



OSKAR DANIEL PORTFOLIO 2017

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Surgical Science

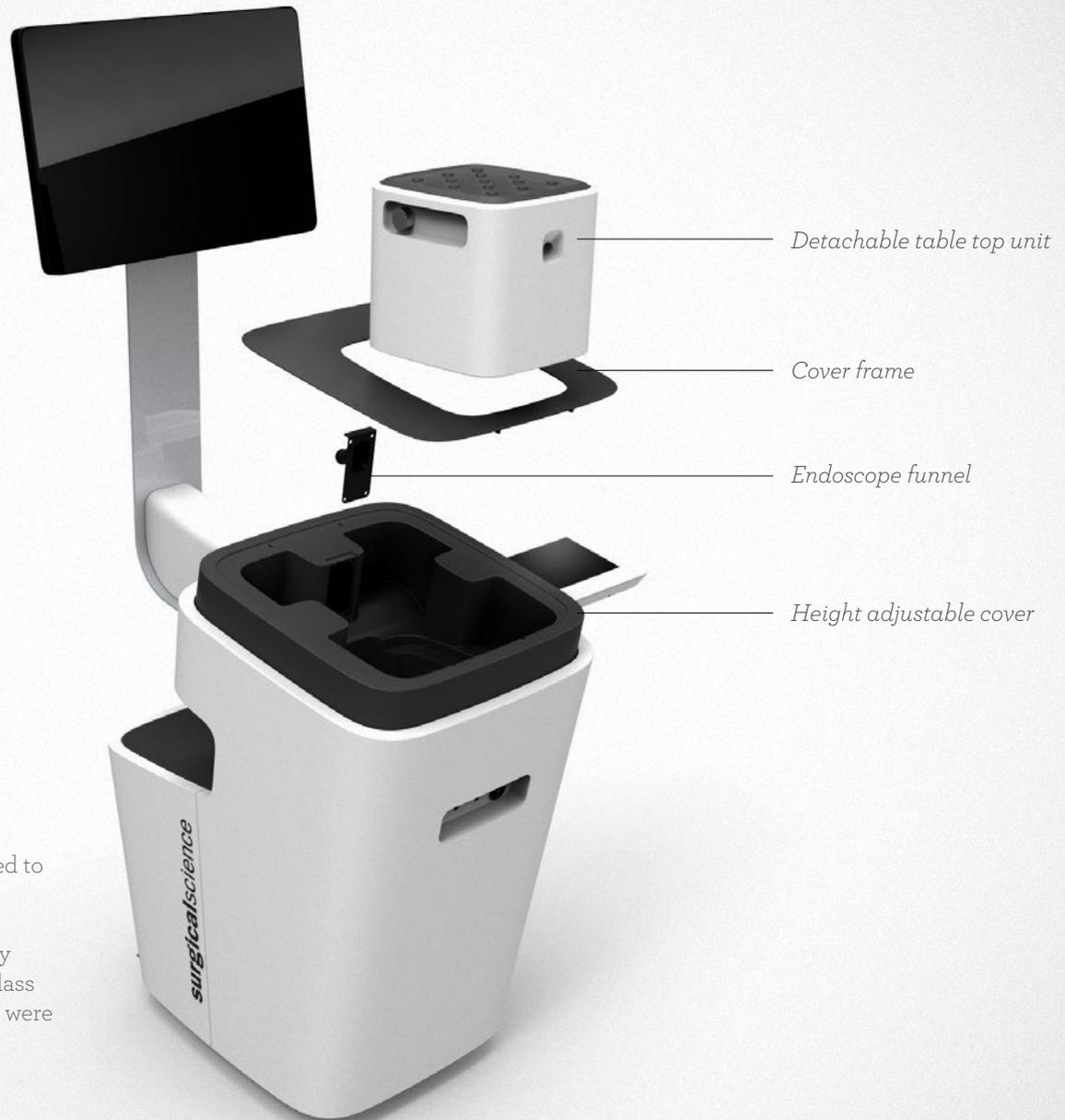
Endoscopy simulator

Professional project 2013

My Role: Designer & Plastics engineer (glass fibre shell)

Creative Director: Karsten Eriksson

Team: Emil Marklund



The EndoSim is an endoscopy simulator, used to improve the skills of surgeons.

