



ALEX MAROVEC  
**PORTFOLIO**



## CV

# Alex Marovec

Industrial Designer

📞 708.800.6676 📧 alexmarovec.com ✉ alexmarovec@gmail.com 🌐 /alexmarovec

### Experience

#### One-year Internship 2023-24

General Electric Appliances  
Louisville, KY

#### Summer Internship 2022

DISHER Design  
Zeeland, MI

#### IDS Chapter Vice President

Western Michigan University  
Kalamazoo, MI

### Education

#### BFA in Product Design

Western Michigan University  
Kalamazoo, MI

### Software Skills

Solidworks  
Fusion 360  
Rhinoceros 3D  
Illustrator  
Photoshop  
InDesign  
Procreate  
Figma  
Miro  
Keyshot  
Midjourney

### Analogue Skills

Design Thinking  
Project Management  
Prototyping  
Concept Ideation  
Concept Refinement  
Form Knowledge  
Visual Identity Creation  
Trend Analysis  
Digital Drawing  
Sketching and Rendering  
Design Research

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SIMPLE SOUS



SCOUT



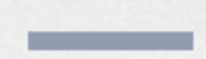
GE APPLIANCES

Full process books on [alexmarovec.com](http://alexmarovec.com)

Introducing

# CHORD

Adaptable Kitchen Speaker





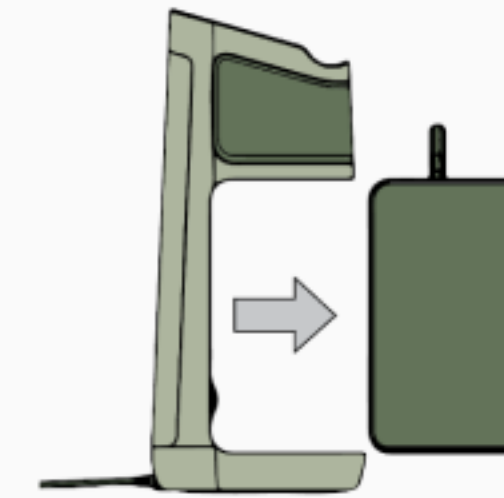
### Easy Controls



1

Easily control your chord speaker by using Bluetooth on your phone, or by interacting with the e-ink display on the top of the device

### Versatile



2

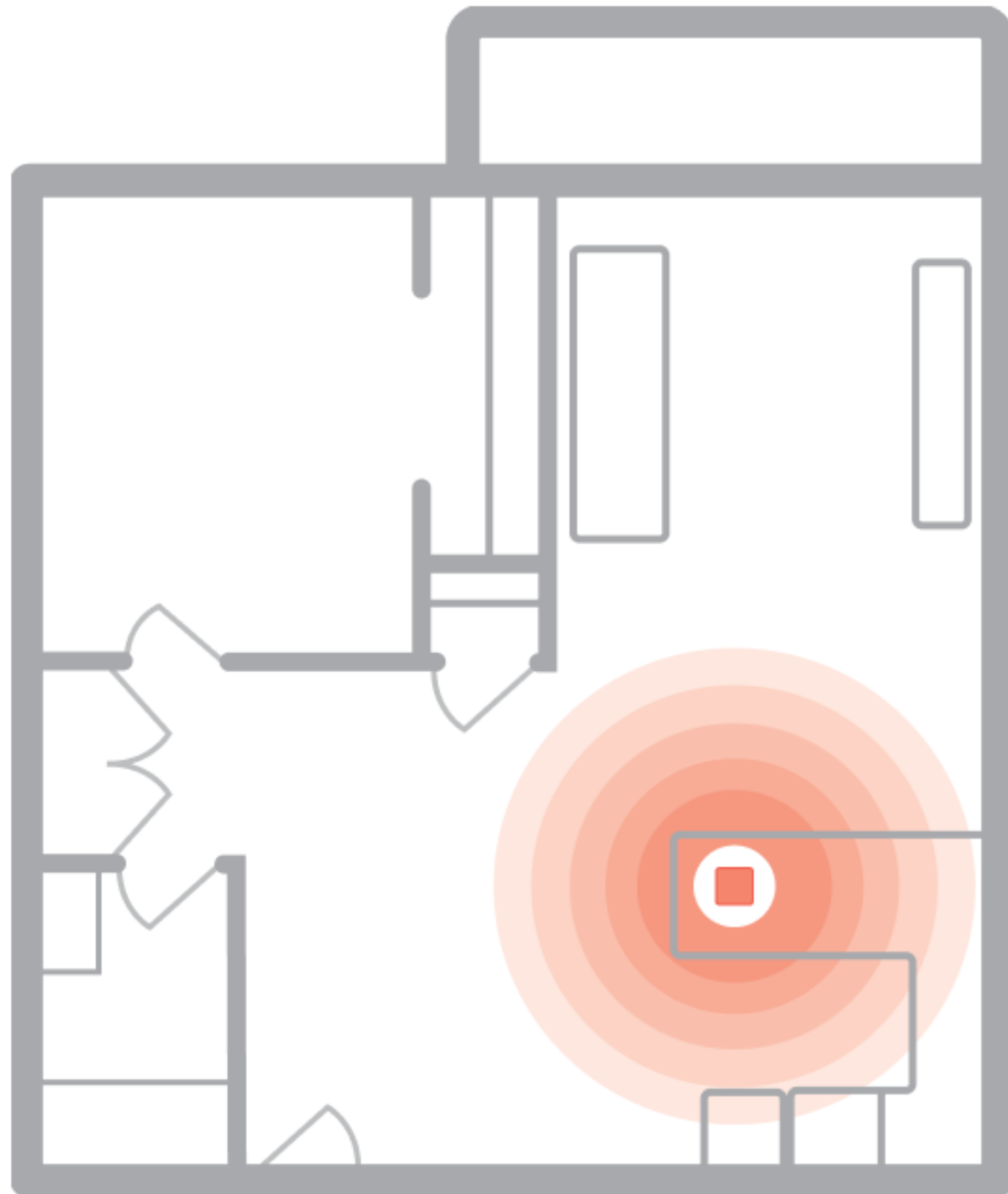
The portable main speaker lives and charges in the speaker tower providing a mobile sound option.

