

PORTFOLIO

LANCE MIMNA
INDUSTRIAL & EXPERIENTIAL DESIGN

MY RESUME

This is me, professionally.



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 skill set 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

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MIMNADESIGN.COM

EDUCATION

SAVANNAH COLLEGE OF
ART AND DESIGN

B.F.A
INDUSTRIAL DESIGN

EXPERIENCE

ELEVATE	2023 - PRESENT
SENIOR DESIGNER	2026 - PRESENT
EXPERIENTIAL DESIGNER	2023 - 2026
CREATIVE INTERN	JUN. - SEPT. 2023

SOFTWARE



3D SOLIDWORKS



STRENGTHS

DIGITAL & ANALOG
SKETCHING

DESIGN STRATEGY

CONCEPT
GENERATION

3D MODELING

DIGITAL RENDERING

COLLABORATION

COMMUNICATION

LEARNING
& EDUCATION

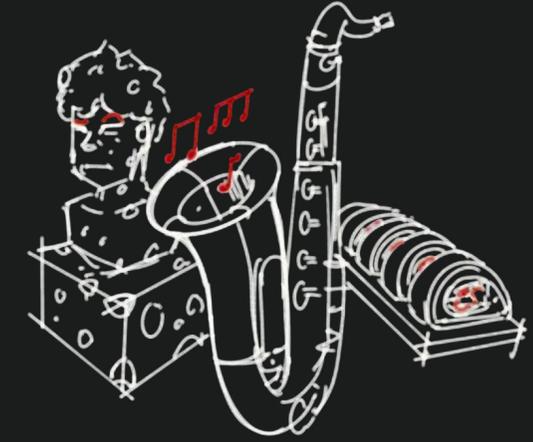
MY RESUME

This is me, as a human.



INTERESTS

jazz
cheese sculptures
making sushi at home



HOBBIES

guitar
sculpture
reading



FACTS

I live in nashville
I graduated from scad



FUN FACTS

blue is my favorite color
my spotify age is 72
I have 2 cats



MY WORK

INDUSTRIAL & EXPERIENTIAL DESIGN

01

SUMMIT
MOBILITY



02

CONNECT



03

NYCFC
PREVIEW CENTER



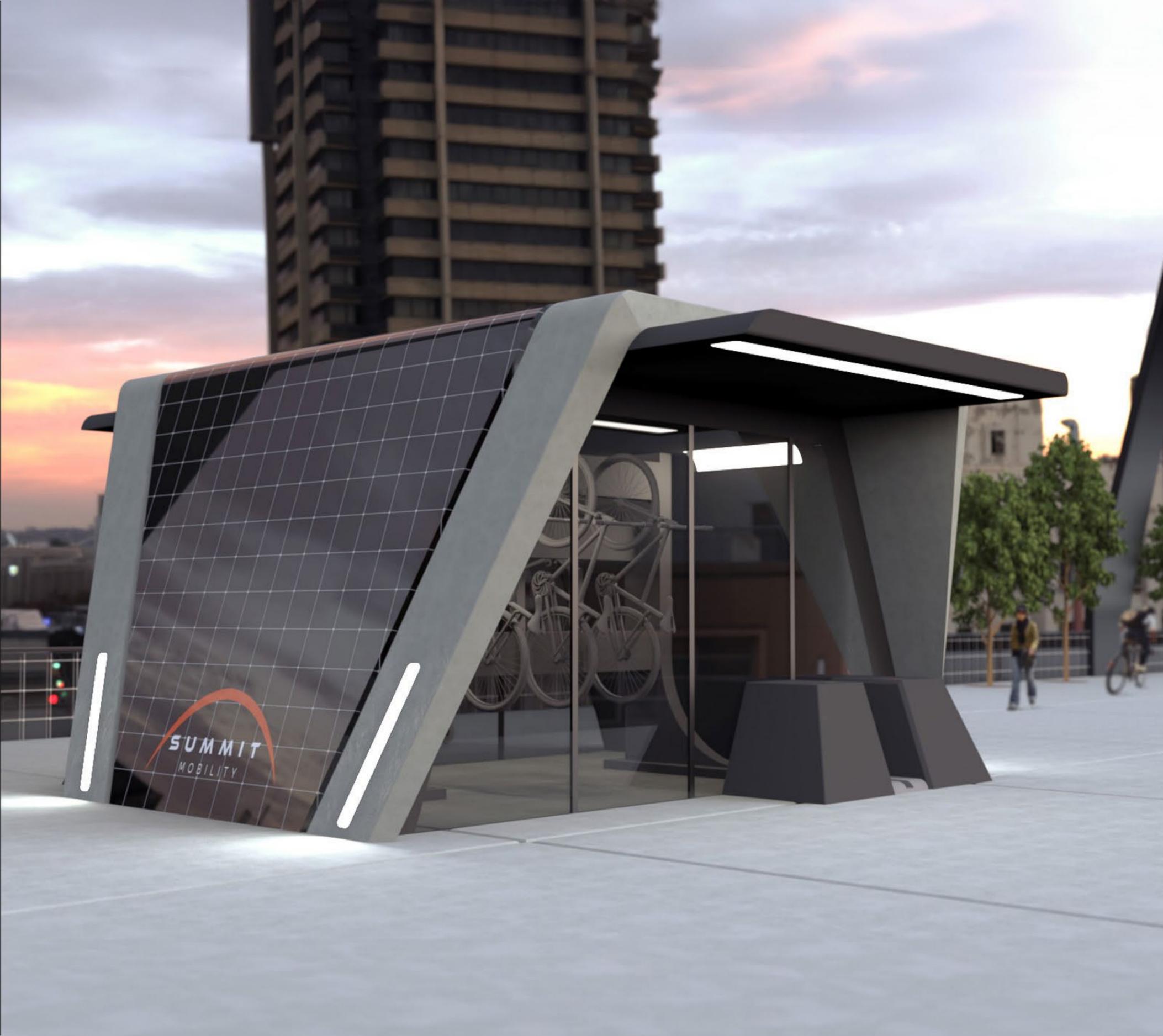
04

ALIGN



Project

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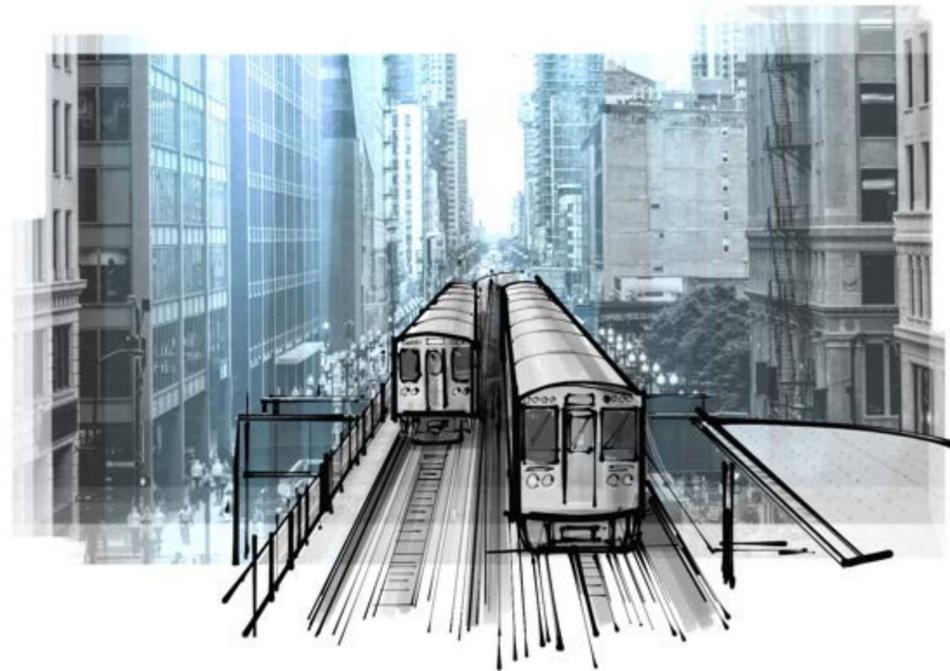


Making transportation more accessible

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.

