

NYC DESIGN FACTORY REPORT
2016 -2017



DESIGN FACTORY IS...





NYC Design Factory (aka NYC DF) is a program at the Seidenberg School of Computer Science and Information Systems at Pace University. We are a part of the Design Factory Global Network (dfgn.org), which includes 16 other Design Factories in our growing family.

We believe in **Problem+Passion+Project based learning**, **Design Thinking** (teaching it and living by it) as well as **international and interdisciplinary work**.

We like to say that we are a playground where industry partners, students, staff, and faculty come together to develop next generation products, exchange ideas, learn, and grow together – all while building and learning by doing.

Read on to discover some of the things that took place in the last year. If you get curious - our doors are always open to play, collaborate, and welcome new members to our family!

THIS
YEAR
IN
DESIGN
FACTORY:

3 MEDIA
MENTIONS

8
MONTHS

5 INDUSTRY
SPONSORED
PROJECTS

270,000+
MILES FLOWN

3,600
WORKING
HOURS

\$50,000 PROJECT BUDGET

5

PROTOTYPES

250+
HOURS OF
SKYPE
MEETINGS

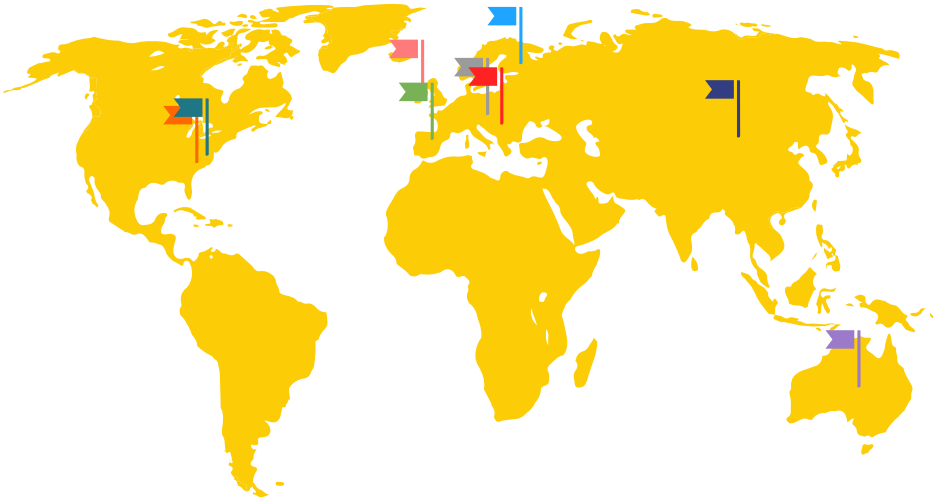
12 STUDENTS

3 GRAD | 9 UNDERGRAD

4 LUBIN/DYSON

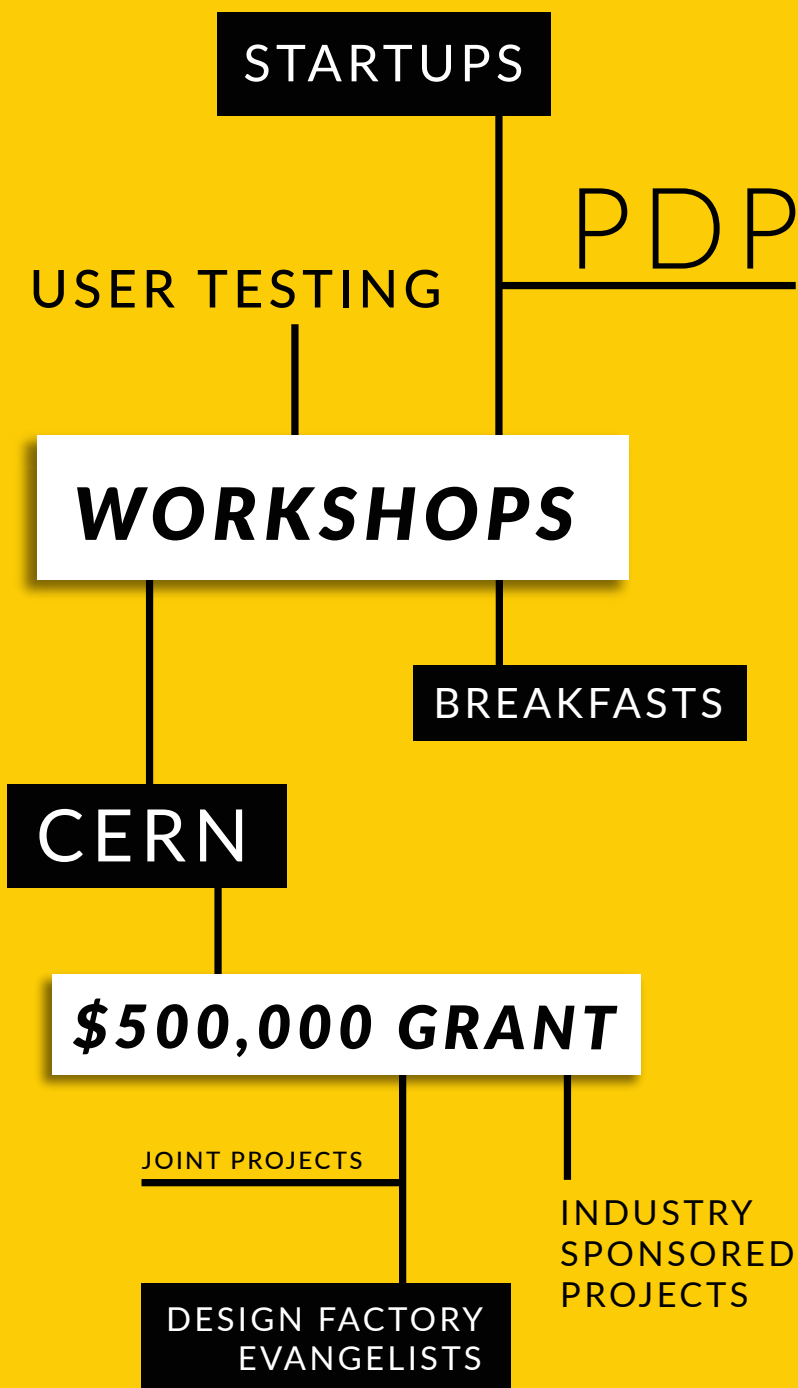
8 CS/IS

[GLOBAL] 2016-2017



NYC DF VISITORS

	PHILA U NEXUS DF <i>Philadelphia, USA</i>		STUTTGART MEDIA UNIVERSITY <i>Stuttgart, Germany</i>
	NYC DF <i>New York City, USA</i>		GRAZ TECHNICAL UNIVERSITY <i>Graz, Austria</i>
	QUEENS UNIVERSITY OF BELFAST <i>Belfast, Ireland</i>		AALTO DF <i>Helsinki, Finland</i>
	PORTO DF <i>Porto, Portugal</i>		JIANGSU PROVINCIAL HR & SS DEPARTMENT <i>Jiangsu Province, China</i>
	MELBOURNE DF <i>Melbourne Australia</i>		





**PILOT IN
PRODUCTION!**

[TEAMWORK]

THE ARCH

TEAM SEECODE

PDP/2017

SPONSOR: *NOMO TECHNOLOGIES*
(NOMO 3D)

TASK: CREATE A TANGIBLE, 3D,
FULL BODY SCANNER; A PHYSICAL
PLATFORM THAT COMBINES
ACCURACY IN BODY MEASUREMENT
AND USER INTERFACE
FRIENDLINESS FOR QUICK
MARKET PENETRATION.

