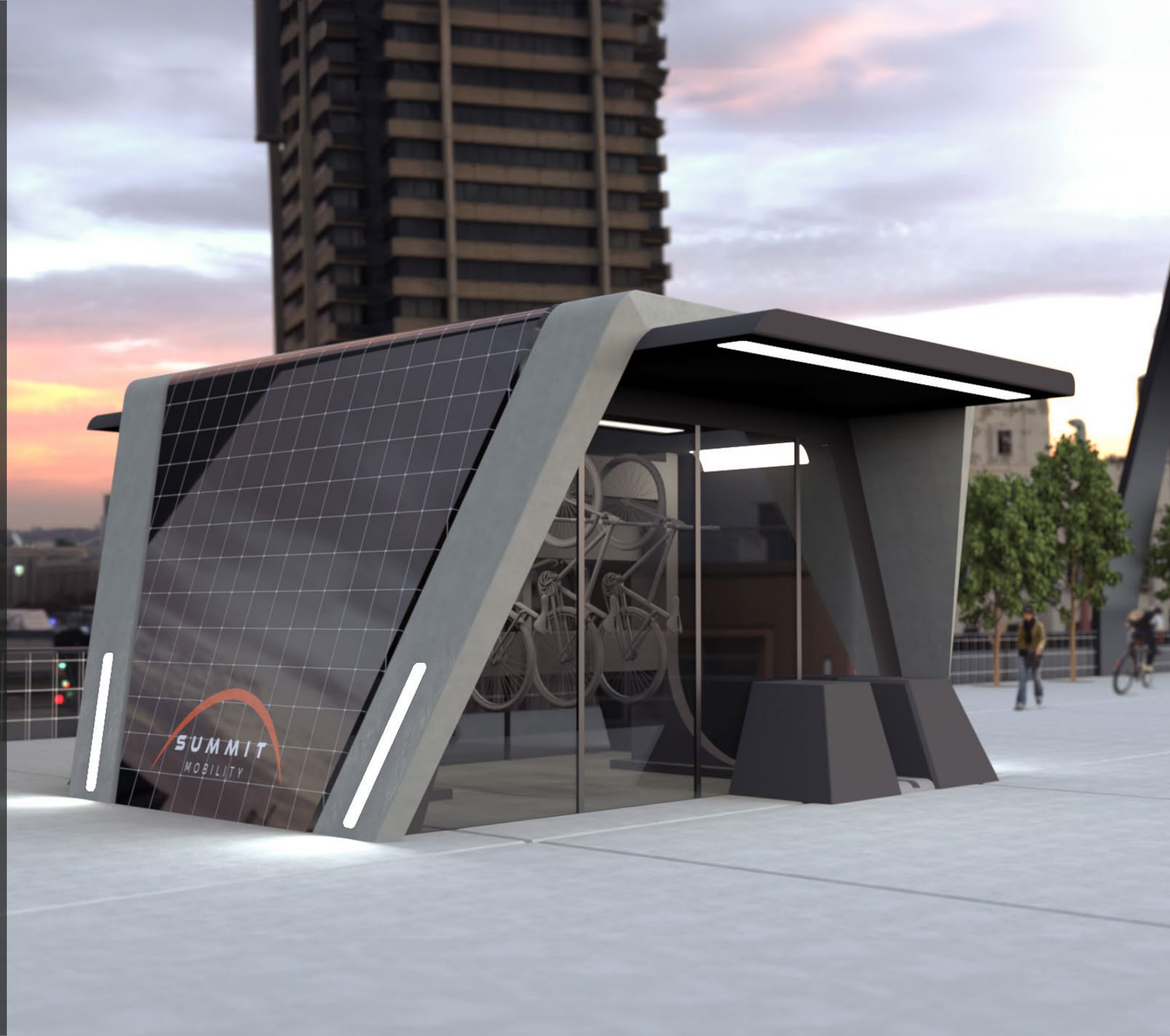
Comfortable fit for
non-stop adventure

Lightweight material



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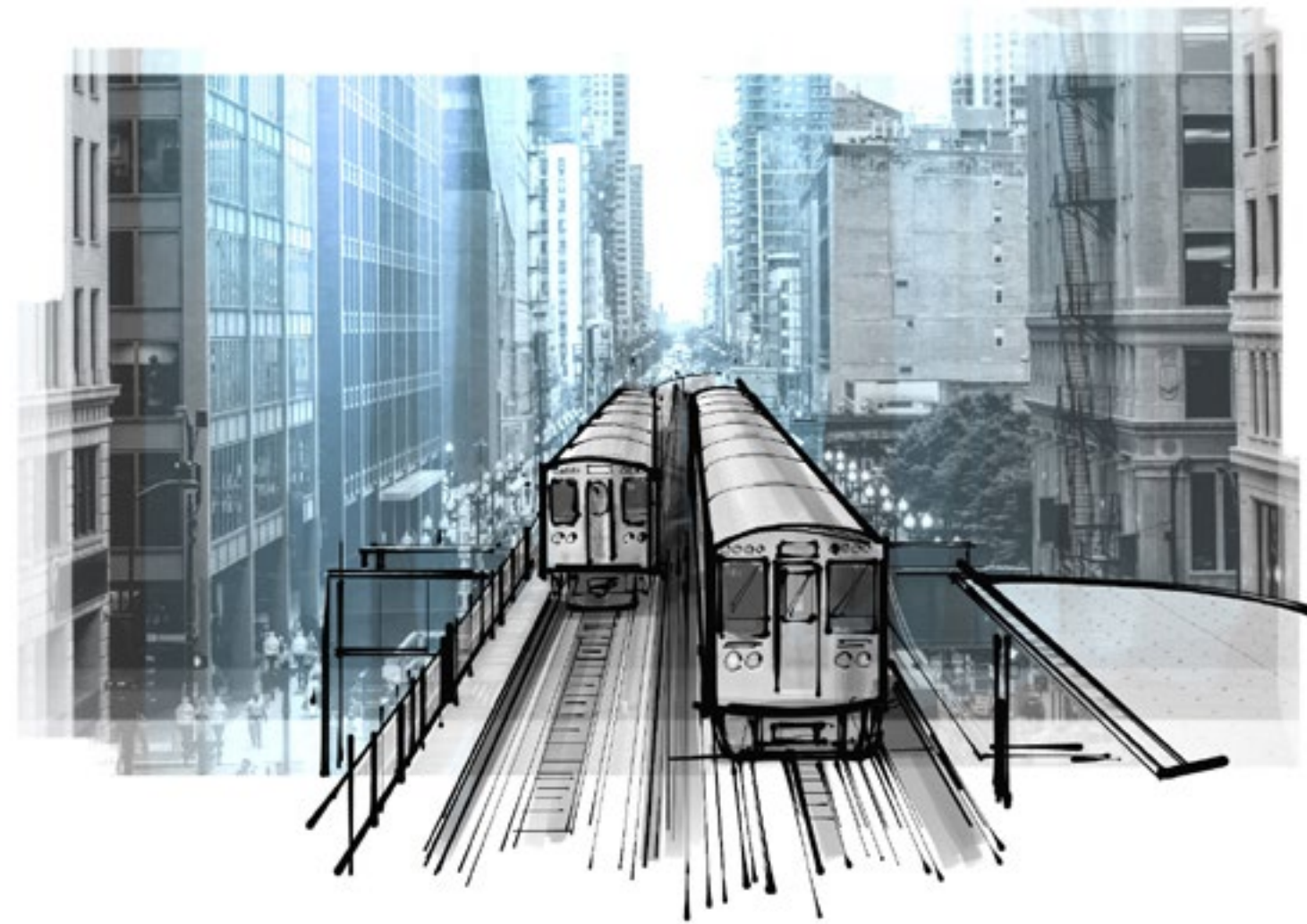


Making transportation more accessible

Chicago has a great transportation system in place, but what if personal transit and mass transit lived on the same tracks?

Concept

Designing the system to supplant the current above-ground tracks by raising the train rail another level and re-purposing the current tracks to become a pathway for personal transportation. In doing so, transportation routes remain in the same locations - but get a much needed upgrade.