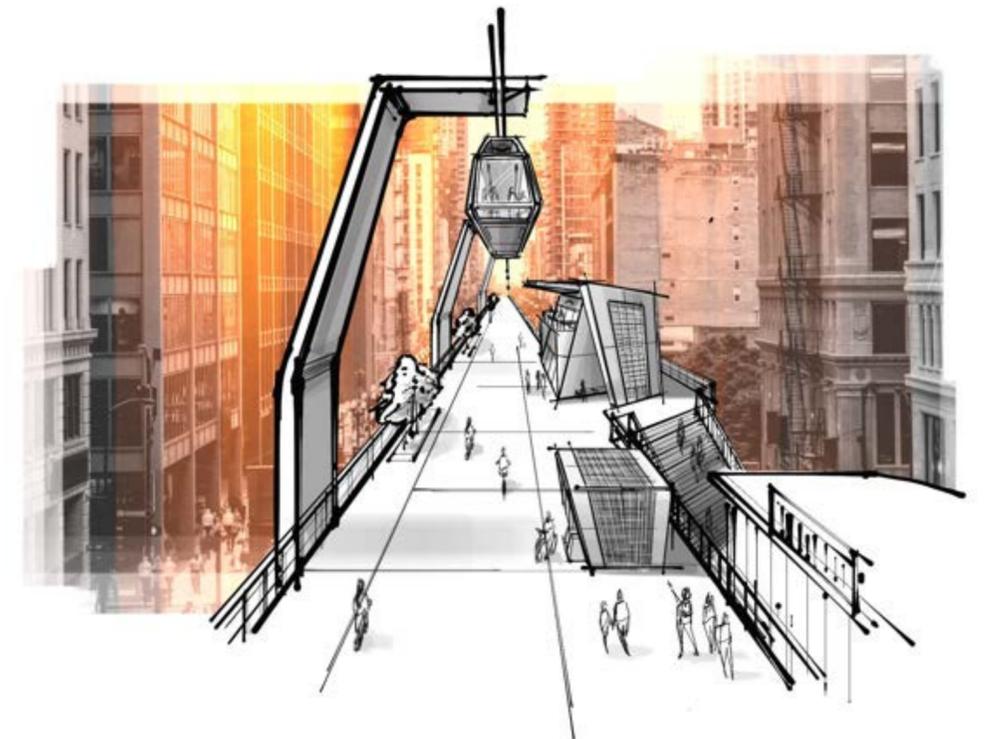


Current System

- 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



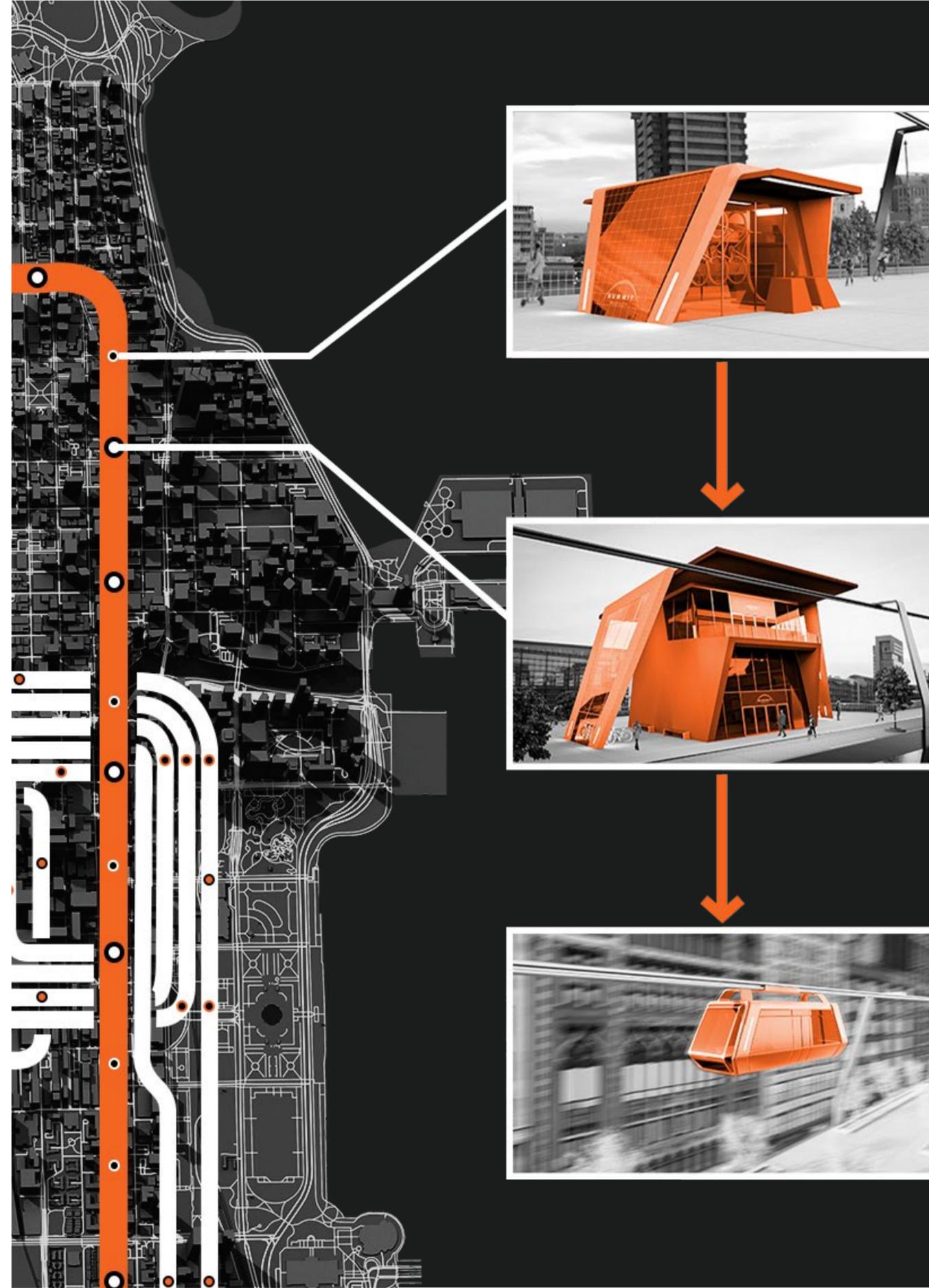


User Journey

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.

