



Robert John Morrison

2025 Portfolio

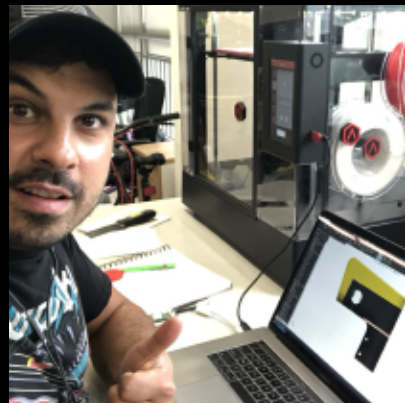
Robert John Morrison

Design | Strategy | Innovation



What do I do? I Build Brands.

I am a multi-disciplinary design professional with a proven track record of bringing innovative products and services to market and strategically positioning brands through cutting-edge innovation. My expertise has driven the successful launch of new products and services across the UK, Australia, China, and the USA.



Product Design (DFMA)

I specialize in Design for Manufacturing and Assembly. I use SolidWorks, Keyshot, Adobe Illustrator and Procreate.



New Product Development

I develop products through rapid prototyping, strategic sourcing and creating preproduction samples.

BOGOTER	DATE	TIME	CMC	CMC	CMC
1st Cycle 1	20-10-20	100	84		
	21-10-20	100	83		
	22-10-20	98	81		
1st Cycle 2					
	23-10-20	100	84	46	
	24-10-20	100	83	45	
1st Cycle 3					
	25-10-20	100	83	45	
	26-10-20	98	84	48	
1st Cycle 4					
	27-10-20	96	83	48	
	28-10-20	100	82	47	
1st Cycle 5					
	29-10-20				
1st Cycle 6					
	30-10-20				

Product Testing & Validation

I test and validate designs through mechanical analysis and testing regiments.



Product Manufacturing

I evaluate trial production and create process improvement protocols and QC standards.

Projects

Portfolio 2024

This portfolio showcases projects that highlight my ability to build brands and bring new products to market. These selected works emphasize my expertise in product design, brand strategy, and product development.



Smart Pendant

Viro Lighting | United States

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Smart Scooter

Ride Scooters | Australia

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VortexVent

ShedRain | United States

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Smart Pendant

Viro Lighting | United States

The Viro Smart Pendant is an award-winning decorative ceiling lamp that perfectly blends art and technology. Featuring a range of hand-blown glass shades and a smart, patented suspension system, it stands out as one of the most elegant devices available. Seamlessly integrating with Amazon Alexa and Google Home Assistant, the Viro Smart Pendant is both beautiful and functional.





Smart Pendant

Viro Lighting – United States

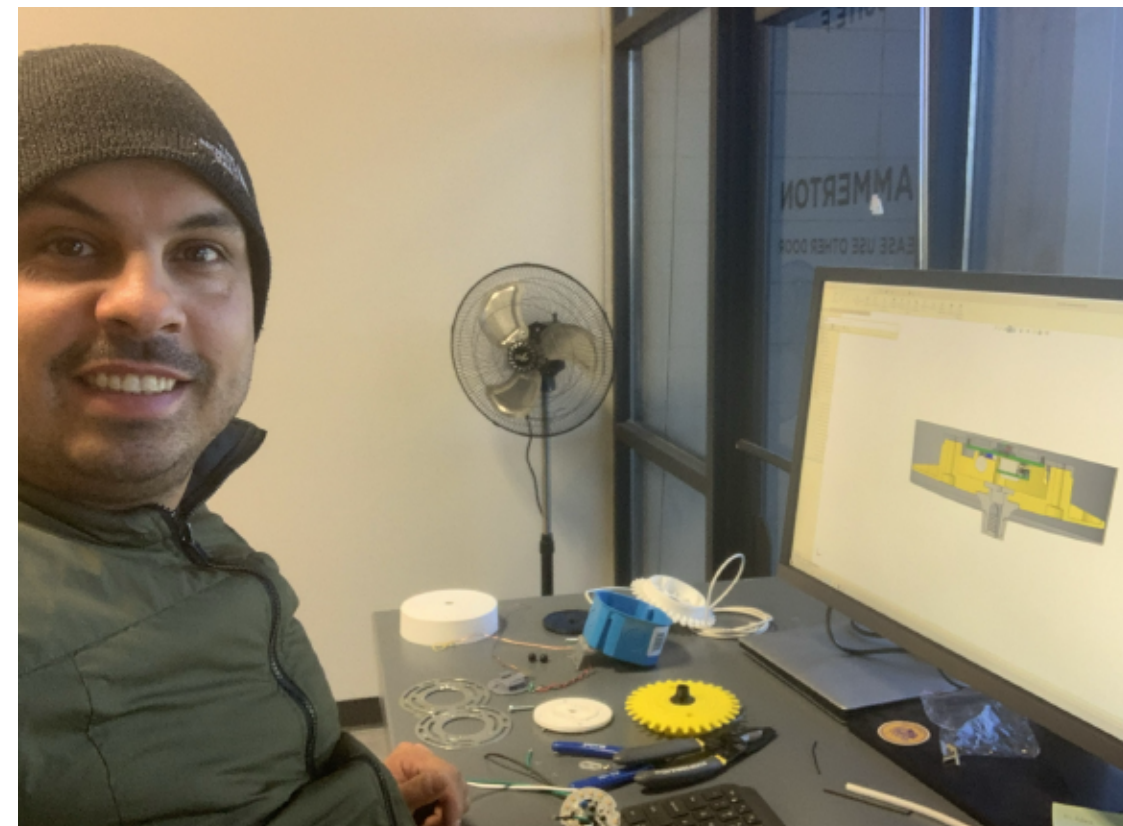
Position: Director of Product Design and Development

