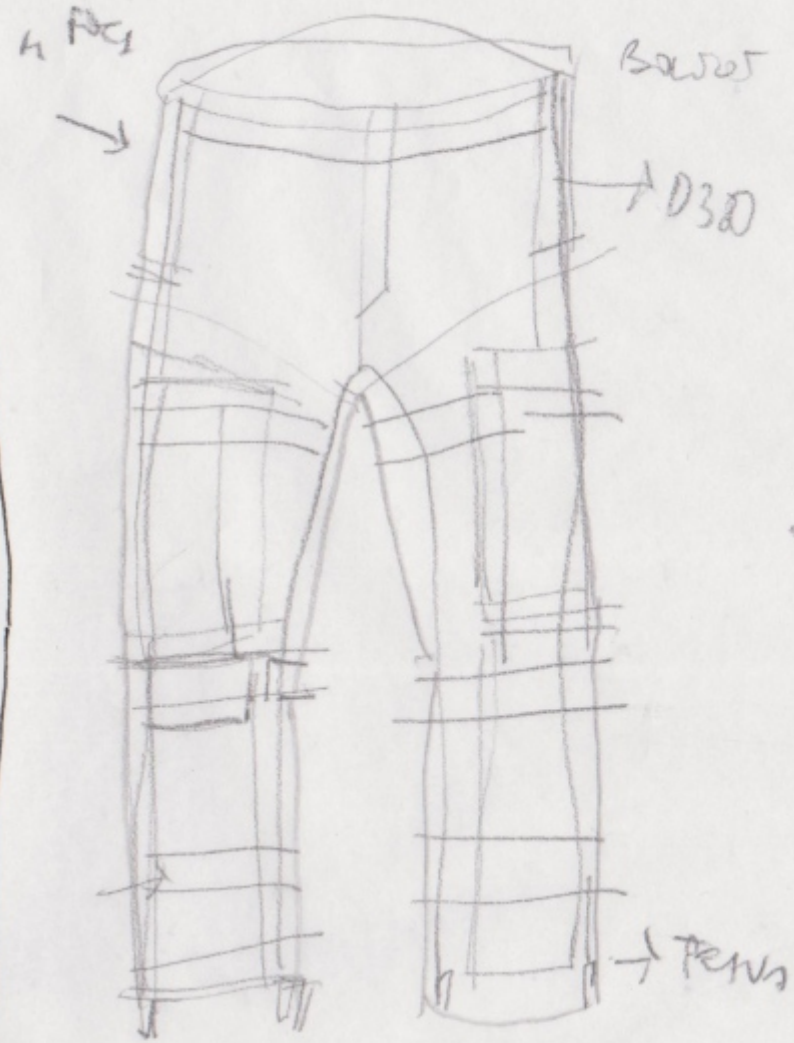
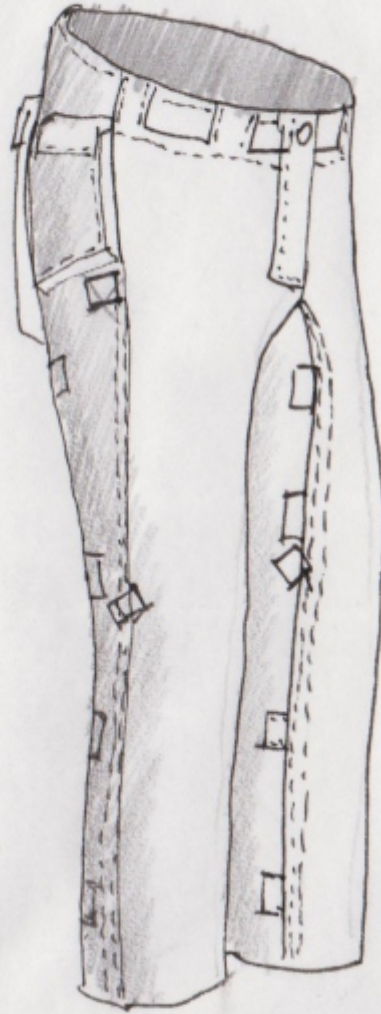
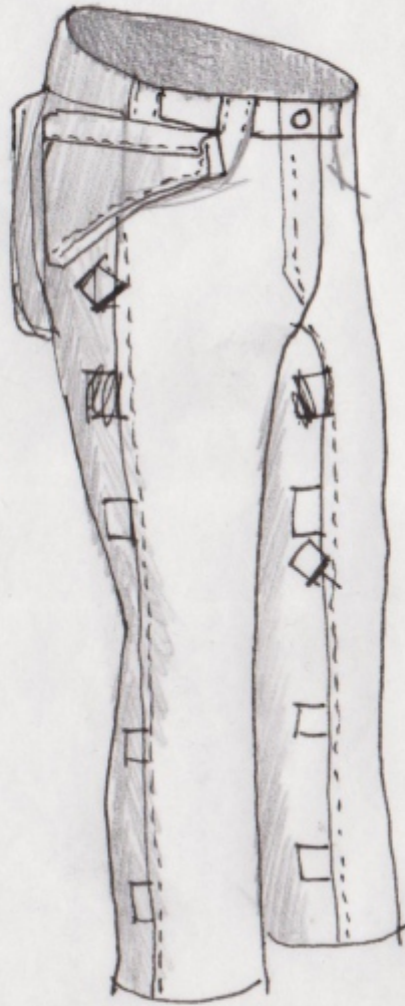
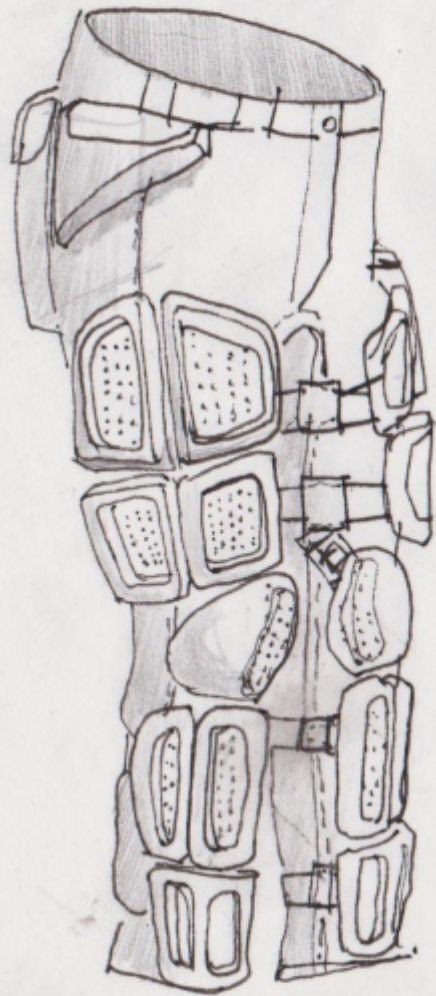




