

F e r d i n a n d P o r t f o l i o

S t o e r i k o 2 0 2 4 - 2 0 2 2 5





*Design is my canvas for blending creativity with purpose, crafting experiences that inspire and innovate. It's about more than aesthetics. It's about shaping emotions, connections, and enriching lives through thoughtful creation



• Ferdinand Störiko

I am currently a 22 year old industrial product designer student passionate about exploring the interplay between shapes, meanings of forms, and their purpose for the end user. My journey is defined by a desire to create designs that not only function efficiently but also resonate deeply with those who use them.

As I prepare to graduate in 2026 with a minor in design identity, I am eager to gather as much experience as possible, absorbing knowledge like a sponge at every opportunity.

• Contacts

✉ ferdinand.storiko@icloud.com

📷 [F e s x t e n](#)

• M e a n i n g f u l l E x p e r i e n c e s

Internship at GMP architechts

Traveling during gap year

Internship at Howe furniture

Internship at Room Tool

Studying my bachelor at Howest

• E d u c a t i o n

Marion döhhhoff gymnasium
(2017-2019)

ISH international (IB DIPLOMA)
(2020-2022)

HOWEST university (Industrial design)
(2023-2026)

• S k i l l s e t

- Siemens - NX
- Fusion
- Shapr3D
- Indesign
- Bridge
- Photoshop
- Rush
- Protomax
- Blender
- Miro

- Keyshot

• Languages Languages

English Higher Level
Swedish Mother tongue
German Moderate Level
Spanish Moderate Level

Inspiration and a little sneak peak of what I like and value as a designer looking at other designers work. Products blending with different intriguing environments, blending with architecture and interior design affecting social environments is something I really value as a product designer.

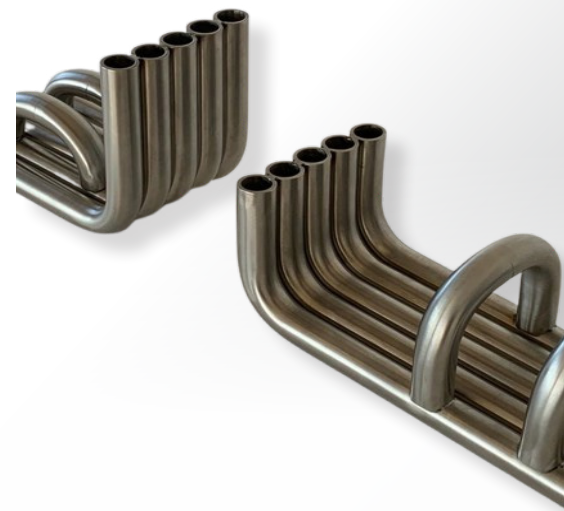
Portable record player, Dieter Rams



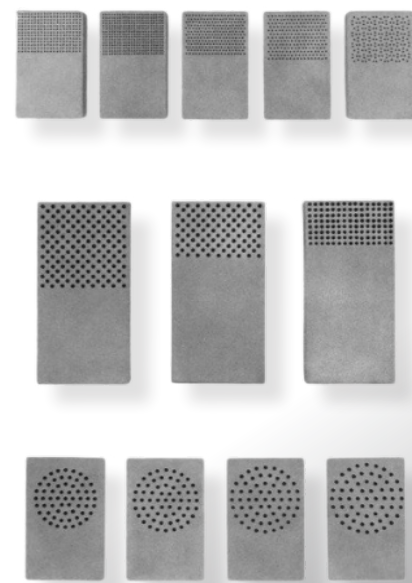
Acrylic folding stool



Book stand by Leibel, Maha Alavi



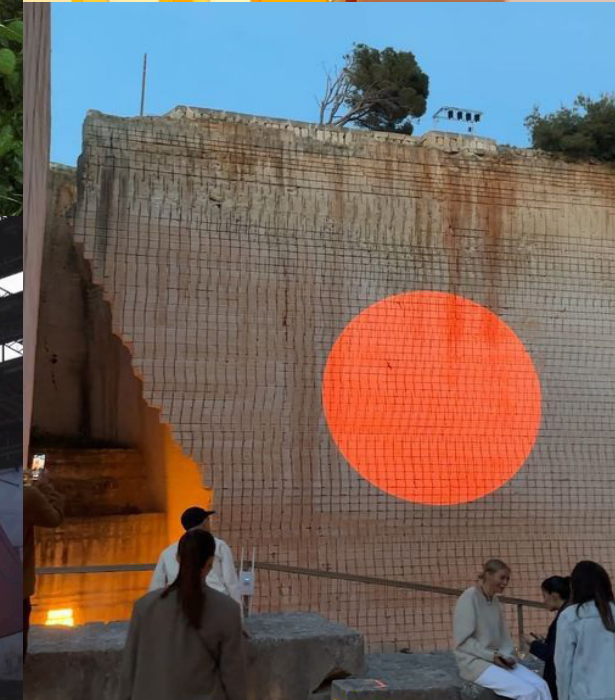
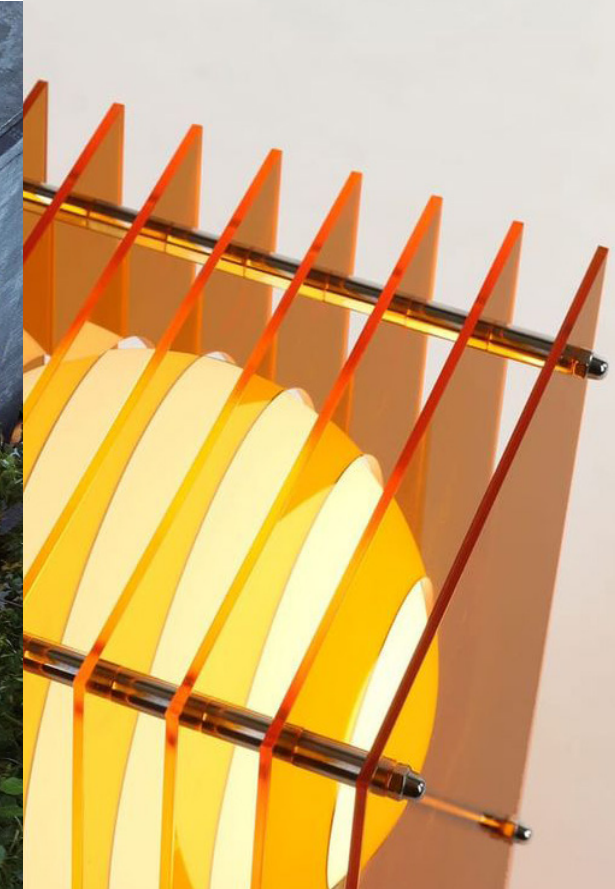
Michel Boyer Lounge chair



Monolith speakers teenage engineering



PATTYN by Walter von Nesson



My projects

- Screw driver
- Folding Filmset
- watch case
- Muji box cutter
- Phone holder
- SUNDO Sunslide
- Rendering projects

S c r e w d r i v e r F o l d i n g - f i l m s e t W a t c h c a s e



1. M u j i - B o x c u t t e r



2. P h o n e h o l d e r s



3. S u n d o



4.



5.



6.



The final outcome reflects these ideals through a minimal yet expressive form language, carefully balanced CMF, and functional detailing—resulting in a tool that feels intuitive, efficient, and unmistakably Rams.



Over 5 weeks, the task was to design a screwdriver inspired by Dieter Rams. Research into Braun users, market standards, and core ergonomic needs shaped a direction grounded in Rams' principles of clarity, function, and restraint—where form follows function.



