



**Jack Woodley Tully**  
Industrial Design Engineer

Portfolio



Jack Woodley Tully

### About

---

I previously trained as an aerospace engineer before finding work in a electronic manufacturing company. There, I found my passion for design and development.

I moved to Milan to study design engineering and ever since I have worked in product development for a multinational company in a role that straddles design and engineering.

While my work for the company is currently under NDA I have kept active with small hobby design and development projects with different technologies.

### Contacts

---

+39 379 236 3336

jack-tully@live.co.uk

<https://www.jwtully.com>

Index



Philips Food Cyclor 4



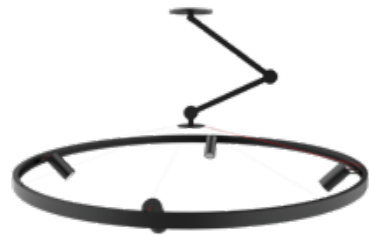
GPS-Variometer 11



Enel Continuum 6



Self-study table 12



3-Point 8



Pocket Organiser 13



Squeezer 10



Diffuse 14



Design: Monica Huang, Álvaro Gonzalvo, Abdulwahab Alzaidan, Jack Tully    Rendering: Álvaro Gonzalvo    Illustrations: Sara Barsotti, Jack Tully    Technical Illustration: Jack Tully

## Philips Food Processor

Philips' mission is to make the world healthier and more sustainable through innovation. The task was doing this in the domain of the food processor.

Focusing on the home-growing trend, the concept offered a circular approach to home-grown produce, from food preparation to fertiliser production.

## Salad Spinner

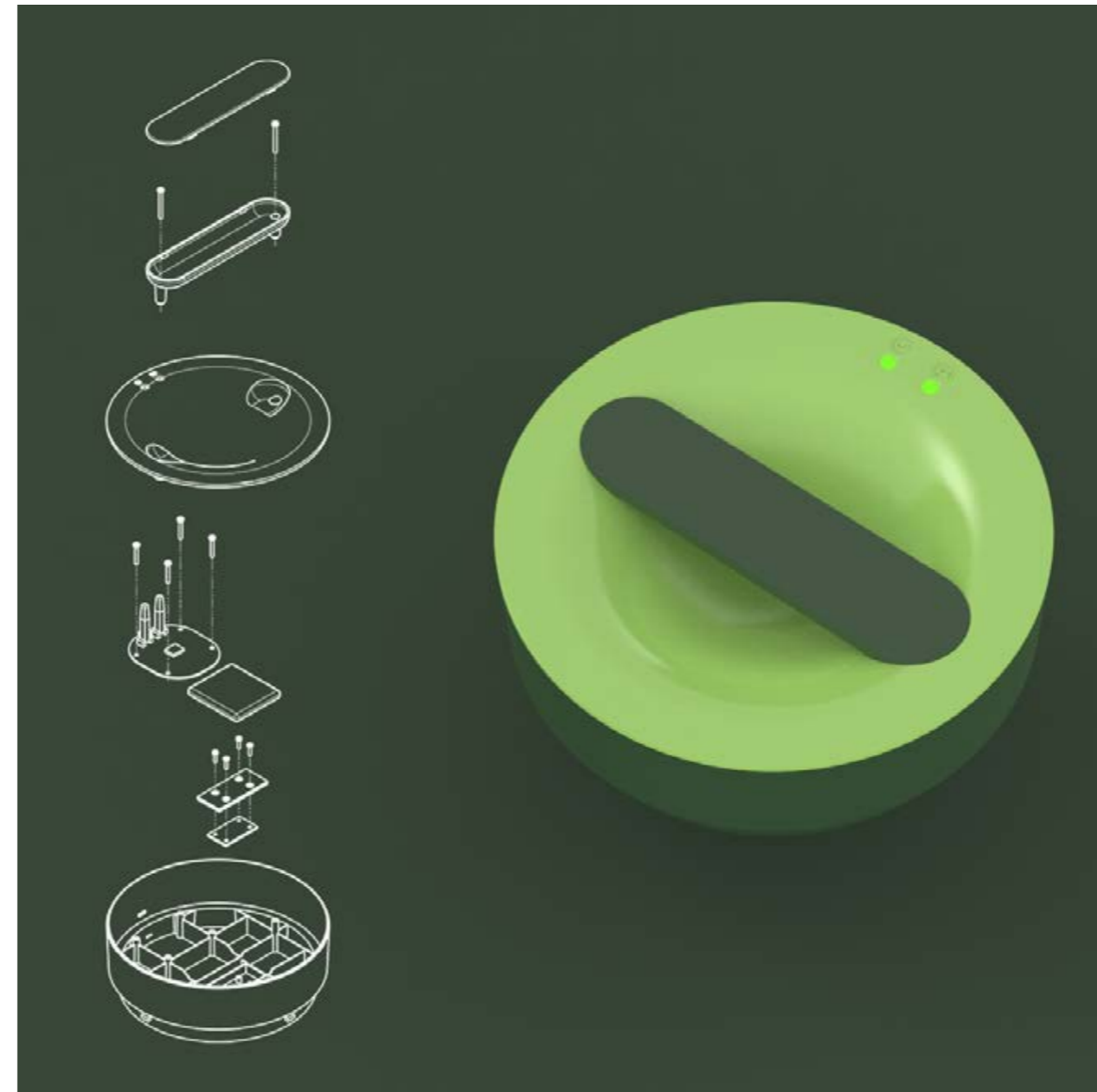
The first element is a salad spinner attachment that cuts down on the drying time when washing leafy greens. This element was designed to fit the existing product to cut costs while still providing added value.



### Food Cycler

The second element is the food cycler, or composter, which completes the cycle from the end of the meal to the beginning of growing.

A benefit is that the food cycler fits directly onto the normal base with an integrated gearbox to reduce the RPM for the cutting and mixing blades.



