

Hoover

**CORY HOOVER**  
**INDUSTRIAL DESIGN PORTFOLIO**  
c.hooverdesigns@gmail.com  
coryhoover.com

# Projects

Bay Lounge Collection  
for Zinc Details



Birdwing Tech Pack  
by Patagonia



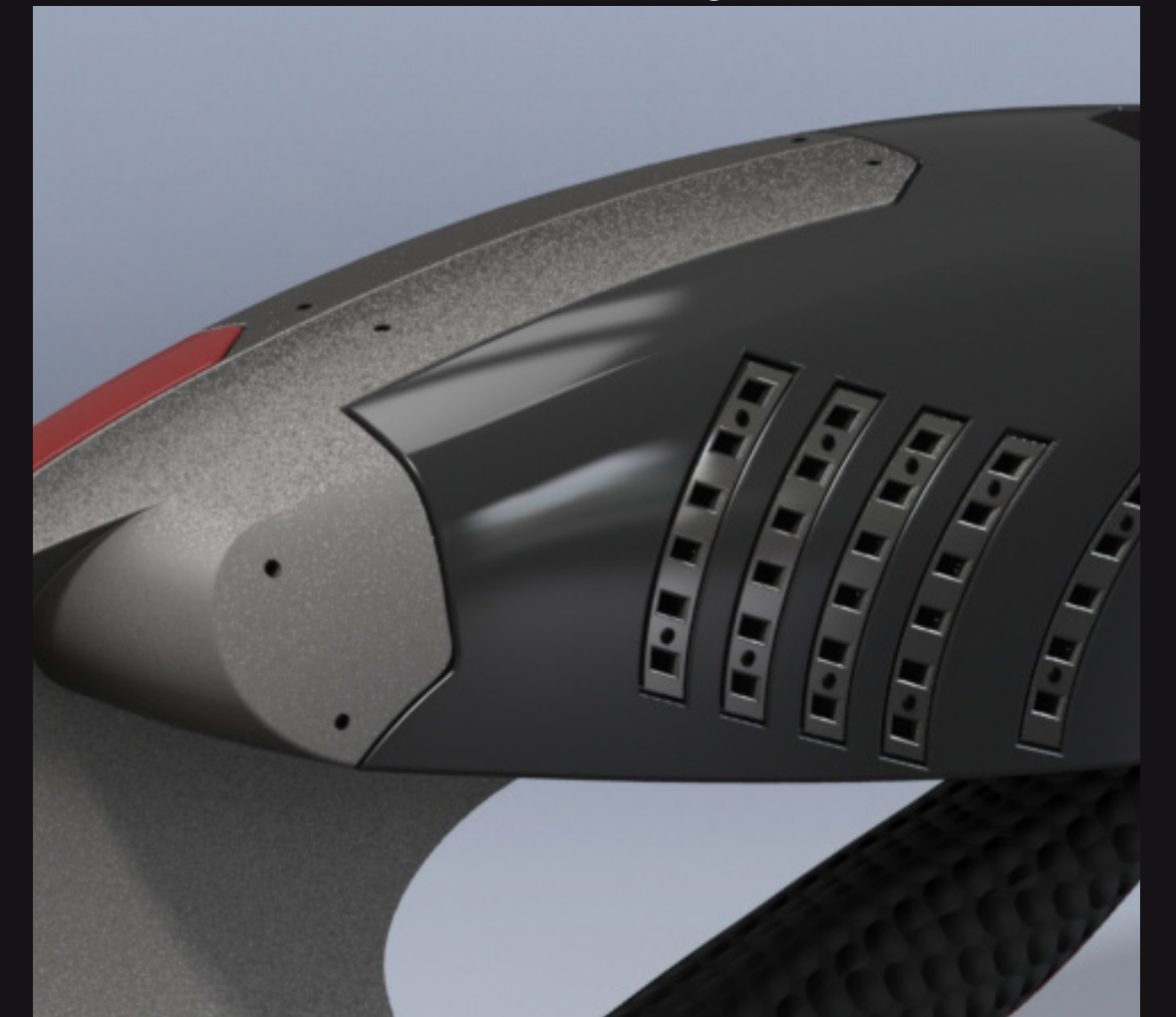
HEADL.goods  
Custom Textiles



Urban Putt  
Interactive Mini Golf



M20E SAWZALL Recip Saw  
by Milwaukee





**The Bay Lounge Collection**  
Iconic and 'cutting edge' lounge furniture for Zinc Detail Design Store



“Zinc Details is an independently owned showroom, gallery, modern design authority and essential resource for the San Francisco creative community since 1991. Founded by Vas Kiniris and his wife Wendy, Zinc Details assembles an exuberant mix of art, design and craft, expertly curated from around the globe. They have ever-changing array of products and brand names like Knoll, Muuto and Alessi.”

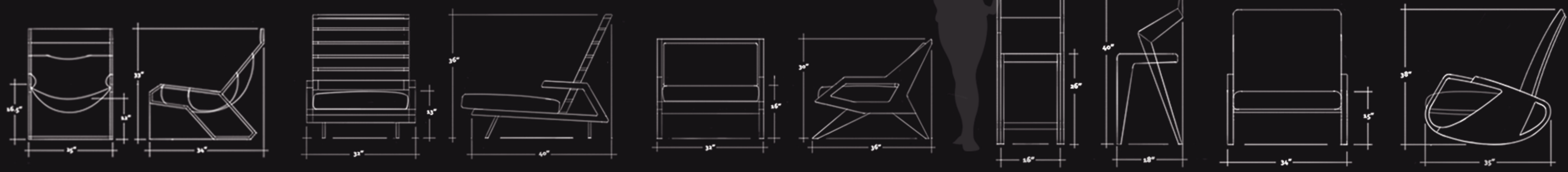


The Bay Lounge Collection pulls inspiration from the juxtaposition of San Francisco's architecture and the bay area's beautiful landscapes.

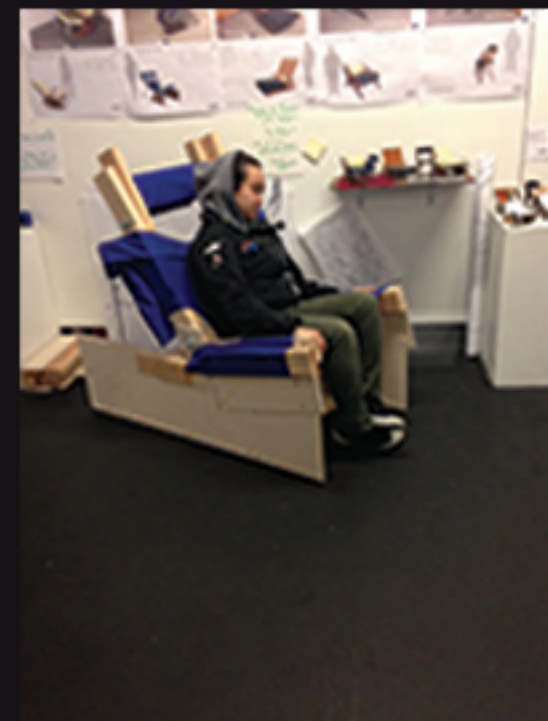
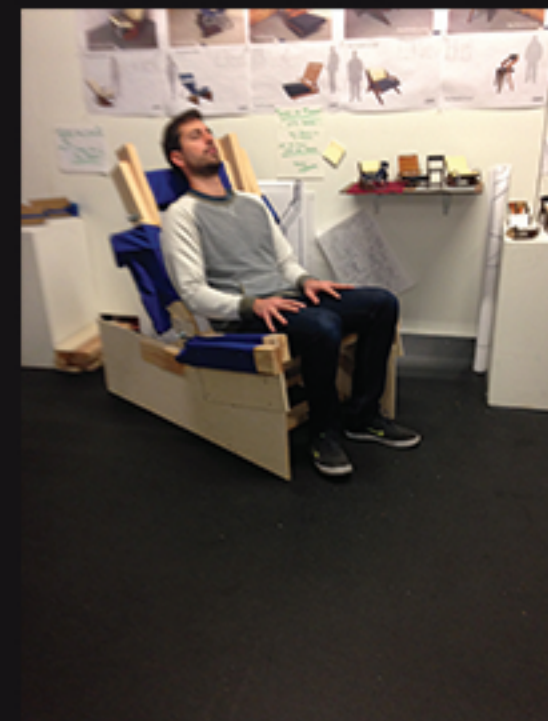
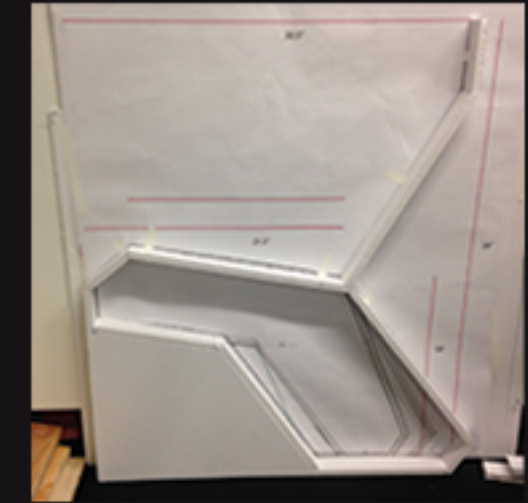
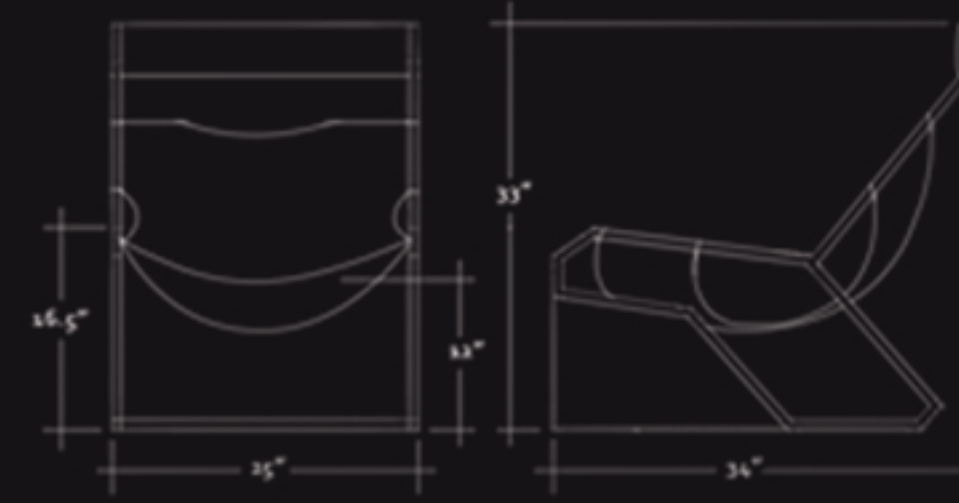
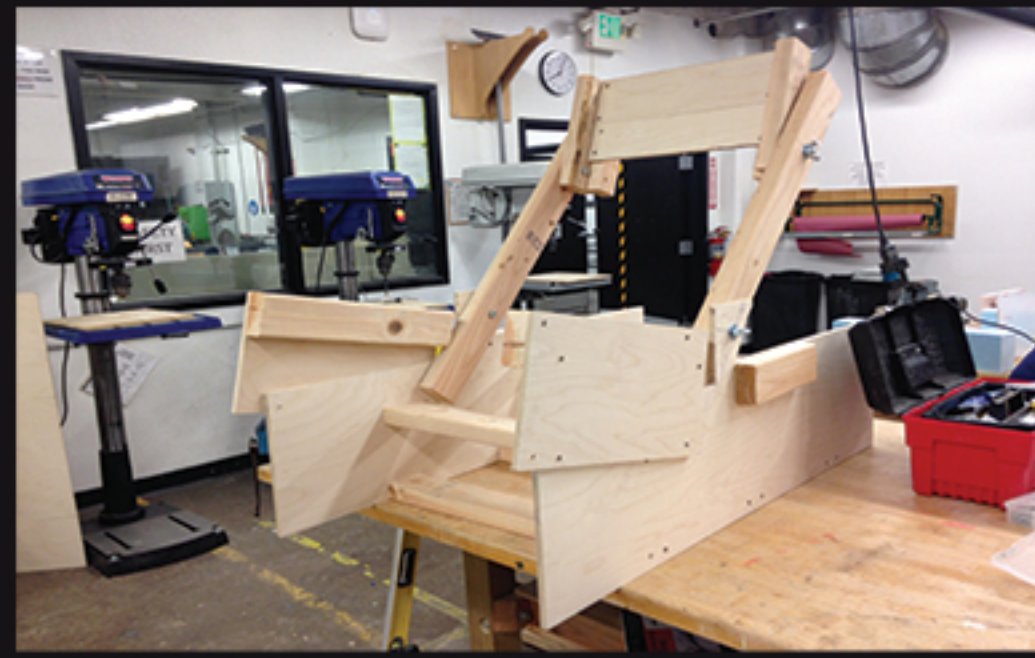




# Collection of 5 concepts.



# Single focus for Ergonomic and Volumetric Studies





# The Bay Lounge Collection

ZINC details

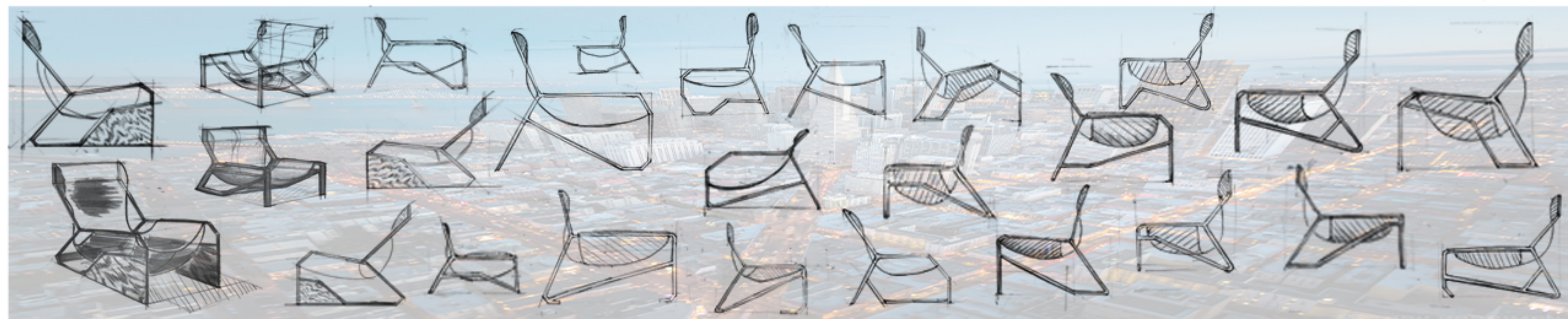


# The Bay Lounge Chair

ZINC details



Designed for Zinc Details, the Bay Lounge Collection pulls inspiration from the juxtaposition of San Francisco's architecture and the bay's beautiful landscape.

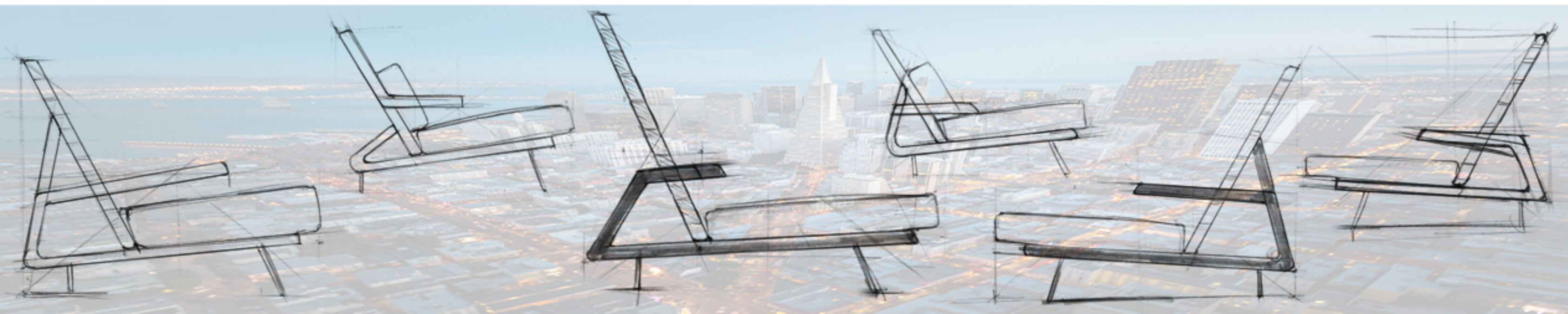
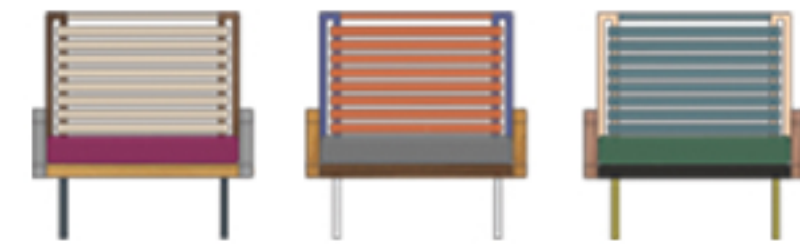


# The IP Lounge Chair

ZINC details



Designed for Zinc Details, the Bay Lounge Collection pulls inspiration from the juxtaposition of San Francisco's architecture and the bay's beautiful landscape.

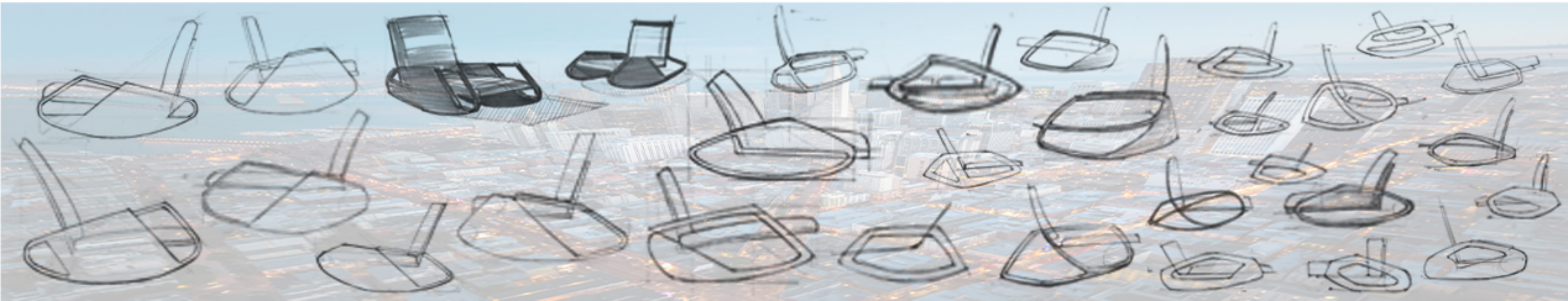


# The Norton Rocker

ZINC details



Designed for Zinc Details, the Bay Lounge Collection pulls inspiration from the juxtaposition of San Francisco's architecture and the bay's beautiful landscape.





**HEADL.goods**

Inspired by nature, custom designed, and hand made in San Francisco, CA

## HEADI.collars

Each HEADI.collar is custom designed and crafted with artwork inspiration deriving from the owner and pet. Using hand dyed and sealed, laser etched vegetable tan leather and 40 ounce denim, each collar is stitched and fixed with a buckle and d-ring.



On the interior of the collar, where the denim is located, the dog's and owner's pertinent information is laser etched for greater security in the event of a lost or broken dog tag.



Custom dog tags are created in metal and/or wood , cut and laser etched with a custom image on the front and the dogs/owners information on the back.







## HEAD.I.leashes

Each HEAD.I.leash is designed with inspiration from patterns of nature found in the forest. Using high tensile webbing, 3M reflective tape hand dyed and sealed, laser etched vegetable tan leather each leash is stitched and fixed with a high strength latch and d-ring for dog waste bags.





The main body of each HEADI.leash is made of 600 lb tensile strength polypropylene webbing that is UV resistant and water proof/mildew resistant. The handle is leather lined with another leather accent at the bottom of the leash.



On the opposite side of the leash is where you will find the 3M reflective tape which illuminates with any light source. This will help others see you and your pet in low visibility situations and at night.



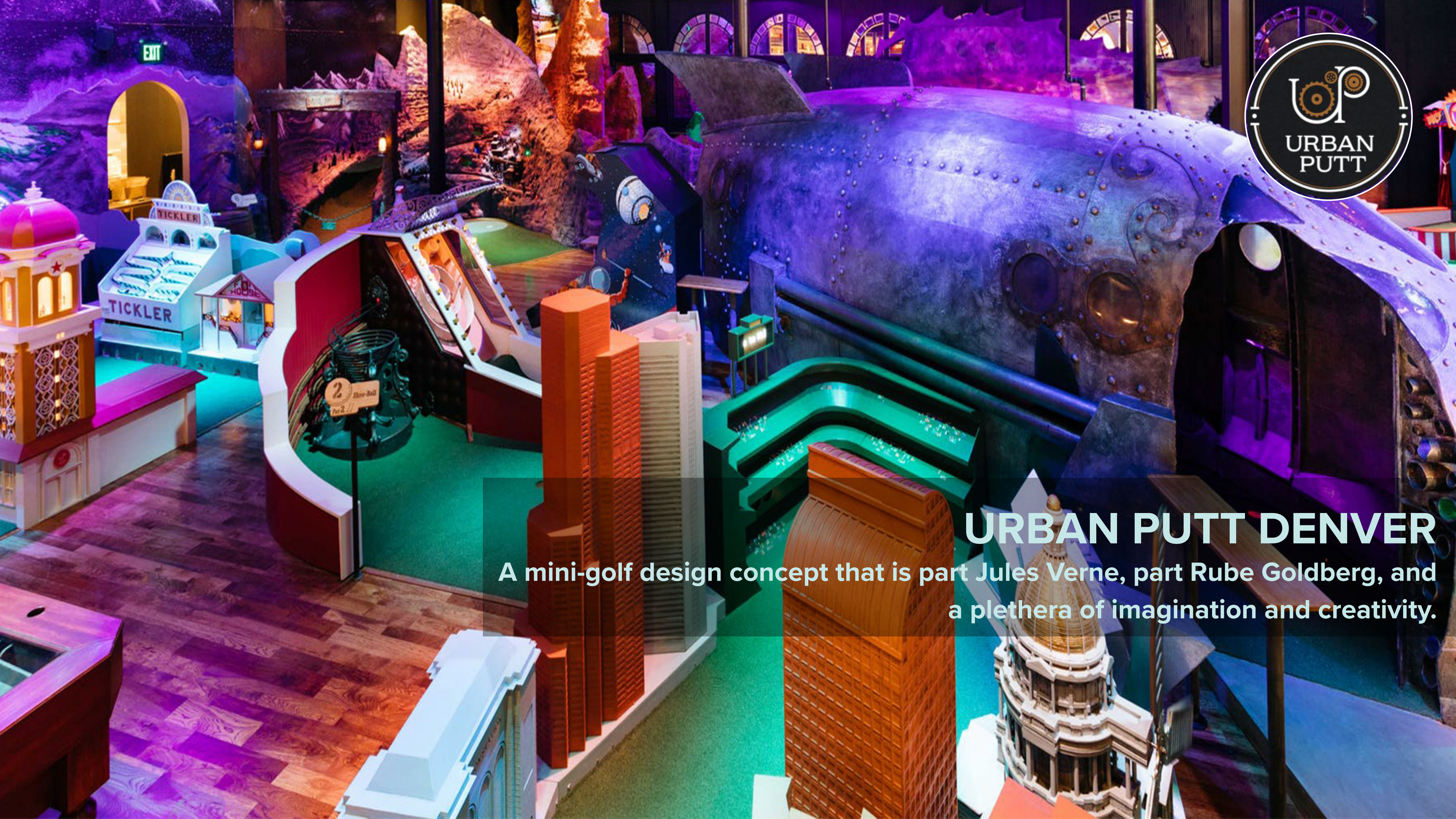
HEADI.  
leashes



## HEADI.wallets

Each HEADI.wallet is custom designed for each individual case. Design cues are discussed between client and designer to achieve proper satisfaction of the final product. Using a variety of denim, some laser etched, hand dyed and sealed, laser etched vegetable tan leather the wallets are constructed in multiple ways to complete the process.