Reflections on Dieter Rams' Design Values

Rams' work taught me the power of clarity, function, and restraint. Designs like the Braun RT 20 show how clean forms and purposeful color guide use without distraction. His approach shaped how I now see design: focused, honest, and user-led.

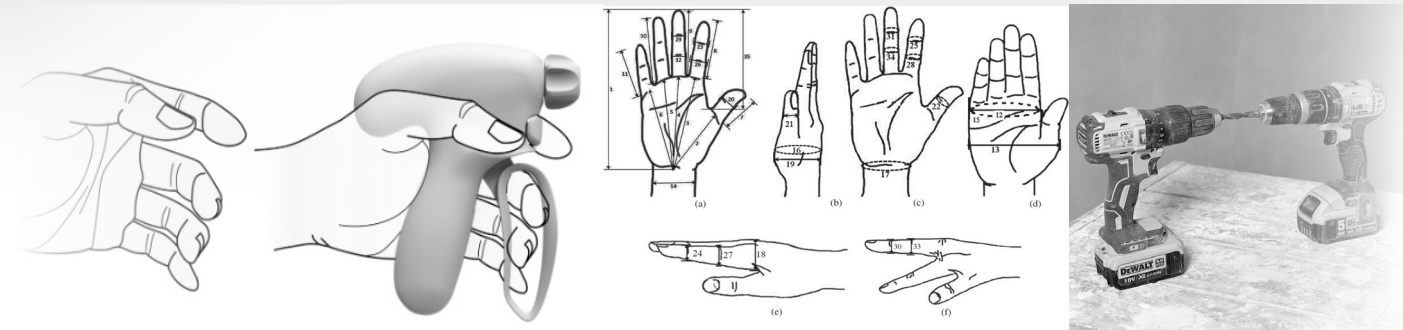
Reflections on Dieter Rams' Design Values

- Good design is innovative
- Good design makes a product useful
- Good design is aesthetic
- Good design makes a product understandable
- Good design is unobtrusive
- Good design is honest
- Good design is long-lasting
- Good design is thorough down to the last detail
- Good design is environmentally friendly
- Good design is as little design as possible

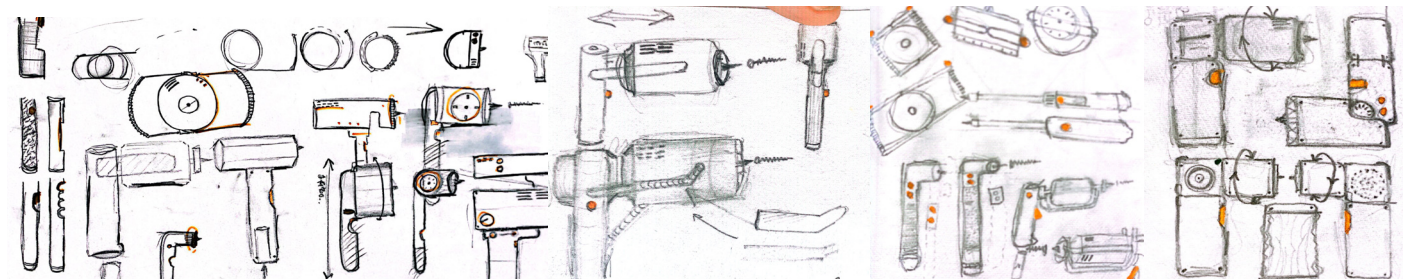
Insights Gained Through Research

I first saw Rams as a minimalist, but research revealed his deeper focus on sustainability and ethical design. His values pushed me to think beyond aesthetics and design with long-term impact and responsibility in mind.

P r o c e s s i n g i t y



Evaluated existing screwdrivers through hands-on testing, user feedback, and a morphological matrix to uncover common issues like awkward handling, unclear controls, and visual clutter.



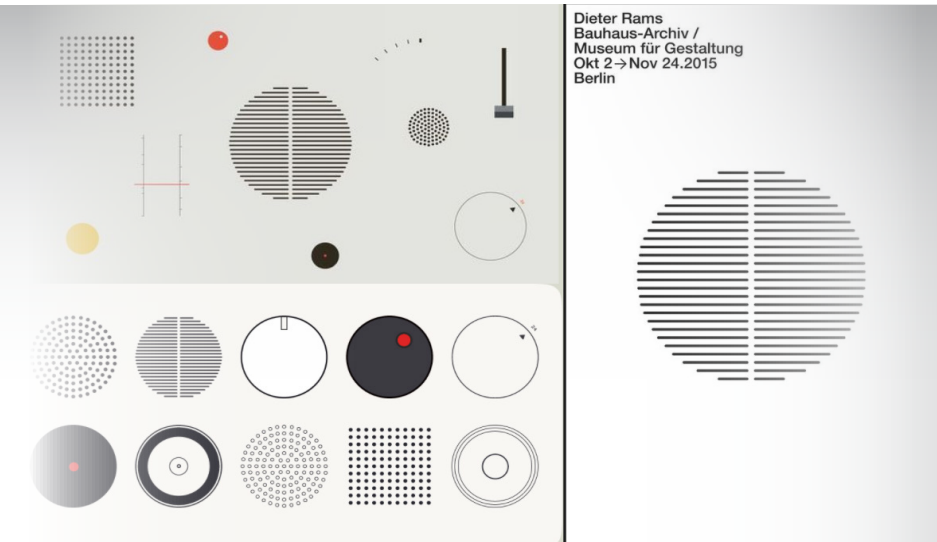
Sketching and idea generation focused on system layout, functional clarity, and the user journey of a modern, Rams-inspired screwdriver.



Used rapid models and physical mock-ups to experiment with grip, form, and balance—refining the screwdriver's ergonomics through intuitive hand interaction.



Some of Dieter Rams' famous products

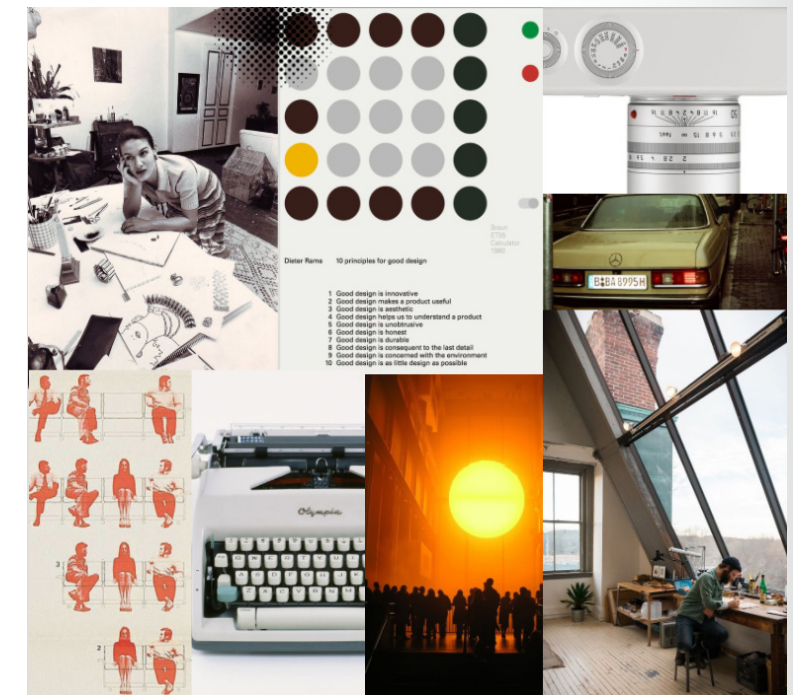


CMF and common patterns in Dieter Rams' designs

Dieter Rams
Bauhaus-Archiv /
Museum für Gestaltung
Okt 2 -> Nov 24.2015
Berlin

- Understated and unbranded
- Functional elegance
- Muted, natural colors
- Matte and soft textures
- Simple, rounded shapes
- Honest and clear function
- Minimal and timeless