### Companion App

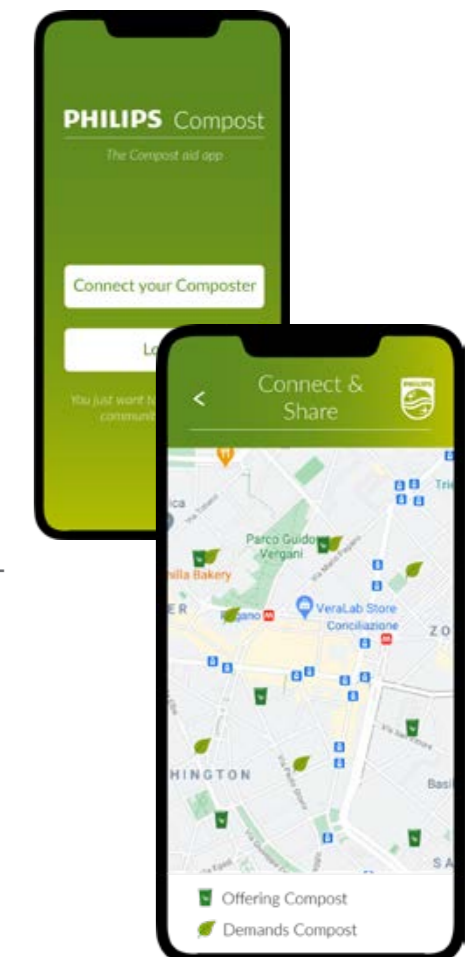
Composting is complex, but one metric can help us, C:N ratio. Each food has a certain C:N ratio, and if we tell the user which foods will balance their mix in real-time, we help them achieve peace of mind, that they are composting correctly.

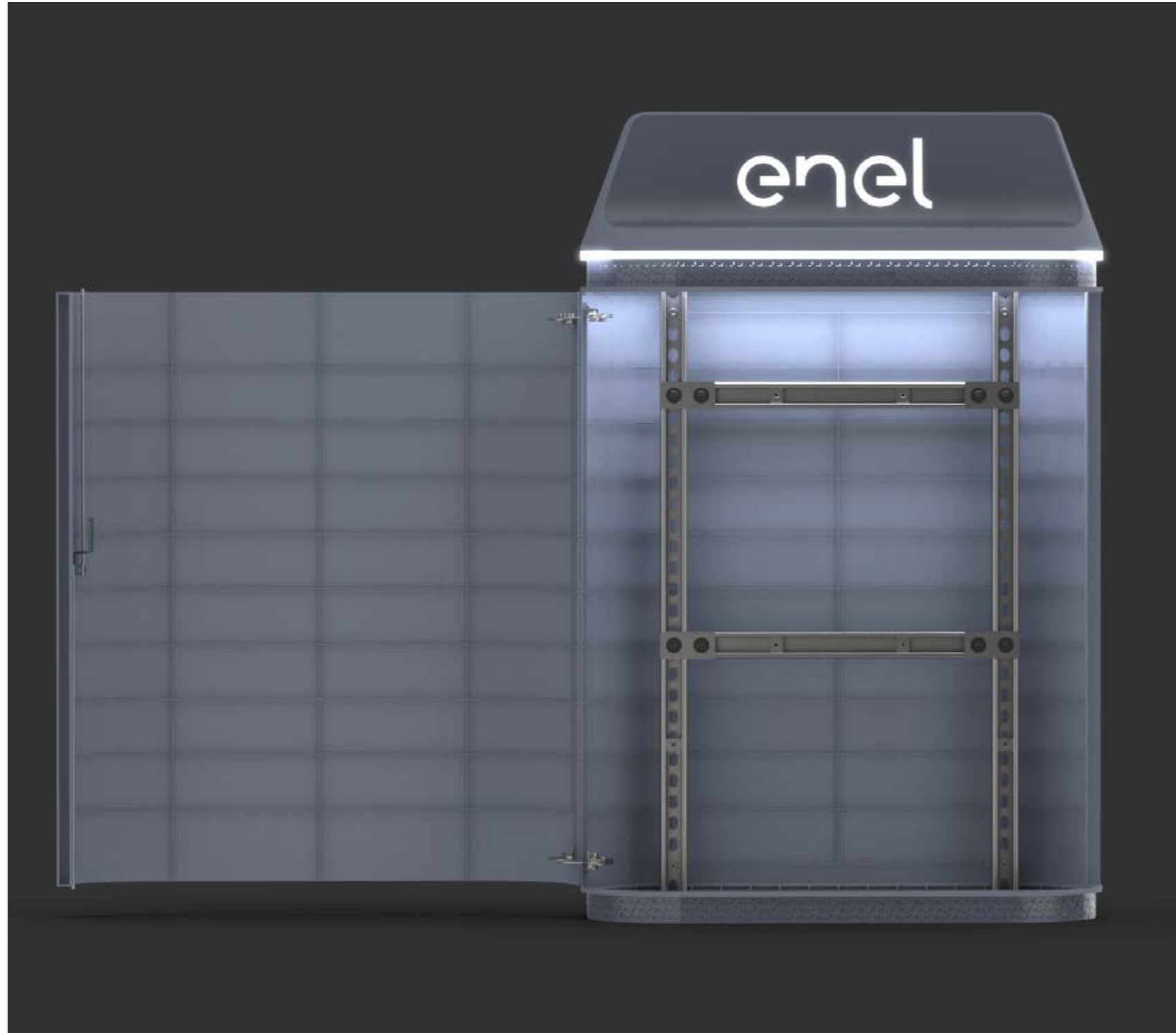
As composting is complex, often people worry about when is the best time to take it to the garden.

Thanks to the app, people can see the status of the compost in real-time: capacity, temperature, humidity, and oxygen.

What if the user doesn't have a garden for compost? The app connects compost makers with compost seekers. Compost seekers can be individuals with small gardens, to communal gardens and allotments.

The App: control and connect with the community





Design: Silvio Vurro, Luca Casalino, Edward Swanepoel, Jack Tully

## Enel Continuum

As a joint team of ex-alumni from the Politecnico di Milano and IED, we participated in an open design competition that called for the redesign of Enel street distribution cabinets.