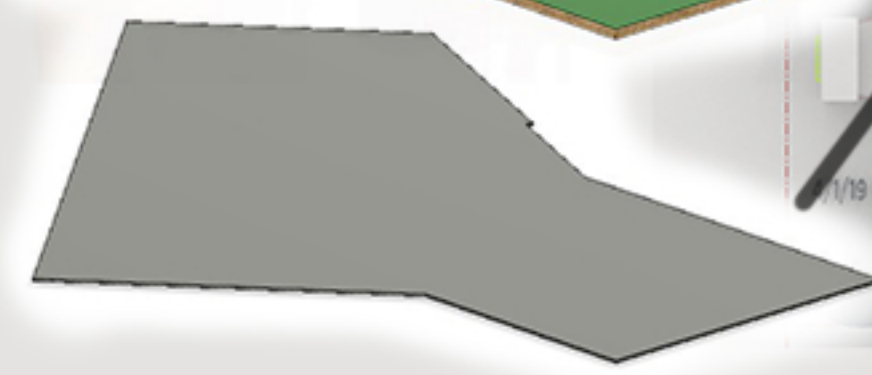
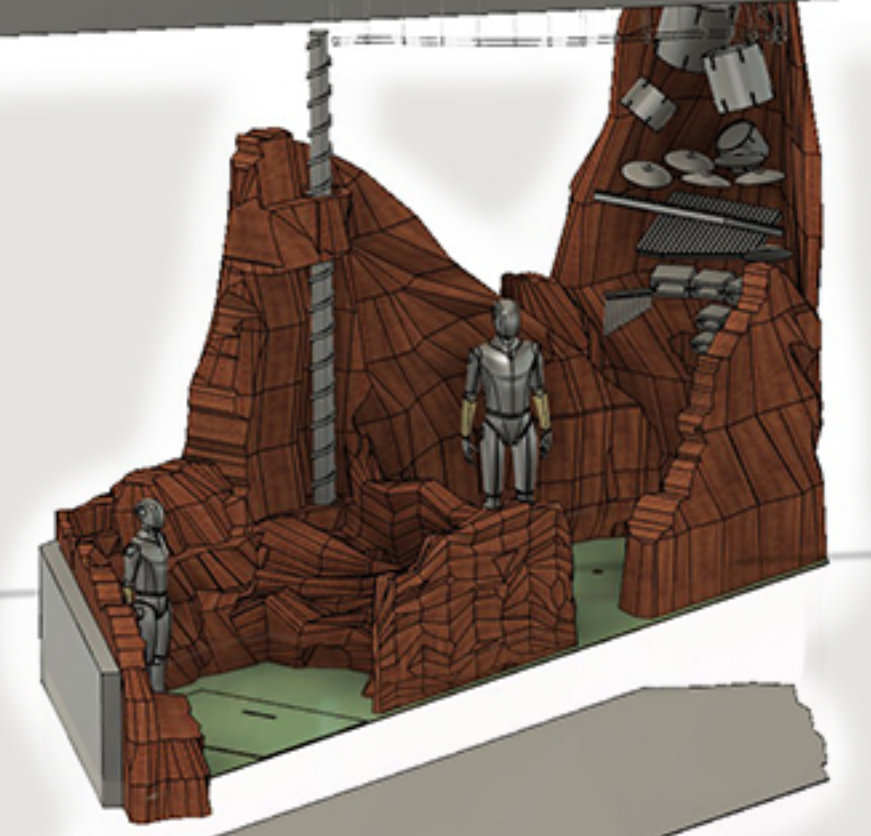
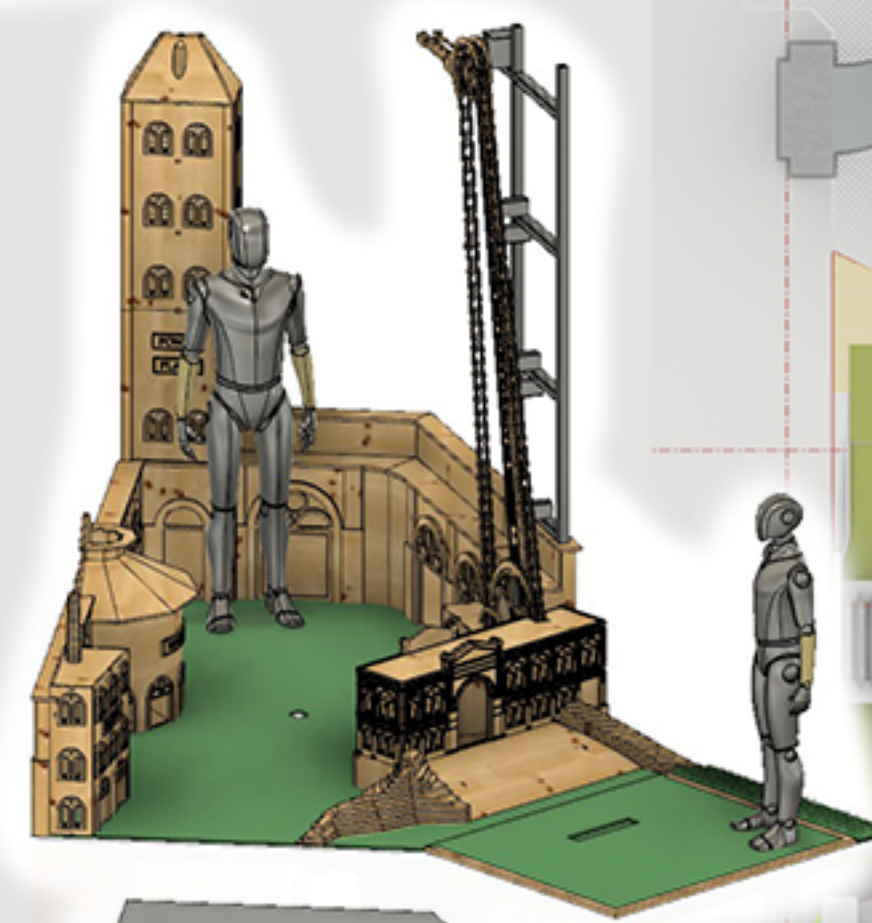
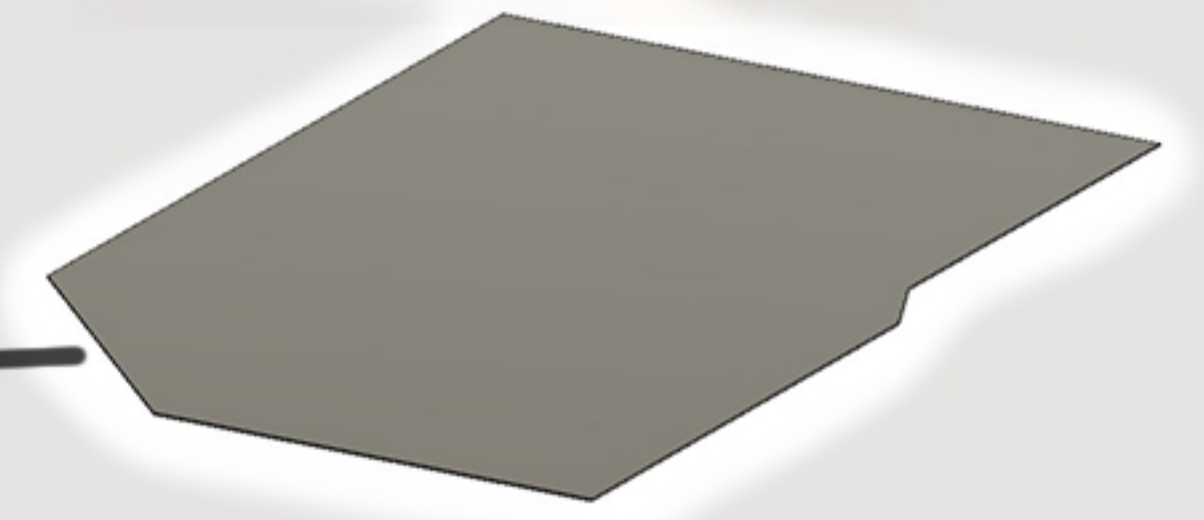
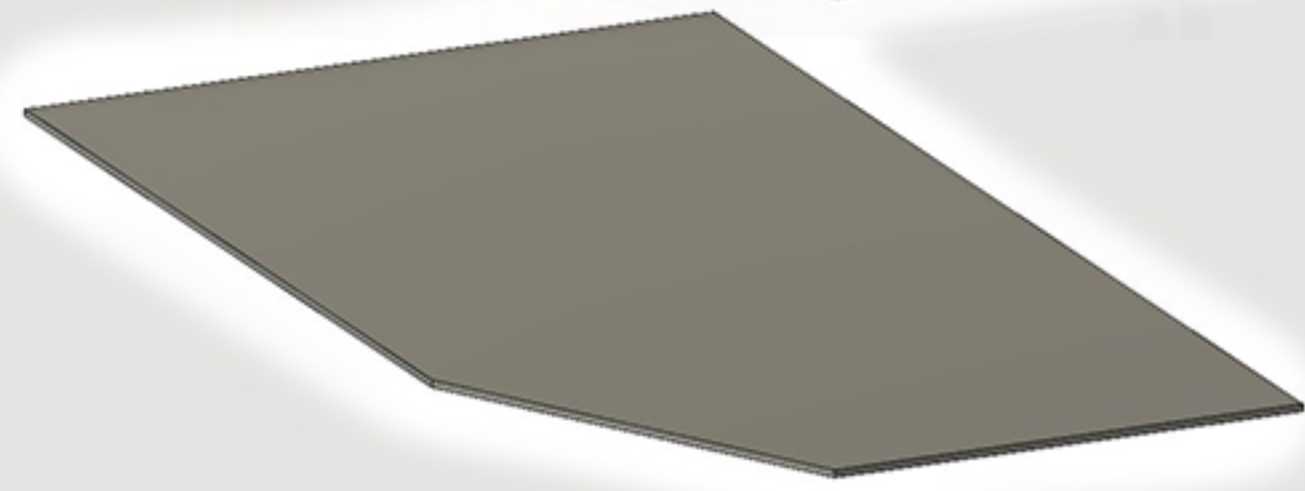
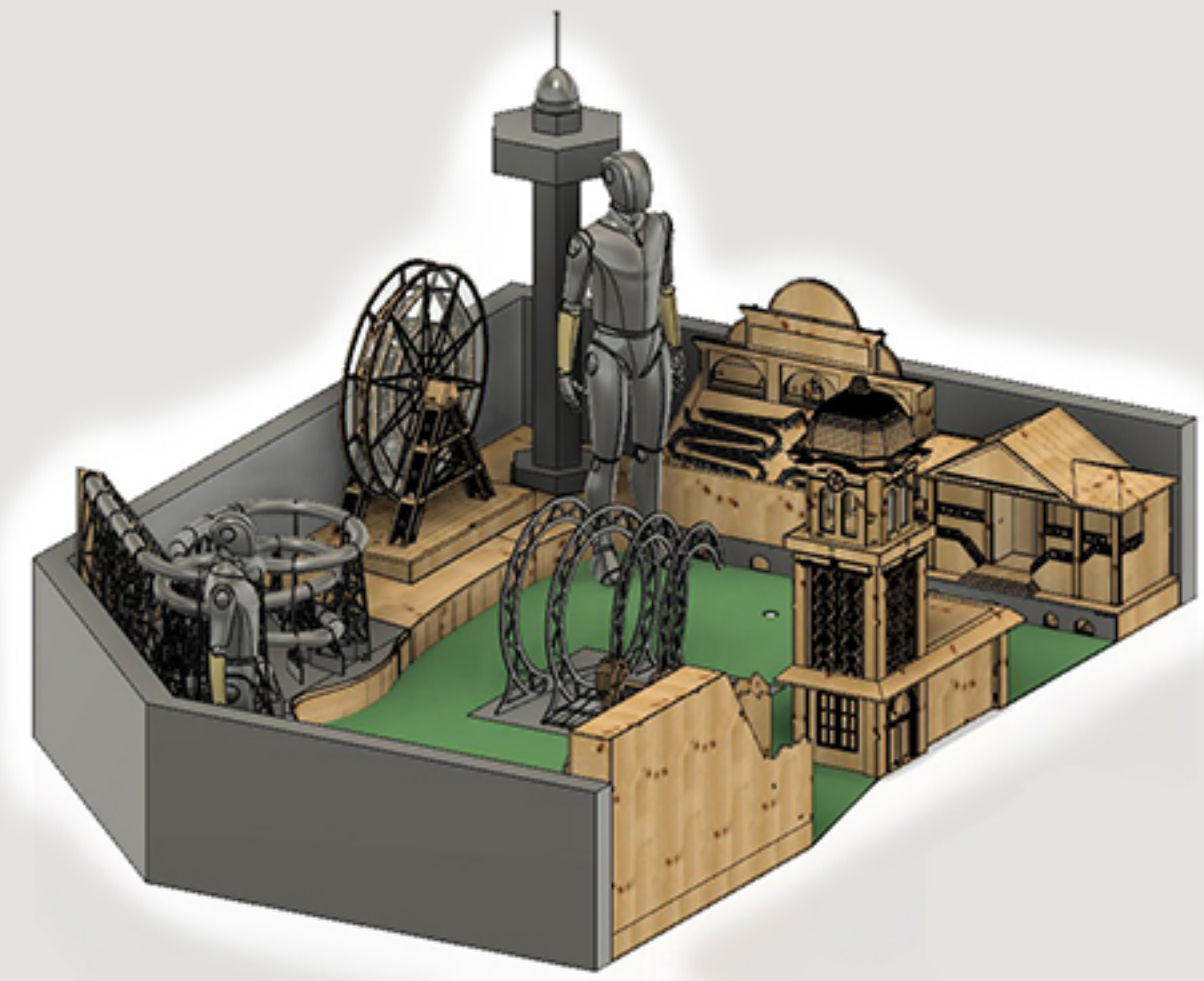
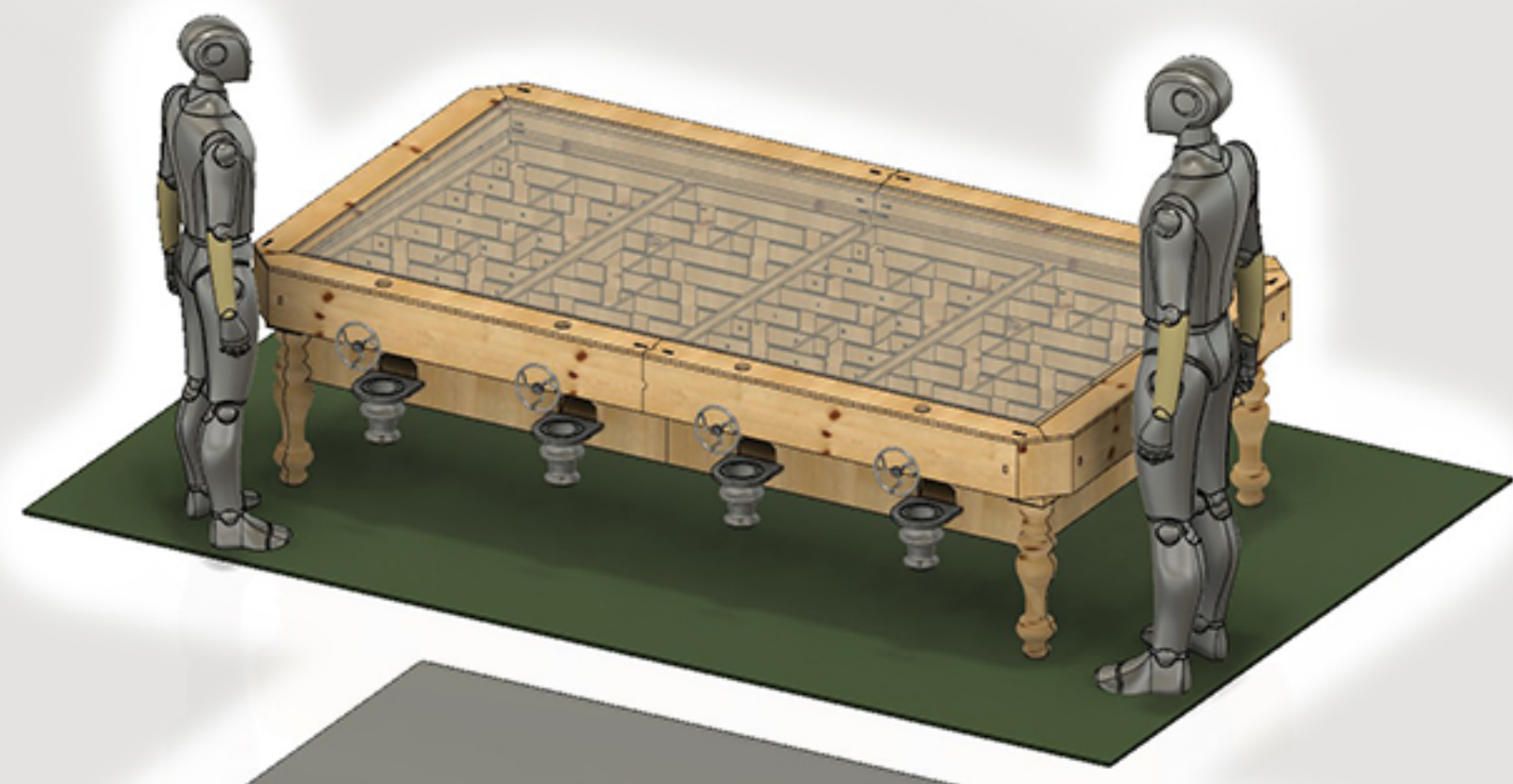
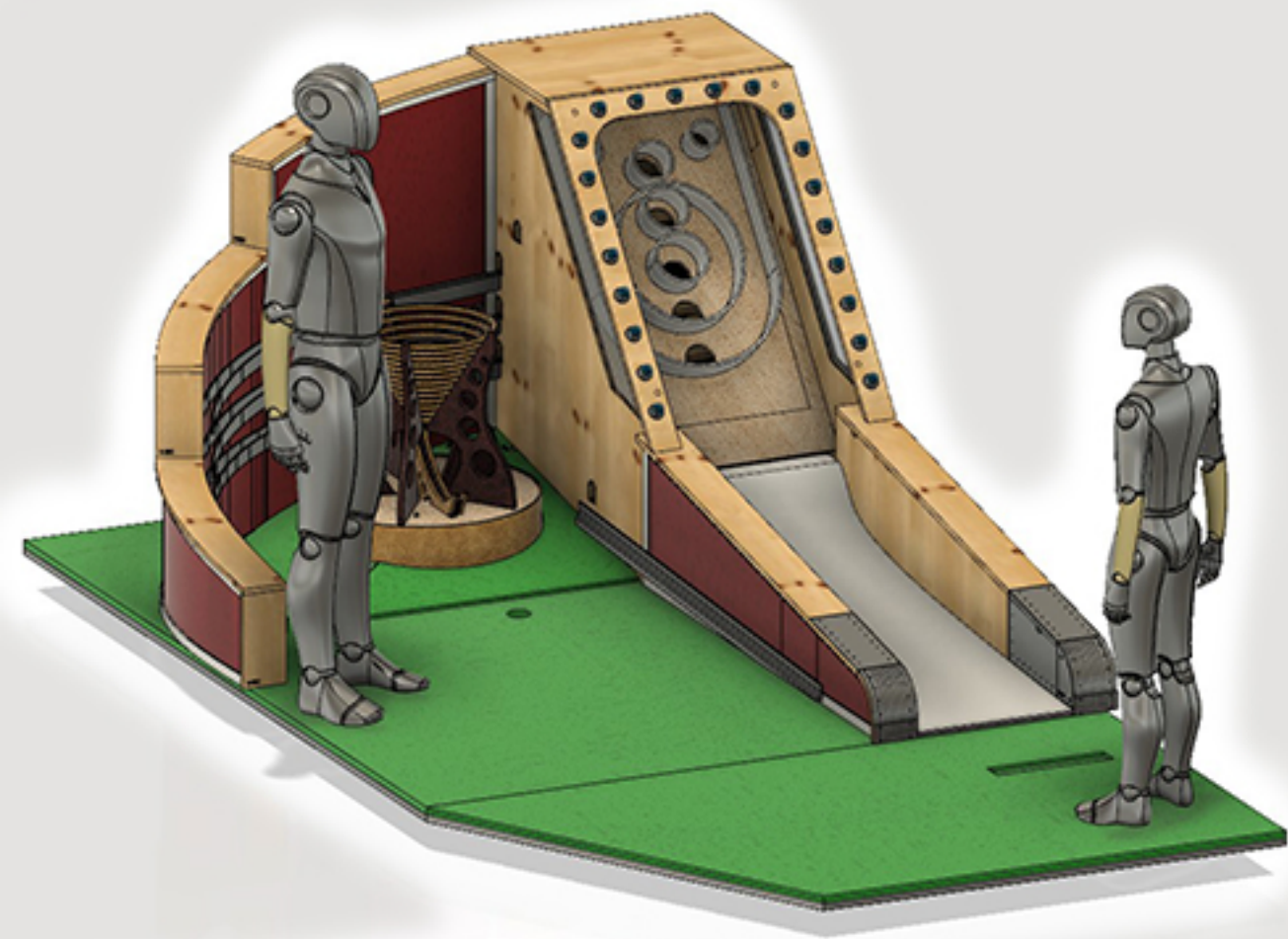
# URBAN PUTT DENVER