I was a part of the design team, but was solely responsible for the engineering of the new glass fibre and sheet metal components. The parts were constructed in SolidWorks.

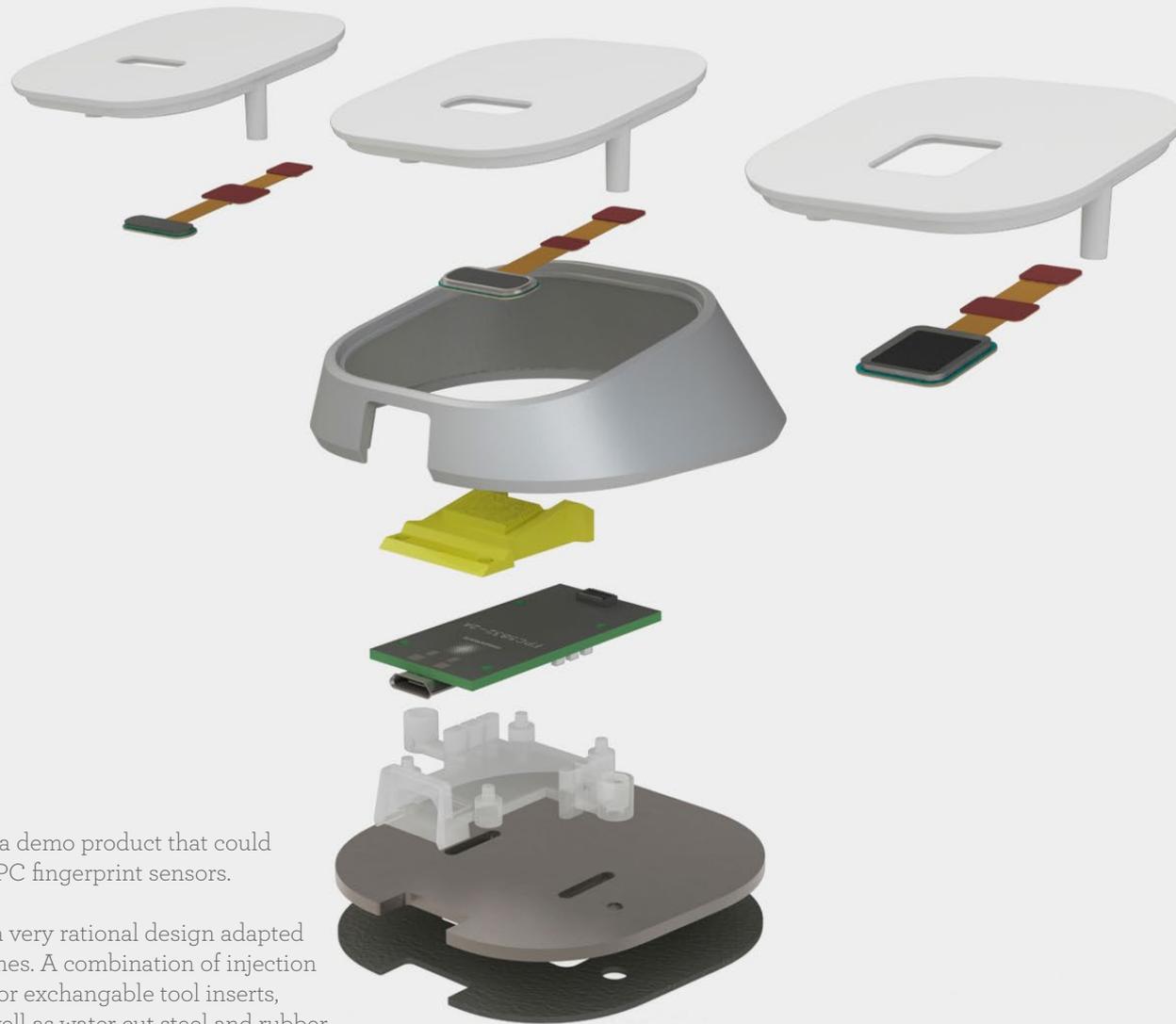


Fingerprint Cards

Sensor demo product

Professional project 2015





Design and engineering of a demo product that could house the whole range of FPC fingerprint sensors.