For our innovative, sustainable concept proposal we conducted a detailed Life Cycle Assessment and in-depth research that included interviews with cabinet installers and Enel staff.



Rendering: Luca Casalino, Silvio Vurro

### Detail of the top

The grid is inspired and related to the rectangular elements created by the logo. Therefore thanks to the pattern creates a unique and characteristic sign of the object, to enhance the brand identity of the company.



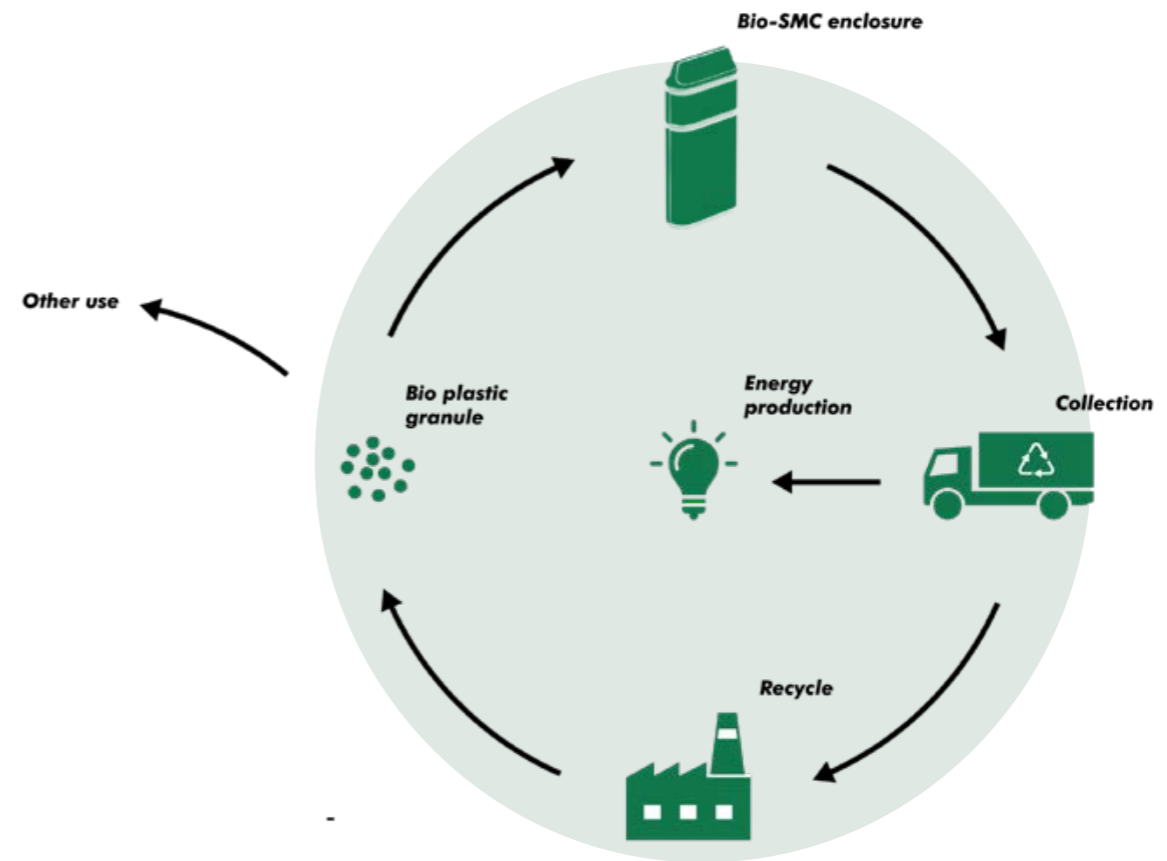
Habitat

Continuum is versatile and can adapt to any environment thanks to the array of colours.



