

# Mattias Nordin

Product Design Portfolio 2026

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Why I Design

# I wanted to be an inventor as a kid

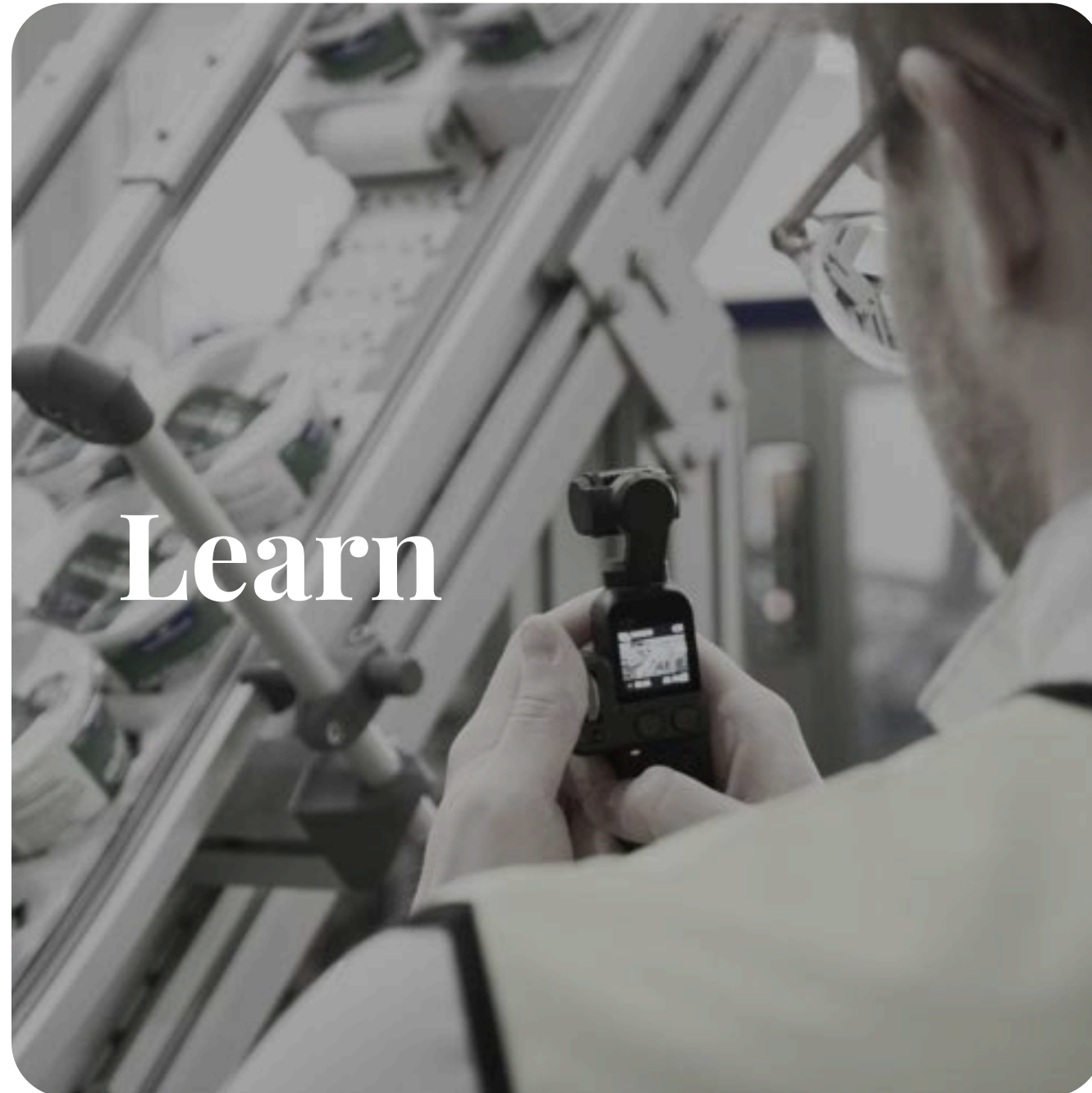
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I see design as a creative and humane way of creating products and experiences, where the user and subjective values are on an equal playing field as to what is physically possible. With that comes the responsibility to continuously improve our daily hassles, I aim to be part of that positive change, no matter how big or small.