PORTFOLIO

Ianiv Wainberg



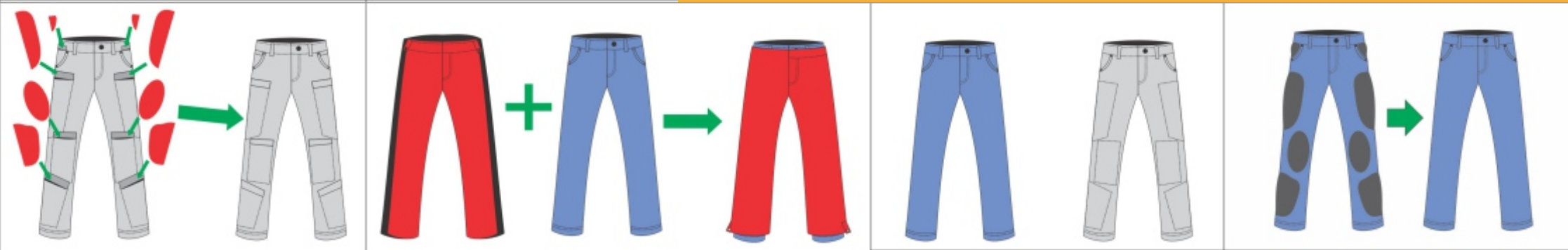
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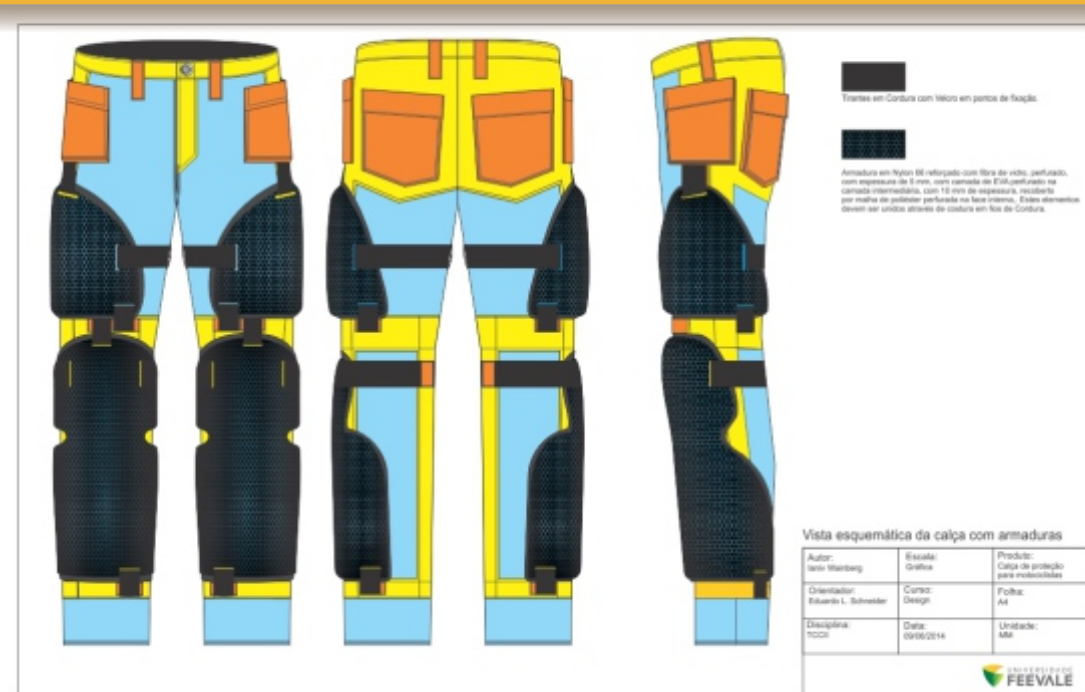
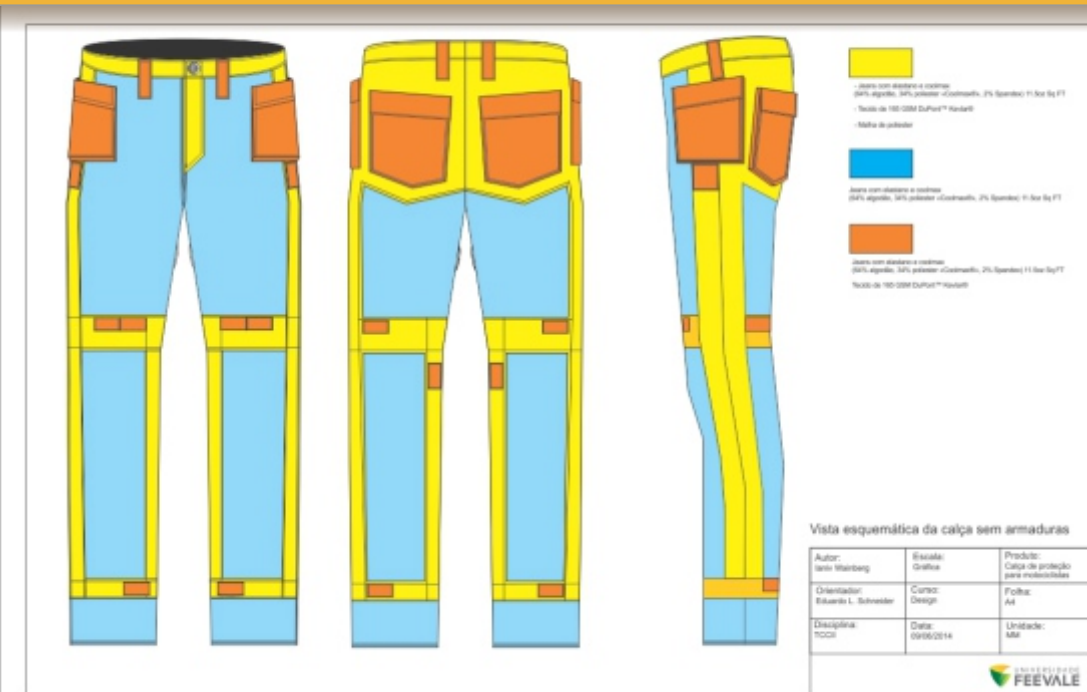
ACADEMIC WORK



Ample evidence shows that the area of the body most prone to harm in motorcycle accidents are the lower limbs, mainly due to the lack of protective equipment. I interviewed a hundred motorcyclists, and concluded that aesthetics were the main reason no protection was used.



Many alternative typologies were evaluated on several criteria, but the basic premise was developing an effective protective garment that looks and feels like jeans, the preferred kind of pants by most riders.





Vistas da calça com armaduras

Autor: Isaac Weinberg	Essele: Gráfico	Produto: Calça de proteção para motociclistas
Orientador: Eduardo L. Schwesler	Cursos: Design	Folha: A4
Disciplina: TCCII	Data: 09/05/2014	Unidade: MIA



Vistas da calça sem armaduras

Autor: Isaac Weinberg	Essele: Gráfico	Produto: Calça de proteção para motociclistas
Orientador: Eduardo L. Schwesler	Cursos: Design	Folha: A4
Disciplina: TCCII	Data: 09/05/2014	Unidade: MIA



The concept proposed is a pair of jeans, made of Coolmax fabric reinforced with Kevlar in high abrasion spots. These materials maximize ventilation and protection. Removable perforated nylon armor can be attached to Kevlar anchors. When the armor is removed, the pants look exactly like a regular pair of jeans.