Enel communication

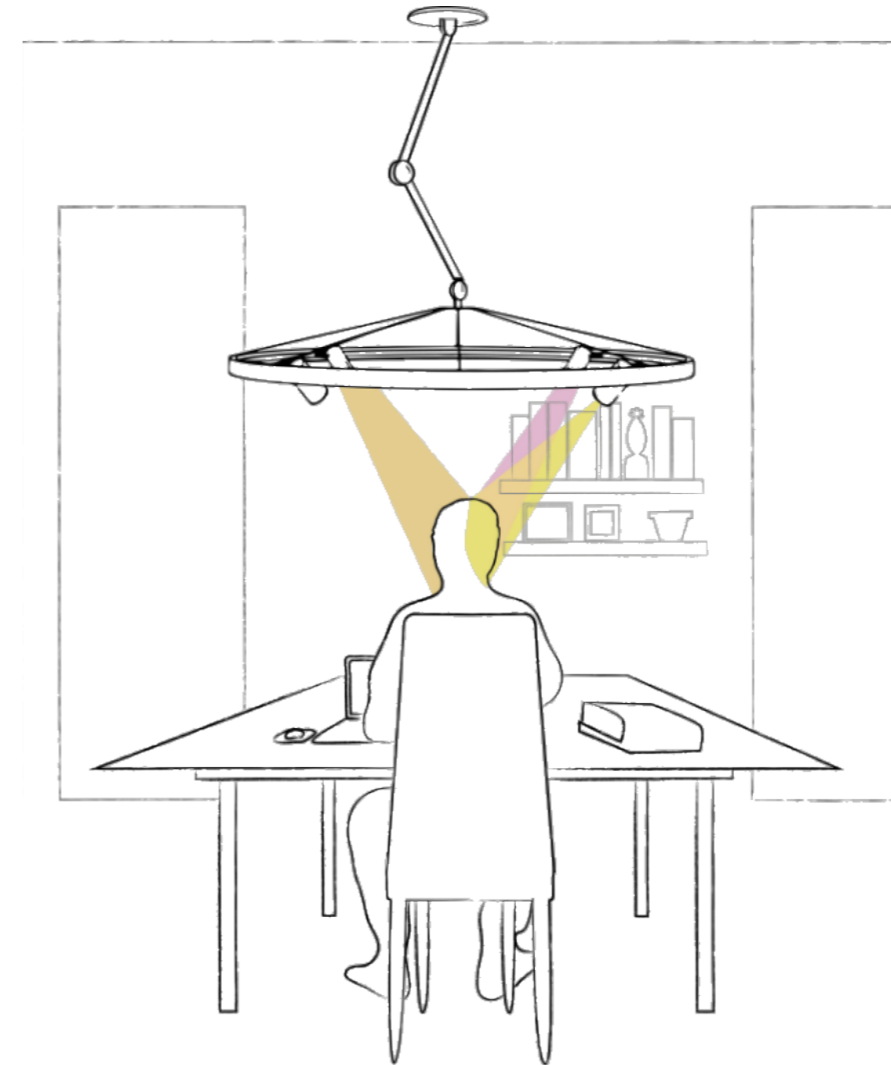
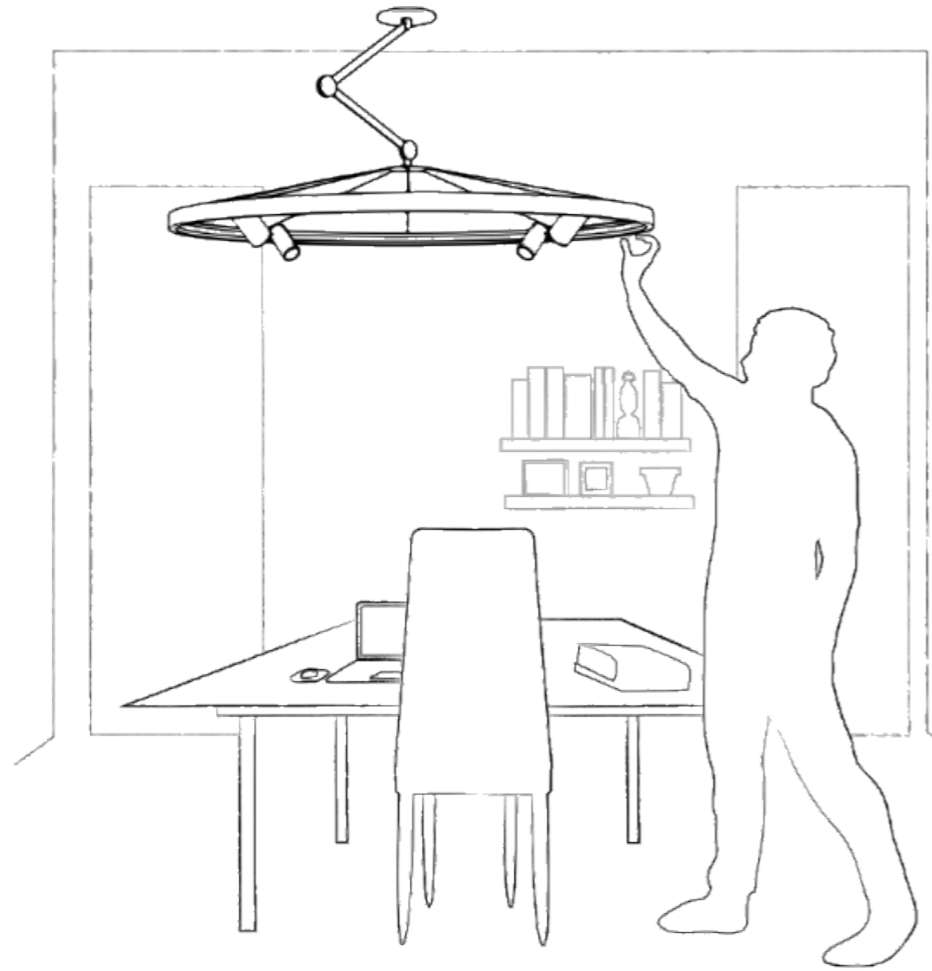
Our solution includes the ability to advertise the ENEL logo and brand to the public. The top component can be customized to display any message, while it can also be used for external advertisement. This increases ENEL's ability to communicate with the public. The top component can also light up to ensure that the advertisement is clear and visible to the public, even during the evening.



Circular economy

Closing the loop on the circular economy of products, the two key components used in Continuum are the modular steel frame and the Bio-SMC Enclosure, both of which are able to be reclaimed and recycled. In addition to this, Bio-SMC comes from renewable sources.

A contributing factor to the circular economy of Continuum is also that the modular mounting frame can be reused at the end of life, and being modular, it can be reused for many different applications.



