



Abigail Sonia Chang

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graphic &
industrial design

Selected Works
2012 - 2020



introduction

Having graduated with a degree in product design after pursuing a diploma in visual communication and media design, Abigail believes that design should not be constrained by categories, and that the future of design is a transdisciplinary one. She believes that design as a field is evolving to become more than just a creative field, but a relational one - existing to create relationships and conversations about people and objects, amongst people and objects.



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SOVA:
Research Project



SOVA:
Research Project





SOVA: Bedside Lamp

Project Objective:

To explore the intricacies of human-technology relationships through an industrial product

SOVA is a bedside lamp designed to aid sleep and improve sleeping habits. Paired with the accompanying SOVA phone application, the lamp detects when the user is within range, opening its lids and beckoning to the user to place the phone into the charging dock. Once docked, the app automatically starts, and the phone screen is used as the light source while the lamp slowly closes its lids, dimming the light and lulling the user to sleep.

This project was born as the result of a research project on technological mediation and sleeping habits.

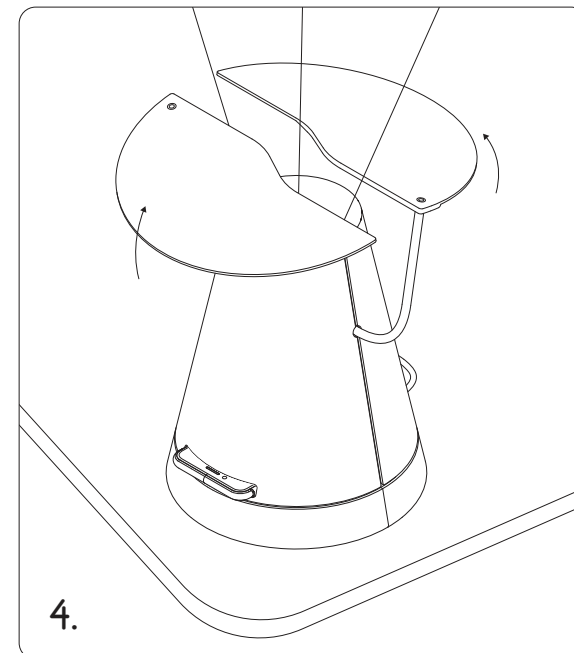
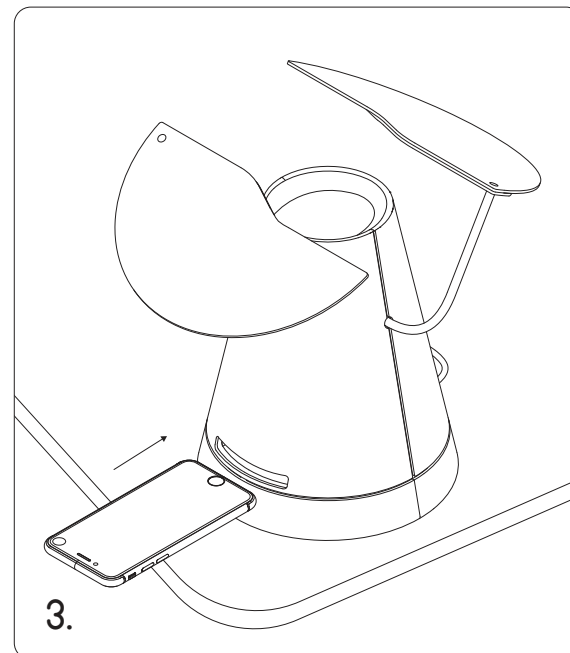
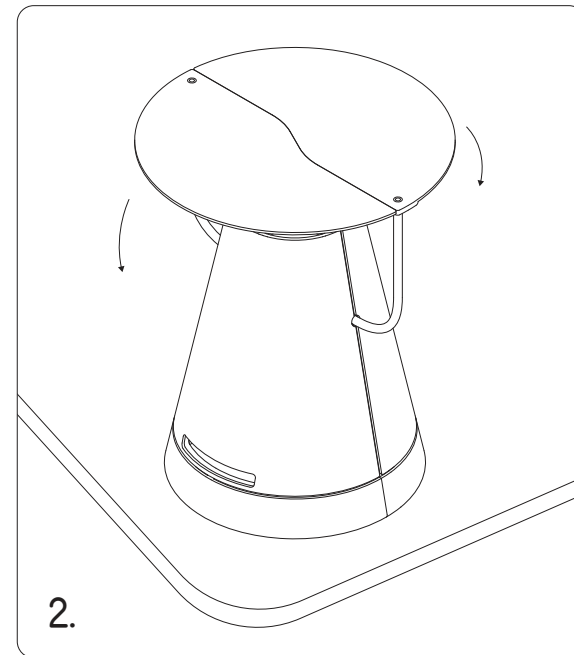
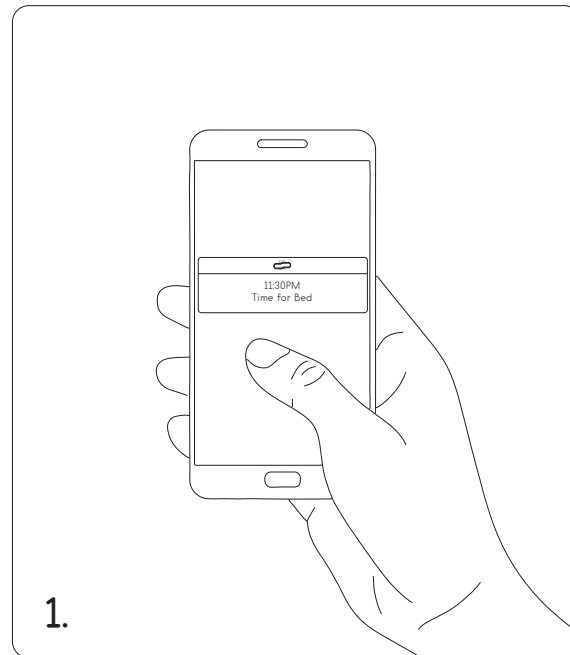


SOVA: Bedside Lamp

Theory and Research

More than just a night lamp, SOVA is a statement of the unconscious codependent relationship we have with the many objects around us, highlighting the animistic, symbiotic relationship between three entities: the human user, the phone, and SOVA itself.

