PORTFOLIO 2025

selected works and projects by Laurens Versteeg

Hey, I'm

Laurens

A 23 year old aspiring industrial product designer driven by innovation, intuitive functionality, and the desire to leave a lasting impression through design. I aim to create smart, elegant and easy to understand products that feel natural to use.

Education

B.Sc - industrieel product ontwerpen (nl)
Fontys University of Applied Science
ongoing - venlo

Abitur
Dante Gymnasium
june 2021 | munich

Work experience/ Internship

KlecksX (Schule der Phantasie)
Volunteer Youth Mentor at a Makerspace
may 2020 - ongoing | wolfratshausen

Brodbeck Design
Product Design Intern
june 2018 | munich

Digital Skills

Other Interests

Bouldering
Hiking
Drawing/ Painting
Cooking/ Baking

Language

German	English	Dutch
native	fluent	fluent

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LAURENS

PROJECTS

in the style of „bosch“

01

cubes

02

olymp

03

logitech x bobbycar

04

remote energy

05

overengineering

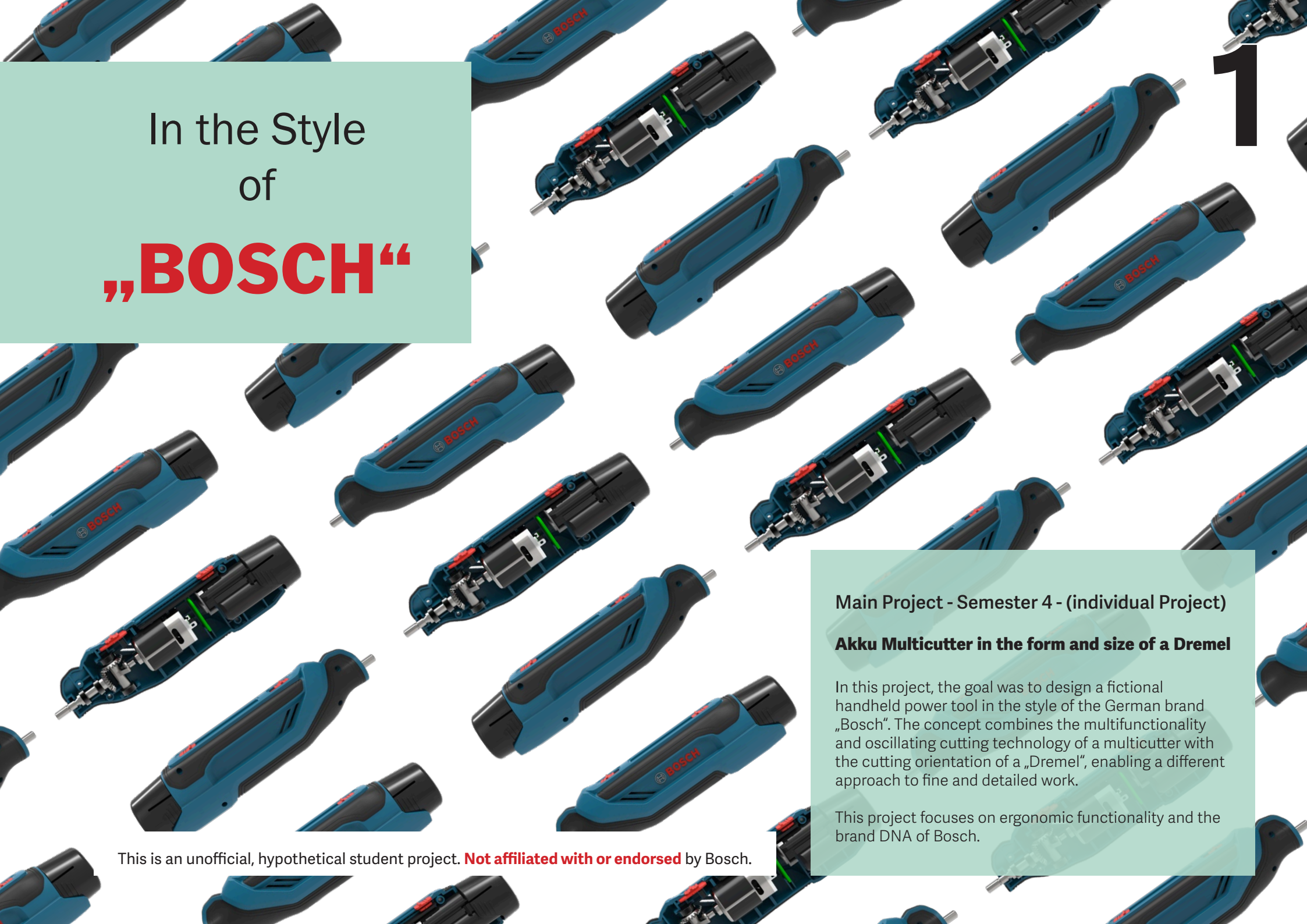
06

smaller/personal projects

07

a selection of my strongest work so far, including some smaller and personal pieces

In the Style of „BOSCH“



Main Project - Semester 4 - (individual Project)

