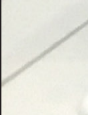
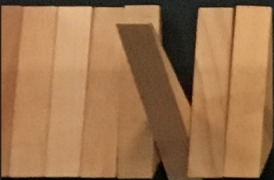


AVIK MAITRA







Switchboard (2016)

We like to use hooks. Perhaps a little too much.

Switchboard is a minimalist wall-mounted coat rack with 25 (!) triangular wood hooks, just as wide as any other rack. Each hook rotates down when you need it and rests against the wall when you don't.



Trunk (2013)

Trunk is a short, posable charging cable for your iPhone and iPod.

Trunk is both strong and flexible, and we had to work with our factory to get the balance and assembly just right.





Paperback (2013)

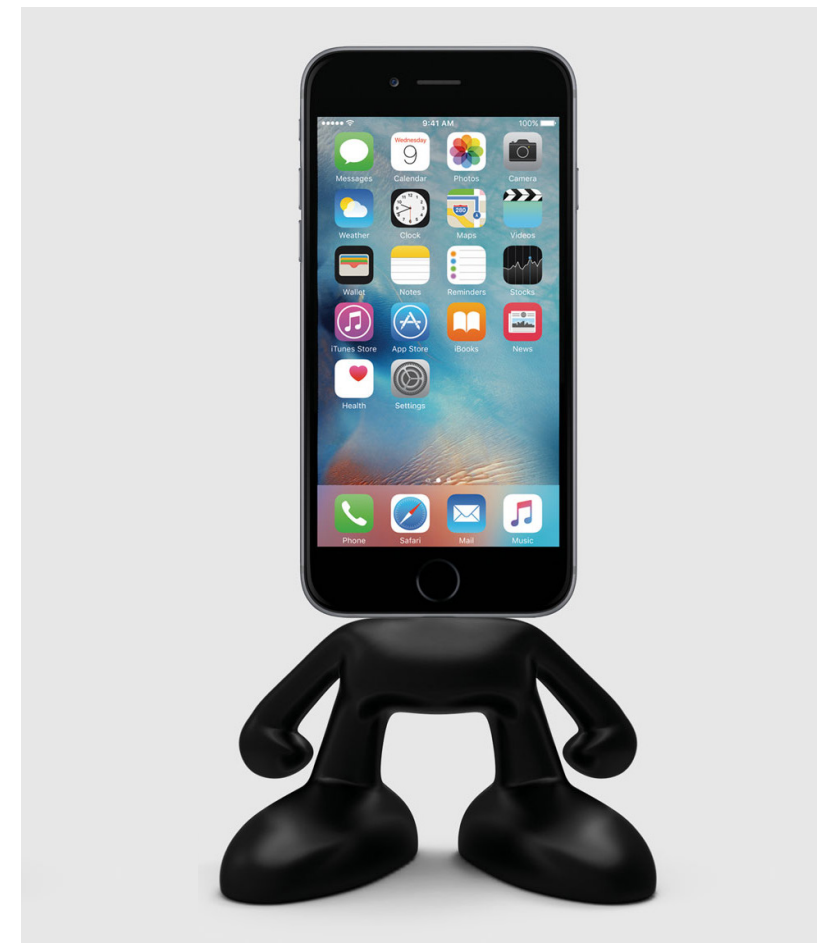
We found that we were putting sticky notes on the backs of our phones, so we made a sticky note for the back of your phone. As far as we could tell, sticky notes are usually solid shapes, and there aren't many other sticky notes that have a hole in them. We had to develop a custom manufacturing process to get the camera hole.



Pinhead (2012)

We wanted to give docks a little bit more personality, so we created Pinhead. Pinhead is a dock for your iPhone or iPod. He has an 8-pin (Lightning) connection, and he may just be the coolest dock ever.

He's a stand-up guy.