I get to be creative, continuously challenged and to see parts of multiple different industries while working with amazing people. According to me, It sounds almost too good to be true!

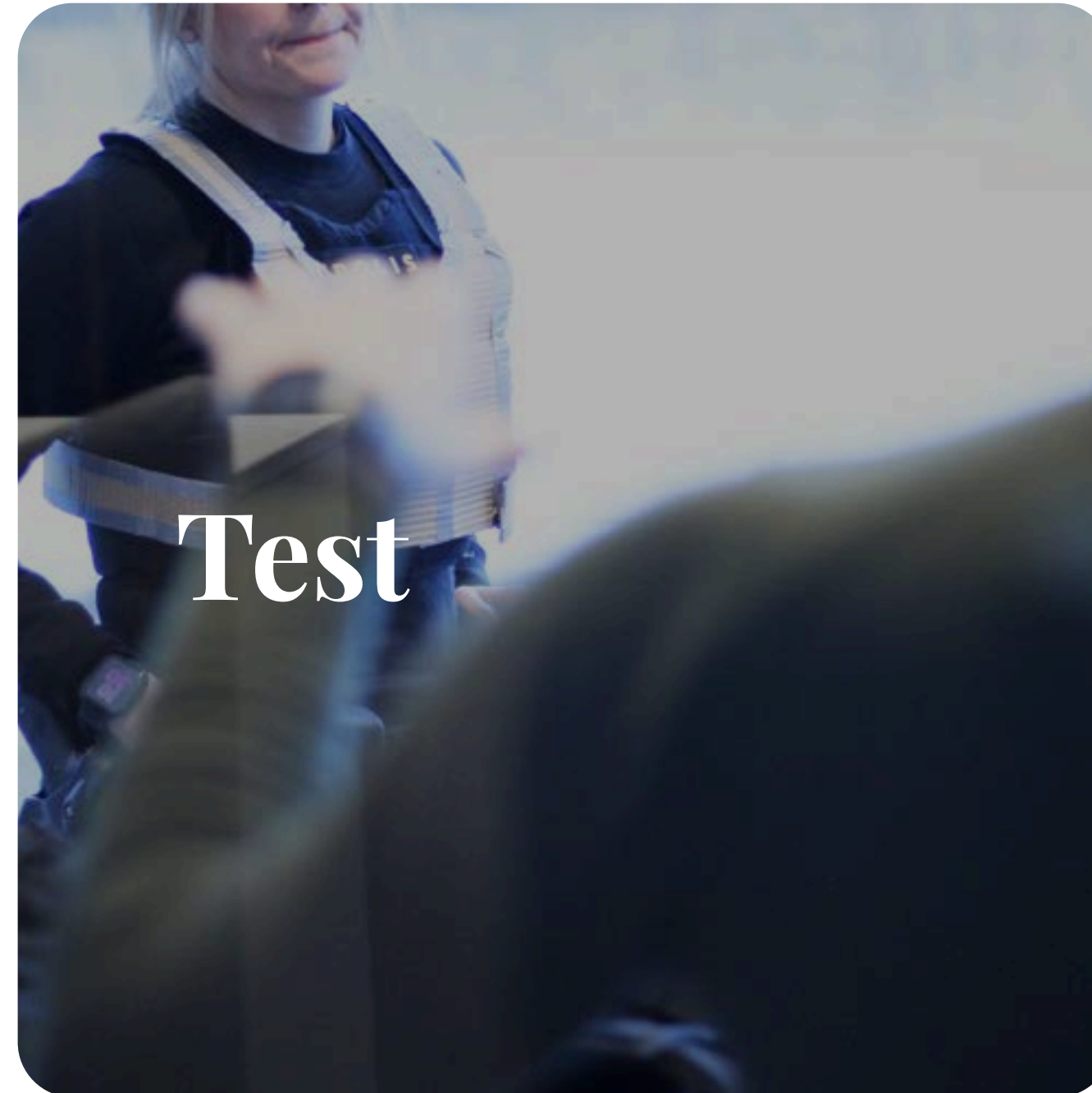
# How I work

My design process



## Learn

Understanding why something needs to be improved is vital. If possible I try to put myself in the shoes of the users, both figuratively and literally