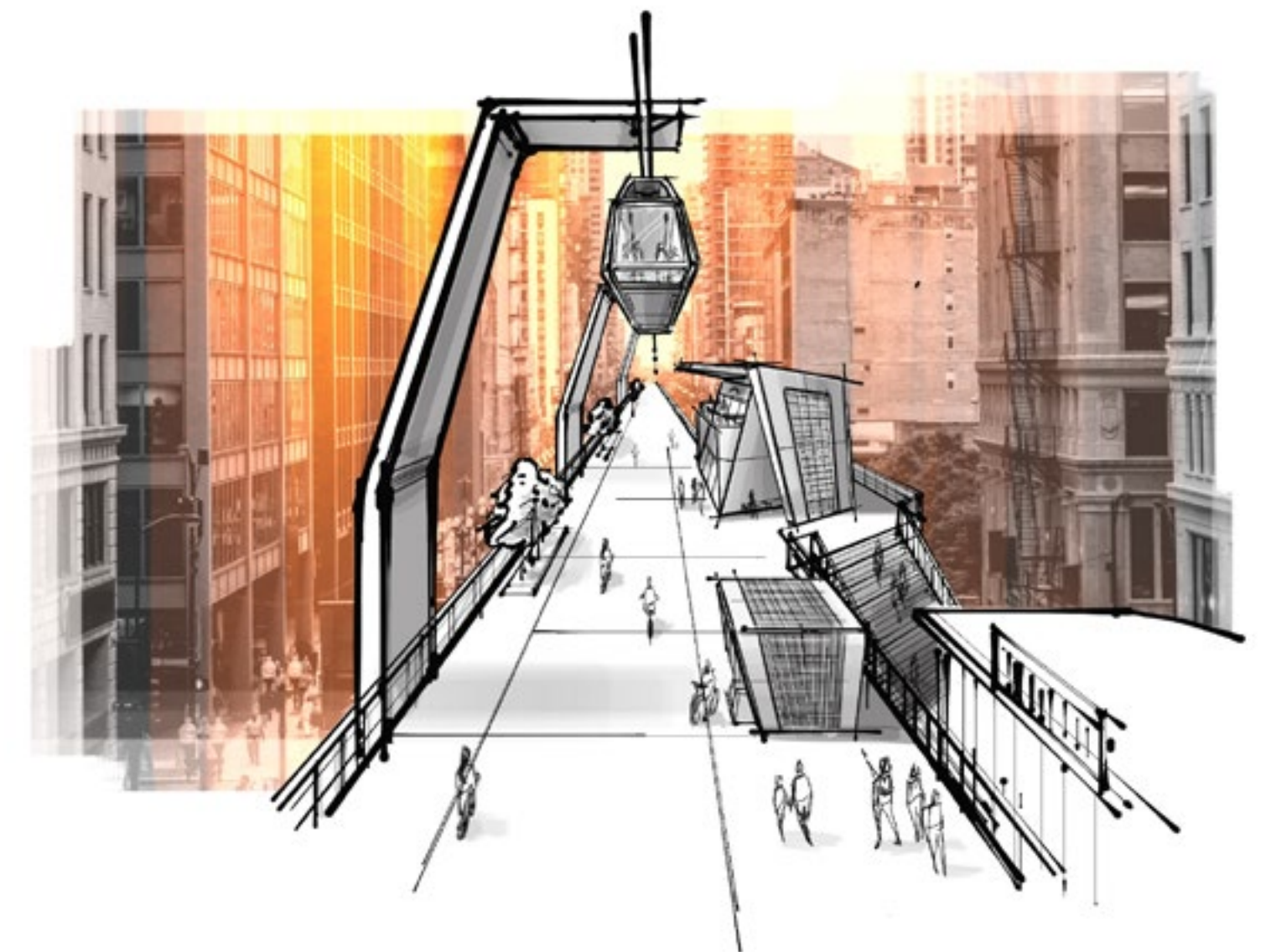


Current System

- Avoids interference with ground transport
- Efficient, but outdated
- Mass-transit only

Proposed System

- Avoids interference with ground transport
- Streamlines travel and transforms existing tracks
- Incorporates personal transport routes



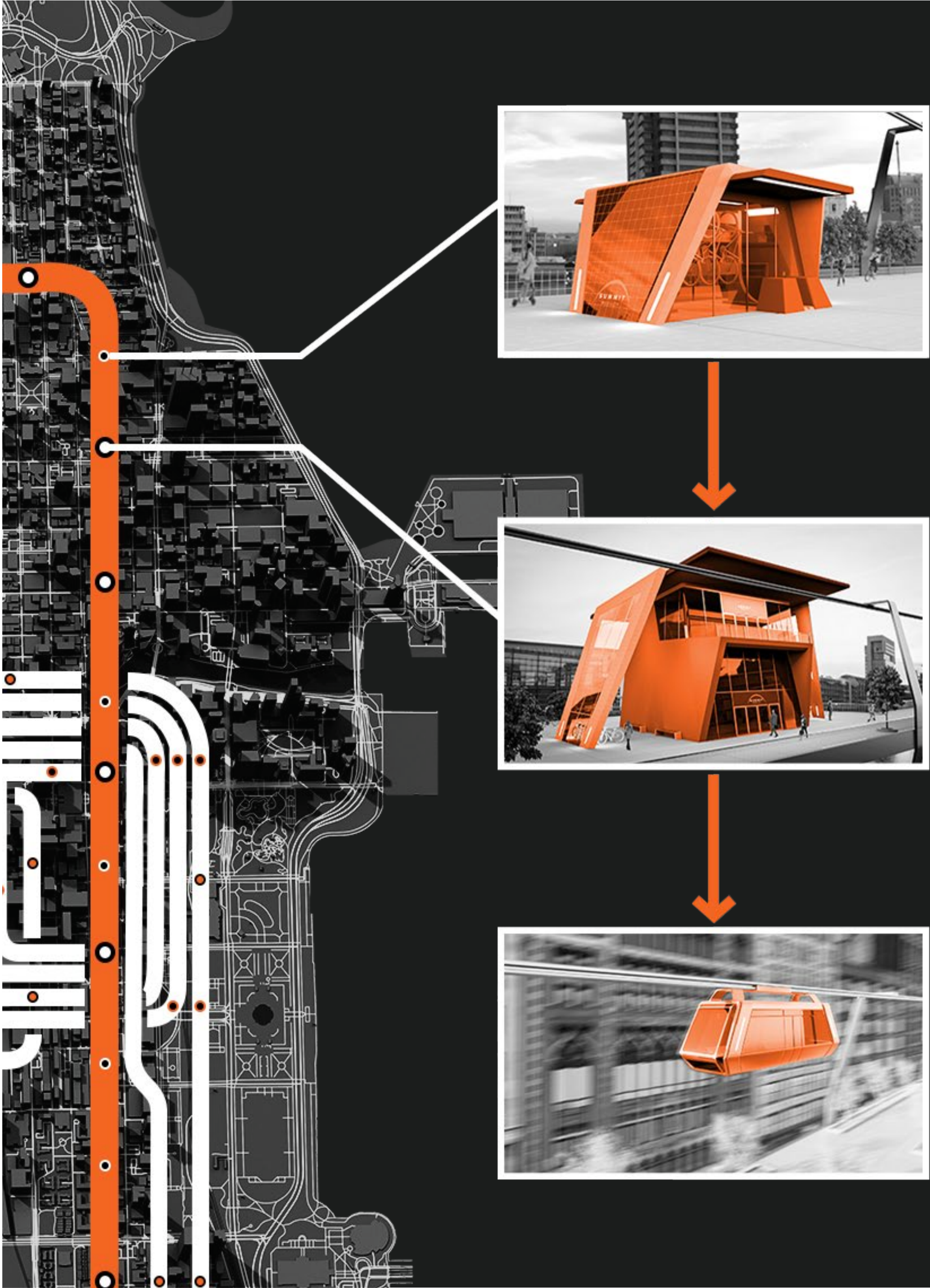


User Journey

As personal transportation becomes more popular and integrated into large-scale transportation systems, it becomes ever more important to create a seamless user experience.

