

Lusiné Vardanian

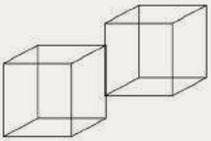
This portfolio contains a selection of projects I have realized in my years as a student and working as a designer.

Portfolio

Methodology.

Creativity does not come to its full expression without structure. During my education I have learned that a good methodology provides tremendous value in every step of the development process in just about every area. Throughout my education and projects I remember and collect the techniques, tools and philosophies that fit me the most to turn good ideas into great product/services. I'm still learning every day, so I try to improve my way of working as much as I can by collecting the best methodologic principles, tools and skills that cross my way.

Hands-On Skills.

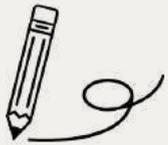


Good 3D-CAD Skills

Solidworks
Rhinoceros
SketchUp



Foam Modelling
Woodworks
Lasering
3D printing
...



Great Graphic Skills

Adobe Photoshop
Adobe Illustrator
Adobe Indesign



Basic Sketching skills

Good Microsoft Office
Skills

Good iOS Software Skills



I speak fluent english, dutch, armenian and french.

Busy learning portuguese

LOADING



ProductDevelopment

After graduating from high school I began my studies in Product Development at the University of Antwerp. During my time in Antwerp I learned everything about the design process and industrialization of a product. Choosing the right materials and product techniques were essential in every project. Brainstorming, sketching, hands-on prototyping are all a prominent part of the design process. I learned how to apply the acquired knowledge from the three scientific disciplines: economics, humanities and technology. Most importantly, I was taught how to critically reflect on my own learning and work process and make the appropriate adjustments.



Marketing and sales

To expand my knowledge, I decided to go for a diploma in Marketing- and Sales. Syntra was a good school to learn from because all the teachers are marketing and sales professionals. Through real-life projects, creative assignments, guest lectures and company visits I got to know the ins and outs of the marketing world. To finish my studies, I had to write a marketing plan and a thesis. The focus of my thesis was on brand building and on market demands.







01.



“Look around.
Get in contact with nature.
No distractions.”

Lou'k around

This is a design for the touristic ‘Scheldenvallei’. It is an iconic place where the focus lies on having a unique experience in nature

Concept:

- > Modular: Combination of units that suit the target group
- > Focus on nature: Making the design as simple as possible, so that it is not a distraction from nature but a tool to enjoy the environment.
- > Mobile (non-permanent) Easily transportable

A lot of progress has been made by making the accommodation smaller and adding a terrace. There is the possibility to enjoy the surroundings from the inside and the outside. No disturbing materials / colors have been used. The shape will also blend nicely in nature.



Basis module



Extended module

Modularity by adding another space. Carefully chosen to not use materials that are too heavy. The shapes are simple and easy to assemble.

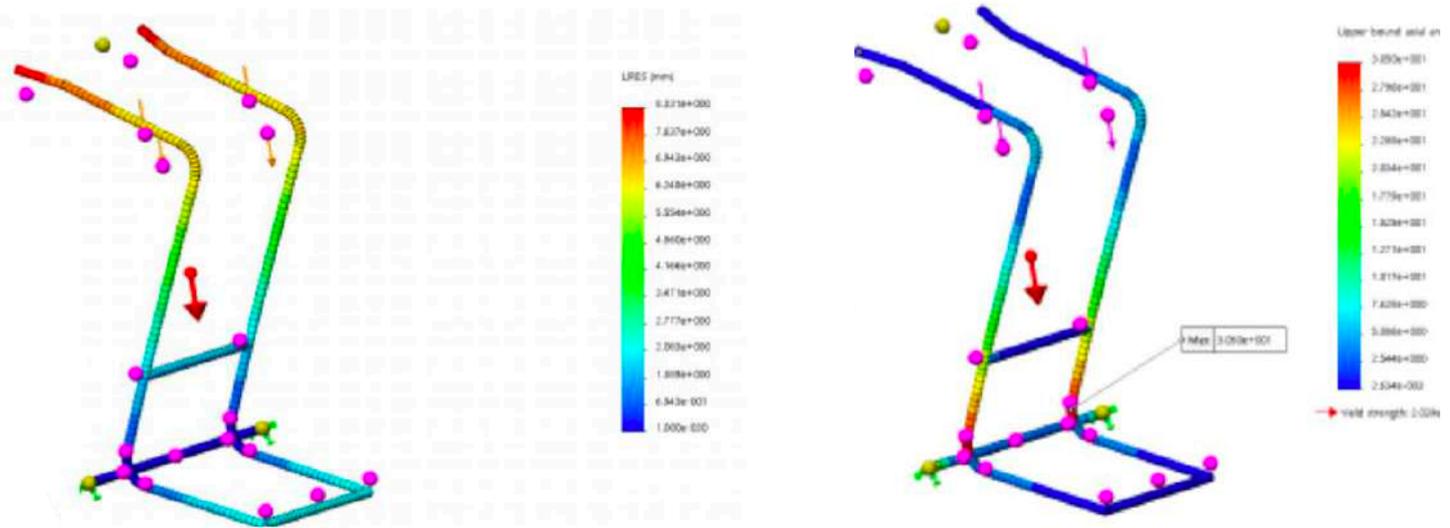
Structural Design.