Role: Design and develop the Viro brand, products, app and website. Launch the brand and e-commerce website.

Activity: I designed and developed an innovative modular Smart Pendant product line for Viro Lighting, featuring exquisite blown glass elements. This cutting-edge product includes a patented suspension system, an IoT-enabled smart driver, and a cost-effective, low-profile replaceable LED module. Seamlessly integrating with Amazon Alexa and Google Home Assistant, this product offers a sophisticated blend of technology and elegance.

Design for Manufacturing and Assembly

I designed the entire product line using SolidWorks, and used Keyshot to render it as part of my design process.



Innovative Concentric Terminal LED Module

I designed the LED Module to be low-profile using pogo-pins and a concentric power terminal. The module is over-molded for assembly.



Molded Parts Using Heat Conductive Thermoplastics

I used an innovative material from the automotive industry that has never been used in decorative lighting before.



LED Driver and Bulb Testing and Design Validation

We tested the smart LED driver and bulb to ensure the product operated in a glass enclosure at elevated temperatures.

Beautiful Hand Blown Glass Shades

We designed, developed and manufactured our own blown glass shades in-house at our manufacturing facility in USA.



Trial Production at our Factory in Mexico

I led the trial production of the product at our IMMEX facility in Mexico creating assembly processes and QC standards.





Smart Scooter

Ride Scooters | Australia

In 2018, Ride launched Australia's first dock-less e-scooter sharing service. The Ride RS1 electric scooter boasted first-in-market features in user control, fleet management and safety. Featured on national TV, radio and newspapers the brand introduced Australians to the latest trend in last-mile transportation solutions.





Smart Scooter

Ride Scooters – Australia

Position: Chief Product Officer

Role: Design and develop the Ride brand, products and app. Launch the dock-less scooter sharing service.

Activity: I was the first employee and CPO of Ride, I designed and developed all of our products including our flagship model, the Ride RS1 electric scooter. The RS1 is a 4G GSM IoT NFC activated electric scooter with a replaceable battery.

I developed and ran our fleet management system with first in market safety protocols and logging system setting new industry standards for safety.

Wheel Inspired Logo Design and Brand Identity.

I designed the logo for Ride along with its brand identity. I tastefully stylized the product with the logo and color scheme to the product.



