

# HELLO

**My name is Carlos Precioso**  
**And here are some of**  
**the things I've created**

# MY VISION ON DESIGN

For me, design is the tool to advance humanity. Both an endeavour of abstract imagination and concrete problem-solving, it represents **the methodology and tools that differentiate humans** from anything else. As professional designers, we are uniquely positioned to create the future.

In my conception on design, I want the results of my design process to be **realistic, simple solutions to tangible problems**; in opposition to complicated, organically-grown boggles, or overly out-of-touch dreams. However, I see a high value in learning from both the boggles and the dreams, as they are the two extremes of the tensions that inform my work.

As such, I really enjoy working with people that can imagine crazily, and get to work in adapting those dreams to reality. I excel in teams of contrasting abilities, as I have the abilities to **reconcile each of the ideas** and put forward a melted propositions without losing vision and perspective.

In the middle of the creation process, I recognize and strive for the values of a **cohesive vision for design**, and incredibly value out-of-the-box solutions.





## BLÖB

January 2021

Group hackathon project (1st prize)

In charge of experience design

**A comfortable sexual discovery experience for partners with any kind of body.**

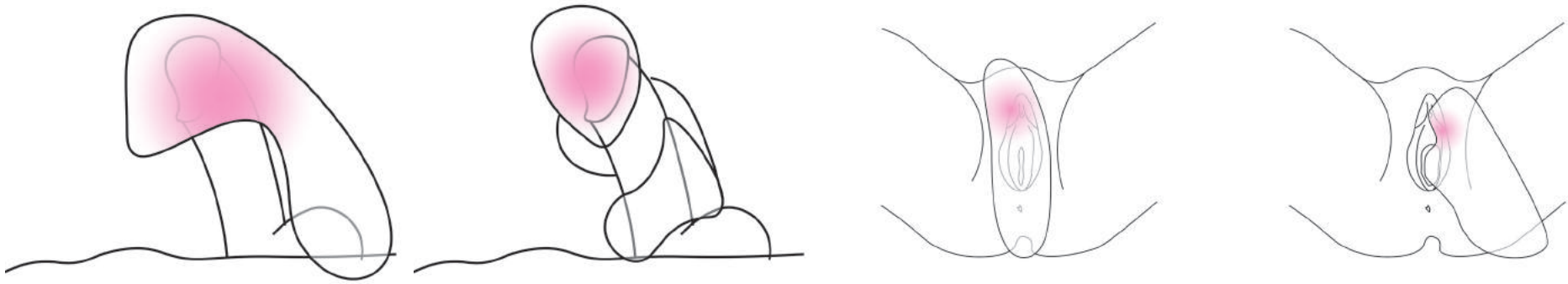
As part of a 36-hour remote hackathon on sex tech (organized by Touchy-Feely and Creative Coding Utrecht), I created an impromptu group to create a project on the topics of Remoteness, Accessibility, and Education.

The result was Blöb, an amorphous gadget the size of a throwpillow that you can shape, vibrate, and position however you would like.

A blöb affords sexual discovery of a partner by way of being linked to a partner's blöb. They recognize their shape and position on the body and push each other together through the intensity of the actuation. They can also be linked to multiple blöbs to allow for polyamorous partners.

The Blöb was conceptualized, designed, prototyped, and presented remotely through the course of 36 hours. A jury of well-regarded sex tech personalities chose Blöb as the winner of the 1st prize of the hackathon.