Illustrations: Sara Barsotti, Jack Tully

## 3 Point Lighting

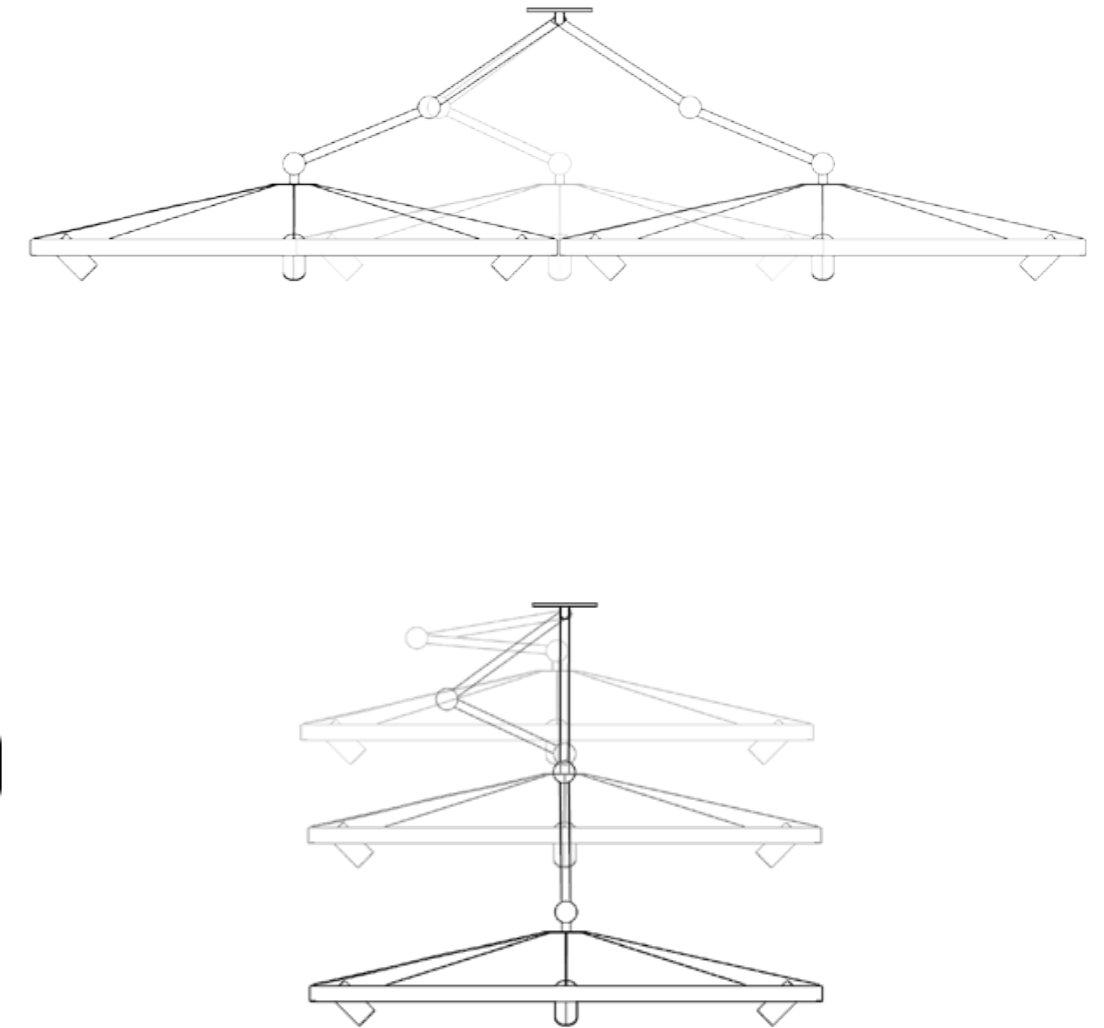
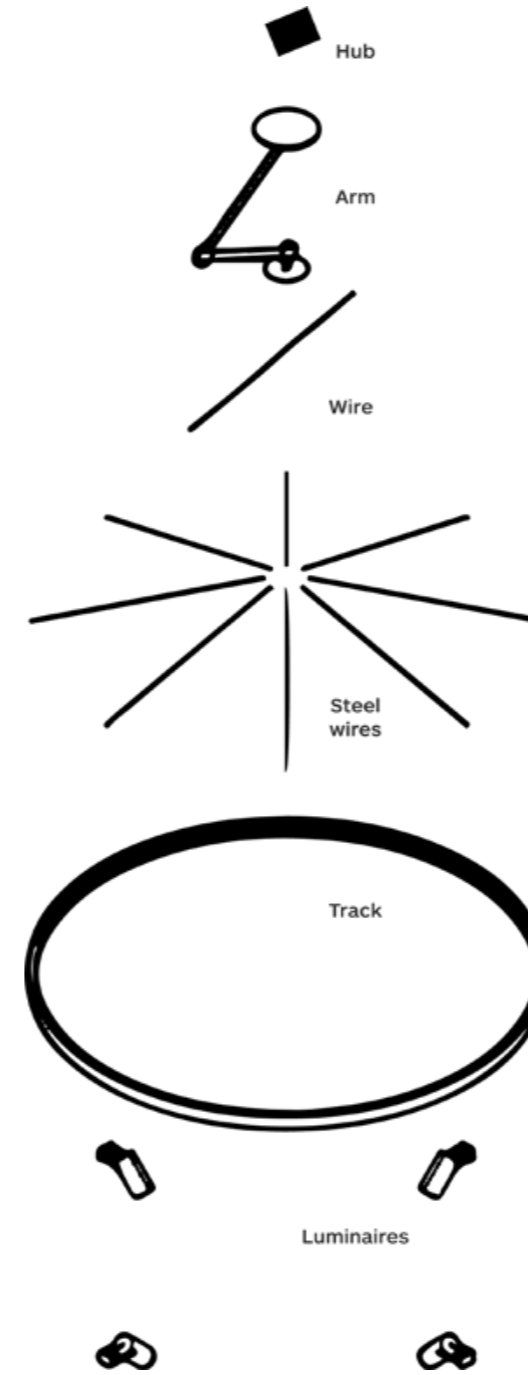
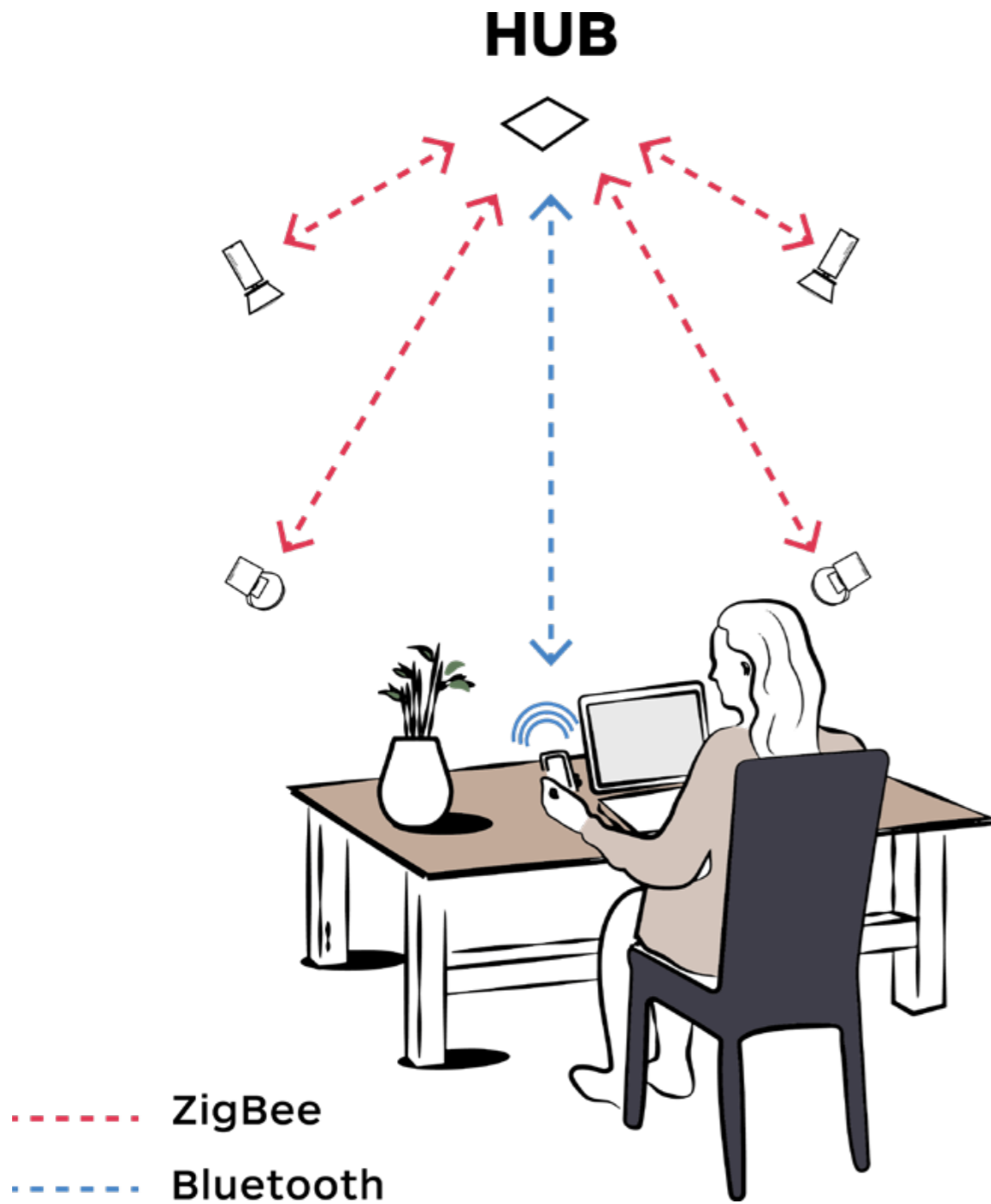
As more and more people work from home, there is a growing demand for professional video lighting solutions.