ADDITIONAL TEAM MEMBERS



PAULA SARATLIEVA
PRODUCT & SPATIAL DESIGN

PAULI KÄRNÄ
PRODUCT DEVELOPMENT, LEADERSHIP &
KNOWLEDGE MANAGEMENT, STRATEGY/SALES

JORGE VEGA LACY
MECHANICAL ENGINEERING/PRODUCT
DEVELOPMENT

THAO NGUYEN
INTERNATIONAL BUSINESS MANAGEMENT

JUHO HIRVINEN
CHEMICAL, BIOCHEMICAL & MATERIALS
ENGINEERING

TODOR GINCHEV
ENVIRONMENTAL SYSTEMS SCIENCE & ECONOMICS



JAN SCHOEPP

GRAD STUDENT, CS
GRADUATED SPRING 2017

COMPUTER MASTER



NIAMH FITZSIMON

JUNIOR, CS & ART
SUMMER INTERN-GOOGLE

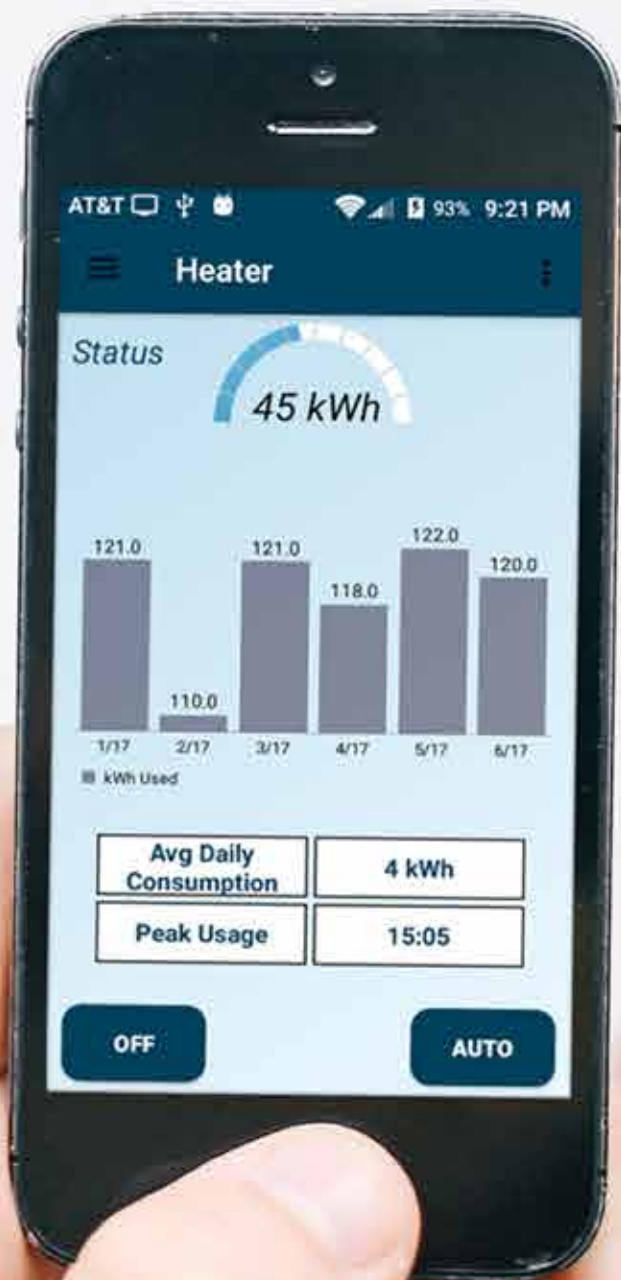
GRAPHICS MASTER



AVA POSNER

JUNIOR, IT
SUMMER INTERN-UBS

USER EXPERIENCE MASTER



**PILOT IN
PRODUCTION!**

[EXPERIENCE]

MOBILE APPLICATION TEAM EGON PIP/2017

SPONSOR: GRAZ ENERGI

TASK: ANALYZE RELEVANT ENVIRONMENT AND BUSINESS OPPORTUNITIES FOR ENERGY SUPPLIERS. WORK OUT THE CONSEQUENCES, INCLUDING CHANGES AND RISKS. THINK OF NEW OPPORTUNITIES AND GENERATE RADICAL IDEAS. DESIGN REVOLUTIONARY BUSINESS MODELS. ESTABLISH ONE SOPHISTICATED BUSINESS MODEL. PREPARE A CONCRETE IMPLEMENTATION PLAN.

ADDITIONAL TEAM MEMBERS



ELIAS AUBERGER

PMS

NORA BAUER

ENVIRONMENTAL SYSTEMS
SCIENCE & NATURAL SCIENCES

LENA HIRSCHENBERGER

GLOBAL STUDIES, BUSINESS ADMIN

INES KORAJMAN

MASCHINENBAU, PSM

MIGUEL TELLO CORROCHANO

INDUSTRIAL ENGINEERING

BERNHARD SCHREMPF

ENVIRONMENTAL SYSTEMS SCIENCE
& ECONOMICS



GABRIEL NAVARRO

**JUNIOR, IT
& CRIMINAL JUSTICE
RESEARCHER**



YEVGENIY SHATROVSKIY

**JUNIOR, CS
DEVELOPER**

[AGILE]



TEAM XHALE

SPONSORED BY SEBRING | PIP '17

TASK: Downsizing, efficiency, electrification.... thinking about the future of Internal Combustion Engine (ICE) powered mobility. Analyze upcoming technologies and trends in mobility powered by ICE. Describe future scenarios of mobility powered by ICE. Anticipate potential future features (added value) of exhaust systems. Development and Design concepts of exhaust systems including the most promising features. Realize a prototype of the most promising concept.