This project hopes to shine the spotlight on such relationships as well as pave the way for a new understanding of its own relationship with its human user and his phone.



SOVA: Bedside Lamp

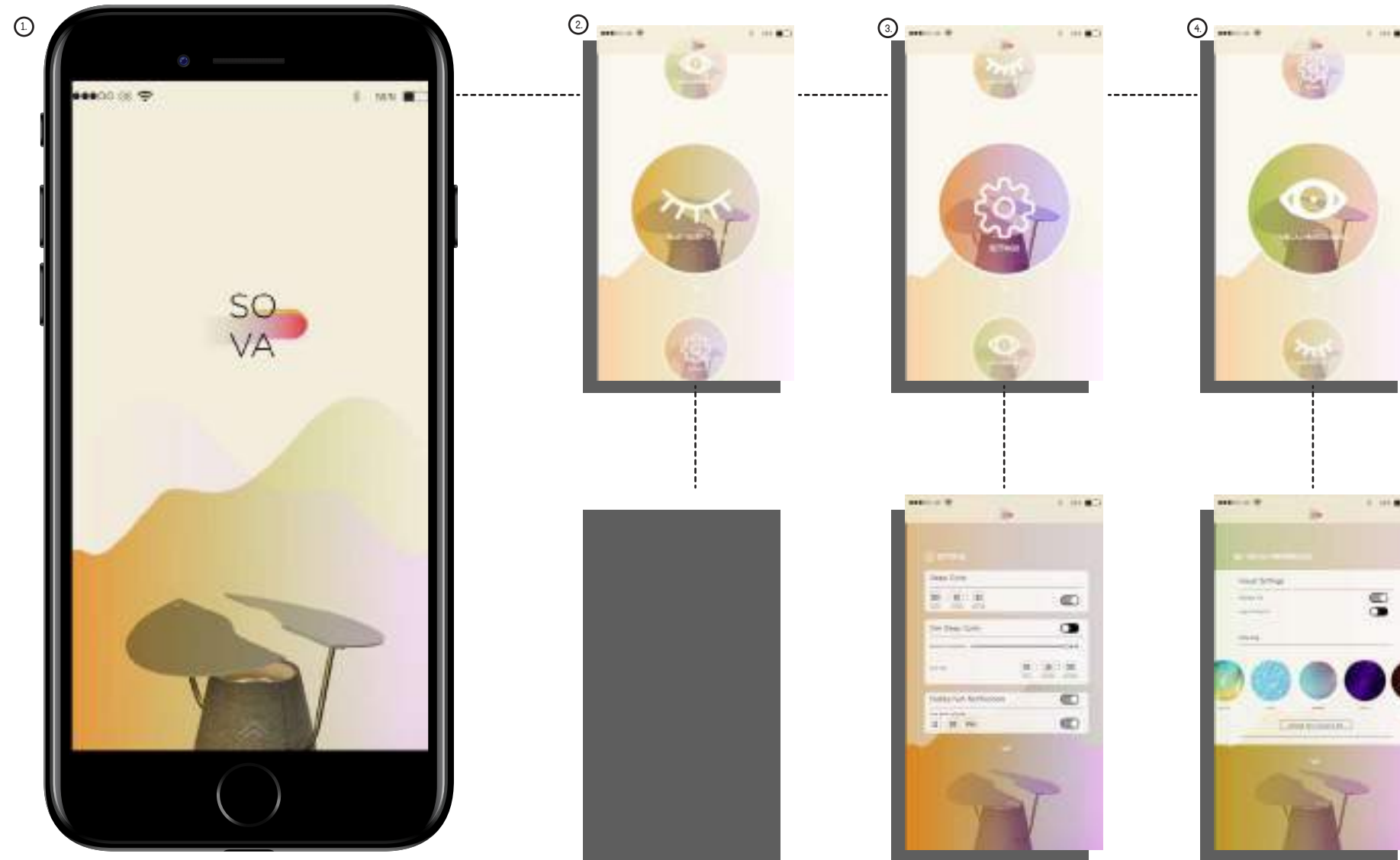
Usage

1. The SOVA phone application sends a notification, prompting the user to get some rest at bedtime.

2. Once within range, SOVA calls out to its user by opening its lids, welcoming the user to stow his or her phone in the charging dock.

3. Once the phone is docked, the SOVA app launches, turning the phone into an integral part of a night lamp - the light source.

4. The dock projects ambient visuals onto the ceiling, gently dimming as the lids close, mimicking the view one has as he or she falls asleep.



① Welcome Page
First visual when application is launched, swipe up to continue.

② Start Sleep Cycle
First option in scrolling menu is to start sleep cycle, for easy access for launching screen projections.

③ Visual Preferences
Visual preference settings: allows users to choose from a library of graphics for sleep cycle projection. Features include the option for static or moving visuals, pulsing lights and custom videos or images from the user's camera roll.

