



INDUSTRIAL DESIGN PORTFOLIO

DIANA CAROLINA HURTADO ZAPATA

Project 1: Stand for Beauty Products Fair with ENKOR

Colombia 2016

Project Description:

Design and execution of a trade fair stand for ENKOR, a beauty products brand, focusing on brand identity, functionality, and aesthetic appeal to attract potential clients and showcase their product line.

Key Features:

3D Modeling: Stand layout created in Rhinoceros, ensuring precise spatial planning.

Rendering: High-quality V-Ray renders showcasing the stand in a vibrant, well-lit fair environment.

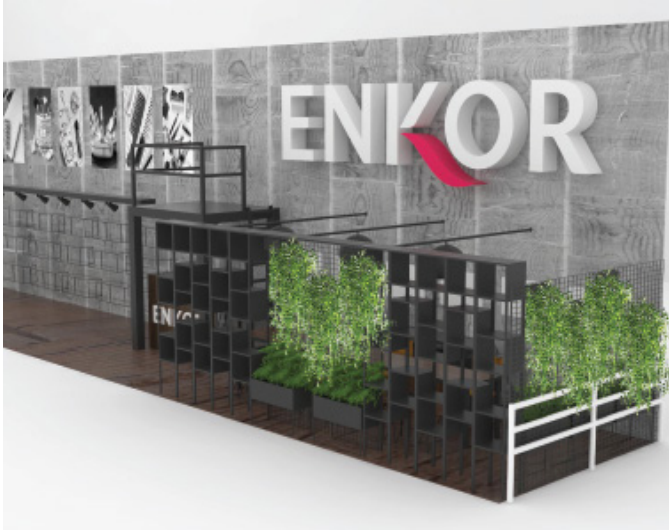
Key Elements:

- Modular display shelves for showcasing products.
- Interactive touchpoints for customer engagement.
- LED lighting integrated into the design to highlight product displays.
- Lounge area for consultations and client meetings.
- Live dj stage.

Technical Documentation:

Detailed technical sheets in Illustrator, including floor plans, elevations, and materials for production (Confidential)

3D Model



Project 1: Stand for Beauty Products Fair with ENKOR

Outcomes:

- Enhanced ENKOR's brand visibility.
- Functional and visually engaging space that increased booth traffic by 70% compared to previous fairs.

Outcome



Project 2: Stand for Make-Up with Khol Cosmetics

Colombia 2018

Project Description:

A bold and stylish exhibition stand designed for Khol Cosmetics, emphasizing their modern and trend-setting make-up line.

Key Features:

3D Modeling: Conceptualized and designed in Rhino, focusing on straight forms to evoke a simple but functional sales stand for shopping mall.

Rendering: KeyShot used to produce photorealistic renders, highlighting textures like metallic finishes and glass elements.

