



A team of three industrial design students recently won the international MakeUp New York competition.

Jessica Hedge is set to graduate the Industrial Design program May 2017. Jessica found a passion for Industrial Design in Professor Joe Mashburn's "Intro to Design" course. She came to admire the simplicity and beauty of product design. She chose the University of Houston after receiving an academic excellence scholarship.

Erin Lew was drawn to the Industrial Design program after attending the 2013 senior exhibition. She had never heard of industrial design as a profession, but after seeing the variety of projects she realized that designers were creative problem solvers who have influence in almost everything.

Aaron Hernandez is from Cd. Juarez, Mexico and became interested in design as a child watching a television program that showed young kids inventing products that changed their house or neighborhood. That image of creation stayed with him and drove him to pick our Industrial Design program over others due to its accelerated growth and national notoriety.

How did you become interested in the MakeUp NYC competition?

Our Director of Industrial Design, Dr. EunSook Kwon, originally introduced the competition to our program. The project would also serve as a new addition to our portfolios, and could potentially help us find jobs after we graduate. Packaging is an important part of product design which we hadn't experienced. As design students in our final year, of course we jumped to the opportunity!

How was your design process different as a group vs. an individual?

This project was tricky because we worked from different cities over the summer. (Erin in New York, Aaron in El Paso, and Jessica in Houston) We relied heavily on Google Drive and Skype. We were happy to see our final design had developed into a combination of all of our ideas. We split the work three ways with Erin creating CAD models and renders with mechanical drawings and video edits, Aaron building the physical prototype and doing

(continued)

product photography and video, and Jessica synthesizing the group findings for the written report and graphic presentation materials.

What kind of research did you conduct for your submission?

We analyzed current trends in the cosmetics industry. We visited the Galleria to understand how makeup is marketed through packaging through form, materials, color scheme, graphic language, etc. We spoke with make up enthusiasts and watched YouTube videos because the web personalities have a huge influence industry. Culture was also a huge part of our trend analysis; The east promotes products for cleanliness while the west promotes beauty products more for art and glamour. We decided to bring this inspiration from Asia to the western market through our single compact.

What is the prize you won for taking 1st place?

For first place, we won \$3,000, along with an invitation to the annual conference for MakeUp in New York this past September, and an invitation to the annual conference for Makeup in Paris next June of 2017. While we are still waiting to hear all three of us can be funded to Paris next summer, we did get to attend the conference in New York.

How was your design process different as a group vs. an individual?

Group projects are great because we can see diverse perspectives for more ideas. This project was especially tricky because we worked from different cities over the summer: Erin in New York, Aaron in El Paso, and Jessica in Houston. We uploaded all our research and sketches to a Google Drive, and then discussed over Skype late at night after working for our internships. We were happy to see our final design had developed into a combination of all of our ideas, and most details were actually from our Skype brainstorming sessions. In the end, we split the work three ways with Erin creating CAD models and renders with mechanical drawings and video edits, Aaron building the physical prototype and doing product photography and video, and Jessica synthesizing the group findings for the written report and graphic presentation materials.