④ Settings
The Setting page allows users to customise brightness level, sleep cycle projection run times, notification and reminder times, and customised dimming.



LEKA:
Side Table





Leka Side Table

Project Objective:

To ideate and hand produce a piece of furniture within a span of two weeks.

Leka is a two tiered side table designed to be a modern take on childhood playthings. With its playful, animal-like quality originally inspired by the traditional wooden rocking horse, Leka was created to inject a sense of wonder and curiosity towards everyday things through the subtle notion of nostalgia.

This project was completed within two weeks under the guidance of Norwegian designer Hallgeir Homstvedt.



Nimbus:
Valet Mirror





Nimbus Valet Mirror

Project Objective:

Create a piece of furniture under the theme of "Vanity" for city hotel rooms.

A glass mirror elegantly encased in the warm hues of its brass frame, Nimbus is the embodiment of vanity in luxury. Designed to accentuate the very experience of vanity in the setting of city hotel rooms, Nimbus features a spotlight that creates an intangible sense of space for guests while using the mirror. An adjustable hanger fits seamlessly into the frame, intended for garments deserving of the spotlight, or simply guests' next day attire.



GRO:
Feature Shelf





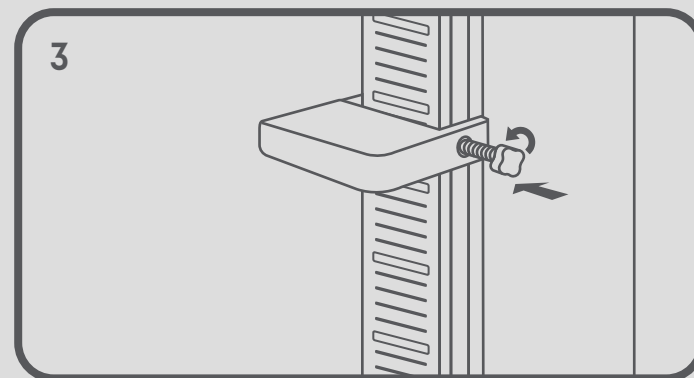
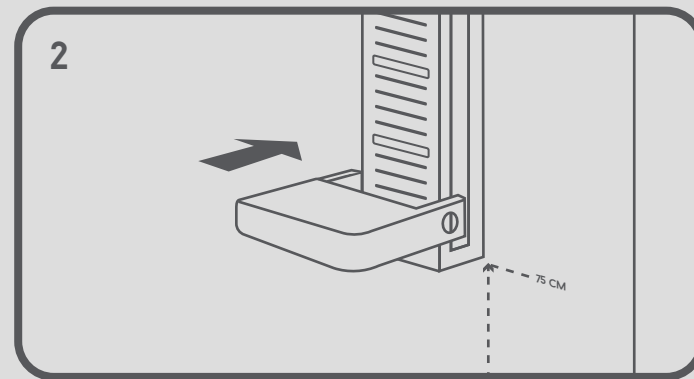
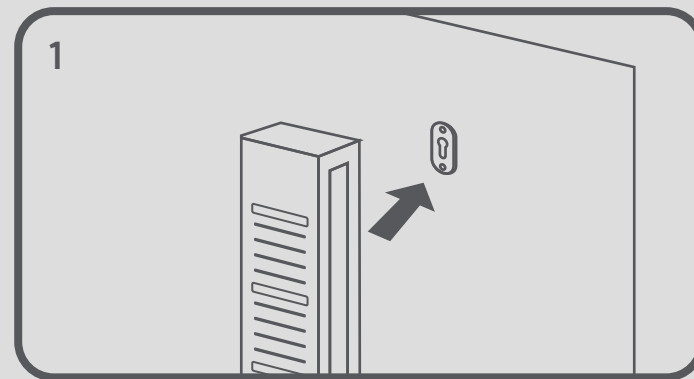
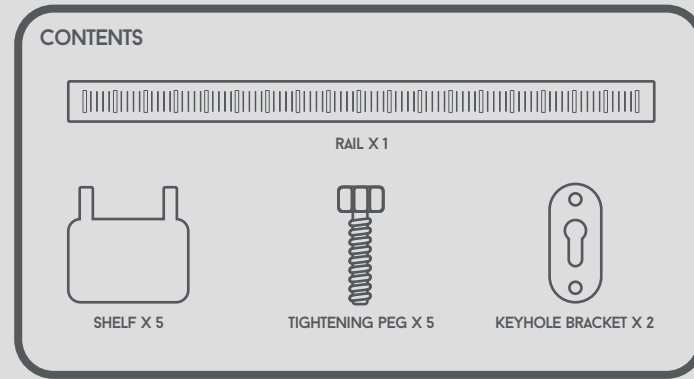
GRO Feature Shelf

Project Objective:

Design a product inspired by forgotten spaces

GRO was born from the sense of nostalgia and fondness invoked from looking at childhood photos and mementos, as well as the age-old custom of scrawling make-shift height growth charts on doorposts.

Doubling as both a height marker and a shelf intended to keep children's toys or mementos, GRO hopes to promote a sense of individuality and identity for children as they hit various key developmental ages (marked by shelves), as well as to make height-taking an exciting activity shared by both parent and child.



GRO Feature Shelf

Usage

Each GRO set contains one white oak rail along with five shelves and tightening pegs. The height markings on the rail also serve as memory keeping spaces, for parent and child to note their favourite moments down.

The recommended age range for this product is between 1 - 13 years of age.

Usage is fairly simple: Slot the shelf in, and secure it with the provided peg. Each peg is designed to protrude outwards to act as a height marker before being used for securing the shelf.