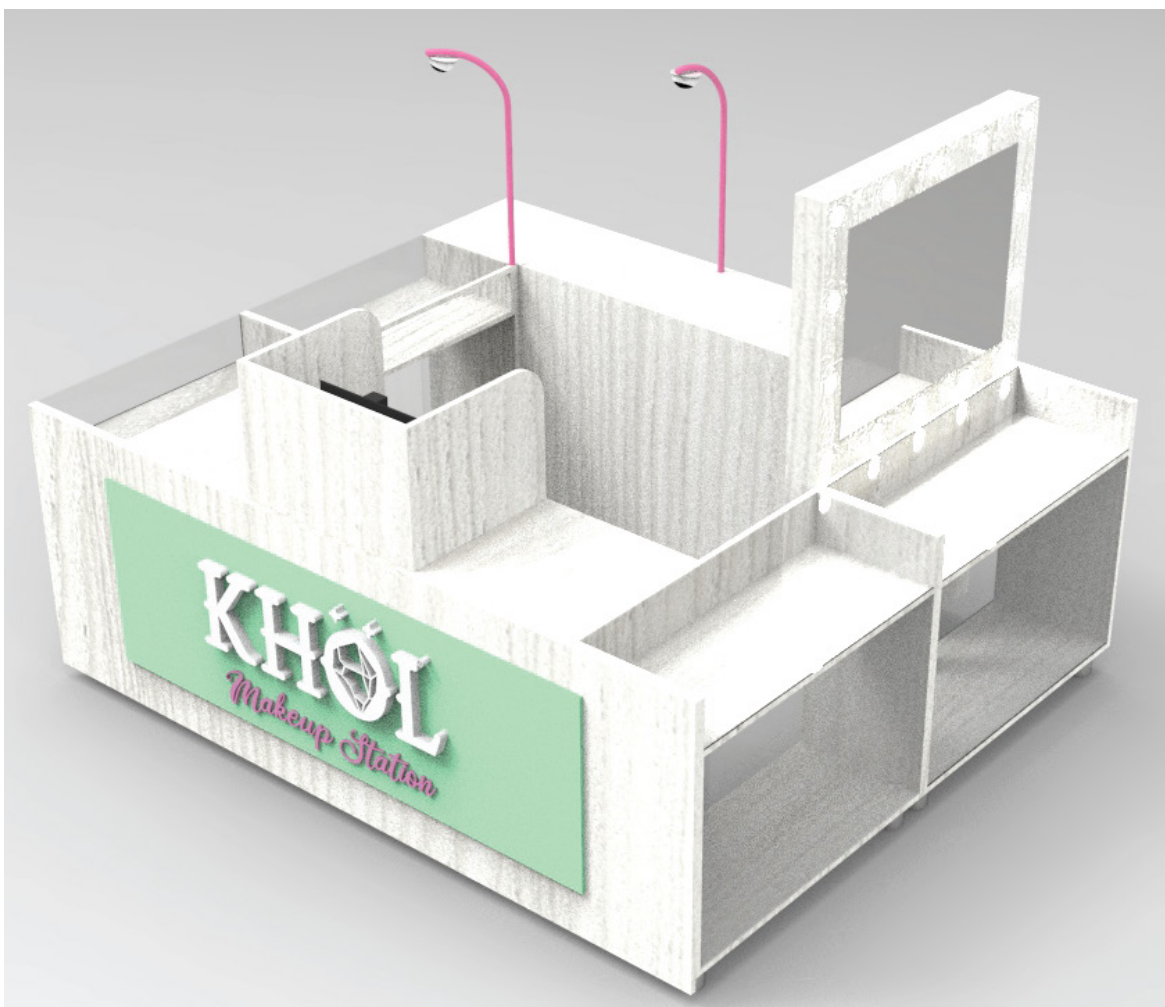
Key Elements:

- Side display for hands-on product testing.
- High-definition screens for displaying promotional videos.
- Beauty dresser with ideal lighting for testing makeup.
- Furniture with special dimensions for each product with storage space and counter for payments.

Technical Documentation:

Illustrator technical sheets detailing modular assembly, electrical plans for lighting, and material specifications. (Confidential)

3D Model



Project 2: Stand for Make-Up with Khol Cosmetics

Outcomes:

- Captured Khol's brand essence, drawing attention from mall visitors and passersby.
- Increased on-site sales by 40% compared to their digital sales during the same period.

Outcome



Project 3: Stand for Fair with Barba Roja Man Care

Colombia 2018

Project Description:

Rustic and masculine trade fair stand designed for Barba Roja, a men's grooming brand, reflecting their rugged yet refined product line.

Key Features:

3D Modeling: Complete stand layout and furniture design executed in Rhino, ensuring efficient use of space.

Rendering: V-Ray renders showcasing a warm, earthy ambiance with wood and leather textures.

Key Elements:

- Custom wood shelving units for product display.
- Seating area for consultations and product trials.
- Space for a bar to serve drinks and enhance the customer experience.
- Two barber chairs for product demonstrations and on-site haircuts.
- Branding wall with logo and lifestyle imagery.
- Ambientation with two motorbikes to showcase the adventurous and rugged lifestyle associated with the brand.