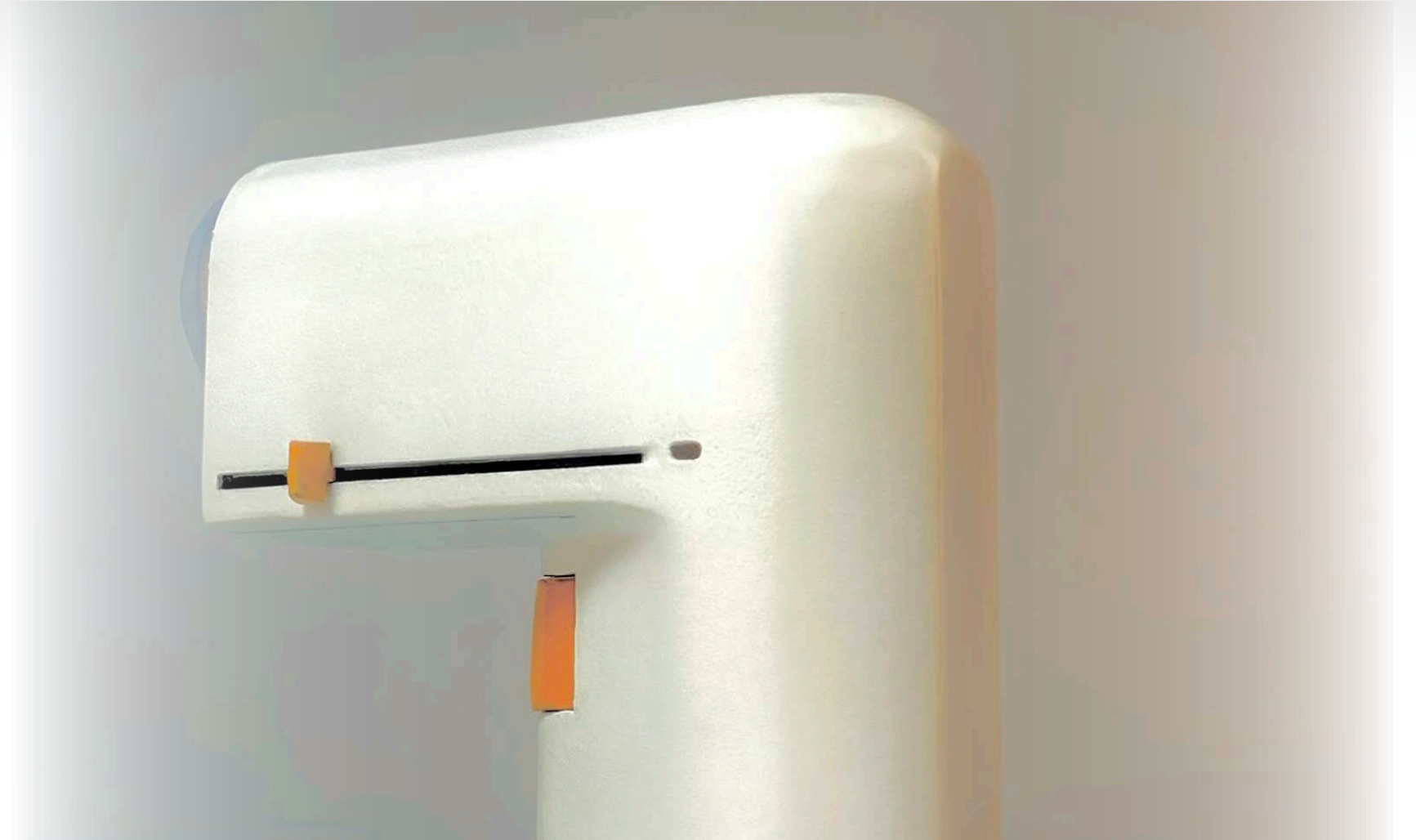
Mood boards and CMF studies helped me create a clean, functional design inspired by Dieter Rams. They showed how colors and materials build a minimal, timeless look. User personas kept the design relevant. Next, I'll explore sustainable materials and prototype finishes to improve the feel.



Persona of a Dieter Rams product user

P r o d u c t

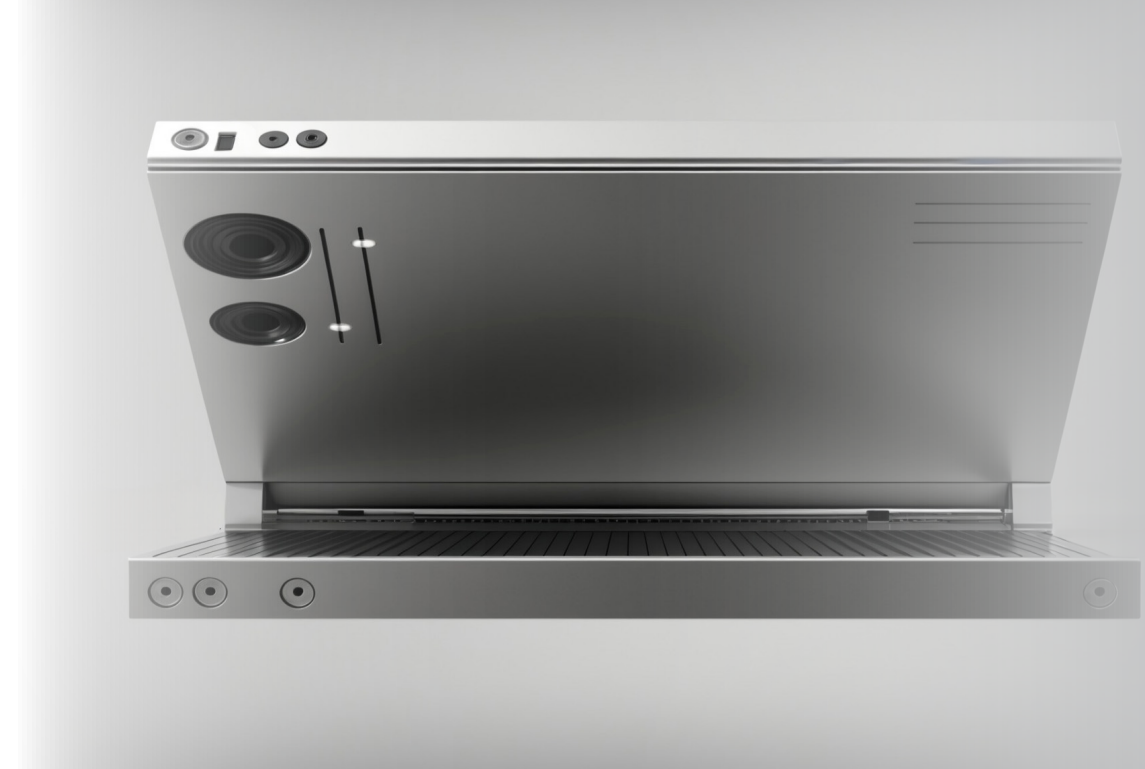
i m a g e s



F o l d i n g F i l m s e t B R I E F



Over 8 weeks, the folding filmset was developed through foam modeling, digital prototyping, and iteration. Guided by a mood board and persona i was given, the design balances real-time projection and recording with a compact, tactile form.