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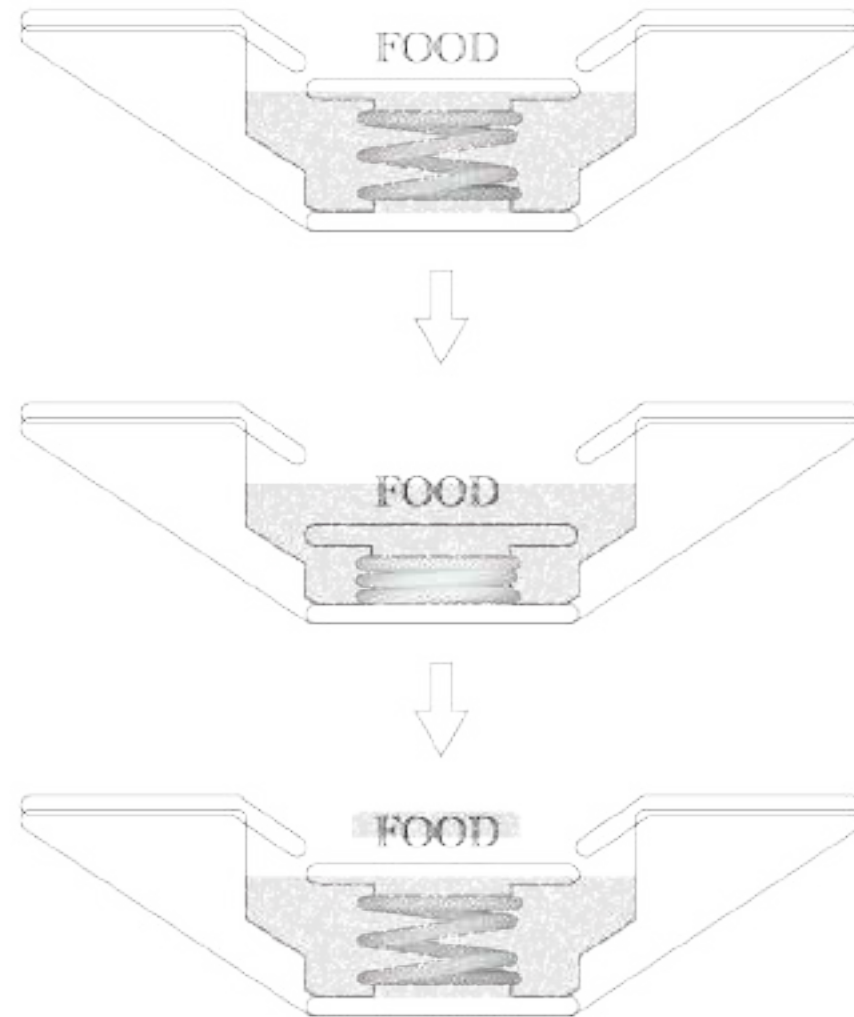
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Phantom:
Dishware

PHANTOM
DISHWARE

Phantom:
Dishware





Phantom Dishware

Project Objective:

Create a product in line with experimental chef Grant Achatz's culinary philosophy.

The phantom dishware series was designed to create a dining experience unique to Grant Achatz's culinary philosophy. On first glance, the series presents itself as an ordinary set of dishes, creating an illusion for diners. The magic begins when the diners begin to tuck into their food - the base of the plate lowers, allowing fresh flavour (in the form of scent or liquid) to permeate the dish with every bite.



Phantom Dishware

Mechanism

The Phantom series dishware uses a simple spring mechanism to suspend the false bottom of the dishes. The spring is lodged between the false and true bottom, fitting snugly around a notch designed for stability when food is being placed.

When the diner presses his fork or spoon against the perceived bottom, the platform lowers, giving each bite a fresh flavour.