Providing access to each mode of transport and ensuring last-mile vehicles are kept in working order is of paramount importance.

Summit Mobility takes these key factors into account and includes safe pathways for multiple modes of transport.



Access personal transportation at the nearest micro-mobility station.



Ride to one of the transportation hubs in major city junctions.



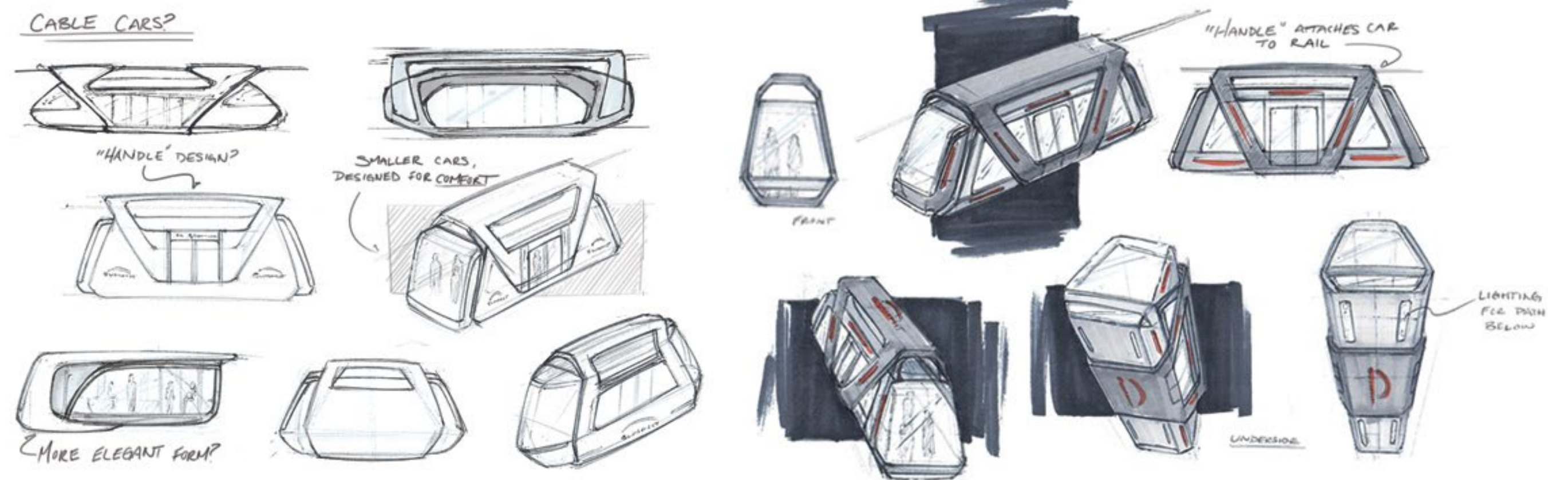
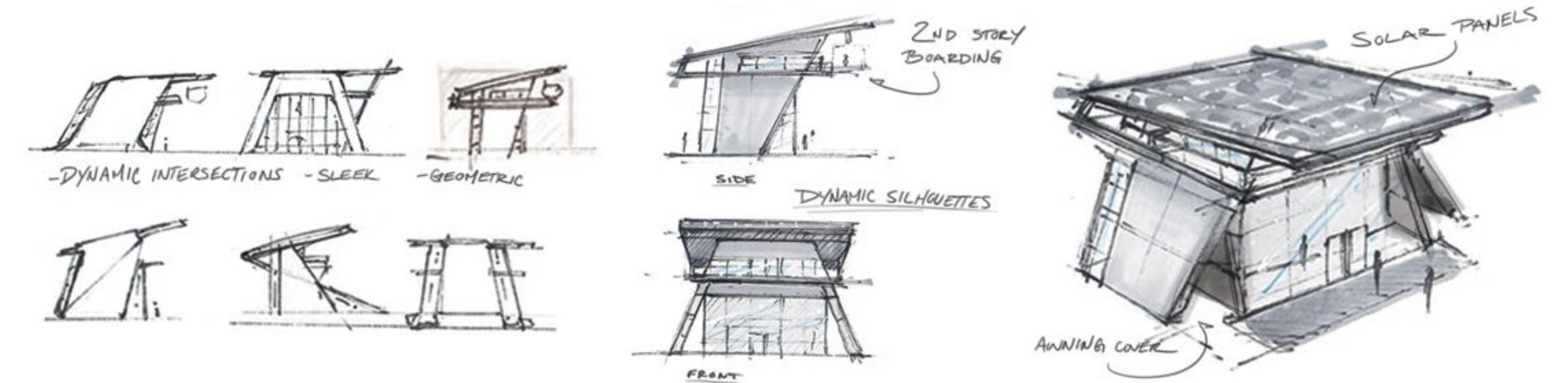
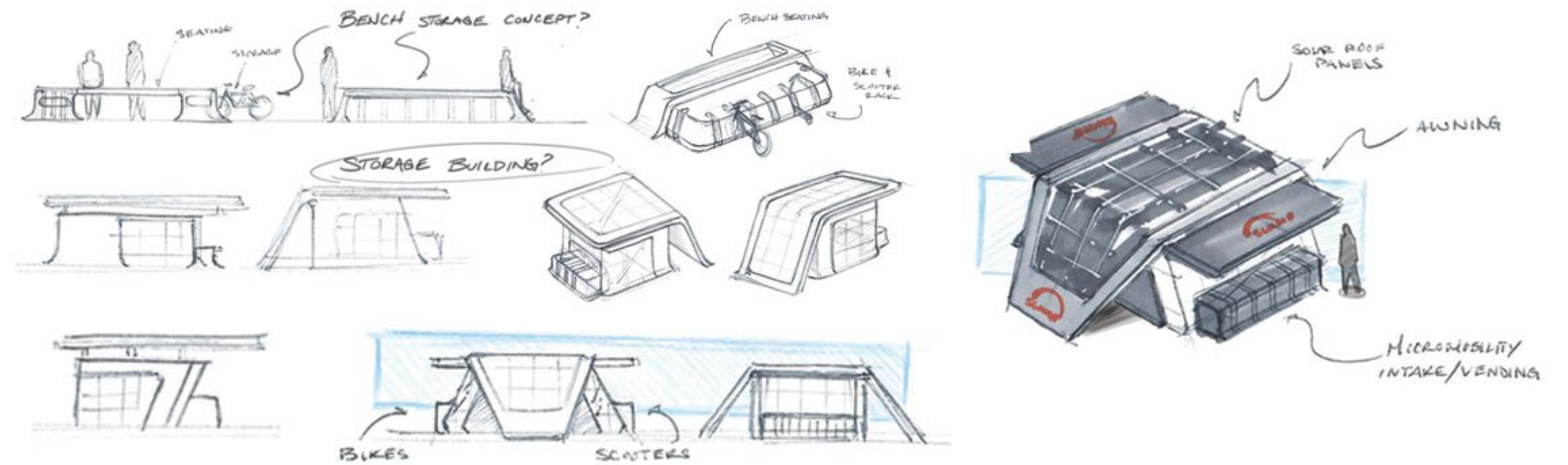
Catch a train to quickly reach your final destination.