Professional cinematographers call upon 3 point lighting to flatter the face.

Here, the archetypal desk lamp was turned on its head, offering a new interaction.

Four luminaries provide the required positions for 3 point lighting at all times: key and fill at the front, and hair light at the back.



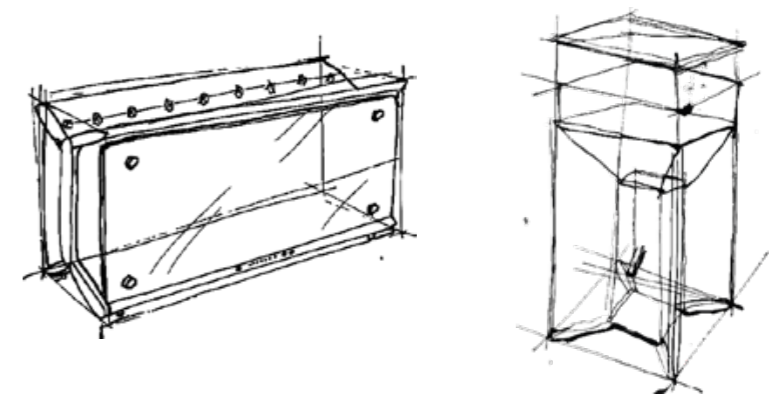


Illustrations: Sara Barsotti, Jack Tully

### 3 Point Lighting

Controlling the individual luminaires is easy via Bluetooth control, enabling the user to create custom lighting configurations for any situation.

The product can swivel and pivot to reach different seated and standing positions about a fixed workstation.



## Russell Hobbs Squeezer

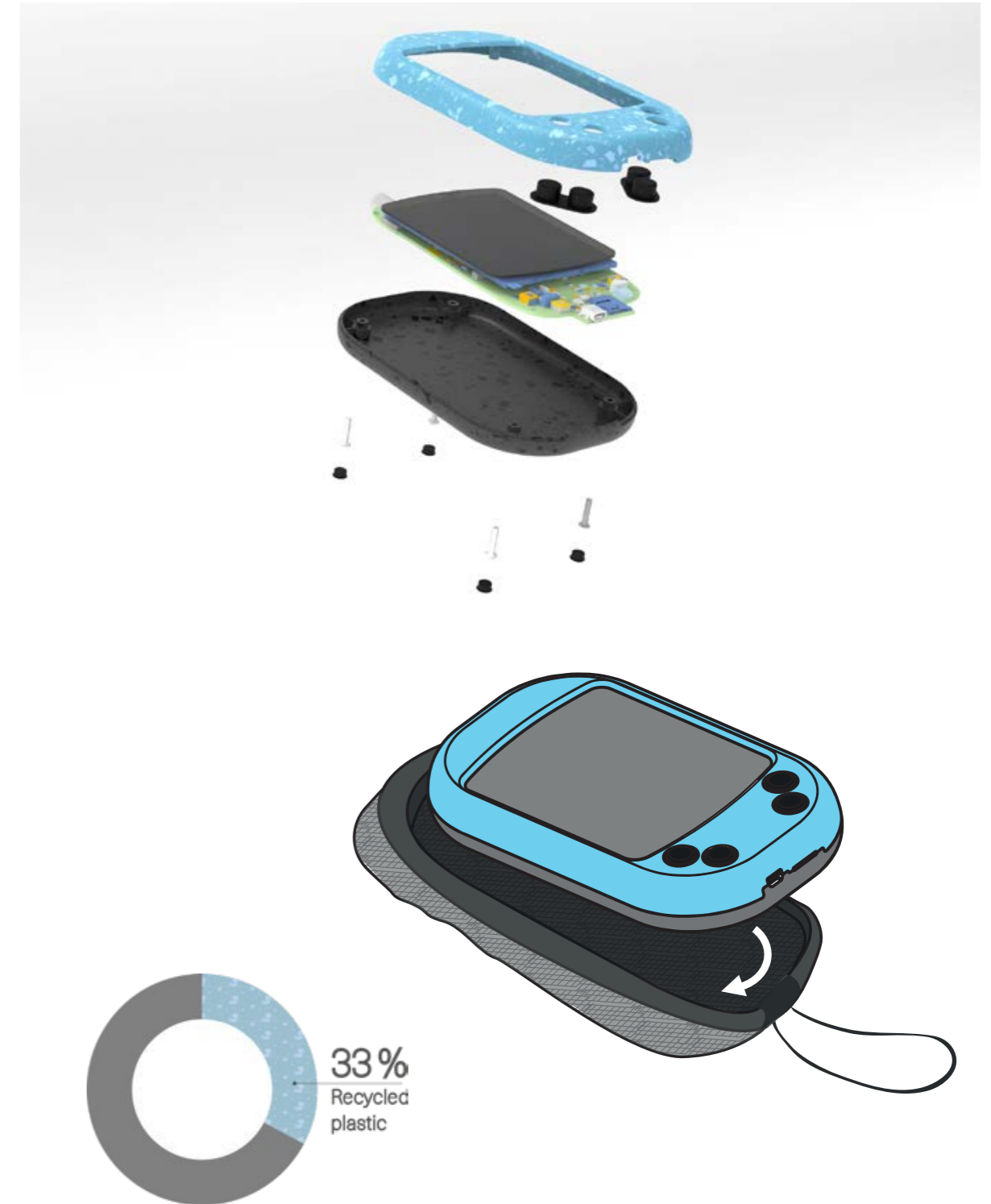
Transferring product character is a challenge for any designer. This concept of an electric squeezer set the intention of extending an existing product into a product line with a family feeling.