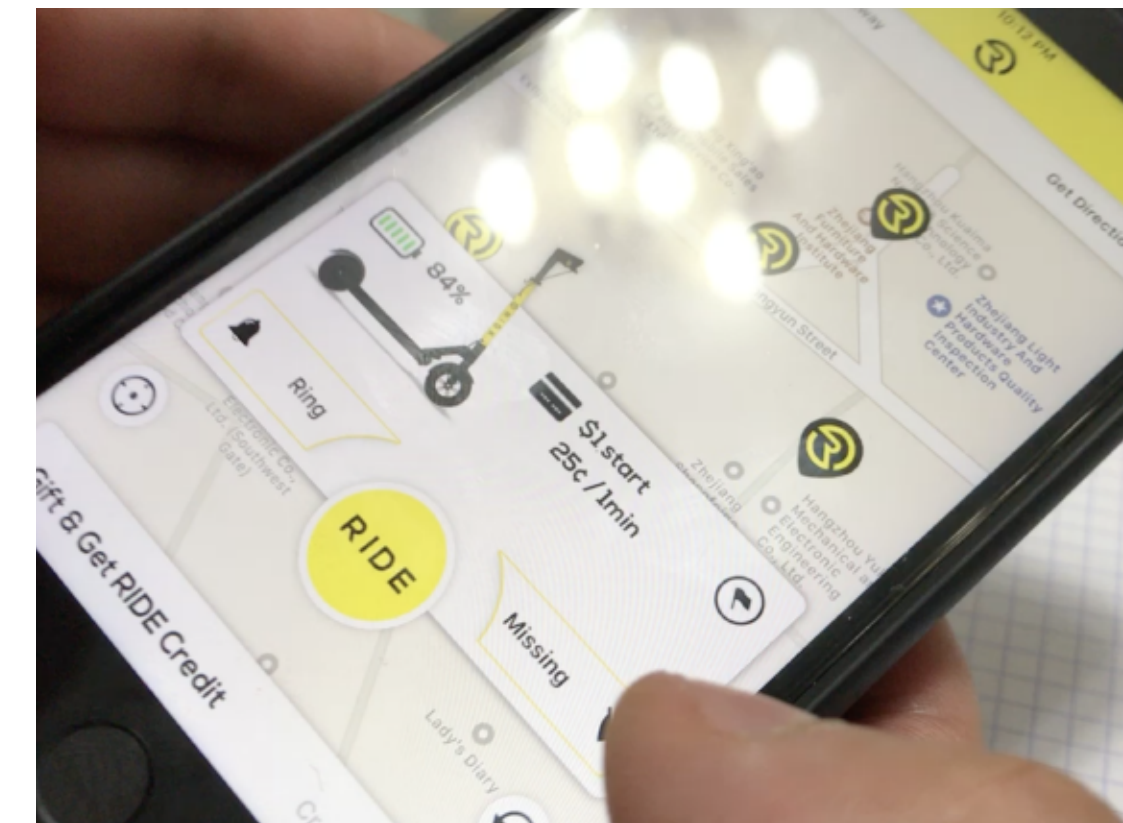
Trial Manufacturing & Product Testing

I oversaw the trial production of our initial launch product and tested it to ensure the product would perform to our requirements.



Design for Manufacturing and Assembly

I designed electric scooter components using SolidWorks and made 3D renders using keyshot.



App Function & Feature Design & Development

I worked with our Australia app developers to ensure our app would work for both customers and our fleet management staff.

Prototyping & Product Development

I rapid prototyped parts using 3D printers and strategically sourced suppliers to develop components.



Product and Service Launch in Australia

I helped launch the product and service in Australia. I managed our fleet operations and ensured the product was available and safe to use.





VortexVent

ShedRain | United States

The ShedRain VortexVent is an award-winning high performance golf umbrella. Its innovative redesign of the traditional umbrella structure increased its performance and resilience helping to reposition the ShedRain brand as a market leader in the United States.





VortexVent

ShedRain – United States

Position: Industrial Designer

Role: Design and develop the ShedRain VortexVent Umbrella.

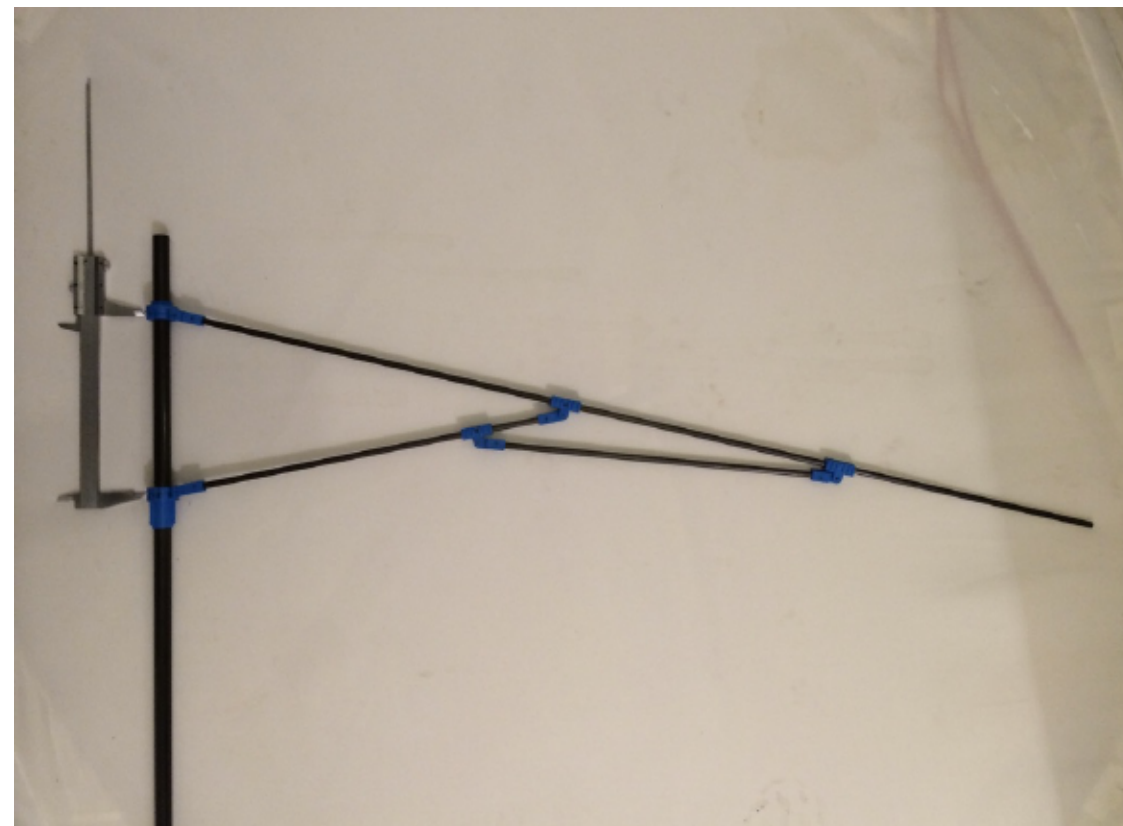
Activity: I designed and developed the VortexVent for ShedRain in the United States as part of a team of designers in the UK and Australia.