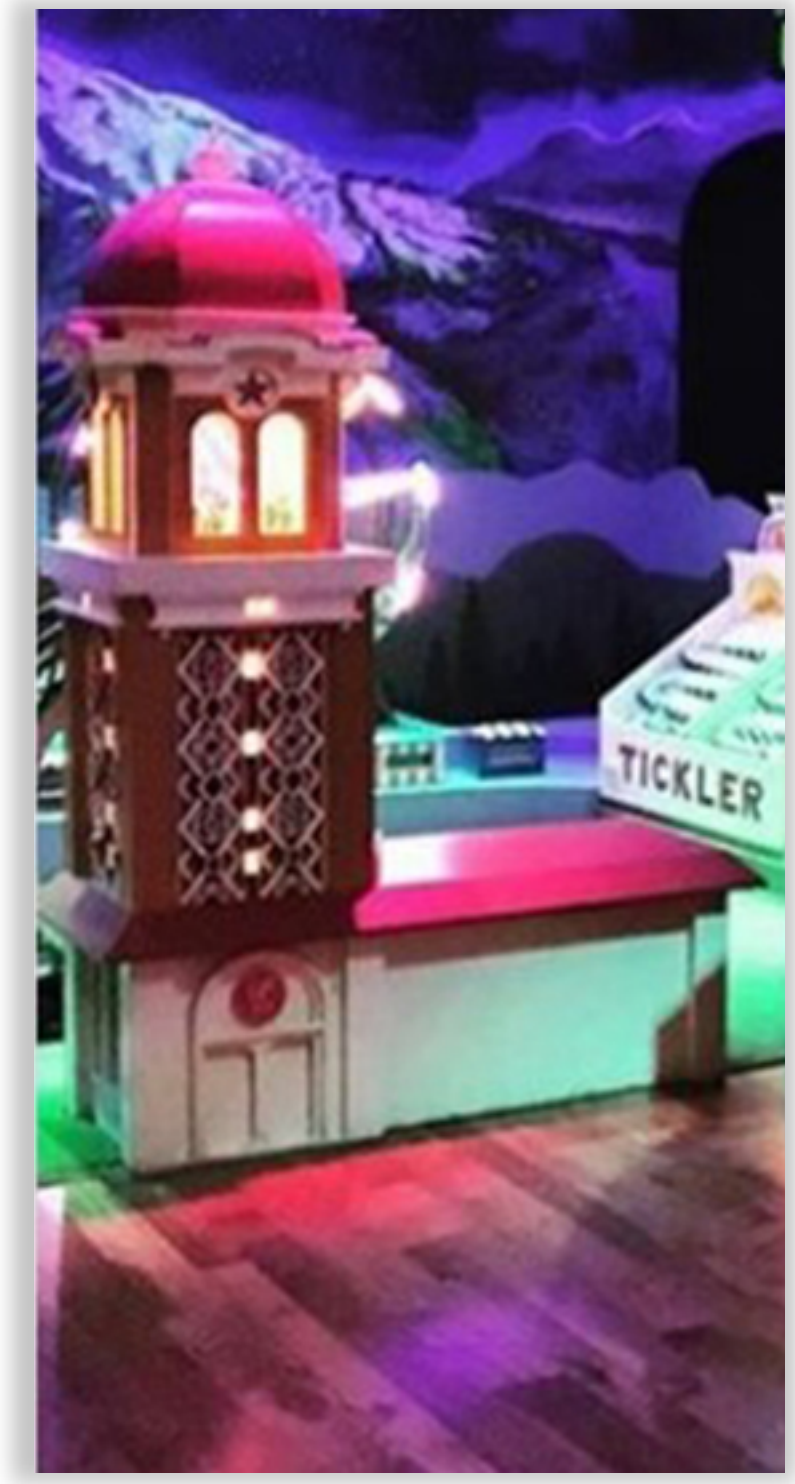
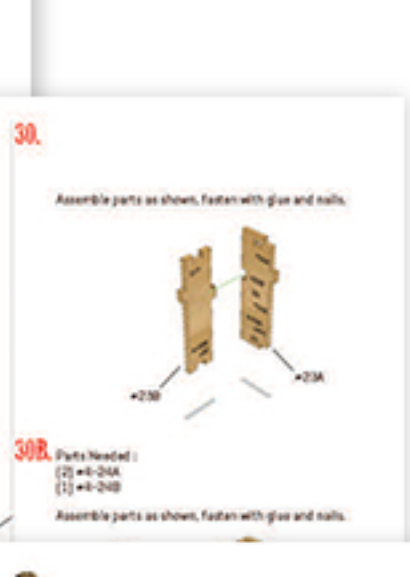
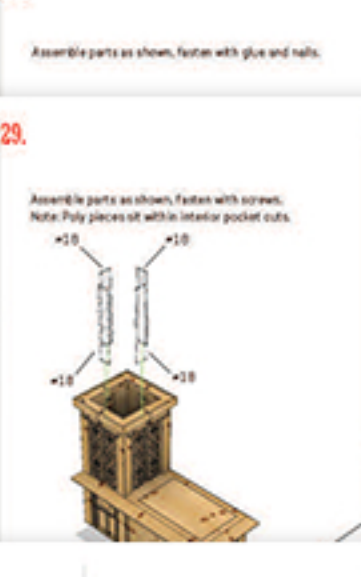
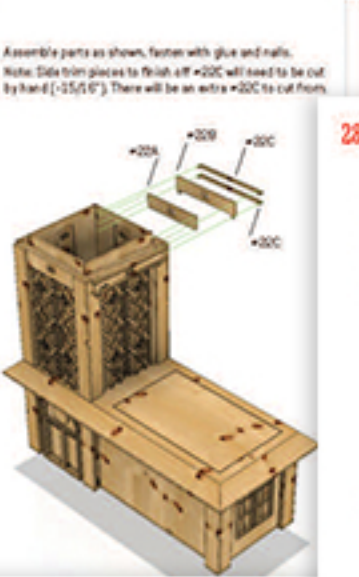
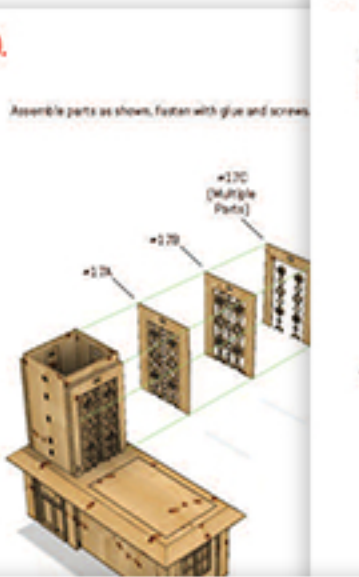
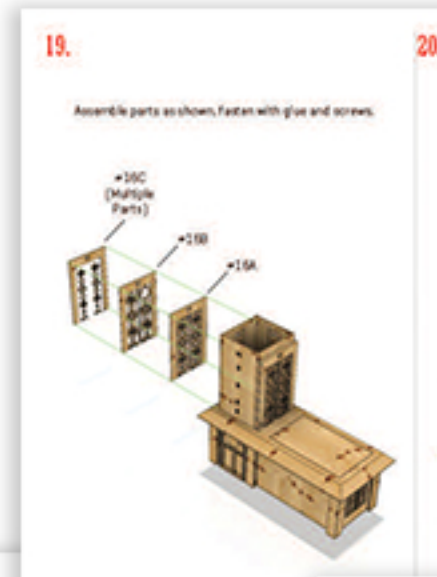
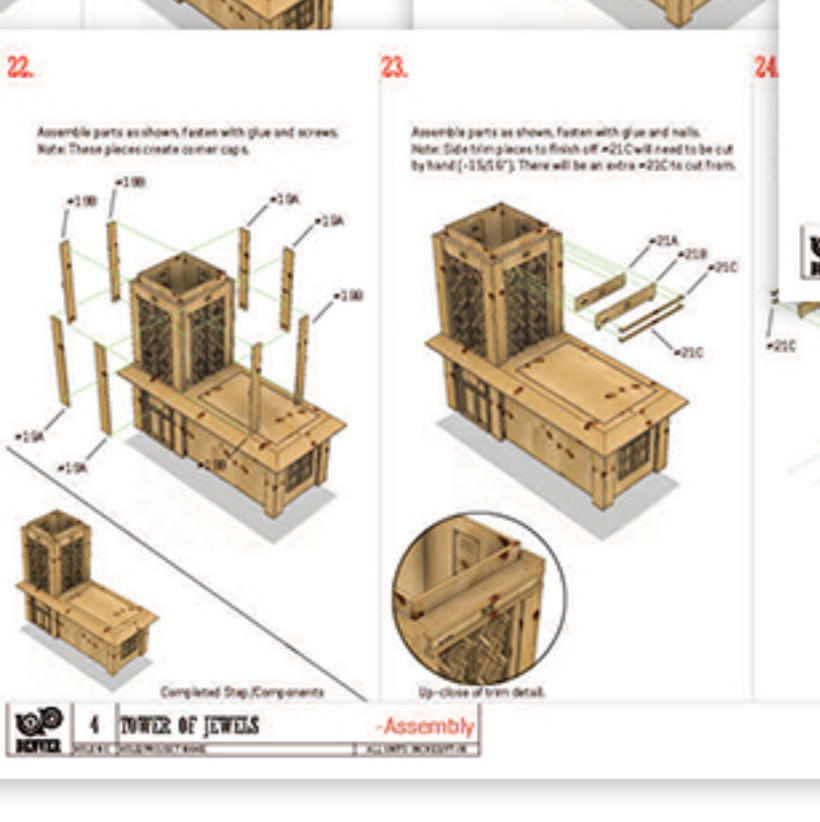
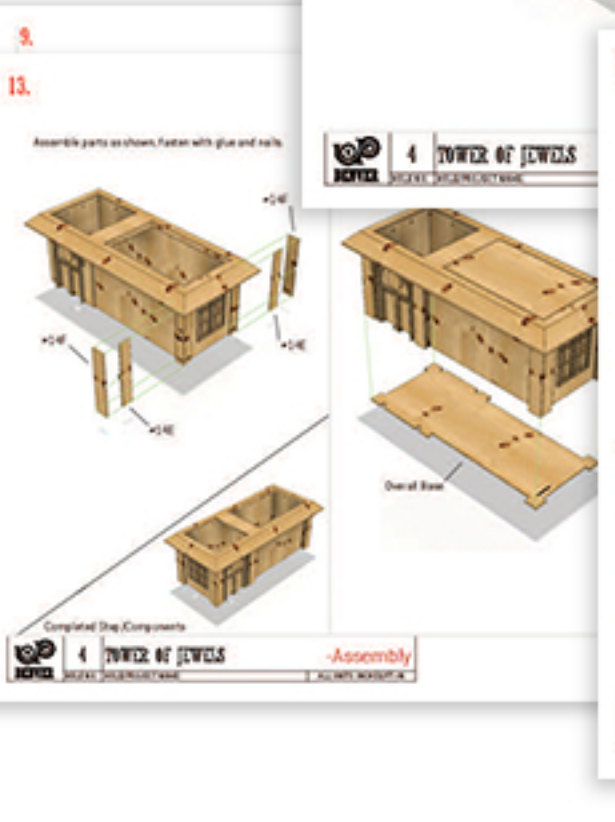
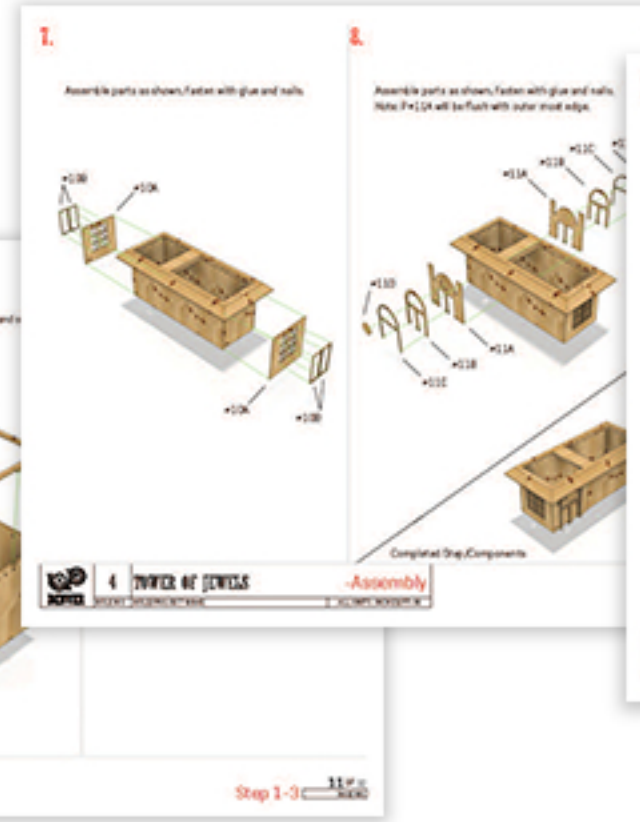
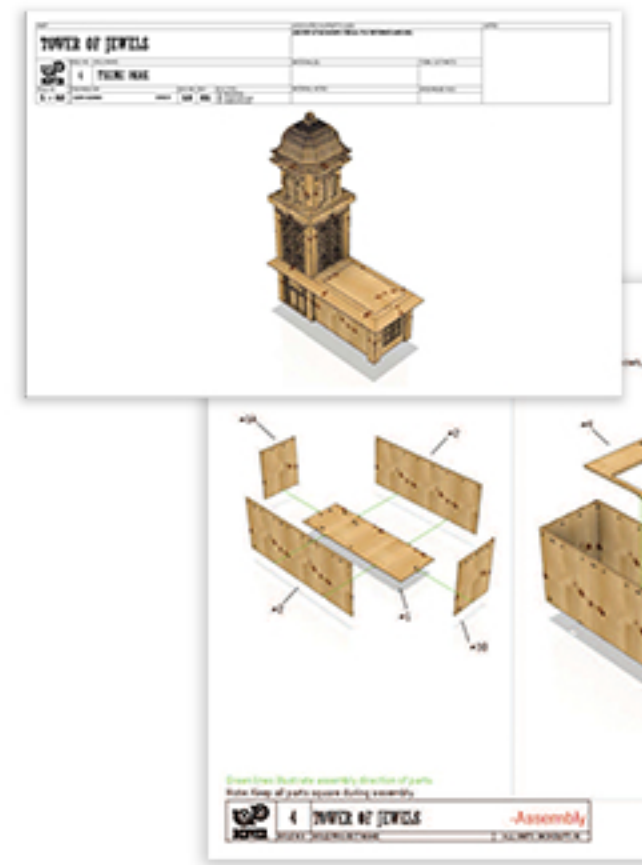
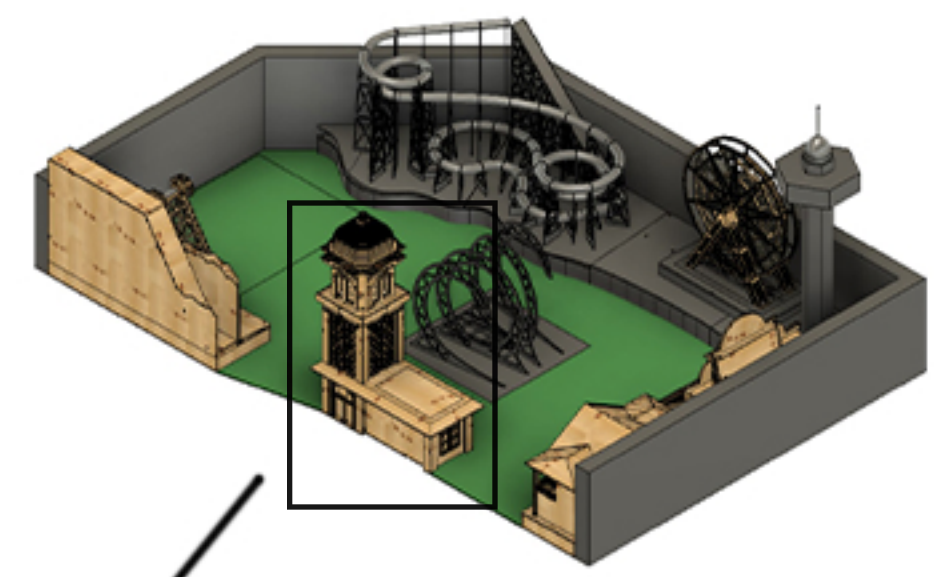
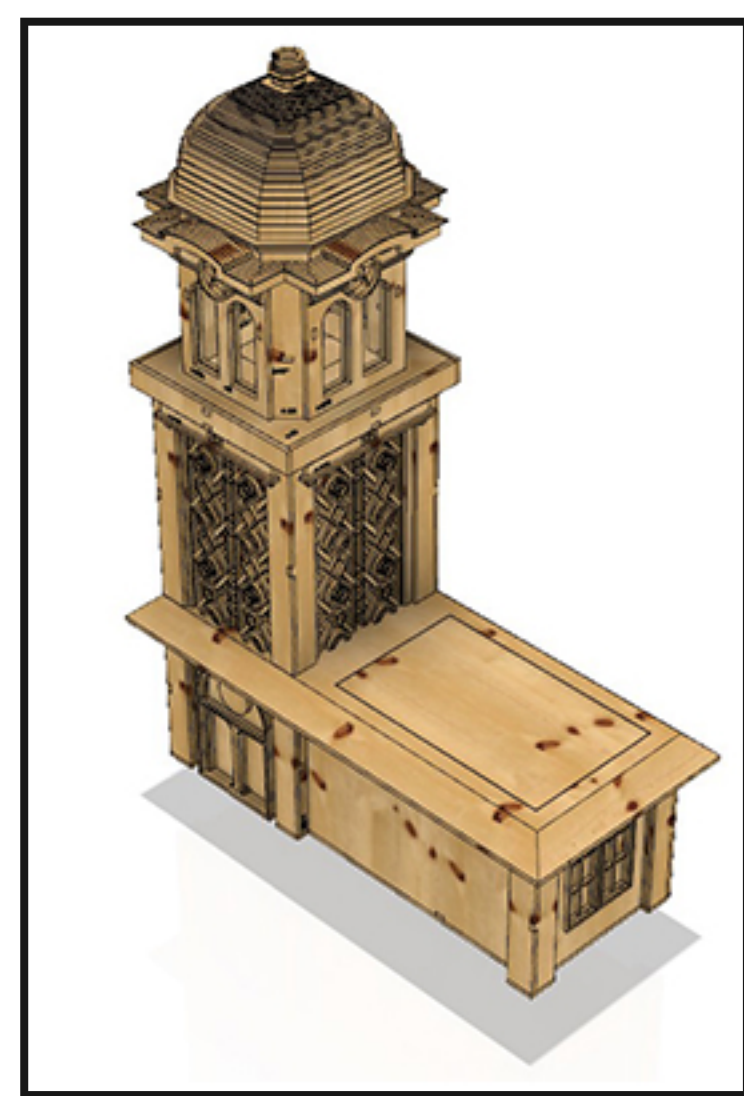
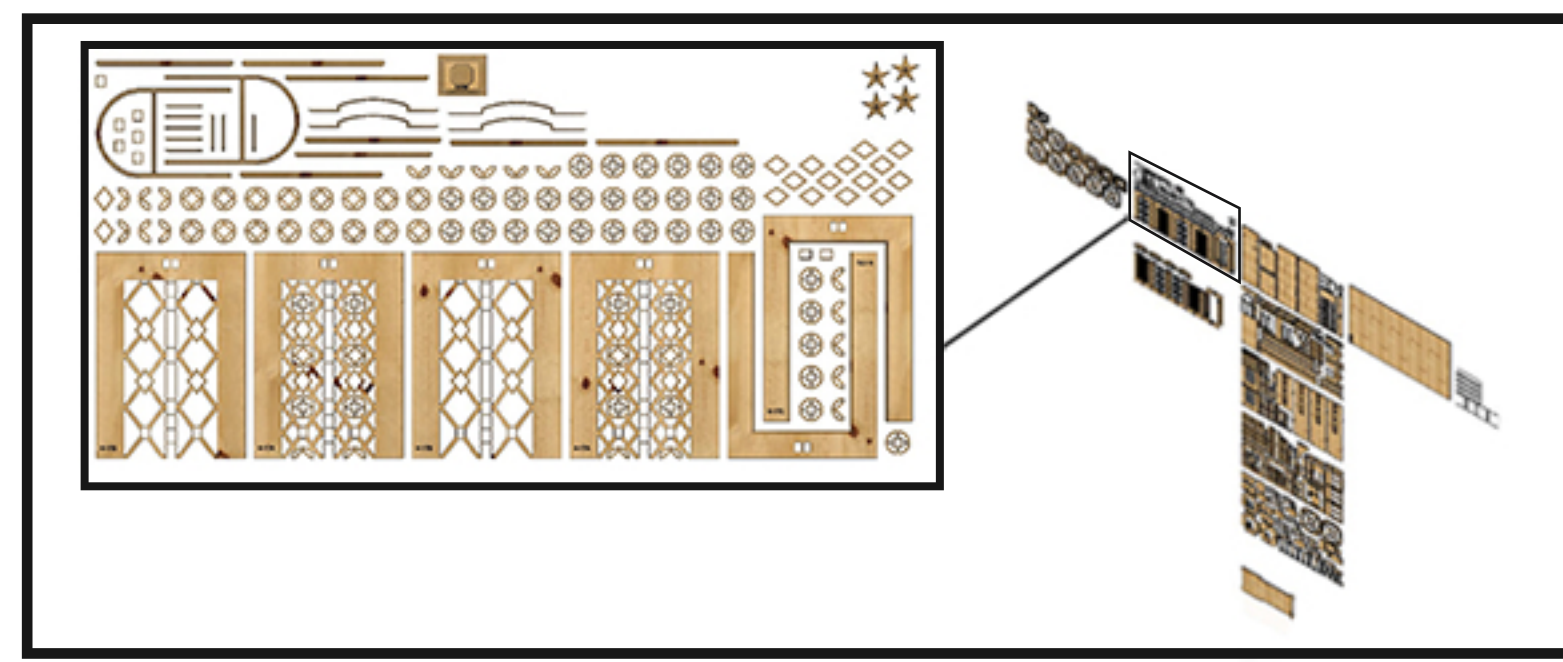
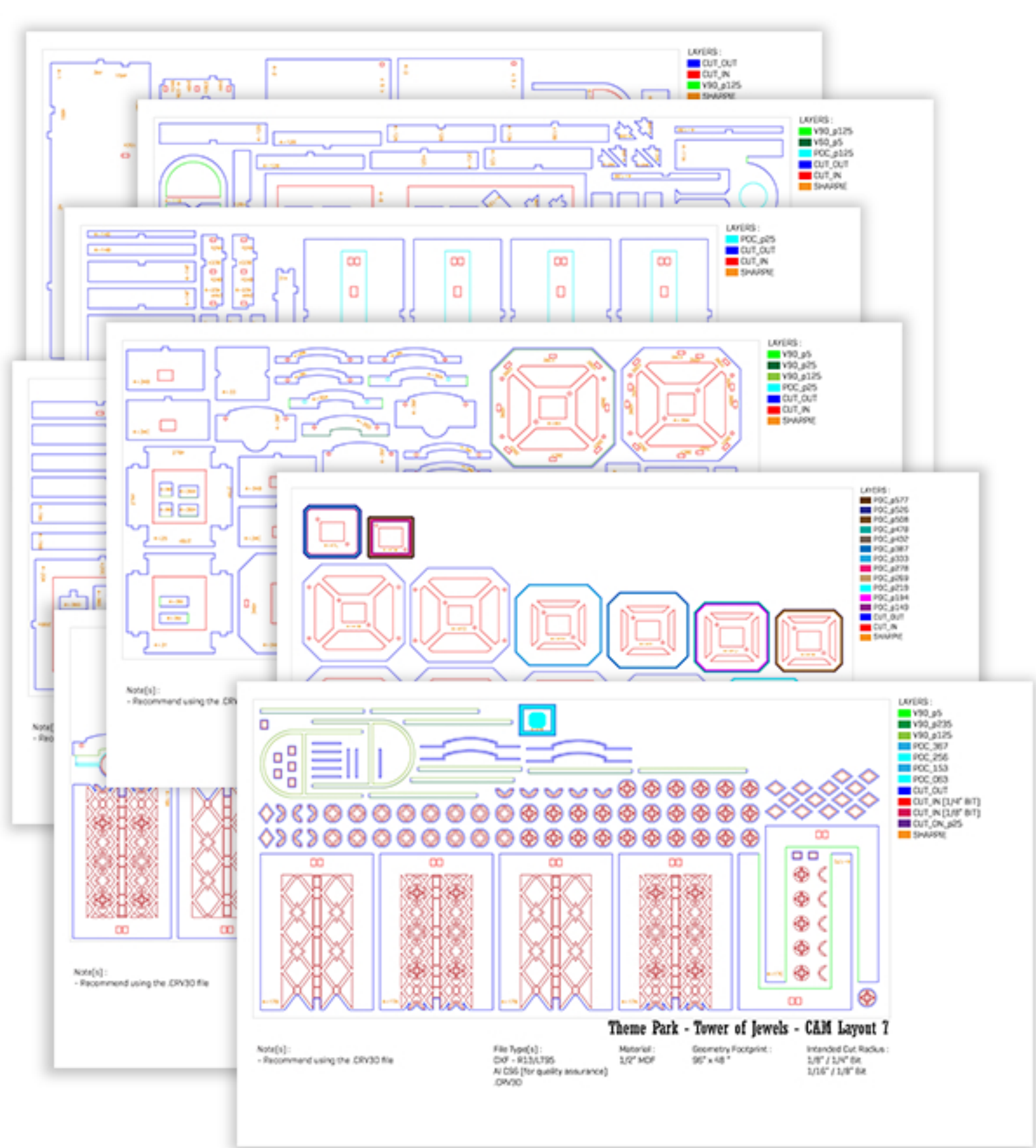
A mini-golf design concept that is part Jules Verne, part Rube Goldberg, and a plethora of imagination and creativity.