Examples of Blöb usage with different genitalia



Prototyping actuators and linking



Prototyping shaping and materials

# INCLUSIVITY AT IP

Spring 2020

Group project for TU Delft and International Programme

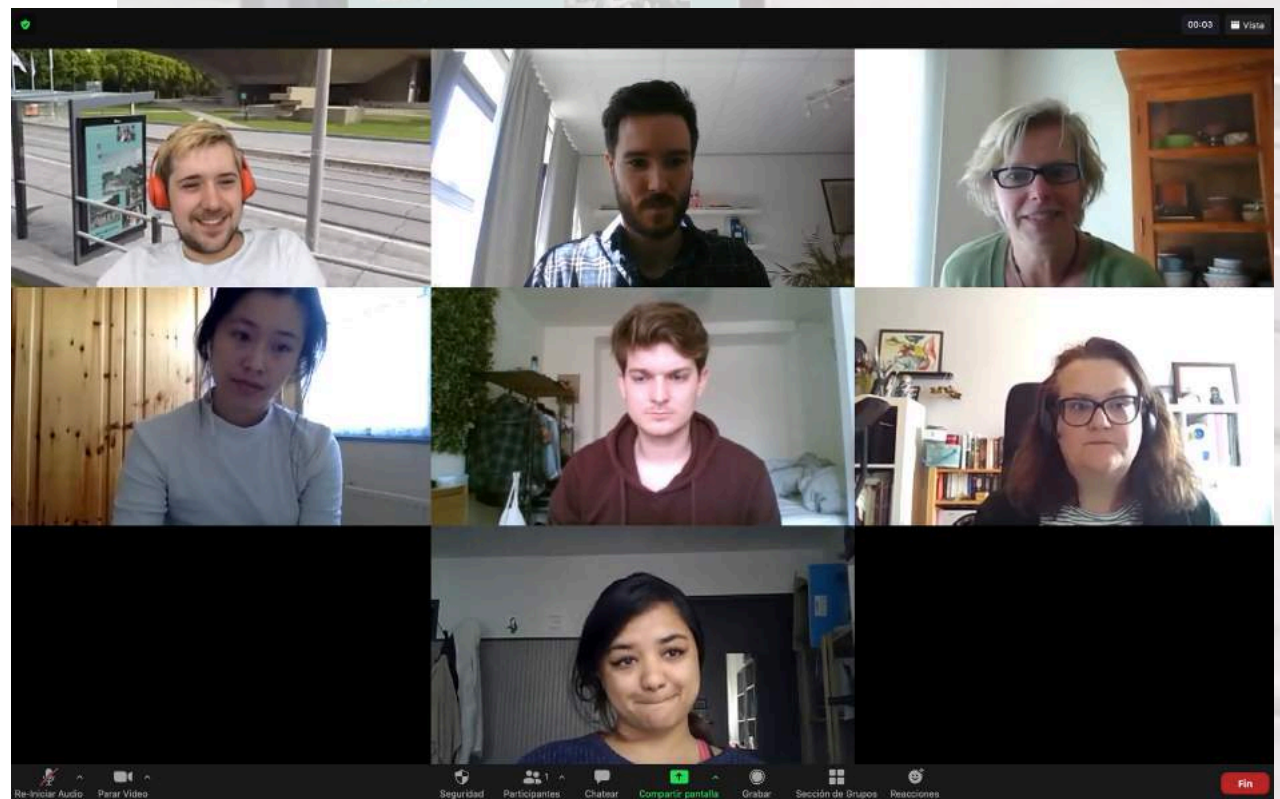
Heavily involved in all areas of the project

**A two-fold research project exploring the social dynamics of local and international students; and the setup of online participative ideation sessions.**

Forming a Dutch/Spanish tandem, a colleague and I felt upset at the current state of social mixing for local and international students at TU Delft. We approached the International Programme (IP) at the university to tackle the problem and improve social life for all.

Then the lockdowns started, and research had to go online. We designed and executed participative research and ideation sessions with all the diverse stakeholders. We researched both how a remote participative session should look like, and on our original integrative purpose.

In the end, we handed our results over to the IP and several student associations, who are taking steps in improving welcoming and diversity helped by our insights.