DESIGN CONCEPTS

one-off concepts, mostly used for sales pitches

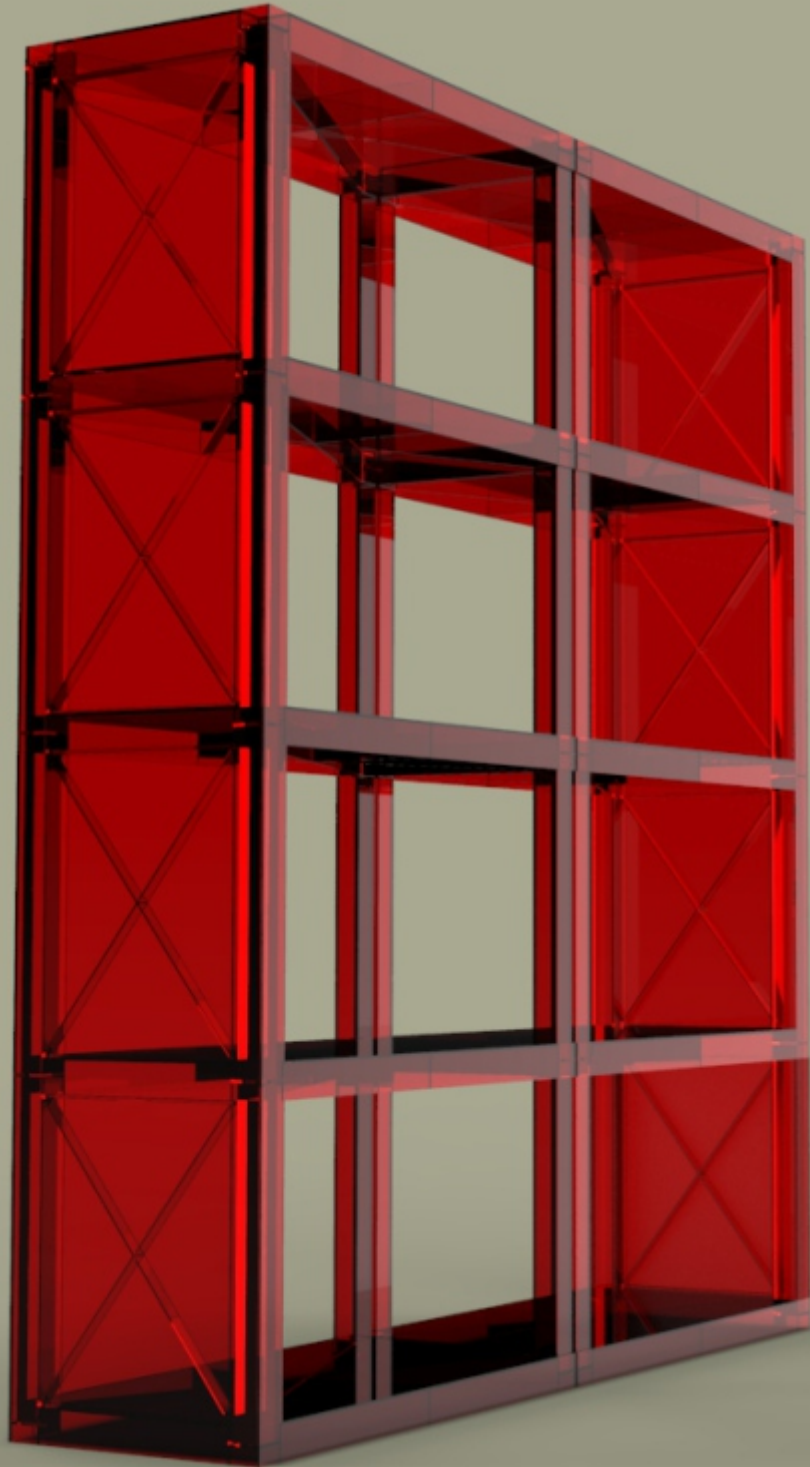


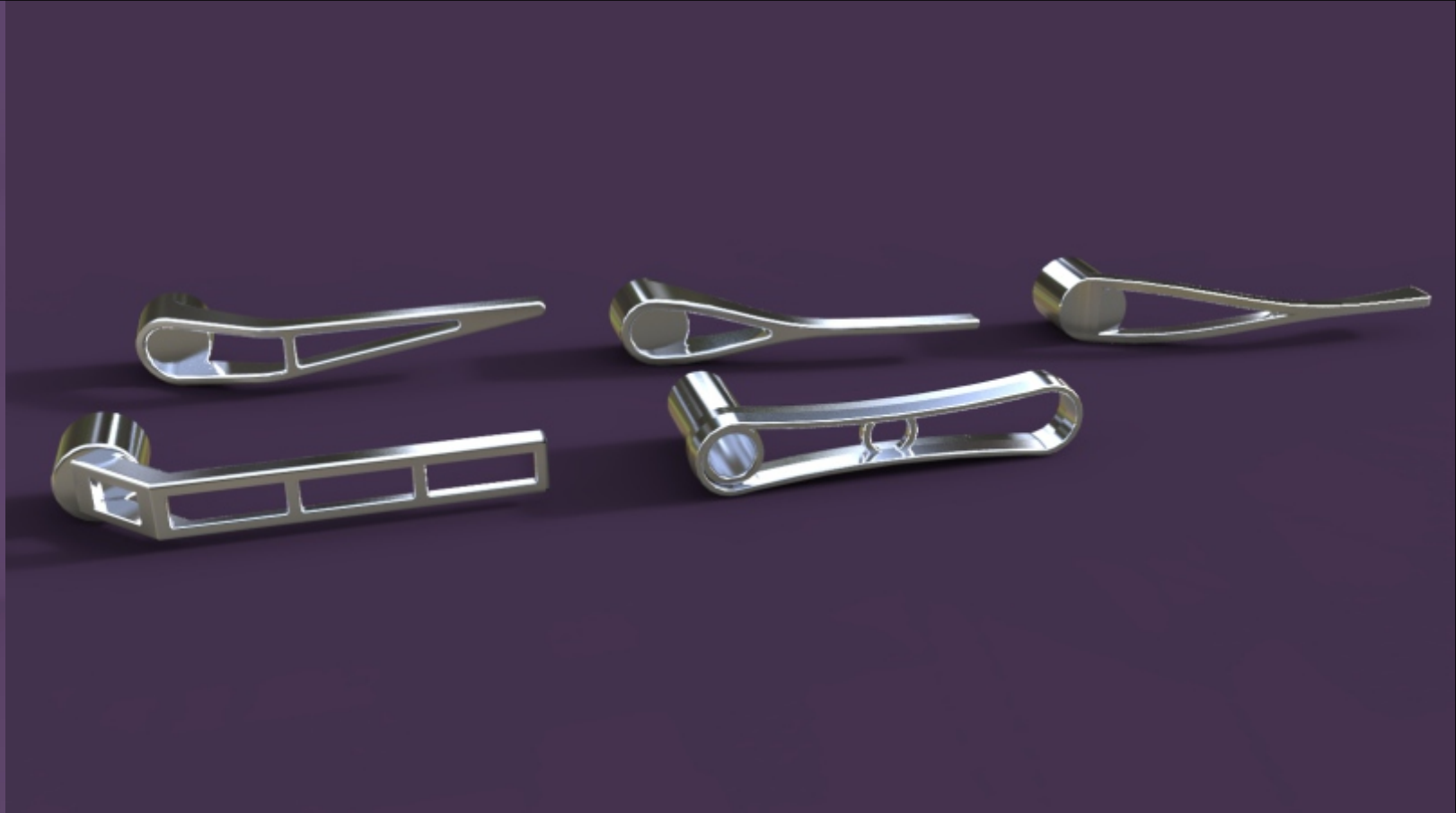
Friza had a problem with its construction carts. They were not stackable, creating logistic issues. (www.friza.ind.br)



Plastic shelving for
Ou / Martiplast Industries
<http://www.ou.com.br/>

<OU>





Soprano wondered if an injected zamac door handle could be developed so that it was cheaper than its current low cost model, yet still appealing.

<http://www.soprano.com.br/>



This is how the model Soprano wanted to replace looked like.