### Mobile



3

When you want to spread out your sound or take it on the go, simply remove the main speaker from the speaker tower

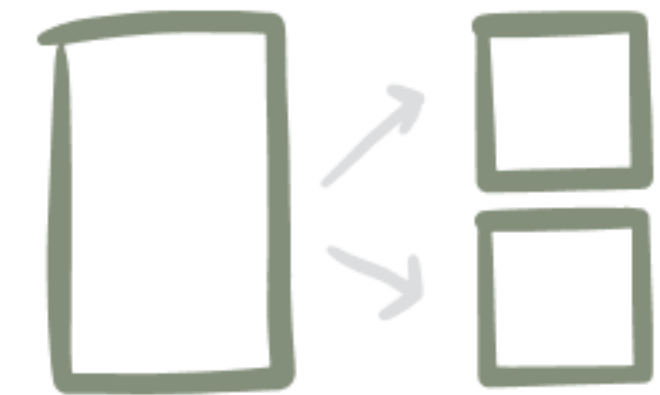


## What is the problem?

In order to fill the room with sound, hosts turn up the speakers volume, making the area close to the speaker **way too loud to hold a conversation.**

## Design Opportunity

Enhance the food preparation and party hosting experience by developing **a speaker that can split to disperse the sound.**



## Inductive Wireless Charging

8 hours of play time

Fold-up portable handle

Portable audio



## Interactive touch bar

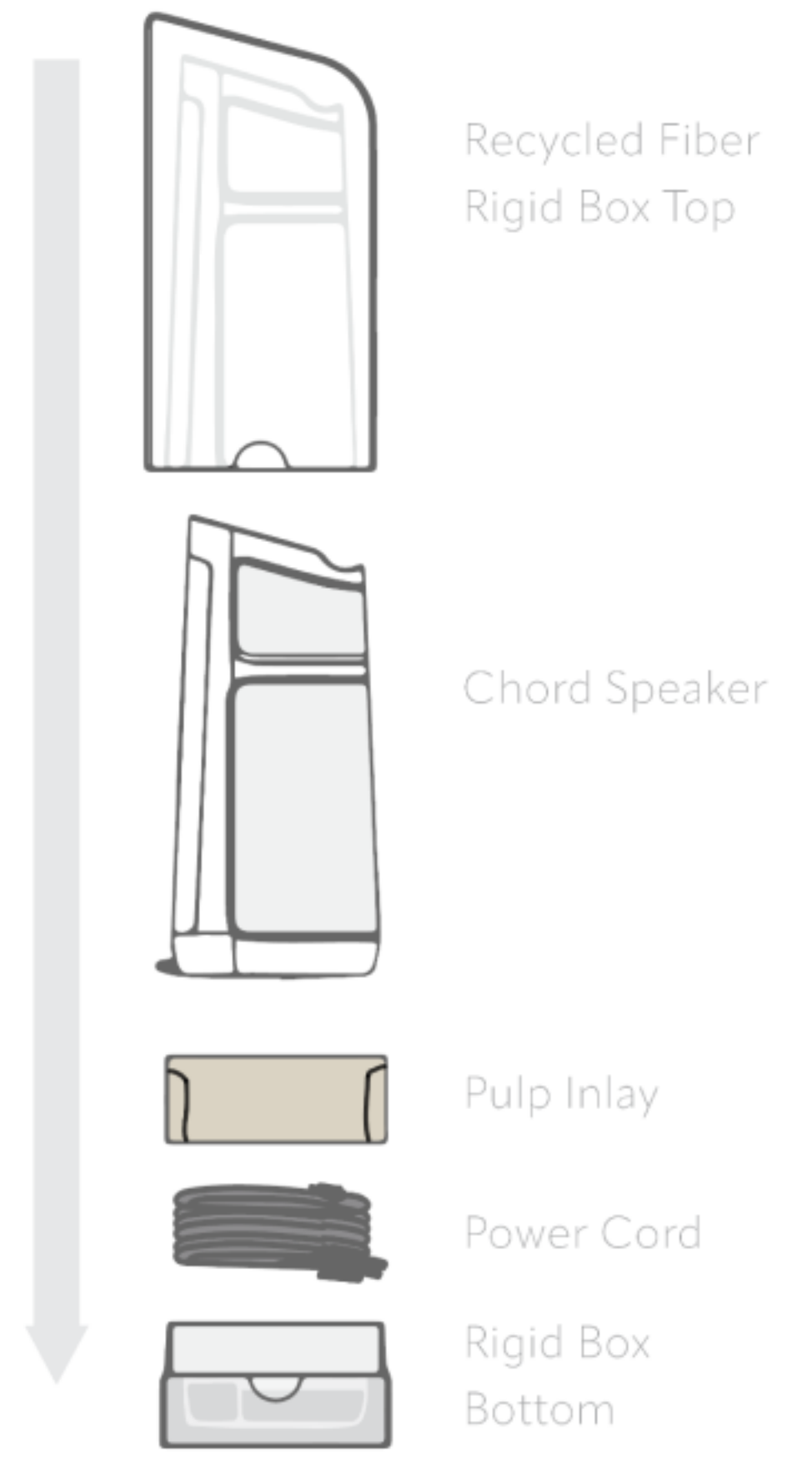
Swipe and tap the touch bar to navigate menus, choose songs, and change volume