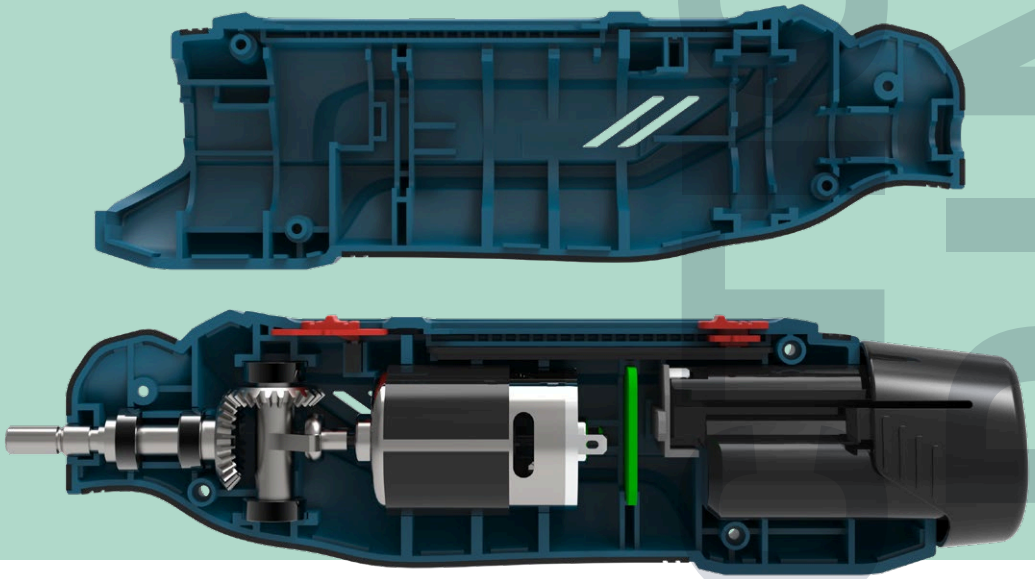
Akku Multicutter in the form and size of a Dremel

In this project, the goal was to design a fictional handheld power tool in the style of the German brand „Bosch“. The concept combines the multifunctionality and oscillating cutting technology of a multicutter with the cutting orientation of a „Dremel“, enabling a different approach to fine and detailed work.

This project focuses on ergonomic functionality and the brand DNA of Bosch.

STRUCTURE

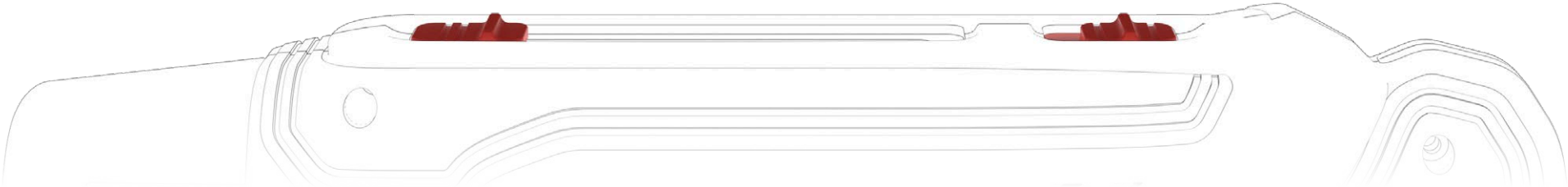
INJECTION MOLDING

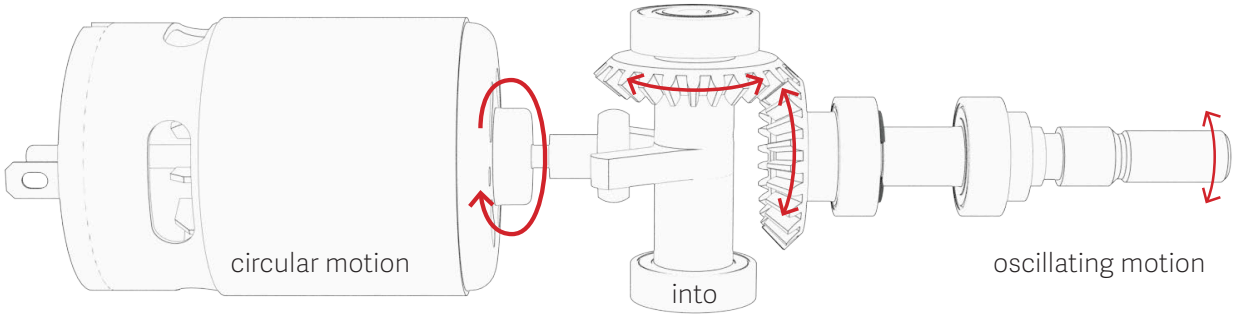


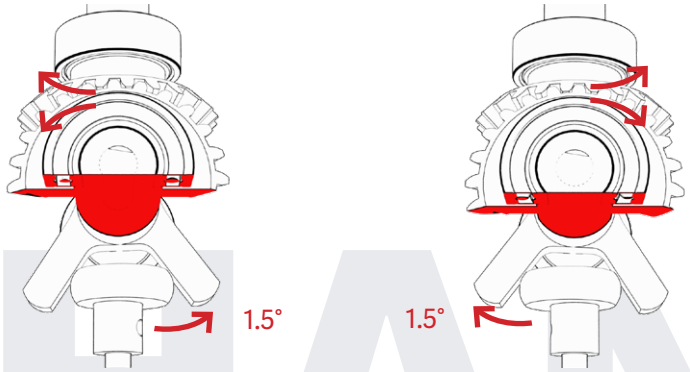
BUTTONS

A tactile slider for precise speed control in small increments.