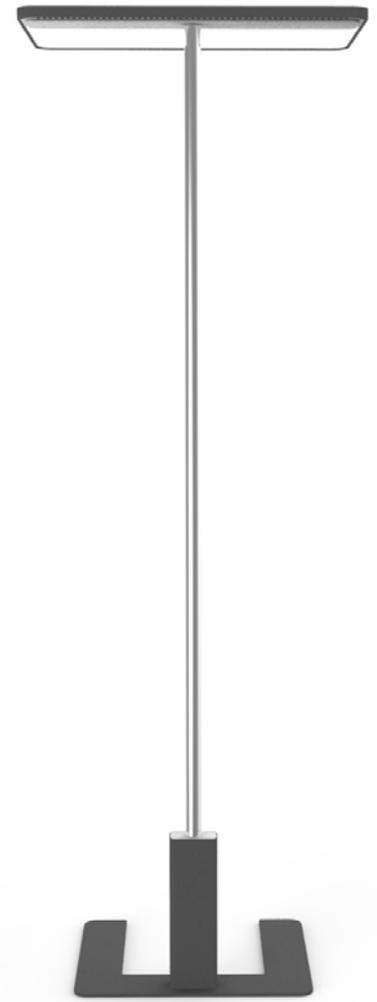
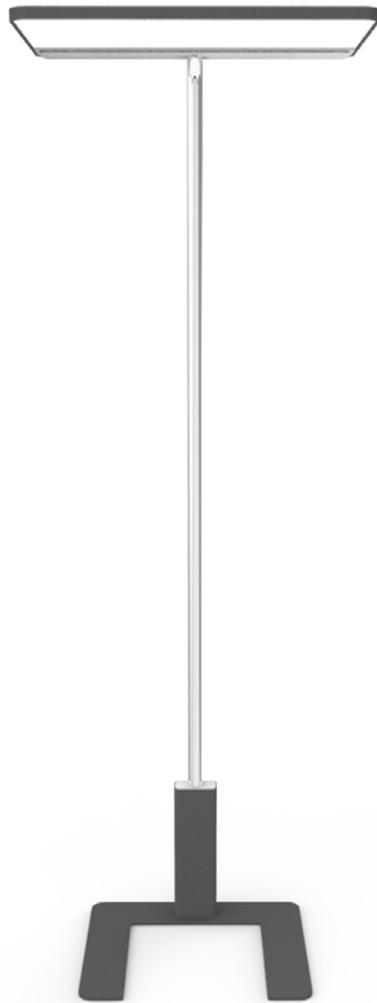
The purpose was to create a very rational design adapted to the low production volumes. A combination of injection molded parts that allowed for exchangeable tool inserts, rapid prototyped parts, as well as water cut steel and rubber was used.

Glamox Luxo

Freestanding task light
for the German market

Professional project 2013

With Emil Marklund



Simplicity

Precision

Dialogue



BACKGROUND & RESEARCH

Since the Glamox' acquisition of Luxo is quite new, and this project was to be branded Luxo, we started with a review of Glamox' and Luxo's market position, brand values and design language.

Glamox Luxo's new core values of Simplicity, Precision and Dialogue were interpreted into products and shapes to be discussed.