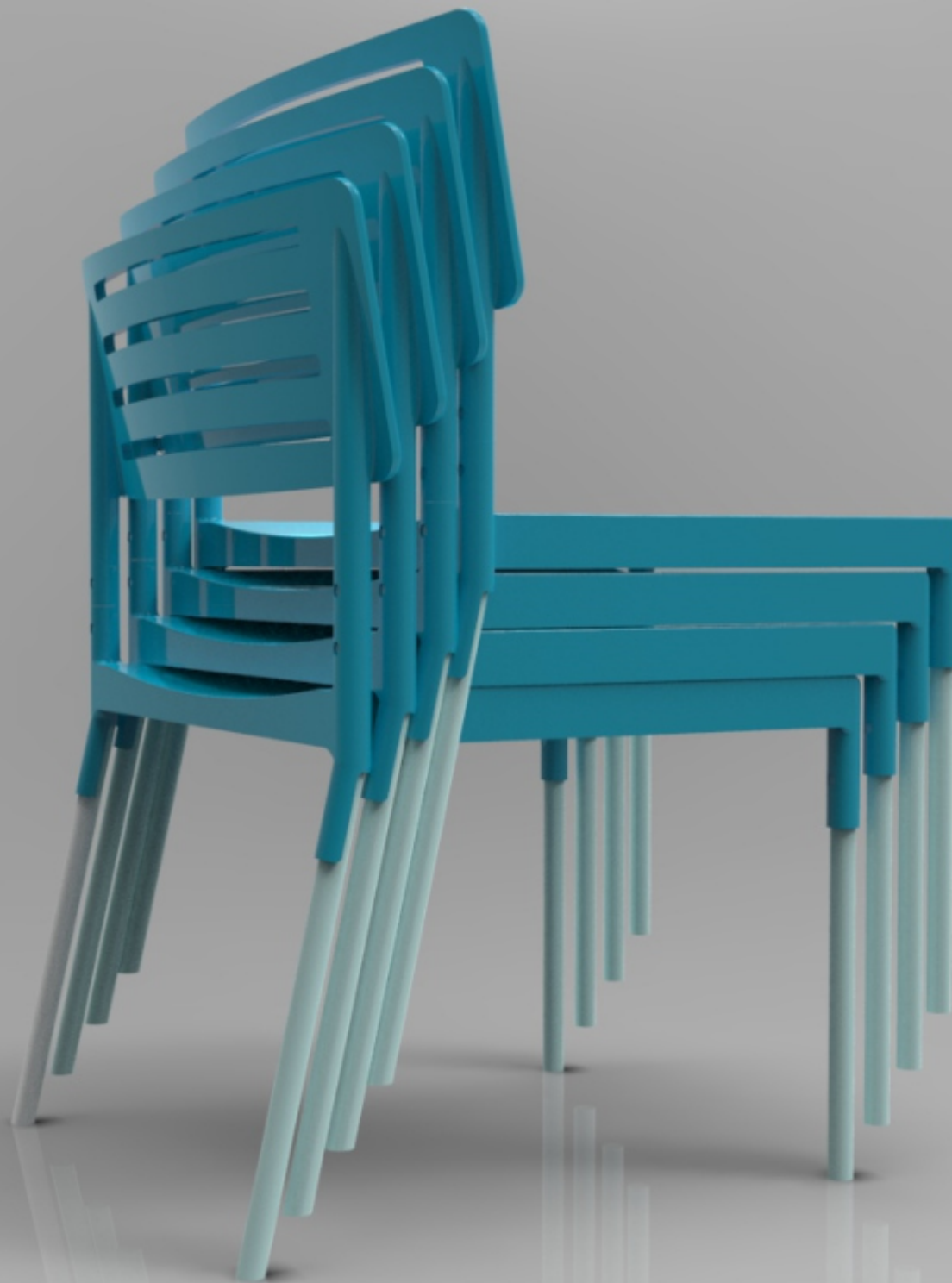
www.pisani.com.br/

Flatpack chair for **Pisani Plastics**

Stackable plastic chair for **Pisani Plastics**

www.pisani.com.br/





Stackable flatpack chair
for **Pisani Plastics**

www.pisani.com.br/



Multifunctional emergency lighting fixture for **Exatron**



exatron

Emergency lighting + presence sensor concepts





Mig welding machine concept

<http://www.sumig.com/>



Luxury furniture concept for Stone Design



Luxury furniture concept for Stone Design

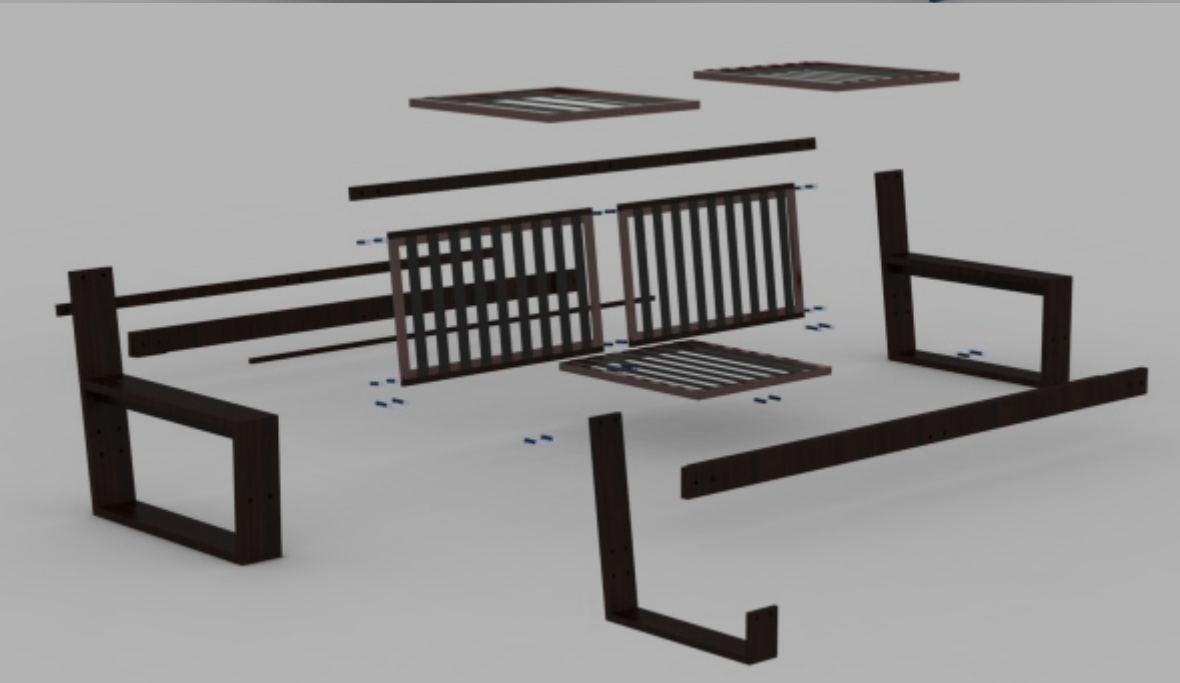
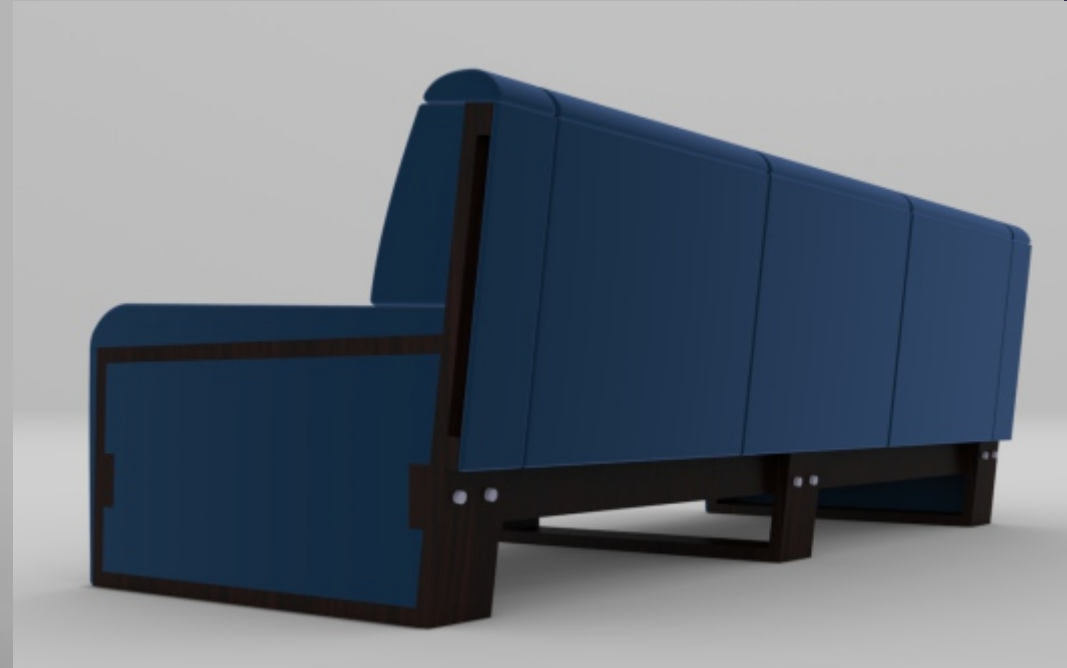


Luxury furniture concept for Stone Design



Public lighting concept for **Ilumatic**

(<http://www.ilumatic.com.br/>)



Flatpack sofa for **Bellarte**
washable upholstery held in place using velcro

SUPPORT FOR JUNIOR TEAMS

As I became partner at Bertussi, one of my tasks was advising junior members of the team on strategic aspects of the design business.





Balmer requested Bertussi to design a new compact welding inverter. I proposed substituting the metal body with a plastic one, as well as designing it with courier pack-like ergonomics. Its innovative characteristics made it an instant sales hit. I was responsible for the competitive analysis of the market segment, the product strategy and the napkin sketch.

awarded:







mobibox

A smartphone accessories micro-franchise, whose business model success is dependent on the capacity of its displays to expose and store products adequately, in sufficient amounts. The new display made the business more attractive to potential franchise owners, making it grow much faster.

<https://www.mobibox.me/>



hydra 



Safira electric shower by Hydra

Electric showers are commonplace in Brazil, but they tend to look and feel cheap. The Safira shower, by Hydra, broke the mold and became a huge sales hit. I did the market analysis, conceptual design, and oversaw detailed development.