After research into materials and components of the yachting industry, we engineered a new umbrella frame and canopy.

The innovative design allowed the umbrella to withstand 101kph winds at an aerospace wind tunnel testing facility at Monash University in Melbourne, Victoria, Australia and won the Good Design Australia Gold Award in 2017.

Research & Development and Rapid Prototyping

I researched materials and developed early-stage prototypes to test out new umbrella frame construction theories and ideas.



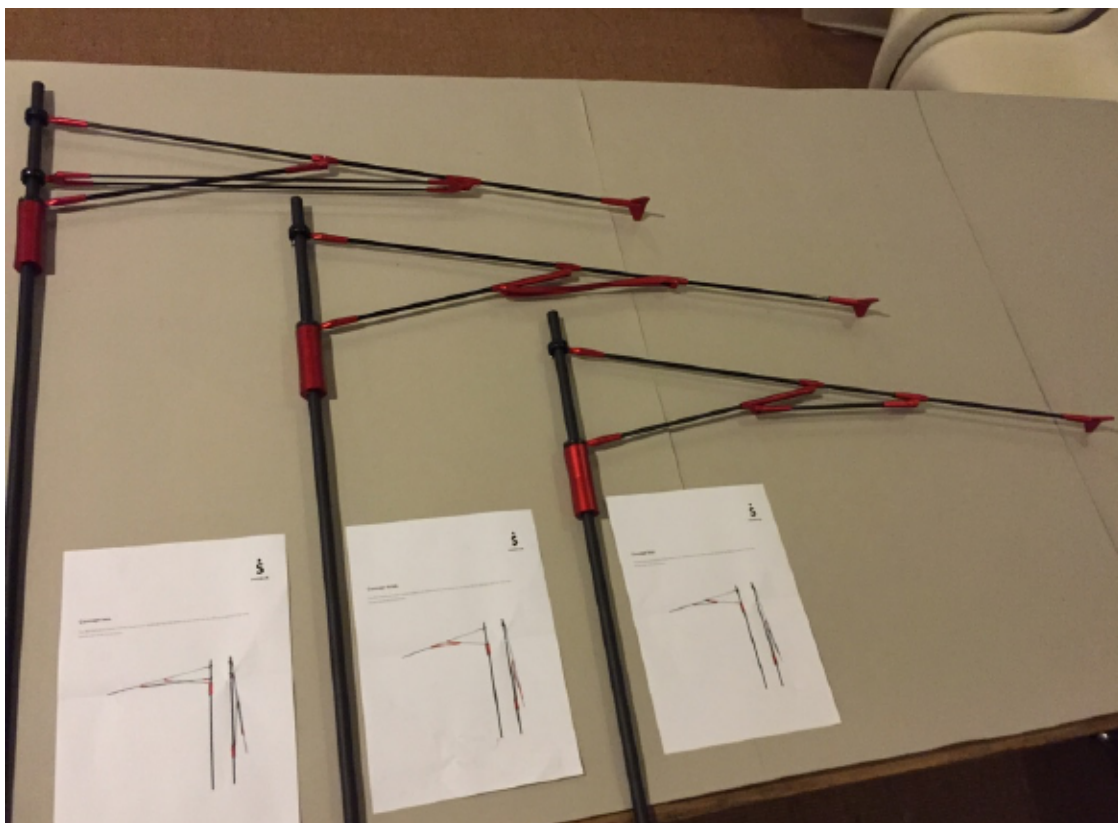
Material Selection and Component Development

I strategically sourced and worked with existing suppliers to choose premium materials and develop umbrella components with them.



Precision Prototype and Design Analysis

I created precision prototypes for design review so we could identify the best path forward in our mission to innovate a high performance umbrella.



Product Preparation for Award Submission

I helped prepare our Good Design Australia awards submission by creating an aesthetically informative sample which helped us win.

Product Innovation and Design Systems Integration

I helped design new systems to control wind forces that act upon umbrellas and destroy them. A results-oriented innovation process delivers.



Product Design Testing & Validation

I accompanied the team to Monash University in Australia where we tested the umbrella under 101kph winds in an aerospace wind tunnel.



