

# WOJTEK TOMASZEWSKI INDUSTRIAL DESIGN 2023

Some of the work presented in this document  
is protected by NDA. Please feel free to request  
additional information on the projects via email:  
[hello@wojtektoaszewski.com](mailto:hello@wojtektoaszewski.com)

## EXPERIENCE

**Yamaha Corporation**  
Senior Industrial Designer  
May 2018 – Oct 2021  
Hamamatsu, Japan

**Design Consulting**  
Product Design, Graphic Design,  
Visualisations  
Apr 2016 – May 2018  
Warsaw & Cracow, Poland

**Kolektyv**  
Co-Founder & Designer  
Apr 2016 – Sep 2017  
Warsaw, Poland

**Tylko**  
Industrial Designer  
Jan 2015 – Mar 2016  
Warsaw, Poland

**Pracownia Jasiewicz**  
Product Designer  
Feb 2013 – Dec 2014  
Warsaw, Poland

## EDUCATION

**Politecnico di Milano**  
Strategic Design  
Master's Degree  
Nov 2021 – Feb 2023 (thesis)  
Milan, Italy

**Academy of Fine Arts**  
Product Design & Visual Communication  
Bachelor's Degree  
2010 – 2014  
Warsaw, Poland

**Antwerp Management School**  
Business Design Seminar  
Certificate ID →  
2022

**The Interaction Design Foundation**  
Psychology of Interaction Design  
Certificate ID →  
2021

**User Research**  
Certificate ID →  
2020

**Human-Computer Interaction**  
Certificate ID →  
2020

## CONTACT

**Wojtek Tomaszewski**

hello@wojtek-tomaszewski.com  
+48 502 277 355

linkedin.com/in/wojtek-tomaszewski  
instagram.com/wojtek.tomaszewski  
wojtek-tomaszewski.com

YAMAHA  
STAGEPAS 200



Stagepas 200 is a new addition to Yamaha's PA (professional audio) system. Designed from the ground up, its a completely new product in the family, first time with bluetooth and battery. The design was focused on portability and versatility, and targeted at new users, musicians on the go or small bands. Speaker was designed to be easy to use and carry around. The design affords the user with options to place the speaker at two angles and on a pole mount making it versatile for different scenarios.

Expertise  
Industrial Design  
Design Lead  
CMF  
UX

2023



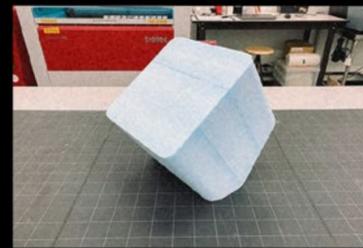




## DEVELOPMENT

The design team worked with styrofoam mockups to find an overall balance and understand speaker and details dimensions. Then we moved on to more refined prototypes, moulded in silicone forms.

Stagepas 200 is the first battery-powered PA speaker by Yamaha and it took the engineering team a few prototypes to work out all the issues. The design team took the opportunity to perfect the stand design adding markings and little suggestive details that indicate where the stand should be attached. We also took extra time to find a good balance for the handle position and perfected details around it to avoid stress on users' palms. We also worked on matching mould textures for rubber and plastic.



## REFINING USER EXPERIENCE

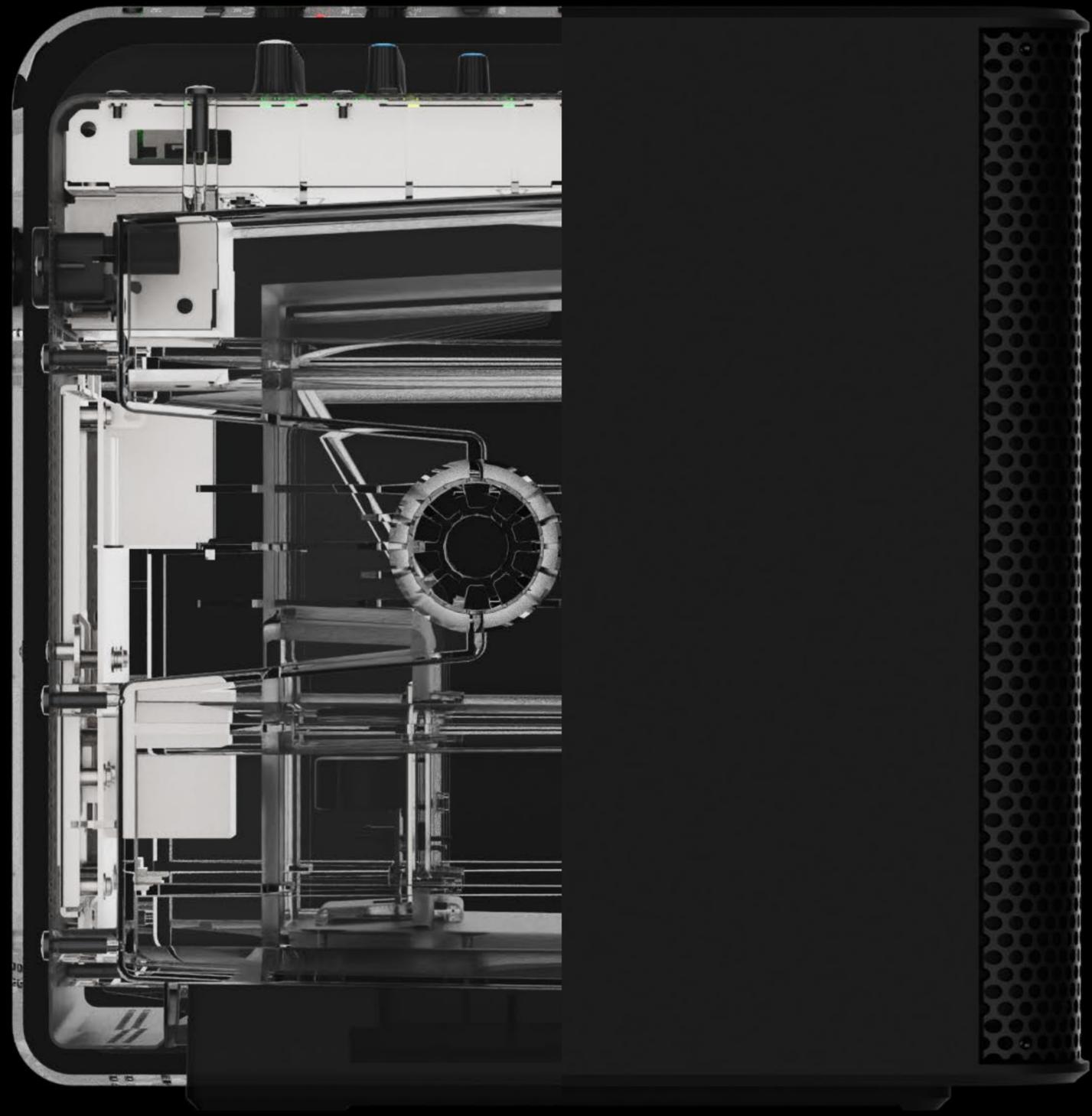
With a unique solution in its class, that lets users adapt the speaker to their needs by changing angles, we had to make sure that operations are simple and intuitive. We made numerous tests, each time making changes in labelling and instructions. Richer with information from usability tests, we designed moulded labels in rubber legs and added simple instructions. This proved to be an adequate solution to make the angle adjustment easy.