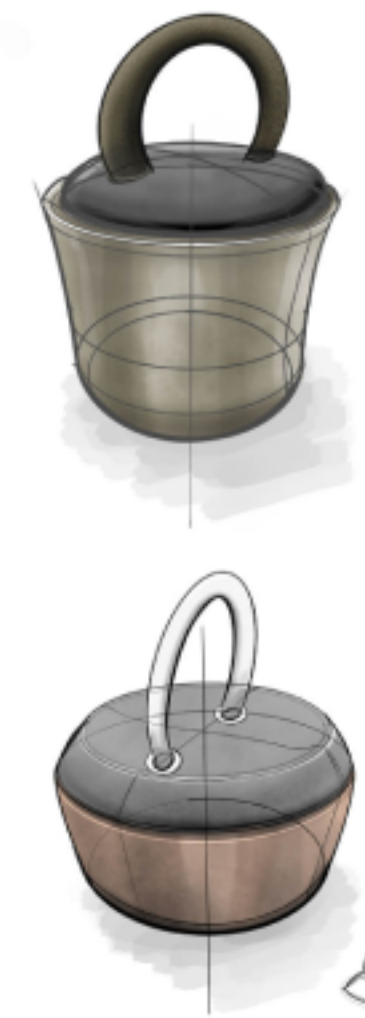
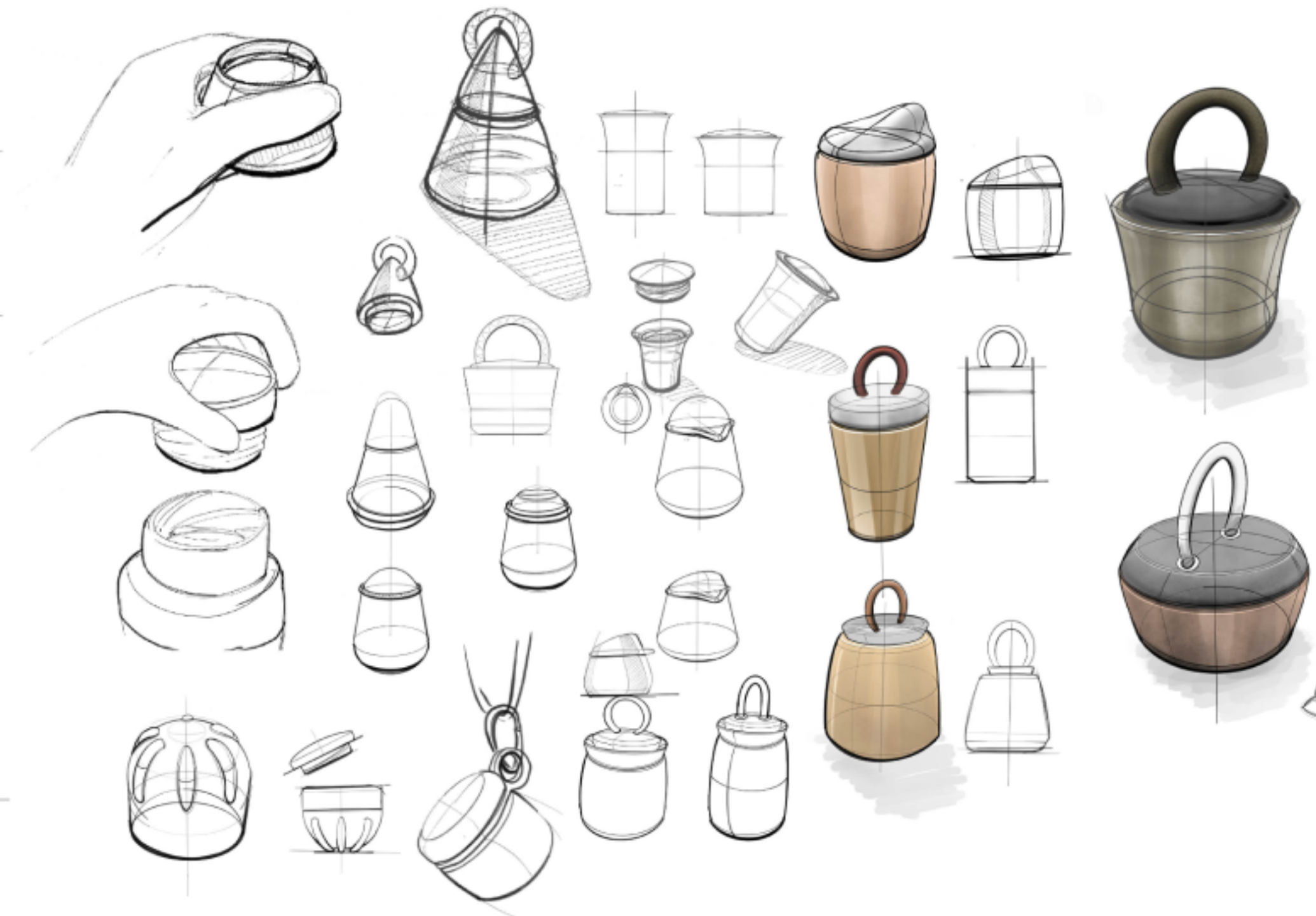