Sign up at:  
tinyurl.com/signup



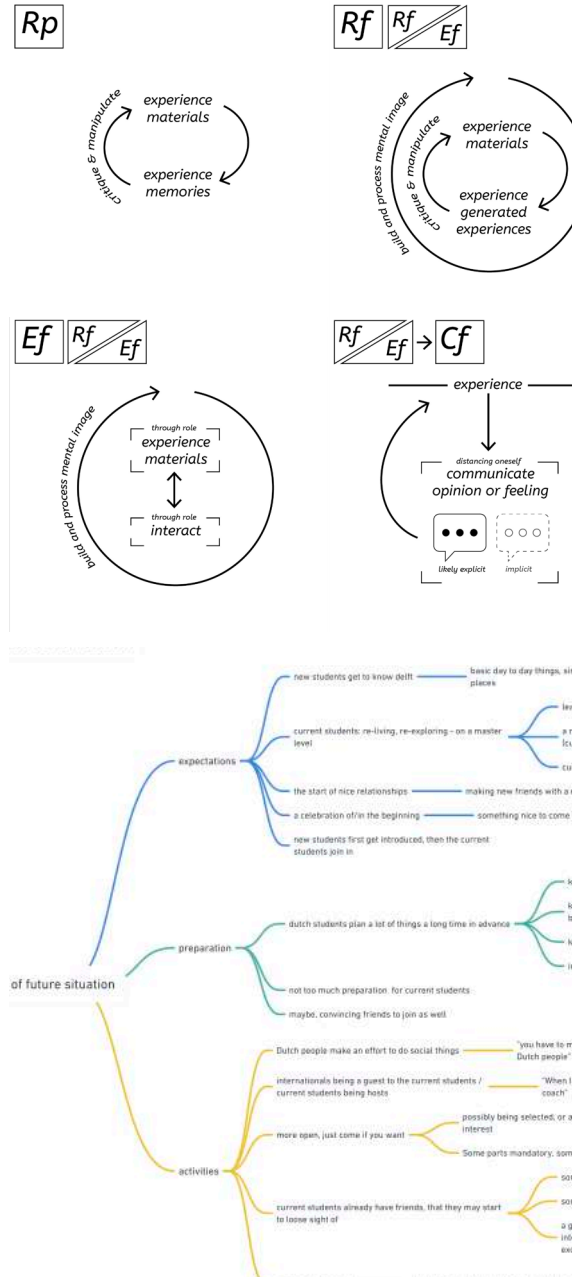
Aug 26th to Sep 1st 2019  
**Free to join!**

Meet up with students from all over  
the world! Both old and new TUDelft  
students

Select your own activities:  
Experience Delft | Food & Drinks | Get to know fellow students | Master introduction



The proposed activity for the sessions was  
communication posters for the IP like this one



Example diagrams of the  
user experience during the  
sessions



A shorthand version of  
our report in mindmap  
form was made for the  
stakeholders to print,  
markup and keep in  
their office.





## SEX SHOP MENU

Fall 2019

Self-managed individual project for TU Delft  
Heavily involved in all areas of the project

**Helping sex shop customers feel less shy, communicate better, and be more satisfied with the products they buy.**

Prompted to work in the borders between the public and the private, I chose the context of a sex shop, creating a new shopping experience that helps people understand and question themselves about their preferences.

First, I investigated people's attitudes about talking about sex and pleasure, also interviewing with sex shop owners, and observing behaviour in-store. With that data, and through design thinking and making, I created the resulting experience.

Now, the visitor can pick up a menu, which explains the main qualities of the products. They are prompted to explore the store, and given time to think about their preferences. Afterwards, the menu icons help mediate the more "shameful" topics.







# A STORY OF CO-CREATION

Spring 2019

Self-managed group project for TU Delft  
Heavily involved in all areas of the project

**A museum in Sicily wants to setup a participative exhibition with migrants and refugees. Let's help them figure it out!**

A group of 6 DfI students, we researched the context and the staff we were working with, to help them create a vision and narrative for the new exhibition. We produced two three-day, on-location creative facilitation sessions, as well as sensitizing materials beforehand.

We were in constant remote communication with the museum staff to understand their wants and needs, as well as to make sure after our sessions that they absorbed both the produced content and the process by which it was done.

We also interacted and integrated migrants in our process and piloted their collaboration process for the project. All of this while juggling the problems of both physical distance, and language differences.

The exhibition is scheduled to open Q1 2020

Sensitizing materials



First pilot











# MONTÓN

Carlos Precioso - Jun '18

Spring 2018

Group project for TU Delft and NS

Concept, research, development, interface, prototyping and presentation

**MONTÓN is the new experience for information, assistance and emergency help in NS stations.**

This project started off a simple prompt to redesign the emergency call poles at NS stations. In collaboration with NS, we gathered data from real-life users and tested multiple times, even on location.

With the received input, a new pole was created. It sports bright colors and eye-catching design which help locate it at a station, and a new screen which will help NS realize its goal of reducing staff at stations, while maintaining traveler satisfaction high. We do it without losing any of the intuitiveness of the old pole, but growing in personal connection.