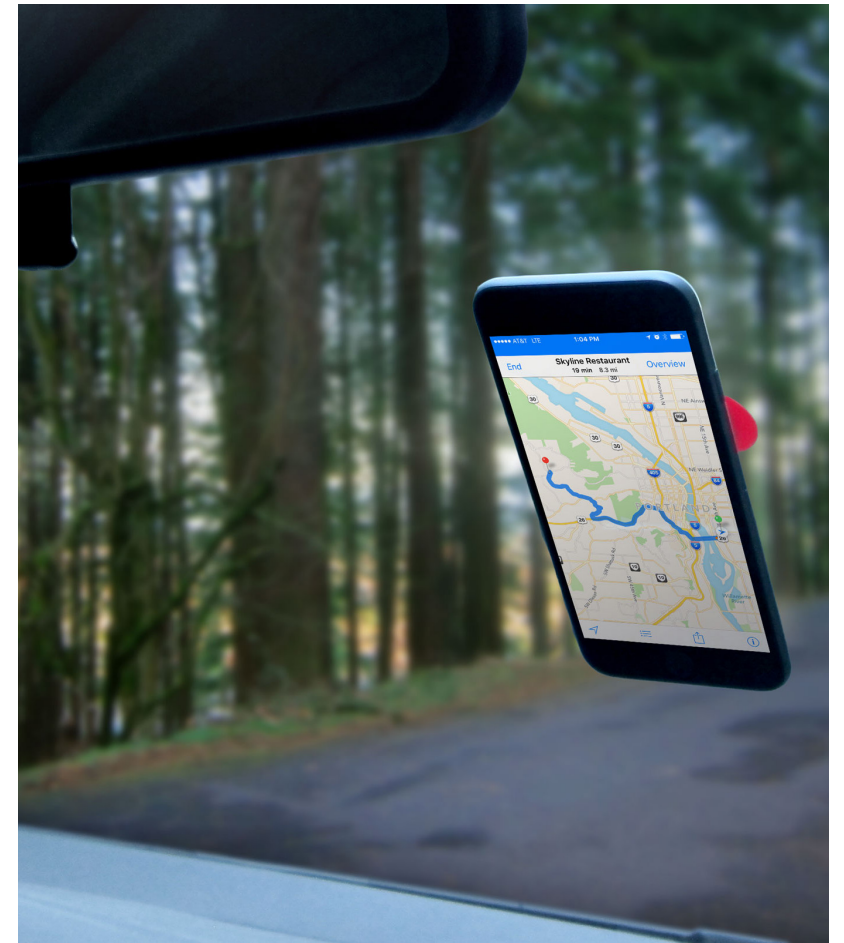


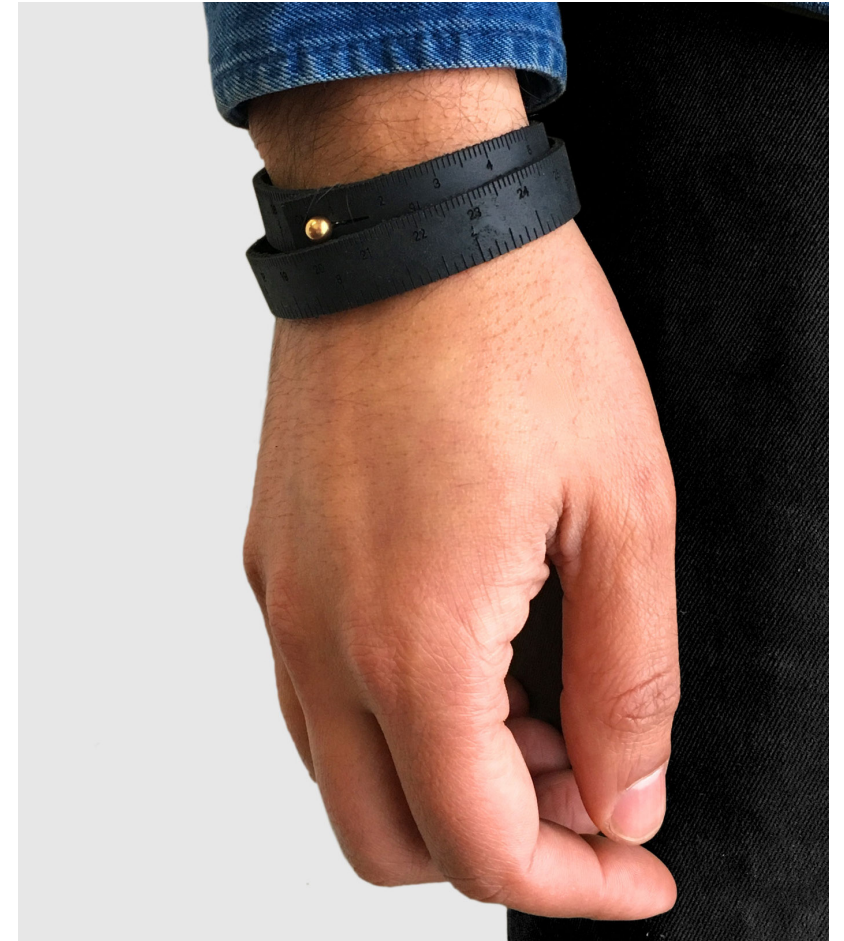


Barnacle (2011)

There are over-designed windshield mounts and there are dorky desk stands. Barnacle is a minimal windshield mount that also works great on your desk. All we needed was a simple design and great suction.

This thing really sucks.