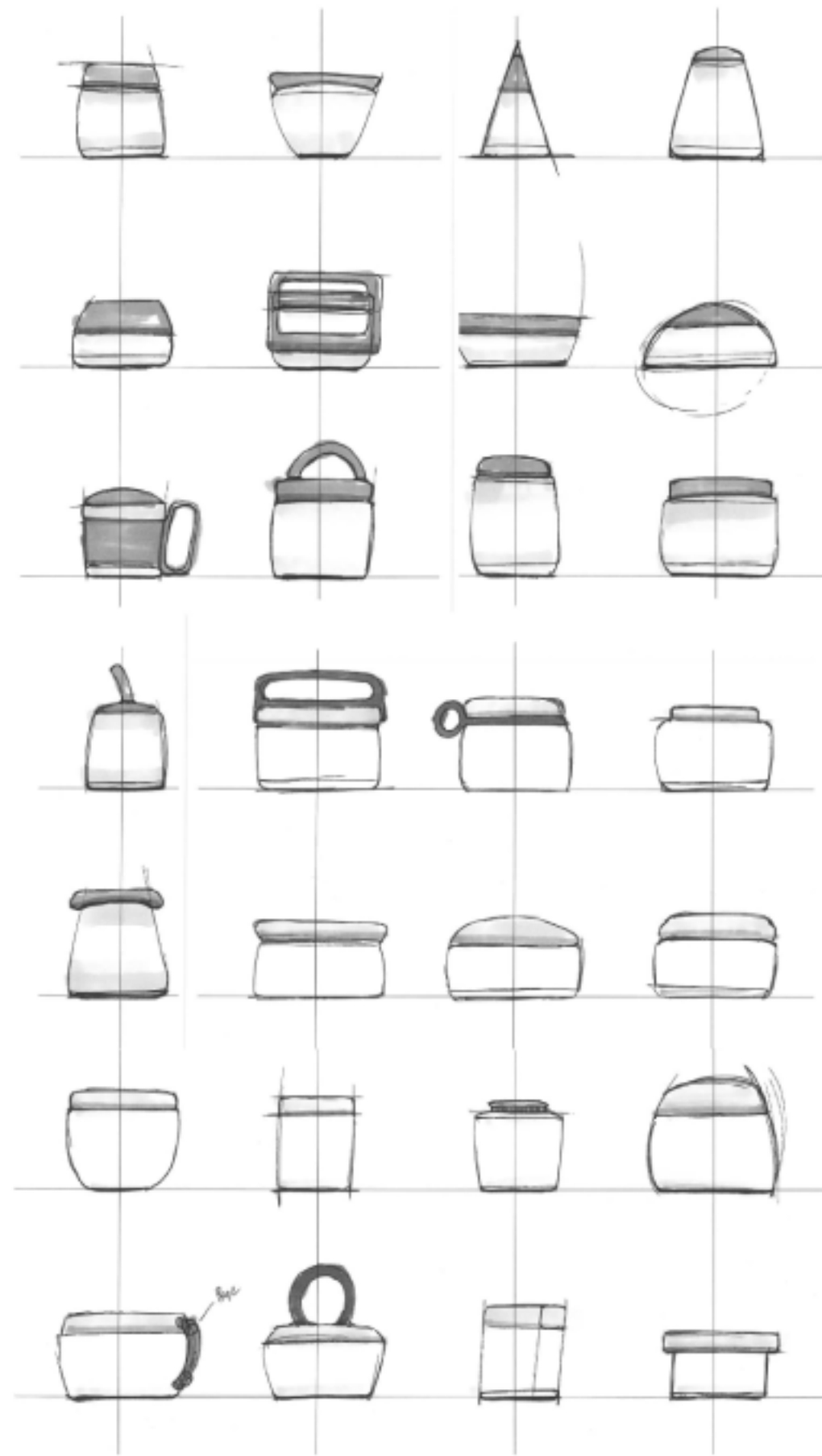