Still frames from recordings.











# COWBOY CUP + HOLDER

Cowboy Cup+Holder is a quick fan project I made after getting inspired by the company design language. I love the clean, toned-down aesthetic of Cowboy and wanted to reflect it in this simple accessory for commuters. It's a set of handlebar-mounted bracket and a reusable coffee mug.

Personal one day challenge

2022





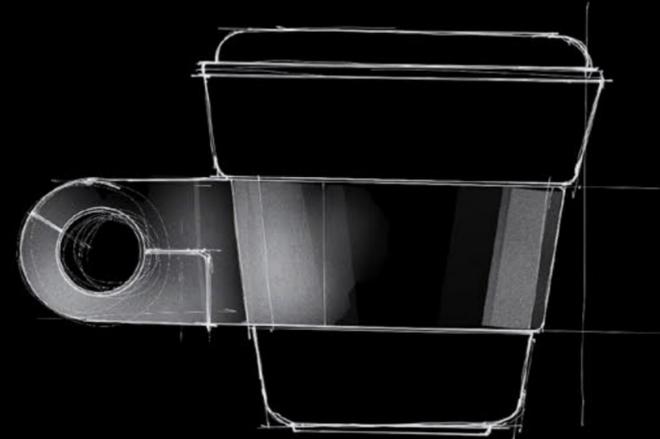
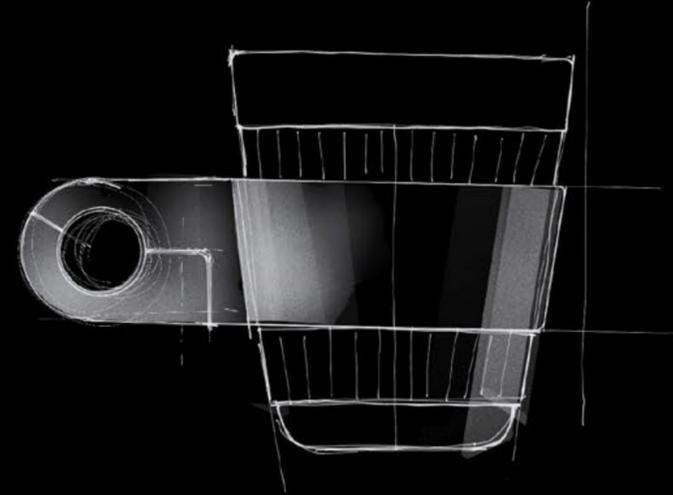
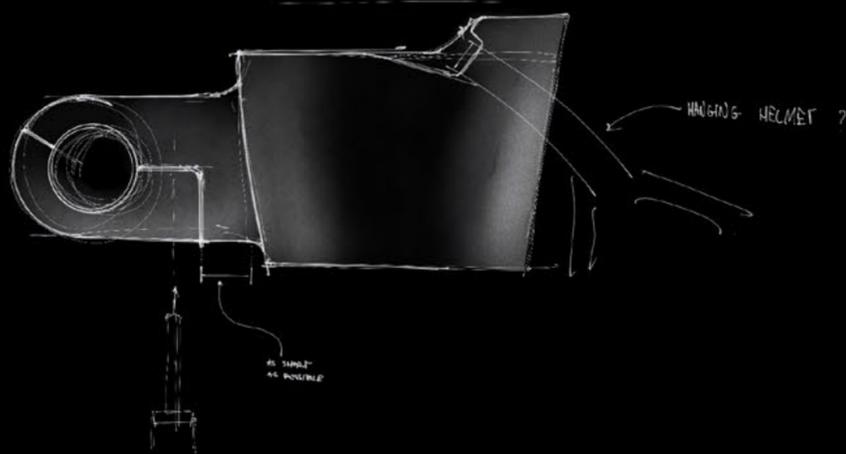
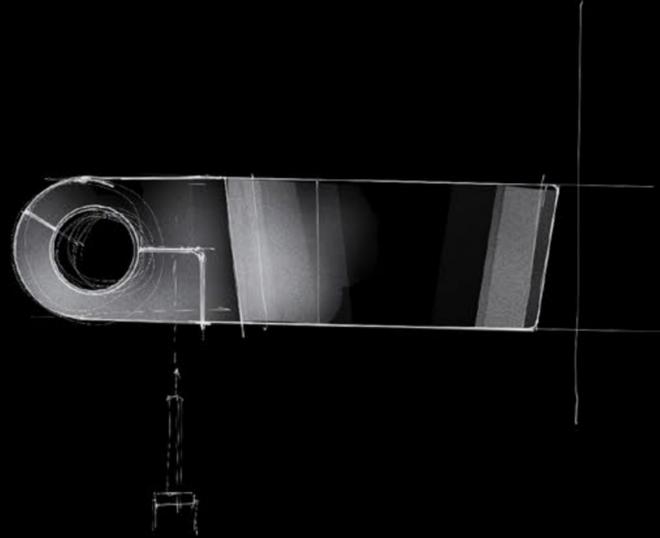
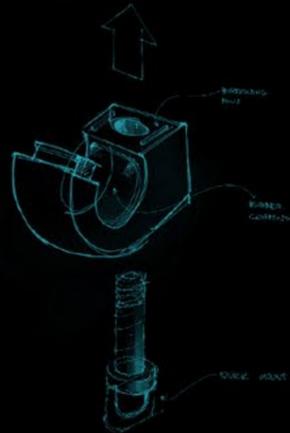
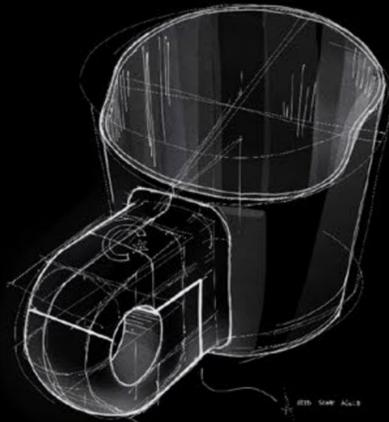