Wrist Ruler (2015)

To add functionality to a basic leather cord wrap bracelet, we laser-cut a ruler in our Portland workshop.

After making its way through the design community, this product found its way into the knitting world, and we have not been able to keep up with demand since.



Chops (2015)

Where do you store your cutting boards? Wedged behind the faucet? Awkwardly on a drying rack? Propped up in a cabinet? Chops consists of two solid wood cutting boards that magnetically connect to two sides of a knife rack. It's a perfect place to store and dry your cutting boards.



Cantilever (2015)

Cantilever no-mess utensils float above the counter, improving hygiene and reducing mess. They also eliminate the need for a spoon rest. We rethought the angle of traditional cooking utensils to put a little distance between what touches our food and what rests on the counter.





Tiny & Stretch (2017)

Tiny is a minimalist wooden wall mount for your smartphone, with a slot for your charging cord. Place it at your bedside, at your entryway, or use Tiny on your desk as a simple stand. And, for the rest of your devices—for all of your devices, we took Tiny, beefed it up, and stretched it out to make Stretch.





WALRUS TOYS



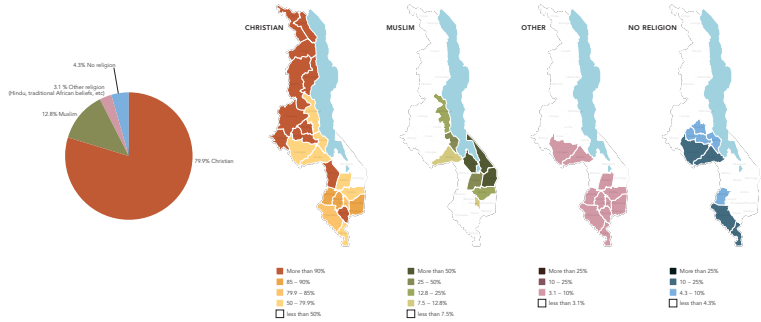
Chimeras (2012)

We used Kickstarter to launch Chimeras, mix-and match plush. We wanted to make stuffed toys more interactive and dynamic, so we developed a special snap that is easy enough to tear apart and reassemble but stays on once attached. Chimeras come in sets of two, so that kids can start mixing and matching right out of the box.



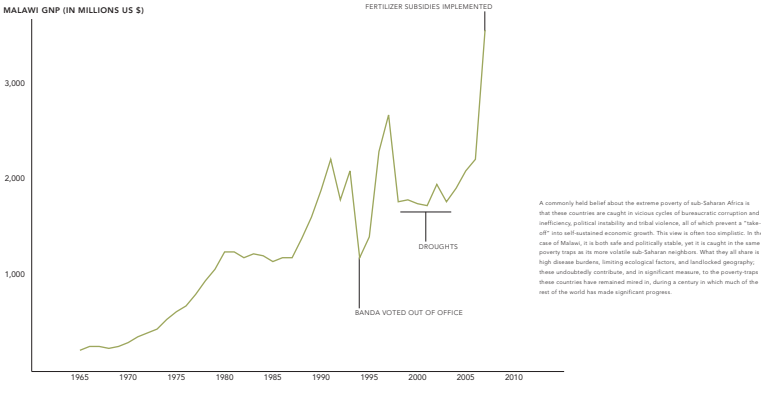
MALAWI

RELIGION



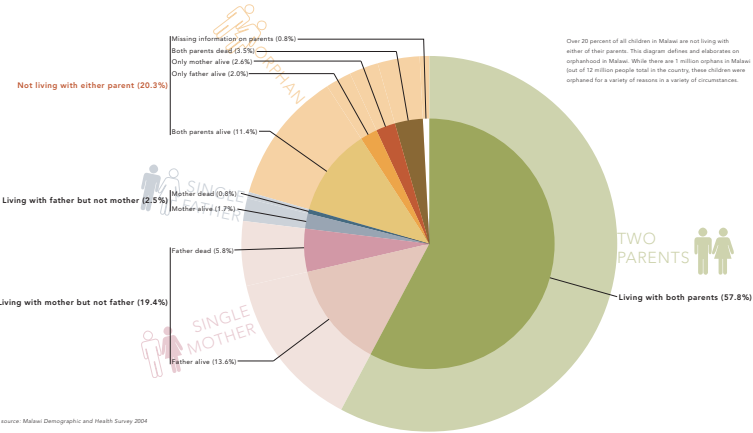
source: National Statistical Office, Government of Malawi