<http://www.hydra.eco.br/>

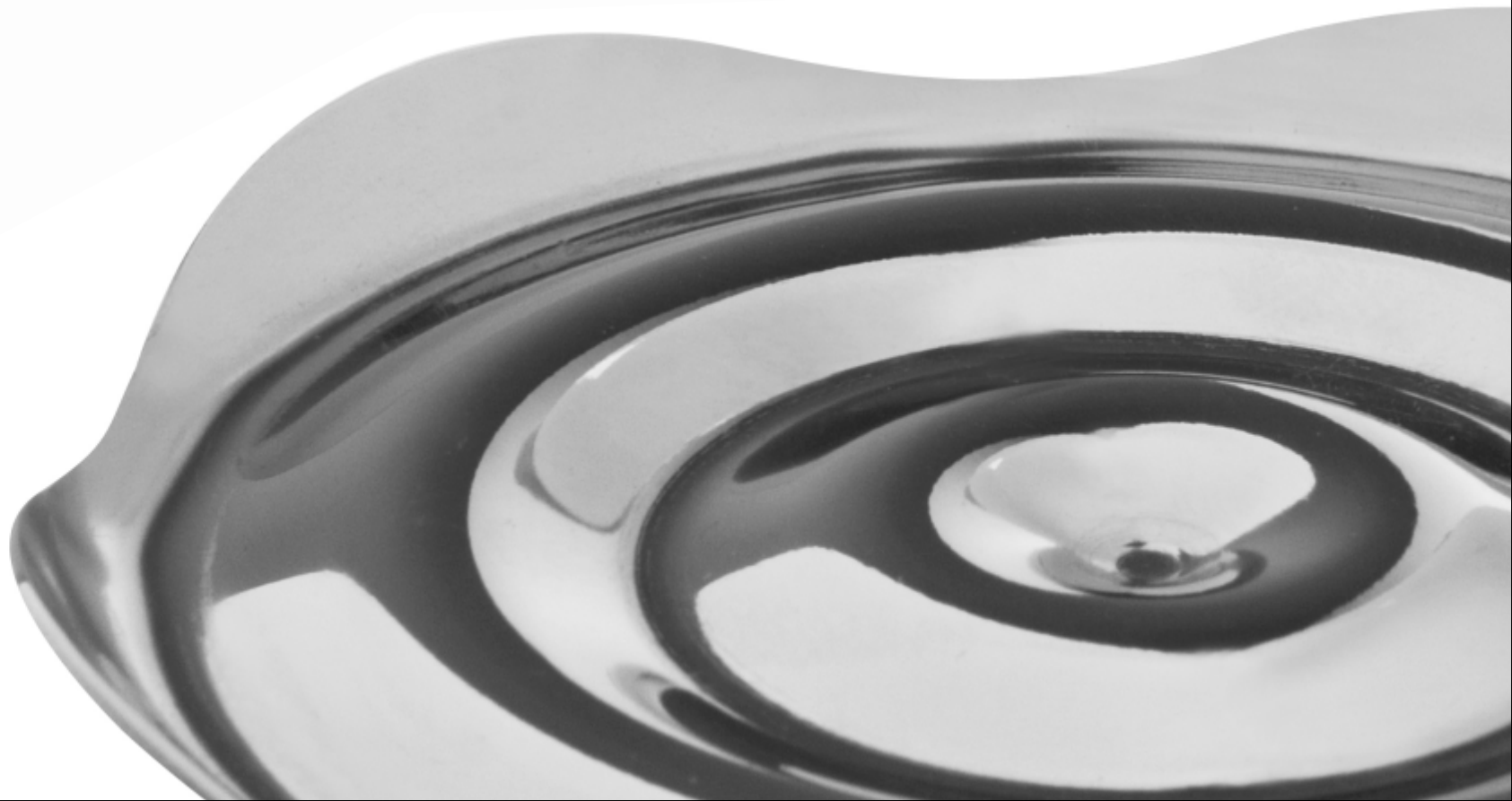
This is how the previous model looked like:



Apparently the president liked it too!

ACCOUNTS MANAGED

During the time I was account manager, I had the responsibility to lead innovation from concept design to sales performance analysis, and everything in between) with the clients I worked with. This involved leading a team of designers at Bertussi, as well as co-creating with the engineering, marketing and commercial teams of the clients.







awarded:



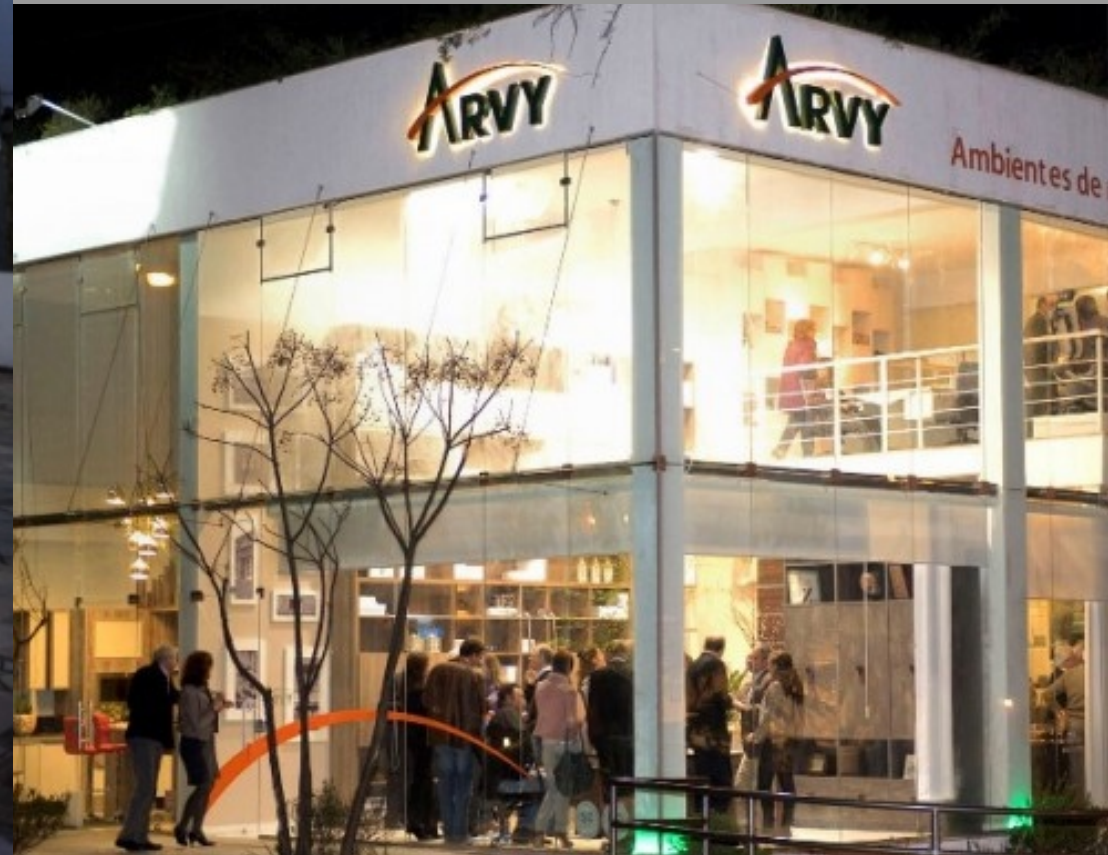
idea BRASIL
o melhor do design brasileiro

IDEX
INTERNATIONAL DESIGN
EXCELLENCE AWARDS

The mobile asphalt plant KP 500, is the world's first mobile asphalt plant. It created a whole new market segment. I was part of a rather large team, that included **Ciber's** engineers and many studio members, and my role was primarily developing the look of the outer shell.



Arvy is a Brazilian office furniture brand whose account I managed while at Bertussi. During this time I developed new products, as well as did trade show booth design and environmental design for its chain of stores. <http://www.arvy.ind.br/>