sliding on/off safety switch

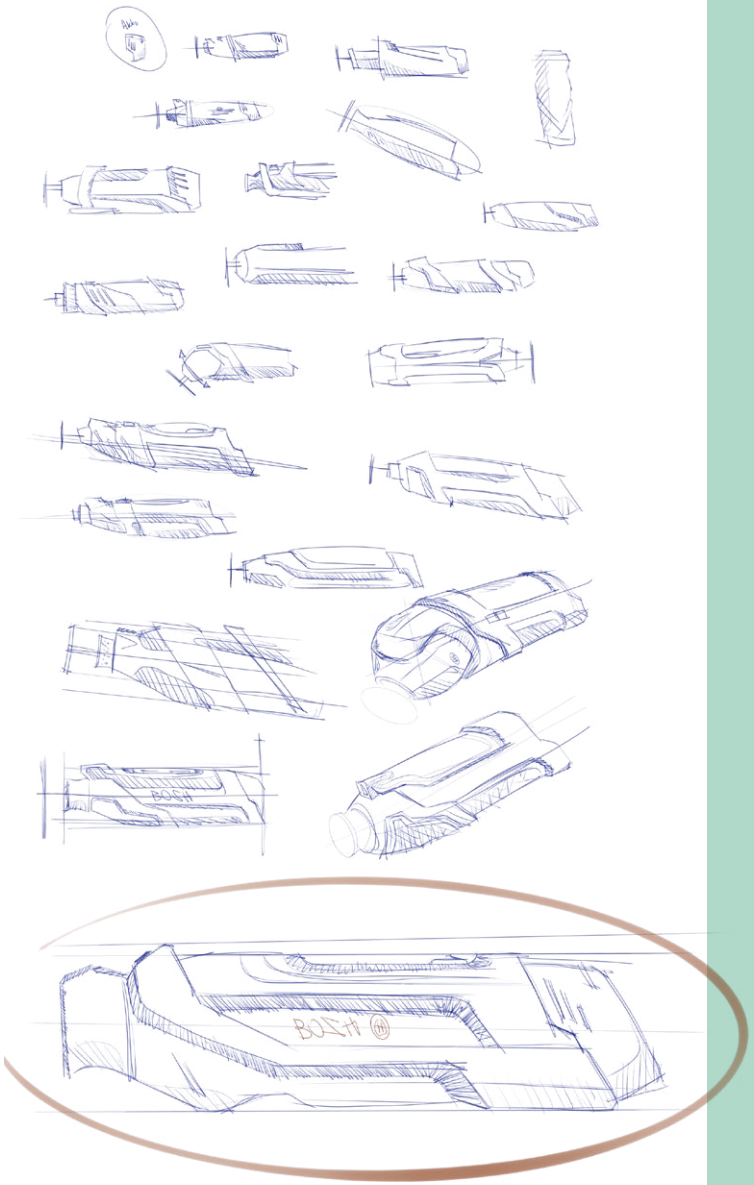




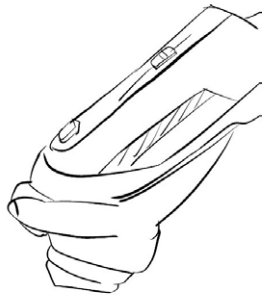


MECHANISM

SKETCHES



CONCEPT

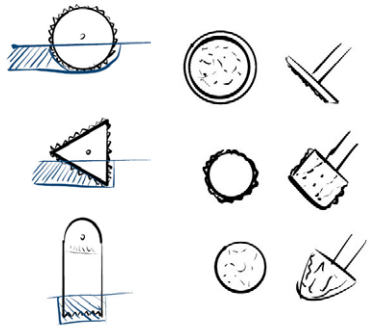


front grip for precise angeled control

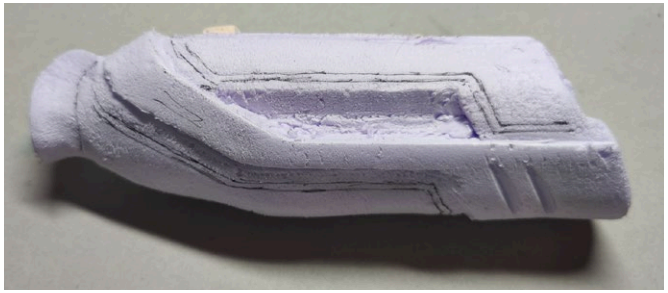
topdown/ pinch grip for precise vertical control