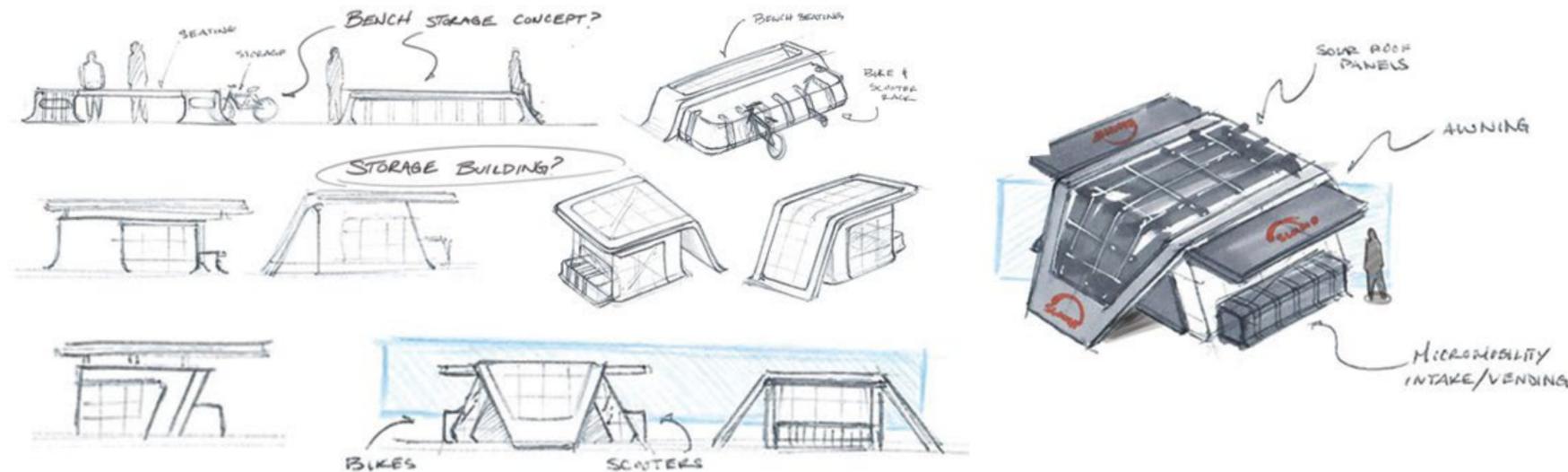
Ideation

CARS SEPARATE FOR
LOADING/UNLOADING

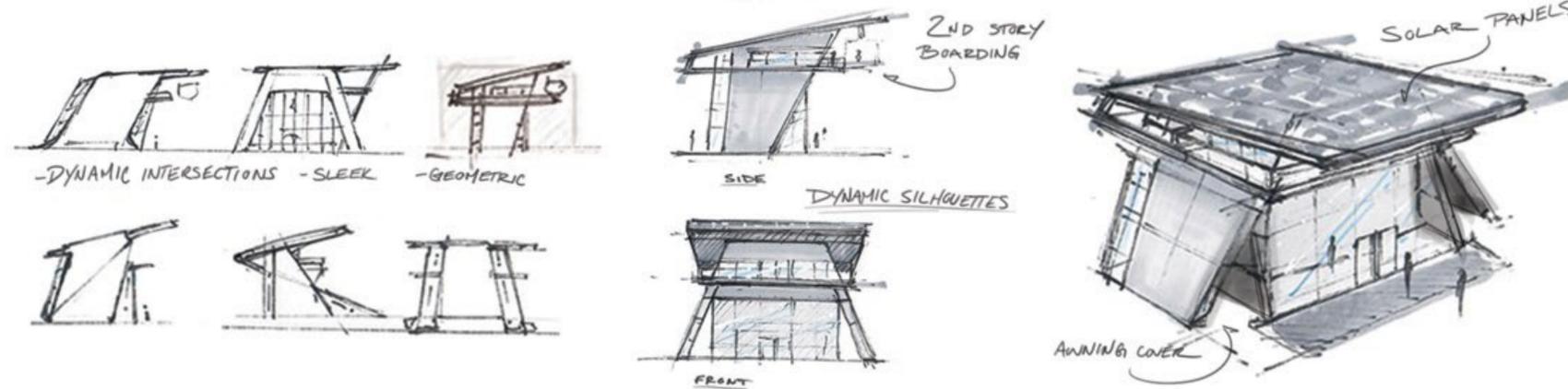
TWO TRAVEL LINES,
ONE PATH

CREATES SAFE LANES FOR
PERSONAL TRANSPORT

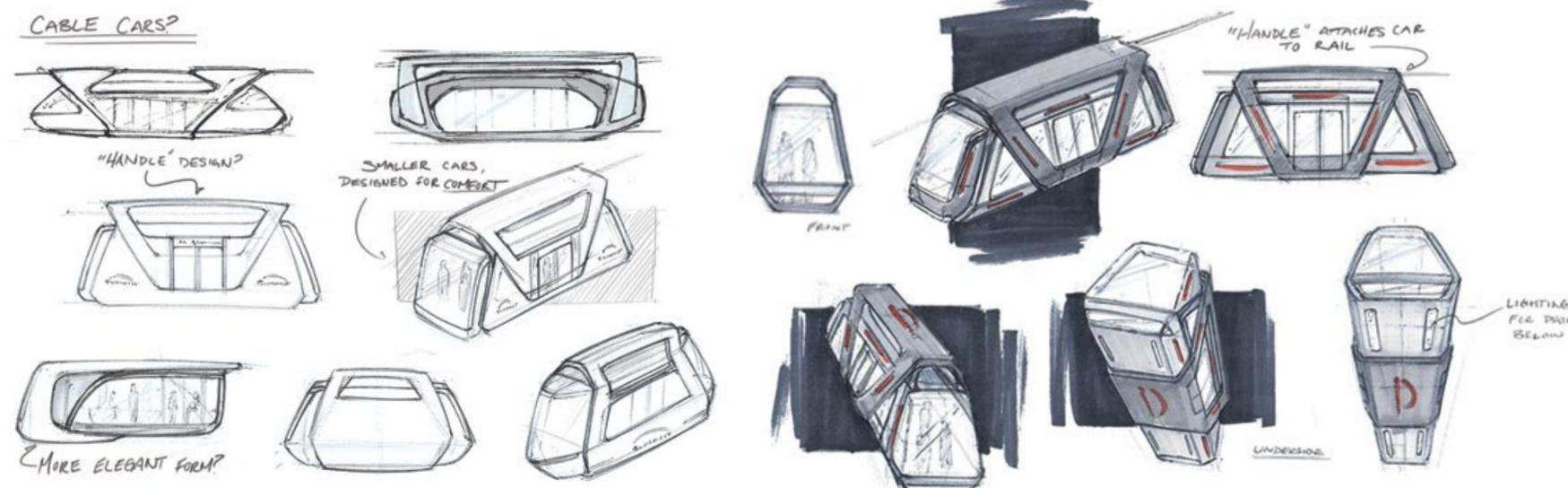
Micro-mobility Station



Train Station



Train Pods



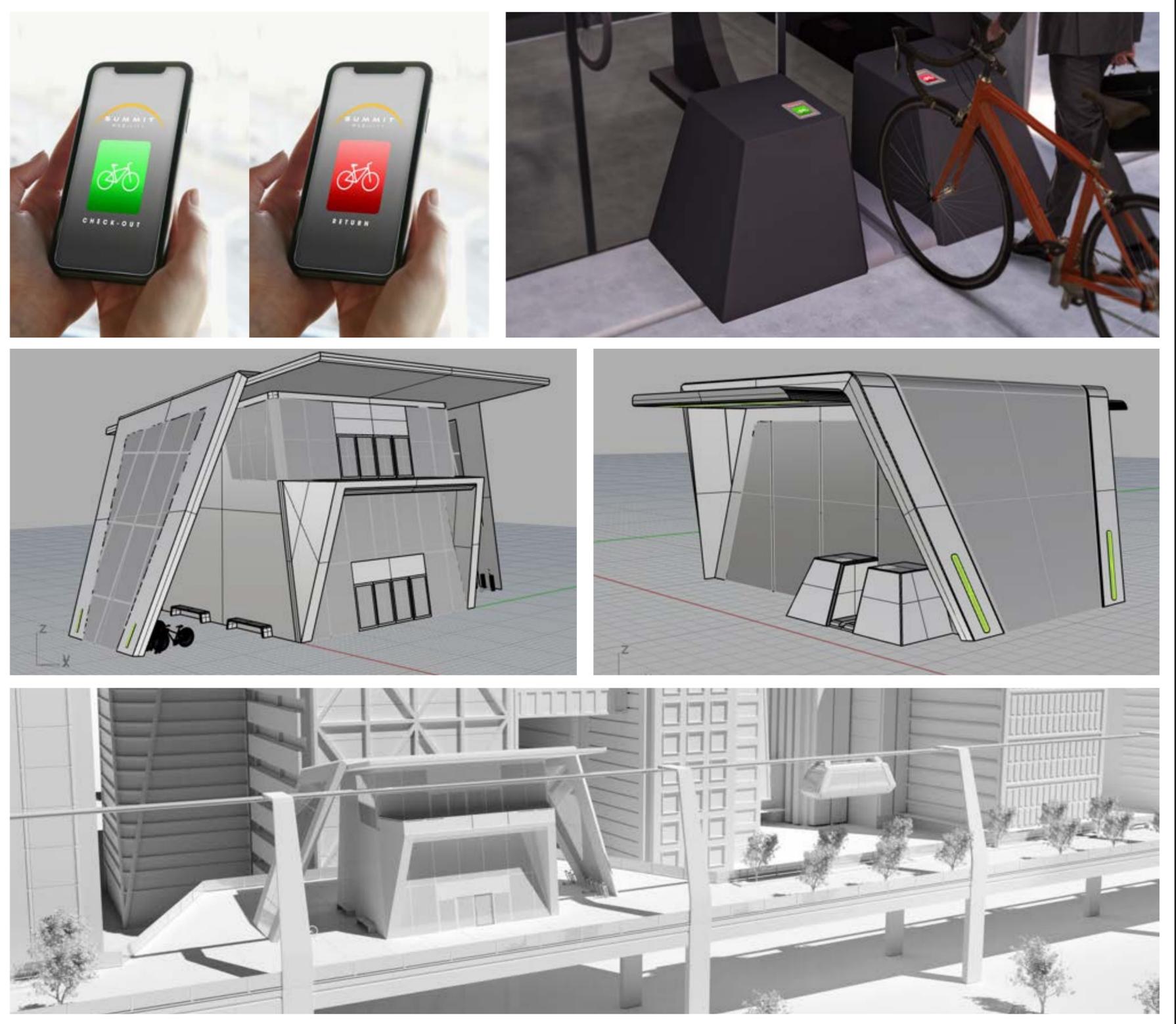


Development

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

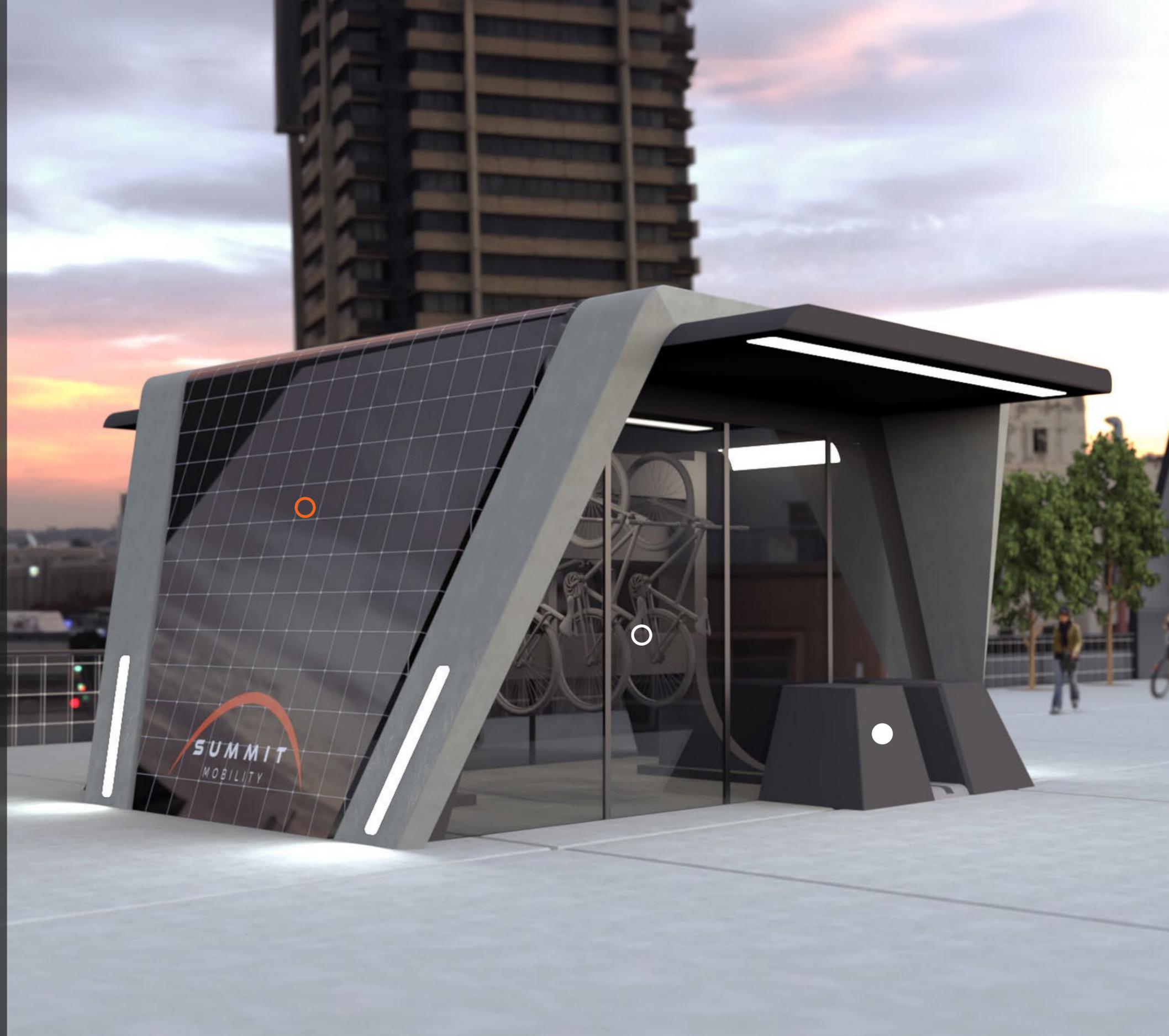
Modeling the system components in CAD while being mindful of the established design language and motifs.