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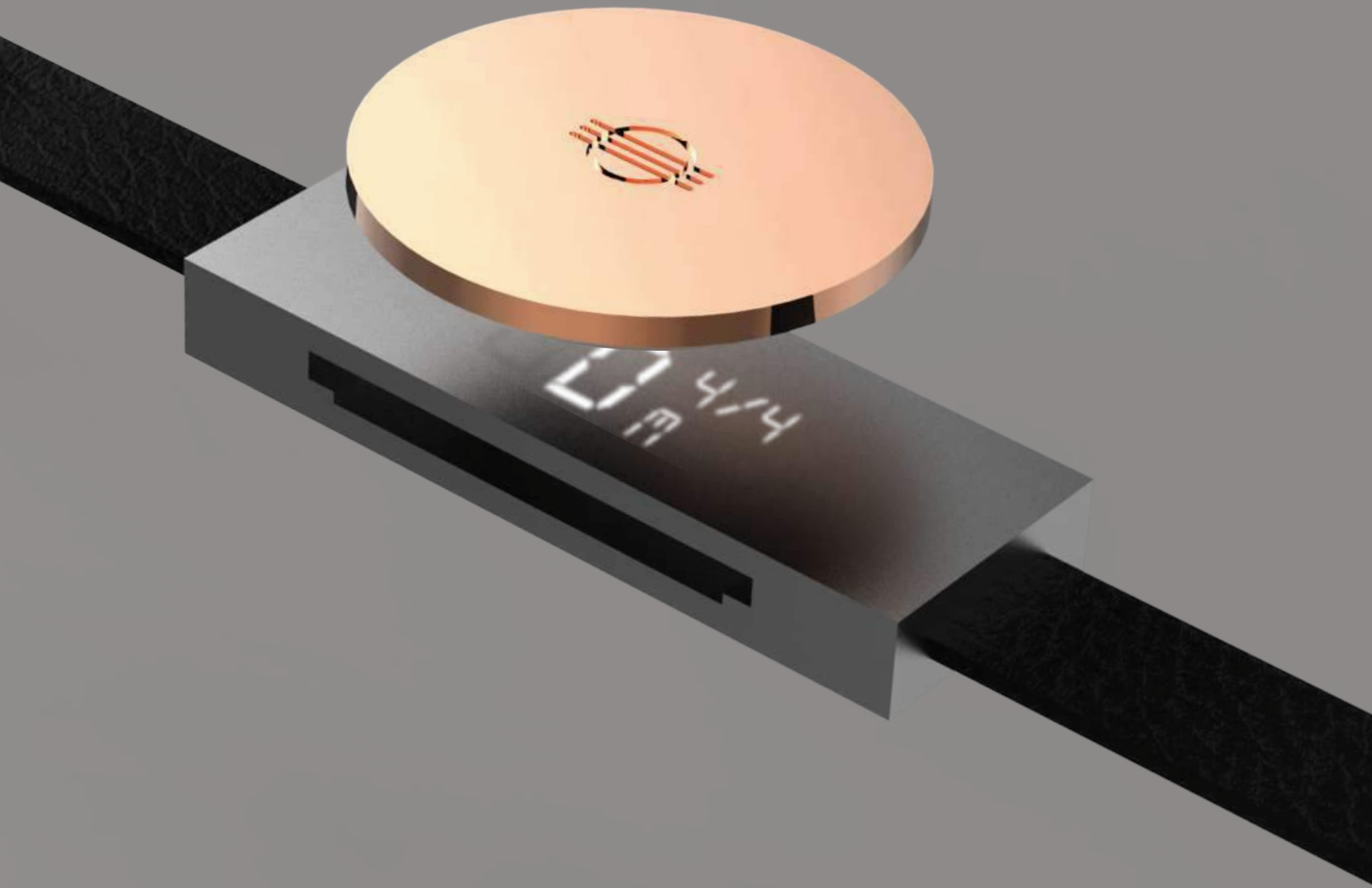
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Ludere:
Smart Bracelet for Guitarists



Ludere:
Smart Bracelet for Guitarists





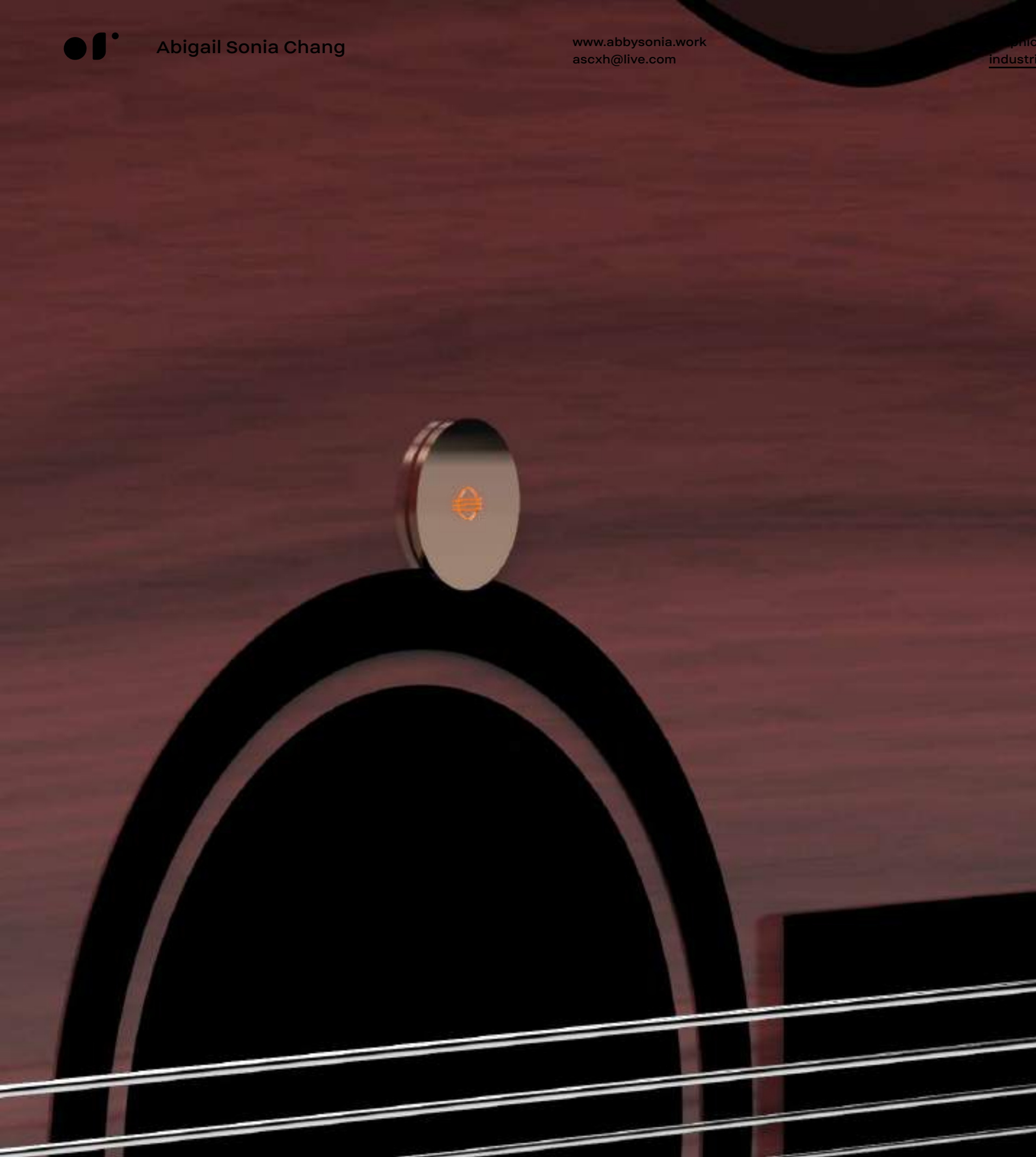
Ludere Smart Bracelet

Project Objective:

Explore and design a (conceptual) physical manifestation of a digital services. Student project in collaboration with F.A. Porsche.