Simplicity
Precision
Dialogue

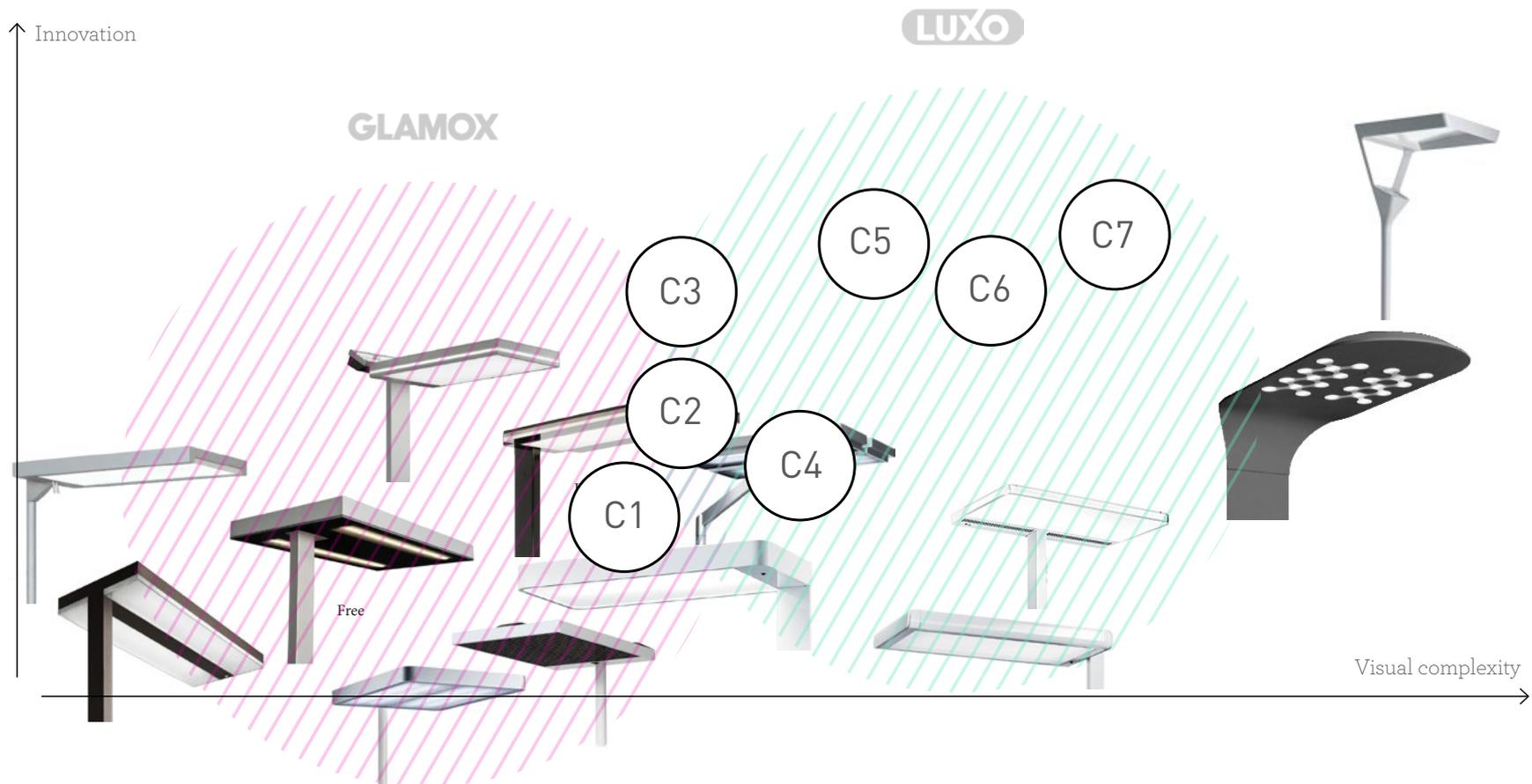
Human minimalism



LUXO BRAND VALUES

The three core values were boiled down to the statement 'human minimalism' which in turn were interpreted into products and shapes. The foundation was to use geometric or near-geometric shapes that could still afford a

certain character or emotionality. Glaxo, being the more corporate and less emotional brand will have more emphasis on minimalism than Luxo, who can allow themselves to be a bit more expressive in their design.