Images from research, ideation, prototyping and testing (both in laboratory and real-world environments)





Examples of integrating the pole into NS's ecosystem



Artistic rendering of the pole in context

# FOOD HACKER EXPERIENCE

Spring 2018

Group project for TU Delft

Concept, programming and participant experience

**The food hacker is an exhibition experience which prompts participants to think about access to food, government control, and the physical consequences of our actions in the cyberspace.**

The briefing for this project was to create an exhibition experience which would make an impact in participants, set 40 years into the future in Charlois (Rotterdam). The focus would be on the citizenship's data and access to food. For this project, we would iterate and test very quickly, improving on the initial design week over week, also presenting it in the Future Flux Festival as a means to get feedback.

In the end, we came up with a machine within a story which would have you hacking your neighbours' nutrients and resources as a game, with most people not realizing the consequences of their acts. In the end, they get the food they were promised, but also a receipt with their action's aftermath.







Images from the daily iteration prototypes





Images from a test of the non-final experience



# ADOBE WATCH

Spring 2017

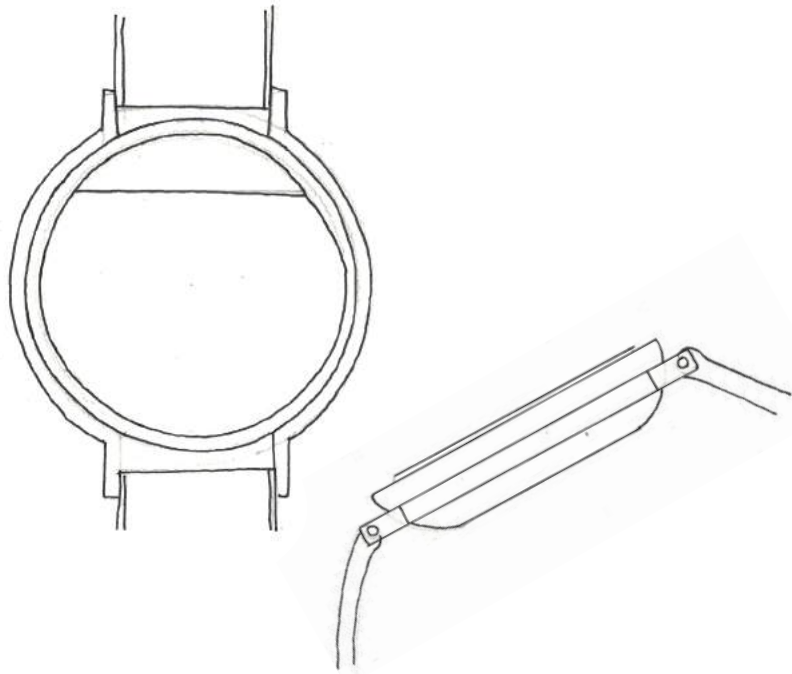
Individual project for UPV

Concept, development, modelling and advertisement

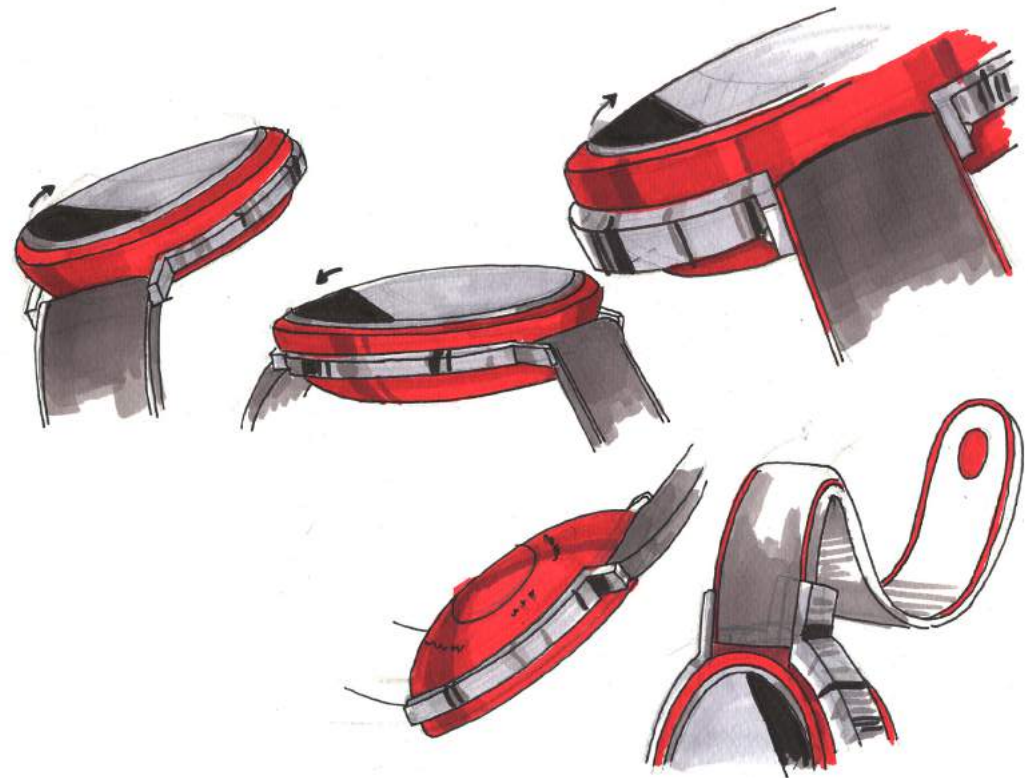
**The Adobe Watch is the smartwatch for the modern creative professional. Its neat design and innovative interaction creates a forward-looking interface. And with the assistant Alma, the smartwatch gets smarter.**