## Test

Test with users, colleagues and lay-people. I have the mindset that anyone can potentially give project critical feedback, so I live by words my program director told me:

“take people seriously, but not literally”



## Iterate

Create - Evaluate - Iterate - Repeat

“Fail fast and learn fast” - from my experience this is the most rapid way of working without compromising fidelity

# Physical

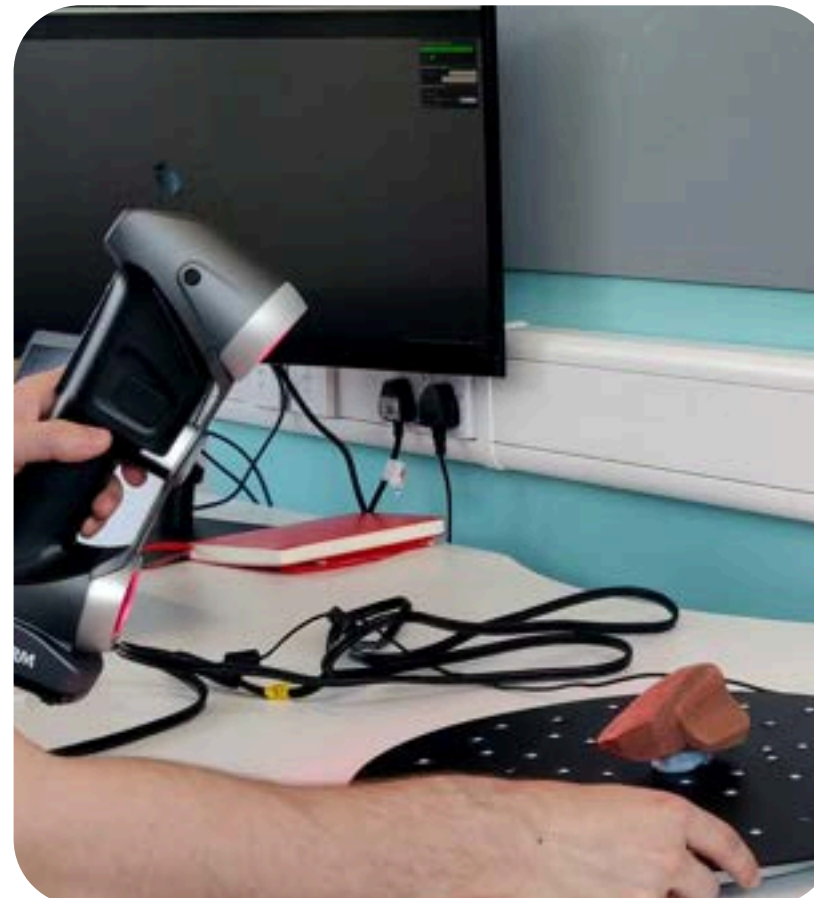
I like to make things

For as long as I've been allowed to be in one I've always enjoyed workshops and creating physical things. Be it kitchen utensils or clay models, I believe that physically shaping something into existence is one of the best ways of working with shape

I'm trained to use both wood and metal workshops, in addition to CNC milling machines and 3D printing