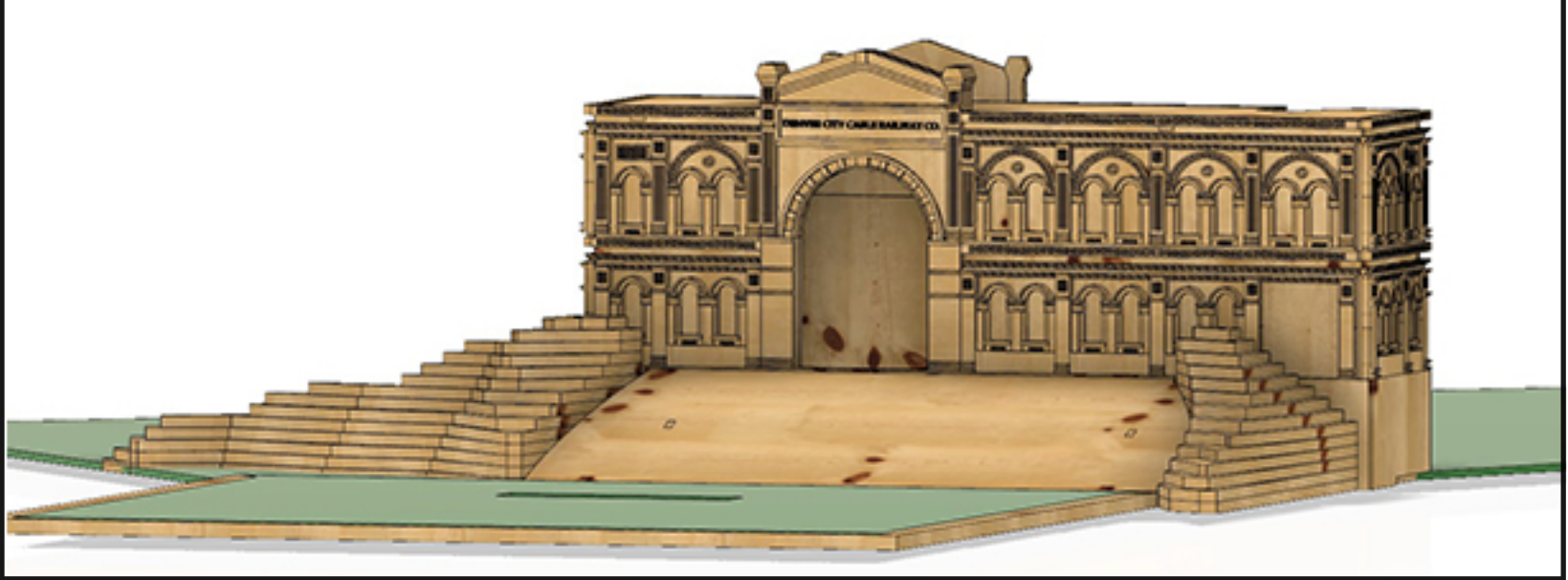
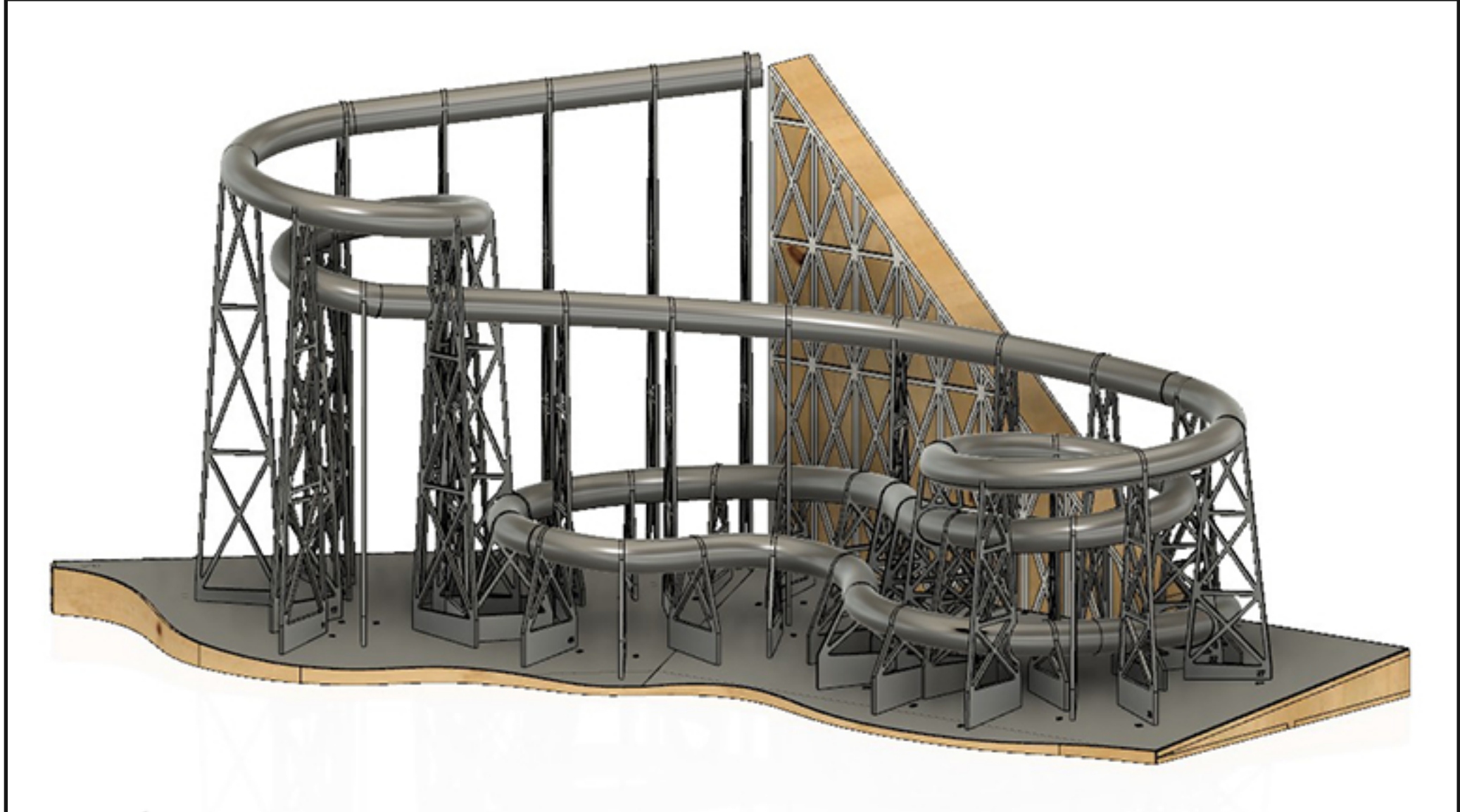


## URBAN PUTT DENVER

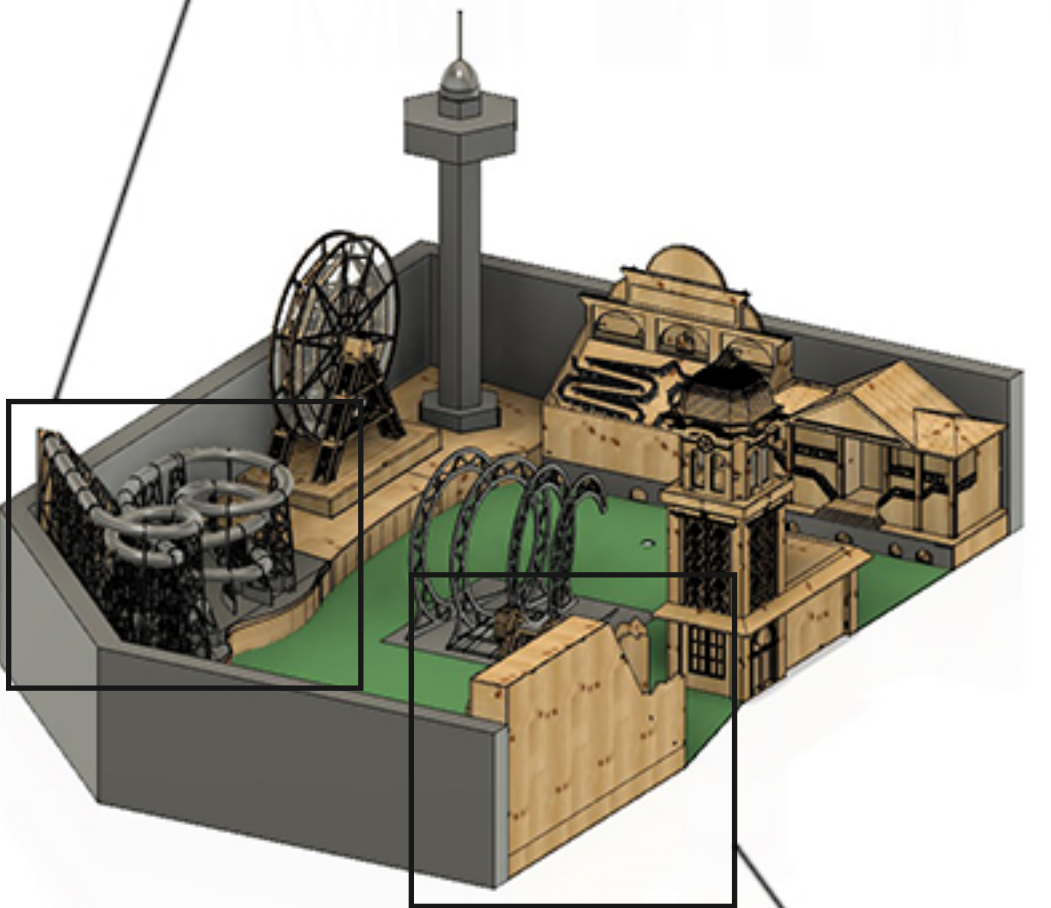
Original concept was born in San Francisco, being the first indoor miniature golf course. Using simple mechanisms, electronics, and ingenuity a small team was able to re-write what mini-golf can be. Four years later the concept was recreated and expanded and Urban Putt Denver opened mid 2019 featuring a full 18-hole interactive miniature golf course.



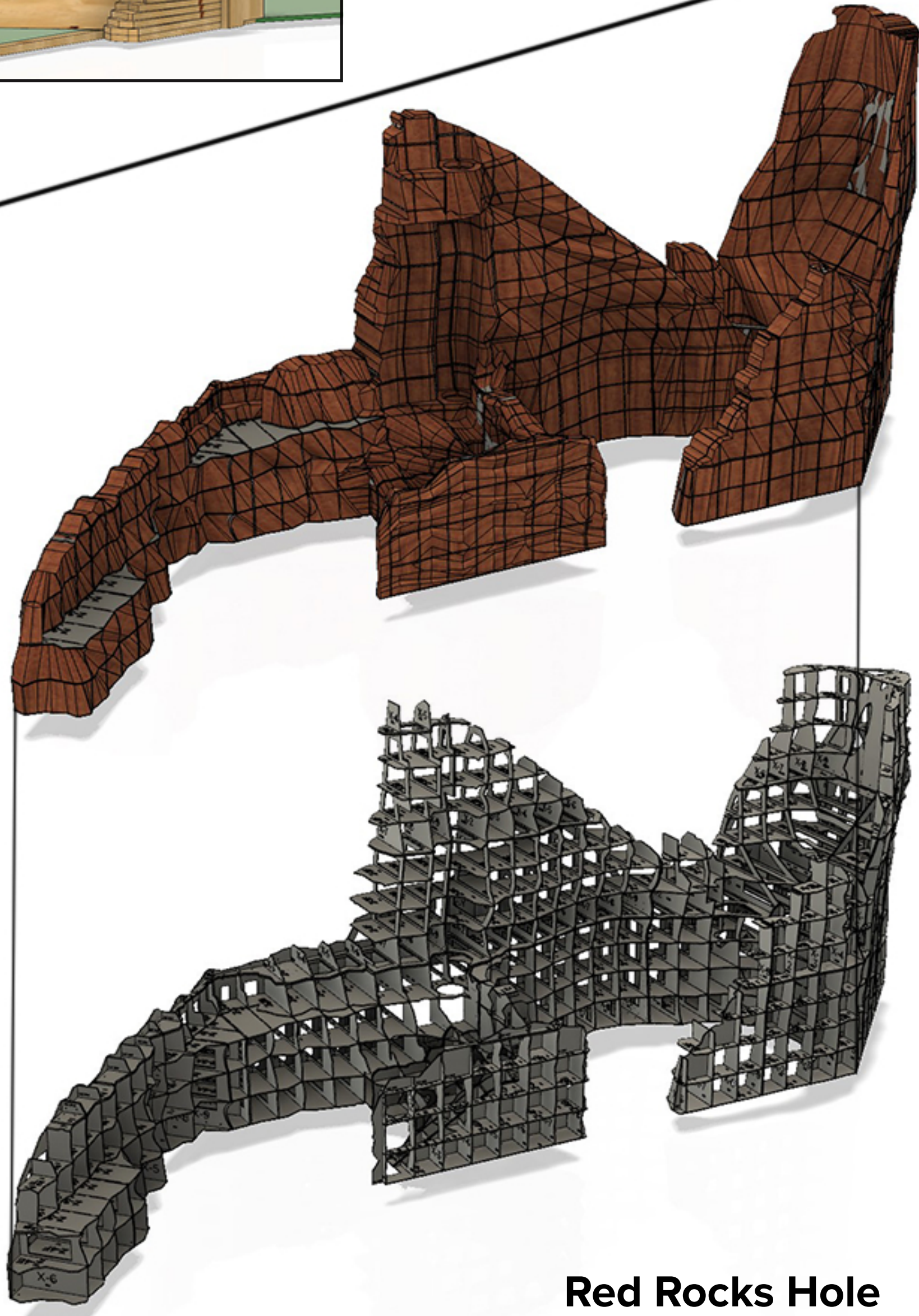




Cable Car Factory Hole



Theme Park Hole



Red Rocks Hole



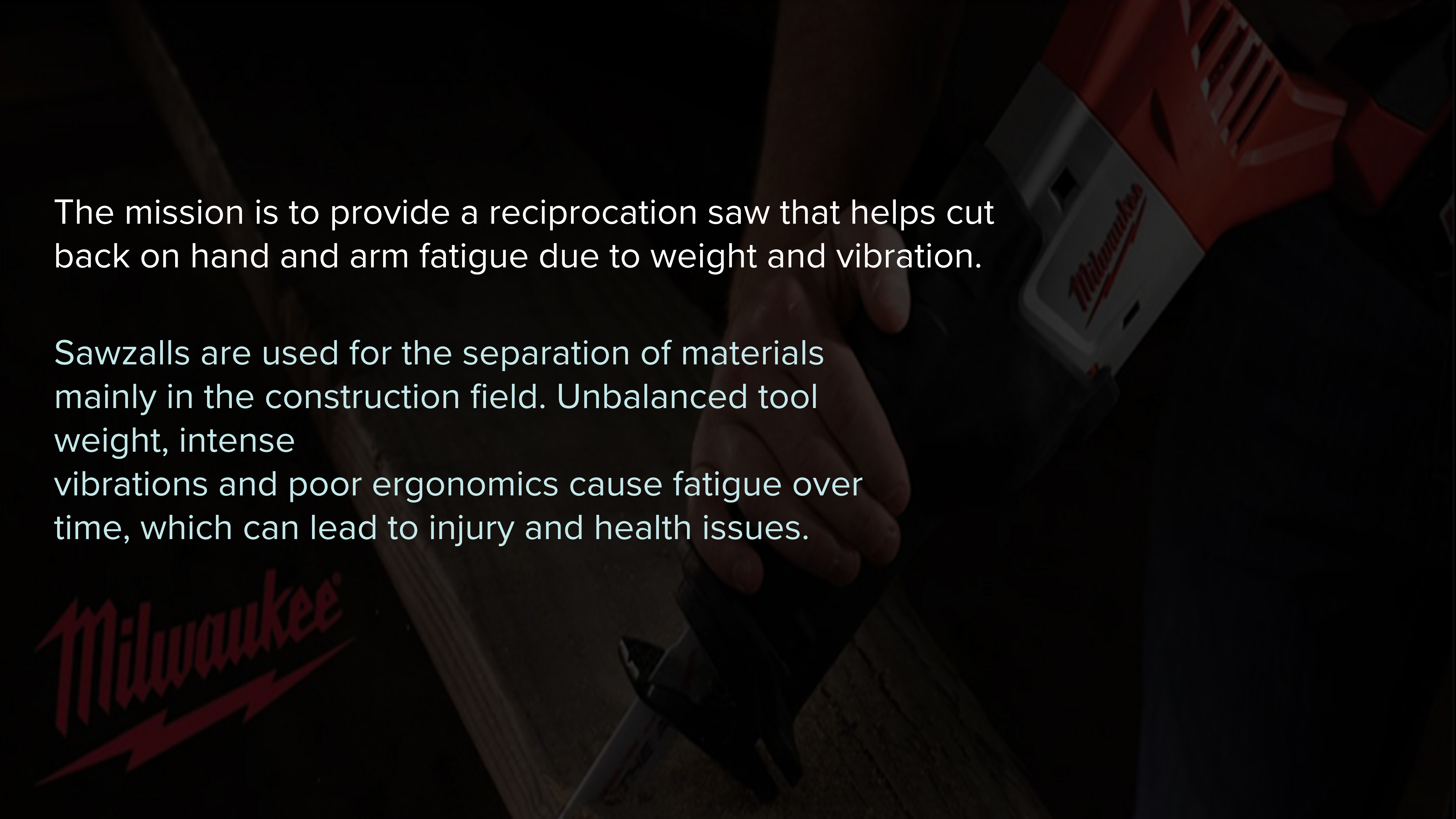


The Milwaukee logo is displayed in white script on a red background, with a white lightning bolt graphic underneath. It is positioned in the center of a red wall at the end of a hallway. The hallway has red walls on both sides, with various blurred images and text on the walls. The ceiling is a grid of recessed lights, and the floor is a light-colored carpet. The overall scene is a modern, brightly lit hallway with a strong red color scheme.

Milwaukee

## **M20E SAWZALL Recip Saw**

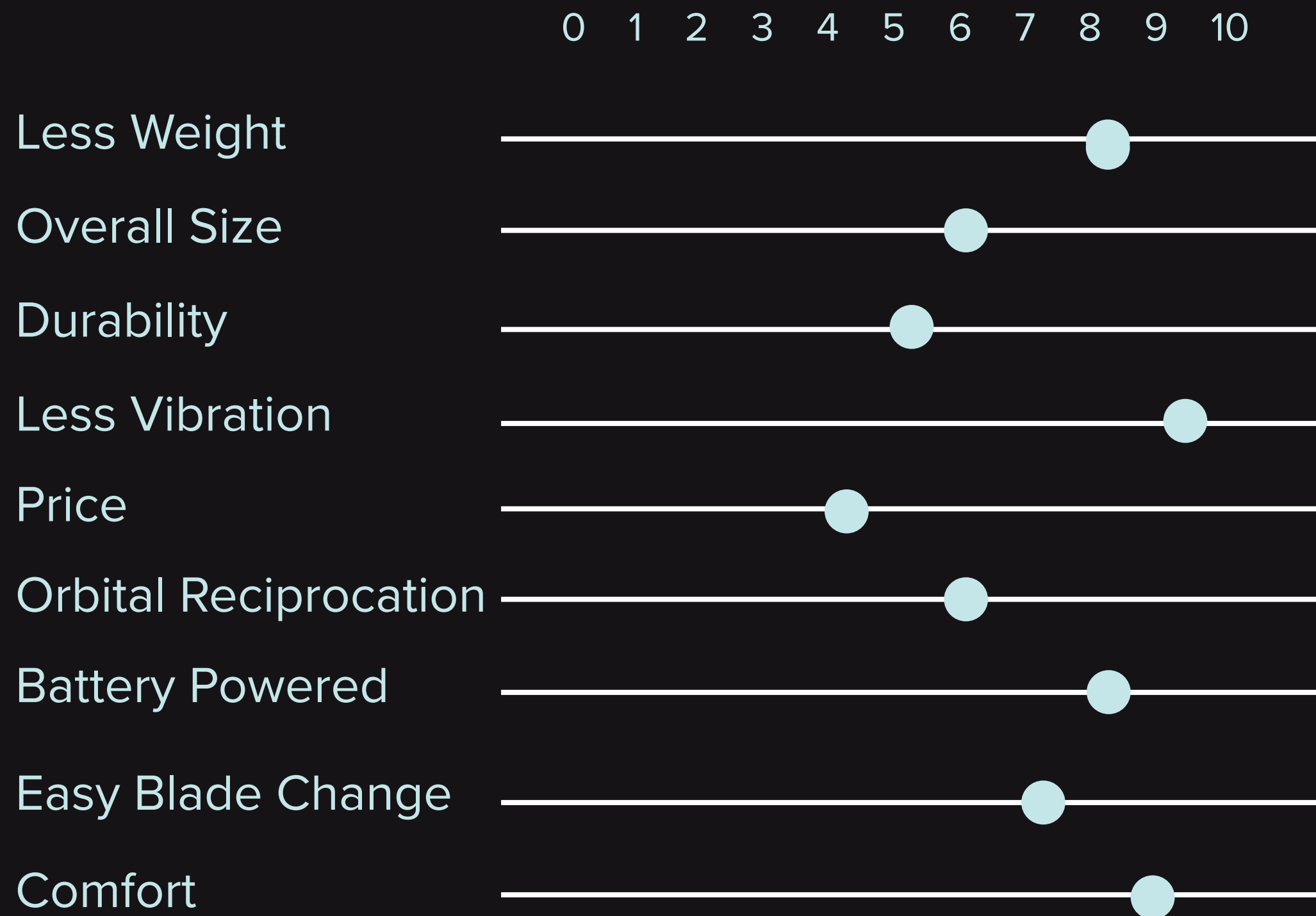
Milwaukee Tool's new ergonomic vibration dampening reciprocation saw.

A person is using a Milwaukee reciprocating saw to cut through a wooden surface. The saw is orange and black, with the Milwaukee logo visible on the side. The person's hands are visible, gripping the handle and the front handle of the saw. The background is dark, and the overall scene is dimly lit.

The mission is to provide a reciprocation saw that helps cut back on hand and arm fatigue due to weight and vibration.

Sawzalls are used for the separation of materials mainly in the construction field. Unbalanced tool weight, intense vibrations and poor ergonomics cause fatigue over time, which can lead to injury and health issues.

# Needs Value Chart



# User Needs

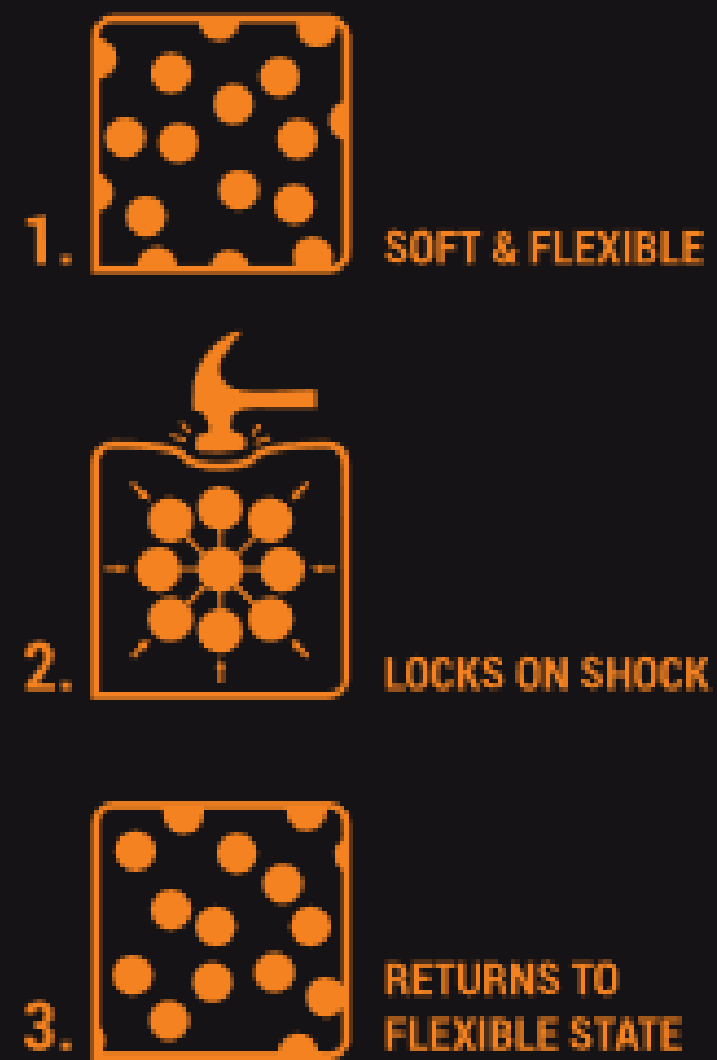
Comfort      Advanced Technology  
 Mobility      Advanced Materials

# Technology

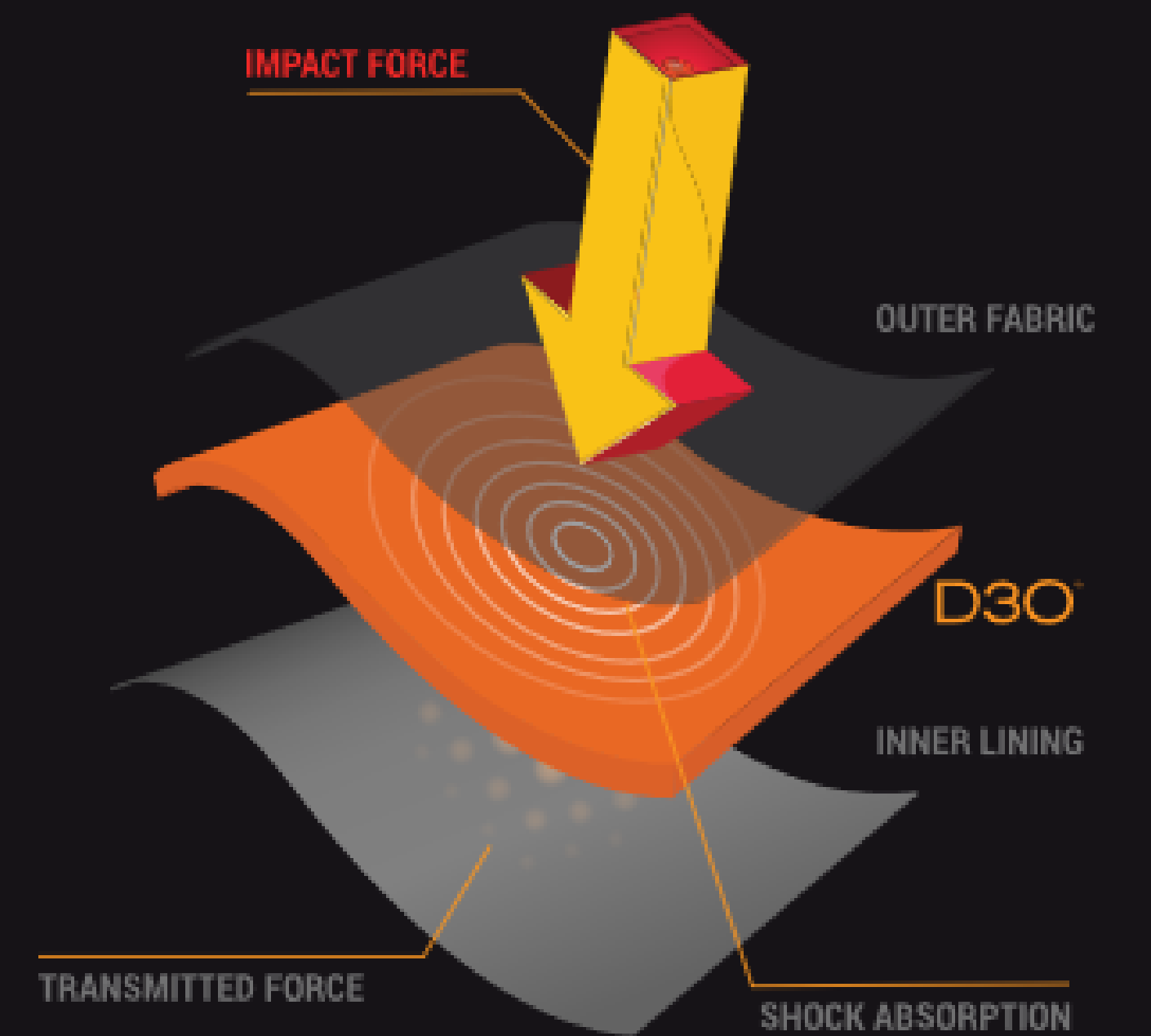
D30® unique technology is based on the innovation of capturing the benefits of non-Newtonian shear thickening material in polymers that can then be engineered for real world impact protection solutions. These enhanced properties offer a number of different performance benefits depending on the base polymer used and the intended application.