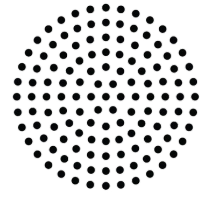


The core ambition of this design lies in creating a tool that supports spontaneous creativity—where filming, projection, and play merge in a single foldable object. It's designed for a creator whose work and hobbies overlap, needing quick setup, portability, and intuitive use.

D e s i g n M a t r i x P o l a r i t y C h a r t

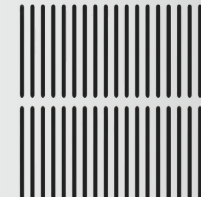
D e s i g n e r

1 2



style elements
working principles
analyses
values
research
product portfolio
CMF

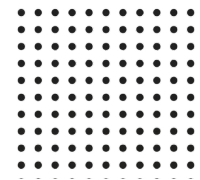
P r o d u c t



interaction
function tree
product architecture
output physical
output sensory
production methods
dimensions

U s e r

3 4



interaction
mental model
ergonomics
input sensory
input cognitive
userboard
archetype

B r a n d i n g



Communicate
Reflect
Support
Connect
Sustain
Communicate
Resonate

Domestic Professional

Warm Cold

Trendy Timeless

Soft touch Hard touch

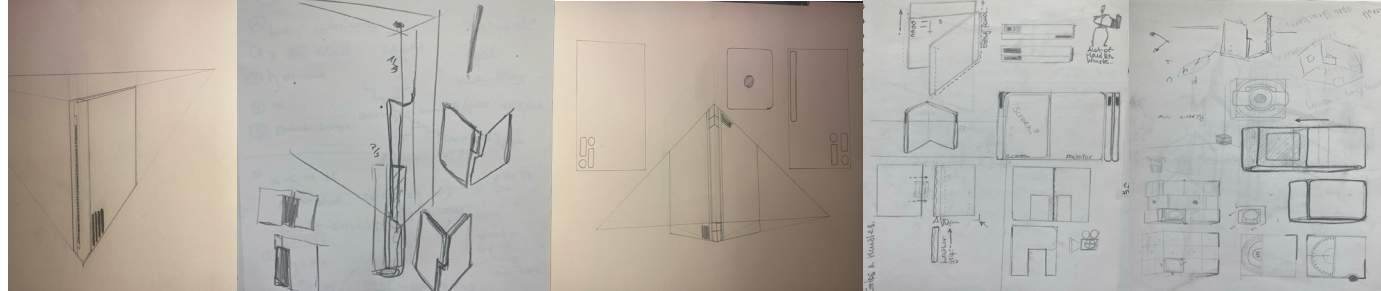
Funny Serious

Natural Industrial

P r o c e s s i d e n t i t y



Assessed existing portable filming rigs through hands-on trials, user interviews, and a feature comparison matrix to identify key issues like bulkiness, fragile parts, and complicated controls.



Explored sketches and user flows centered on compactness and fast transitions—emphasizing how creators move from setup to filming to pack-up with minimal interruption.



Built quick prototypes to test folding mechanics, portability, and ease of setup—iterating based on real-world handling and filming scenarios. Hinges and locking systems were prioritized for durability and smooth operation.



Mood board given to me to create the filmcamera



CMF and look and feel of the folding camera

I began by breaking down the complexity of a film recorder to reimagine it as a flat, portable setup. Folding tests and quick prototypes shaped a design that feels fast and intuitive. Mood boards and user habits defined the minimal, functional look. From the start, parts were developed with production in mind—fit for injection molding and simple assembly.

- Flat & Portable
- Fast & Intuitive Setup
- Built-in Real-Time Preview
- Minimal & Clear Interface
- Professional Look & Output
- Sturdy Folding Mechanism
- User-Centric Design



Persona for product user

P r o d u c t

i m a g e s



Opened filmset arial view

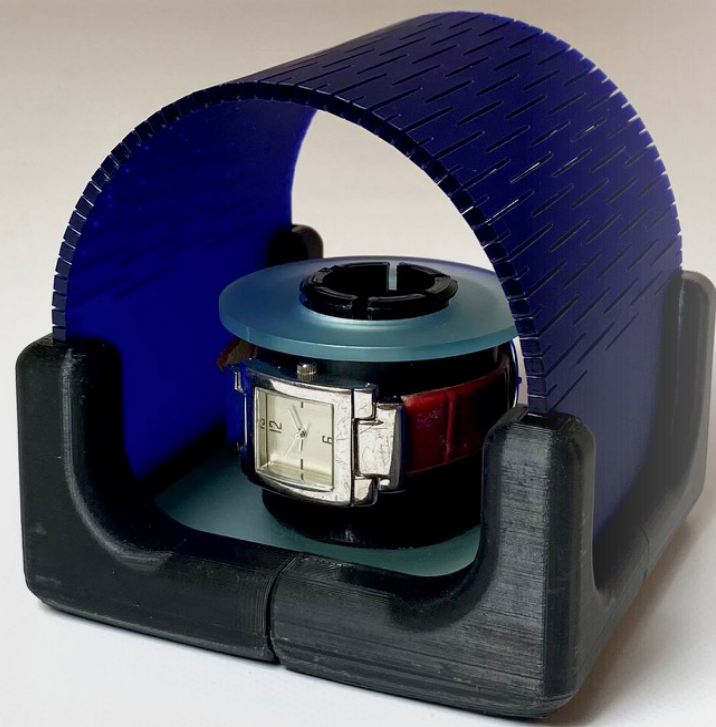


Opened filmset arial view



Filmset stored in bookshelf

W a t c h c a s e B r i e f



The concept evolved into a dedicated watch case, preserving its modular spirit through a compact, foldable design that balanced protection, display, and playful interaction.



This 4-week project began with a modular jewelry box concept—focused on stackability and personal customization. The idea centered on sliding compartments that could shift and reconfigure, encouraging playful interaction.

P r o c e s s i d e n t i t y



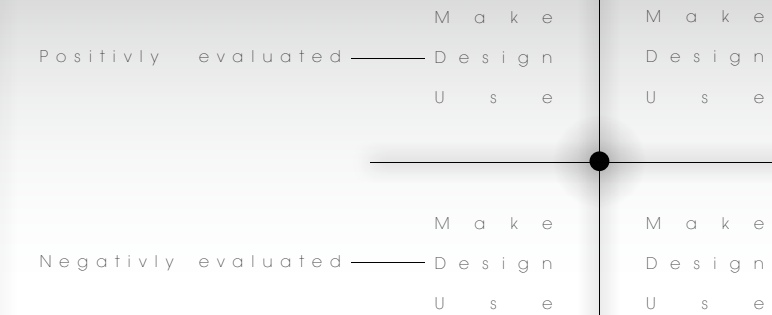
I explored materials like PMMA and ABS and tested techniques like thermoforming and snap fits. This research guided decisions on durability, aesthetics, and efficient production.



I used quick sketches and foam models to explore proportions, stacking, and sliding mechanics. These early studies helped shape the playful and modular design direction.



Multiple prototypes allowed to test fits, sliding behavior, and snap connections. Each version solved material or assembly issues, leading to a smoother, more refined final result.