overgrip for powerfull usecases

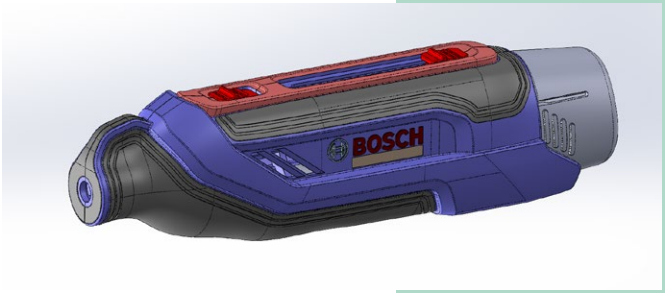
sidegrip for adaptive speedcontrol



different possible toolheads, for cutting and sanding



foammodell to validate ergonomic choices



CAD- model based on 3d-scan

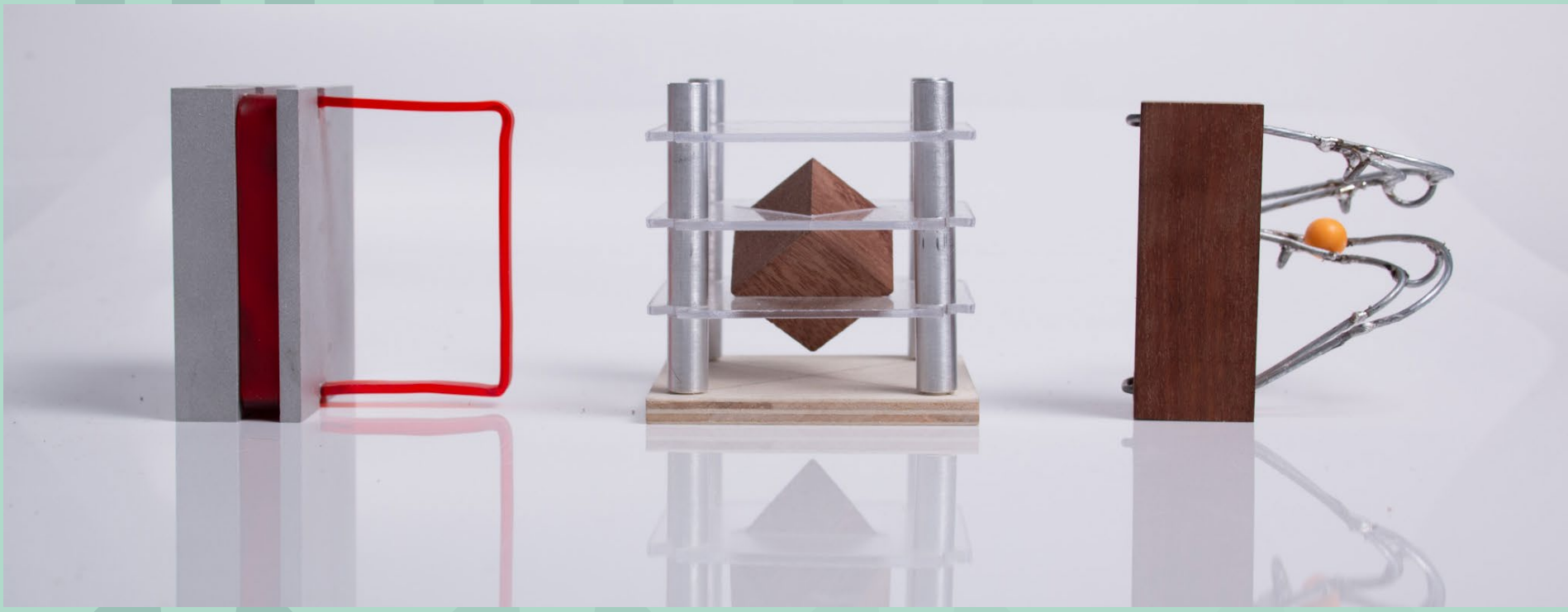
3d-scan of foammodell

3d print for final validation of design choices

final rendering

CUBES

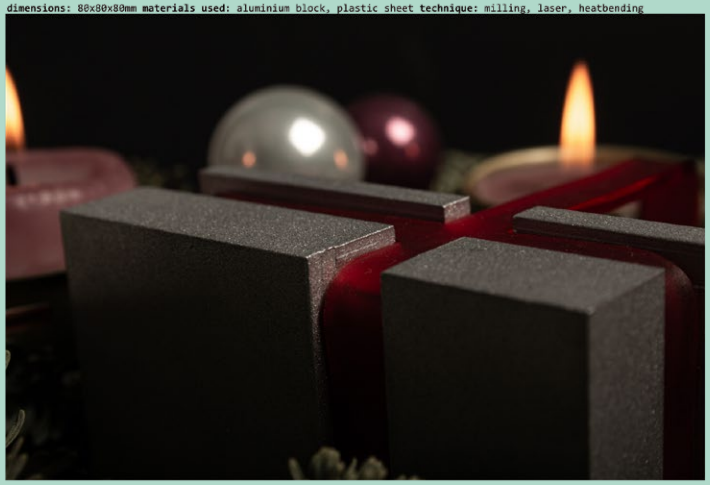
semester 3 | summer 2024 | solo project



In a side project during the third semester, we were given the creative task of designing three cubes, each measuring 80 × 80 × 80 mm.
Each cube had to incorporate at least two different materials and two distinct production techniques. The use of glue, tape, or screws was not permitted – only friction-based connections were allowed.

The objective of the project was to explore and understand different materials and manufacturing methods.

dimensions: 80x80x80mm **materials used:** aluminium block, plastic sheet **technique:** milling, laser, heatbending



SANTA

FOCO3 CUBE NO.1

Laurens Versteeg
IPO_ID3-1
16.01.2024

ABOUT THIS OBJECT:

THIS FIRST CUBE IN A THREE CUBE SERIES STARTED DEVELOPMENT AROUND MID TO LATE SEPTEMBER AND FOR SOME REASON I ALREADY THOUGH ABOUT CHRISTMAS AND FURTHERMORE WITH THE IDEA OF CHRISTMAS PRESENTS. I WAS GIVEN TWO MATERIALS, ALUMINIUM AND PLASTIC SHEETS.SO I CAME UP WITH THE IDEA OF CHRISTMAS PRESENTS.

TOP

EDGE

SIDE

dimensions: 80x80x80mm **materials:** wood block, aluminium rods, plastic **technique:** lathing, laser, woodworking

TESSERACT

FOCO3 CUBE NO.2

Laurens Versteeg
IPO_ID3-1
16.01.2024

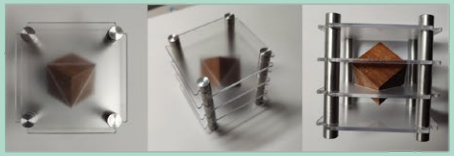
ABOUT THIS OBJECT:

THE GOAL WAS TO COMBINE THREE MATERIALS: WOOD, PLASTIC (TRANSPARENT) AND METAL. THE INSPIRATION CAME FROM THE MATHEMATICAL PHENOMENON „TESSERACT"- A CUBE THAT EXISTS IN FOUR DIMENSIONS AND IS THUS AN IMPOSSIBLE OBJECT TO DISPLAY IN OUR THREE DIMENSIONAL WORLD. - WELL… I TRIED JUST THAT.