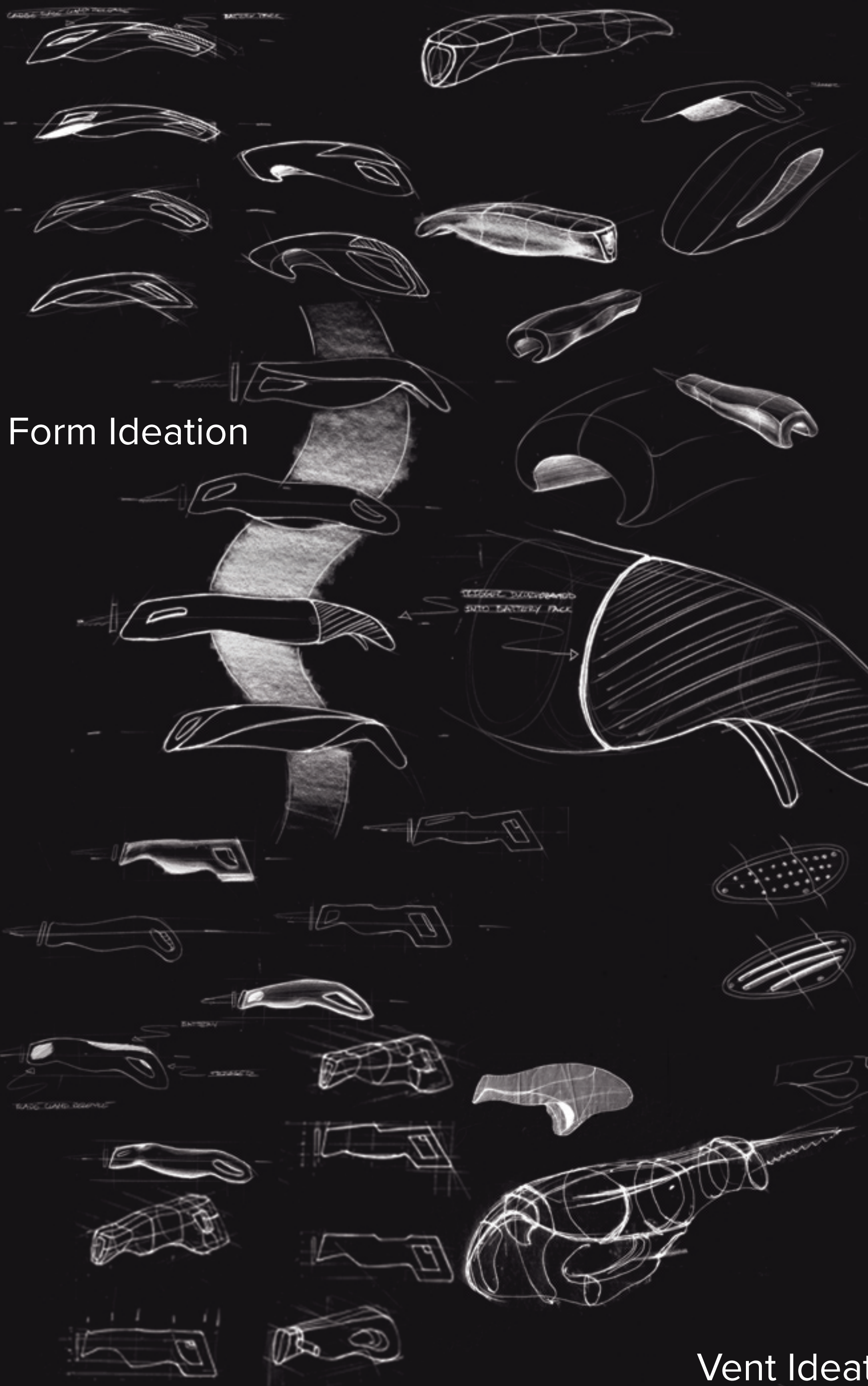
D30® materials are engineered to be fit-for-purpose but as a solutions provider D30 is also able to customize the various formulations to a partners specific requirements.

## How D30® molecules work:

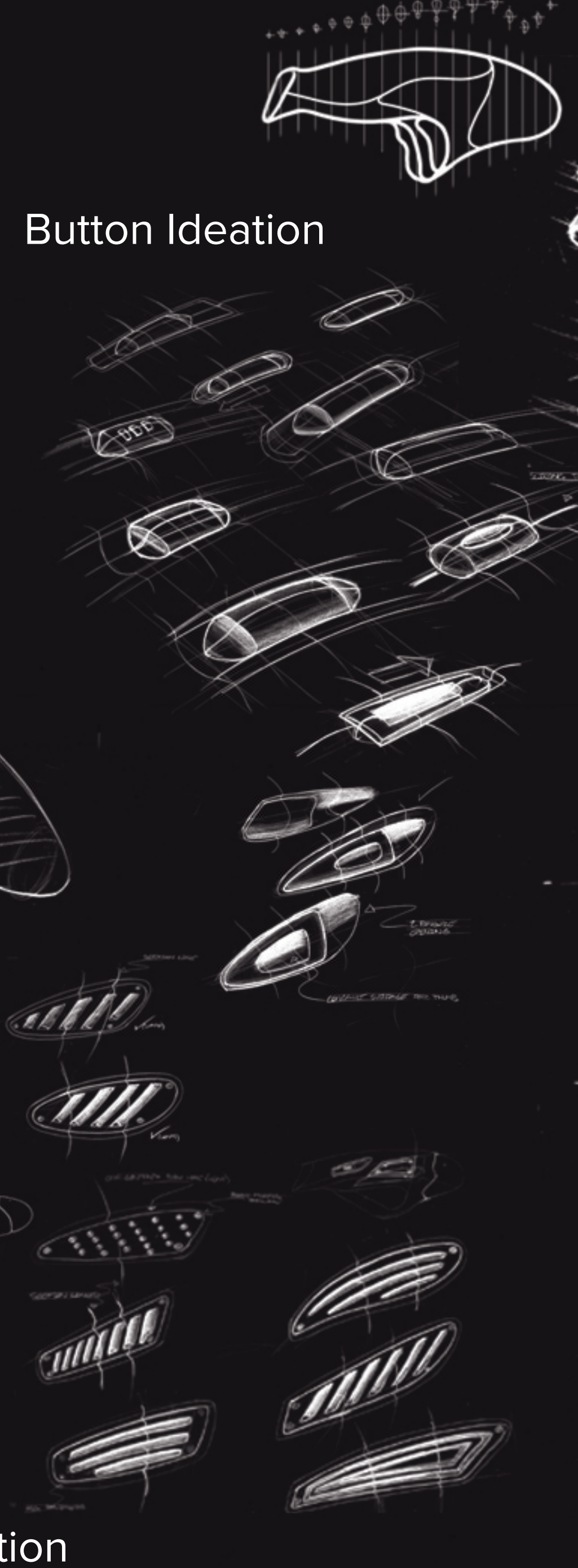


## How D30® technology works:

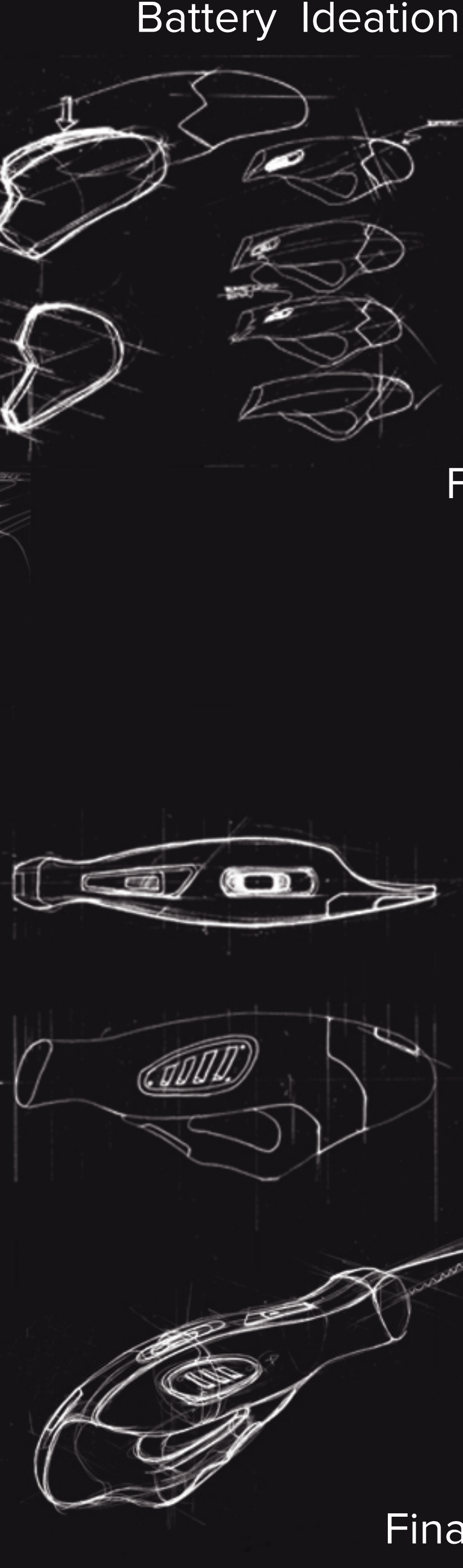




Form Ideation



Button Ideation



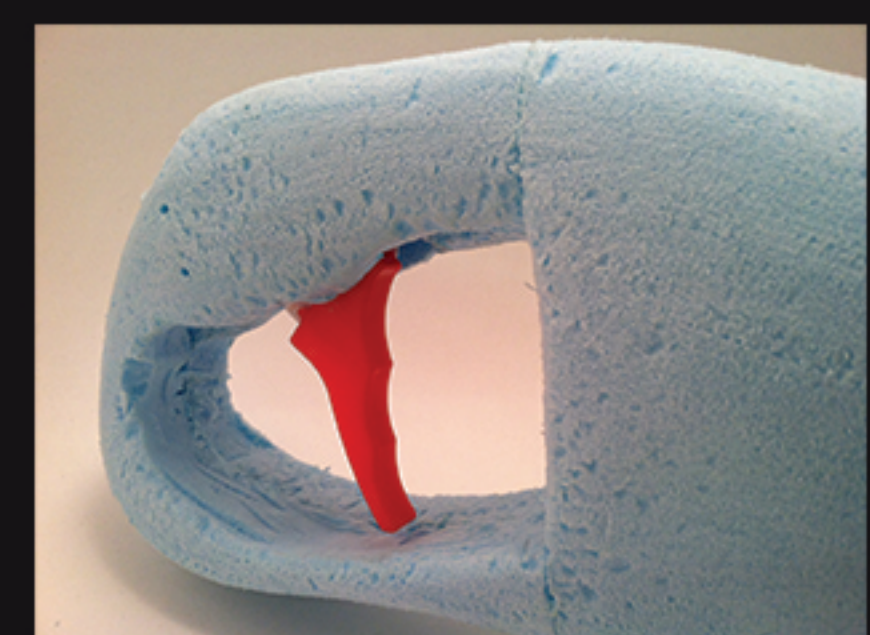
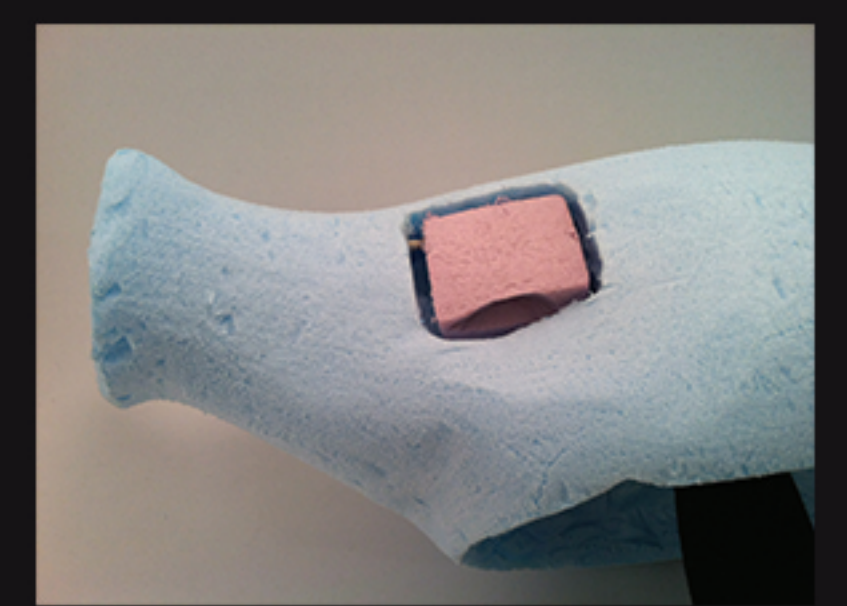
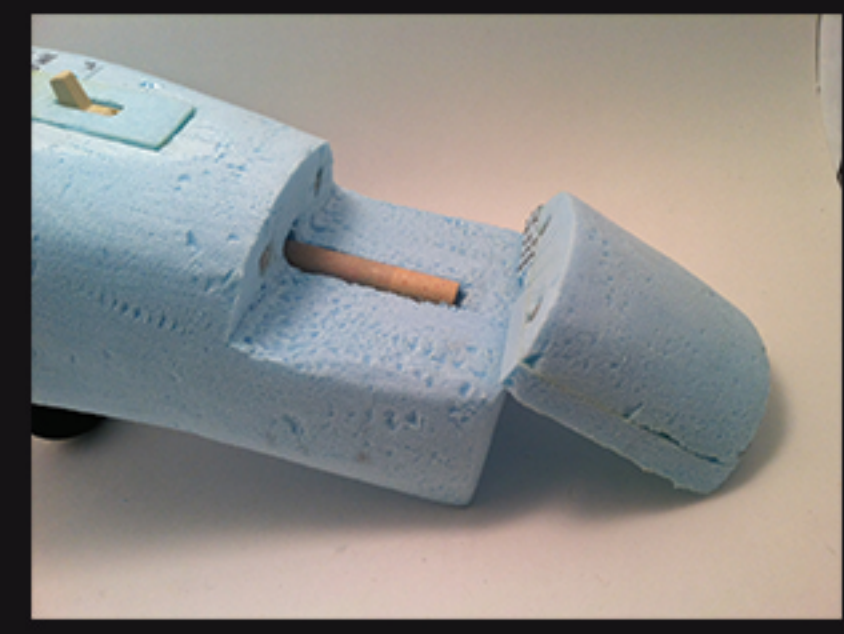
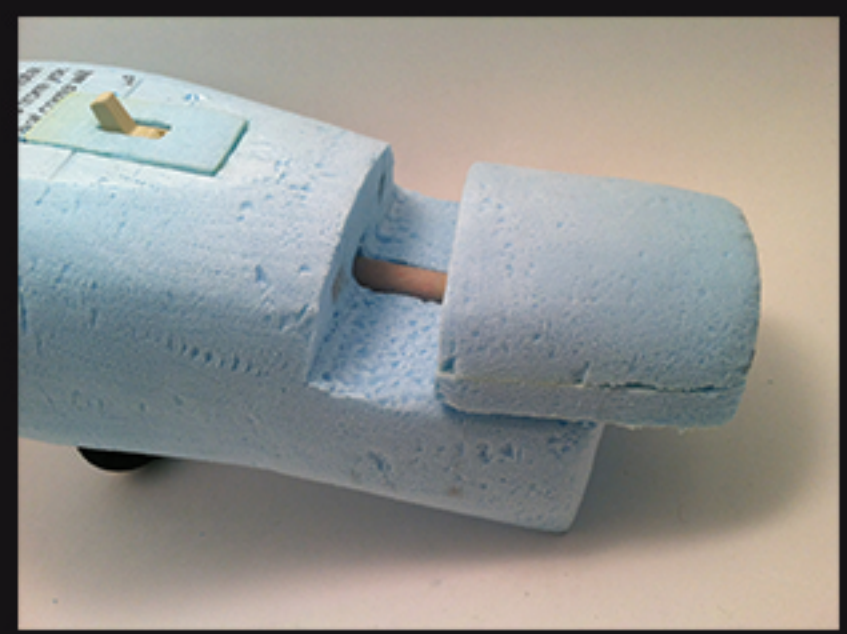
Battery Ideation



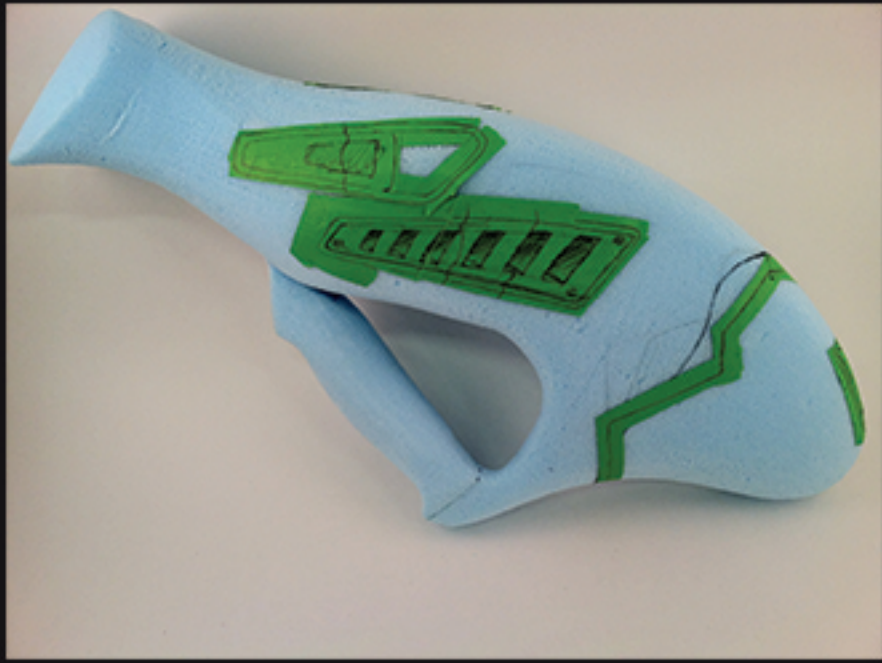
Function Sketches

Vent Ideation

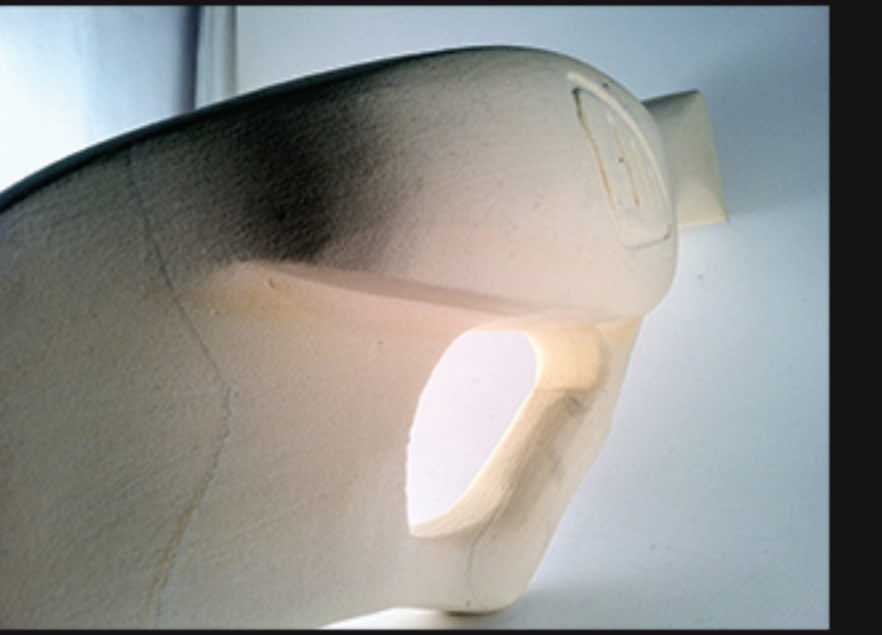
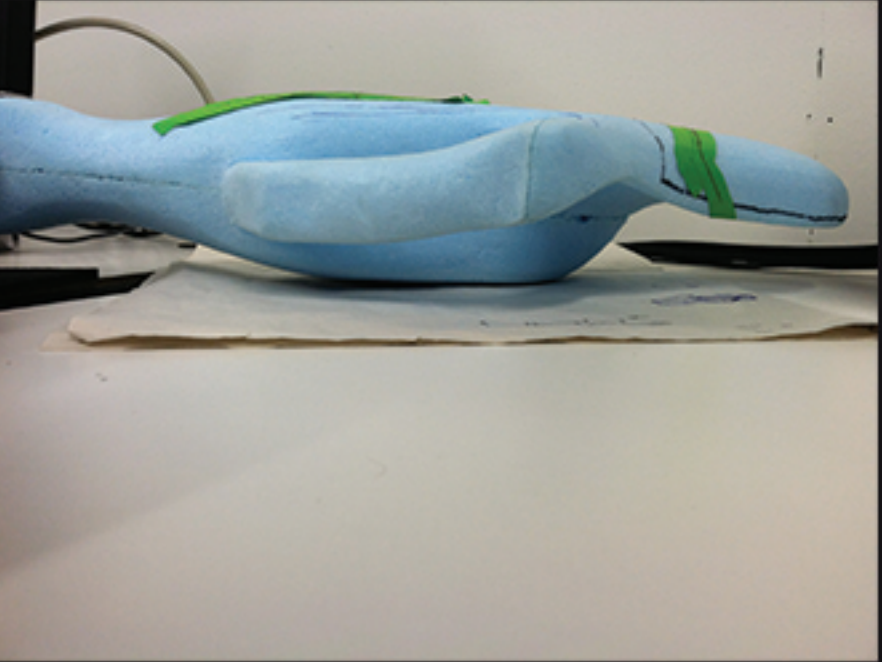
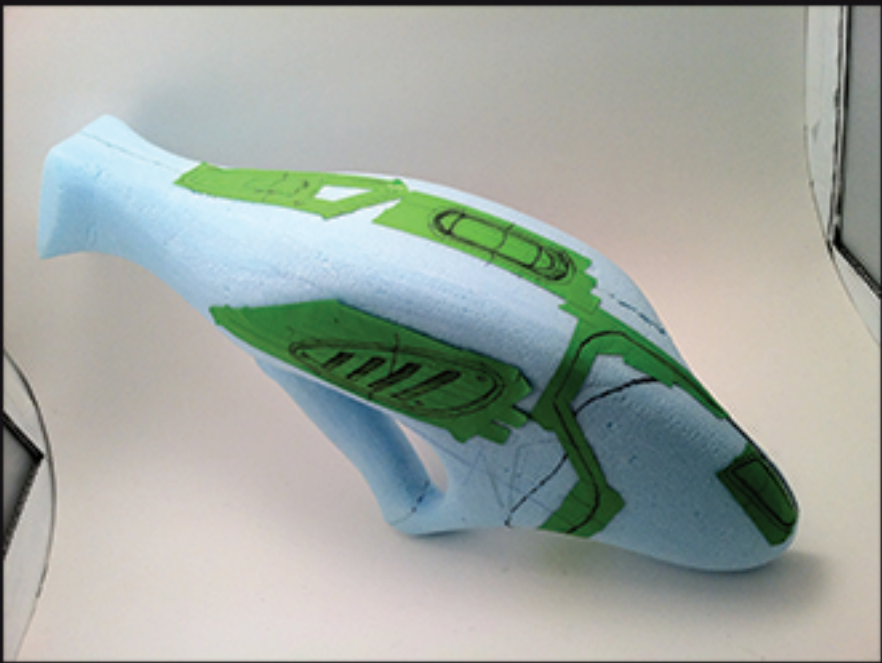
Final Design



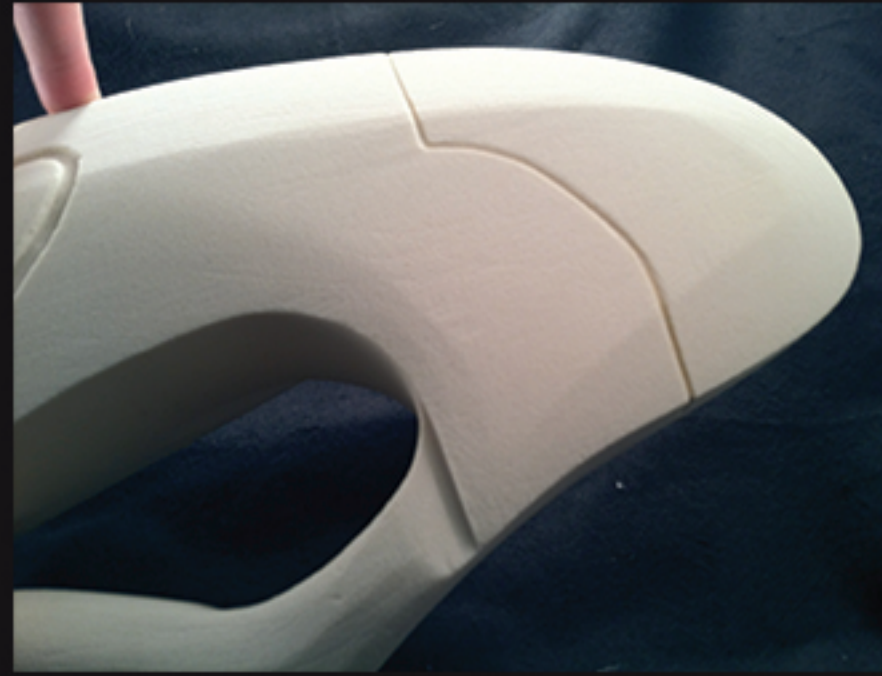
Function and Volume Studies



Volume and Stylizing Study



Apperance Model



## Easy Blade Change

This top located blade clamp lever provides quick and efficient blade changes.