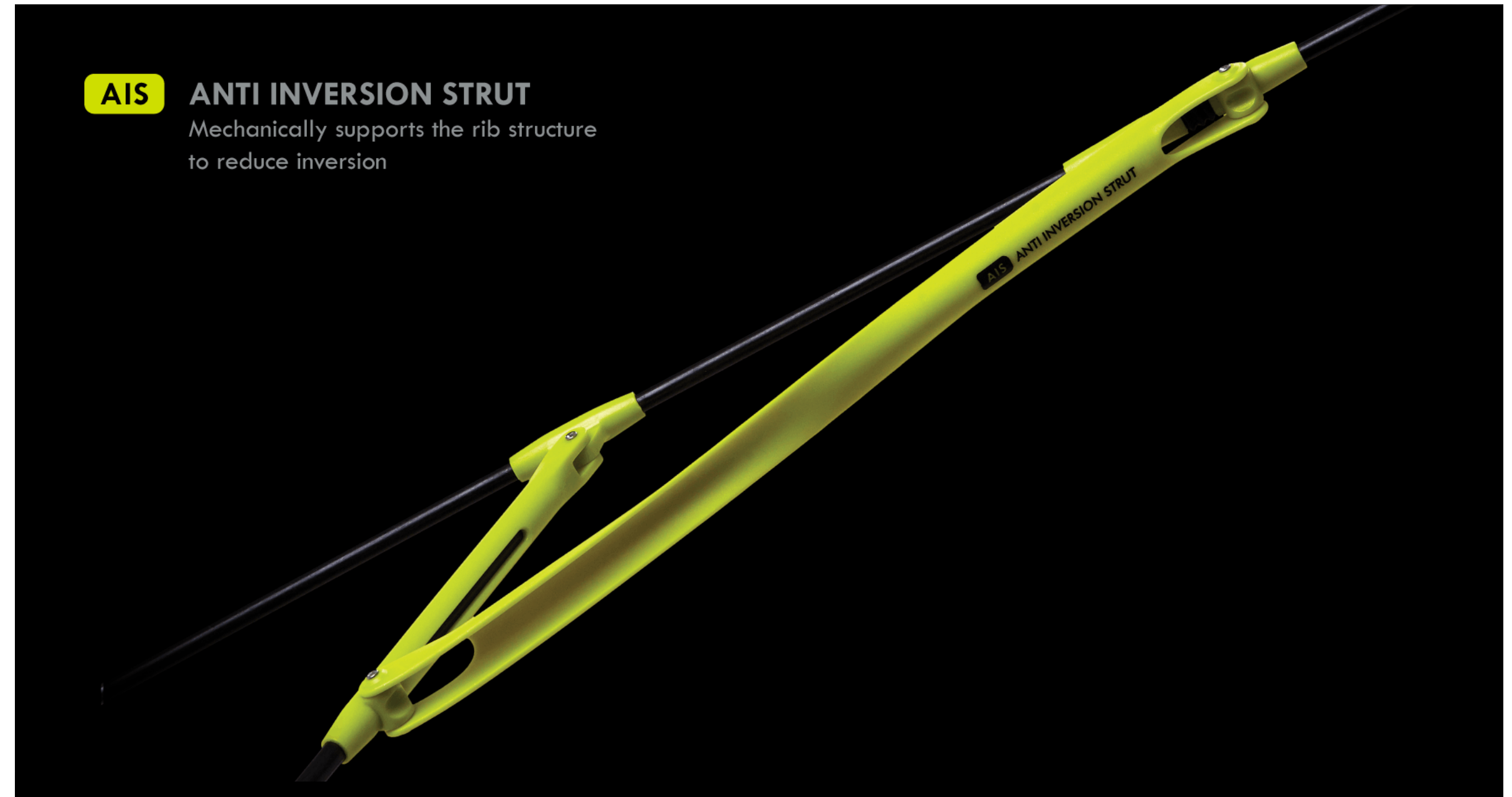
EVS ELASTIC VENT STRAPS

Elastic straps joining the upper and lower canopy allow the canopy to depressurize and pull back down to form an aerodynamic taught shape.



AIS ANTI INVERSION STRUT

Mechanically supports the rib structure to reduce inversion



EAS ENERGY ABSORBING SHOCK

Absorbs energy between joint interaction when under a high stress load



TRG THERMOPLASTIC RUBBER GRIP

The tactile grip provides ultimate control in all weather conditions



Brain Wellness

NeuroVIZR | Thailand

The NeuroVIZR is an innovative brain wellness device designed to enhance cognitive function and mental well-being using light and sound technology. Its unique light signaling aims to improve focus and reduce stress. With a sleek, portable design and an accompanying app, users can access a variety of guided sessions and soundscapes tailored to support mental clarity and creativity.