Technical Documentation:

Floor plans, material specs, and exploded views in Illustrator for seamless production and assembly. (Confidential)

3D Model



Project 3: Stand for Fair with Barba Roja Man Care

Outcomes:

- Strong alignment with Barba Roja's brand identity.
- Positive feedback from both clients and fair organizers.
- Increased engagement due to live demonstrations, interactive elements, and immersive lifestyle presentation.



Project 4: Product Packaging for Moisturizer Cream - Blue Diamond by Khol Cosmetics

Colombia 2021

Project Description:

Developed luxurious packaging for Khol Cosmetics' moisturizer cream "Blue Diamond," highlighting sophistication and the premium quality of the product.

Key Features:

3D Modeling: Designed in Rhino to ensure the packaging reflects the premium branding while maintaining functionality.

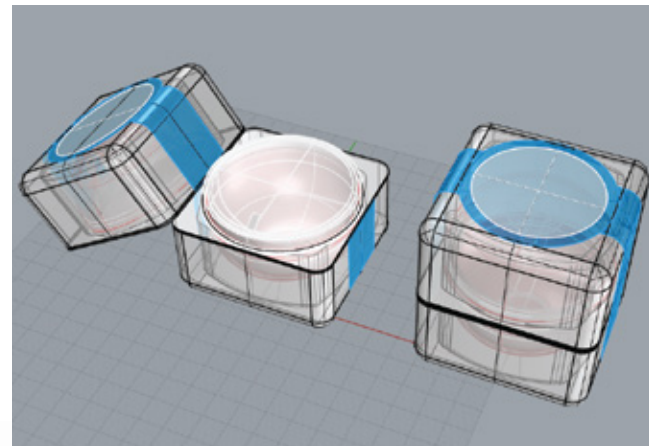
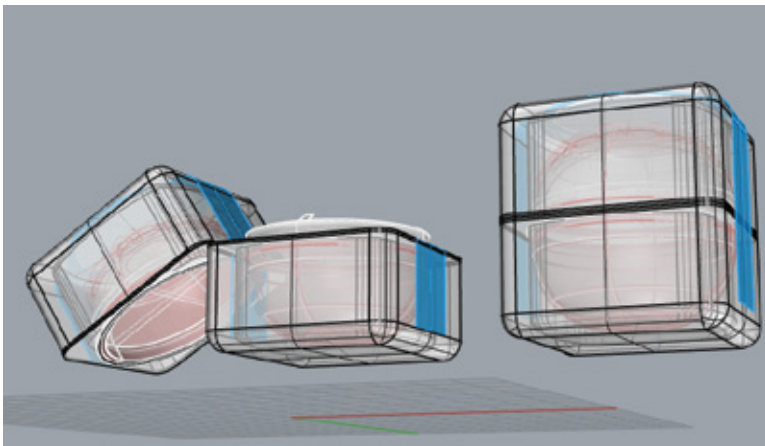
Rendering: High-fidelity KeyShot renders capturing the shimmer and elegance of the "Blue Diamond" concept.

Key Elements:

- Unique jar design with a faceted exterior, mimicking the look of a blue diamond.
- Double-walled structure for durability and insulation, enhancing the tactile experience.
- Elegant typography and subtle metallic accents for added sophistication.