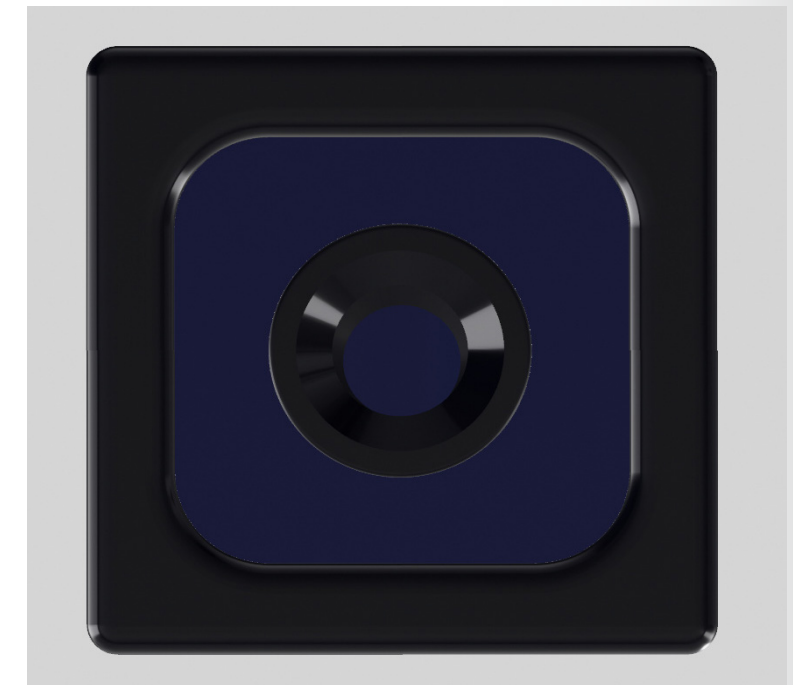
S c h ö n - M a t r i x

- Smooth sliding mechanism
- Secure snap-fit connections
- Soft, rounded silhouette
- Compact footprint
- Easy disassembly
- Minimal material waste
- Clean, minimal aesthetic

The Schön Matrix was applied to systematically evaluate prototype elements like shape, fit, and connection, guiding improvements that stayed true to our clean, stackable, and customizable design. Throughout, production and mass manufacturing were major factors, with the design tailored for efficient machine-based processes such as injection molding.