TOP

EDGE

SIDE



dimesions: 80 x 80 x 80 mm **materials used:** wood block and steel rods **technique:** soldering woodworking

WIRE TRACK

FOCO3 CUBE NO.3

Laurens Versteeg
IPO_ID3-1
16.01.2024

ABOUT THIS OBJECT:

FOR THE LAST CUBE IN A THREE CUBE SERIES I WANTED TO DO SOMETHING PLAYFUL, SOMETHING WITH A PRODUCTION TECHNIQUE NOT SEEN (OR RARELY SEEN) IN THIS PROJECT. THROUGH THAT I CAME UP WITH THE IDEA OF A LITTLE MARBLE TRACK SOLDERED TOGETHER.

TOP

EDGE

SIDE

3

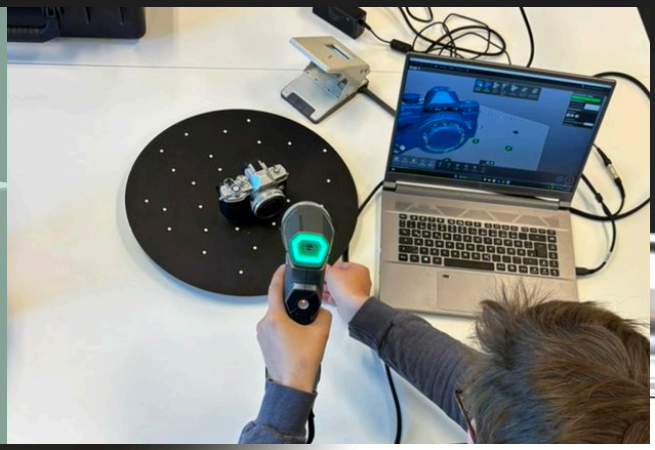
In this module, I took a deep dive into realistic rendering and 3D scanning. The goal was to scan an existing product, reconstruct it as accurately as possible, and produce highly realistic renderings.

This project made use of the Creaform HandySCAN 3D for scanning, SolidWorks for modeling, and KeyShot for rendering.

OLYMPUS

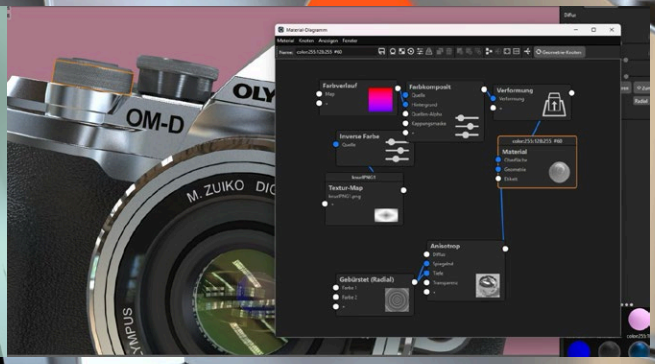
advanced surface modelling, 3d-scanning and rendering | semester 7 | winter 2024

3d-scanning



surfacing and
surface mapping

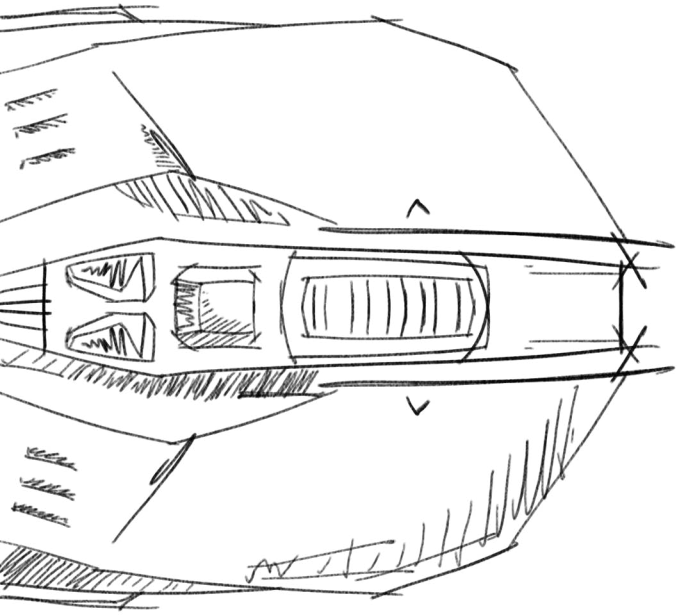
material configuration
and rendering



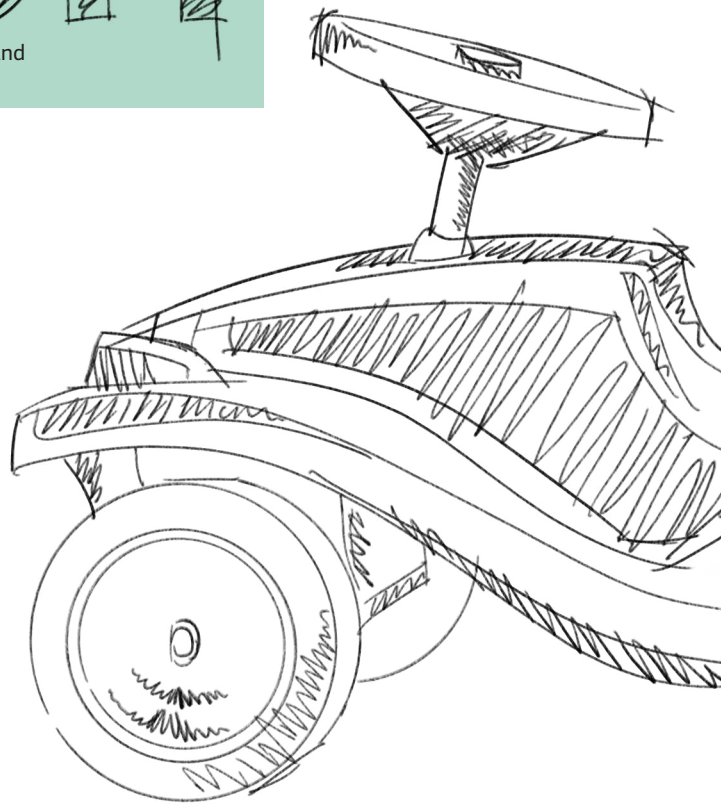
FINAL RENDERINGS

4 LOGITECH

summer 2024 | semester 4 | design of a toy car in the design DNA of a popular brand



X

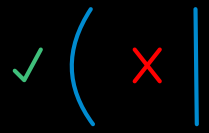


In this project, the task was to design a rideable toy car in the style of a popular brand. First, a thorough brand DNA analysis was created, on which grounds sketches and, finally, a foam model were made.
the chosen brand is the gaming appartment of logitech.
This was a solo project.