Ludere is a fresh approach in the realm of music recording, transforming your hands into an instrument of its own right.

Catered specially for guitarists, Ludere is a smart bracelet that detects and records finger movements while playing the guitar. Users can monitor their performances, record ideas on-the-go, and even control different sounds on stage. This device bridges the gap between the traditional instrument and digital music production without sacrificing the very quality of instruments that guitarists hold so dear.



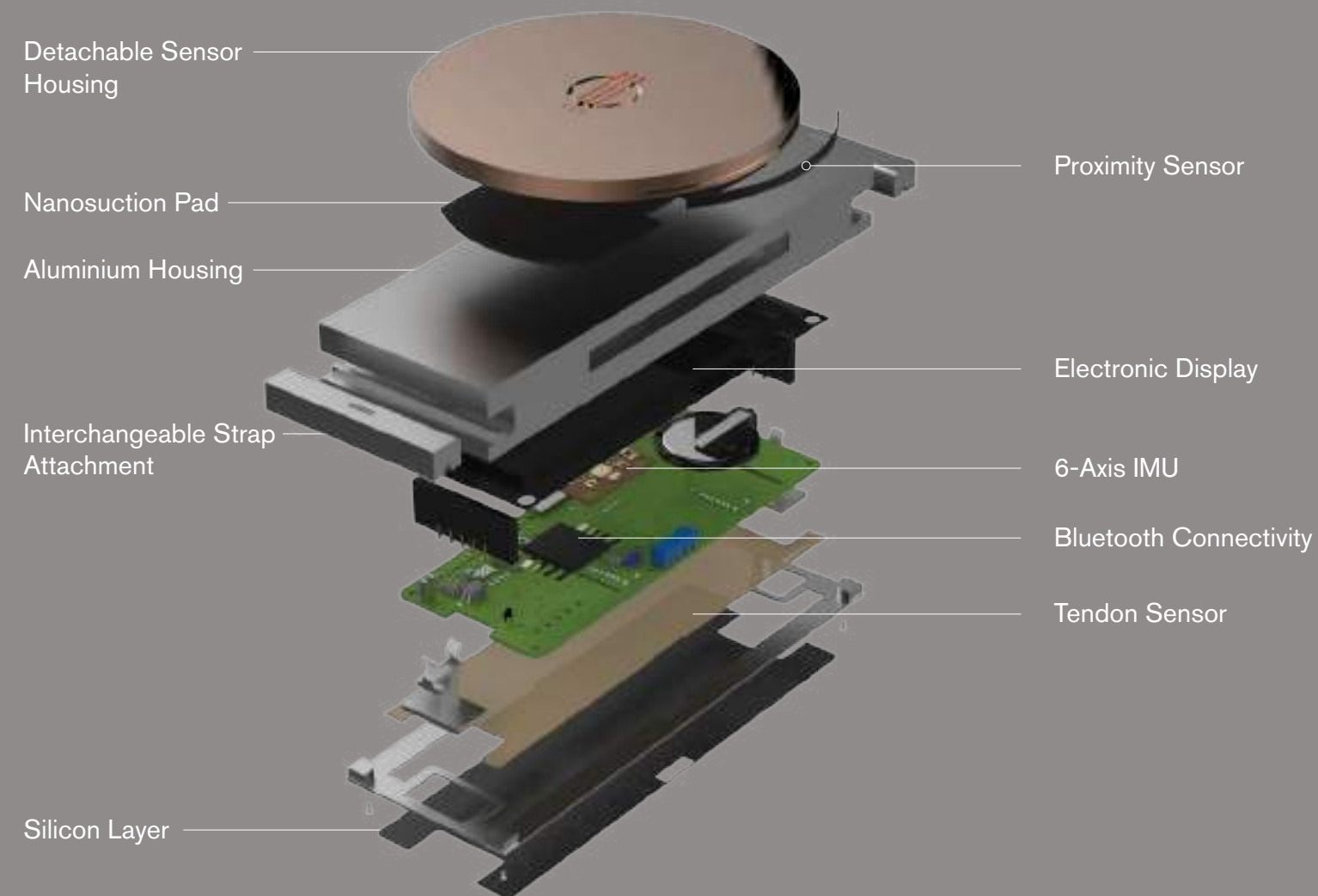
Ludere Smart Bracelet

Project Objective:

Explore and design a (conceptual) physical manifestation of a digital services. Student project in collaboration with F.A. Porsche.

To use, simply snap on the bracelet, place the detachable sensor above the sound hole of your guitar, sync it to the Ludere app on your device, and you're ready to play.

Specially designed to be wardrobe friendly, Ludere is a wearable for all occasions - on stage, jamming with friends, or simply practicing at home.



Ludere Smart Bracelet

Components

Using the latest tendon sensor technology, Ludere picks up electrical tendon signals unique to each chord position and translates the information into MIDI format, or audio data. The detachable proximity sensor reads strumming and plucking patterns, completing the audio data.