## D30 Technology

Placed within the shell of the M20E SAW-ZALL Recip Saw this patented technology helps reduce vibration and impact, extending the life of the tool.

## 18V Rechargeable Li-Ion Battery

Milwaukee's M18 XC High Capacity RED LITHIUM battery offers up to 75 more cuts per charge.

## Overmolding

The overmolded handle allows better tactile feedback and comfort for the user.

## Ergonomic Handle

This ergonomically designed handle reduces stress and fatigue in the user's hand over long periods of use.

## Keyless Shoe Release

This allows for better control in cutting and longer blade life.

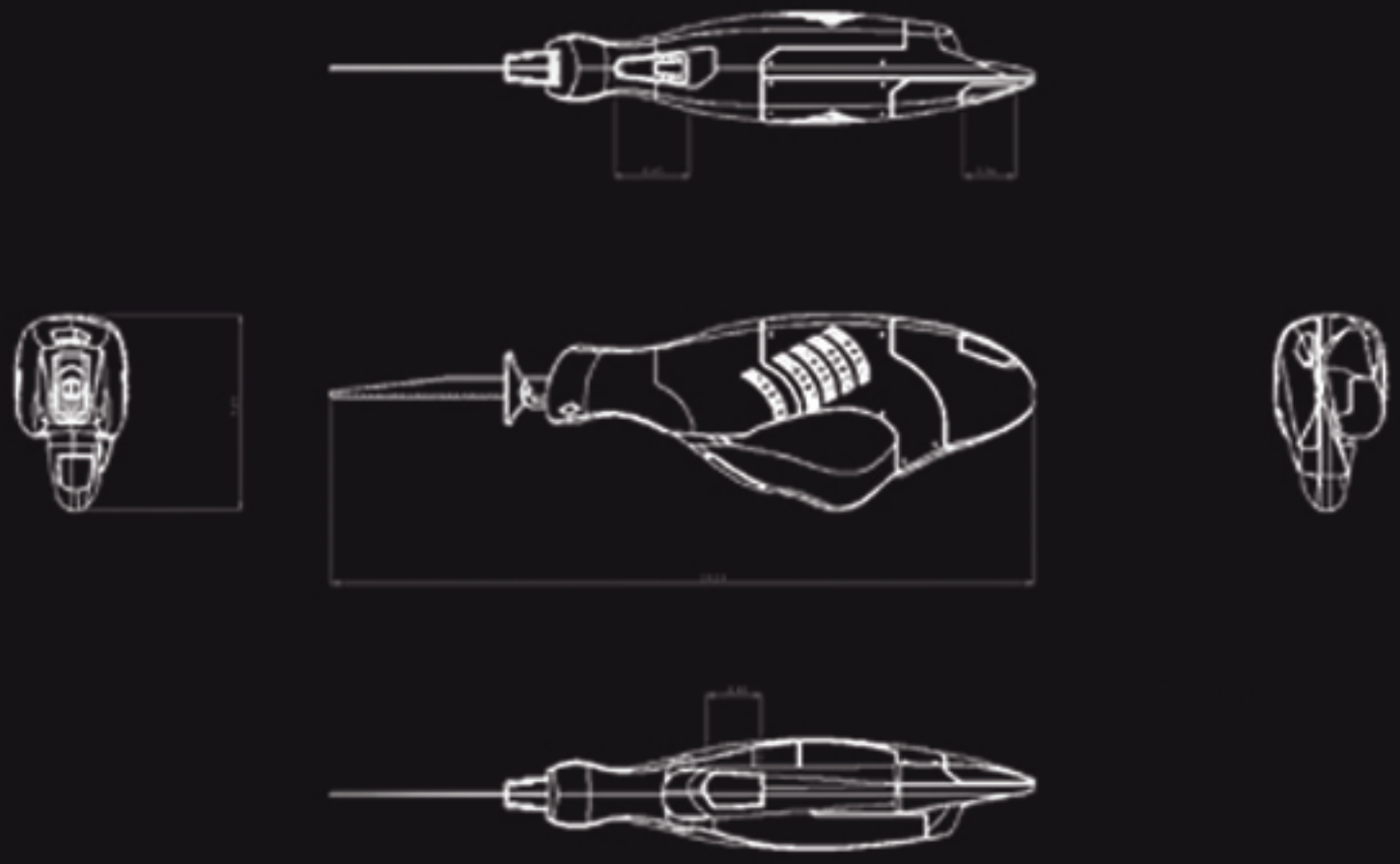
## Two Finger Variable Speed Trigger

This large variable speed trigger optimizes speed for different applications.





# M20E SAWZALL Recip Saw



Nothing but HEAVY DUTY.™

Weighing only 6.2 lbs, this saw is designed for maximum power, operator comfort and convenience.



# Birdwing Tech Pack by Patagonia

Three concepts formulating into one final design to empower users to safely and easily enjoy the outdoors in 2030



# The New Localism

We are all locals. And we live in a global world. We can no longer pass through or visit remote wild places and trust they will remain that way. Patagonia's friends have always brought us news of places they loved that are threatened. Patagonia is committed to bringing our resources and connections to bear on these threats to wilderness, far and wide. We all have a chance to make a difference. Take a stand.

**THIS IS THE NEW LOCALISM**

- Patagonia

# Mission Statement

Build the best product, cause no unnecessary harm and continue to inspire earth's remaining inhabitants to safely enjoy the beauty of the outdoors we have left.



A dramatic sunset over a body of water. The sky is filled with dark, heavy clouds, some of which are illuminated from below by the setting sun, creating a vibrant orange and yellow glow. The sun is positioned low on the horizon, just above a line of dark, silhouetted trees. The water in the foreground is calm, reflecting the colors of the sky and the dark shapes of the trees. The overall mood is serene yet powerful, capturing the transition from day to night in a natural setting.

# Problem Statement

The wilderness is changing,  
adventuring will be modified.  
Our gear needs to adapt as well.

**2030, Earth's population has diminished, major cities vacated, now overgrown, climate quality is low with harmful acid rain, erratic dust and electrical storms and a thinning atmosphere.**



**Most of the remaining population live in small protected areas or 'safe zones', others roam and camp to enjoy what's left.**



**For these nature seekers, quick access to gear, adjustable storage compartments and protection from the harsh climate are key to being able to go out on long treks safely.**



**Amber**  
- 24 years old  
- Safe Zone around Yosemite, CA  
  
- Athletic hobbyist that is out in her Safe Zone of Yosemite enjoying nature through long day hikes.



Amber plans her day hike.



She packs all needed essentials.



Amber sets off to her destination.



Upon arriving she sets up rest zone.



Enjoys view & looks for drinking water.



Explores and finds water.



Repacks bag for hike home.



Hiking through burnt forest home.

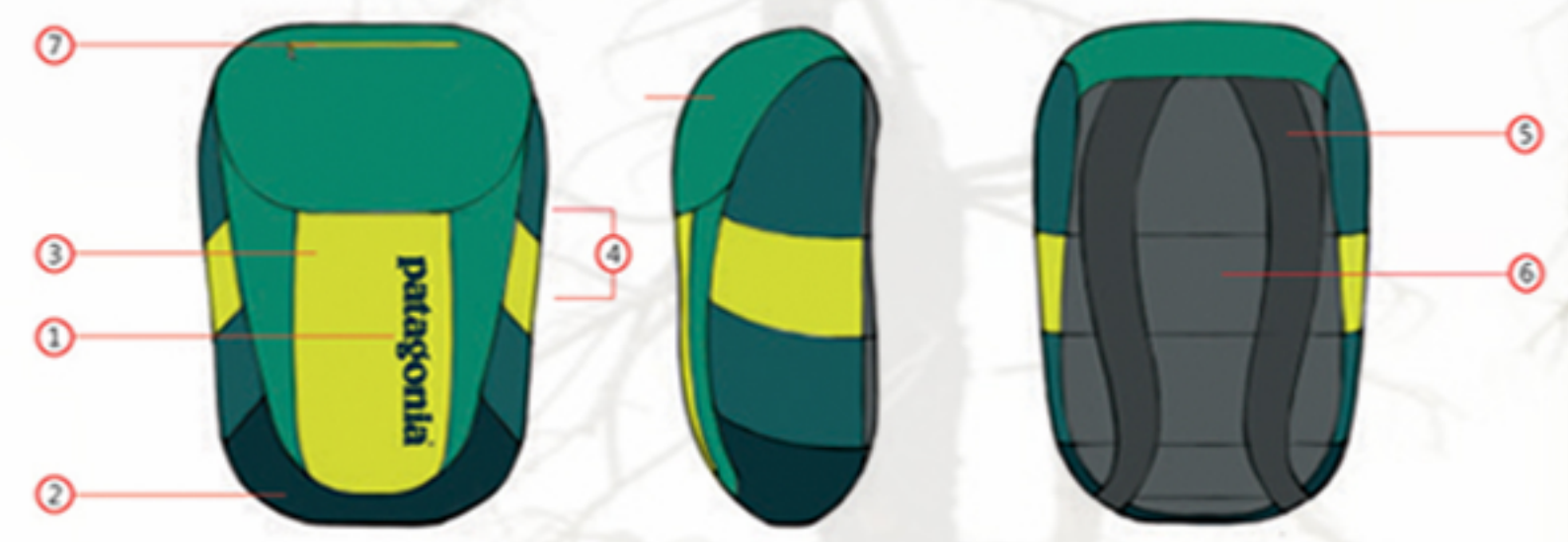
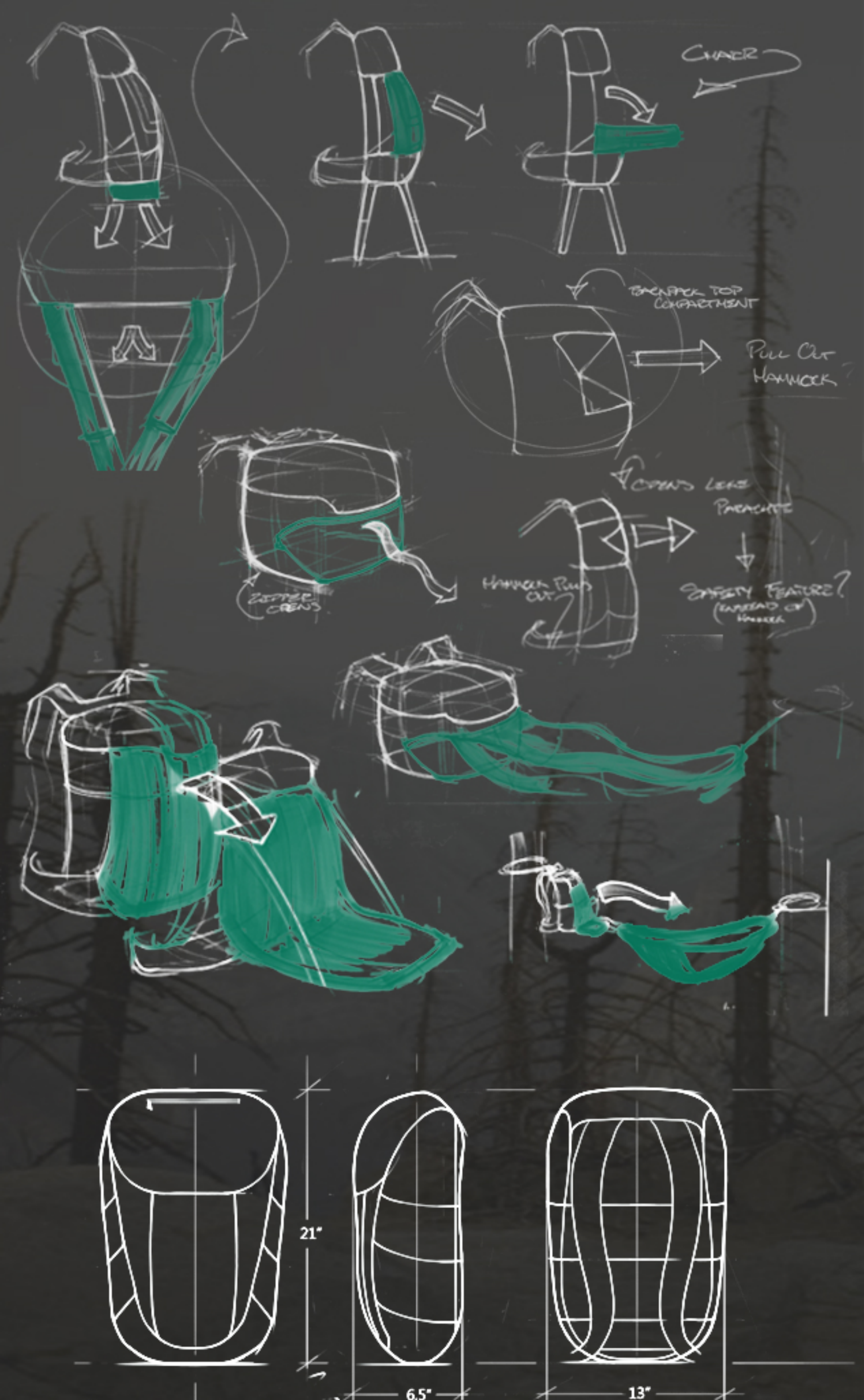


Amber reflects on her day at home.

**Needs :** Module bag that's easily packable and highly functionable, with climate protection.

**Wants :** More compact everything, chair or resting feature, rain guard, GPS receiver/beacon, lights, energy storage/generator (electical), water/food storage.





**1 Logo**

Description: Screen Printed  
 Color: Aqua Stone Palette - Dark Aqua Green  
 Material: Polyester  
 Finish: Gloss (DPU Coating)

**2 Exterior Base Fabric**

Description: Exterior Fabric  
 Color: Aqua Stone Palette - Dark Aqua Green  
 Material: Polyester  
 Finish: Matte

**3 Exterior Main Fabric**

Description: Exterior Main Bulk Fabric  
 Color: Aqua Stone Palette - Light Aqua Green, Yellow  
 Material: Polyester  
 Finish: Gloss (DPU Coating)

**4 Exterior Side Fabric**

Description: Exterior Side Fabric  
 Color: Aqua Stone Palette - Medium Aqua Green, Yellow  
 Material: Polyester  
 Finish: Matte

**5 Straps**

Description: Camping Straps  
 Color: Steel Grey  
 Material: Yulec Neoprene Closed Cell Foam, covered with Polyester fabric  
 Finish: Matte

**6 Back Padding**

Description: Back Padding  
 Color: Steel Grey  
 Material: Yulec Neoprene OpenCell Foam, covered with Polyester fabric  
 Finish: Matte

**7 Zipper**

Description: Zipper for bag enclosure  
 Color: Black  
 Material: Nylon  
 Finish: Matte

Patagonia  
 Multi - Use Day Pack  
 CMF

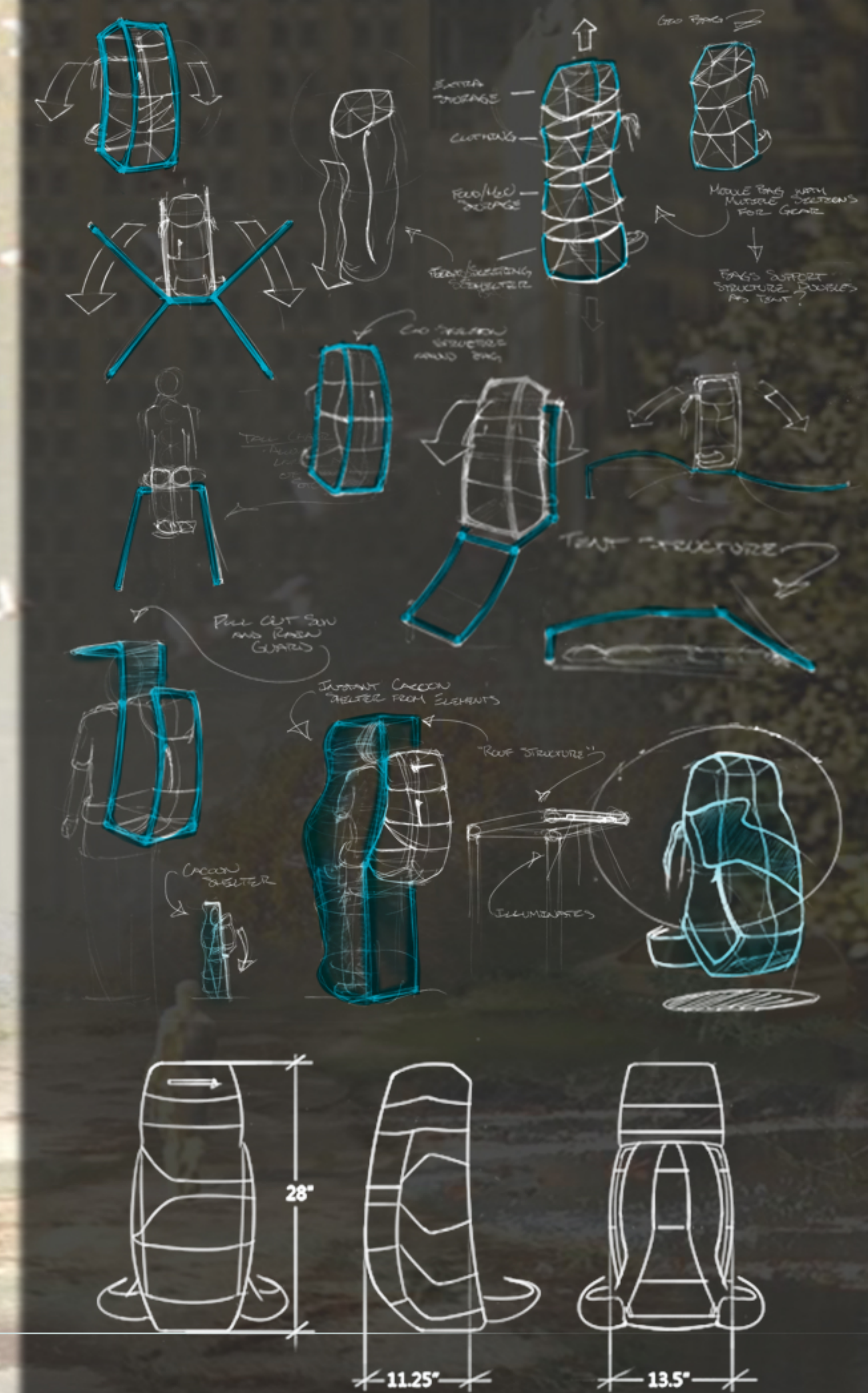


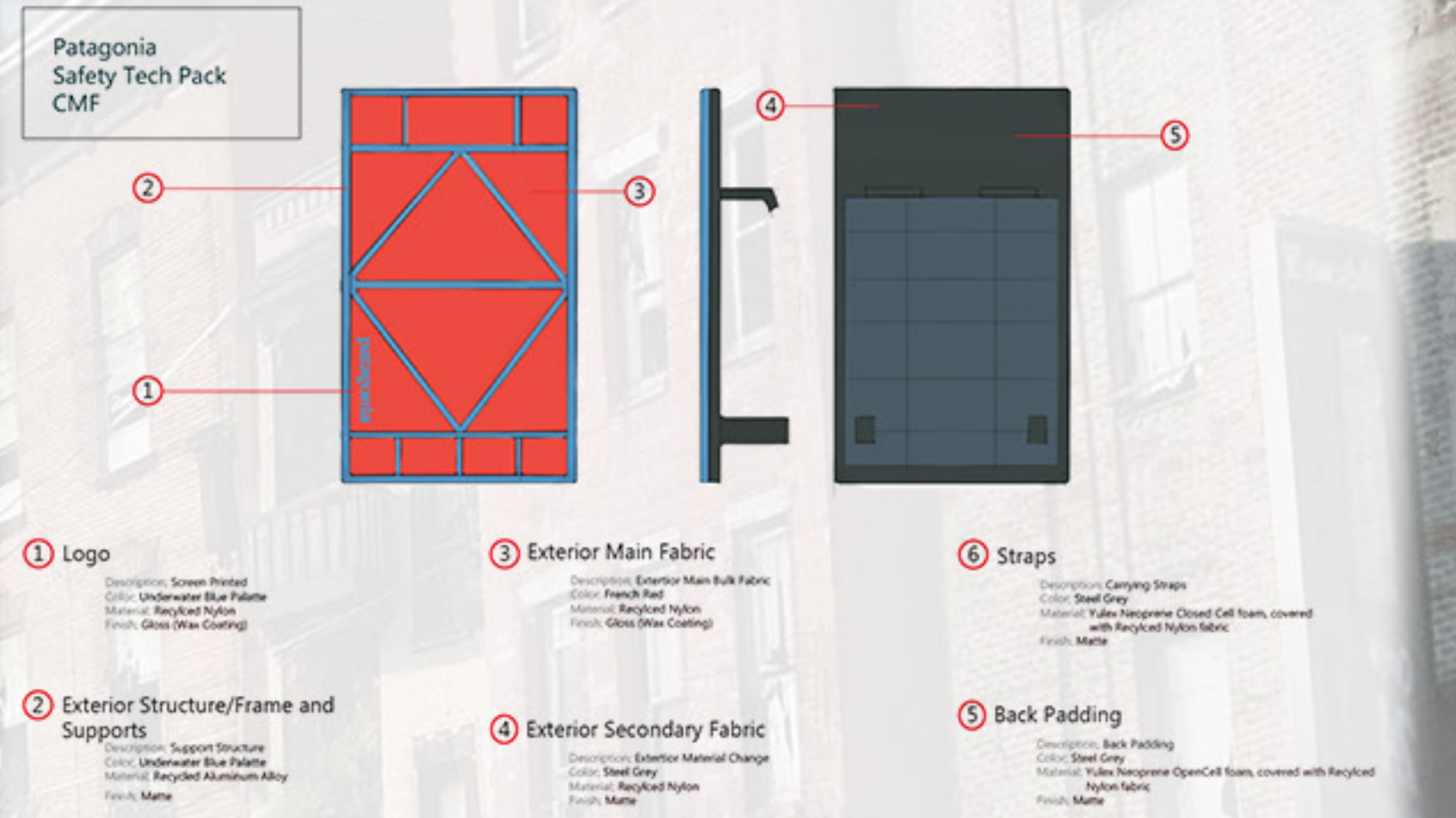
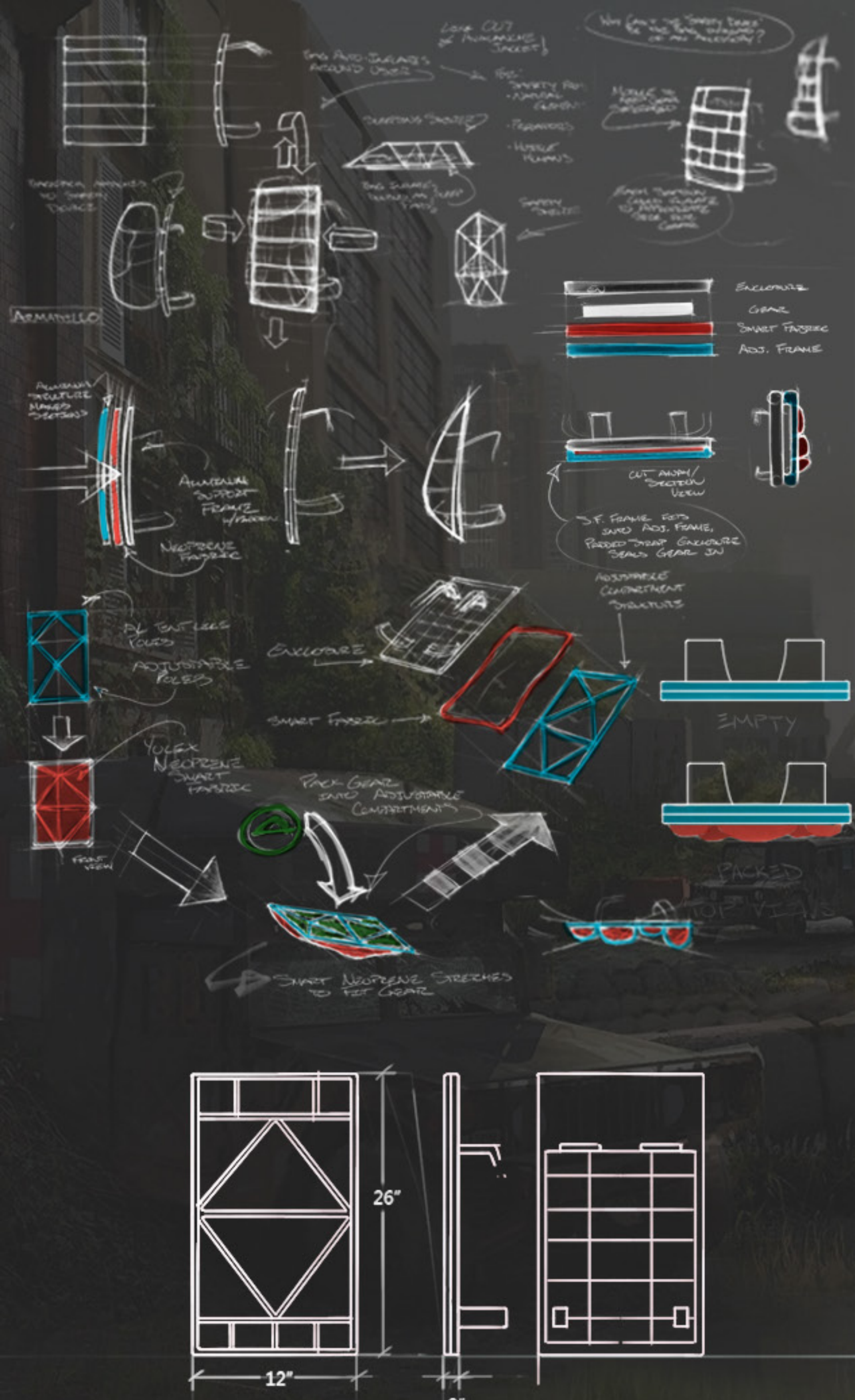
Concept 1: Multi-Use Day