COWBOY\*

CLOSE

OPEN







YAMAHA  
SOUNDSCAPE CONTROLLER



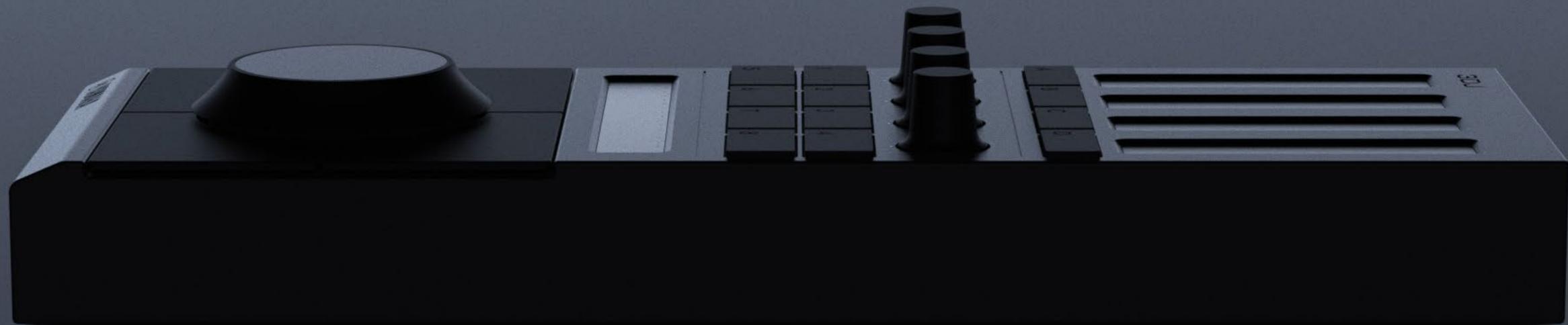
In Yamaha's Advanced Design R&D group I worked with software and mechanical engineers on an innovative interface to control sound in 3D space.

Our team had an objective to make Yamaha Active Field Control (AFC) technology easier to use. This technology is relatively complex, and until now it was only possible to use it in big venues and hire skilled engineers. We wanted to change that and bring it to more people by developing a new, intuitive interface.