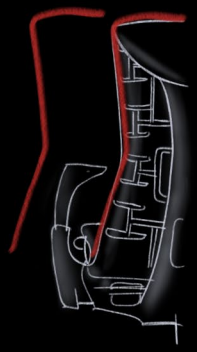
BOBBYCAR

design DNA

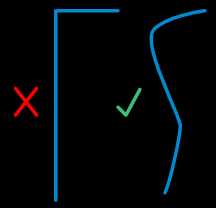
gaming mouse



curved sidelines



gaming chair



avoid 90° angle

- The silhouette of most Logitech products stands out due to a clear design structure.

- Logitech breaks some of the curves to convey a bit more ‚aggressiveness'.

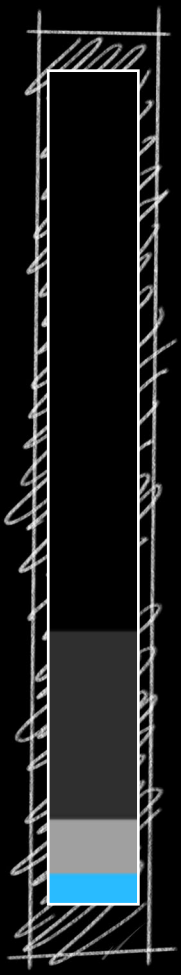
- Almost exclusively black colors.

- Rare blue or silver accents.

- Play with texture (e.g. matte and glossy)

- Overall harmonious, but very angular upon closer inspection.

- Never truly sharp nor parallel lines.