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



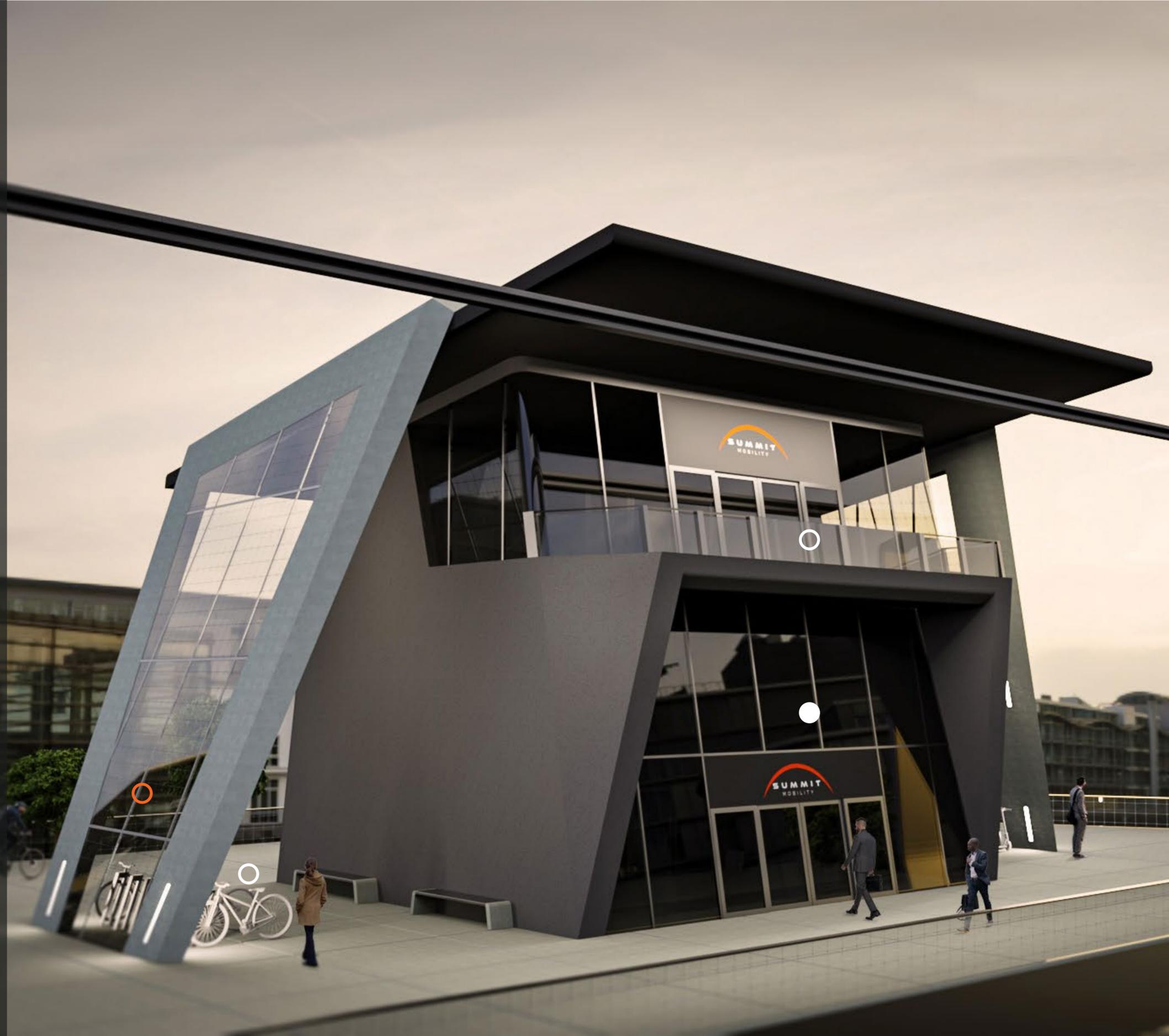
Accessible

- 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.



Project

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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

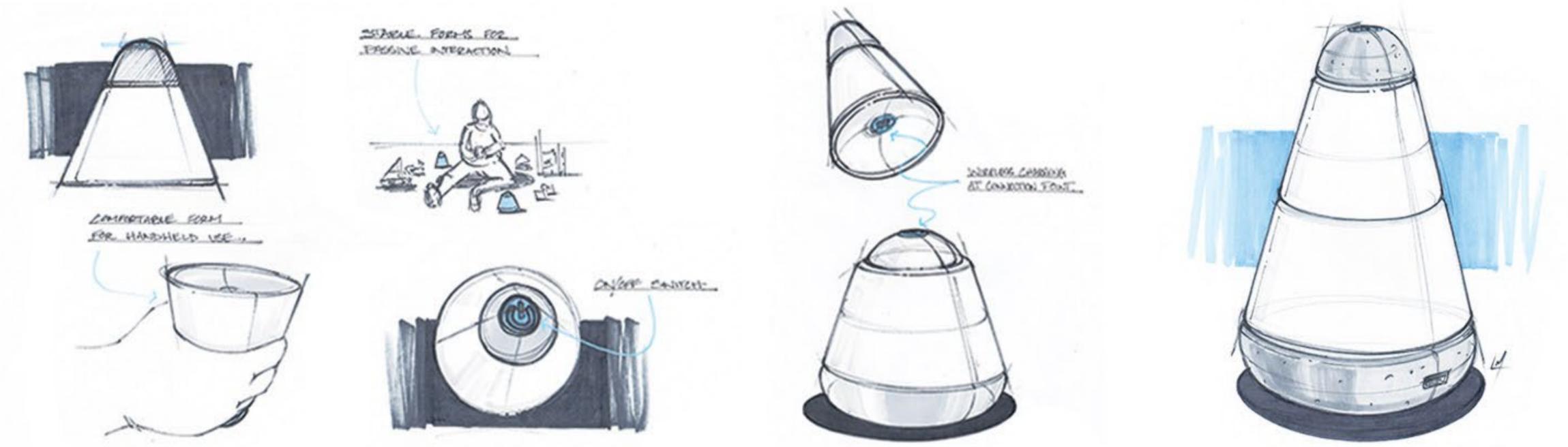
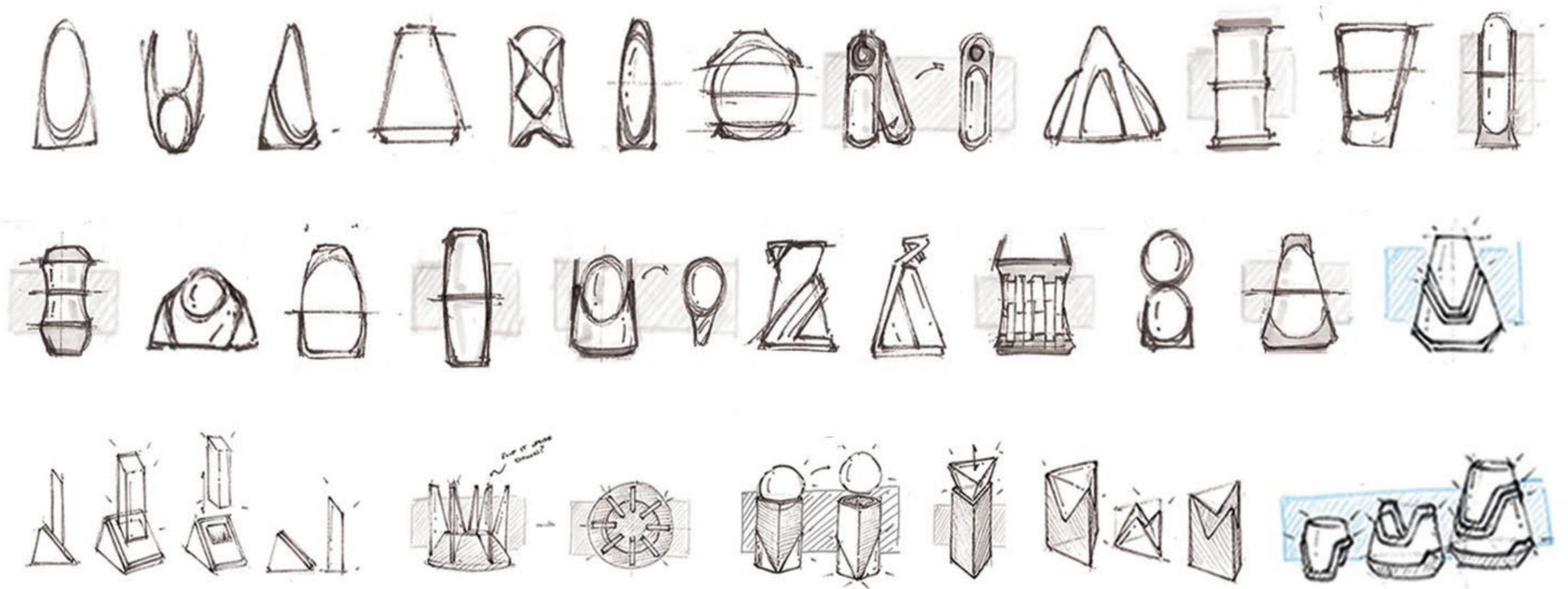
Challenge