Preferred rapid prototyping materials

Clay, PU foam, 3D printed plastic



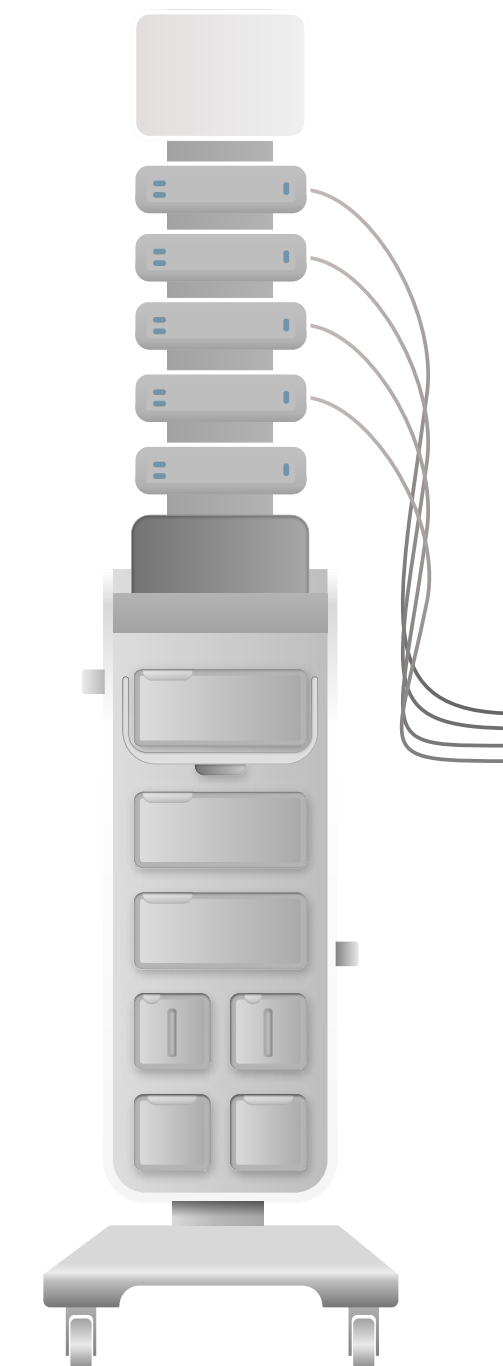
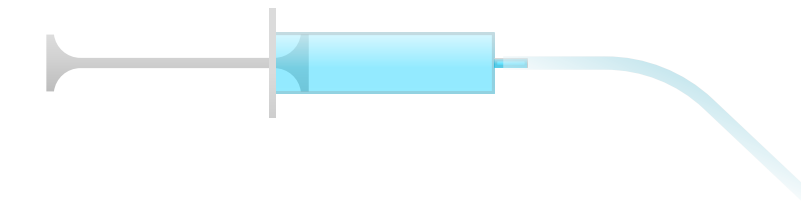
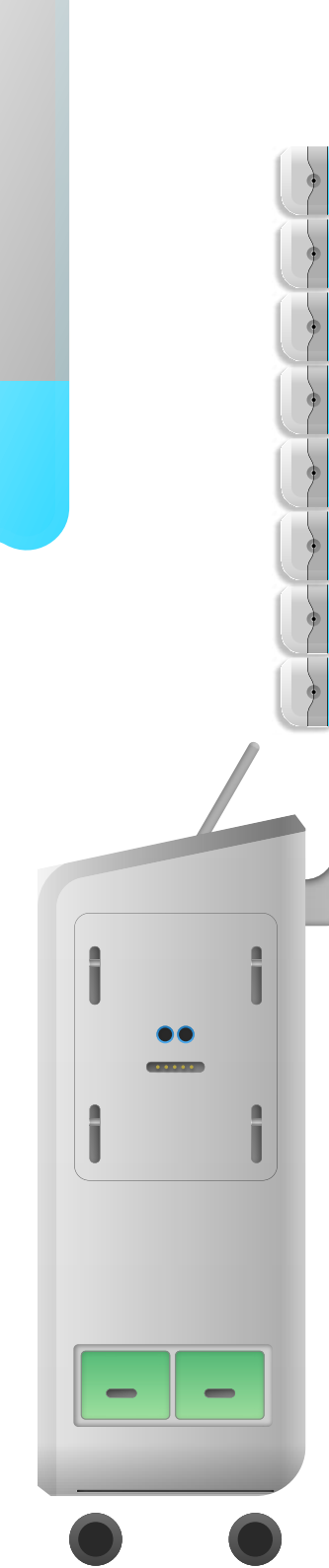