Redesign of an existing compost sieve. With mock ups and tests on the 3D model, we were able to design a more stable and a better looking compost sieve.



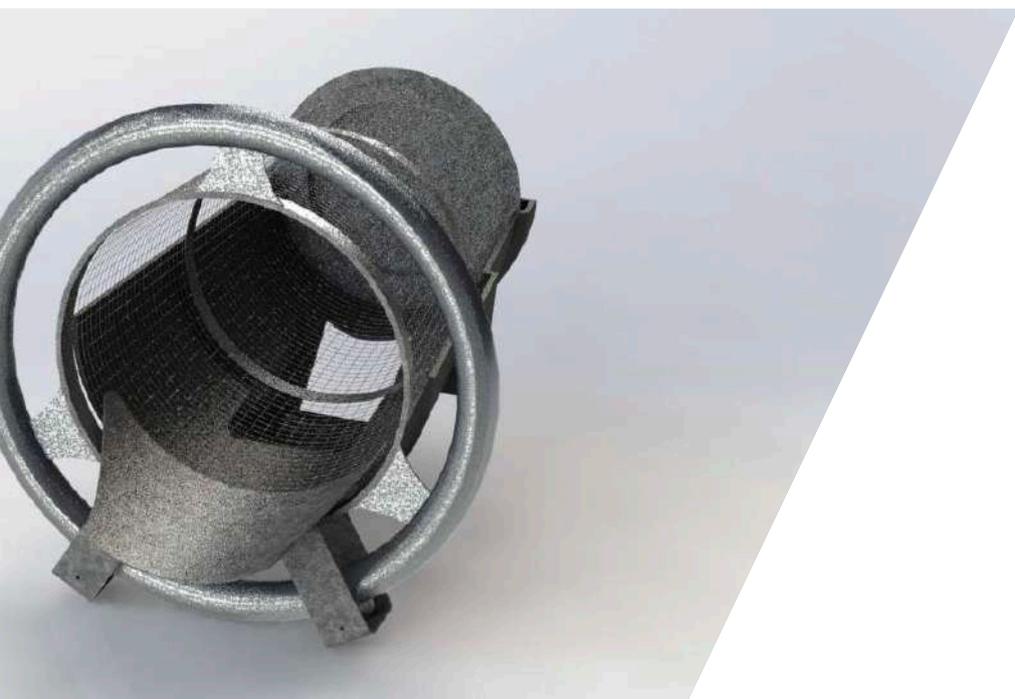
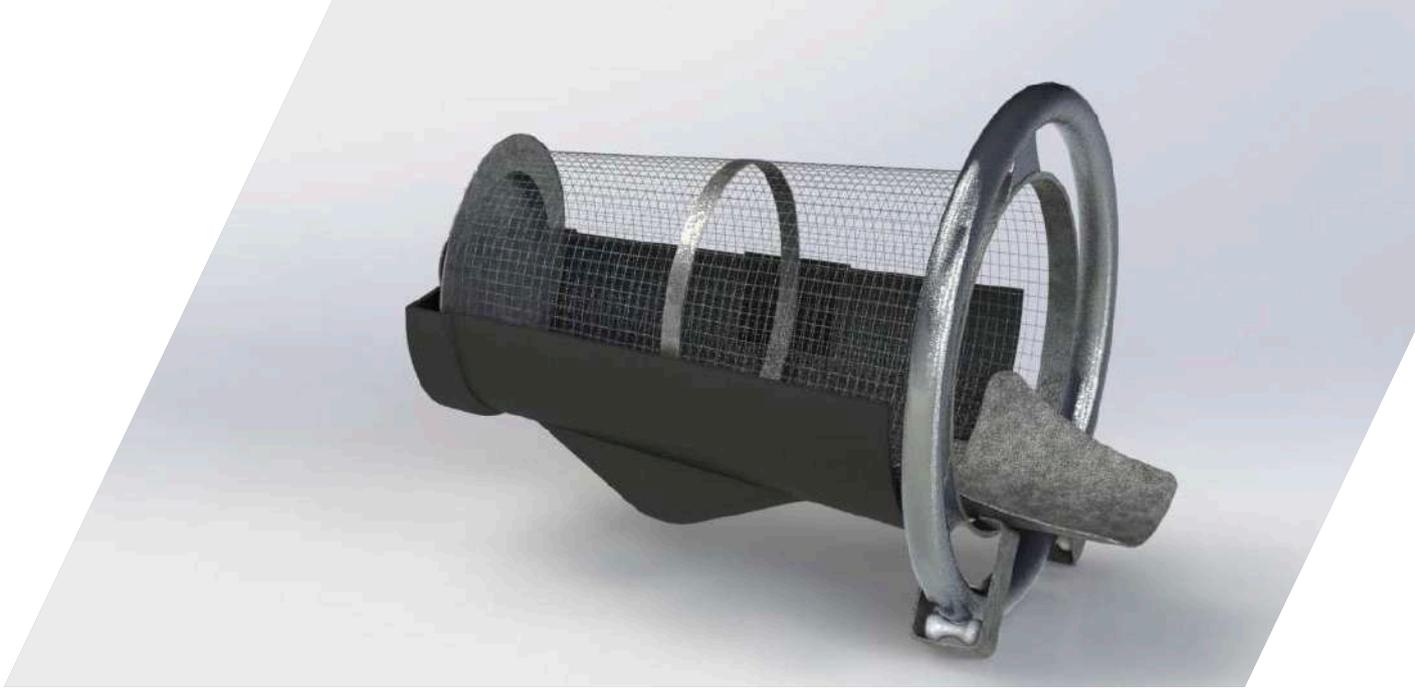
02.





Structural Design

A static study of the frame was made to test that it does not sag under the weight of the sieve (approximately 6.3kg, so 63N). The wheels and sieve are left out of the study to facilitate the calculation. Instead, "fixtures" are provided where the wheels are located and "external loads" where the screen is connected to the frame. In addition, there is also gravity.



MARKETINGPLAN

MARKETING – EN SALESVERANTWOORDELIJKE /
SOCIAL MEDIA CONSULTANT

LUSINÉ VARDANIAN

A black hexagonal logo with the words "FIFTY FIFTY" in white, stacked vertically.

FIFTY
FIFTY

A lightbox sign with three rows of text. The first row says "STUDIO", the second row says "★ FIFTY ★", and the third row says "♥ FIFTY ♥".

STUDIO

★ FIFTY ★

♥ FIFTY ♥

03.