Ideation

Micro-mobility Station

Train Station

Train Pods



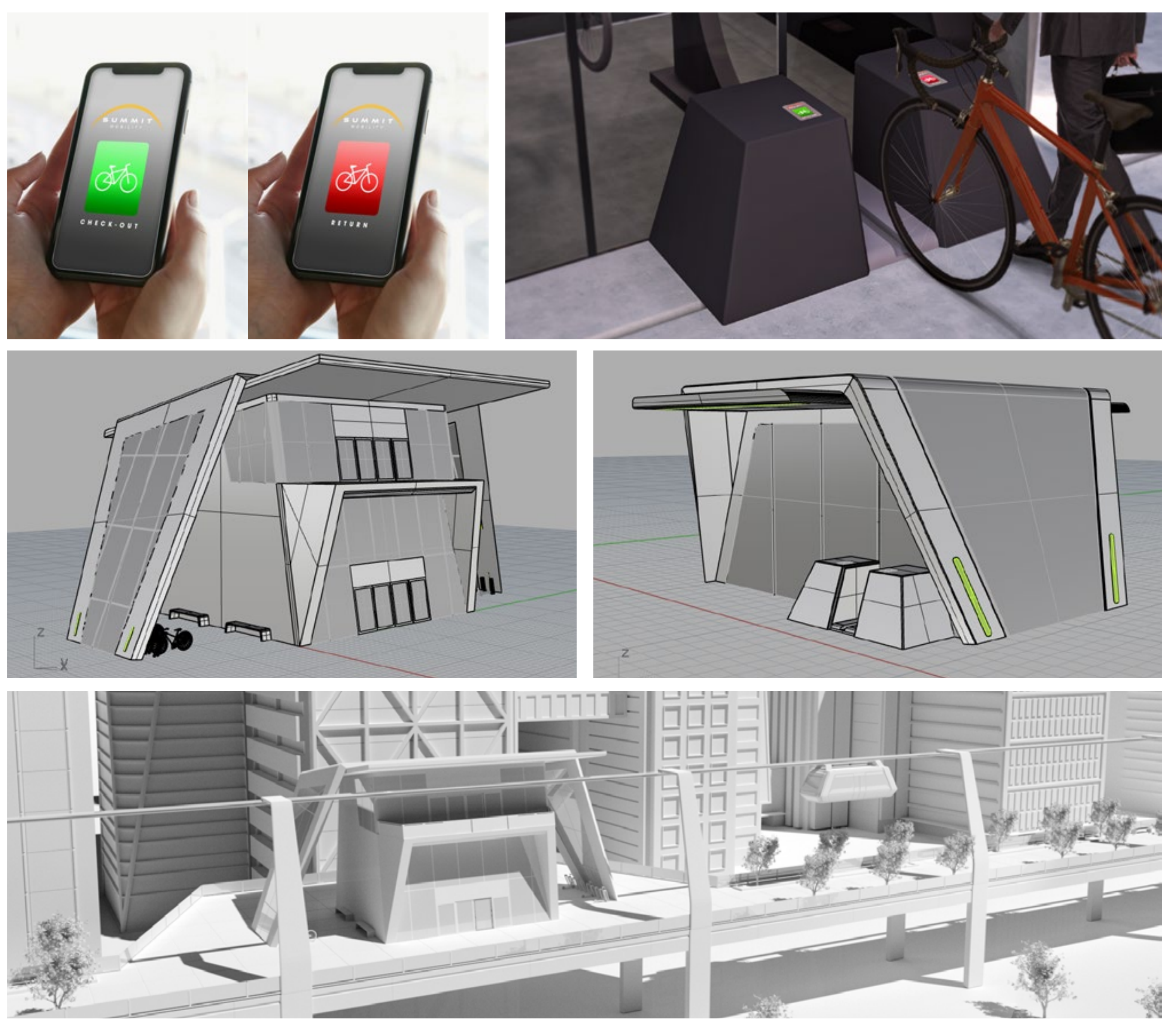


Development

Creating a basic interface for micro-mobility access at vending stations along the path of travel.

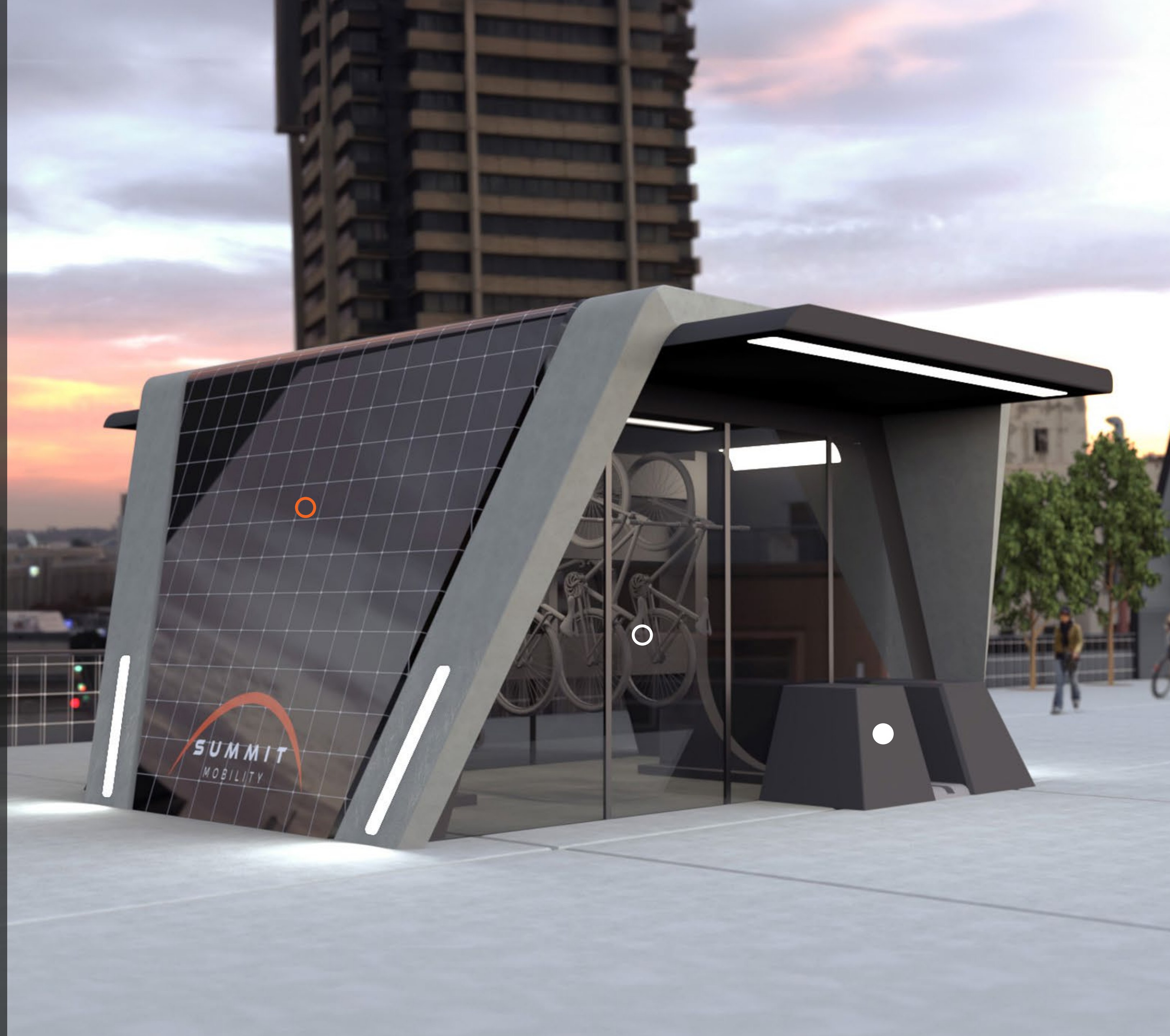
Modeling the system components in CAD while being mindful of the established design language and motifs.

Creating a mock 3D model of the integrated system to get a sense of scale and visual impact.