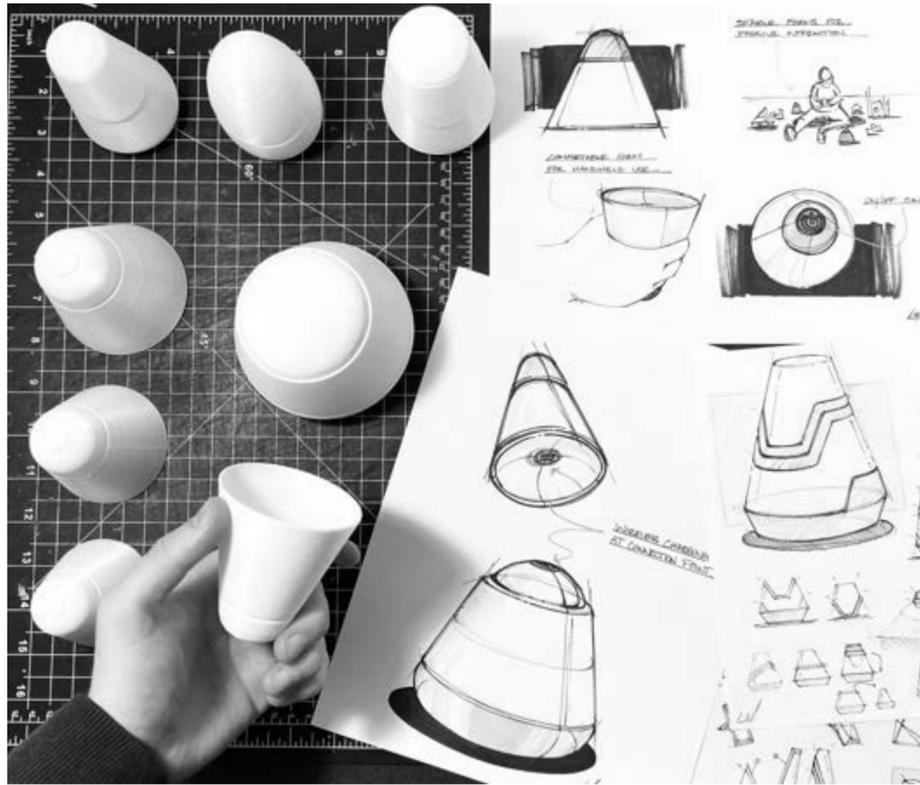
- Create a product that capitalizes on the market growth
- Introduce new innovation to capture market attention and extend product impact

Opportunity

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

Ideation



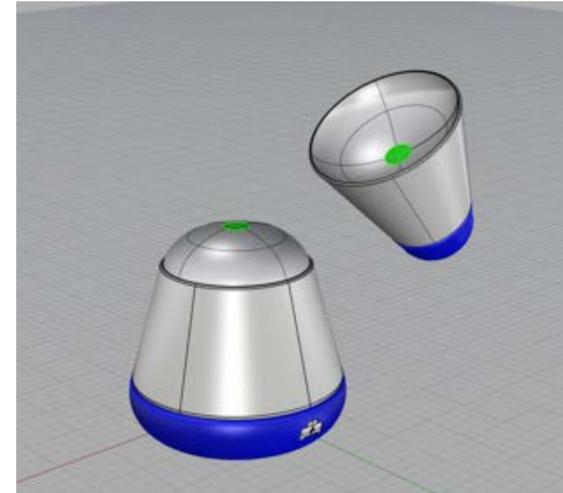
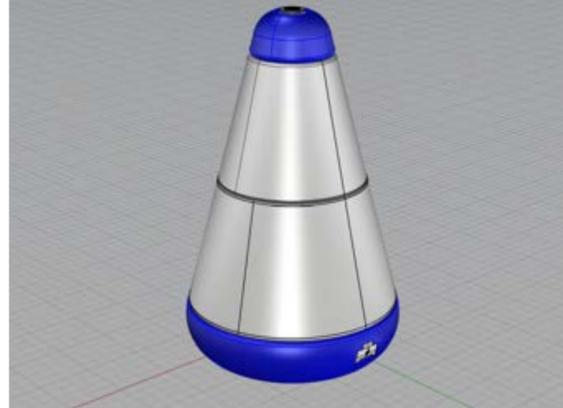


Development

Physical prototypes for testing ergonomics and refinement of form.

Peer feedback suggested softening the form and making it look and feel more toy-like.

CAD Development



Finalized Form



Connector Magnet

Diffuser

LED

LED Housing & Heat Sink

Lithium Battery

Mechanical Componentry

Base & Parts Housing

Silicon Ring

Switch

Upper Body & Parts Housing

Mechanical Componentry

Lithium Battery

LED Housing & Heat Sink

LED

Diffuser

Connector Magnet

Separating Light Sources



Stackable Design





Connect



Creating Comfort &
Lighting the Way

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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.



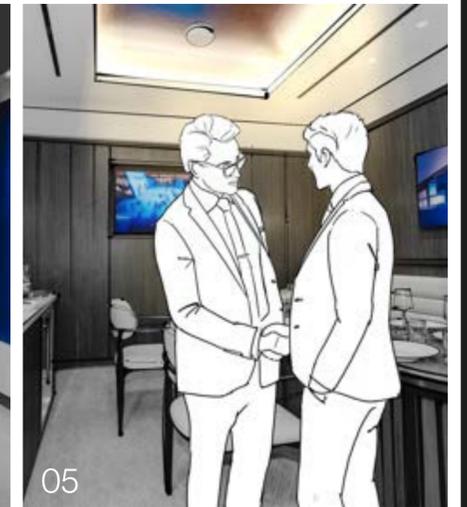
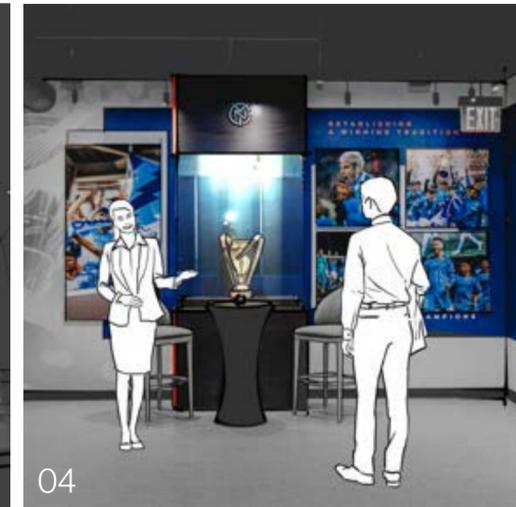
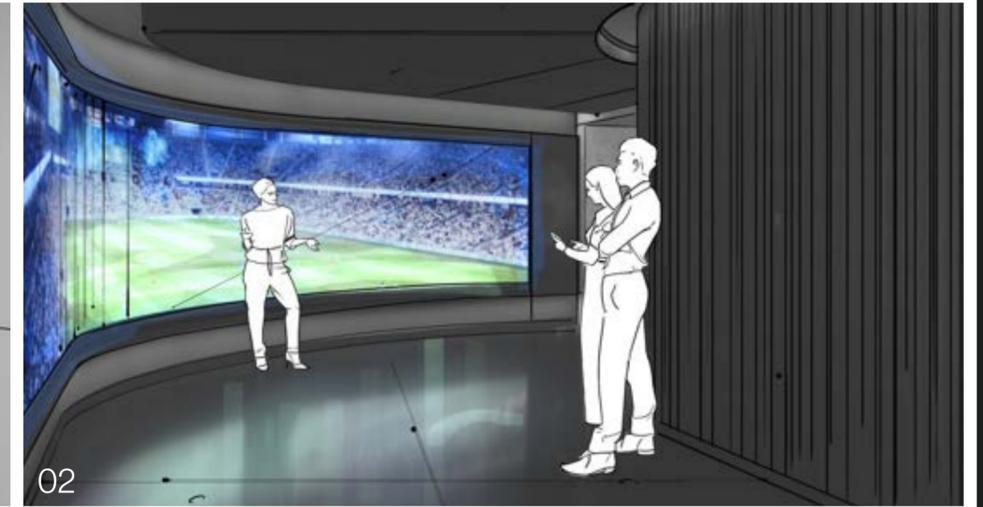