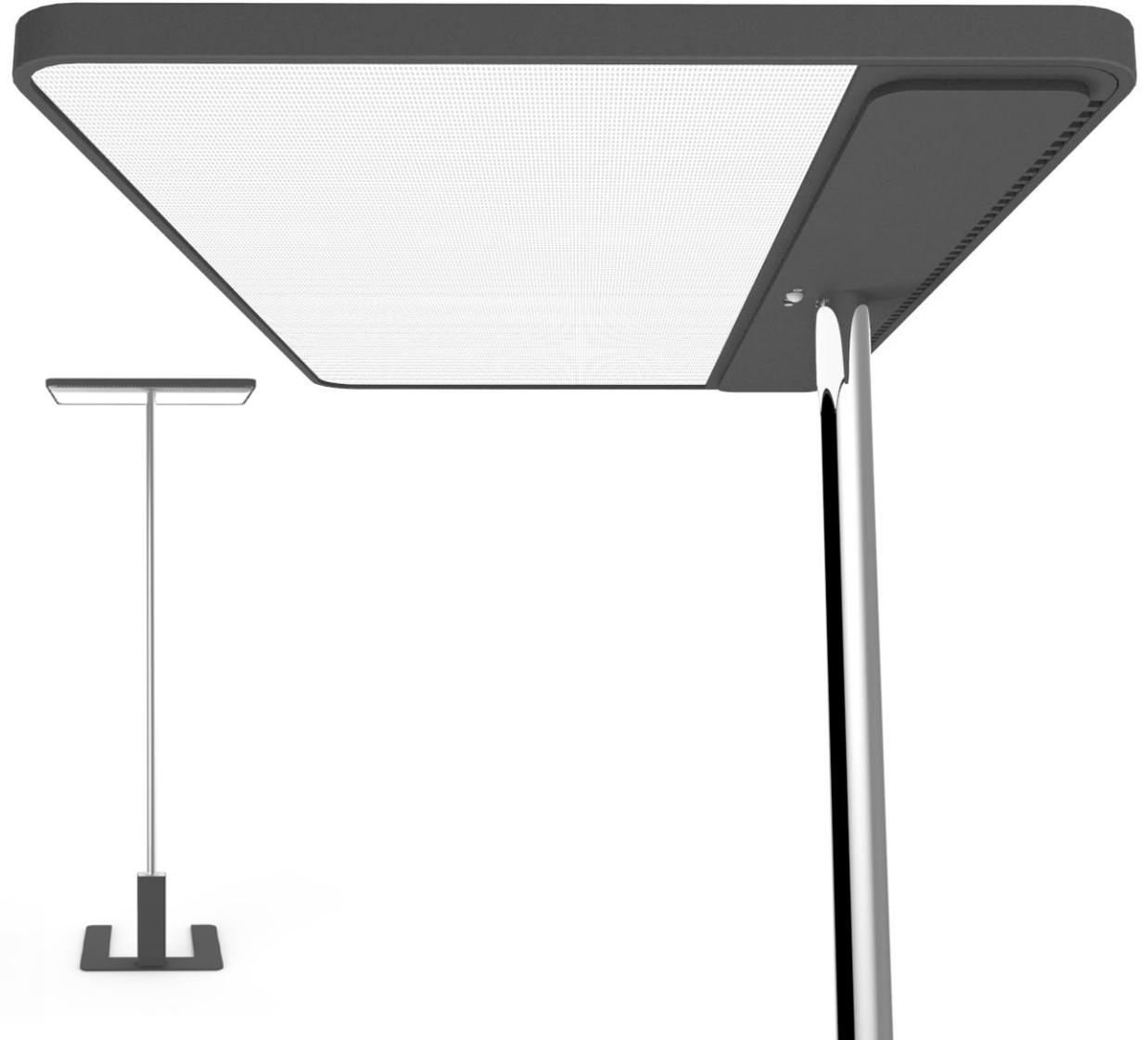
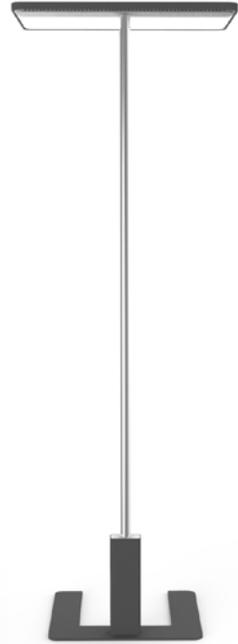


MARKET SCAN

The freestanding task light is a type of armature that almost only exists on the German market. This is also a market that demands extreme minimalism from its products, something that has started to relax a bit in the more recent years.