- 1 Logo**  
Description: Screen Printed  
Color: Underwater Blue Palette - Bright Sea Green  
Material: Recycled Nylon  
Finish: Gloss (Wax Coating)
- 2 Exterior Base Fabric**  
Description: Exterior Base Fabric  
Color: Underwater Blue Palette - Dark Blue  
Material: Recycled Nylon  
Finish: Matte
- 3 Exterior Main Fabric**  
Description: Exterior Main Fabric  
Color: Underwater Blue Palette - Dark Blue  
Material: Recycled Nylon  
Finish: Gloss (Wax Coating)
- 4 Exterior Secondary Fabric**  
Description: Exterior Material Change  
Color: Underwater Blue Palette - Dark Teal Blue  
Material: Recycled Nylon  
Finish: Gloss (Wax Coating)
- 5 Exterior Tertiary Fabric**  
Description: Exterior Material Change  
Color: Underwater Blue Palette - Teal Blue  
Material: Recycled Nylon  
Finish: Matte
- 6 Back Padding**  
Description: Back Padding  
Color: Steel Grey  
Material: Yule Neoprene OpenCell foam, covered with Recycled Nylon fabric  
Finish: Matte
- 7 Straps**  
Description: Carrying Straps  
Color: Underwater Blue Palette - Dark Blue  
Material: Yule Neoprene Closed Cell foam, covered with Recycled Nylon fabric  
Finish: Matte
- 8 Zipper**  
Description: Zipper for Bag enclosure  
Color: Underwater Blue Palette - Bright Sea Green  
Material: Nylon  
Finish: Matte



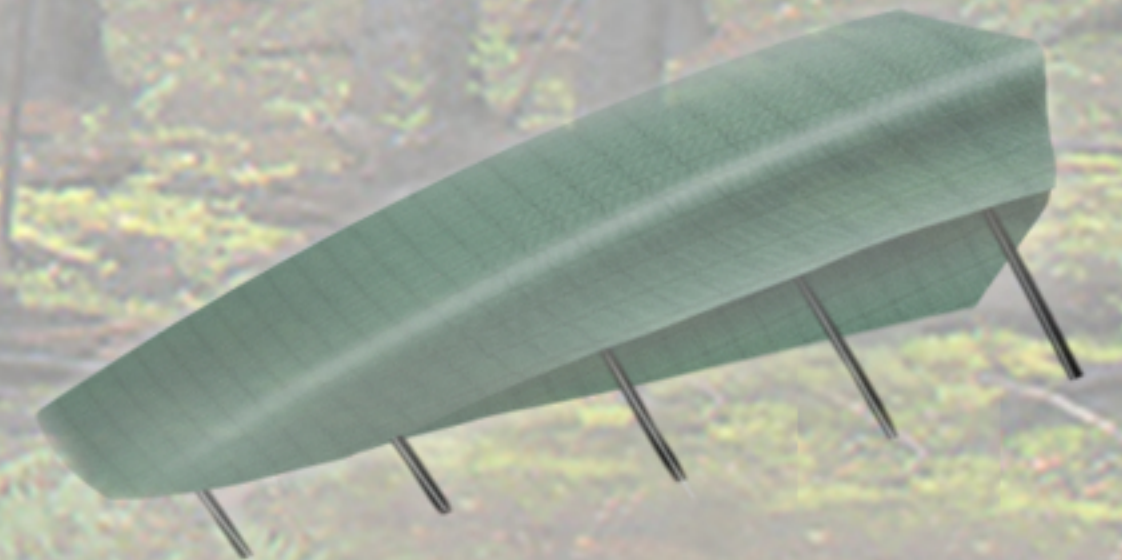
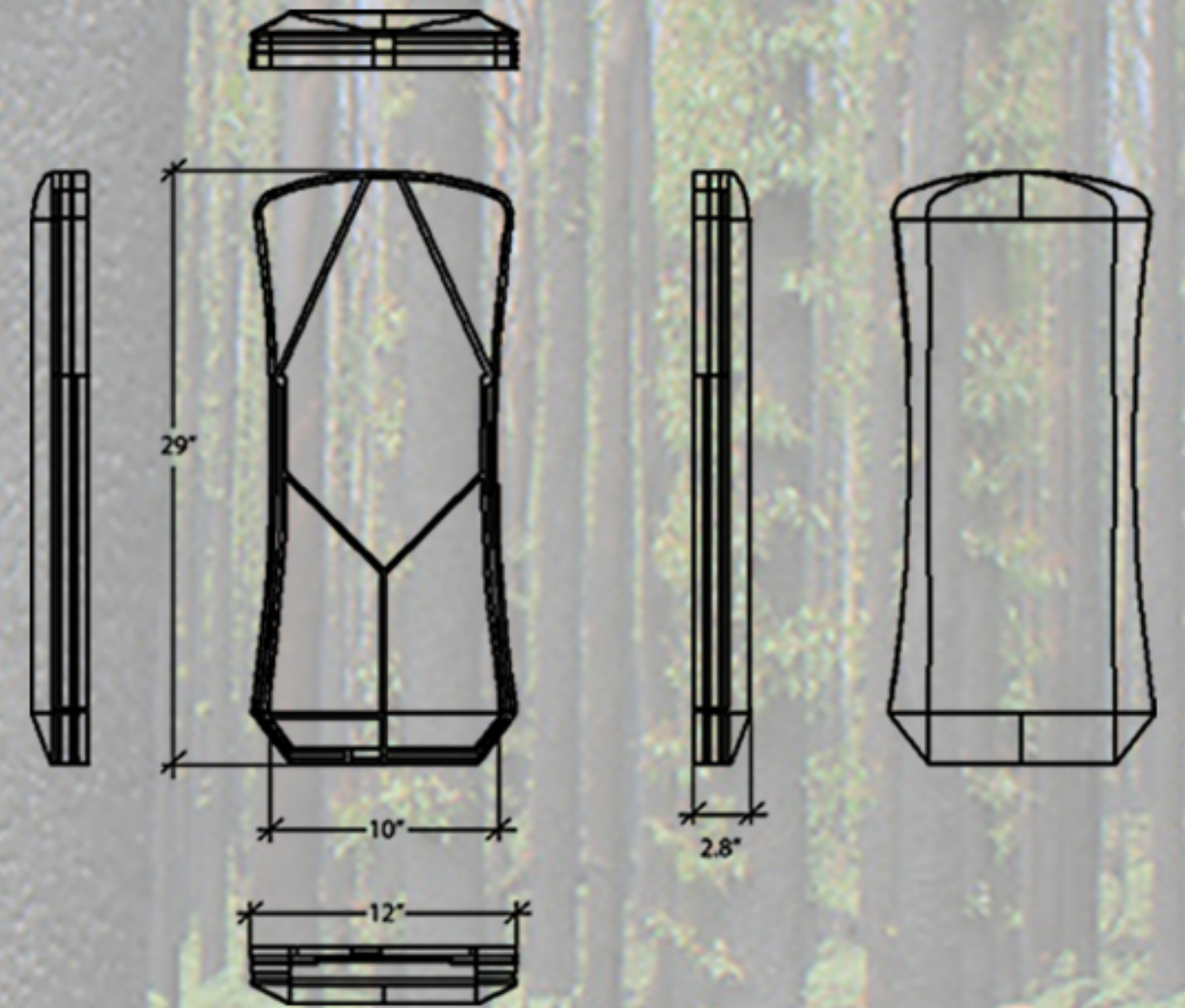


Concept 3 : Puffer Tech Pack





The wilderness is changing,  
 Adventuring will be modified.  
 Our gear needs to adapt as well.



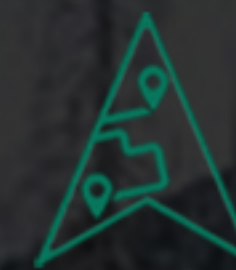
## PROTECTION /SLEEPING SHELTER

- Tent fabric is easily pulled out by user that connects to the sleeping bad via electrical charge. Tent is erected via voice recognition or touch gestures on the bag. When activated electro fibers keep tent erected. This eliminates traditional tent poles.



## GPS NAVIGATION

- A small CPU allows the user to load trip plans and receive directions on the fly to keep them on their set path.



## ADJUSTABLE - MODULE STORAGE

- With the use of paracord and a custom cleat system integrated into the frame of the pack the user is able to create custom storage areas for gear.



## LUMINESCENT FABRIC

- Luminescent fabric is incorporated into the shoulder straps, tent fabrics and weather protection hood. Voice recognition or touch gestures activate features of bag.



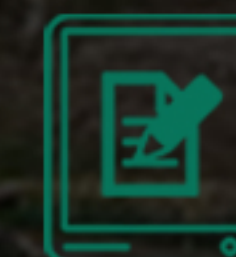
## SOLAR FABRICS

- Solar fibers are weaved into all exterior fabrics used on the pack to allow activation of pack features and charging of user's devices.



## DATA STORAGE DEVICE

- Pack allows the user to sync their personal devices to the packs CPU and store information and data from their trips.



## ENERGY STORAGE

- Battery storage is integrated into the frame of the pack allowing energy captured from the pack's solar fabrics to be stored and used at the user's need.



## RESTING FEATURE

- Separation of the front storage section and rear strap section of bag creates ground chair and pull out sleeping pad.