The “you would not believe...” moment

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



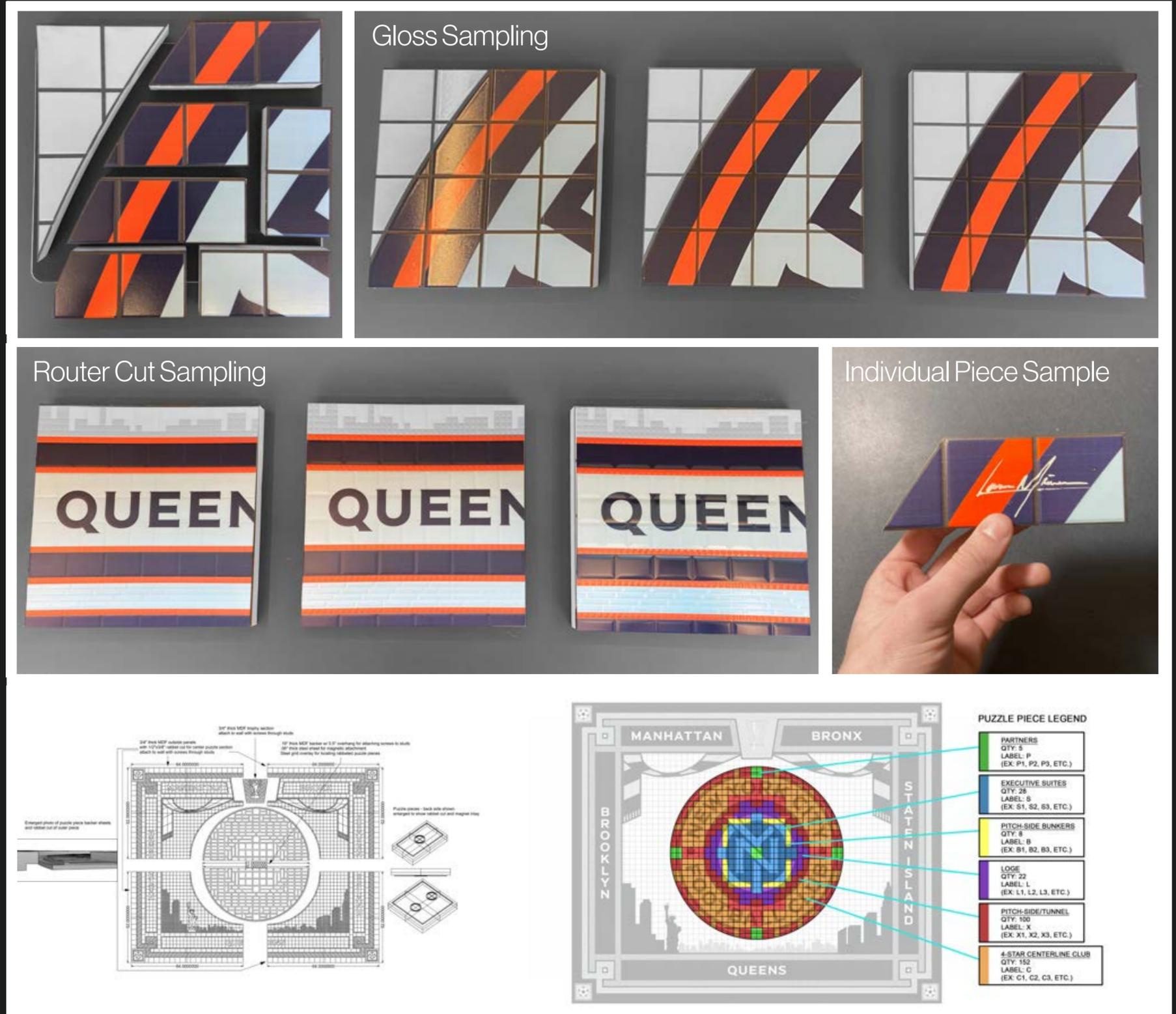
Client's Chosen Concept



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

Preview Center Walkthrough

01. Entry Branding & Reception



02. Immersive Digital Experience



03. Stadium Model Reveal



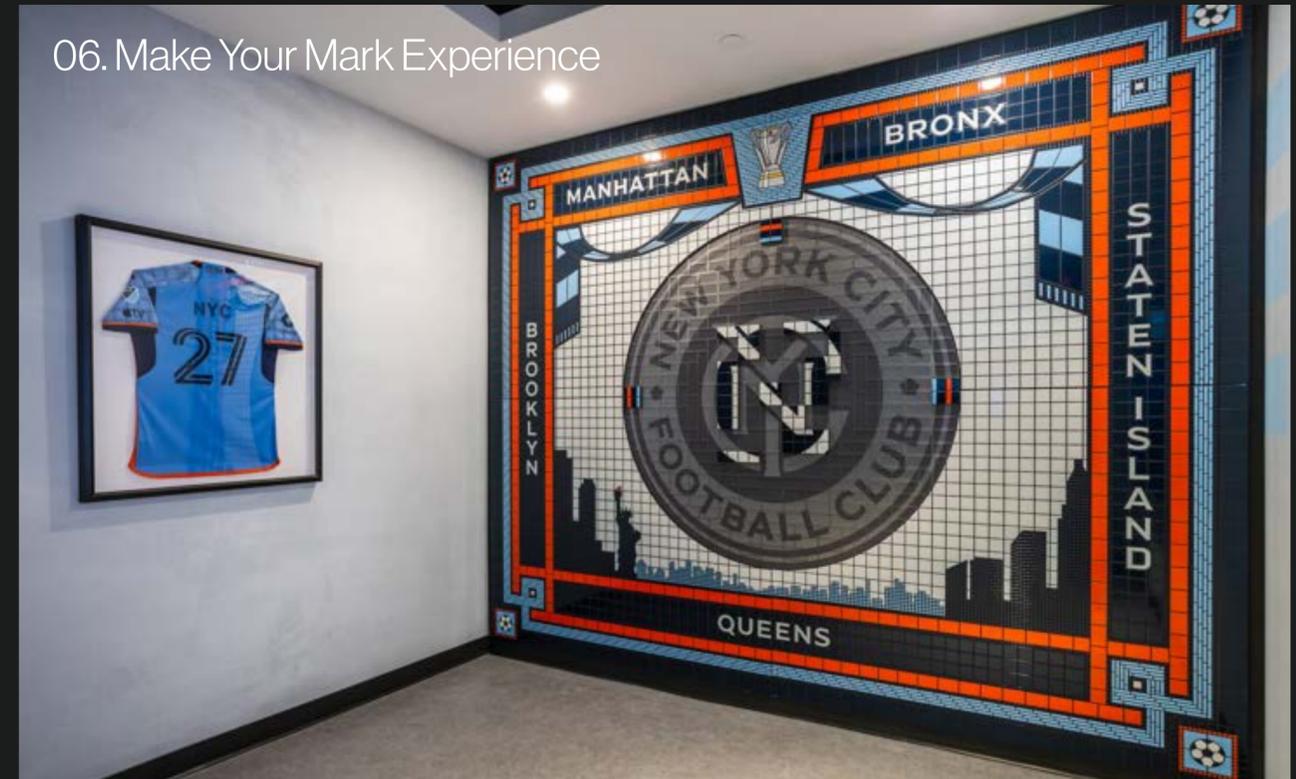
04. Team Story & Trophy Display



05. Closing Sale



06. Make Your Mark Experience



“Make Your Mark” Wall



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ALIGN



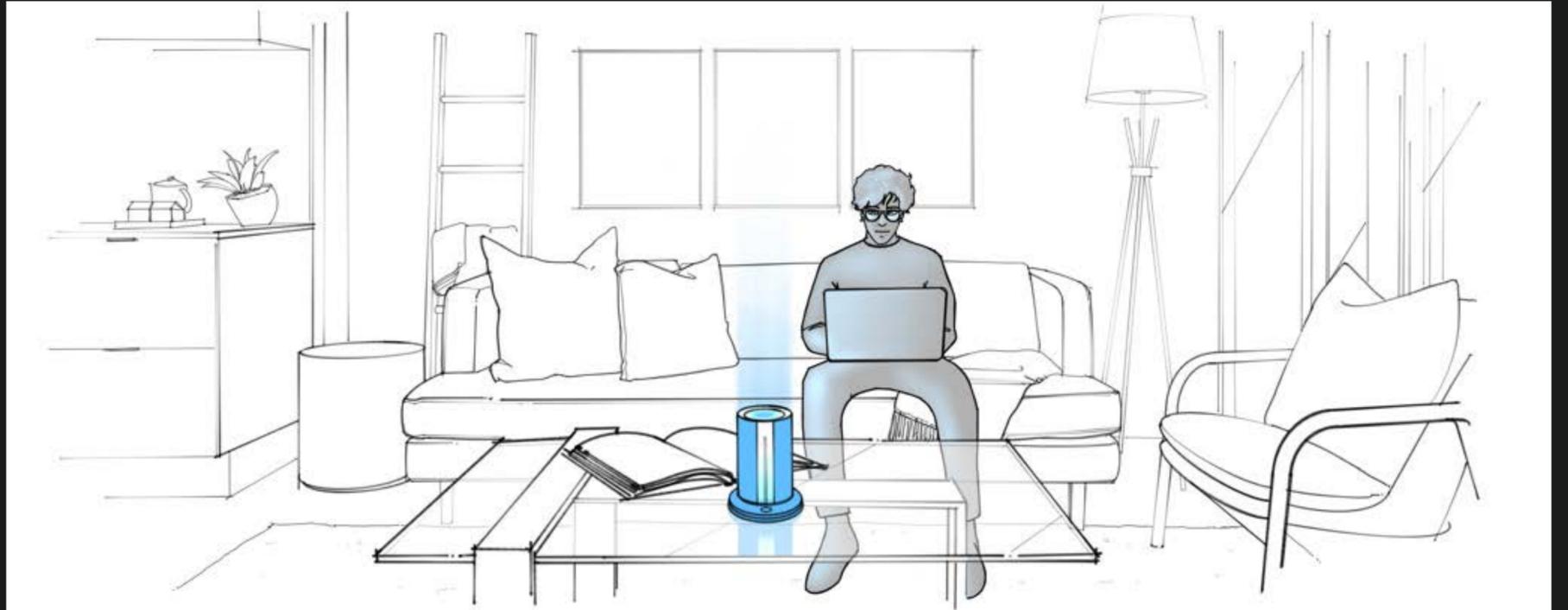


Remote Work and Wellbeing

As remote and hybrid work models become increasingly popular, the division between work and life becomes blurred. What if there was a wellness device to support healthier work-life balance?

Concept