Brain Wellness

NeuroVIZR – Thailand

Position: Industrial Designer

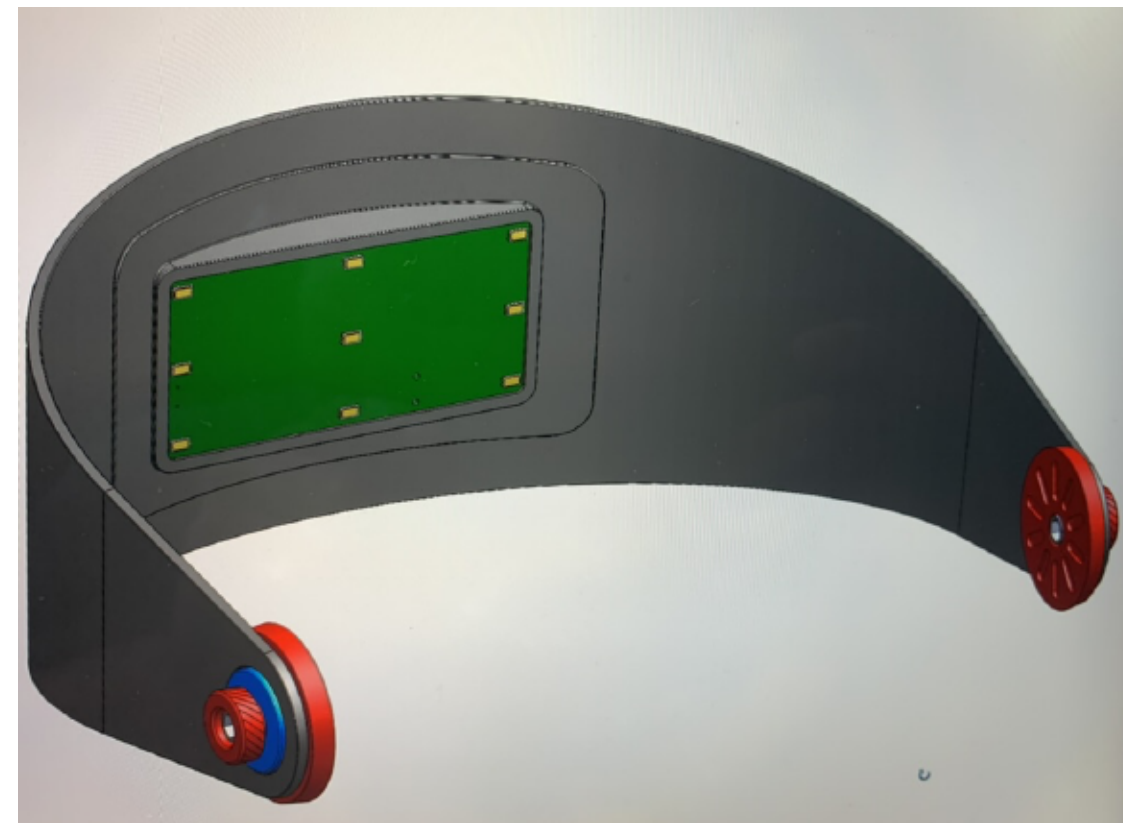
Role: Design and develop the NeuroVIZR wearable device.

Activity: As an early member of the NeuroVIZR team I led the prototyping of the first ever models.

My focus was to develop ergonomic and human centric forms that would let the user relax while using the NeuroVIZR device.

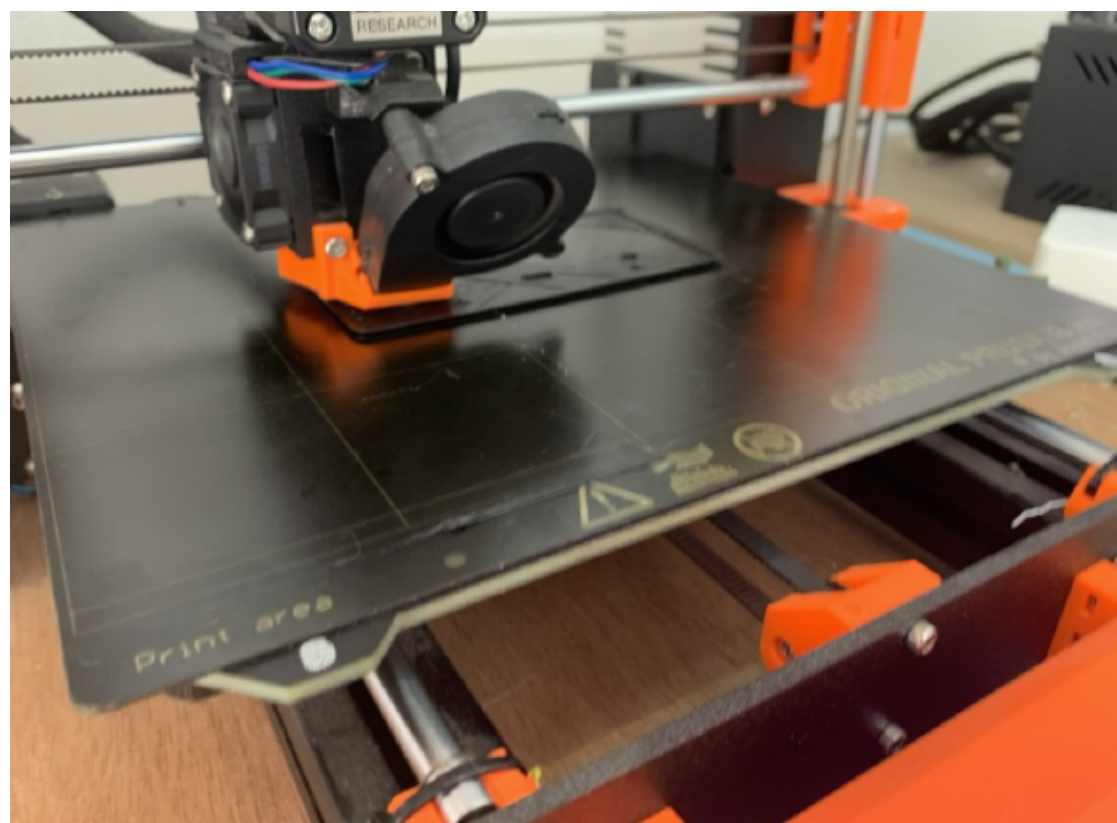
Design for Rapid Prototyping and Product Testing