The main challenge was capturing the complexity of the original object whilst providing a conventional layout. After some exploration, the idea of a vertically extruded 'x' form was selected. A paper model was developed and a final 3D render followed.

Middle: paper model.

Lower left: original Russell Hobbs glass toaster sketch.

Lower right: electric squeezer sketch.



Illustrations: Sara Barsotti, Jack Tully

## GPS-Variometer

GPS-Variometers are indispensable for hang gliding enthusiasts. This concept is not the average device, having a signature speckled pattern which alludes to the use of recycled plastics and a commitment to sustainability.

Besides projecting the client's values, the product also places the user and mode of use at the forefront. The section tapers from a thin base to a wide top, geometry which keeps the product secure in its most frequent use case, in fabric holder.



## Sole-Study Table

---

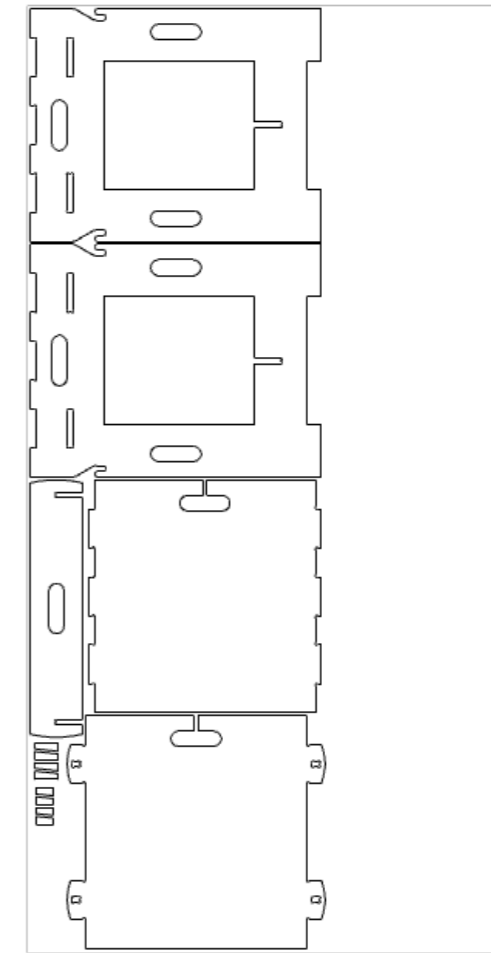
The table is designed to be a one-person study and work from home desk that can be put together and stowed away when not used rapidly with no tools.



### Details

---

Handles enable easy transport and double as cable management aids. A storage shelf enables users to stow laptops and stationary. Handy hooks are built in for bags, backpacks, cables, etc.



### Design for Manufacturing

---

Pieces are designed for standard sheet material sizes and geometry is optimised for cutting on a CNC router.