Technical Documentation:

Precise Illustrator dielines for production, including material specifications and assembly instructions. (Confidential)

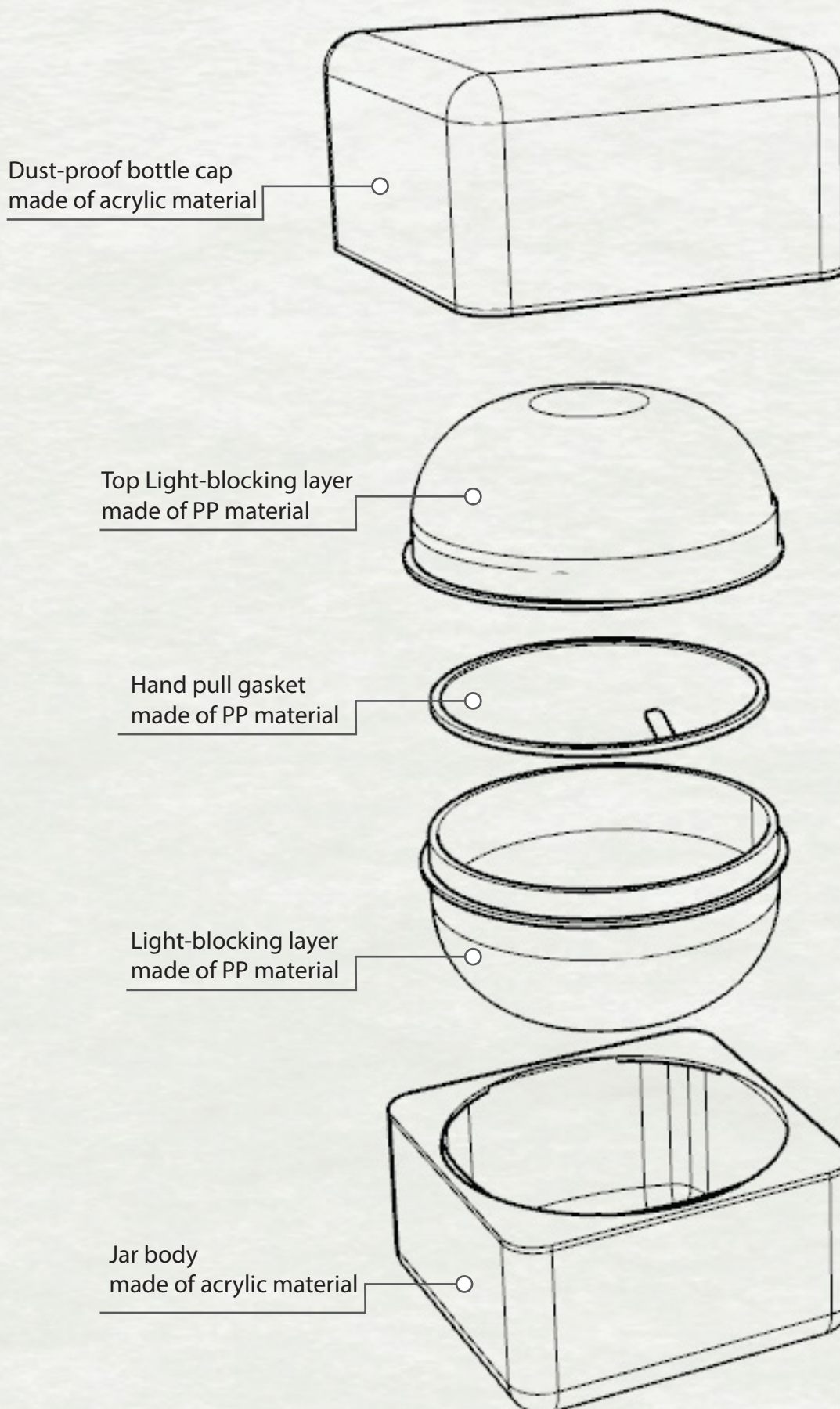


3D Model



Project 4: Product Packaging for Moisturizer Cream - Blue Diamond by Khol Cosmetics

Exploded perspective



Project 4: Product Packaging for Moisturizer Cream - Blue Diamond by Khol Cosmetics

Outcomes:

- Positioned "Blue Diamond" as a standout product in Khol's skincare line.
- Enhanced the unboxing experience, driving customer satisfaction and brand loyalty.
- Reinforced Khol Cosmetics' identity as a luxury brand.