color theme

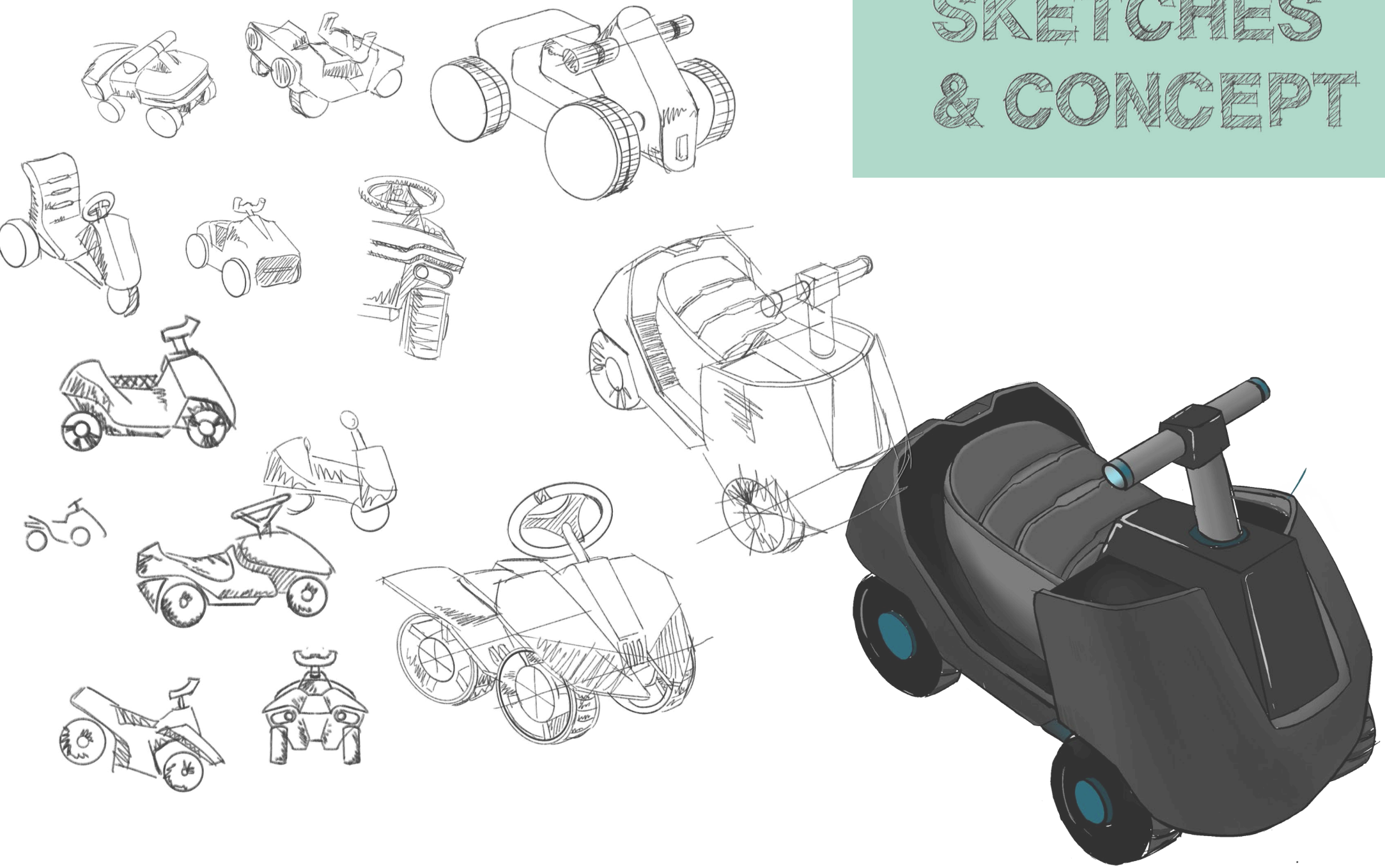
curved, pointed front

curved sidelines

headphones

non parrallel lines

SKETCHES & CONCEPT



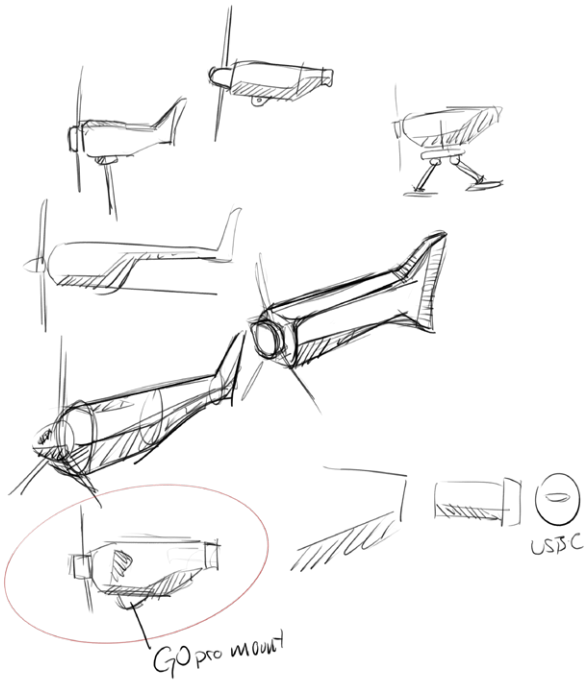
FOAMMODELL

REMOTE ENERGY

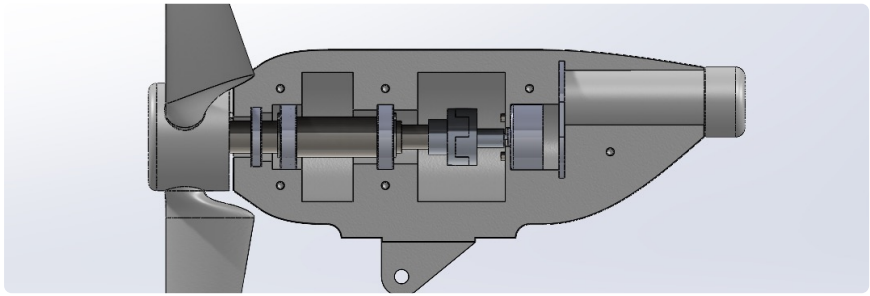
winter 2024 | 3rd semester | solo project

design of a portable windturbine

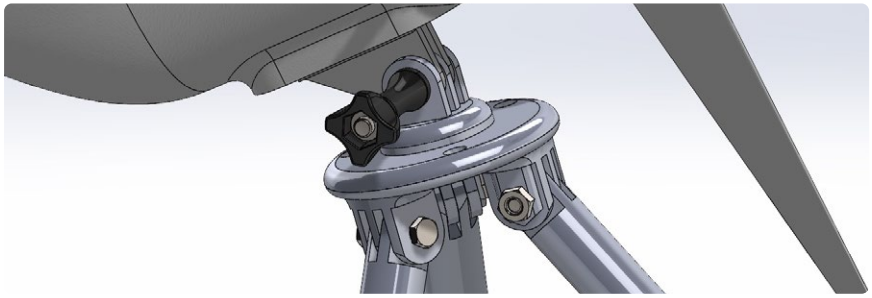
In this Project the assignment was to create a portable wind turbine for camping trips.
I focused around a best usecase in windforce 6, perfect for a windy beach evening.
A big focus was also a quick assemby and de-assembly of the product.