Scope of work  
Industrial Design  
UX Design  
Research

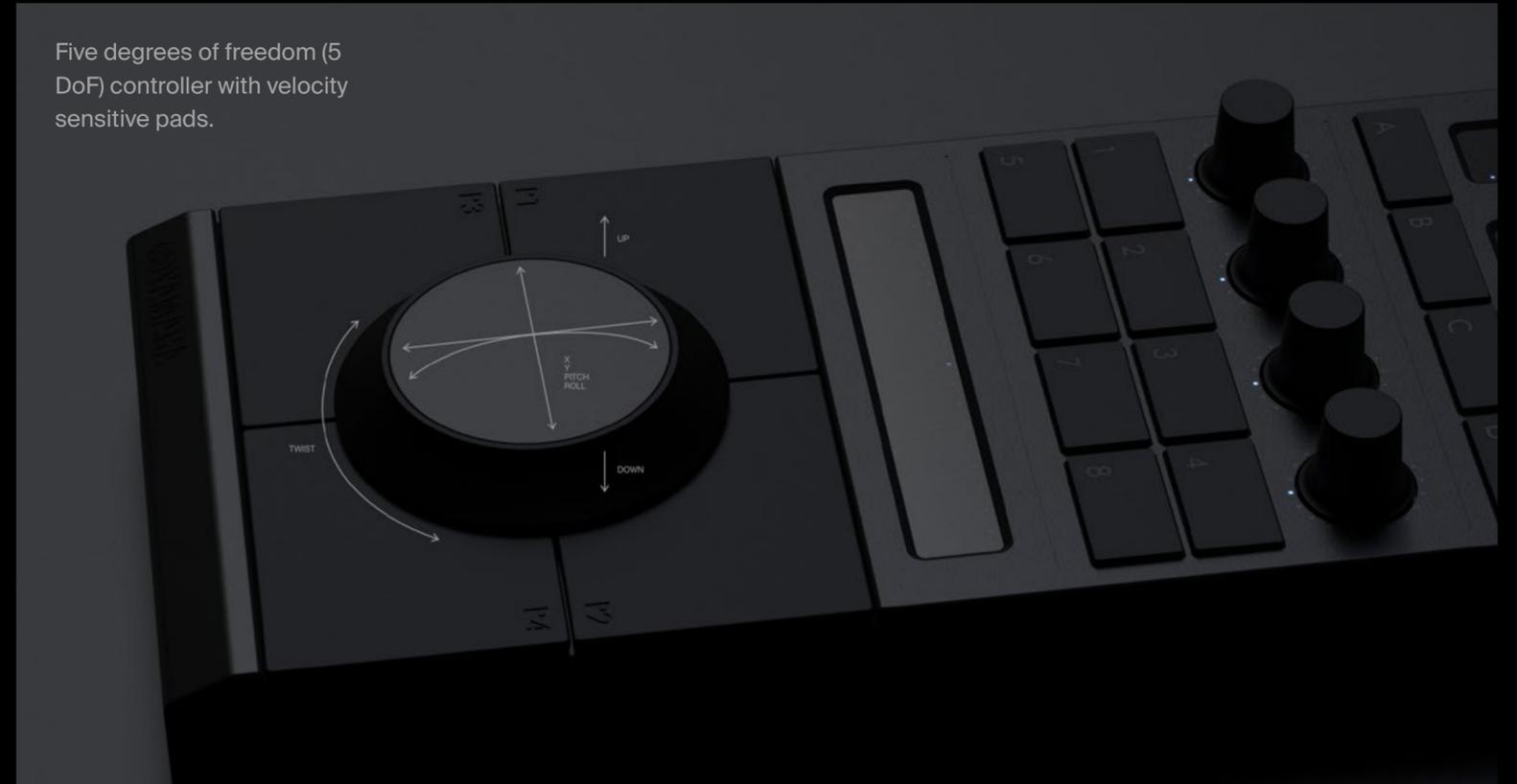
2018 – 2020