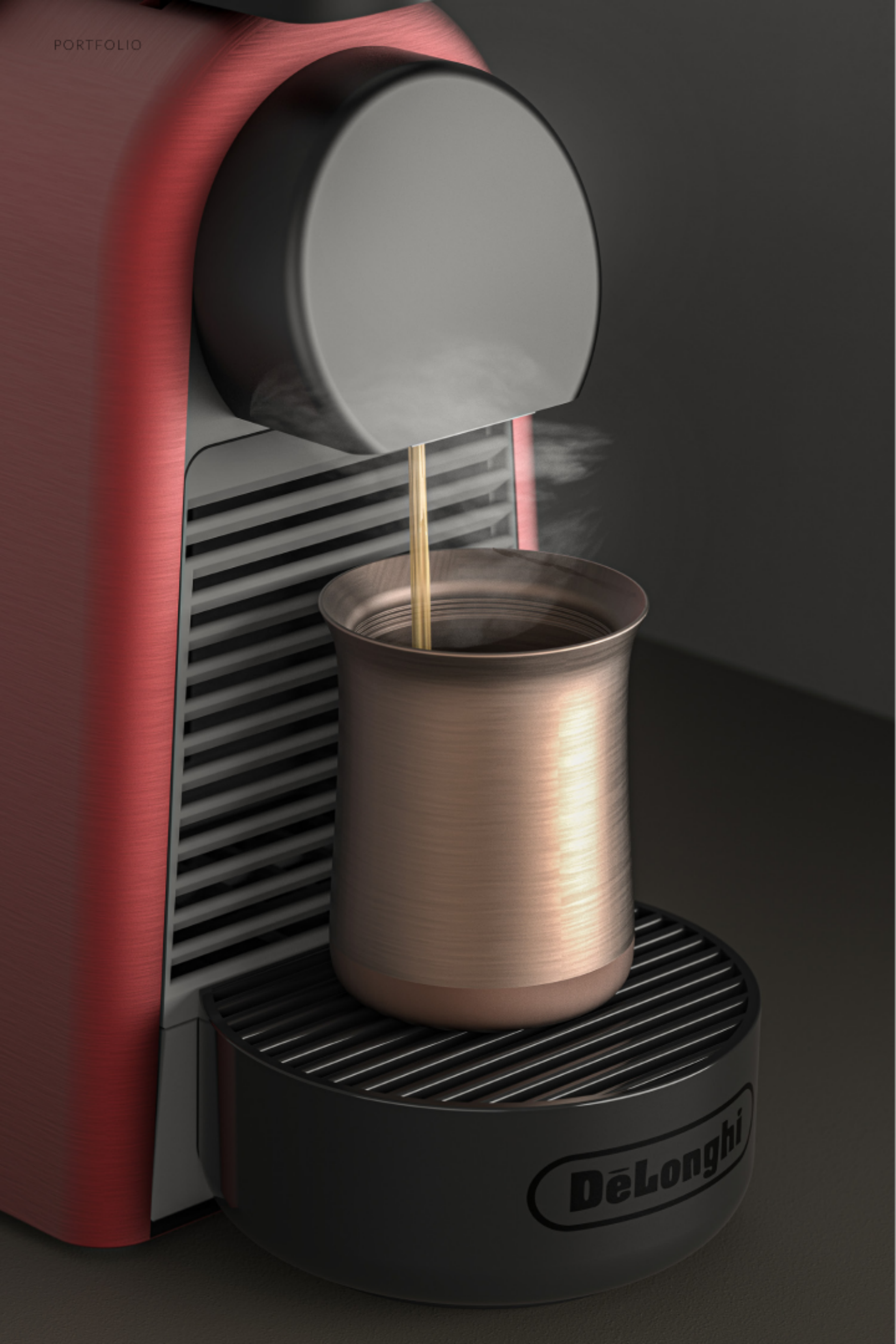
## Chord's Package



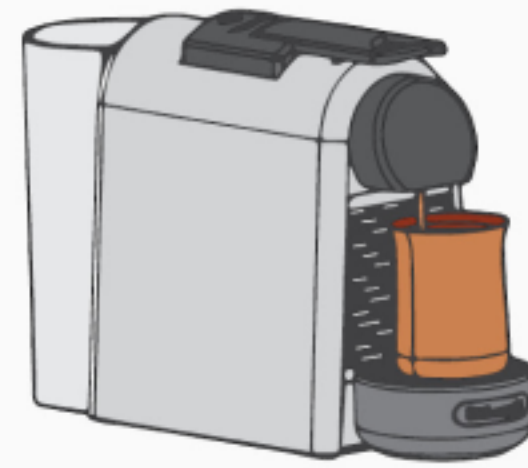


# Rome Travel Mug





### 6oz Capacity



1

Brew your favorite specialty beverage into the Rome mug which **perfectly fits nespresso coffee drinks**

### Easy to Clean



2

Twist Rome's lid into place, creating a water tight spill, which **prevents unwanted leaking** when traveling

### Simple to sip



3

When ready to drink your beverage, push down the push button lid and drink anywhere on the side for **increased flexibility**