I created a sample design that could be rapidly prototyped to focus on the testing of the electronic device.



Completed Rapid Prototype for Product Testing

The product was prototyped and ready for testing in less than a week.



Rapid Prototyping Electronics Housing Components

I used Prusa 3D printers to create housings that would be assembled with a band for product testing.

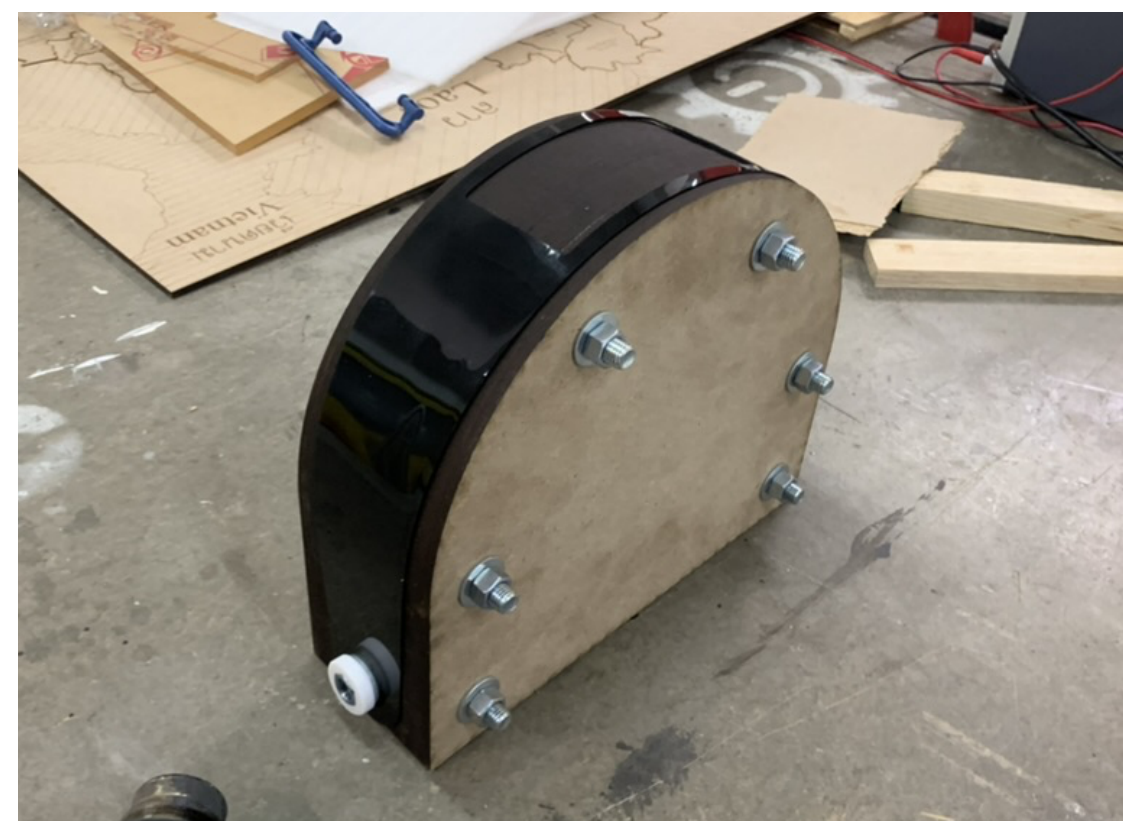


Product Testing by the Project's Investor

With the goal of the project to let the customers test the product it was a success and enjoyed by the investor.