This could also be seen somewhat in our scan, where a few German brands really stood out with a few products with very high visual complexity. It was decided that we would be quite conservative in most of our concepts.







X-Force

Negative training
made easy

Professional project 2008

My Role: Jr designer
Creative Director: Peter Reuterberg

BACKGROUND & RESEARCH

X-Force was founded by former Nautilus Gym owner Mats Thulin.

The gym-machine's weight stack tilts between 0 and 45 degrees to add 45% more weight in the important negative phase of each repetition.

The client wanted a machine with a masculine and forceful look, aimed at the American market.

ERGONOMIC STUDIES



IDENTITY WORKSHOP

Complex joints

Combination Satin / steel finish

Structural focus

Show technicality

Extra detailing not with functional

Customized alloy with user

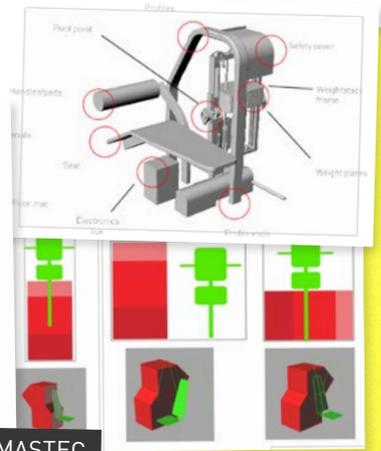
Subtle / material change

Men and women 25-60

Trains to stay healthy and improve looks. Willing to pay extra to find the right gym. Prefers machines to free weights because of correct and easier training.

Lowering strength - Competitive, sweaty gym
Free weights - Growing muscles
BHW - Machines
Toyota