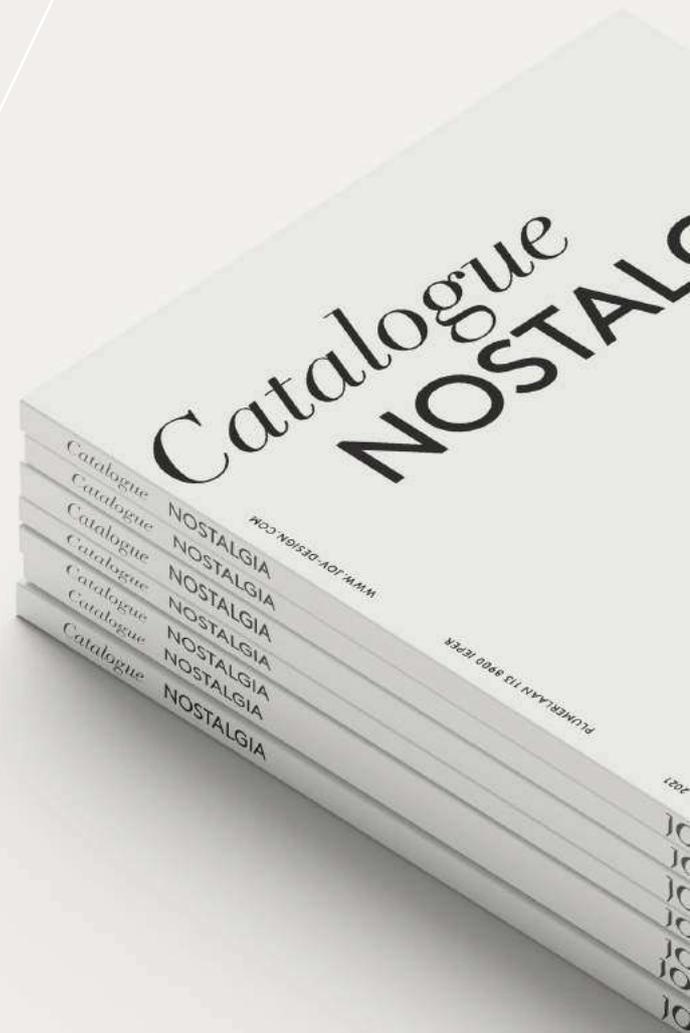


The purpose of this study was to create a marketing plan for Studio Fifty Fifty. The focus was on increasing their brand awareness, retaining current customers and ultimately gaining more potential customers. The marketing plan aims to discover unique points that can offer competitive advantages over potential competitors.

CATALOGUE 'NOSTALGIA'

The catalogue contains the new collection of JOV called 'Nostalgia'. I was in charge of this project and did the graphic design and the copywriting.

The pictures of the designs are taken by Athos.



04.



THE COLLECTION/NOSTALGIA

NOSTALGIA MAKES US CRAVE THE PAST. IT IS A SENTIMENTAL YEARNING FOR THE HAPPINESS OF A FORMER TIME OR PLACE, WHETHER IT'S FOR A LIVING MEMORY OR FOR AN EXPERIENCE, FOR ANOTHER COUNTRY, FOR FAMILY AND FRIENDS, OR FOR THE PAST THAT IS PERCEIVED AS BEING A SIMPLER TIME.

OUR GOAL WITH THIS COLLECTION IS TO PROVOKE POSITIVE EMOTIONS OF HAPPINESS, CONNECTION, CONFIDENCE AND OPTIMISM. EACH DESIGN TAPS INTO PEOPLE'S EMOTIONS AND ELICITS A PLEASURABLE FEELING.

ABOUT US

JOV offers exclusive handmade rugs for unique interiors, born from nature's best.

A JOYFUL WELCOMES

Designed and conceived in Belgium, all JOV rugs are handmade in Europe, using materials of the highest premium. Our designers and makers combine knowledge with heritage, and quality with sustainability. At JOV, we see effectiveness balancing the traditional and the contemporary, while relying on the intelligent use of natural materials. As a result, our rugs are journeys of colors through different atmospheres, scenes, landscapes and textures. Each JOV rug tells a different story, evoking a different emotion.

NATURE AS A FIRMLY FRIEND

The serene spirit of every color and every rug is Nature. Nature provides us with the finest raw materials, such as wool, natural silk, Belgian linen, mohair, and cotton. With its sophisticated colors, muted shades and soft textures, Nature is our main source of inspiration for every design. Inspiration through imagination. The unique qualities of the materials combined with the imagination of nature's elements give each rug its strong, pure and beautiful heart.