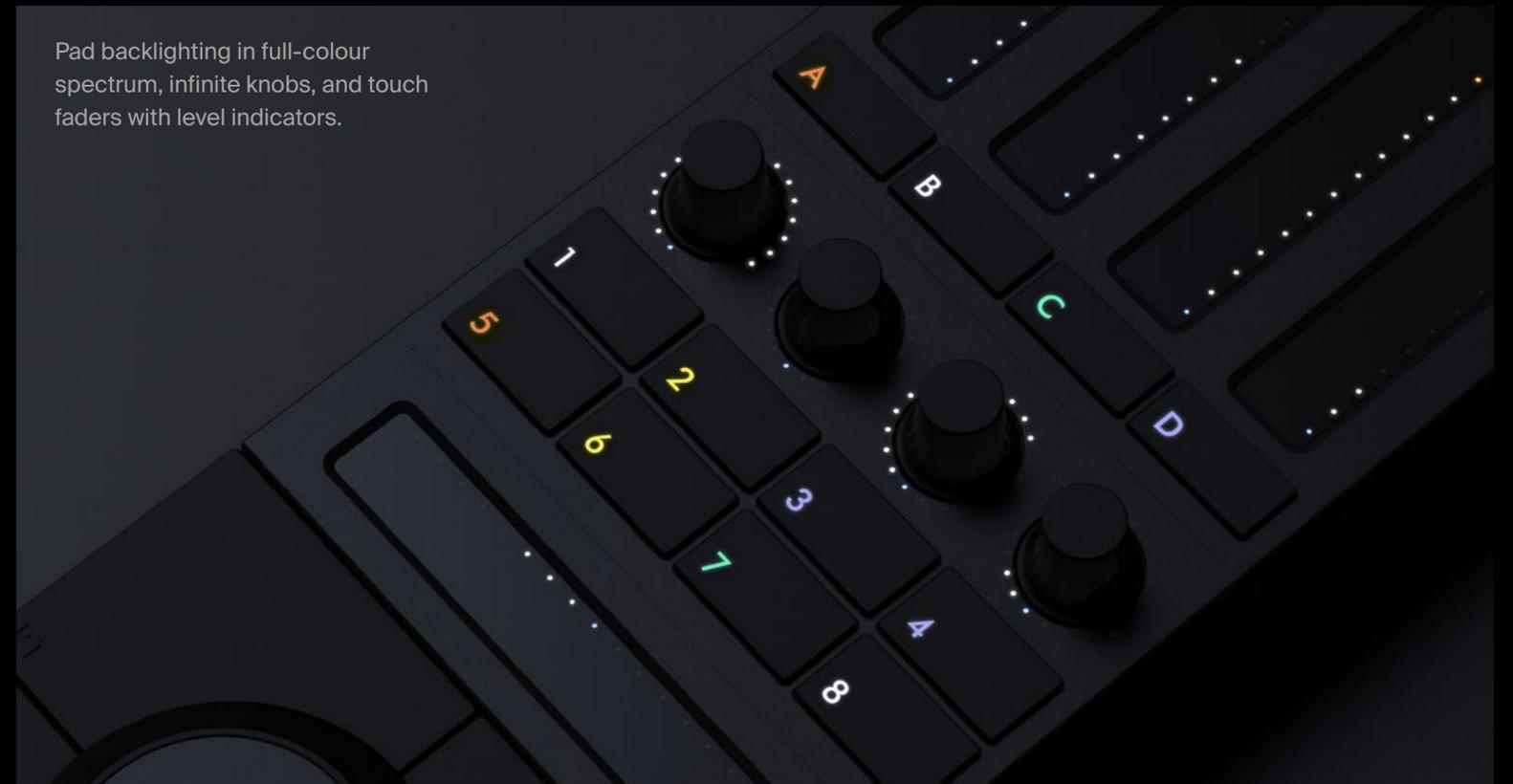




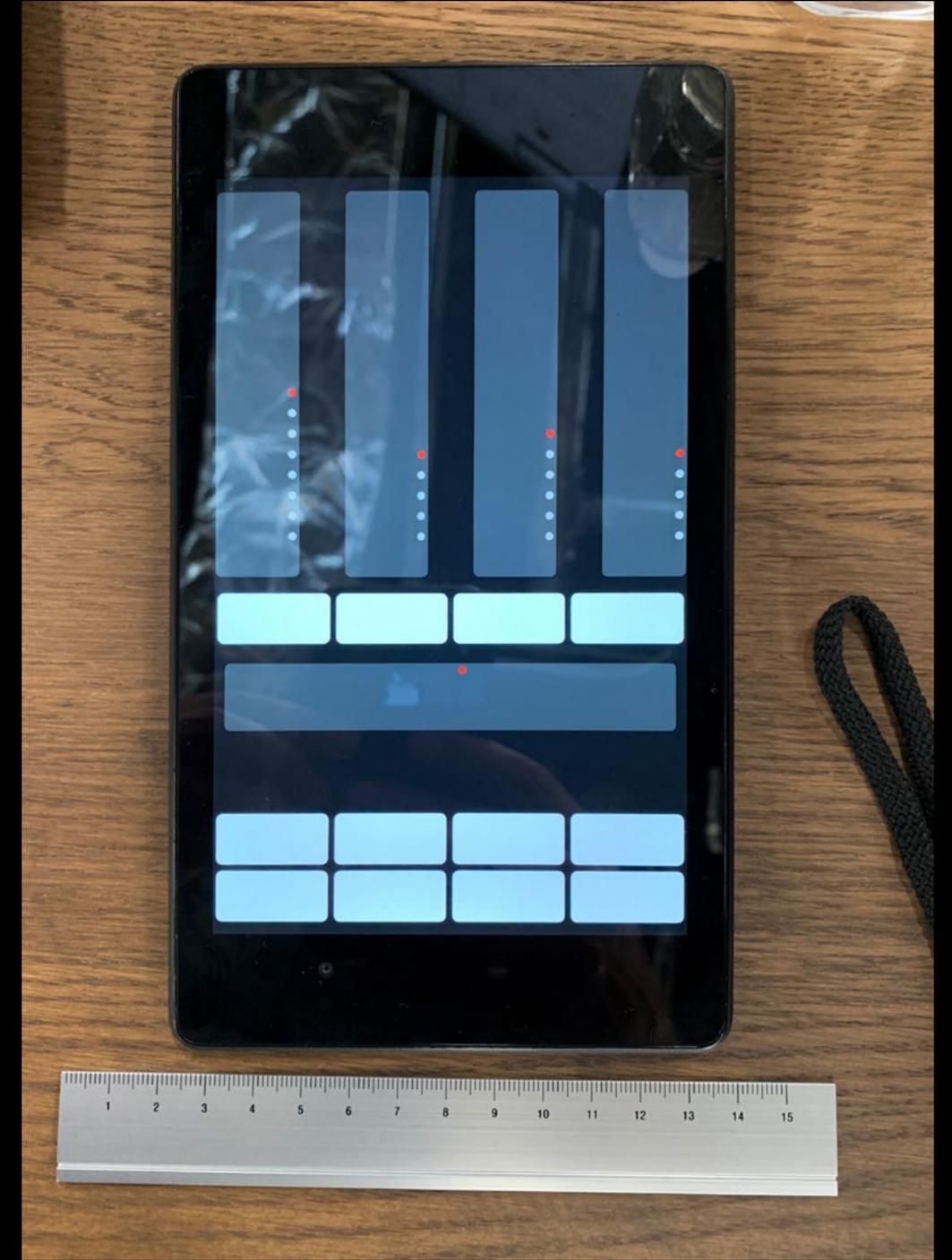
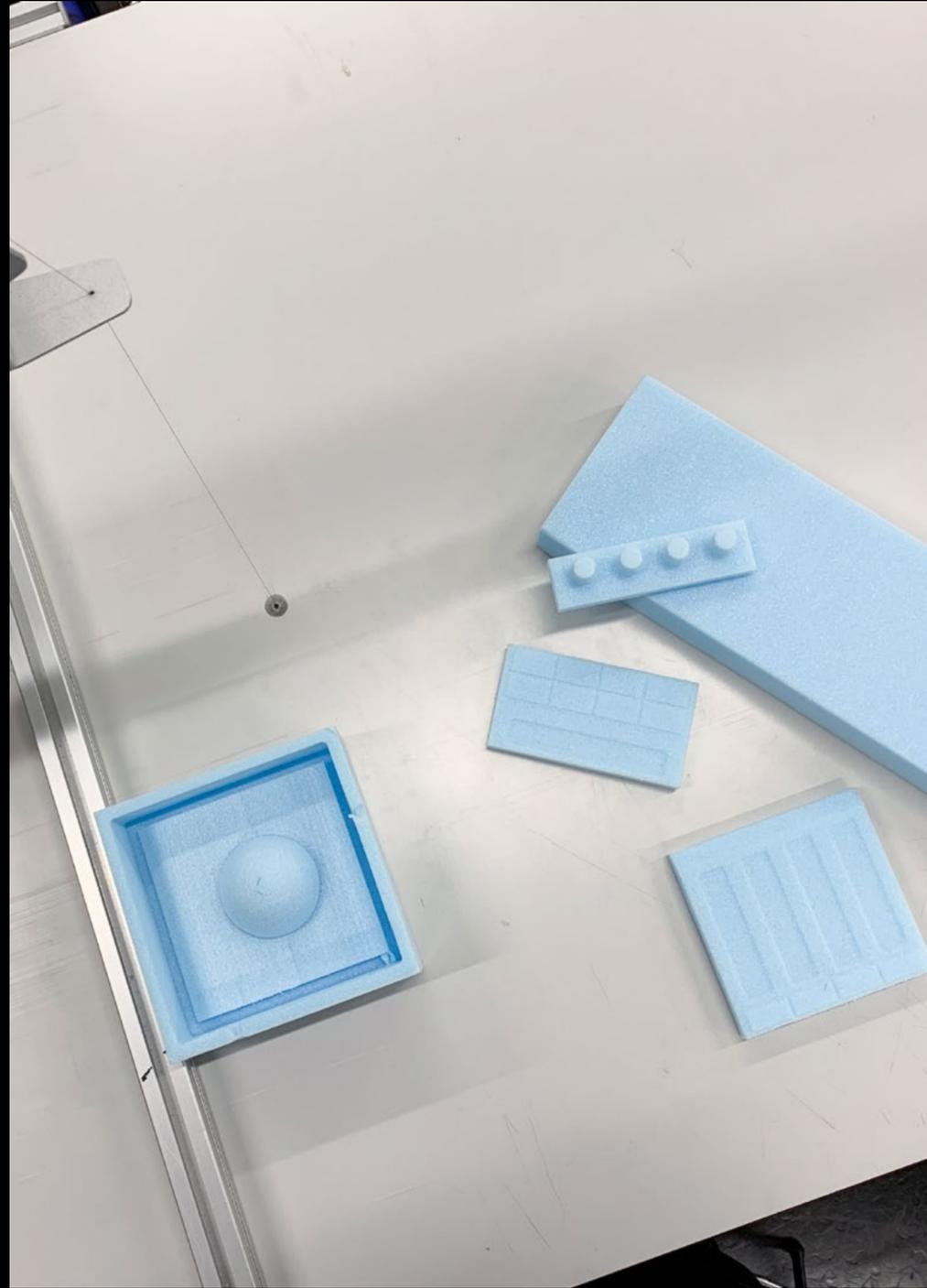