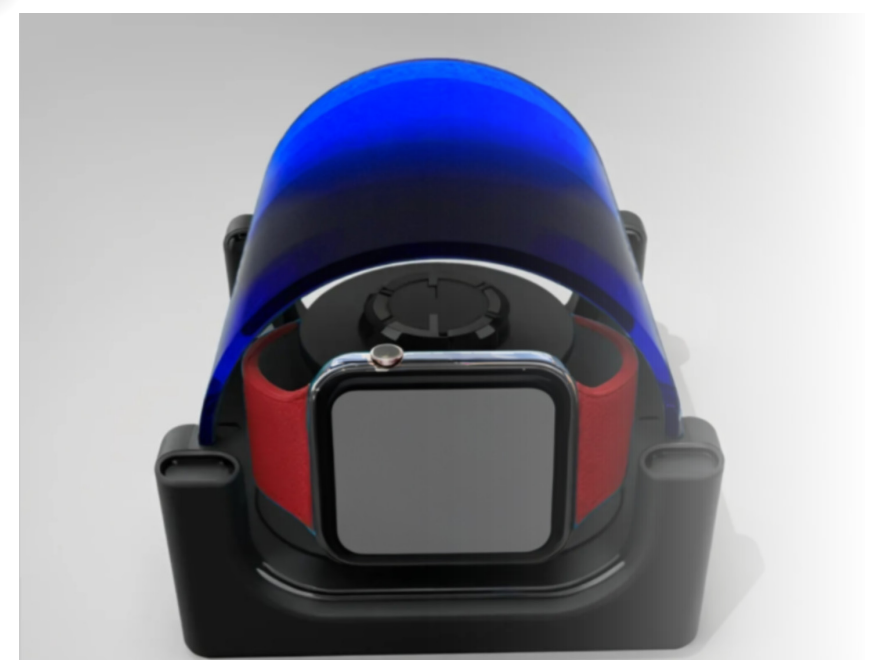
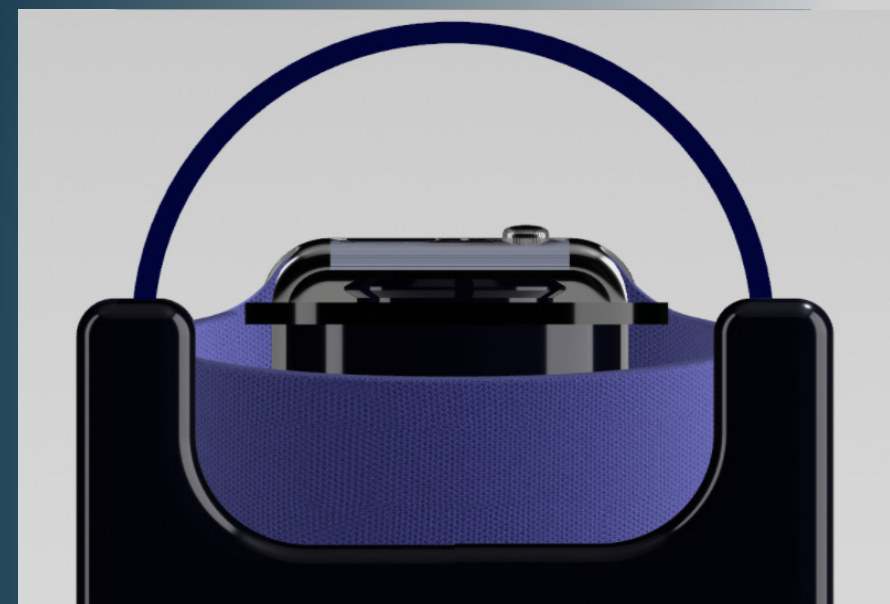
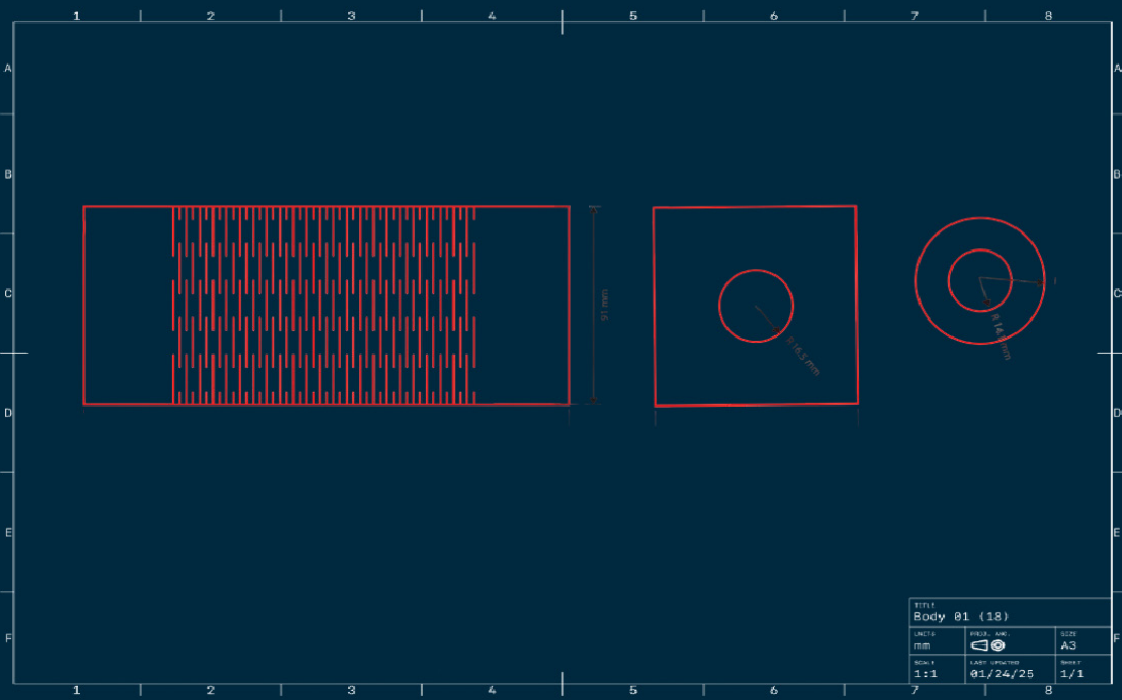
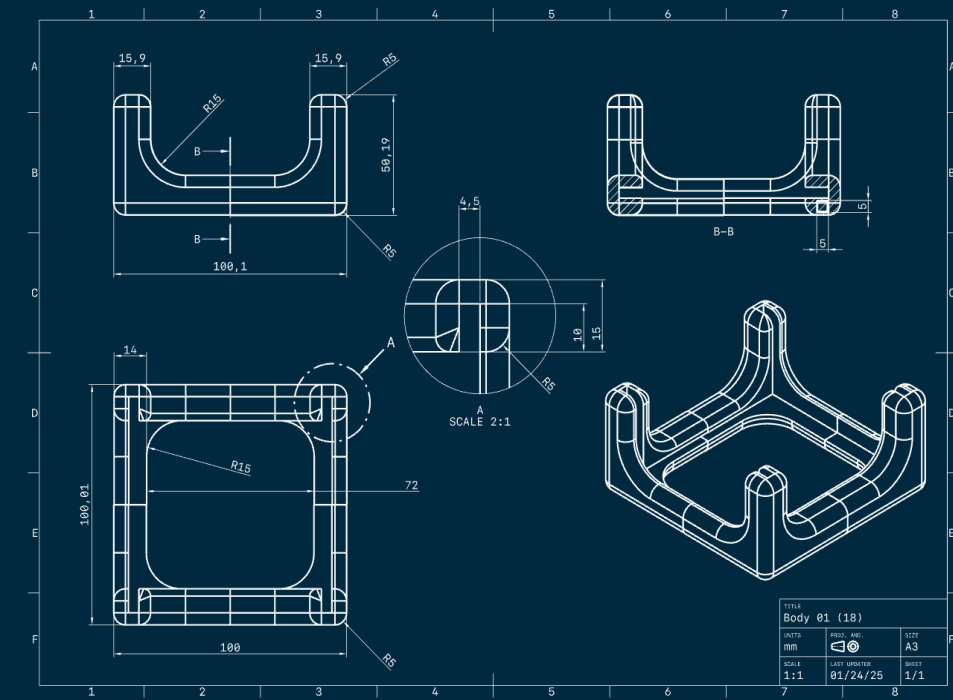
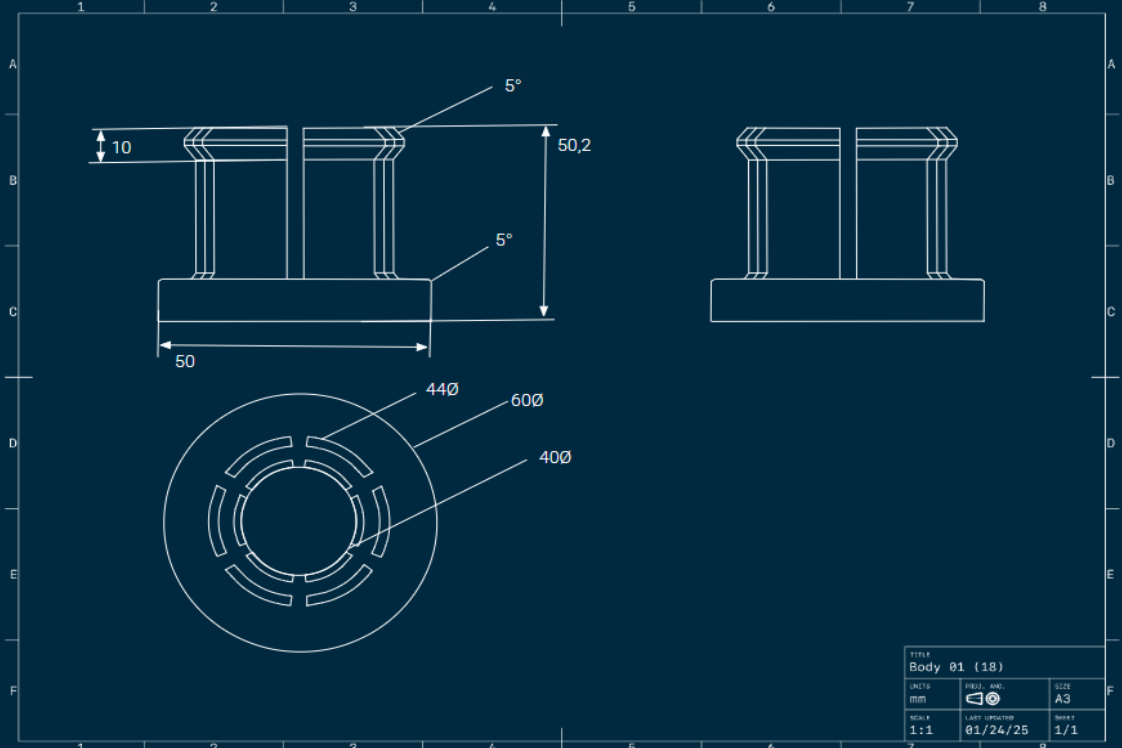
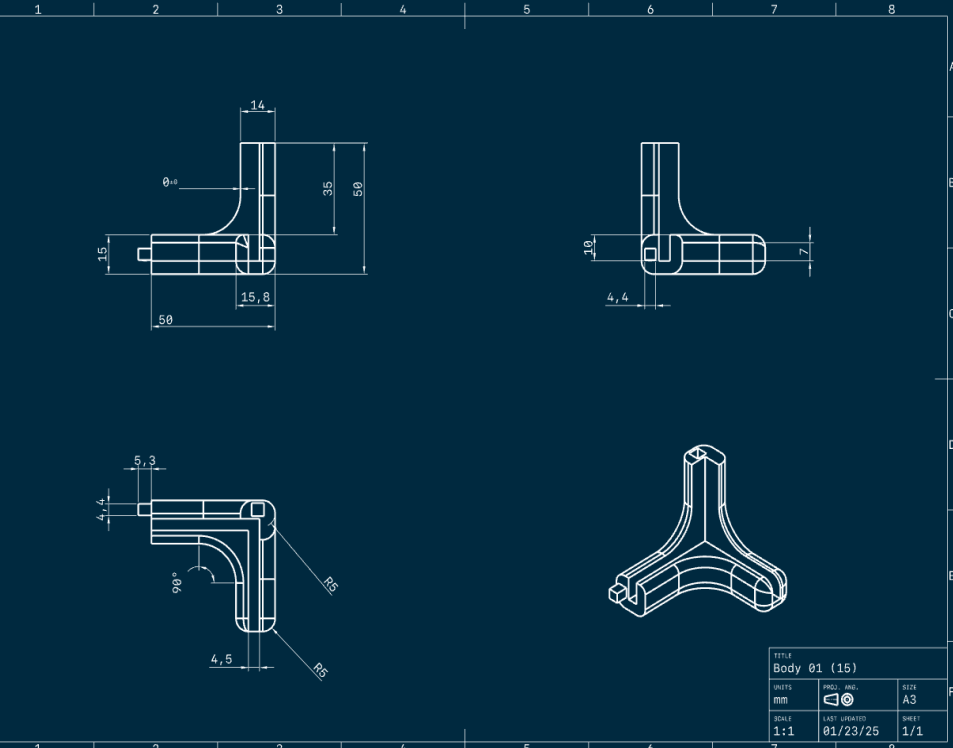