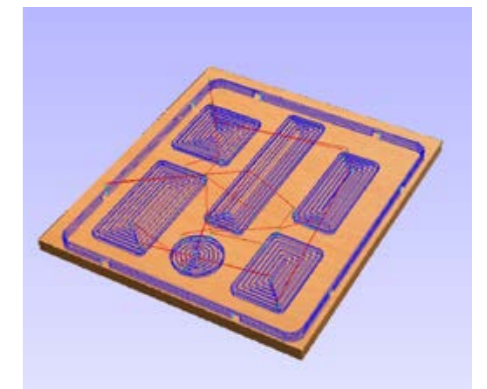
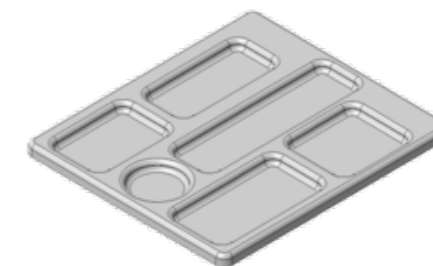
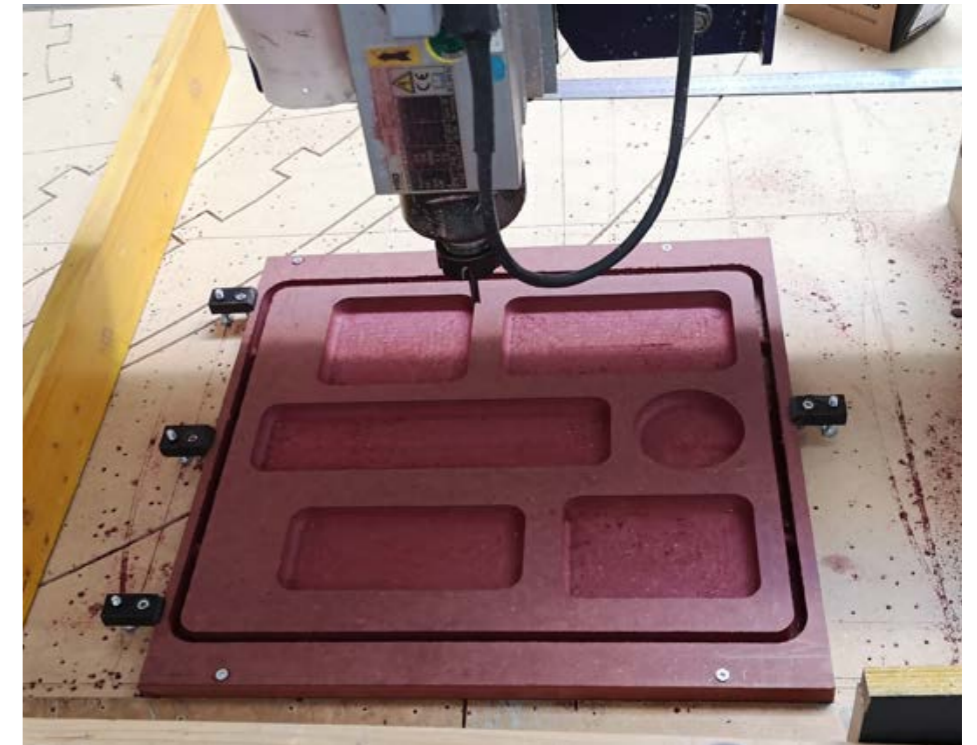


## Pocket Organiser

The design process started with observing habits of emptying pockets and the difficulty of organising possessions.

After studying the range of dimensions of common objects, a simple 2d organising system was born.

Large radii aid in cleaning and wide slots allow for easy object collection.



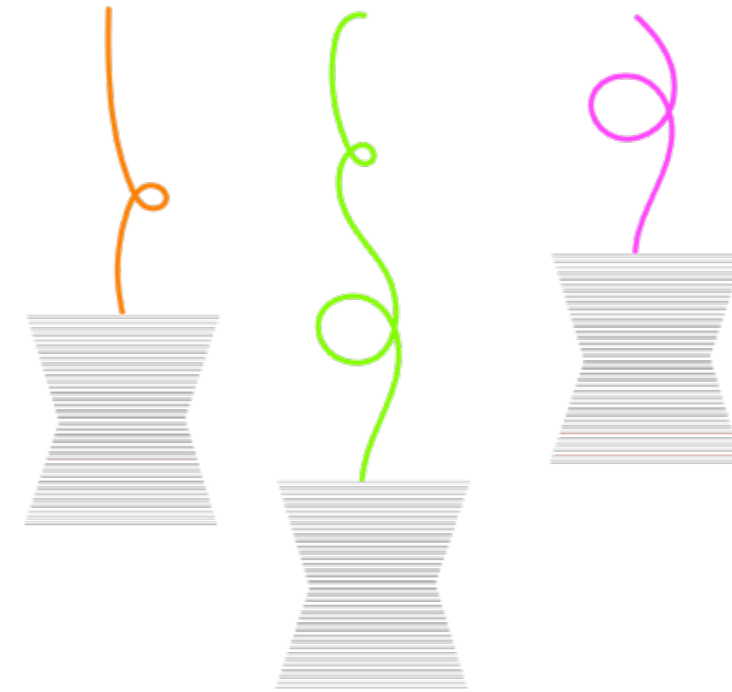
The process involved programming a CNC cutter based on a CAD model.



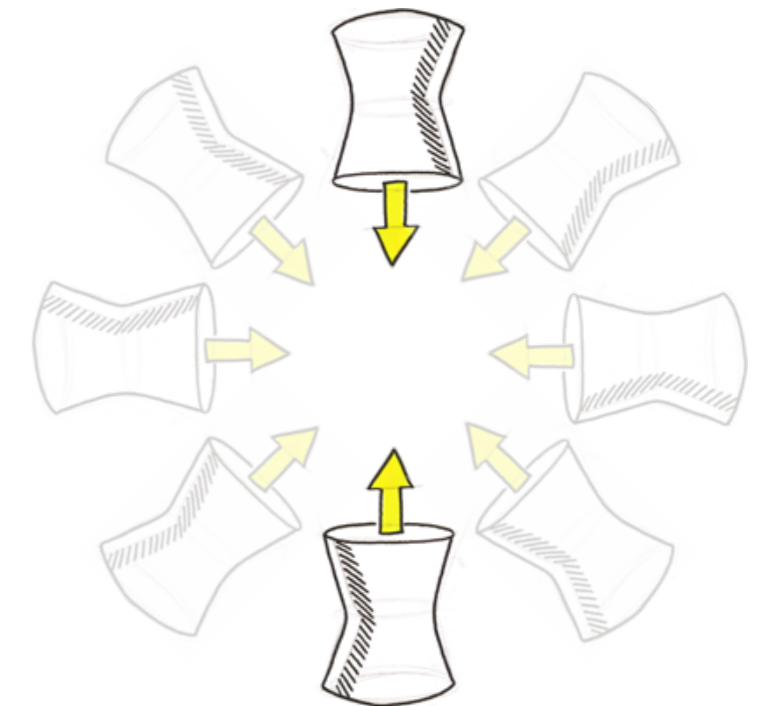
## Diffuse

Diffuse is a reversible luminaire that can house most light holders. It can be used as a table lamp but also doubles as a pendant.

The product is printed in one-piece with a translucent material.



Multiple colours for the cable and fixture offer customisation.



Fully reversible, the symmetric form suggests reversibility.

Thank you.