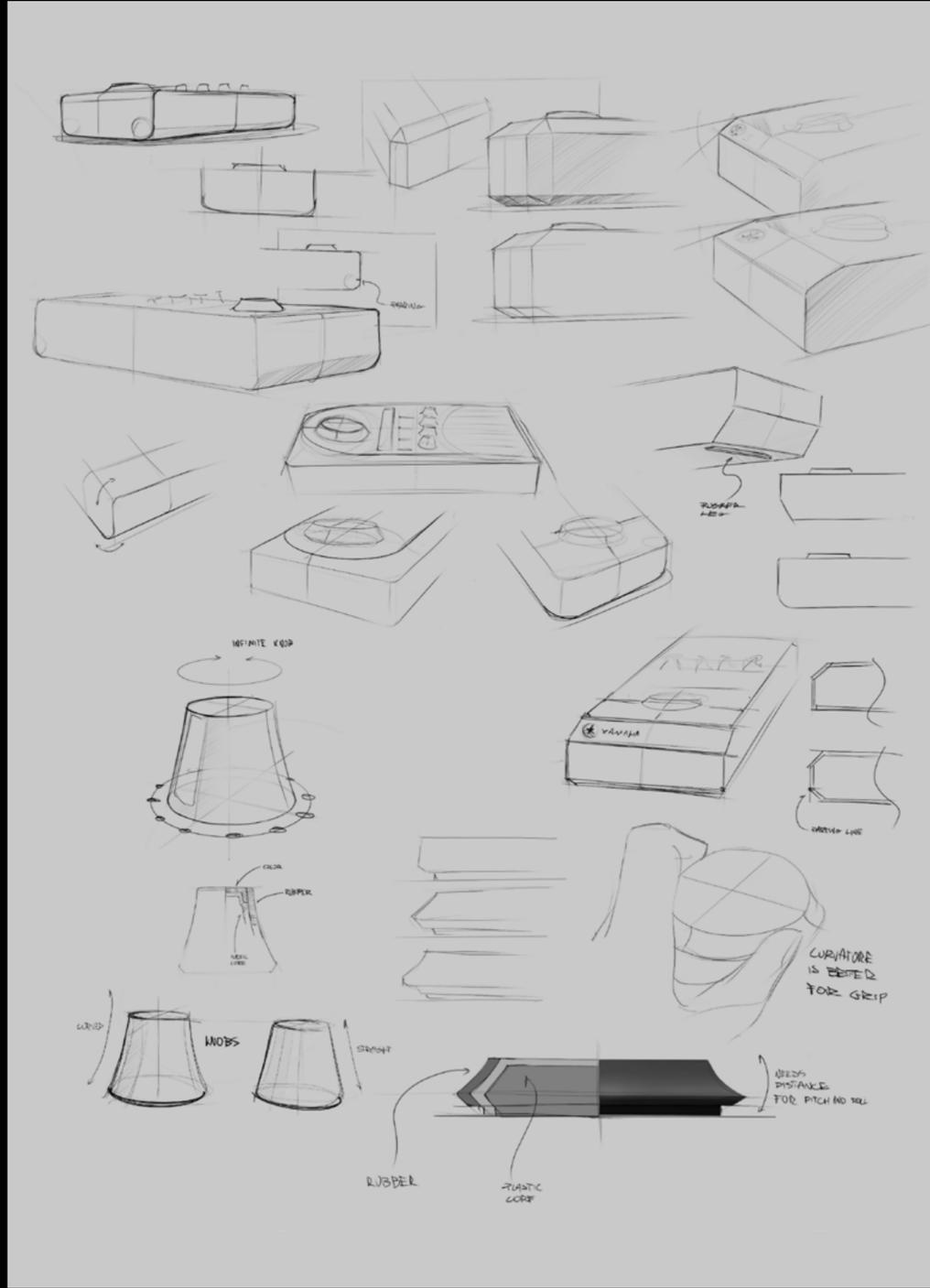
Five degrees of freedom (5 DoF) controller with velocity sensitive pads.