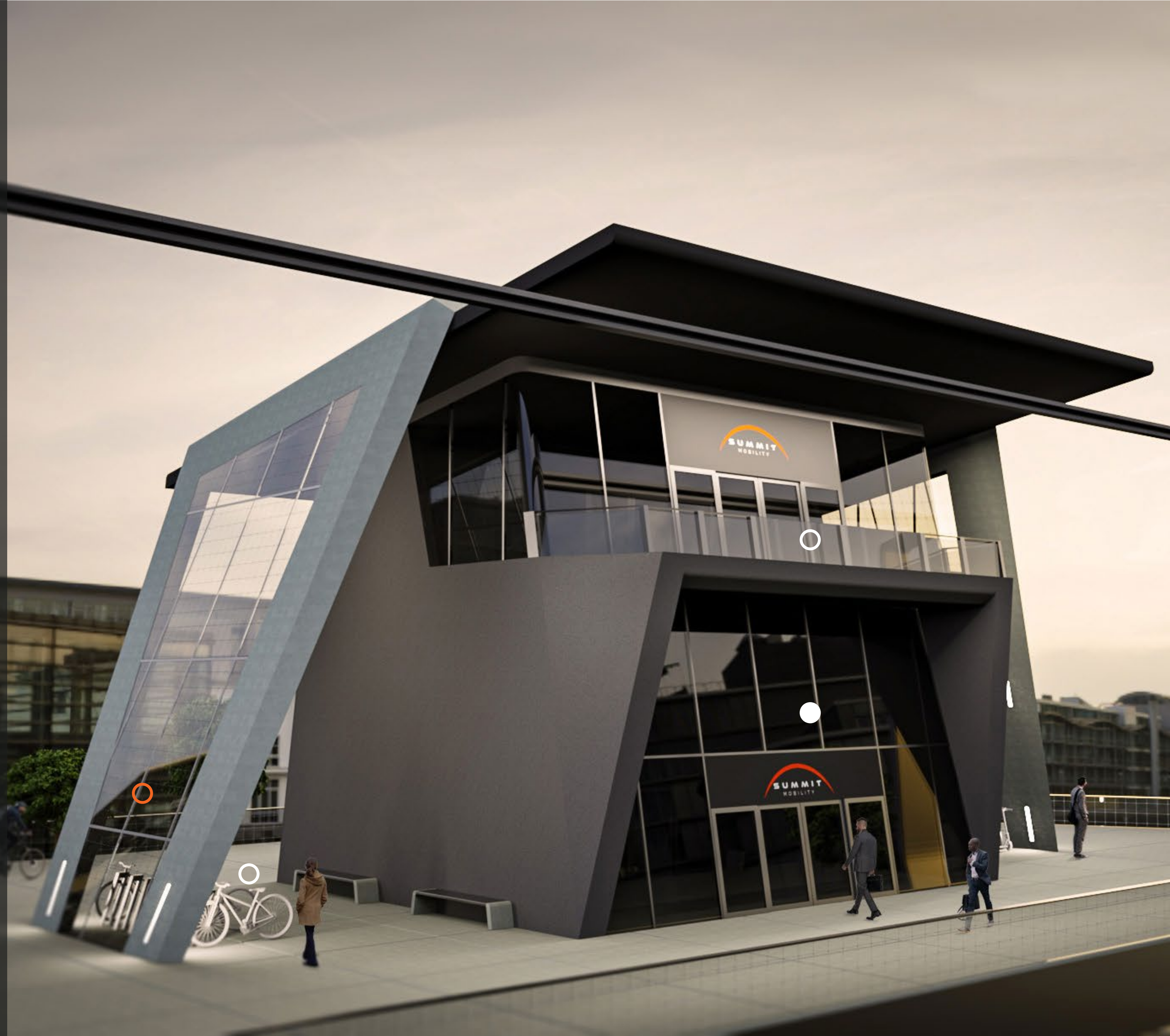
Accessible

- Integrated solar panels provide power supply.
- Housing protects personal vehicles from weather.
- Vending access point.



Efficient

- Integrated solar panels provide partial power supply.
- Access to personal vehicles and train pods creates travel hubs.
- Prominent design for easy recognition.



Quick

- Overhead tracks eliminate interference with ground travel.
- 20 passenger capacity allows for more train pods to run continuously.

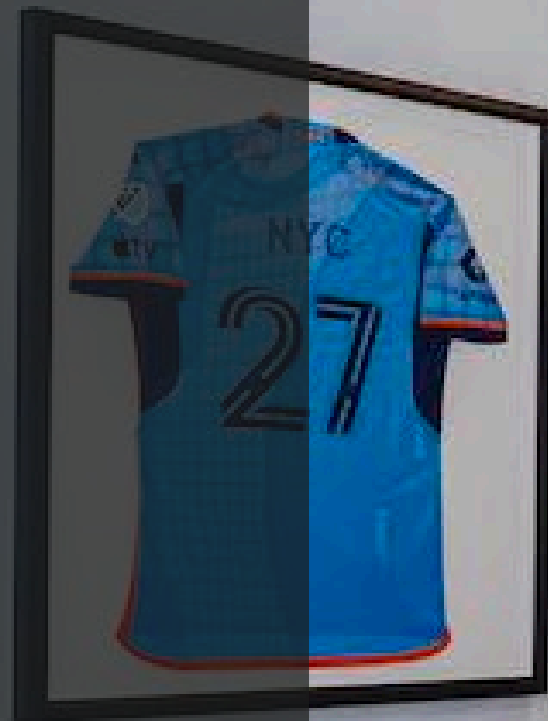


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NYCFC

PREVIEW CENTER





How do you sell an experience unlike any other?

The New York City Football Club is building something bigger, a new stadium to house the world's greatest game in the world's greatest city.

But to fill that stadium, seats, suites and hospitality need to be sold.

Concept

A unique sales center that embodies the values of the NYCFC brand and gives prospective buyers an unforgettable experience.