TEAM DRAGONFLY

SPONSORED BY SEBRING | PIP '17

TASK: Our mission is to create an automated drone that can use elevators independently and take part in the flow of people safely and reliably. In the project, newest technological applications and challenges such as precision indoor navigation, cloud computing-based communication and autonomous flight control are applied.



TASK: Develop the next generation actuation system to control the distributed torque level between input and output shafts in different all-wheel drive applications. Create revolutionary ideas. Design new solutions and concepts. Build a working prototype to verify feasibility and demonstrate key benefits.

TEAM MEMBERS

XHALE

Piotr Kupiec, *Engineer*
 Yigit Sener, *Project Manager*
 Holly Vandergrift, *Marketing/Presenter*
 Tahiya Begum, *Data Scientist/Reporter*
 Marcel Wuwer, *Marketing*
 Daniel Lukic, *Engineer*
 Ivan Gonzalez, *Engineer*
 Roland Zettler, *Engineer*
 Malte, *Engineer*

DRAGONFLY

Danielle Ran, *Idea Generator*
 Eiman Ahmed, *Developer*
 Hiep Nguyen, *Project Manager*
 Kristian Klemets, *Drone Engineer*
 Lauri Paukkunen, *Drone Engineer*
 Mansoor Shaik, *Developer*
 Meng Wang, *Drone Engineer*
 Timo Nurminen, *Drone Engineer*

MAGNIVATE

Philipp Hafner, *Project Manager*
 Kailin Tong, *Mechanical Engineer*
 Maximilian Comploj, *Mechanical Engineer*
 Alberto Mastrotto, *Data Mining Engineer*
 Ana Pahic, *Technological Designer*
 Vesna Furlan, *Risk & Opportunity Specialist*
 Azizul Haque Mondal, *User Experience & Story Designer*
 Peter Haidl, *Project Supervisor*





PDP/2016 | PROJECT FIREDOWN



“

DURING PDP, I LEARNED THAT COMMUNICATION IS KEY. COMMUNICATION AT THE RIGHT TIME WITH THE RIGHT PEOPLE AND USING THE RIGHT MODE IS THE MOST IMPORTANT FACTOR FOR THE SUCCESS OF ANY PROJECT.

”

VIRALI JHAVERI

SENIOR BUSINESS SYSTEMS ANALYST | BLUE SHIELD OF SF

[CONFIDENCE]

“

PDP GAVE ME A SENSE OF AUTONOMY WHEN SCOPING AND EXECUTING PROJECTS AS WELL AS AN INTRO TO ADVANCED SYSTEM DESIGN. IT'LL BE THE BEST CLASS YOU EVER TAKE, HANDS DOWN THE BEST PART OF MY TIME AT SEIDENBERG!

”

BRIANNA VECCHIONE

SENIOR FELLOW | MICROSOFT, NYC



PDP/2015 | BON VOYAGE

[PATIENCE]

THERE WERE TWO VALUABLE THINGS I LEARNED THROUGH THE PDP EXPERIENCE:

1. DIVERSE AND INTERDISCIPLINARY TEAMS LEAD TO THE BEST INNOVATIVE OUTCOMES IN PRODUCT DEVELOPMENT.
2. HAVING A COMMUNICATION PLAN IS IMPORTANT WHEN WORKING WITH INTERNATIONAL TEAMS.

PETA-GAY CLARKE

COMMUNITY MANAGER | GOOGLE, NYC

PDP/2015 | BON VOYAGE





PIP/2016 | INFINID

“

MY PIP EXPERIENCE WAS PRICELESS AND AMAZING. IT TAUGHT ME HOW TO BUILD PRODUCTS AND HOW TO INNOVATE A NEW PRODUCT. MOST IMPORTANTLY, IT TAUGHT ME HOW TO WORK WITH PEOPLE FROM DIVERSE BACKGROUNDS AND HOW THAT CAN ENHANCE YOUR IDEAS.

”

DHRUVIL GANDHI

DEVELOPER ENGINEER | MEDMEME, NYC



*DESIGN
FACTORY
IS...*



SELF-EFFICACY

CONFIDENCE

AUTHENTIC

FRIENDSHIP

EXPERIENCE

GLOBAL

TEAMWORK

PATIENCE

AGILE

INTERNATIONAL

OLGA BOGOMOLOVA | PRODUCER
JACLYN TEPEDINO | DESIGNER
KATIE TODD | EDITOR