Pad backlighting in full-colour spectrum, infinite knobs, and touch faders with level indicators.



# DEVELOPMENT



In an agile process, we quickly moved between idea-generating and sketching sessions, to digital models and then used styrofoam prototypes to verify our concepts.

We used digital mockups to verify usability issues.

# WORKING PROTOTYPES





YAMAHA  
DME7 – DIGITAL MIXING ENGINE



Digital Mixing Engine (DME) is a specific product considered “the brain” of an audio system. With new AI technology, DME7 simplifies audio engineers’ work and offers better efficiency when designing audio systems for installations or live sound.

I designed DME to be reminiscent of a mainframe computer. It’s the heart of an audio system and I intended to reflect that in the design. DME7 is the flagship unit in the series. With its clean lines, central UI and anodised aluminium front panel the design stands out among competitors and it is adaptable to future cheaper, smaller units in the series.

Expertise  
Industrial Design  
Design Lead  
CMF

2020 – 2021



 YAMAHA

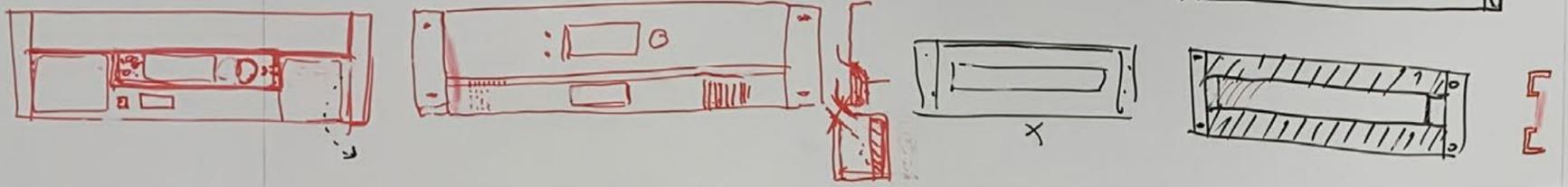
SIGNAL PROCESSOR **DME7**

A      

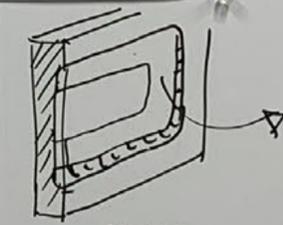
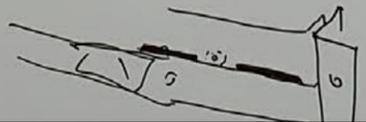
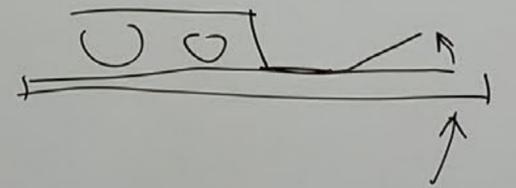
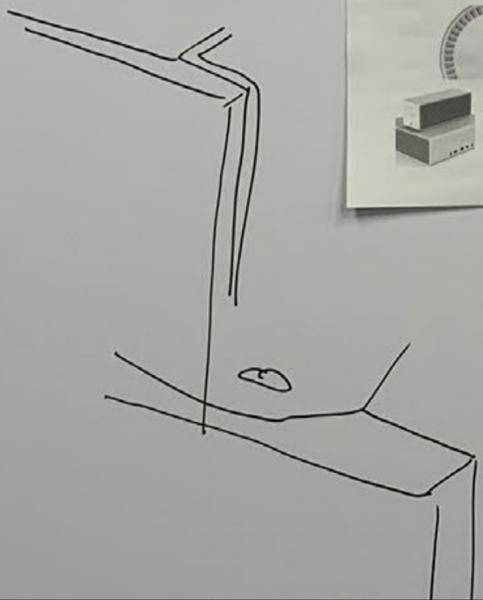
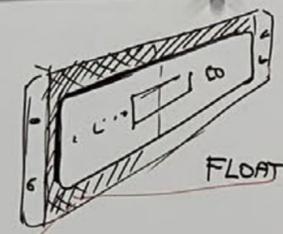
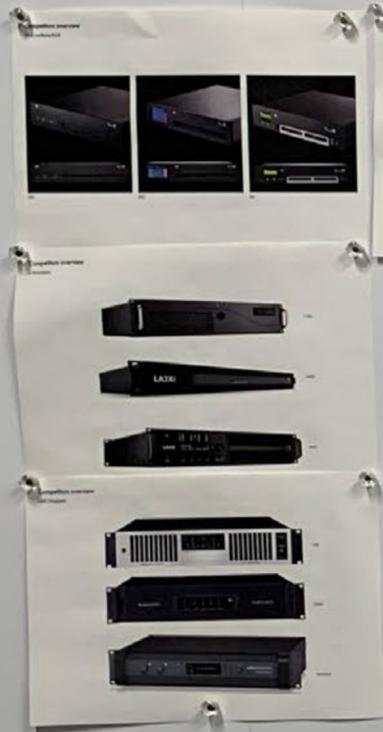
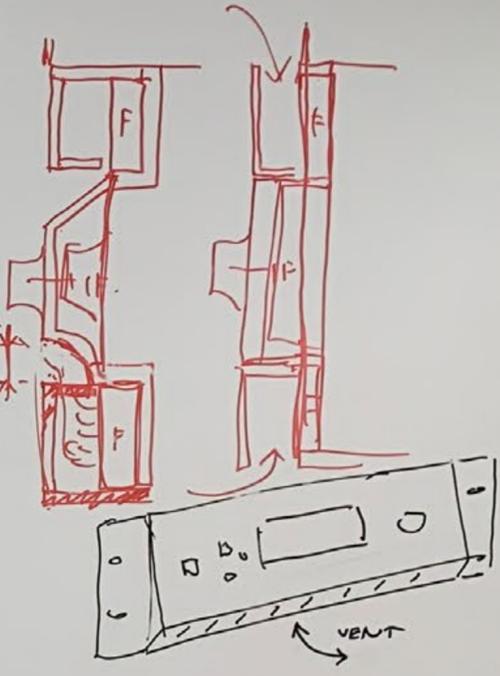
B  



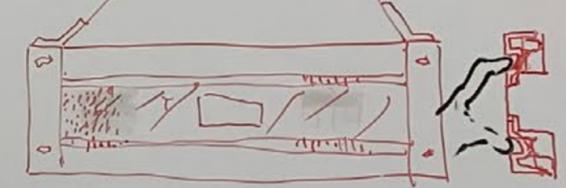
I redesigned some technical graphics to improve legibility by giving them more negative space and improving contrast thus making them easier to read in dim light.



2100



RECESS



## DEVELOPMENT

## DESIGN FOR AIRFLOW

The biggest challenge in the development phase was to deliver enough air for cooling without showing air vents.

I had an idea to include a bigger opening in the design, and use it to make a recognisable shape. I added an open space behind the front fascia where the air gets sucked in and flows through canals inside the body. The engineering team was surprised by the design solution. In the end, the idea managed to deliver even more airflow than needed.

Cool air



Air passes through dust filters



# DEVELOPMENT



Testing usability on prototypes.



CMF (top) and different UI and material samples testing (bottom).

YAMAHA

DIGITAL PROCESSOR DME7



# A·LIGHT SMART HOME / IOT

In 2018, during the increased interest in smart-home solutions in the Polish startup scene, many companies tried to catch the wave. I was asked by A-Light to design early concepts for their venture to help pitch the idea of a connected home to the VC investors. The form of the Smart Light Switch and Smart Tag is driven by simplicity and inspired by waves and pebbles on the seashore. With so many “smart” products on the market, I believe should blend into our homes and lifestyles, and I tried to convey this message in the A-Light design concept.

Scope of work  
Market Research  
Concept Development

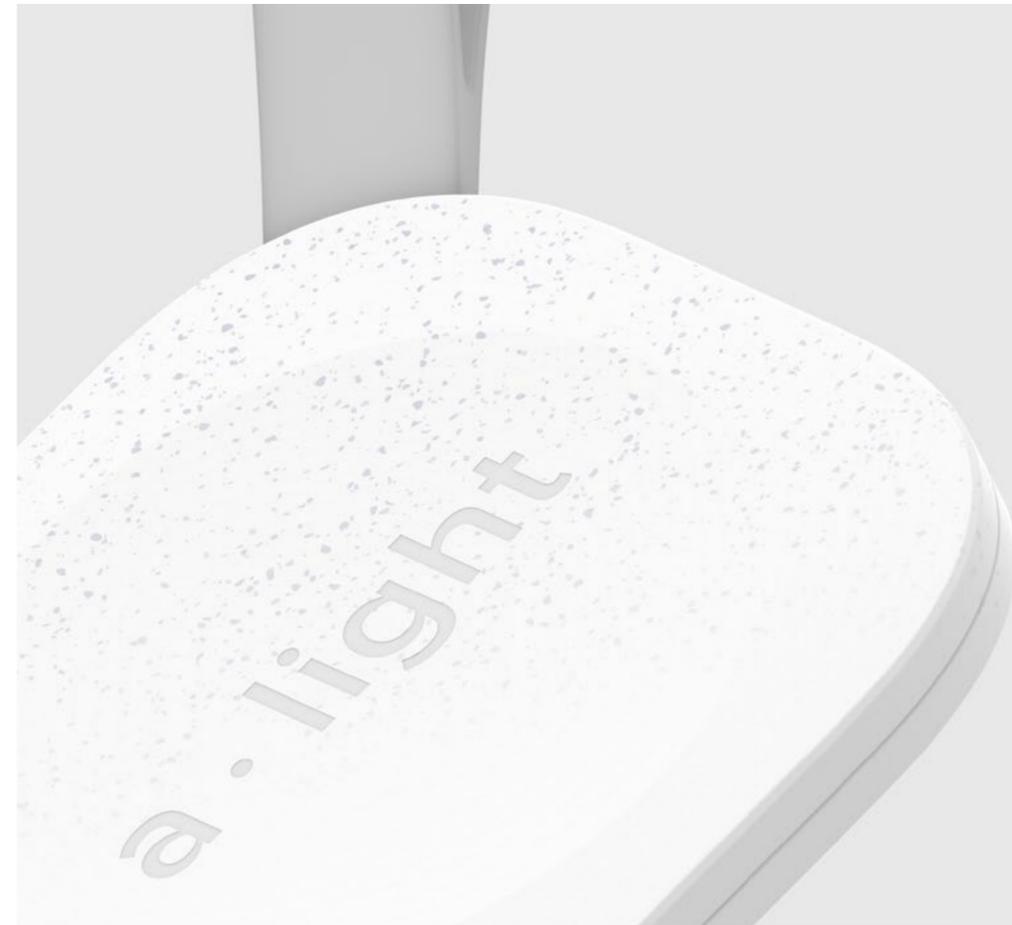
2018



# INTELLIGENT LIGHT SWITCH



SMART  
TAG



TYLKO  
FURNITURE SYSTEMS  
TYPE01 & HUB TABLE

tylko

Furniture should fit you, not the other way around.