BEAUTIFUL AND DURABLE FOR GENERATIONS

While our production is based in Europe, we source our materials across the world, carefully selecting the best quality and the most eco-friendly supplies. Our experience results in rugs of exceptional quality, with thoughtful patterns, exciting color variations and refined natural textures. All designs are tested and withstand the passage of time, and made to last and be loved for generations. Timeless designs, made in a traditional way for contemporary living.

BEFORE MEET FOR A DATE

JOV rug is loved because. We believe in products that are unique and durable. Timeless and long-lasting comfort are on the heart of everything we do. Since sustainability is part of JOV's philosophy, it is naturally incorporated into all processes: from carefully choosing suppliers, manufacturers and materials, to informing customers about how to care for your rug. The selection of a wide range of sustainable and innovative materials results from a continual research process, capable of achieving high performance and the quality and durability of the products.

BEFORE MEET, MADE WITH YOU

Besides quality, sustainability and timeless design, flexibility and service are also being part of every production step. JOV offers various flexibility - all the way to delivery. With a deep respect for quality and detail we listen to all your wishes. We open a world of possibilities to find your perfect match in moments, even if it's not possible.

THREE EXHIBITS, ONE WORLD

Our collections are organized in three different territories. Each territory has its own unique landscapes and different visions. These different natures, and

NR⁰¹ ISLAND



ISLAND

"COZY VIBES ONLY"

This design will give you a cozy and warm feeling. This rug is named island as it makes your thoughts drift away until it's just you and your memories.

ISLAND is made of a rich blend of wool and natural silk in one single high-quality yarn. Natural silk, has a beautiful shine and is very soft. The longer pile has been handcut to accentuate the fluffiness of the carpet. The combination with the very low and tight loop technique makes the design more playful.

SIZE VARIATIONS

*this design is customizable in color and size

250X350



350X350



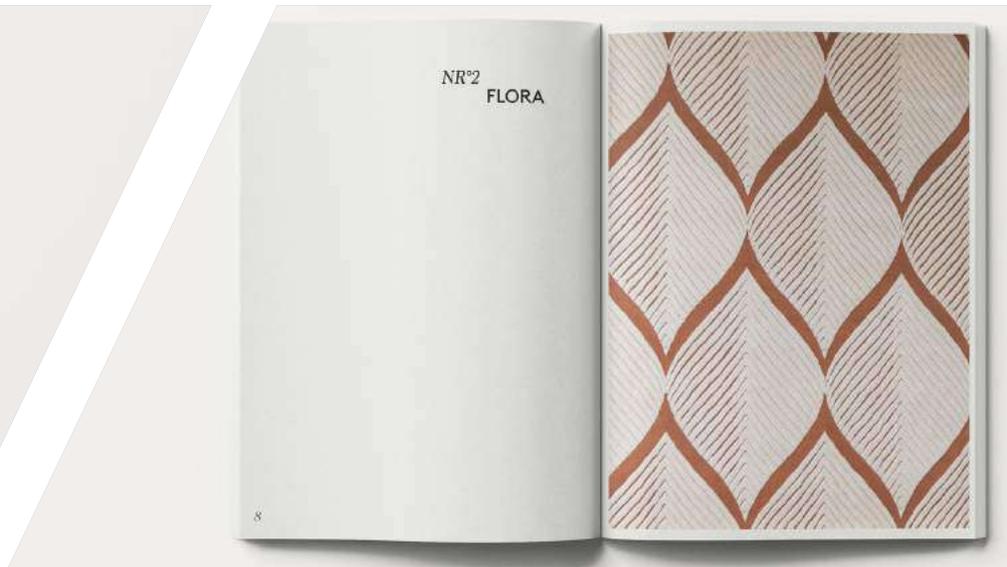
300X400



350X400



04.



The catalogue includes: different size variations, the designs, the idea behind the design, what the rug is made of and the technique that was used.