This data is sent from the bracelet to the Ludere phone application where it can then be viewed, edited or exported to a professional digital audio workstation.



▲ Application Launch Page



▲ Live / Recording Mode designed for easy viewing and quick selections for a better experience while performing.



▲ View and edit recordings, save and export files for professional production.



▲ Assign sound effects and patches to guitar strings to use Ludere as a MIDI Controller.

Ludere Smart Bracelet

App User Interface

The possibilities for usage are endless, hence for ease of use, the app offers three "Quick Start" modes - Live, Ideas, and Practice.

The Live mode displays chord prompts from pre-loaded setlists on the bracelet itself, has a tactile metronome option, and for more advanced uses, can be synced with your device to be a basic MIDI controller. The Practice and Ideas modes help to record and playback your performance, providing a platform for growth of musicianship.



JotterGoods:
Tizumuka Collaboration 2019





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JotterGoods:
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JotterGoods x Tizumuka 2019

Furniture Design



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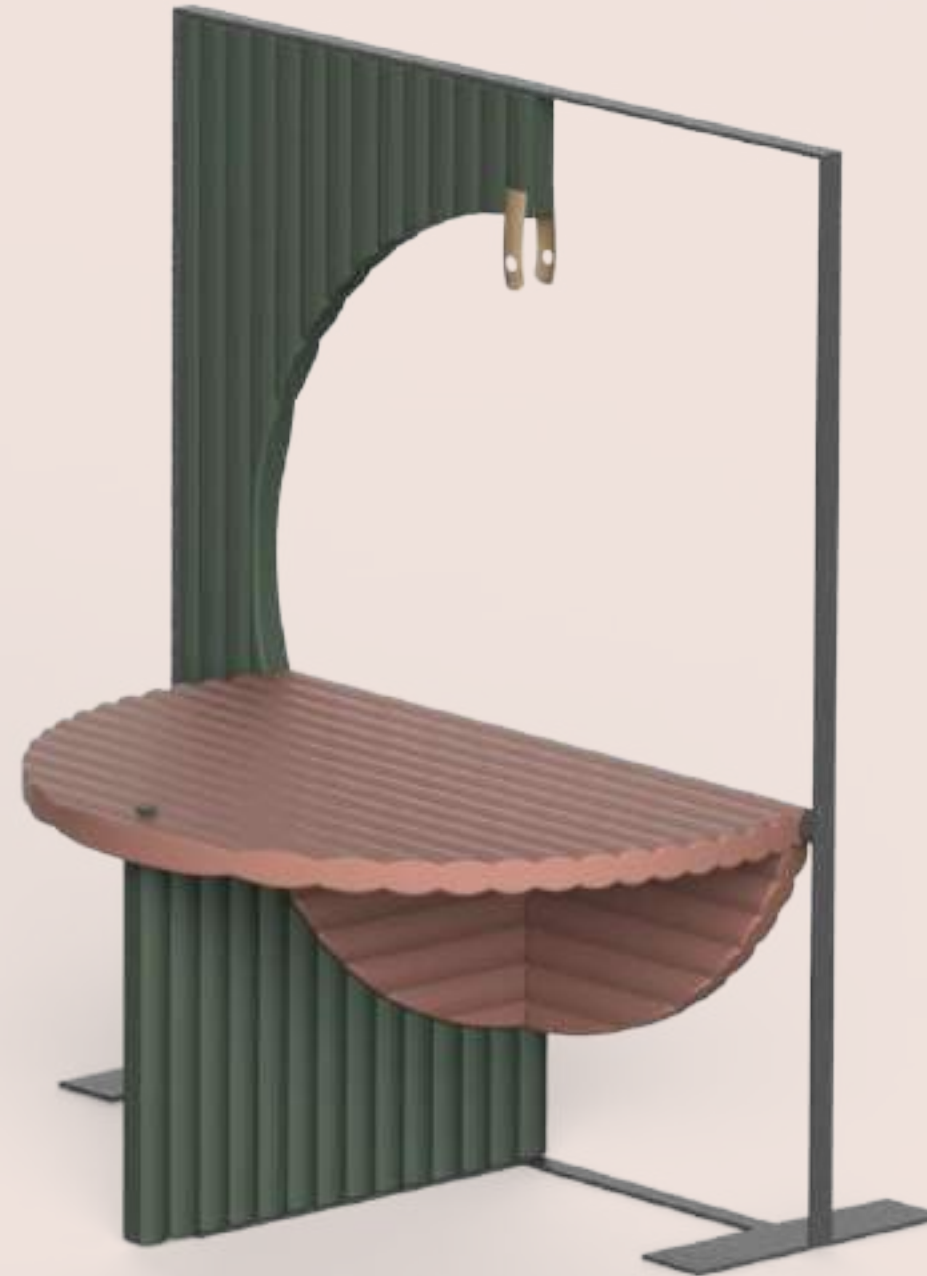
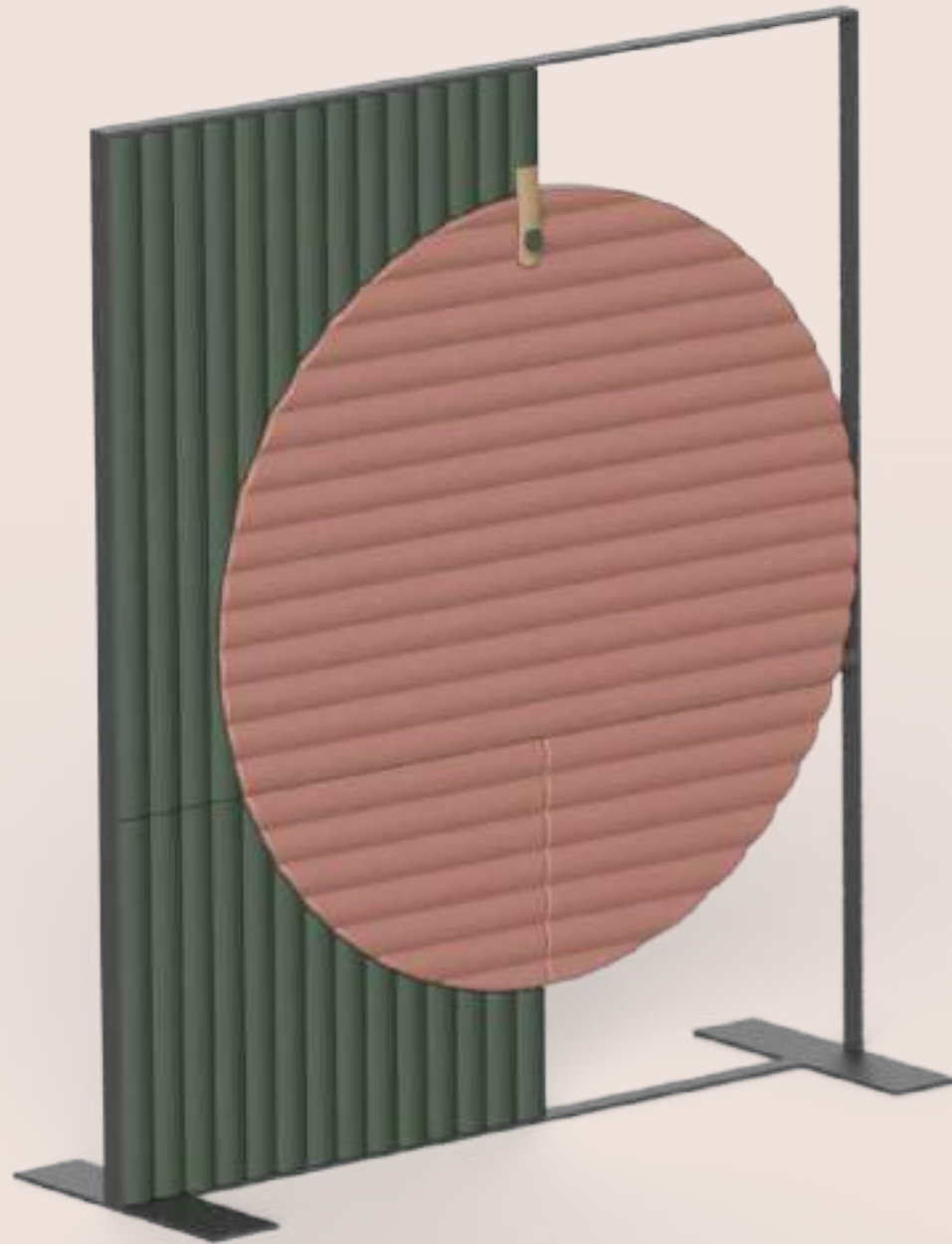
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UNA:
Transformable Space Divider