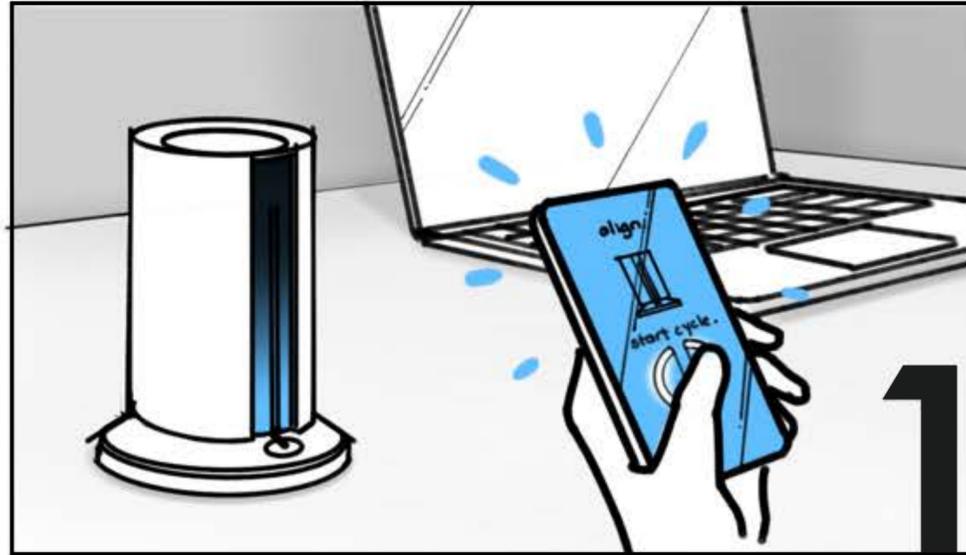
Integrate balance practices with a consumer electronic for the home that aligns the user's environment and their daily wellness needs.



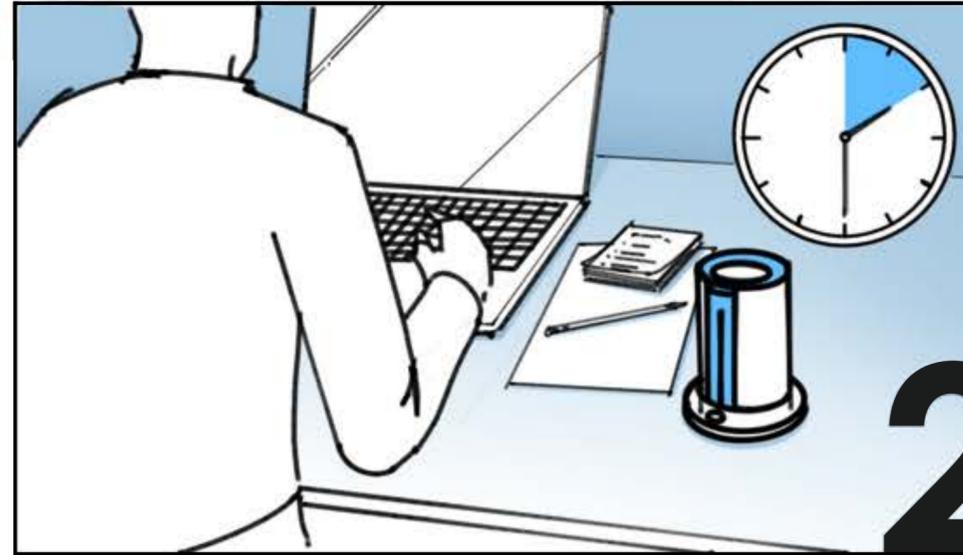
By utilizing timed **aromatherapy**, align gives **sensory queues** when the user should take a break from their work, relieving stress and building **healthy routines**.



how it works



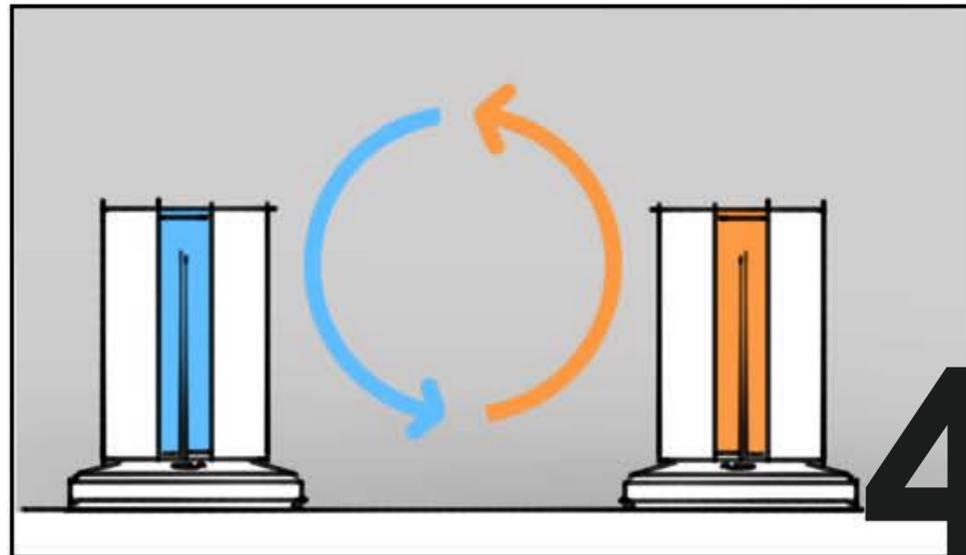
Set Align up in your workspace and sync with the app interface, then start your workflow cycle.



Align will go into Focus Mode and dispense the aroma that boosts productivity for a designated amount of time.



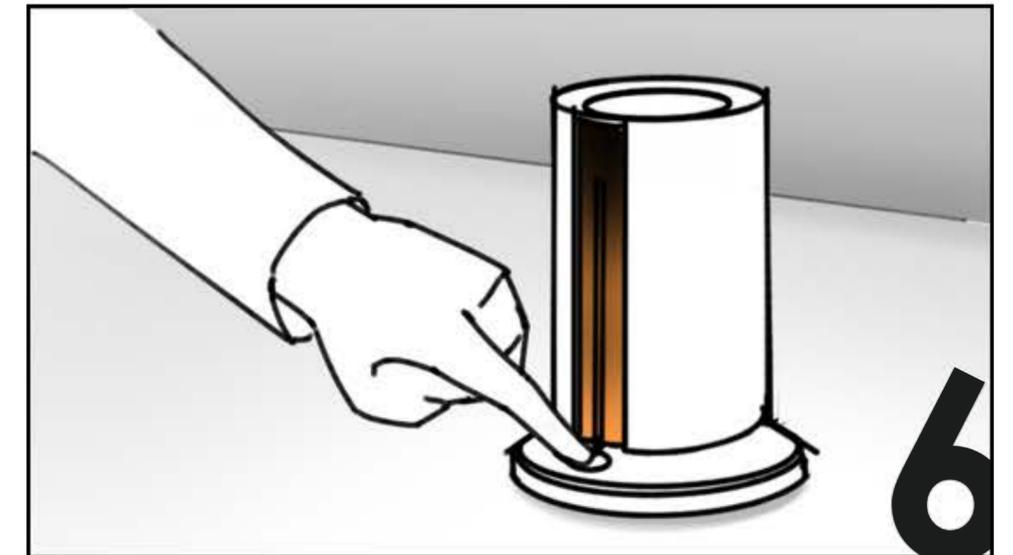
After the designated amount of time, Align will switch to Relax Mode, changing aromas and indicating that the user should take a 10 minute break.