De'Longhi





# Simple Sous

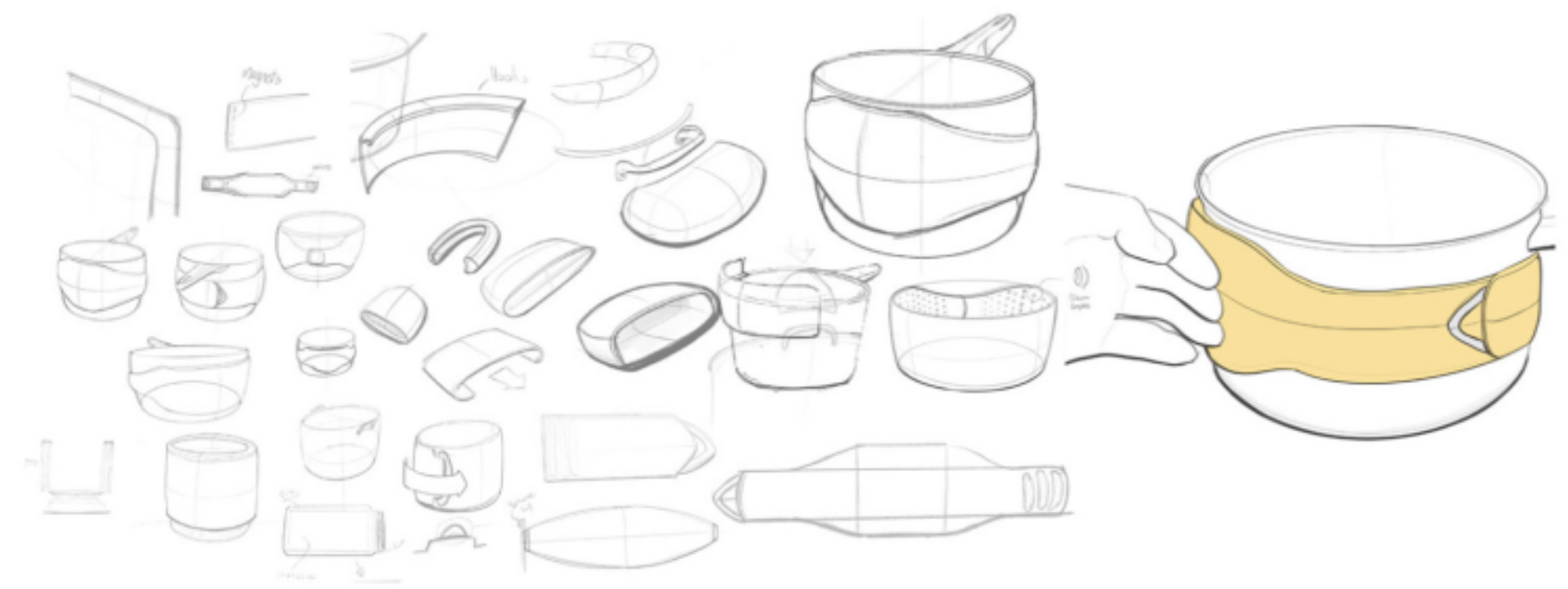
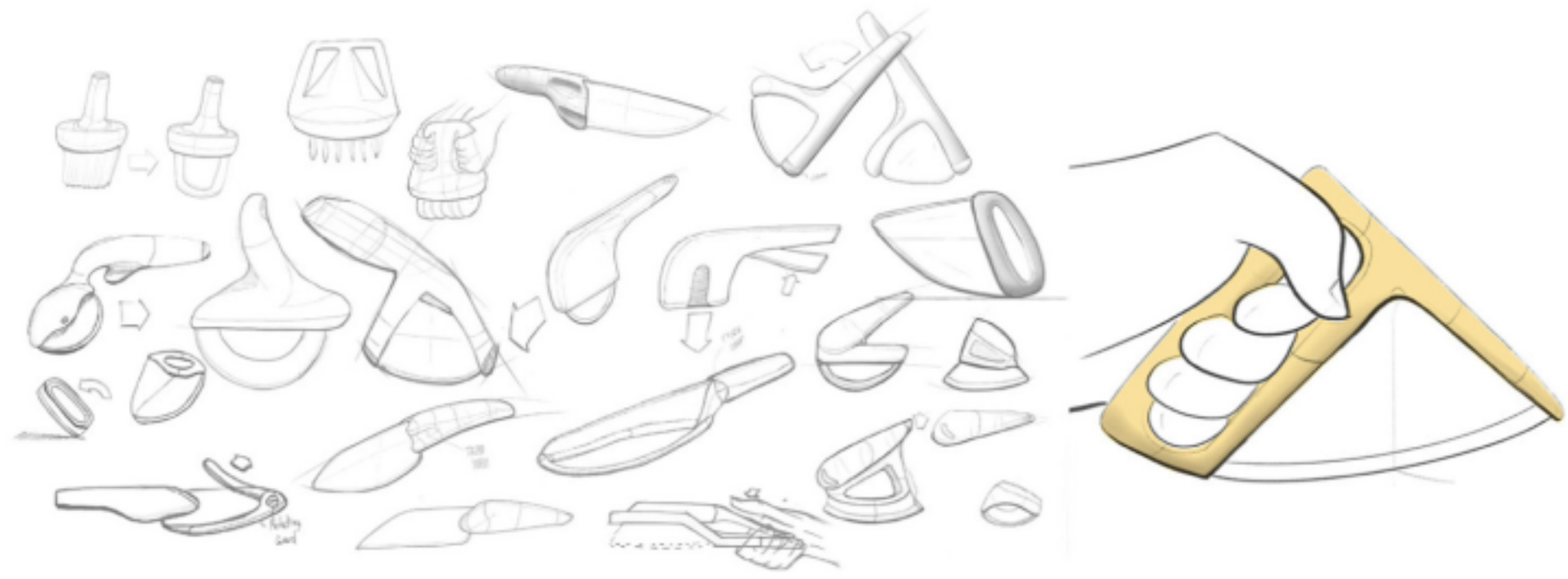
## Kids Cooking Collection





Based upon my research, I decided to design **a product line**





# Simple Slice

Increased Control

Safe Operation

Ergonomic Grip



1

As the child is **learning**, a parent and child can use the knife simultaneously to **create muscle memory**



2

Once the child is ready to be independent, the knife uses two-handed pushing which keeps children's fingers **out of harms way**



3

As the child becomes more advanced, they begin using the knife one-handed like a normal mezzaluna **increasing skill**



# Simple Measure

Greater Confidence   Simple Operation   More Control



1

Large attached funnel helps **eliminate spilling opportunities**



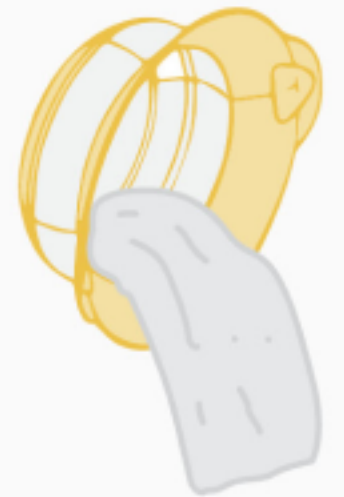
2

Easily flip the silicone funnel out of the way using the **ergonomic** thumb grips



3

Tap-level or scrape-level the ingredients to **increase accuracy**



4

Lip acts as a two-handed handle encouraging **very controlled pouring** for children