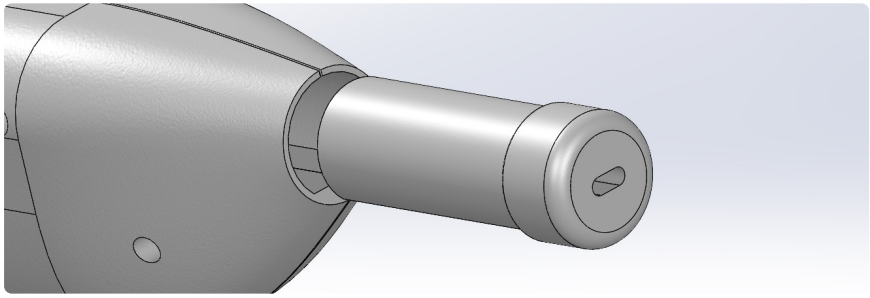
drive shaft

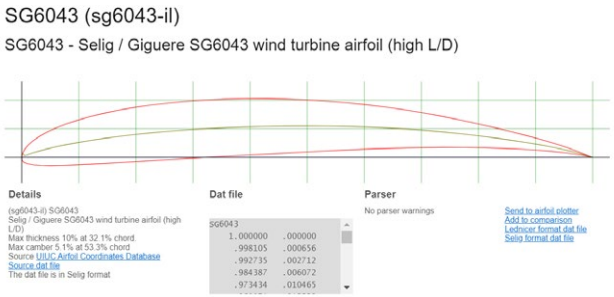


compatible with standard GoPro mount

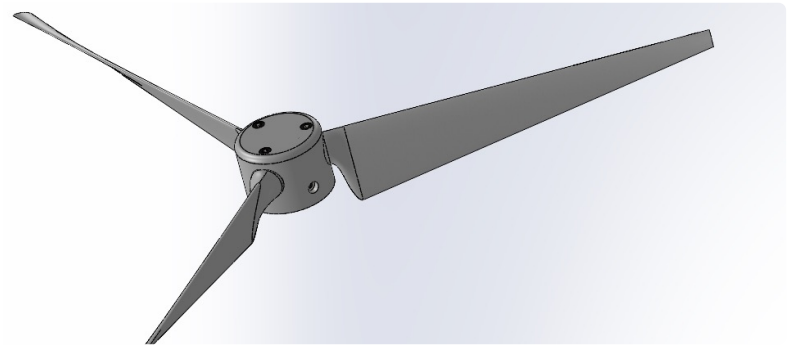


swappable Powerbank for quick charging





turbine blades (based on the sg6043 windturbine airfoil), removable with allen key



RENDERINGS

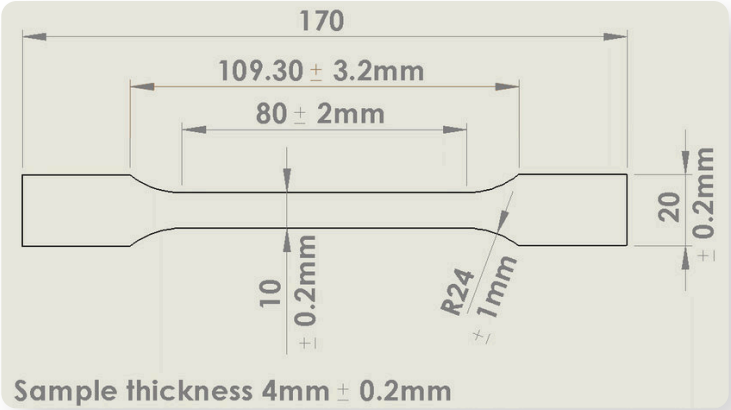
OVERENGINEERED BOTTLEOPENER

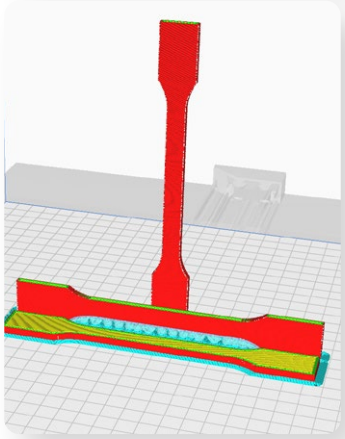
winter 2025 | semester 7 | solo project

FEM - and Topology - analysis

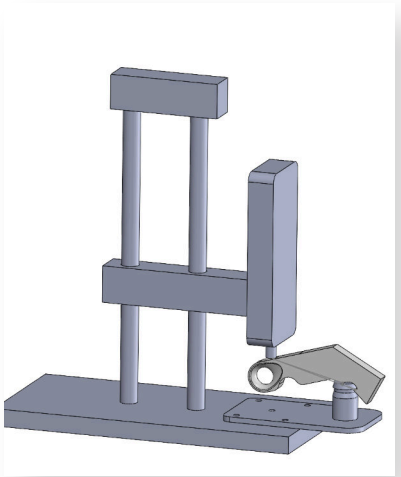
This project explores FEM and topology analysis to make an existing design lightweight and suitable for 3D printing.
Prior to the design process, tensile bar tests with different printed bars were conducted to evaluate the material's performance.
The bottle opener was improved over four iterations (including the initial design), with the goal of achieving at least a 50% weight reduction while still being able to open a bottle cap without damaging the opener.

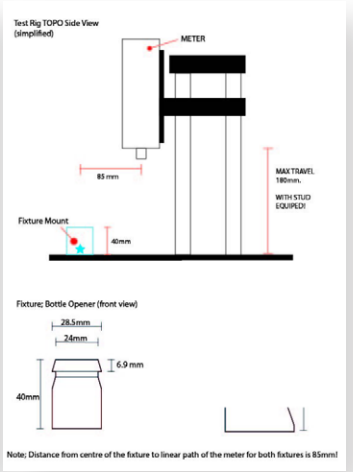
TESTING SETUP





20 printed dogbones with different print settings were tested with ISO 527-2, to determine the most suitable material setting for further testing.





test rig for testing stability of the printed designs

ITERATIONS

Iteration one

24% mass reduction from first design

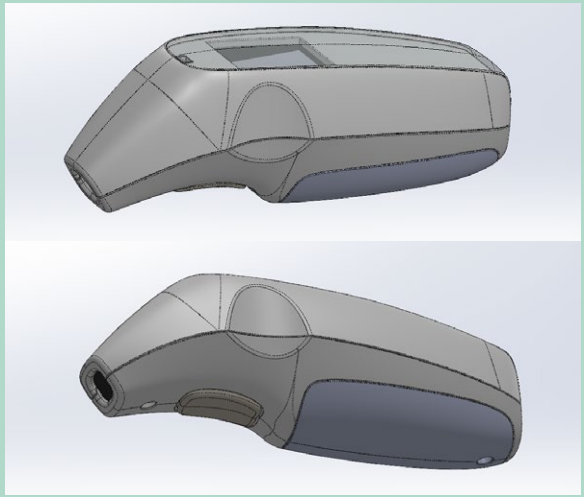
Iteration two

23% mass reduction

Iteration three

25% mass reduction
(56% total mass reduction)

camara lens with recycled parts from disposable cameras to create a „retro“ look



fever thermometer (CAD-project)

stylish laptopstand in woodoptic (cnc-milled)

desktop organizer (3d-printed)

SMALL PROJECTS 7