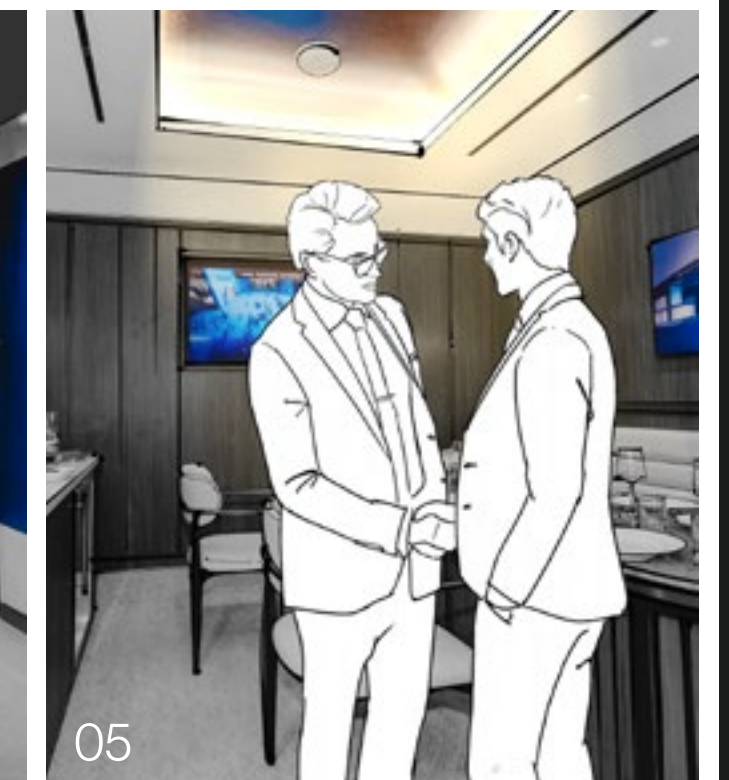
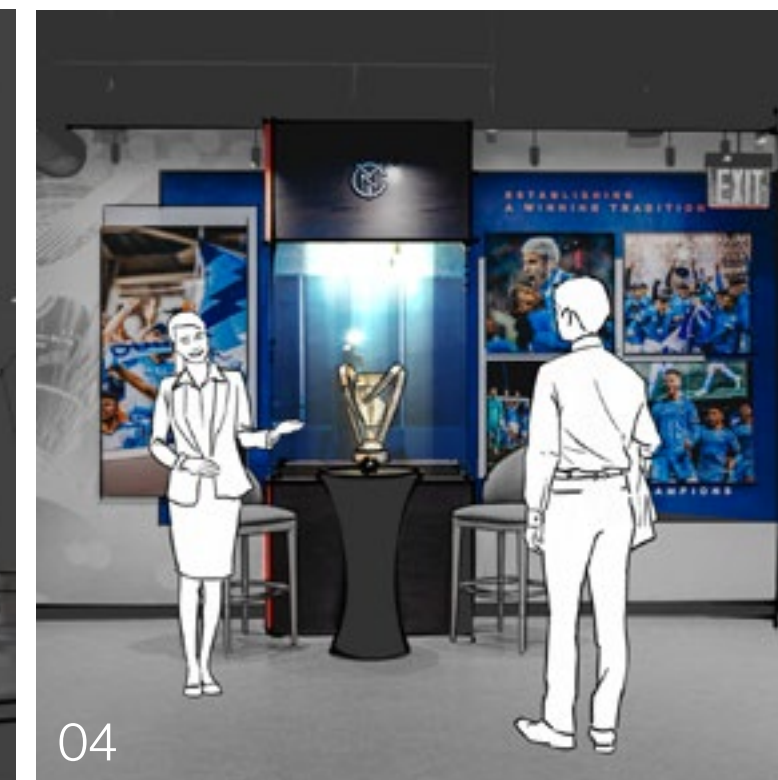
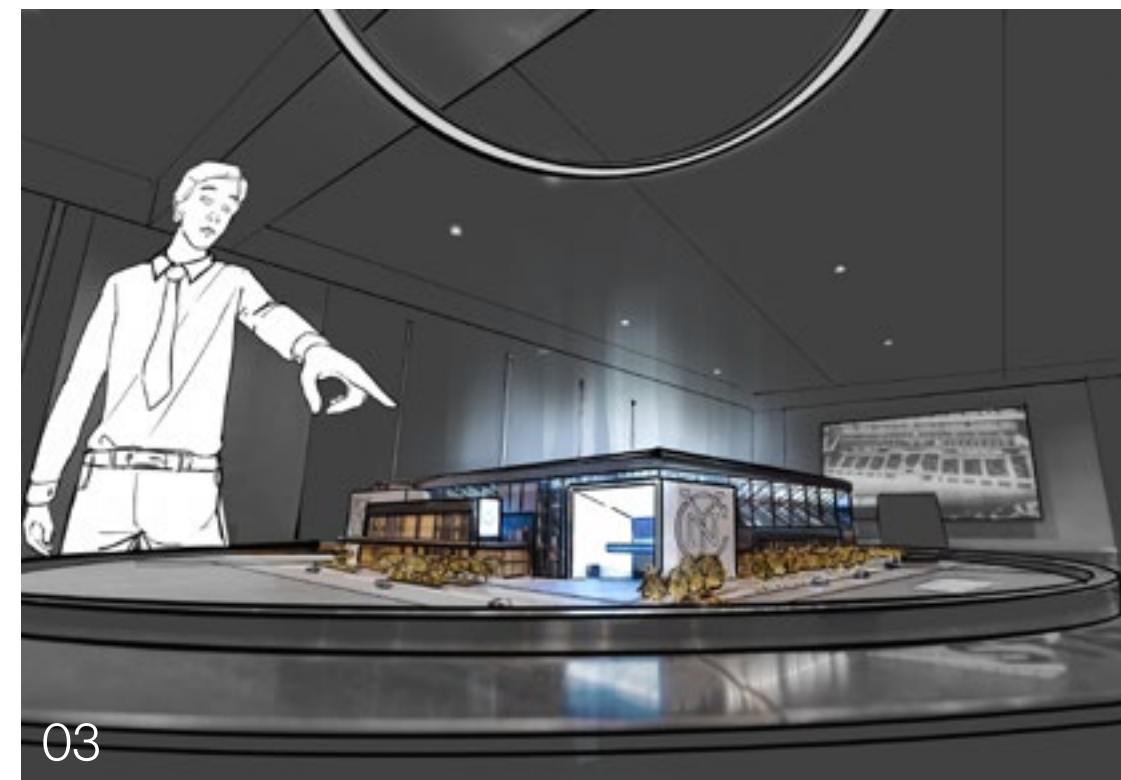
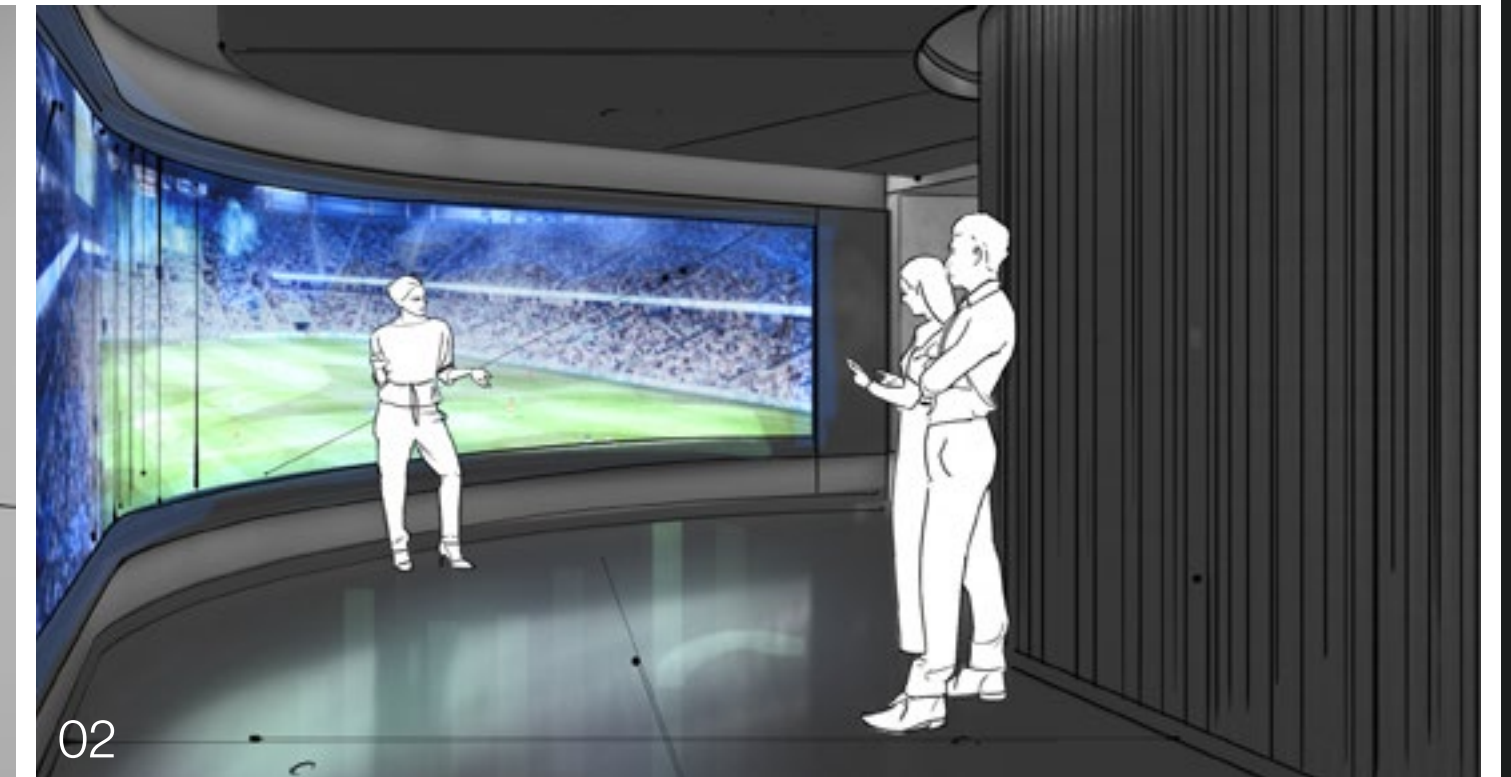


The “you would not believe...” moment

Buying into this new chapter of the team is a monumental decision, celebrating that decision should be just as impactful.

Creating a conclusion experience to the sales walk through solidifies the customer journey. This moment should drive home the stadium messaging, “We’re Building Something Bigger” and be an interactive touch point for the buyer.