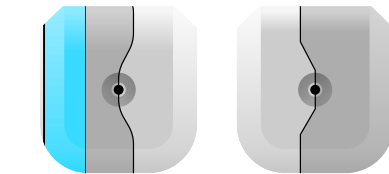
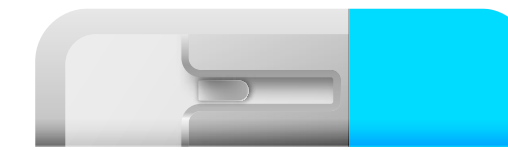
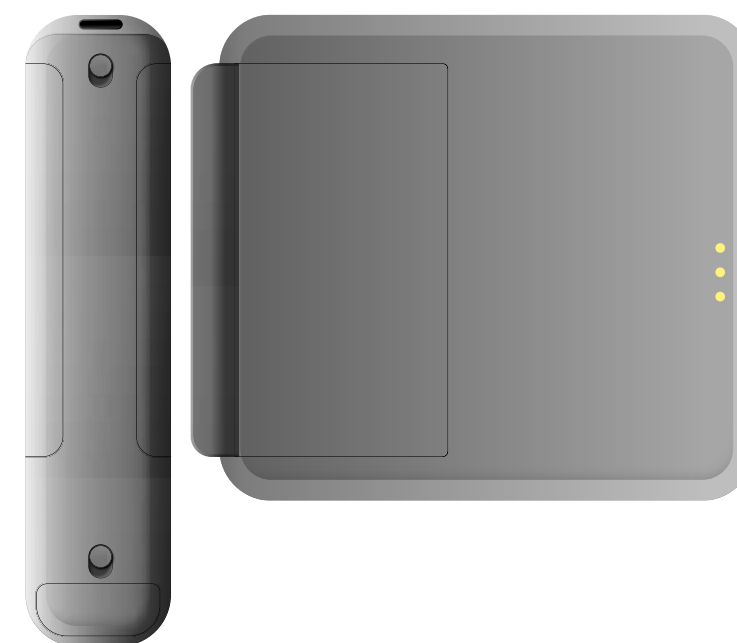
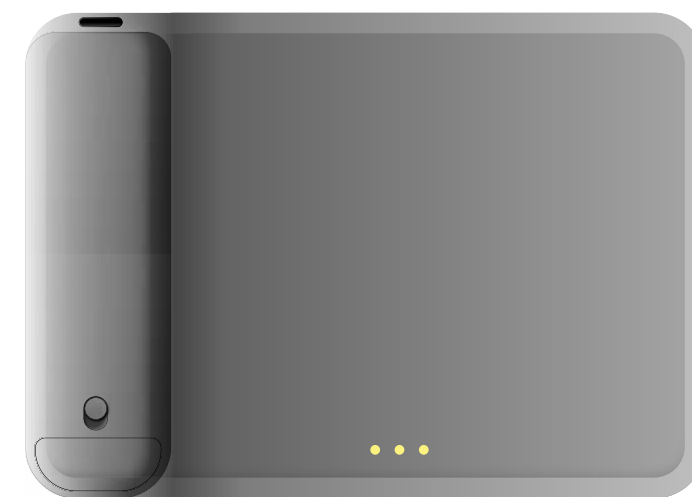
# Digital