Tylko is a modern furniture company that believes your home should be filled with functional products that happen to look great. At Tylko, designers work within a parametric framework that allows customers to easily personalise products in an online configurator.

At Tylko, I designed a new style in the Type01 shelf system and worked on improving the algorithm that makes customising easy and fun. I added multiple premade designs to the system and also designed The Hub Table under creative direction from Yves Béhar.

Expertise  
Industrial Design  
CMF Design  
System Design  
Design For Manufacturing (DFM)

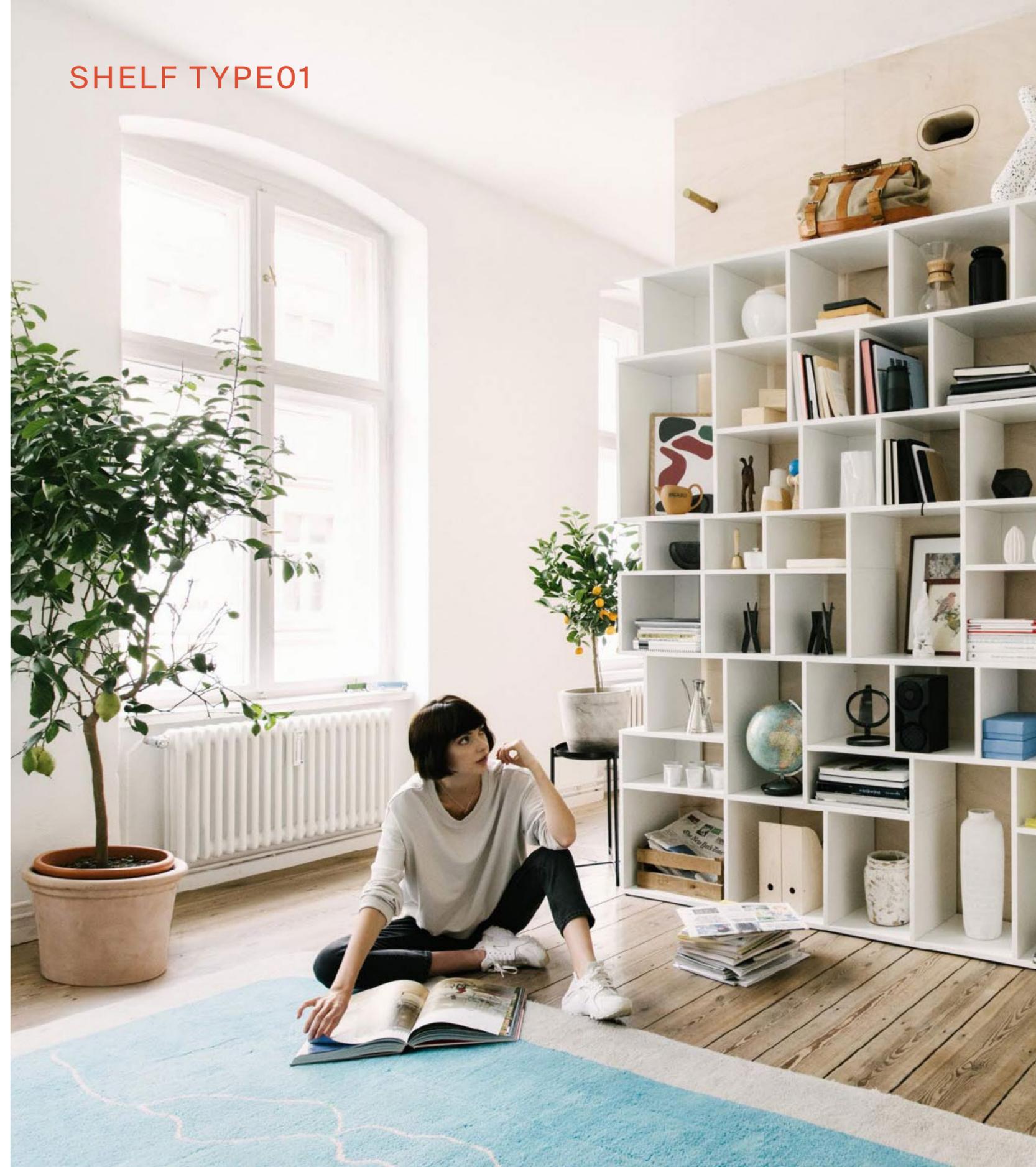
2016



THE HUB TABLE



SHELF TYPE01



## THE APP



In the Tyko system I designed first batch of predefined “styles” which users can select and further customise.



With Tyko's favorite feature – Augmented Reality. Client can design a dream shelf and view it in a 1:1 scale in his or her own space.



DEVELOPMENT &  
QUALITY CONTROL





DESIGN FOR  
MANUFACTURING (DFM)



At Tylko, designing with the production processes in mind is crucial as the products are always one-of-a-kind. Tylko's design team collaborates closely with the engineers to optimize the production files for the CNC machines, increase efficiency and minimize material waste.



# YAMAHA PULSE – SALONE DEL MOBILE EXHIBITION

Yamaha's "Pulse" exhibition was about the curiosity and joy of design. Without creative boundaries, designers were encouraged to experiment. The name "Pulse" came from the difficult-to-describe sensation we often feel when we are excited, a sensation that can be connected to situations, our state of flow or even sounds. With the "Pulse" exhibition we wanted to share that moment with the audience inviting them to experience and feel the sound on their own.

Team:  
Yurii Kasao  
Natsumi Kobayashi  
Masafumi Futo  
Kazuya Washio

Expertise  
Creative Direction  
Photography

2019