# Simple Mix

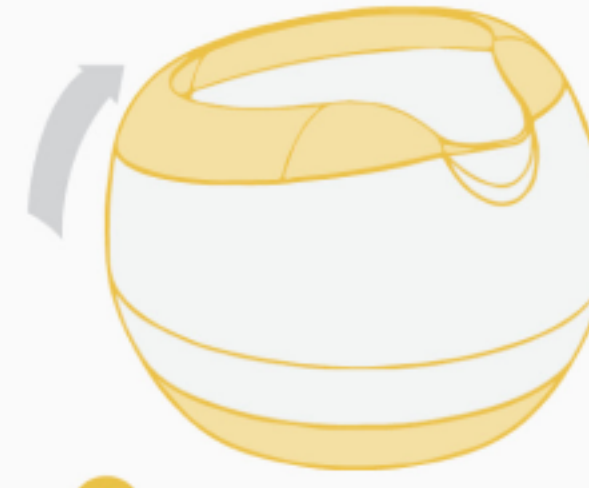
Independent

Increased Stability

Less Mess



1  
Flipping the lip to provides a larger area to pour ingredients **increasing user confidence**



2  
Soft silicone parts allow for flipping action and **greater grip** on the counter



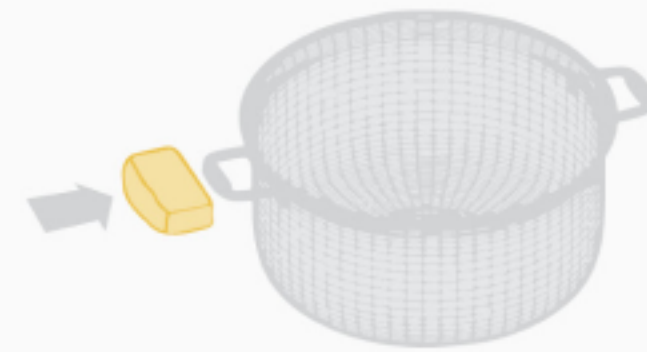
3  
Curved lip profile assists in keeping the ingredients in the bowl **eliminating spilling opportunities**

# Simple Stir

Comfortable

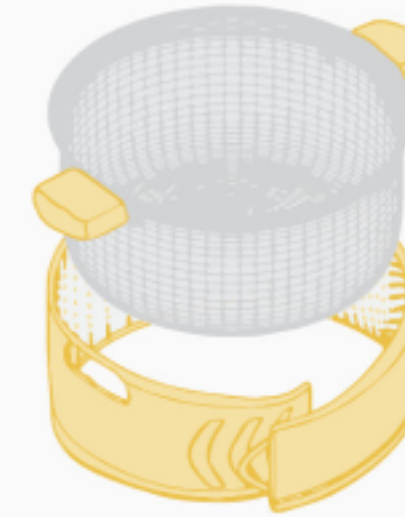
Increased Safety

Less Mess



1

Place silicone handle cover over the pot's handles **increasing the comfortability for the child**



2

Easily wrap the insulating layer around any 8" to 12" pot ensuring the handles go through the holes



3

When the child is stirring on the stove top, they can feel **more secure** by eliminating hot touchpoints



# SCOUT



# GEAR TRACKER

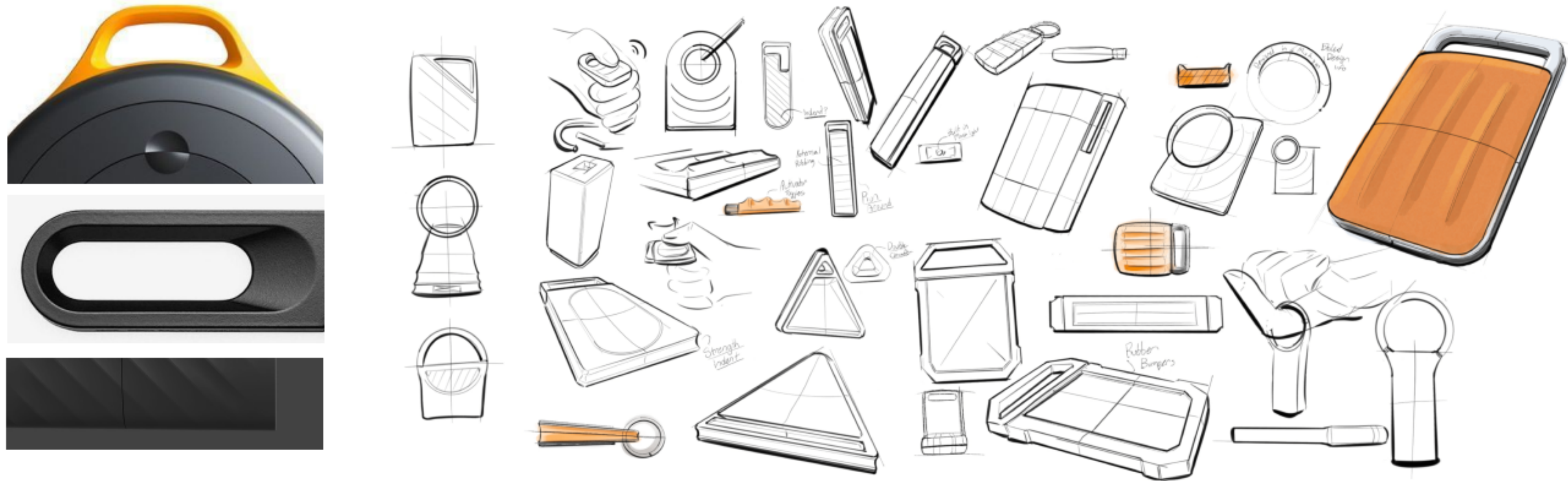


# MARKET OPPORTUNITY



## MARKET STATUS

Existing tracker designs tend to prioritize sleek and modern aesthetics, resulting in an inability to withstand the demands of the adventurous consumer. A new design approach is essential, focusing on creating sturdy and resilient trackers that can withstand the rigors of challenging adventures.



# Rugged Reliability





Keep track of  
your gear.