Initial mood board / look and feel for case direction



Persona of a Dieter Rahms product user

C A D D r a w i n g s R e n d e r e r s

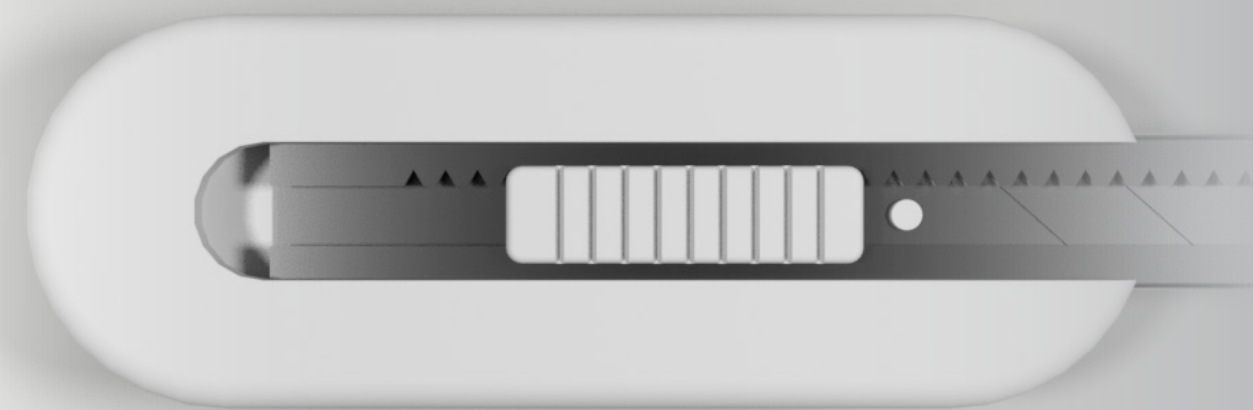


MUJI

無印良品

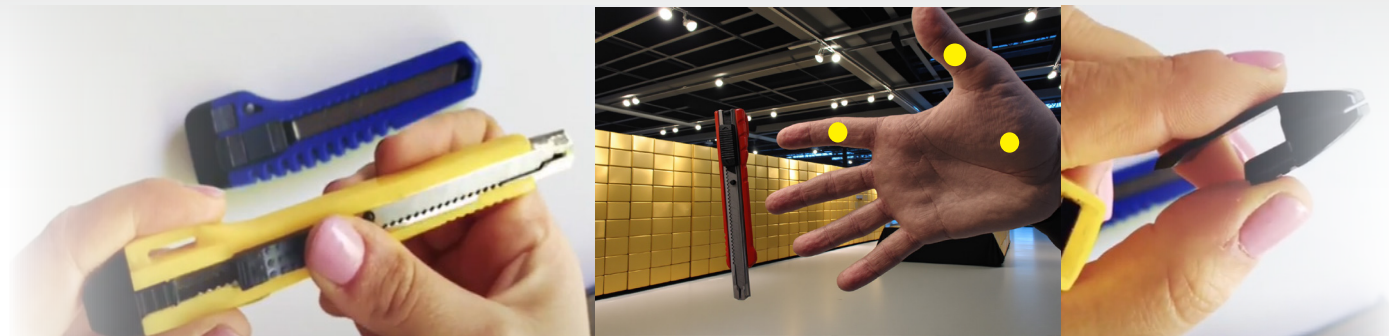


The core ambition of this redesign lies in reimagining the product's essence, aligning Muji's values, persona and object—not merely refining its form, but resolving a fundamental limitation that hinders its functional and experiential integrity.

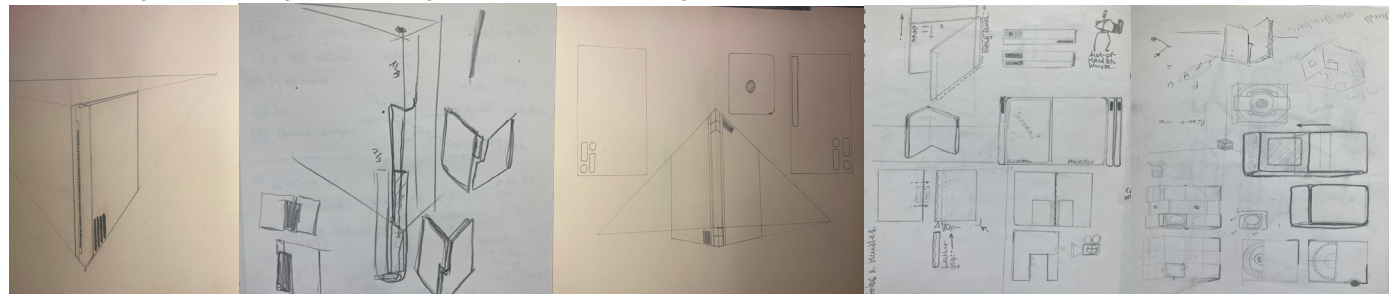


Over 12 weeks, we redesigned the box cutter around Muji's values, addressing discomfort, safety, and sustainability. The result is a minimal, intuitive tool with refined ergonomics and a calm, understated aesthetic.

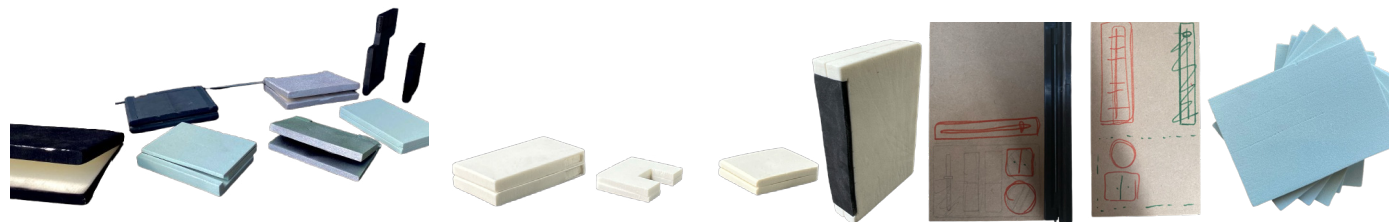
P r o c e s s I d e n t i t y



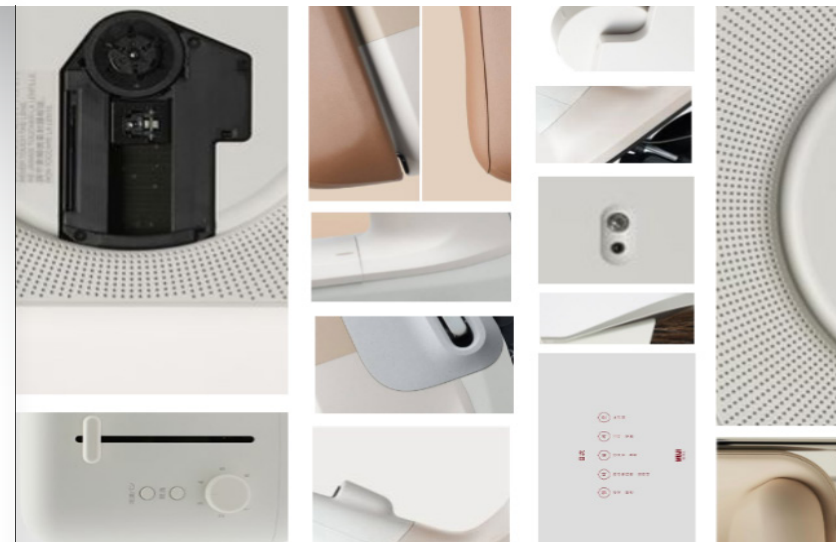
Evaluated existing box cutters through hands-on testing, user feedback, and a morphological matrix to uncover common pain points such as discomfort, instability, and unclear safety.