The Build Up

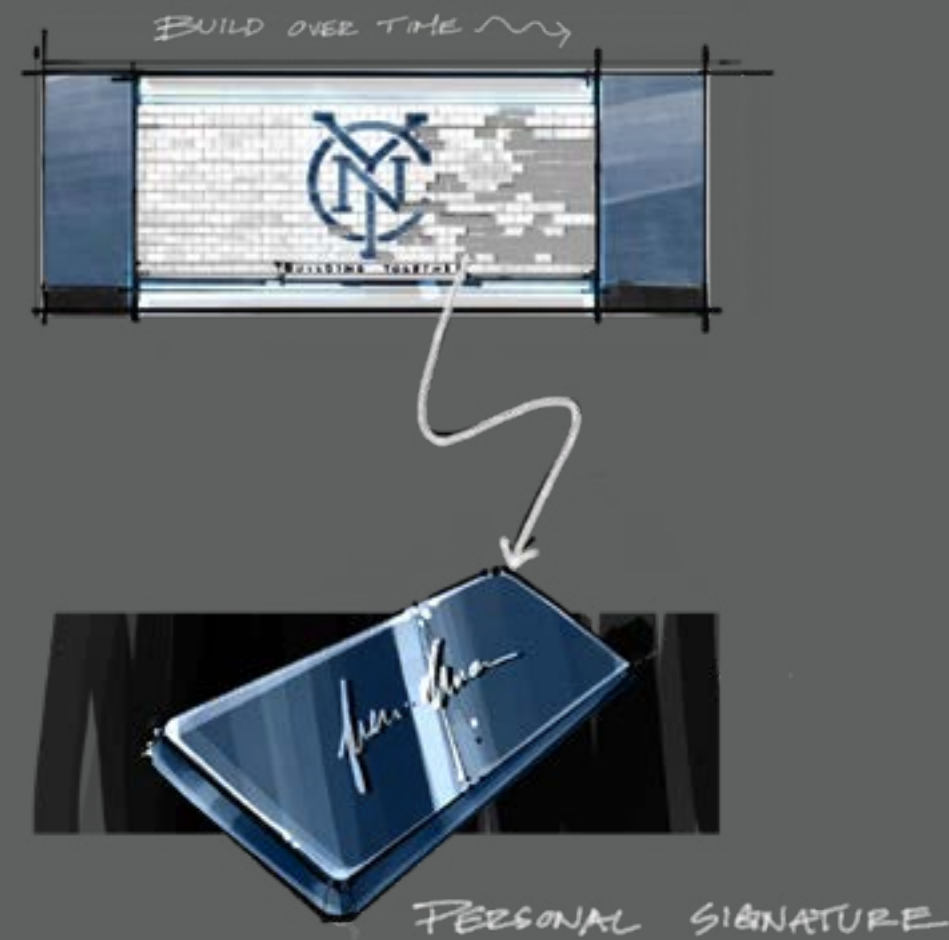


The Moment



Ideation

Initial Concept



Design Drivers

1. Build brand monogram over time
2. Easter egg moments for NYCFC super fans - scarf designs, MLS trophy, brand iconography, etc.
3. Inspired by NYC's iconic subway mosaics.

Inspiration



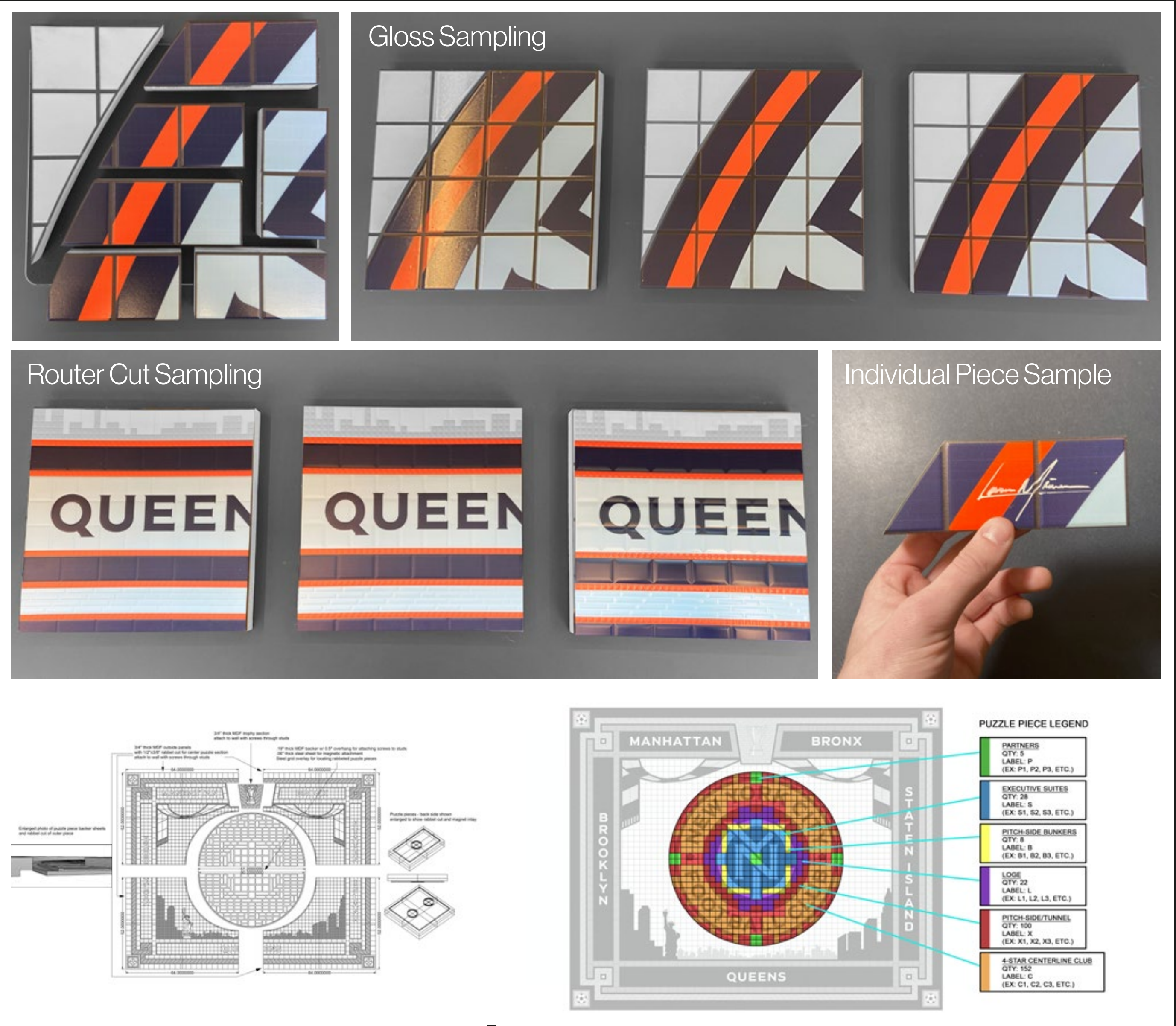
Client's Chosen Concept



Development

Sampling the mosaic tile concept to ensure each buyer would be able to sign and place their tiles to assemble the NYCFC monogram.

In communicating with the vendor, the desired fit finish and application were achieved to create a truly unique experience.





**We're Building Something Bigger
Together**

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CONNECT





Who turned the lights out?

One of the most common childhood fears is the fear of the dark, but how do you help a child face these fears when they wake up in the middle of the night?

Concept

An interactive children's lamp that helps combat fear of the dark by bringing the light with you wherever you go.



Almost 70% of children ages 3-12 struggle with a fear of the dark.



Nightlights help combat this fear, but they are limited to the children's rooms.



Connect is a lamp that **can separate** and be taken with the child to help fight their fear of the dark wherever they go.



Market Research

Traditionally, nightlights are designed to be stationary. This improves their effectiveness in children's rooms, but limits their versatility as a product.

Portable nightlights are rapidly gaining popularity. These lights provide parents who travel often or have mobile toddlers with a consistent source of comfort for children regardless of their location. This market growth creates the opportunity to innovate on the current design of portable lights and extend their function and impact.