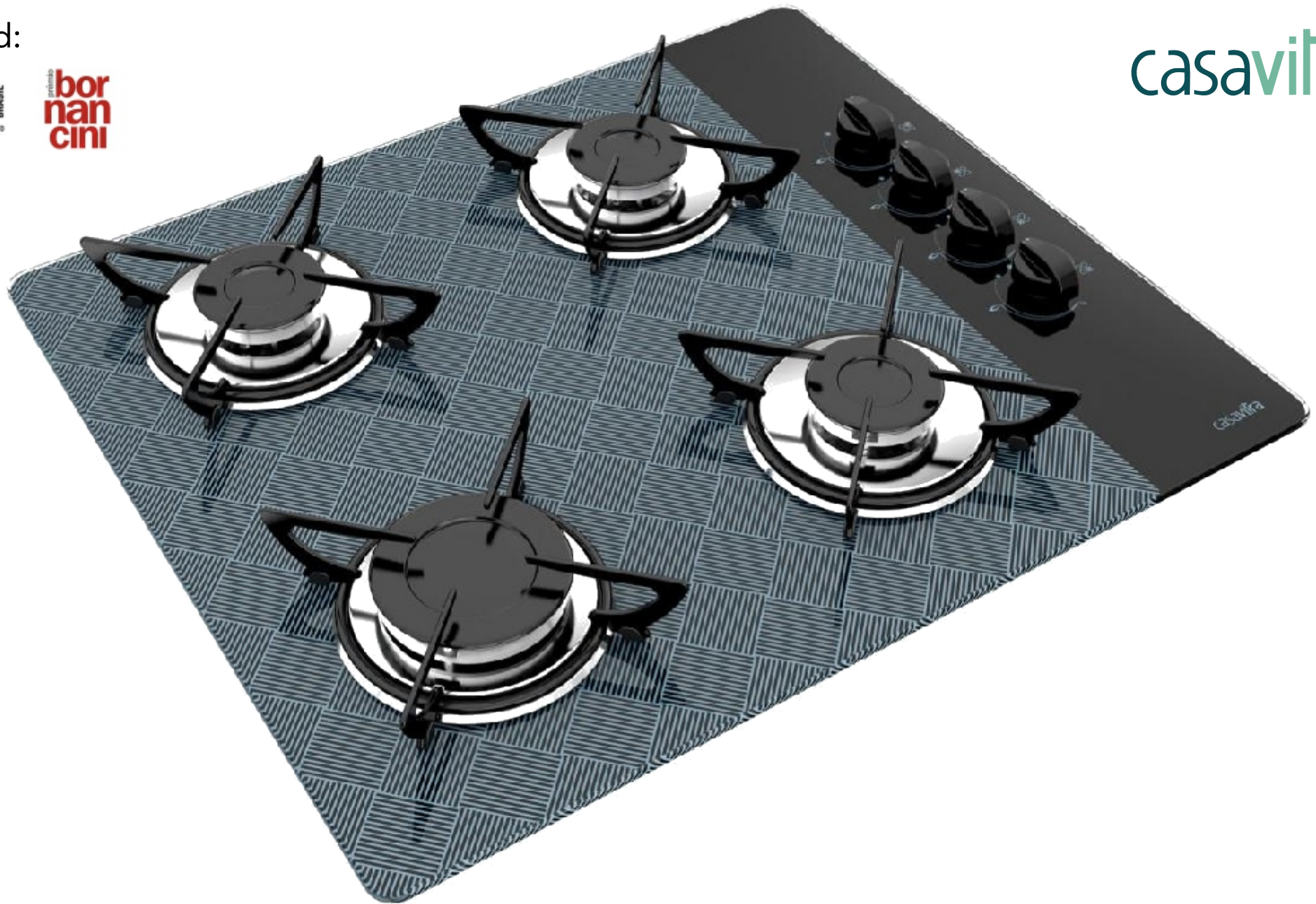


awarded:

idea BRASIL
o melhor do design brasileiro

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casavitra



Casavitra is a home appliances brand developed from scratch, that successfully got a foothold in this competitive market segment in Brazil, using color and surface design as differentials. I was the account manager and lead designer during the whole process.

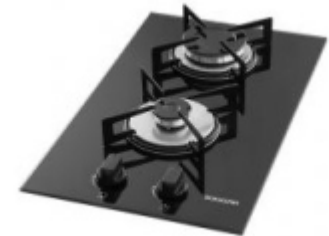
Many of **Tecnovidro**'s sourcing clients (Casavitra's mother brand) were vertically integrating glass manufacturing processes, dangerously diminishing its revenues.

My job as account manager consisted in finding a way to recover lost revenues through the creation of a brand and its product range.



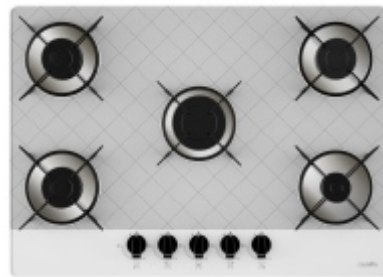
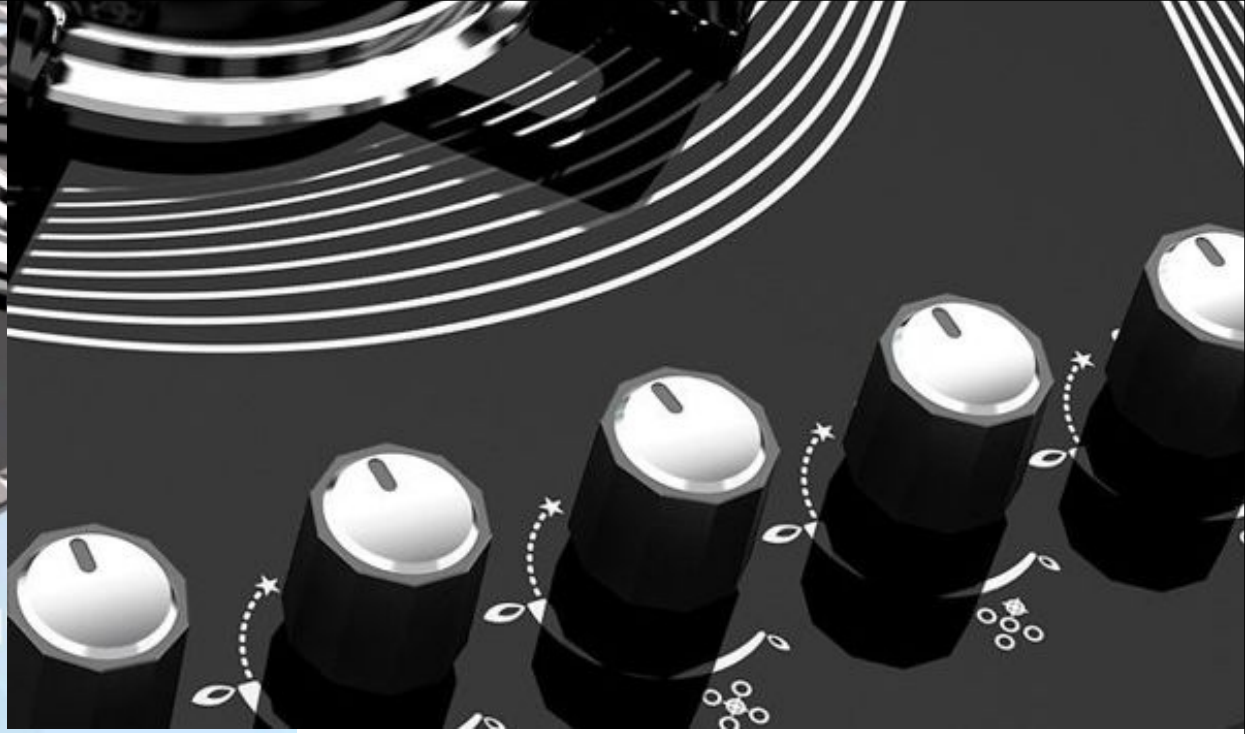
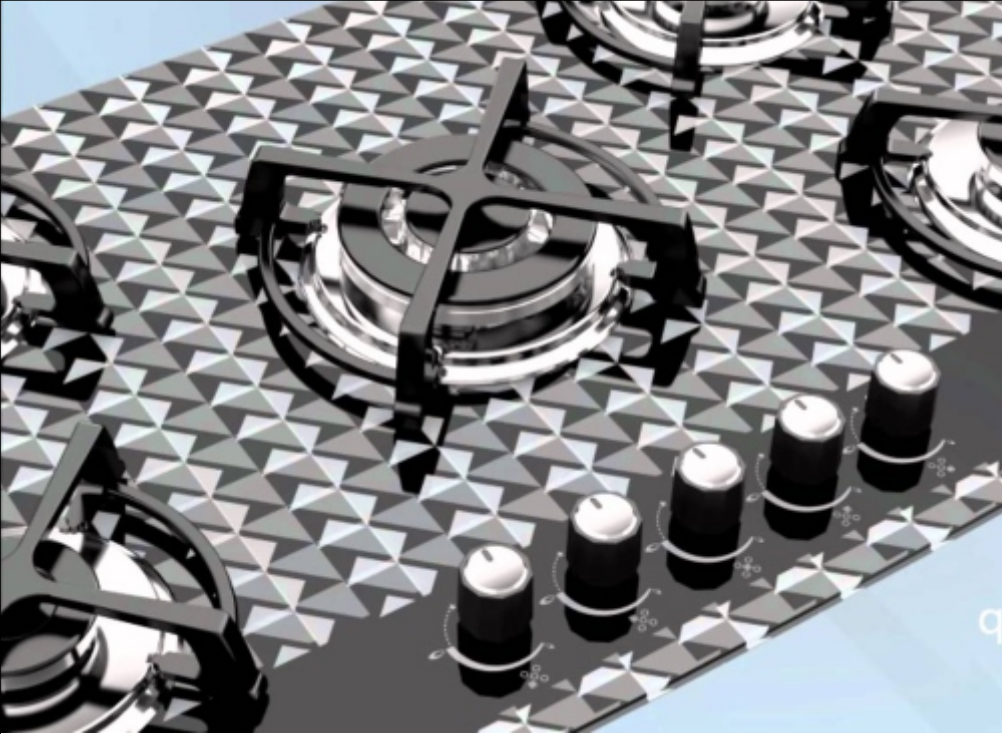
I identified Tecnovidro's core competencies and conceptualized, prototyped and evaluated alternatives. Lighting fixtures, glass office furniture and wall coverings, were among the alternatives tested.

Actual screenshot from a popular Brazilian ecommerce website:
All cooktops are black.