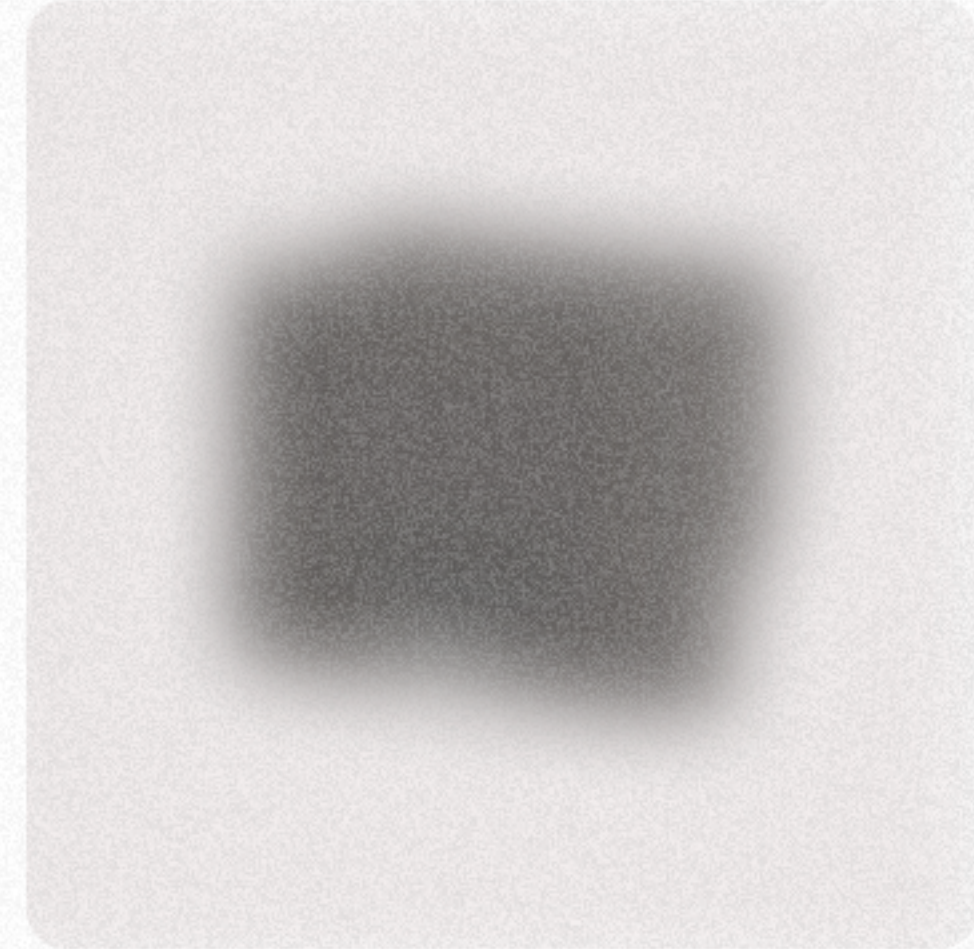
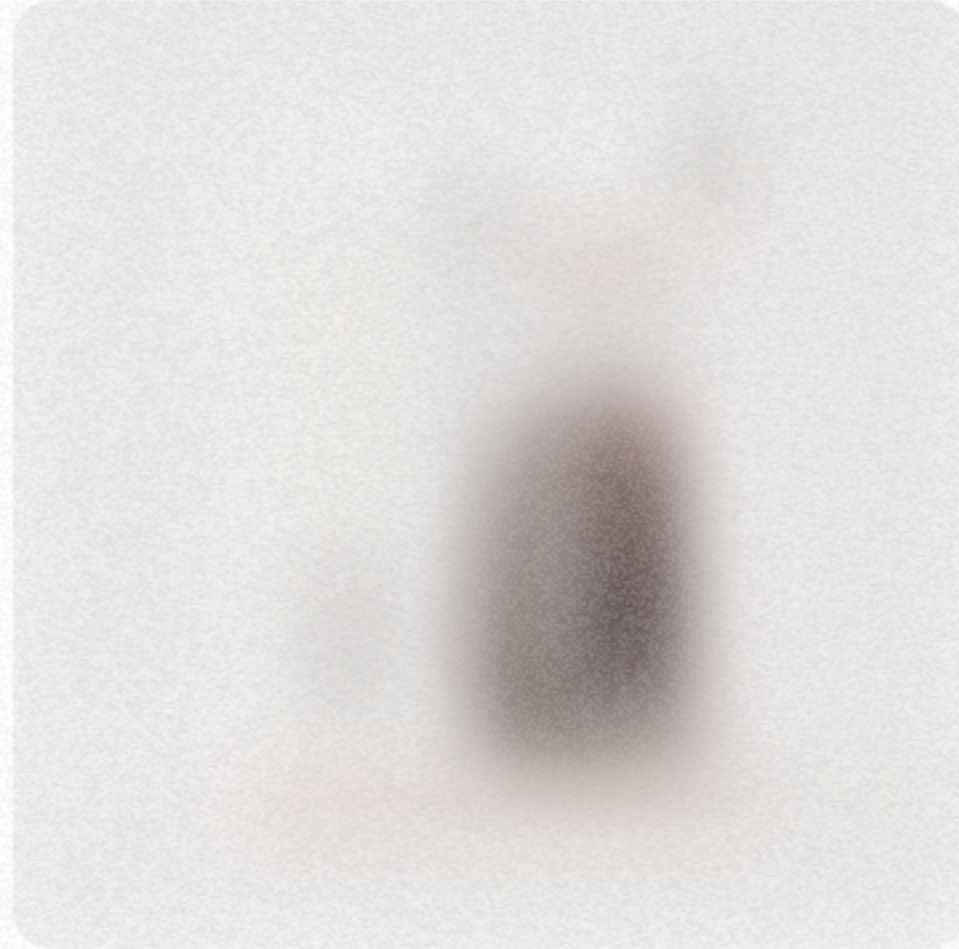




**GE APPLIANCES**  
*a Haier company*

## 12-month internship

Projects able to be viewed in an interview



# THANK YOU

Contact:  708.800.6676  alexmarovec.com  alexmarovec@gmail.com  /alexmarovec