This cycle will repeat according to the workflow cycle the user chooses in the app, shifting between aromas to maximize productivity and relaxation.



At the end of the workflow cycle, Align will stay in Relax Mode, signaling the end of the work day and encouraging rest.

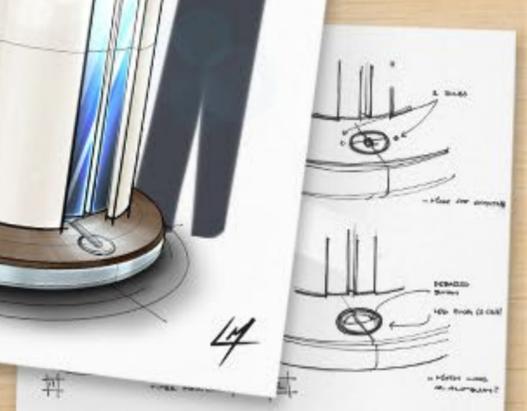
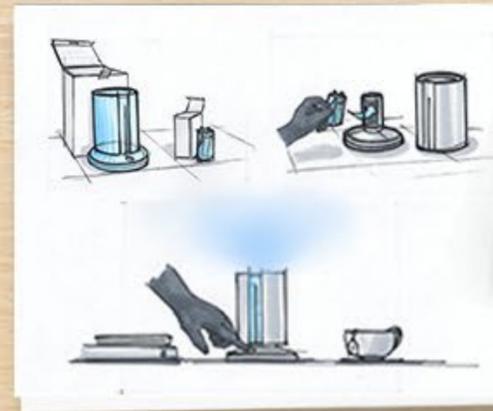
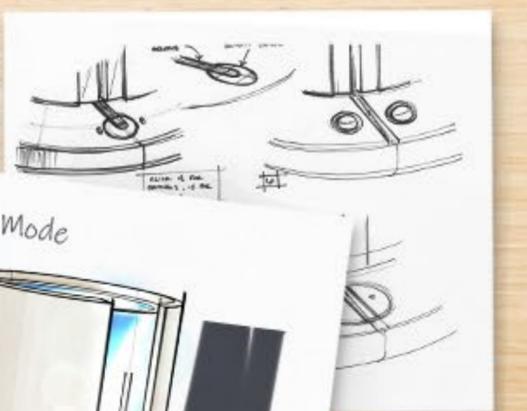
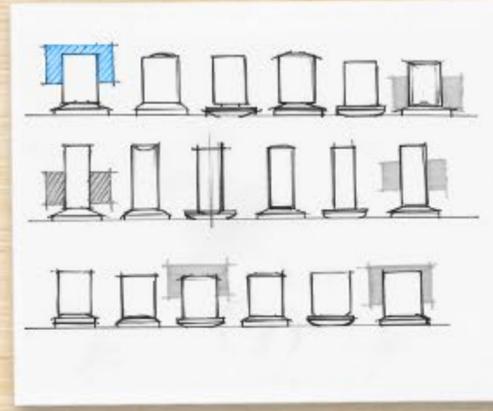
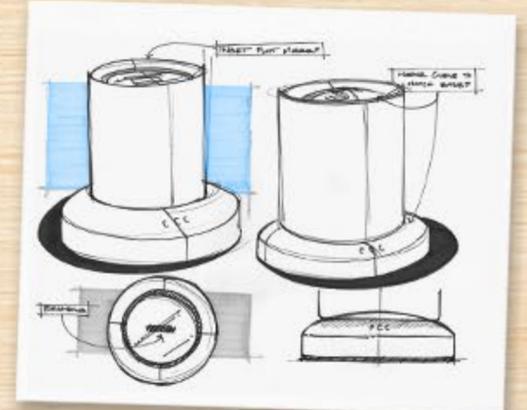
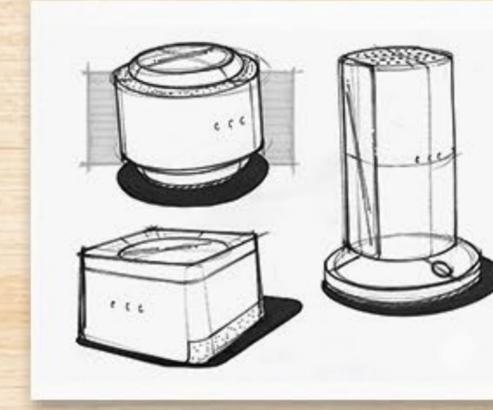
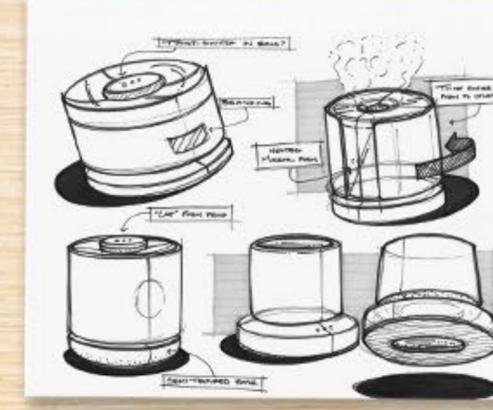
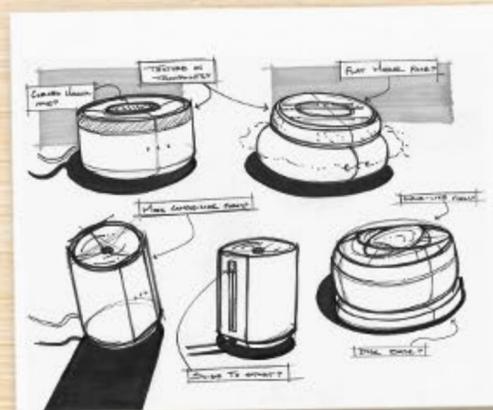
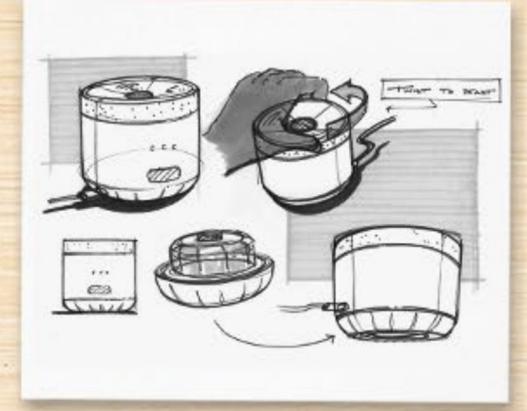
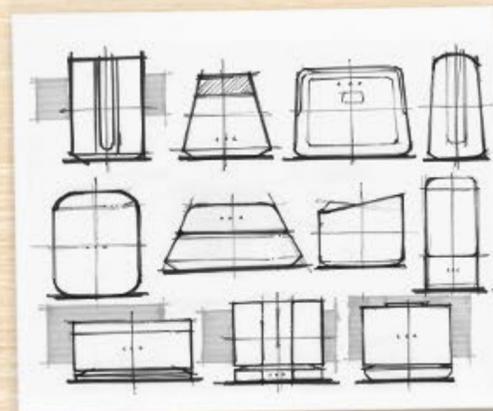
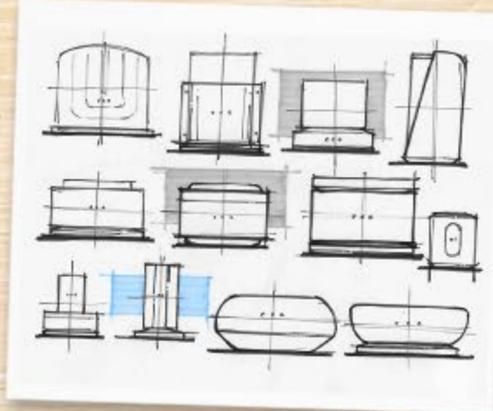
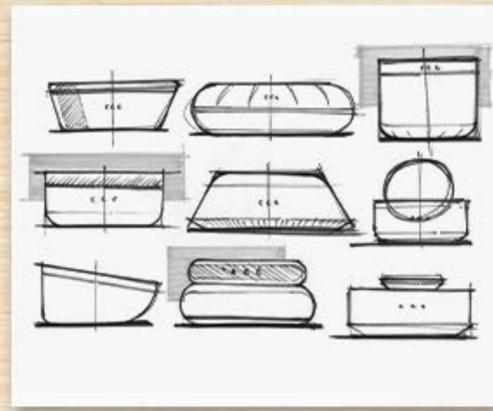


At the end of the day, power down the device.

Ideation

Design Drivers:

- Candle-like form
- Modern aesthetic
- Neutral materials
- Vent for diffused aromas



focus.





relax.



align.



Other Work

Want to see more?
Check out my platforms!

 Lance Mimna

 mimna.design





Thanks for taking the time.

Let's get in touch.

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