While prototyping in the factory floor, I saw many cooktops being cut for national brands. They were all black. That struck me as an opportunity, since most of the buyers of these products were female (not known for having monochromatic wardrobes). A prototype was developed and shown to buyers of large magazine chains for evaluation. It then became clear we were on to something.

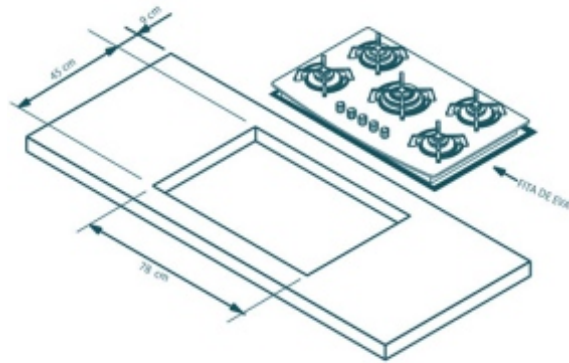




A huge range of finishes guaranteed differentiation where it mattered: **the visible surface of the product.**



casavilra®



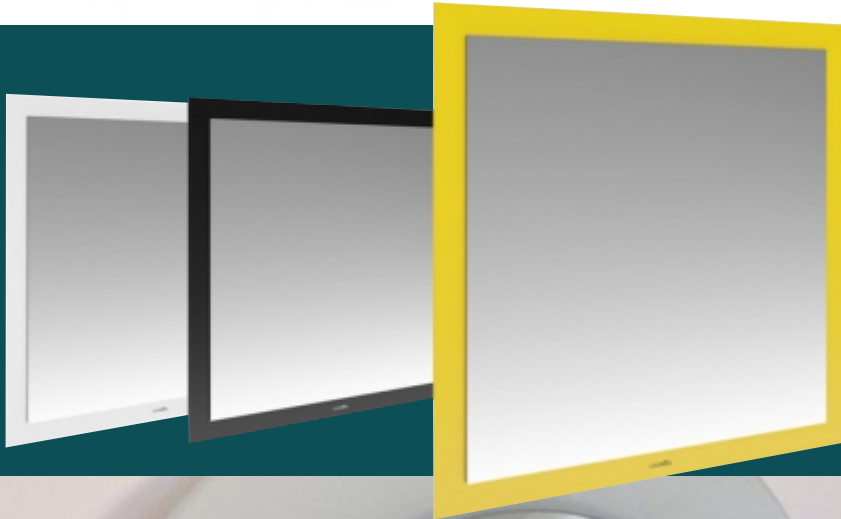
Naming, branding, visual identity manual, technical manuals, advertising, packaging and web guidelines were all developed by my team. In some instaces, such as advertising and web, we supervised third party teams.





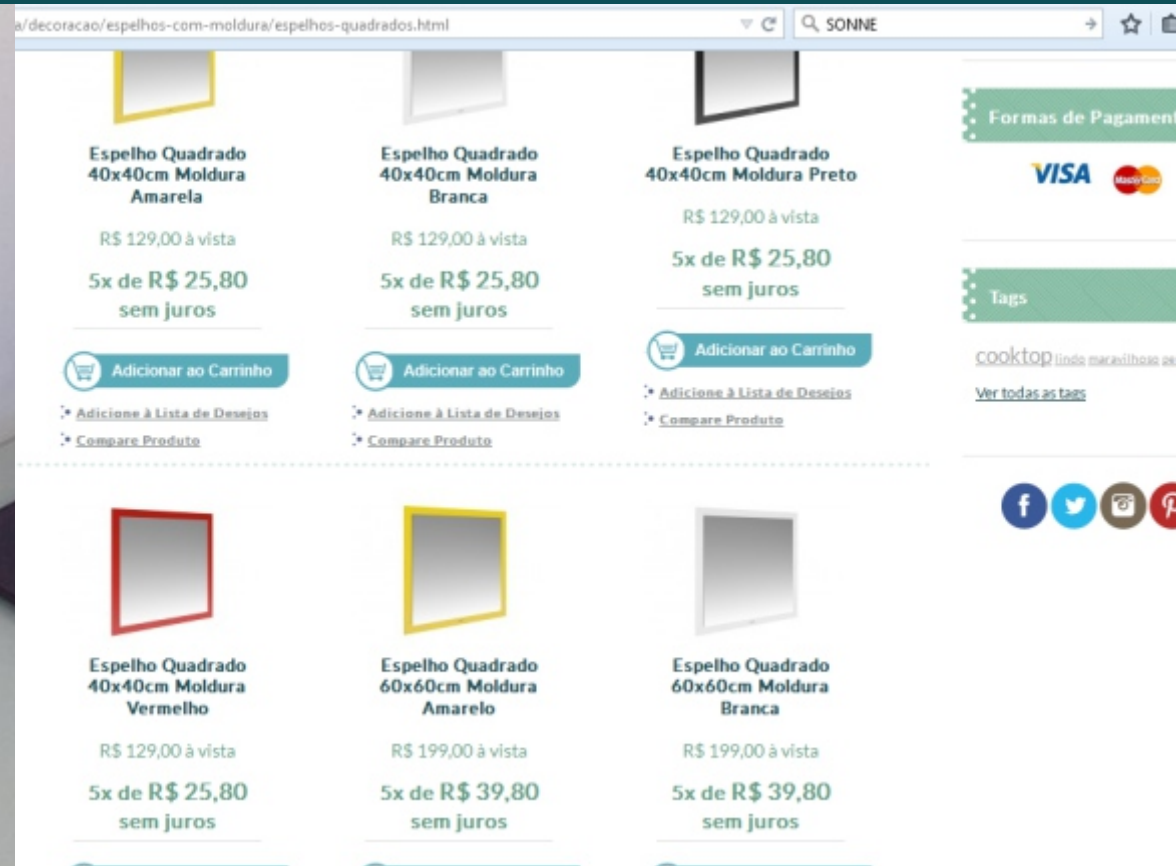
After the first batch of cooktops were ready and shipping, me and my team went after some low-hanging fruit: trays, cooktop covers, rotating table trays, glass table tops and mini wine cellars. All were developed with minimal investment in tooling, and helped to widen the scope of the brand.



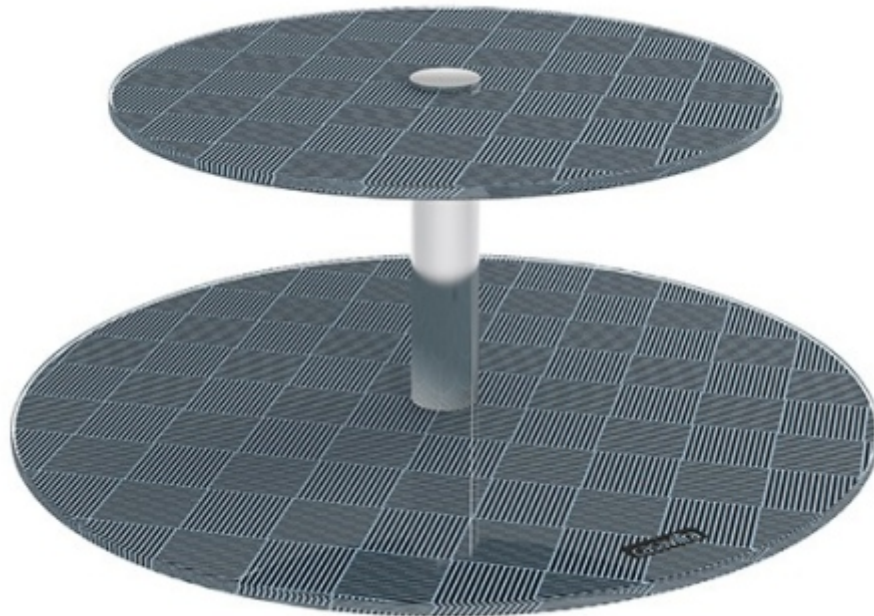
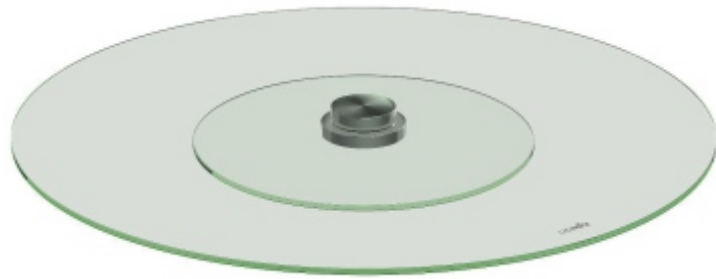


Mirrors were an obvious choice:

It's a considerably sized product category, and we had all the expertise in-house, as well as scale advantages. In this step we also added glass shelving to the product line.



casavitra®





The department stores started to ask for **ovens**, as a complement to the cooktops.