Existing Products



Pros

- Comforting light temperature
- Child-friendly designs

Cons

- Stationary
- Single light source

Synthesis

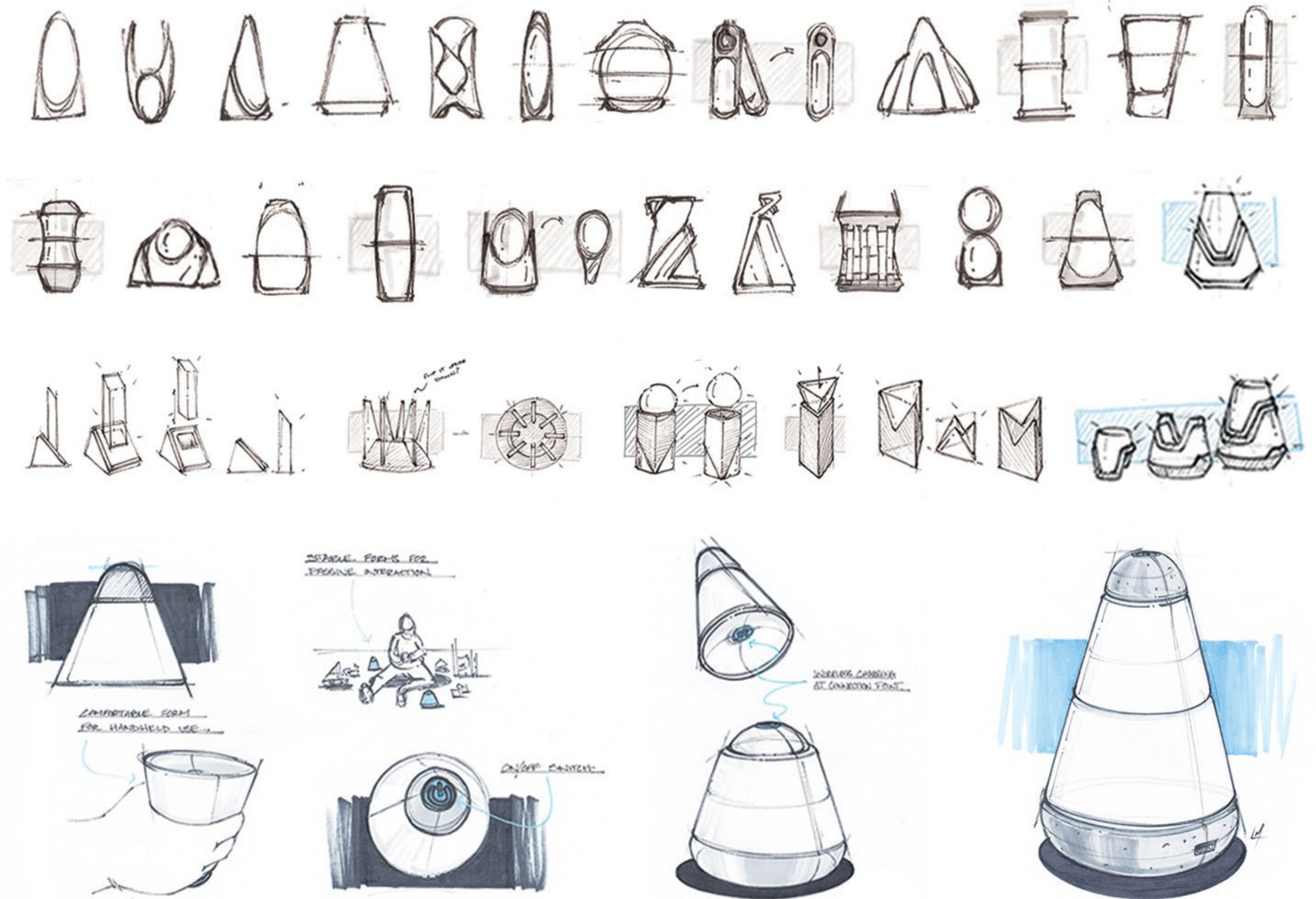
Challenge

- Create a product that capitalizes on the market growth
- Introduce new innovation to capture market attention and extend product impact

Opportunity

- Incorporate multiple light sources to enhance versatility
- Design for interaction

Ideation





Connect



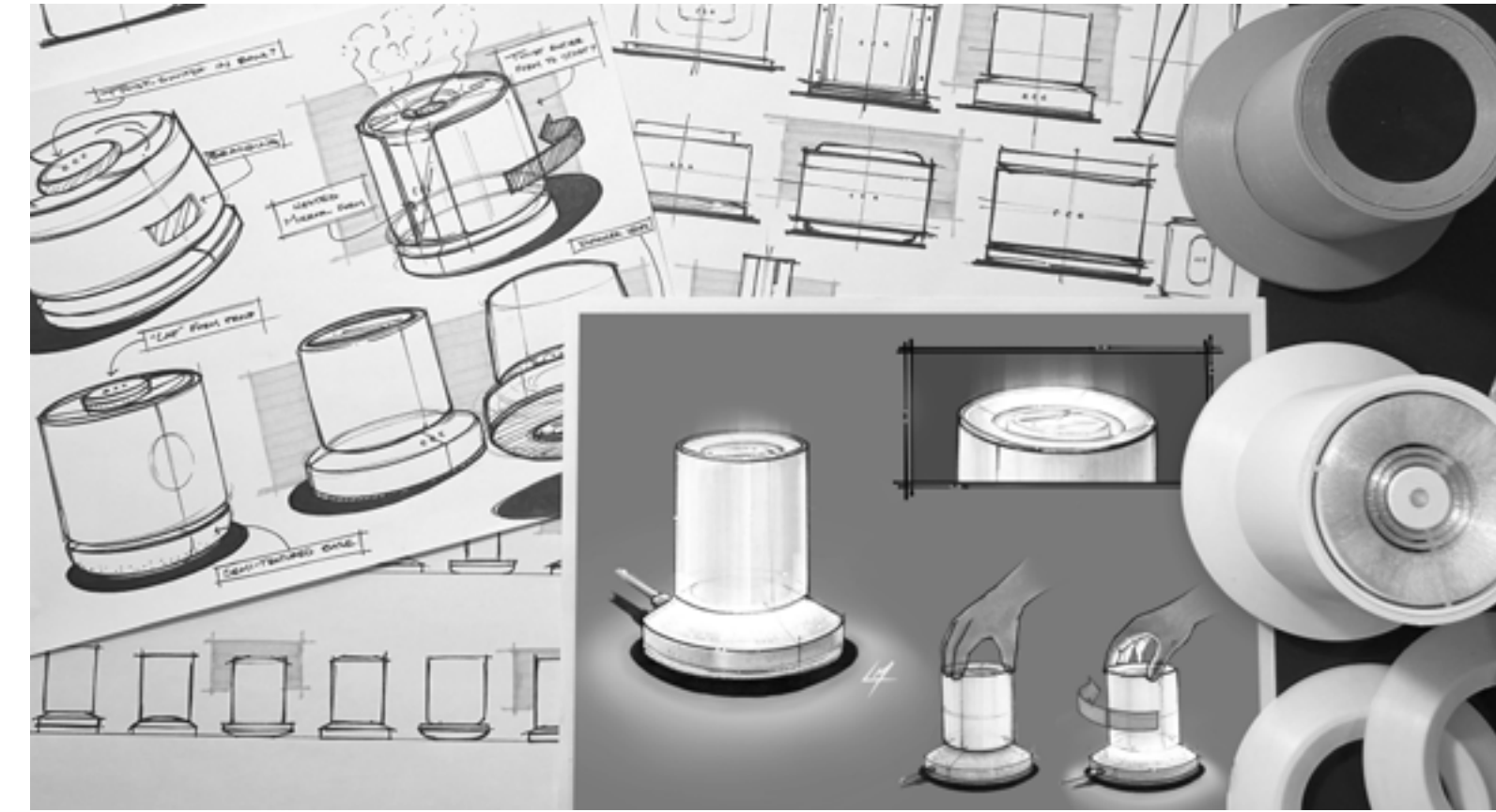
Creating Comfort &
Lighting the Way

Other Work

Want to see more?
Check out my platforms!

 Lance Mimna

 mimna.design





Thanks for taking the time.

Let's get in touch.

540 • 316 • 1069

LANMIMNA@GMAIL.COM

MIMNADESIGN.COM