UNA:
Transformable Space Divider





UNA Transformable Space Divider

Project Objective:

“Human-Centered Design that encourages collaboration”, under the theme “acoustic comfort”

Una is a dynamic space divider fashioned with large acoustic panels for aural comfort. Designed around the concept of openness and collaboration, this versatile divider can be transformed into a meeting table for a variety of uses, all without compromising acoustic comfort.

This project won first place in a furniture design competition by Italian furniture brand Sitia and is set to be launched in their new collection (2020/21).



UNA Transformable Space Divider

Concept

How can we foster a spirit of collaboration within a space through - of all things - a space divider?

Una was conceived as an attempt to bridge this irony. As a space divider that transforms into a fully functional table, Una provides the users of its space both visual and aural privacy when necessary all while promoting openness and collaboration.



WORK EXPERIENCE

Marvable
Lead Designer (Industrial Design)
(2020-present)

tizumuka
Designer
(2018-2020)

THE FOLKS STUDIO
Junior Graphic Designer
(2014-2015)

DO NOT DESIGN
Graphic Design Intern
(2012)

EDUCATION

Lasalle College of The Arts
BA(Hons) Product Design (First Class)

Singapore Polytechnic
Dip. Visual Communication & Media
Design

Hai Sing Catholic School
GCE 'O' Levels

EXHIBITIONS/COMPETITIONS

Escapism Exhibition
Framed Artwork | Singapore Polytechnic

Happiness Blend Exhibition
Interactive Art Installation | Bugis+

Creative Marketplace Exhibition
Various Illustration Works | National
Library

Medium Rare Exhibition
Phantom Dishware | Ngee Ann Kongsi
Library

Elemental Exhibition
Phantom Dishware | Lasalle College of
The Arts

PORSCHE X HBA Exhibit (Lasalle
Show)
Ludere, Nimbus | Lasalle College of The
Arts

BLKMKT
Leka | Lasalle College of The Arts

SITIA X d'Doubles Furniture Design
Competition
Winner

Dezeen x LG Display - OLed's Go!
Competition
Top 20 Shortlist

KEY SKILLS

Adobe Illustrator
Adobe Photoshop
Adobe Indesign
Adobe Premier Pro

Rhinoceros
Keyshot

Microsoft Word
Microsoft Excel
Microsoft Powerpoint

CONTACT

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PROFILE

Graphic and Industrial Designer with
experience in both graphic and
furniture design studios.



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graphic &
industrial design

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