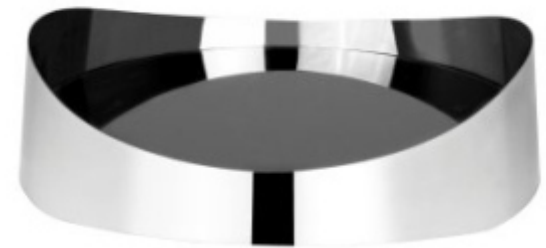


casavitra



The next step were cooker hoods.
Color was an important factor here too.





SAZI

Sazi Inox was a brand of high end stainless steel housewares, for whom I developed over 50 household and office products in my tenure as account manager. It's success was so big that the brand eventually attracted Tramontina's (latin america's largest housewares manufacturer) attention, and got sold.



Sazi Industries, before launching the Sazi Inox brand was, and still is, a maker of machines for the footwear industry (some of which I helped design as a junior designer). Due to a big crisis in the Brazilian footwear sector (circa 2009) Sazi felt the need to diversify. That's when, after a short period with another designer, I became account manager.



before

Sazi's footwear fabrication machines, before and after our intervention. I participated as a junior designer. Relevant cost reductions and performance gains were attained.



after

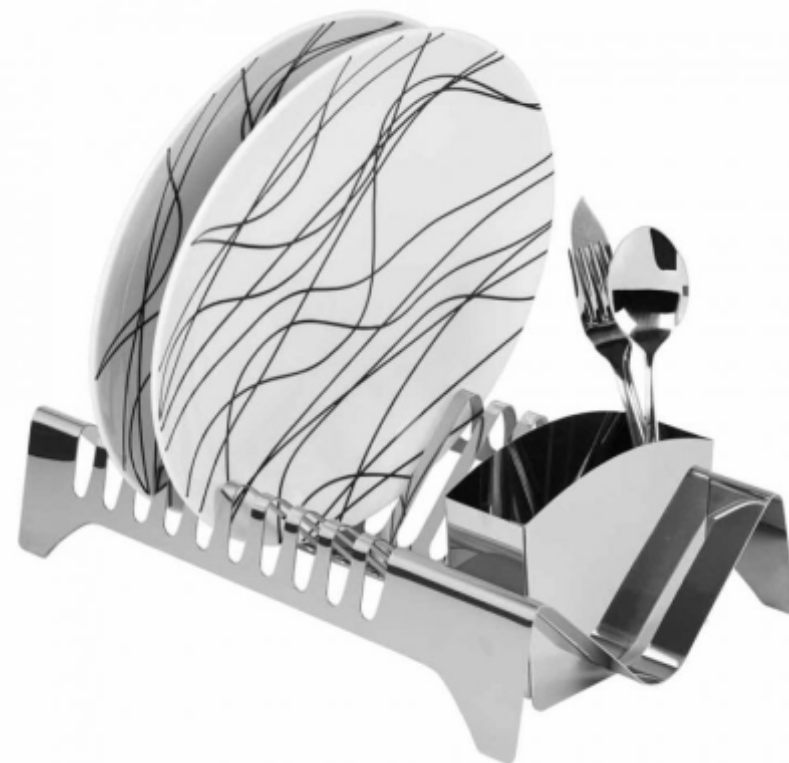
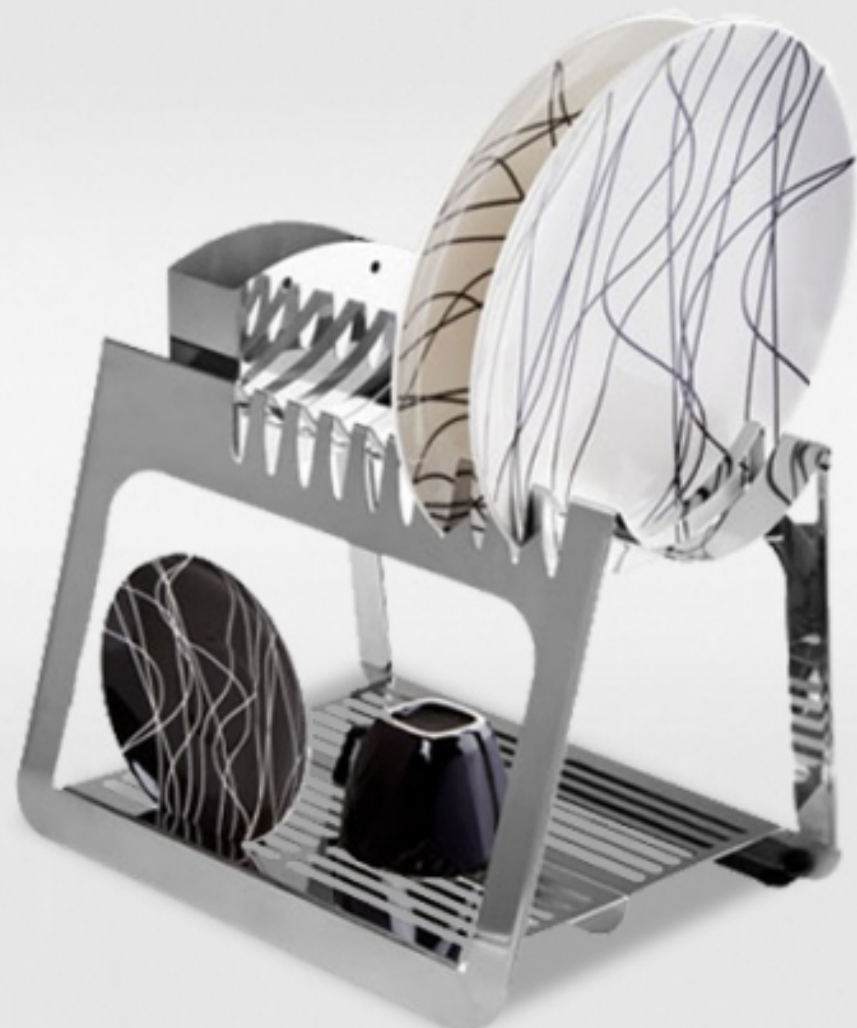


Office accessories

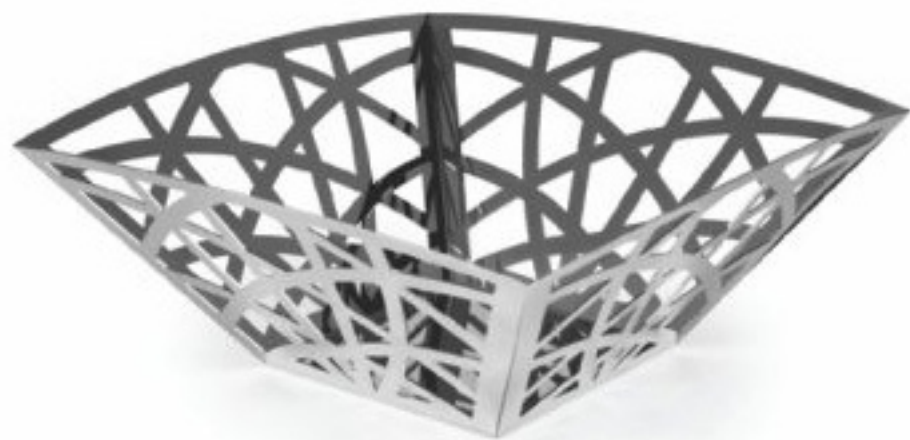
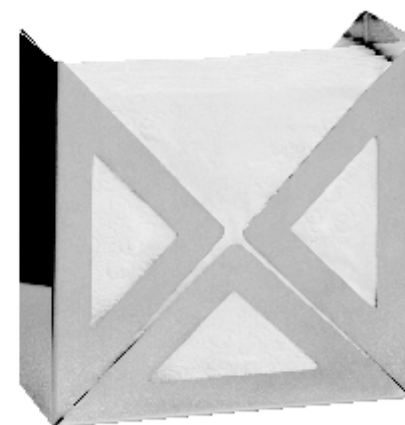


SAZI





Kitchen accessories - Dish racks



Tabletop items



Terrano is a certified wood household products brand, for whom I designed the whole product range during my tenure as account manager.





Geared towards the high end and export household item markets, Terrano was developed using FSC lyputs finished in varnishes that contained nanoparticles that prevented bacterial contamination.



Items included cutting boards, trays, bowls, barbecue, accessories and sushi kit. Despite its high cost, the brand, that started from scratch (and was developed by me and my team) has good market performance.



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