Outcome



Project 5: User Cot Manuals for babyhood

Australia 2024

Project Description:

Development of user-friendly assembly manuals for babyhood’s cots, ensuring clarity and ease of use for parents and caregivers.

Key Features:

3D Modeling: Detailed cot components and assembly sequences modeled in Rhinoceros.

Rendering: Step-by-step instructional illustrations created in Illustrator with clear labeling and exploded views.

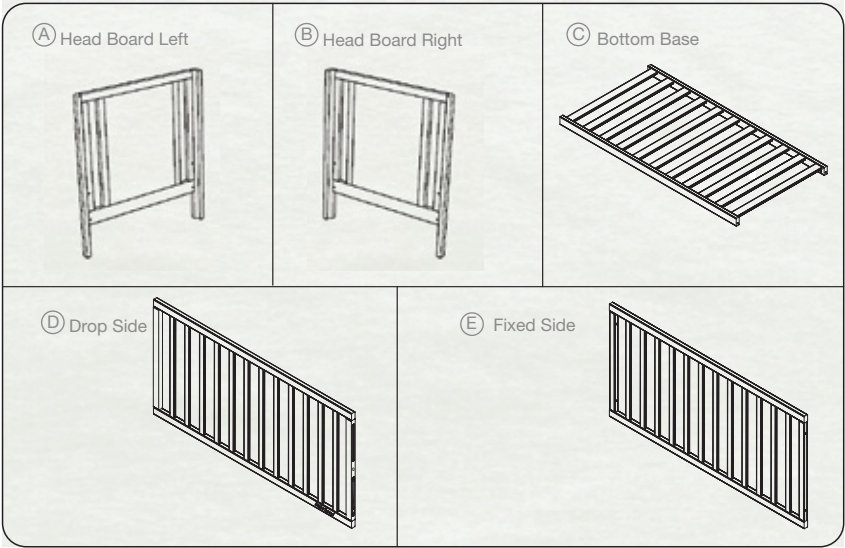
Key Elements:









- High-contrast visuals for better readability.
- Logical breakdown of assembly steps with numbered instructions.
- Inclusion of safety guidelines and troubleshooting tips for users.

Technical Documentation:

Precise Illustrator dielines for production, including material specifications and assembly instructions. (Confidential)

3D Model



Hardware List in Hardware Package		(K) Dropside Top Bolts 2PCS 
(F) M6x60 4PCS 	(G) 4PCS 	
(H) M6x50 4PCS 		(L) Allen Key 2PCS 
(I) M6x15 6PCS (2X for Dropside) 	(J) M8x15 4PCS 	
(N) M8x15 2PCS (For drop side locking) 		

Project 5: User Cot Manuals for babyhood

Outcomes:

- Improved user experience by simplifying the cot assembly process.
- Reduced customer inquiries related to product assembly.
- Strengthened Babyhood's reputation for user-centric product design and support.

Outcome



Project 6: Stand for babyhood at Trade Fair in Cologne, Germany

Australia 2024

Project Description:

Design and development of an international trade fair stand for Babyhood, showcasing their innovative baby products at the Cologne Fair in Germany.

Key Features:

3D Modeling: Complete stand layout modeled in Rhino for optimized spatial organization.

Rendering: KeyShot renders showcasing the stand's modern yet inviting aesthetic.

Key Elements:

- Product zones dedicated to babyhood's key offerings (cots, strollers, and glider chairs).
- Interactive spaces for product demonstrations and customer engagement.
- Branding walls with high-resolution imagery.

Technical Documentation:

Detailed Illustrator floor plans, elevations, and assembly guidelines. (Confidential)

3D Model



Project 6: Stand for babyhood at Trade Fair in Cologne, Germany

Outcomes:

- Strengthened Babyhood's presence in the European market.
- Attracted significant interest from potential international distributors and clients.
- Enhanced brand awareness and product recognition on a global scale.

Outcome



THANKS

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EXPERTISE

Packaging Design Branding 3D Design Web Design

Print Collateral Photography

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