COLLECTION 2021 'NOSTALGIA'

The complete collection contains 10 different designs. In this collection we also have two collaborations. 'Zoumey' by Arno Declercq and 'Lena' by Evolution 21. (not shown in the pictures)



RESPONSIBILITIES AS A DESIGNER FOR JOV

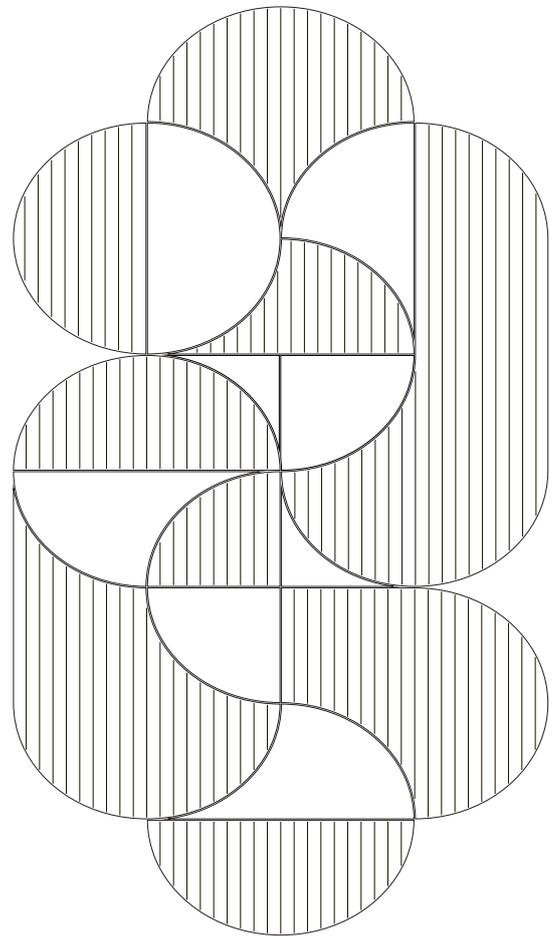
- producing sketches, designs and samples
- experimenting with colour, fabric and texture
- maintaining up-to-date knowledge of new production techniques and textile technology
- using software and computer design programs to develop a range of designs



05.

Forma

Made of soft wool, the thick yarn is tufted dense in different directions. Here we used a hand carving technique to create lines and levels in the design. This requires a sturdy hand, lot of patience and a good technique. The lower pile is tufted in a horizontal direction, while the higher pile is tufted vertically. This adds to the perpendicular effect created by the carving.



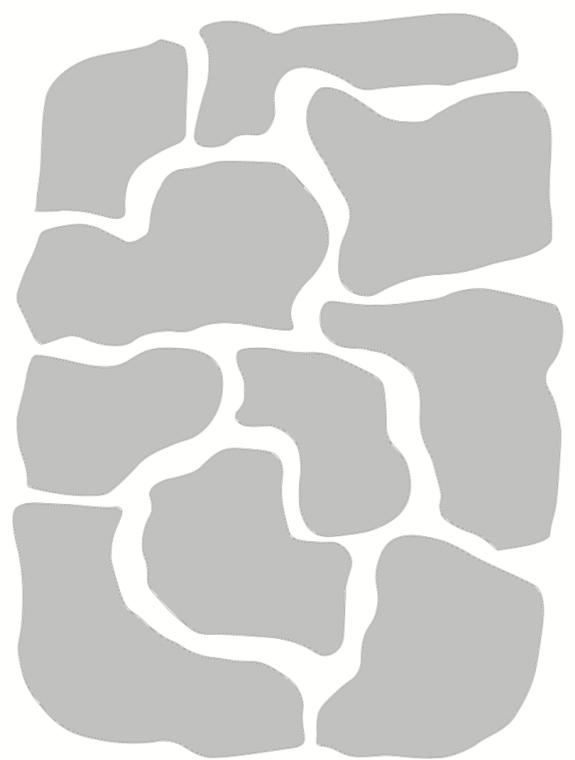


ISLAND

Made of woolsilk, this design has a longer pile that has been handcut to accentuate the fluffiness of the carpet. The combination with the very low and tight loop technique makes the design more playful.



06.



Thanks!

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