The briefing for this project was to create an interesting design for a smartwatch, based off an established brand's graphic identity. For mine, I chose Adobe.

This project offered a myriad of opportunities to look into interface and interaction design, and I took the opportunity. The Adobe Watch's body can rotate freely in its supporting ring, creating a innovative input method. The "flat tire" screen, previously a technologic constraint, is now played as a design element, acting as a cursor and getting integrated into the screens' design.



Starting point sketch

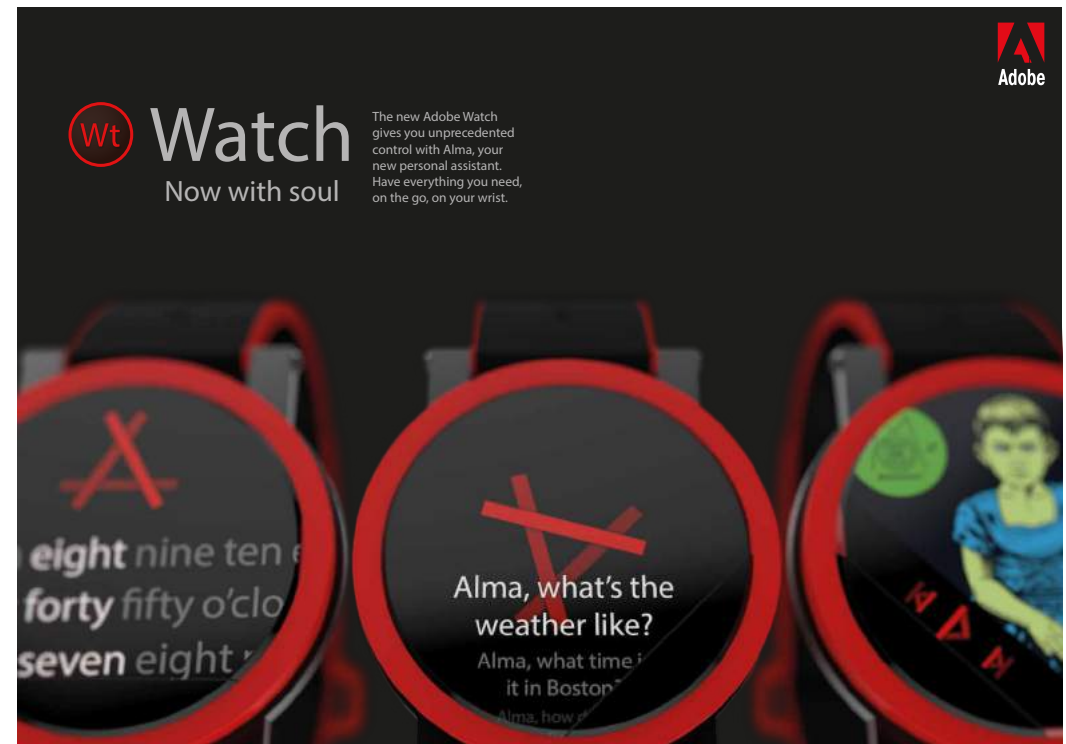


Explanative sketches





Interface explorations



Advertisement





# BYE

**Thanks for  
looking at  
my portfolio**