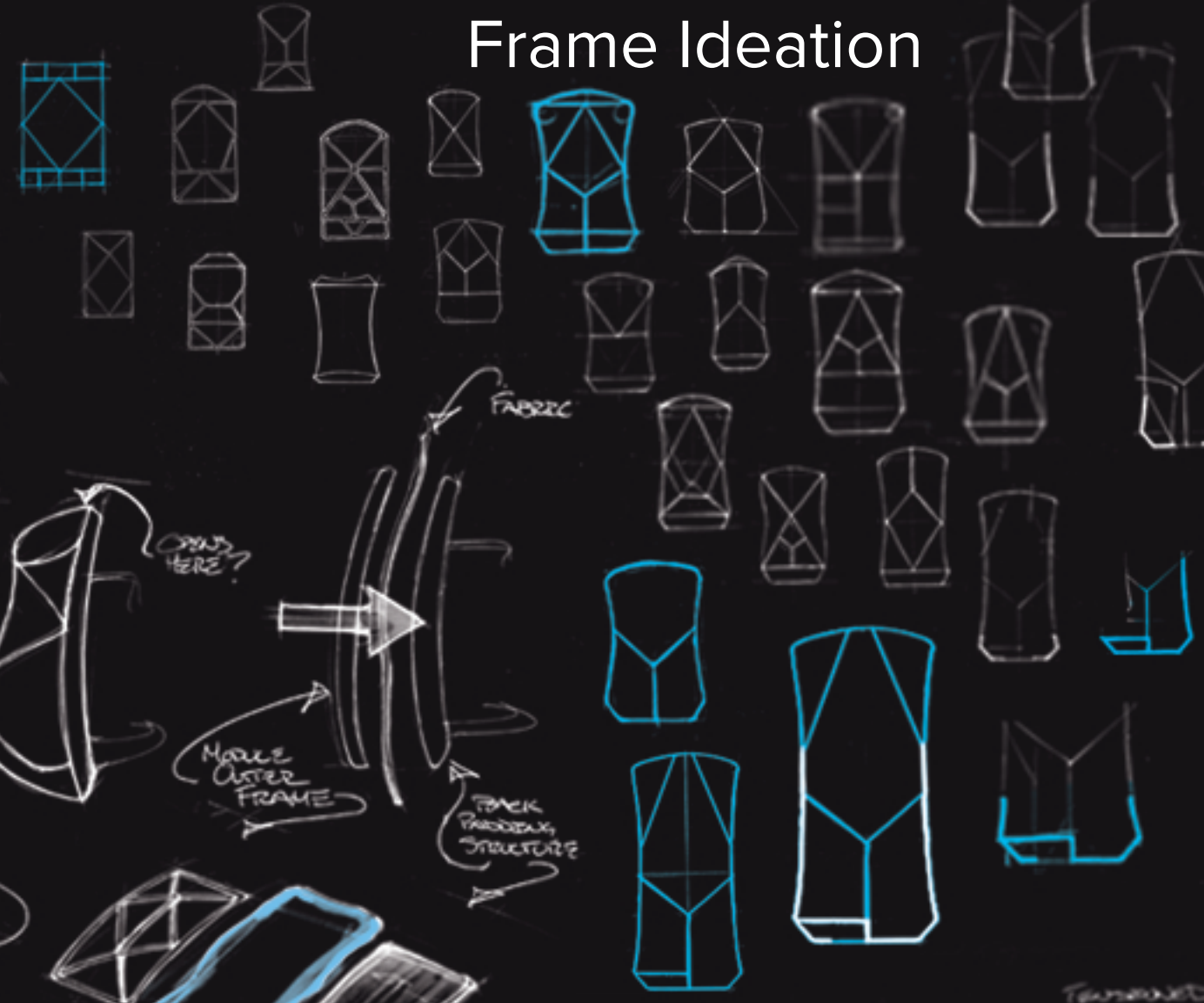


# Initial Function Concept

- Back Structure
- Gear
- Fabric
- Adjustable Frame



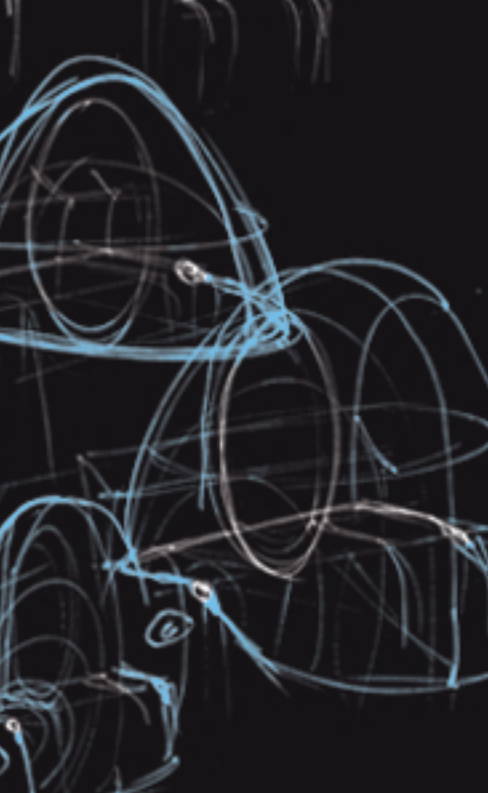
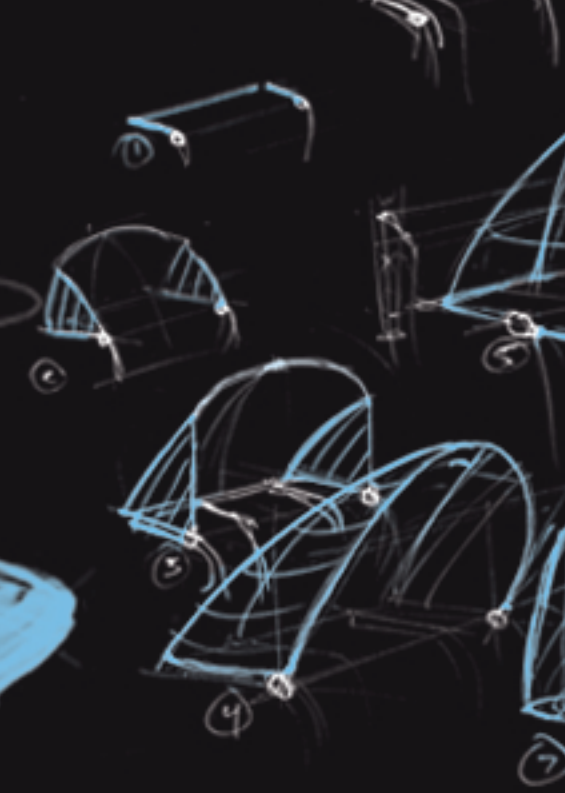
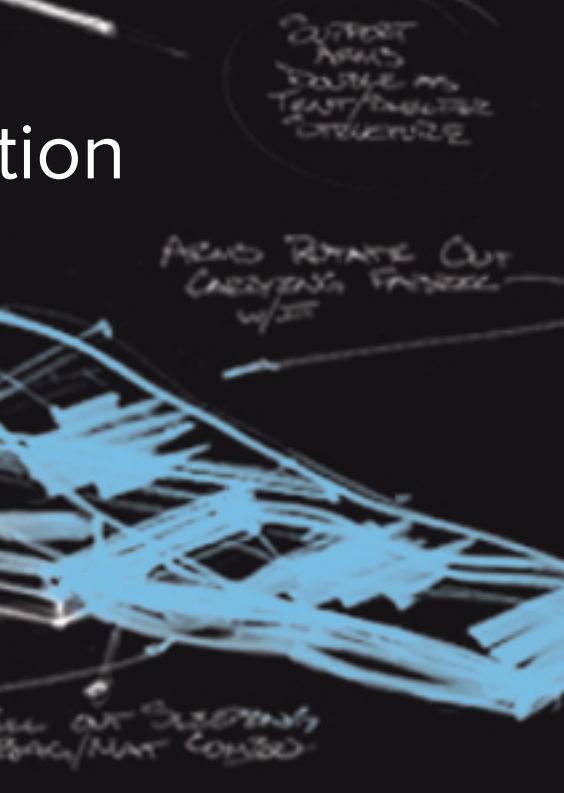
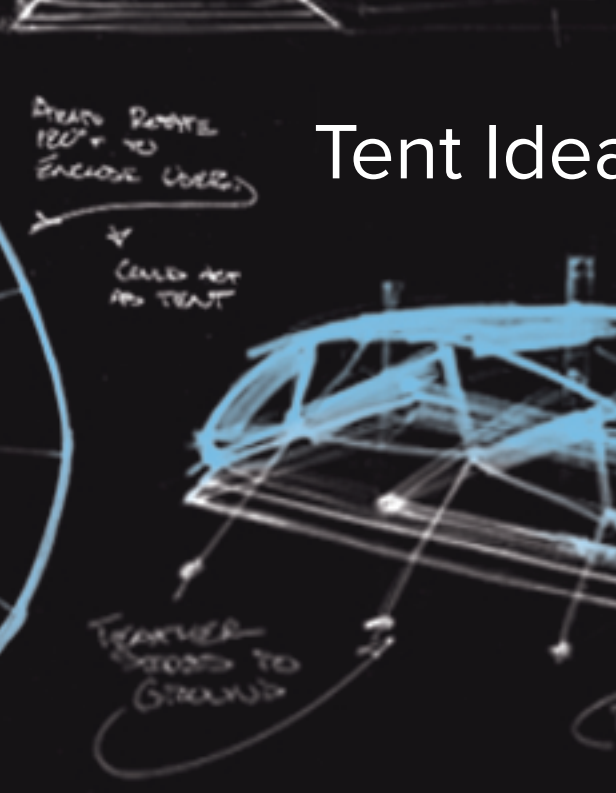
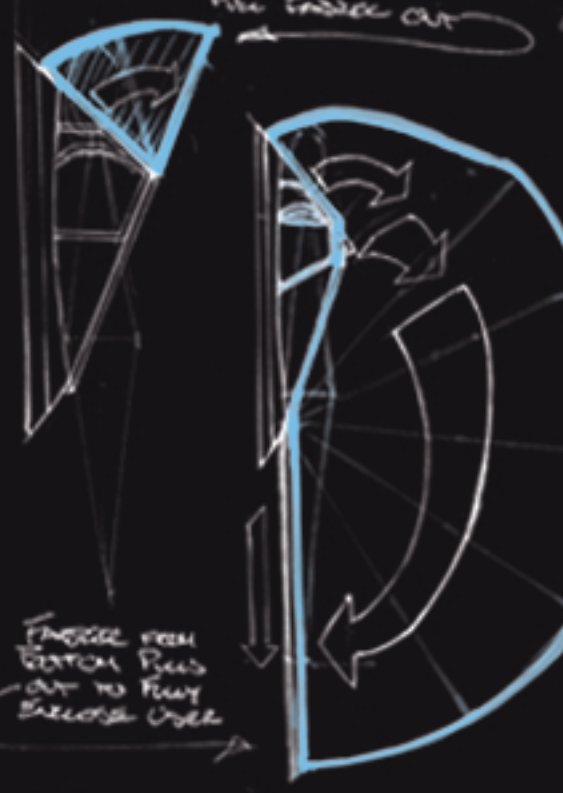
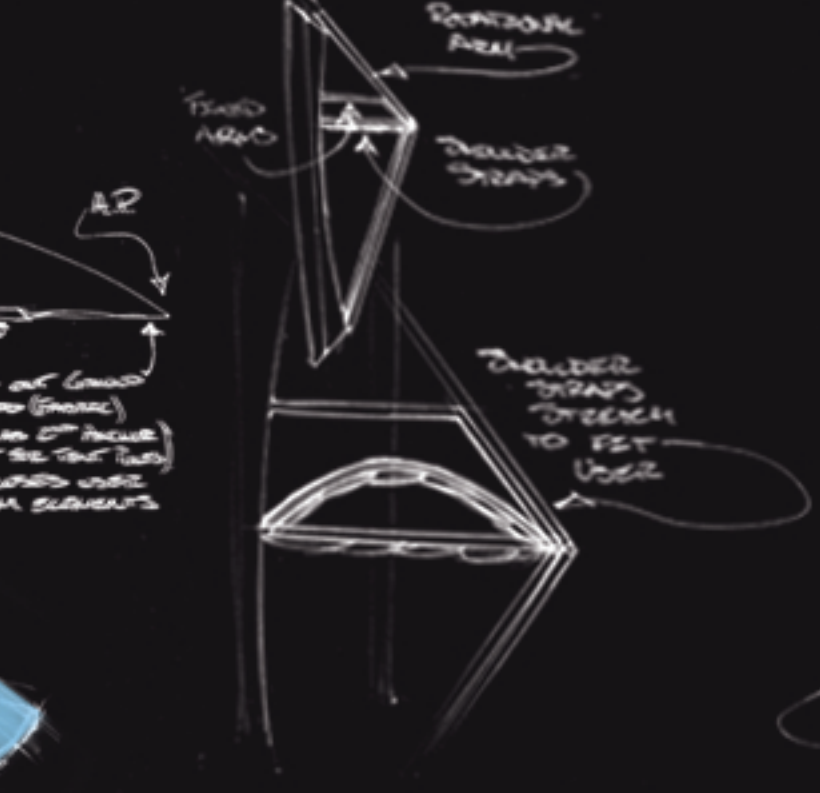
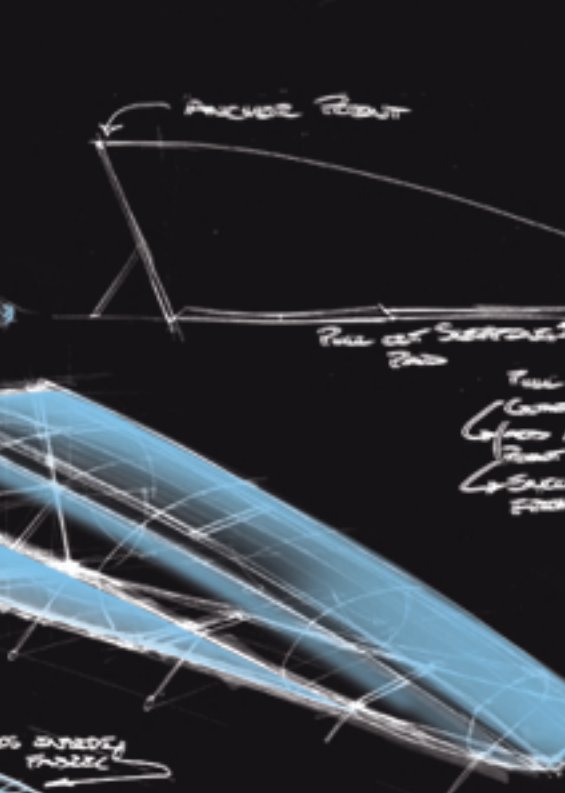
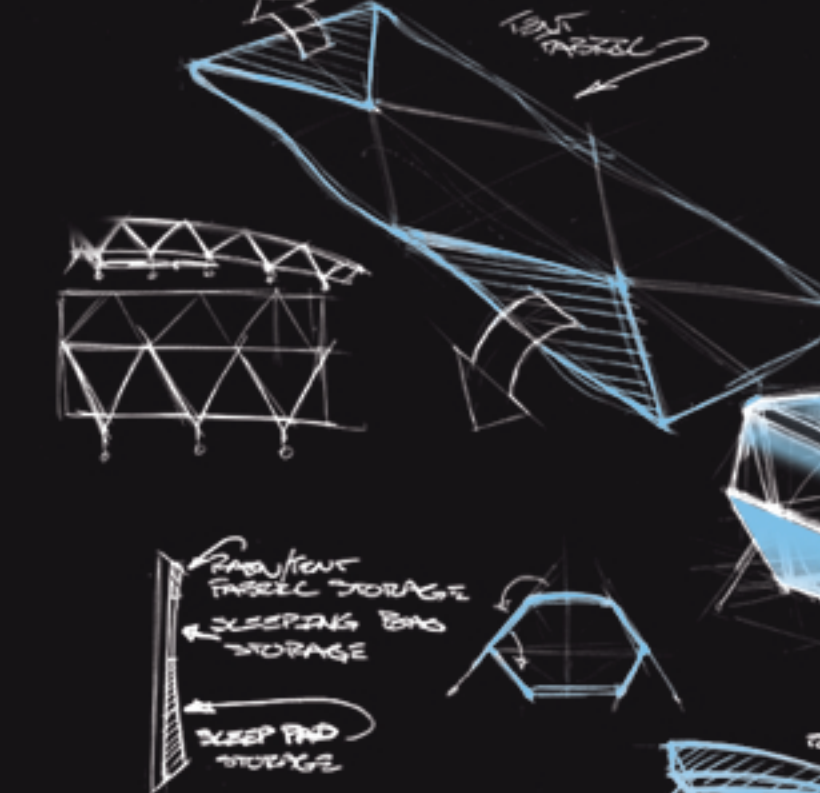
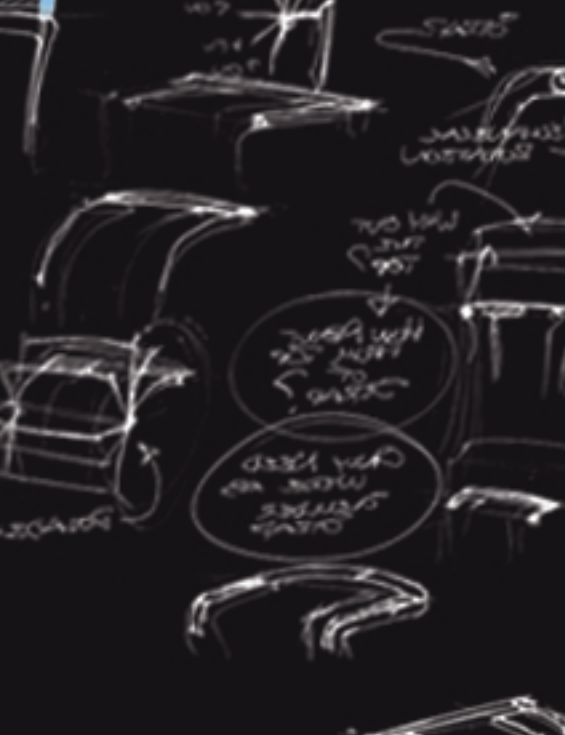
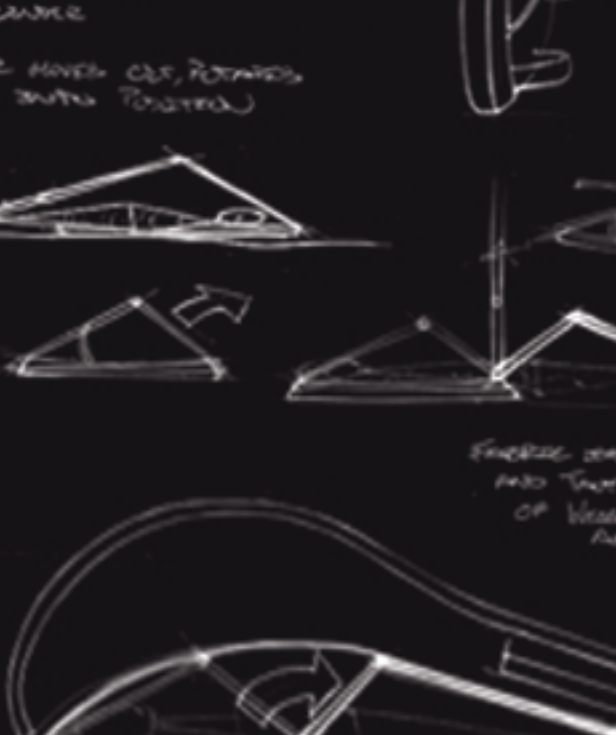
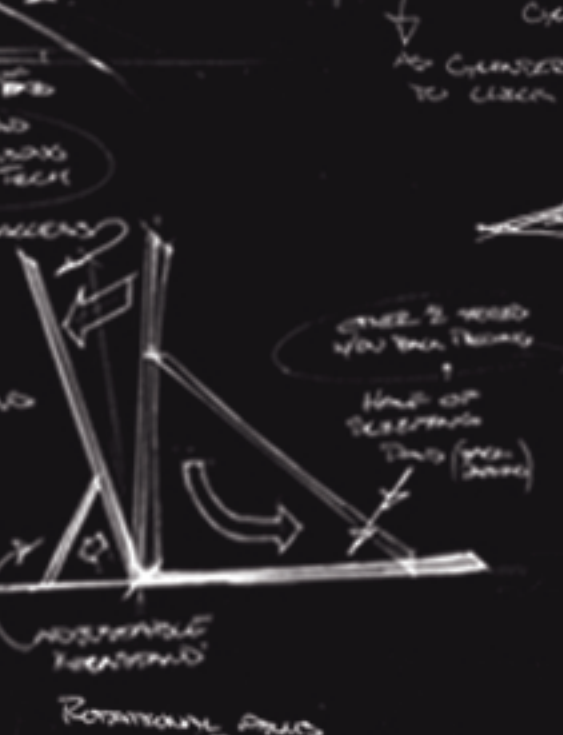
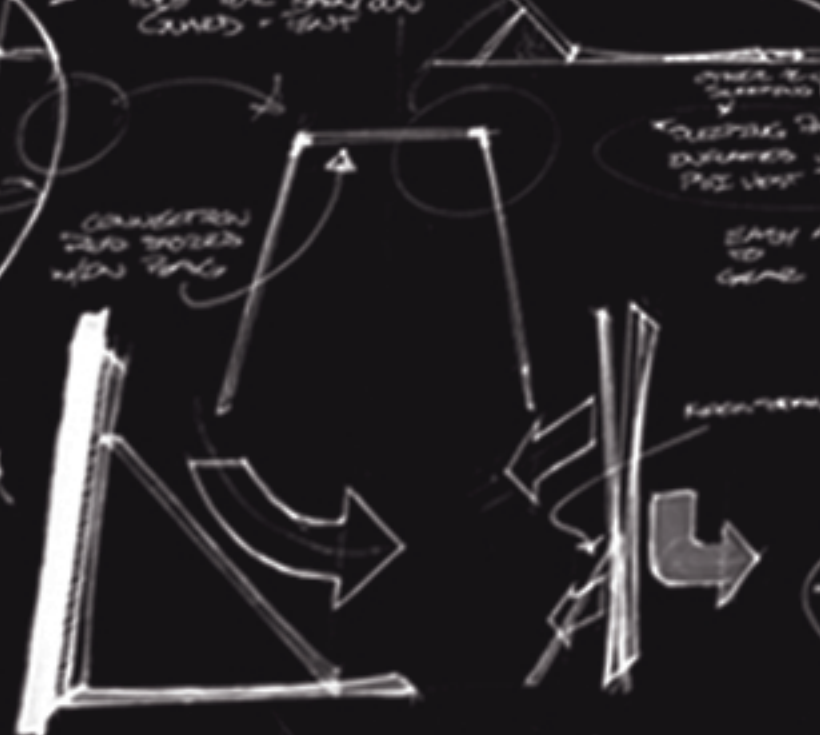
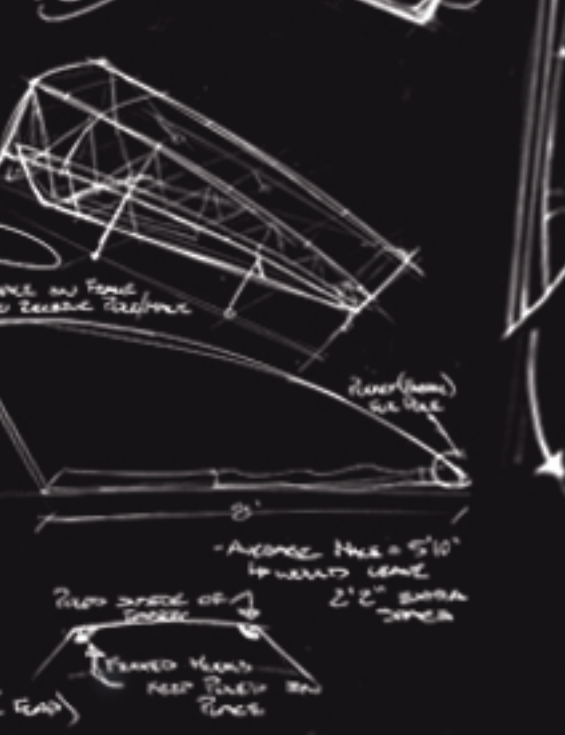
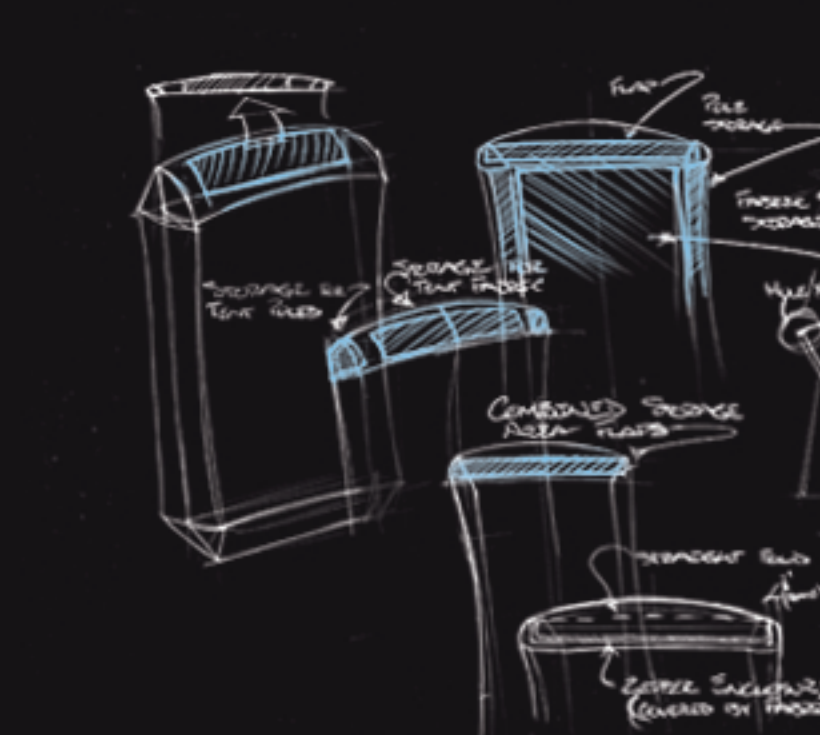
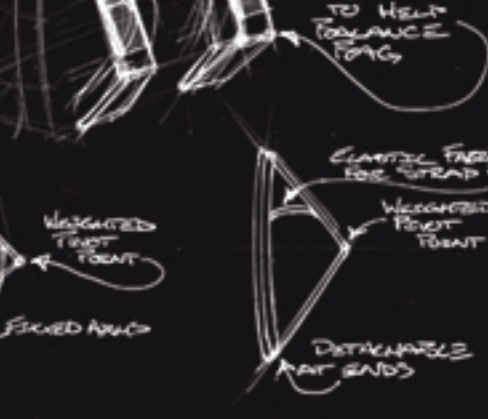
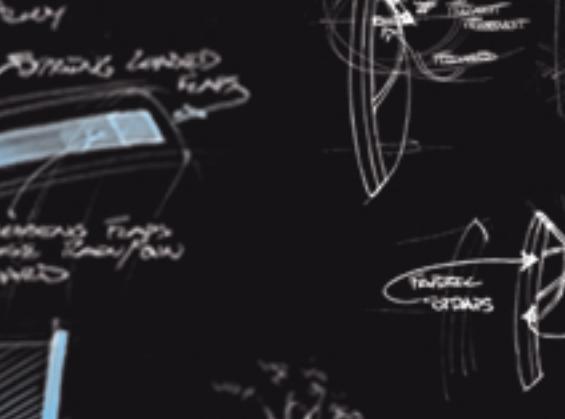
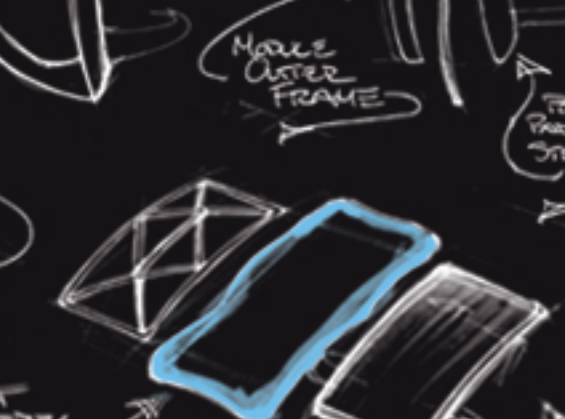
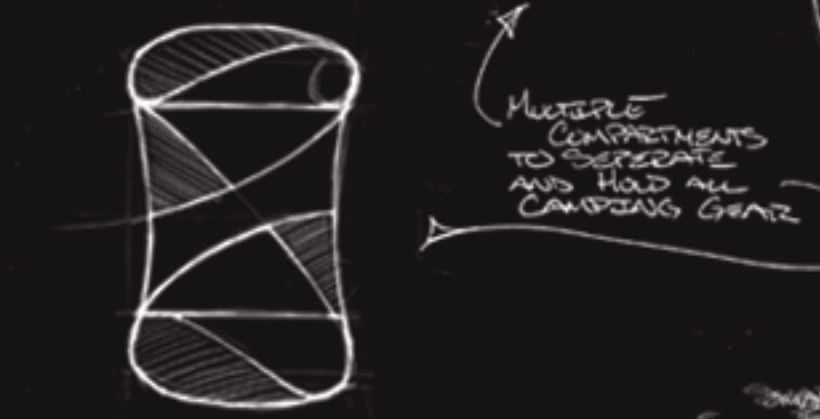
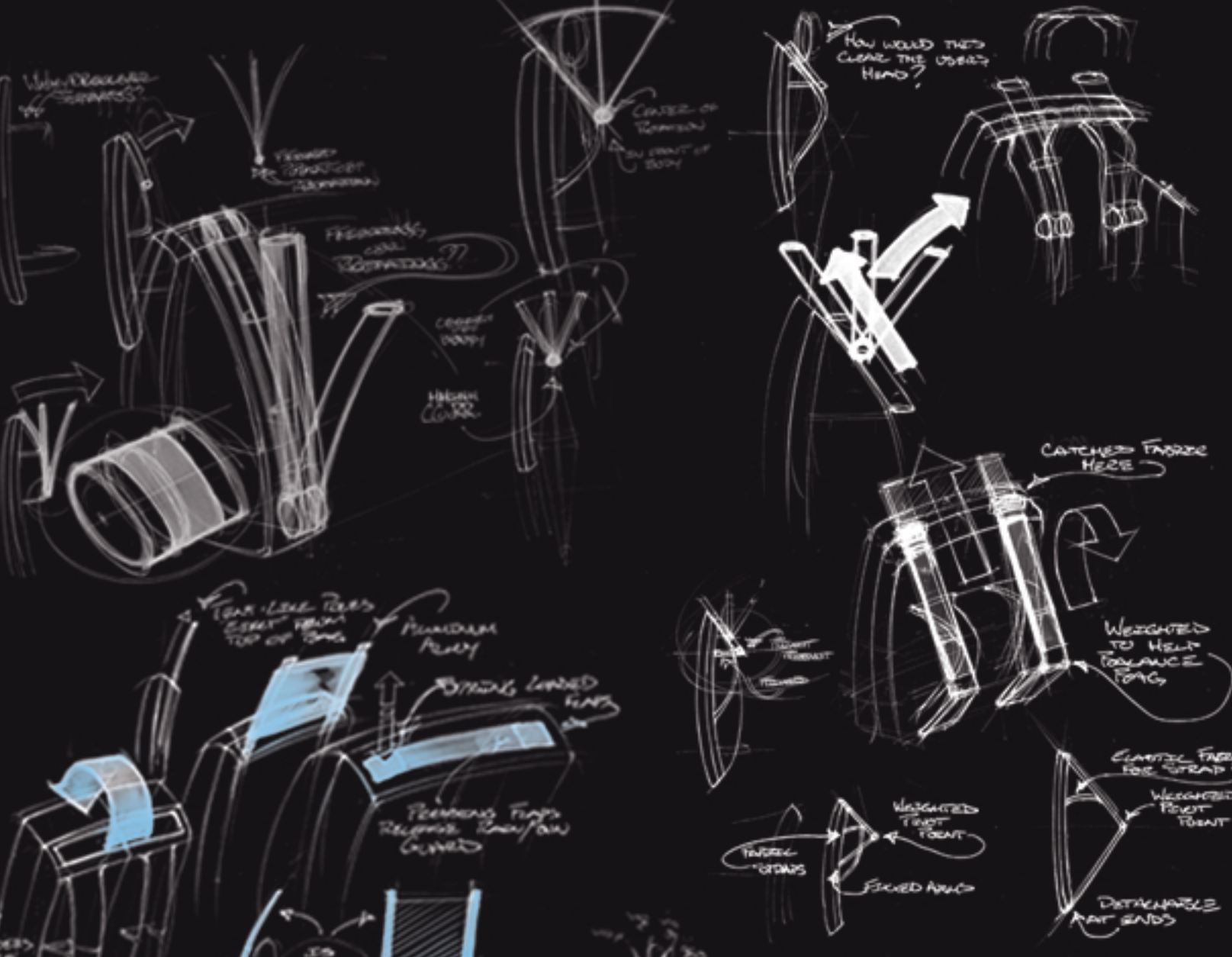
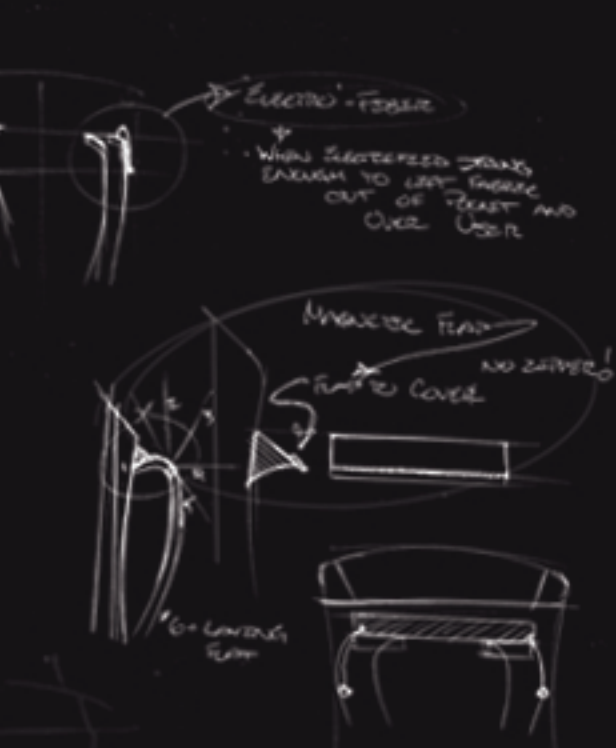
# Frame Ideation



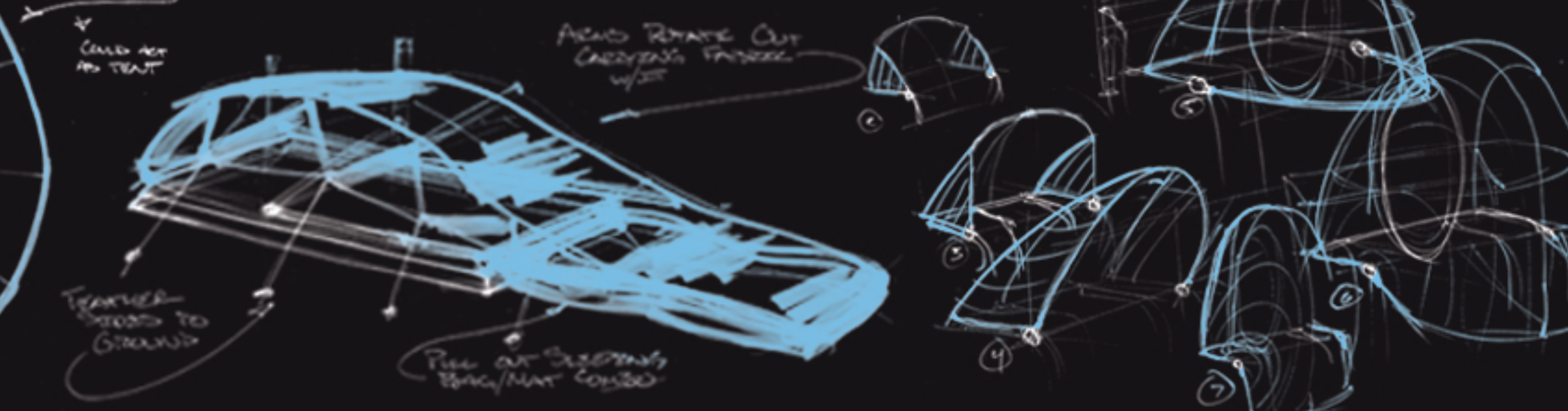
# Kickstand Ideation



# Hood Ideation



# Tent Ideation



**Let your tech pack help you  
safely enjoy the beautiful  
outdoors we still have.**



## A little about me

Originally hailing from Vermont, I moved to San Francisco to study industrial design, with a focus in product and furniture design, at the Academy of Art University.

My interests include sustainable design and living, the environment, permaculture, snowboarding, music, and live events.

Since leaving school I have had the opportunity of working on many projects ranging from product development, small and large batch manufacturing, art/visual projects, furniture, branding, to design and build projects. I wear many hats in the design field and love to consistently learn.

I'm here to solve opportunities with the use of human centered design, visual communication, innovation, rapid prototyping, and product development. I have a strong skillset in CAD/CAM design for CNC manufacturing.