Prototype Face Band using Acrylic Material

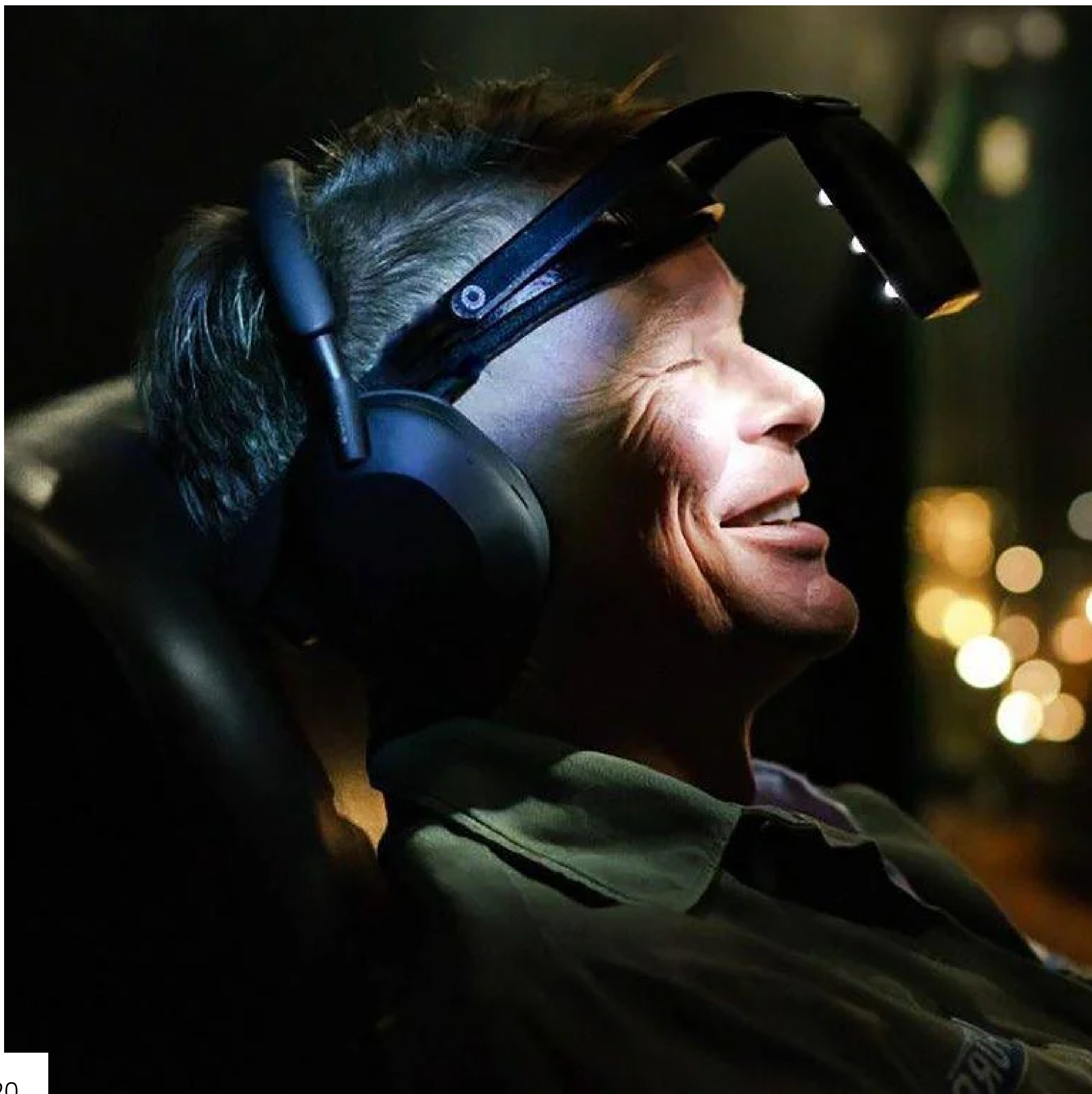
I used a transparent material for the prototype of the face band so that we could see the results of the product testing on a user's face.



Product Testing by the Company's Founder.

The project founder also tested the product and was happy with the prototype.





Mio, Uma & FiFi

Je Joue | United Kingdom

Launched in 2012, the Mio, Uma, and FiFi are award-winning adult toys and the second generation of Je Joue's innovative product line. These products feature a patented production method that seamlessly hides split lines, along with an advanced charging system that was ahead of its time. Their luxurious design set a new industry standard, significantly contributing to the brand's success.





Mio, Uma & FiFi

Je Joue – United Kingdom

Position: Industrial Design Intern

Role: Product prototyping, validation and testing. Packaging design.

Activity: I designed and developed the Je Joue packaging solutions for the Mio, Uma and FiFi models.

In addition to packaging design I supported our New Product Development efforts with prototyping and design validation.