TARGET GROUP ANALYSIS



FUNCTIONAL PROTOTYPE BY MASTEC



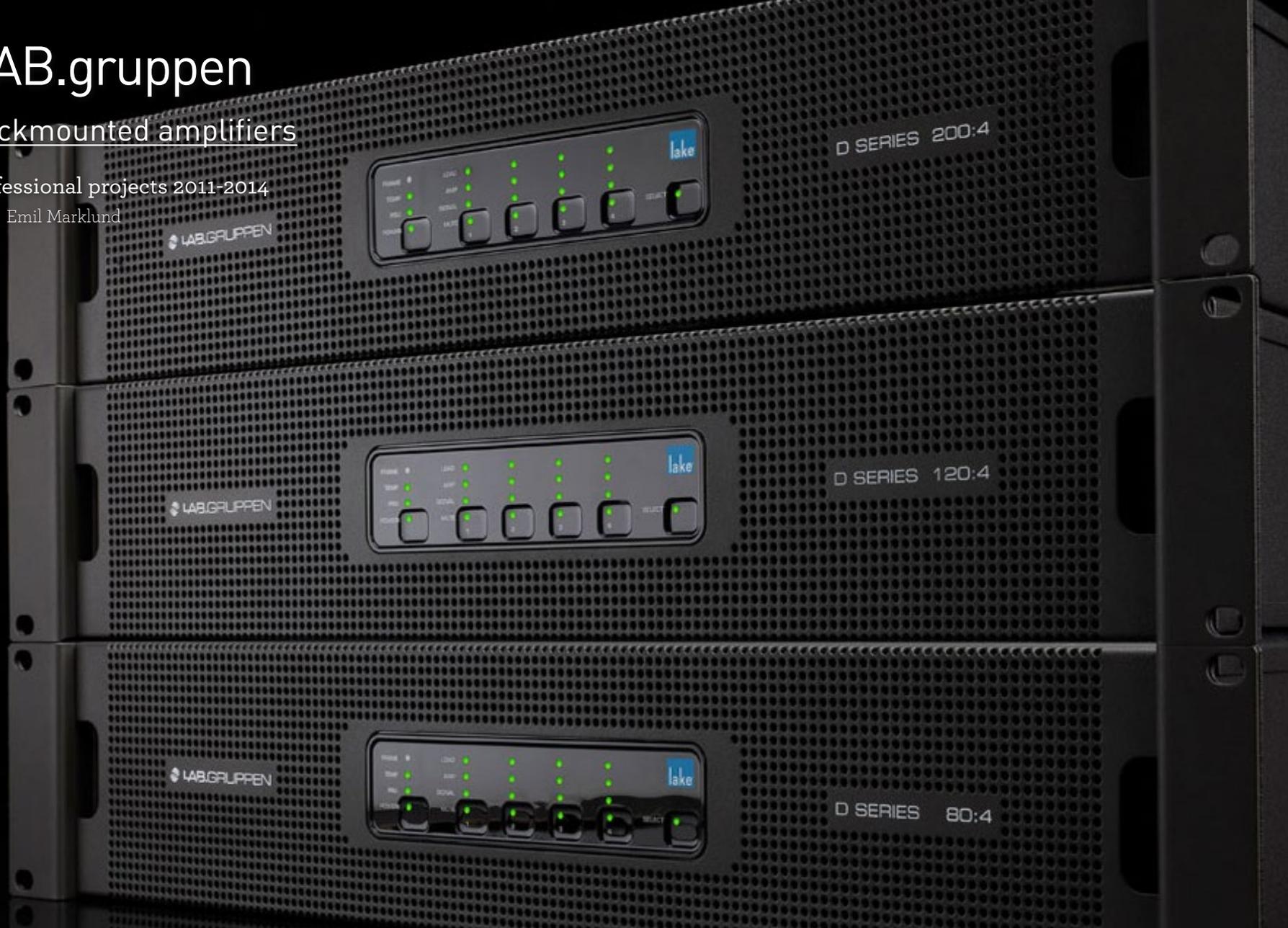


LAB.gruppen

Rackmounted amplifiers

Professional projects 2011-2014

With Emil Marklund



Case study

Newspaper app

Personal project 2011



Warfsnytt

KULTUR

Svenska systrar med världen för sina fötter

befriande övertygelse.

Jag kan ha invändningar mot bildspråket i texterna. Jag tycker de ligger lite för nära genrens vurm för natur och mönstrade klänningar, men i övrigt hittar jag inte mycket att klaga på. Somliga vill kanske säga att det mesta är gjort förut, men om man inte avskräcks av den insikten utan i stället tar avstamp i andras erfarenheter kan det låta så här bra. Det gör bara arbetssegern så mycket större. "The lion's roar" bjuder på drömmusik, ett slags derivat av folkgenrens allra finaste harmonier, känslor och välbekanta vändningar.

Johan Andersson, Warfsnytt



[Relaterade artiklar](#) [Spara artikel](#)

Taggar: [Musik](#) [Skivrecensioner](#) [First Aid Kit](#)

Warfsnytt

UR

Profil

Sparade artiklar

Prenumerera

Till tidningen

Warfsnytt

Profil

Världen

Inrikes

Lokalt

[Lunden](#)

[Redbergsplatsen](#)

[Olskrokstorget](#)

