Joel Danson

Industrial
design engineer

Goal oriented and creative, with experience in CAD, visualization and product design.

Hi!

My name is Joel Danson, and I recently aquired my Bachelor of Science degree in industrial design engineering from LTU. I enjoy seeing my ideas take shape and making concepts to reality. In my spare time I enjoy playing sports like football, beach volleyball and golf. I thrive in a positive and collaborative environment, where knowledge is shared among people. I hope you enjoy reading my portfolio and I hope we will be in touch!

Contact: joel.o.danson@gmail.com

Education

Luleå University of Technology
2021 - 2026
BSc Industrial Design Engineering
Learned skills: CAD, CFD analysis, concept generation, product design, product visualization, UX-design, Prototyping.

Balder high school
2018 - 2021
Technology programme
Learned skills: Basic programming, entrepreneurship, maths and physics.

Experience

Thesis project
2026
Developed a horse trailer concept for local Swedish company Umesläp. The projcet included the entire design process, from market research to delivering a CAD-model of the finished concept. Thisproject improved my koncept generation, developed my CAD skills and improved my communication. More information about this project can be found later in the portfolio.

Skills

Digital skills
Autodesk Fusion / Autodesk CFD / Siemens NX / Photoshop / Indesign / Illustrator / Blender / Keyshot

Other skills
Sketching / Team working / Prototyping / Creative thinking / Concept generation

Languages: Swedish (native), English (fluent), Japanese (beginner)

Projects

Thesis project
Development of a premium horse trailer

School project
Development of a 3D-printed room divider

Personal projects
Including product design and visualization

Project description

In collaboration with Umesläp, this project explored the future of premium horse transport through a user-centered design process, balancing aerodynamic performance, solo handling and equine wellbeing within a visual language that moves the brand forward.

Inspiration phase

In this phase, the overarching goal is to gain an understanding of what problem areas exist and what needs and frustrations the user has. To get as clear a picture of this as possible, it is of course important that the user is a central part of the process. Interviews, observations and benchmarking were used to identify the following problems

Ideation phase

The goal of the ideation phase is to broaden the perspective and move beyond what has already been done. To achieve this, relevant methods such as brainstorming, Crazy 8s, and SCAMPER were employed, generating ideas that were evaluated against one another and ultimately led to a final concept.

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Iteration phase

The iteration phase involves compiling a final concept. This is done using the user needs in combination with the results from a concept evaluation. During this phase, a final prototype, CAD model, renderings, and animations are also completed for delivery. Fusion CFD was used to perform multiple wind tunnel tests, which helped, through a series of iterations, to develop a more aerodynamic design.

Brief

Collaborating with a local Swedish brand Normada, a 3D-printed room divided was designed. The modular design invites exploration and offers a unique look in every instance. The modules also offer a unique way of storage and display, while adding an interesting lightning aspect. This was a group project were i had the role of project leader.

Inspiration phase

The goal of this phase was to discover frustrations and problems for the different stakeholders. The frustrations were used to define the user needs.

User Frustraions
- Movement distractions
- Unattractive enviroment

Assembly personnel
- Complicated assembly
- Heavy / Cumbersome dividers

Purchaser frustraions
- Poor quality dividers
- Hard to match color / shape

Concept development

Personal projects

This chapter showcases a mixture of visualizations of own designed products and already existing products. Visit my online portfolio Joeldanson.com to see animations.