Sketched ideas around compactness, workflow, and user flow—focusing on how creators set up, film, and pack away.



Built quick models and mock-ups to test folding, grip, and controls—refining the setup through hands-on use and on-set simulation. Hinge and technological part is very important.



Muji brand identity / feeling



Muji box cutter look and feel CMF

Mood boards and material studies defined a calm, simple look aligned with Muji. Personas kept the design relatable and clear.

Matte finishes and muted tones reinforced brand identity and user needs, shaping a quiet, intuitive experience.

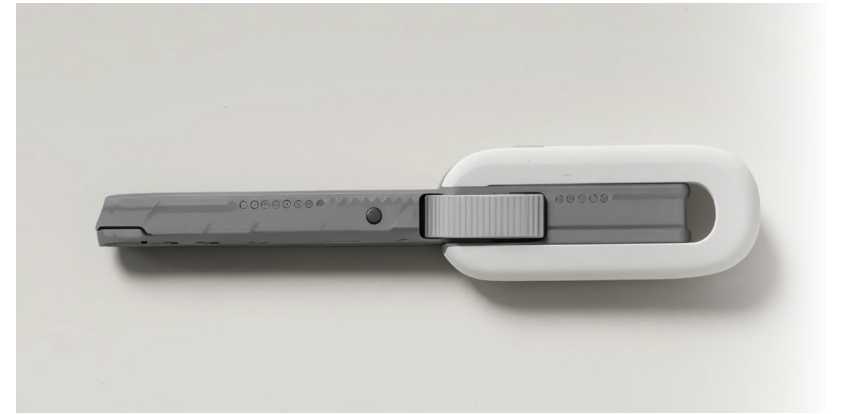
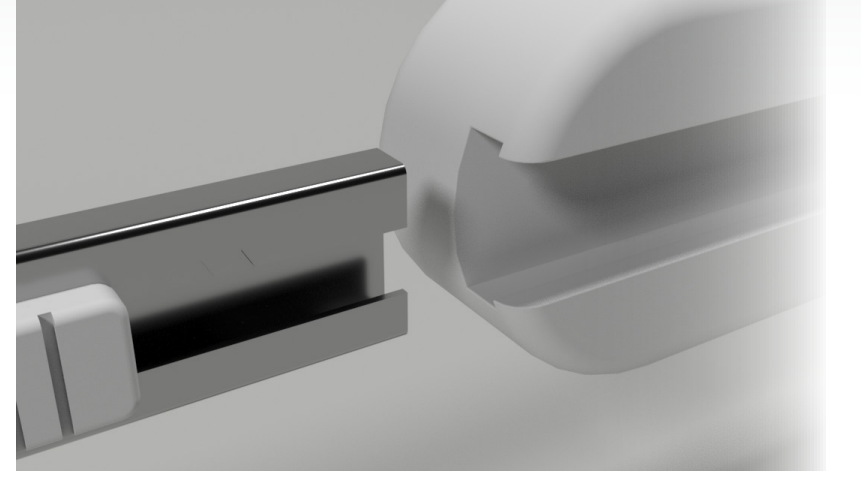
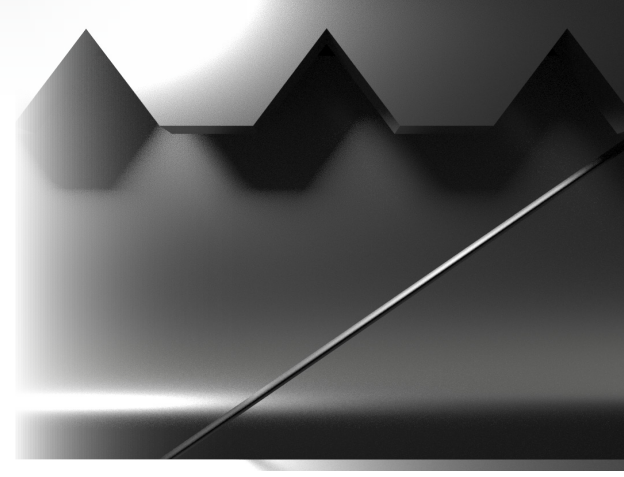
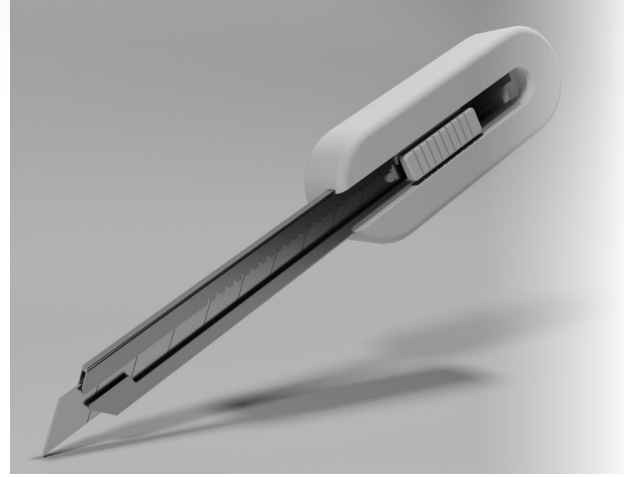
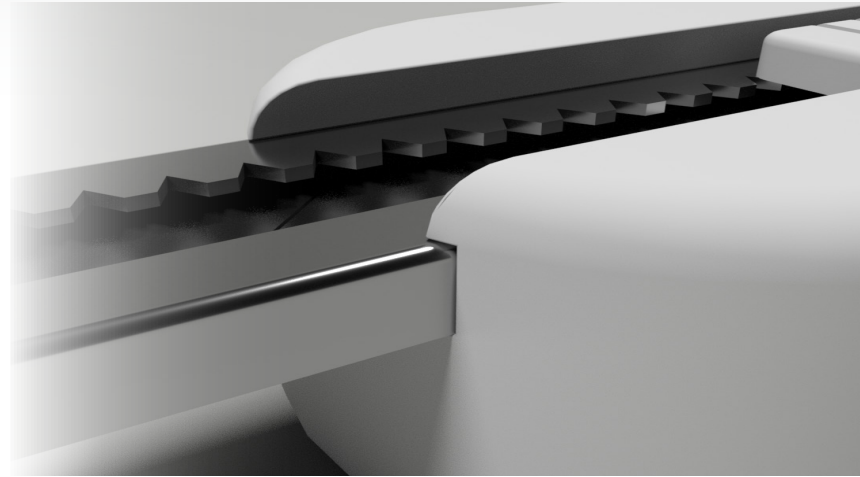
- Unbranded and understated aesthetic
- Functional and quiet elegance
- White, transparent, or muted colors
- Matte finishes and soft textures
- Natural, eco-conscious materials
- Rounded corners
- Primitive, simple shapes



Muji box cutter look and feel CMF

P r o d u c t

i m a g e s





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