ny tagg

Ledare

Sport



Wilhelmsen

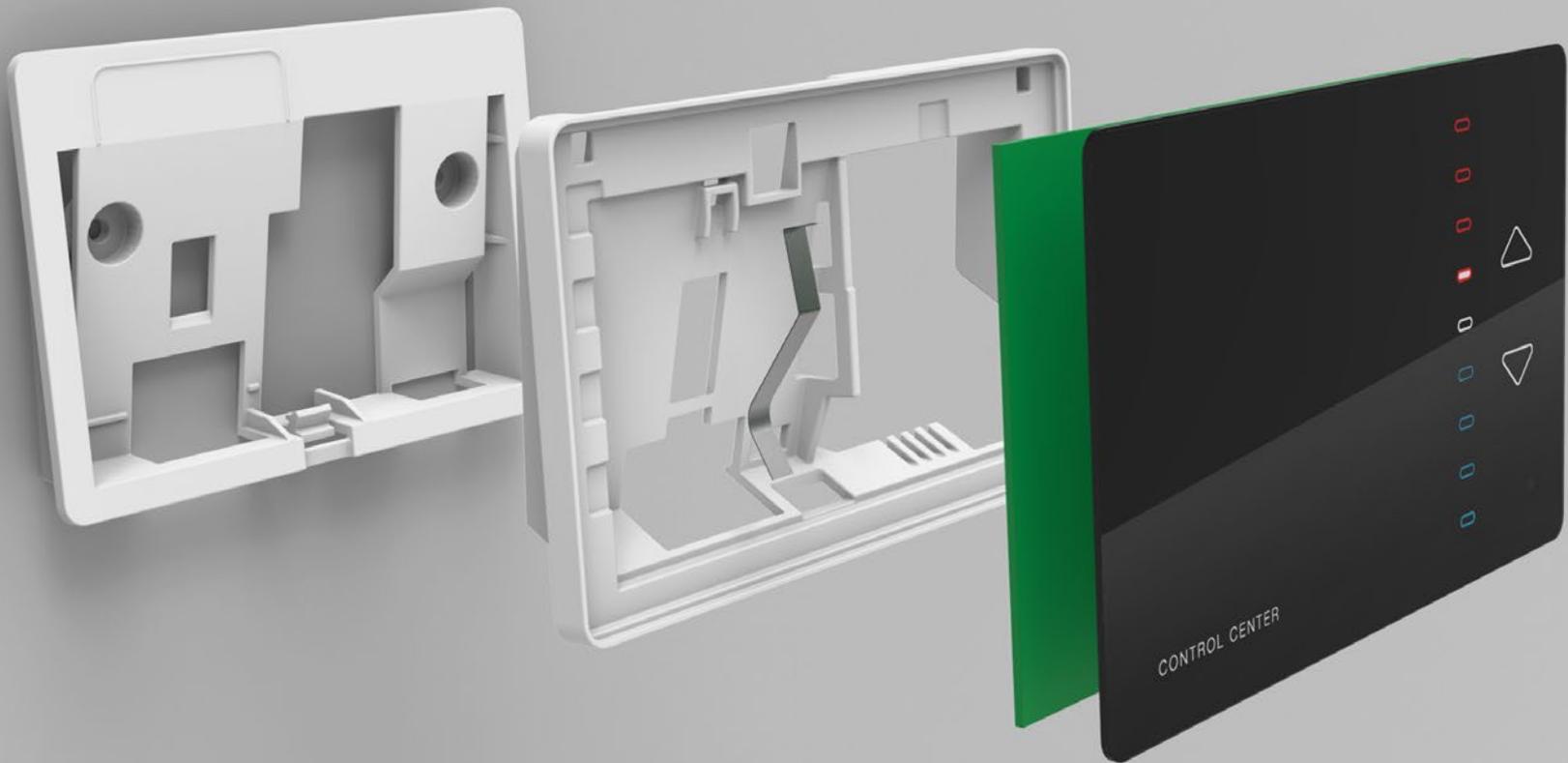
Cruise ship key card switch &
thermostat

Professional project 2013

My Role: Plastics engineer (injection molded plastic)

Creative Director: Karsten Eriksson

Team: Emil Marklund



CONTROL CENTER

Parans Solar Lighting

Natural sunlight fixtures
Concepts & visualizations

Professional project 2010







Fagerhult

Itza

Professional project 2014

Team: Emil Marklund, Michael Mattsson

Kongsberg

Lever Telegraph Unit

Professional project 2010

My Role: Designer

Lead designer: Magne Ekerum-Høyby





Glamox Luxo

A-60

Professional project 2010

With Ole-Kristian Bjerke

With their dynamic shapes, changing as you move around them, A60 will be focal points in any room, and a contrast to regular, geometric office environments.

Glamox Luxo

C-75

Professional project 2010

With Ole-Kristian Bjerke

C75 is a high-end, high-tech LED fitting, created to spark the coming array of high performance LED lamps to be released over the coming year. The light-guiding acrylic sheet is lit from the center creating one of the thinnest LED fittings to date.







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