ECONOMIC HISTORY



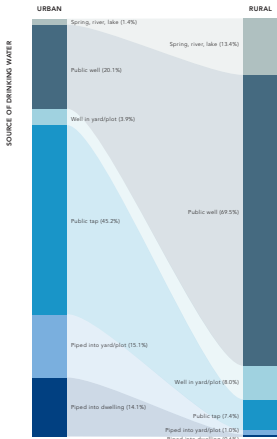
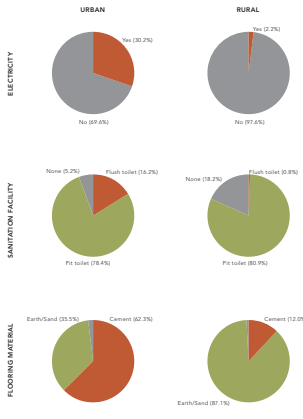
A commonly held belief about the extreme poverty of sub-Saharan Africa is that these countries are caught in vicious cycle of bureaucratic corruption and crippling political instability and tribal violence, all of which prevent a "take-off" into self-sustained economic growth. This view is often too simplistic. In the case of Malawi, it is both safe and politically stable, yet it's caught in the same poverty traps as its more volatile sub-Saharan neighbors. What they all share is high disease burdens, limiting ecological factors, and landlocked geography. These undoubtedly contribute, and in significant measure, to the poverty traps. These countries have remained mired in, during a century in which much of the rest of the world has made significant progress.

LIVING ARRANGEMENTS AND ORPHANHOOD



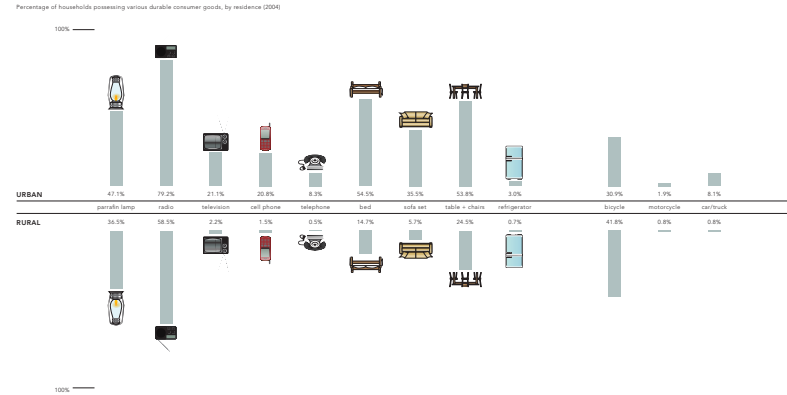
source: Malawi Demographic and Health Survey 2004

HOUSEHOLD CHARACTERISTICS



source: Malawi Demographic and Health Survey 2004

DURABLE GOODS



SCHOOL ENROLLMENT



source: Malawi Demographic and Health Survey 2004

Demographic Research (2008-2009)

In 2008, Malawi had a population of 14 million people, with an esimated 2 million orphans. To start my year-long design fellowship learning about AIDS orphans and malaria in Malawi. I researched the demographics, economics, and overall living conditions in the country, and visualized that research as seen here.



Toy research (2008-2009)

To develop small-scale design interventions for orphans, I also looked into how children play in Malawi to propose low-cost and no-cost solutions. Here you can see a young man who made a guitar out of a World Food Programme oil can, a child who made gun out of bamboo, and another child who made a car out of wire and bottle caps.



Orphan care center in Namitete (2009)

I worked with a local carpentry school to make modular furniture for an orphan care center. For the shelves, we created modules that can be used as shelves, tables, and chairs, and working with the teachers, we organized them into four zones. I also designed trapezoidal nesting tables that can be arranged in different orientations as needed.



A P P L E

20525
Mariani One



iPod New Products Group (2006)

An intern at Apple in 2006 in the iPod New Products Group, I worked as an Engineering Program Manager on three headphones. I coordinated various team members—Industrial Design, Product Design, Audio Engineering, and others—along with Apple’s manufacturing partners to develop and realize these products.



MATTTEL



In Barbie's own home, we were tasked with creating a new doll concept. We decided to flip Barbie's main weakness—that she has no sense of humor. Shorties are short, full-figured, and hilarious. Everything in their world is stretched out, and they change outfits by popping their heads onto different bodies.

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Licensed 12" Dolls (2004)

I was also tasked with designing and developing licensed dolls for Disney and Warner Brothers properties. I worked with licensors and their style guides on approvals, even when we all knew the Catwoman movie would bomb.

Also: So. Much. Glitter.



Text Message Barbie (2004)

Back in 2004, the two most exciting cell phone features for kids were texting and changing your face plates. With Text Message Barbie, you could compose a message, send it to Barbie, and receive a message back from her.

In a sense, I've been designing cell phones since 2003.



THIS IS A SHORTIE OF ME.