My 2D style

Digitally I work primarily in 3D and with vector graphics, where vector graphics is typically used for 2D view exploration and iterations before going into a 3D modelling and rendering workflow

Current preferred software

Rhino, Keyshot, Figma, Adobe CC



# Future Presentation Tools

Masters thesis project - 20 weeks - 2025



## Responsibilities:

Sketches - CAD - Illustrations - Design research  
Interviews - Feasibility evaluation - Workshop - Visualization  
Modelmaking - UI/UX Flow design - Interface Design

logitech

# Opportunity

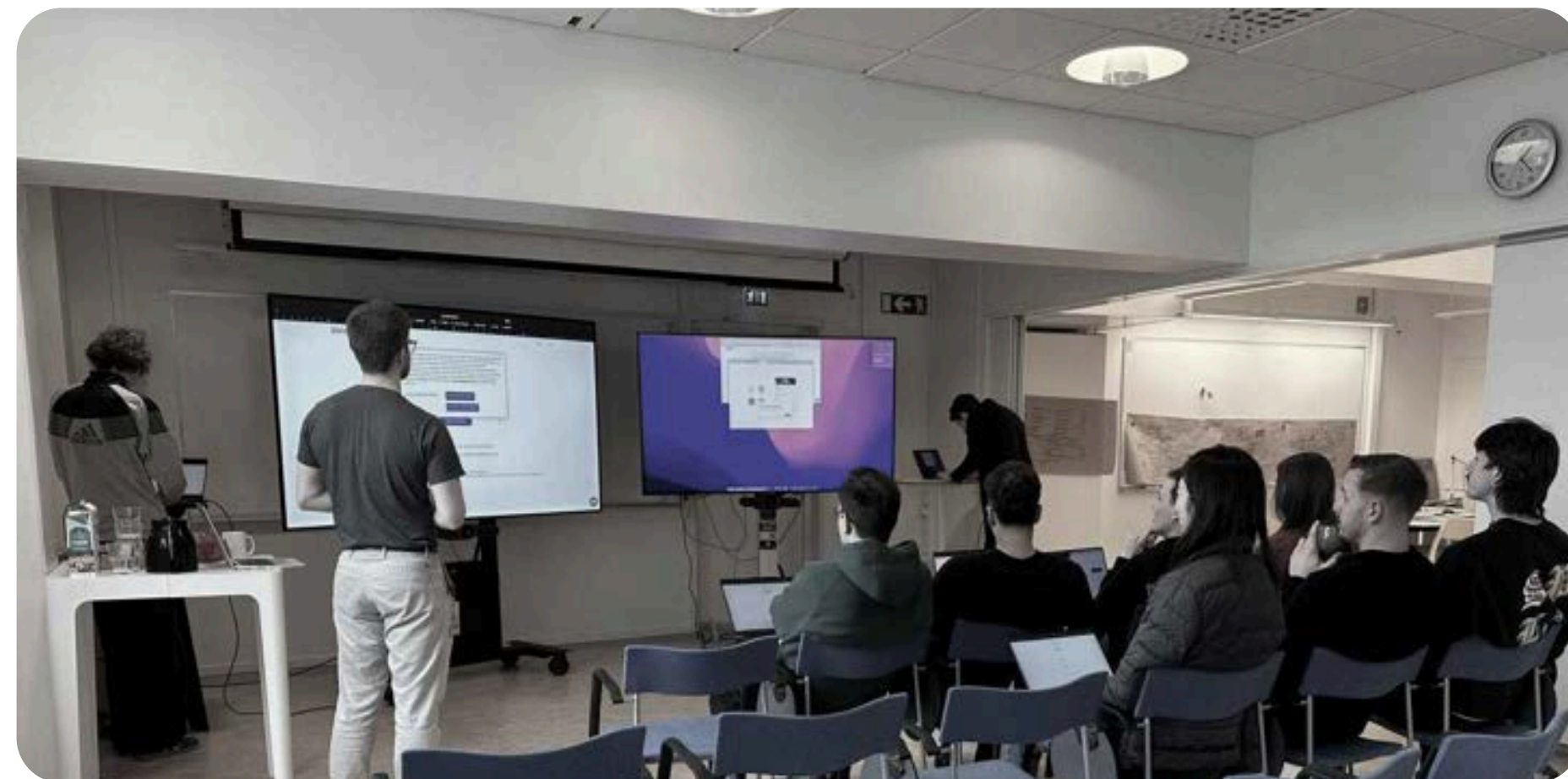
Improving presentation experiences holistically

How might we create presentation tools that help presenters feel more **prepared and effective** when speaking in front of an audience?



# Workshop + interviews

Looking at what sparks nervousness in presenters, both professionals and lay-people



**Mia Westin**

Theatre director and coach in oral performance



**Josh Lenn**

Transformational coach - Bold and Confident



**Daniela Bohlinger**

Lead invention strategy sustainability - BMWgroup

# Exploration

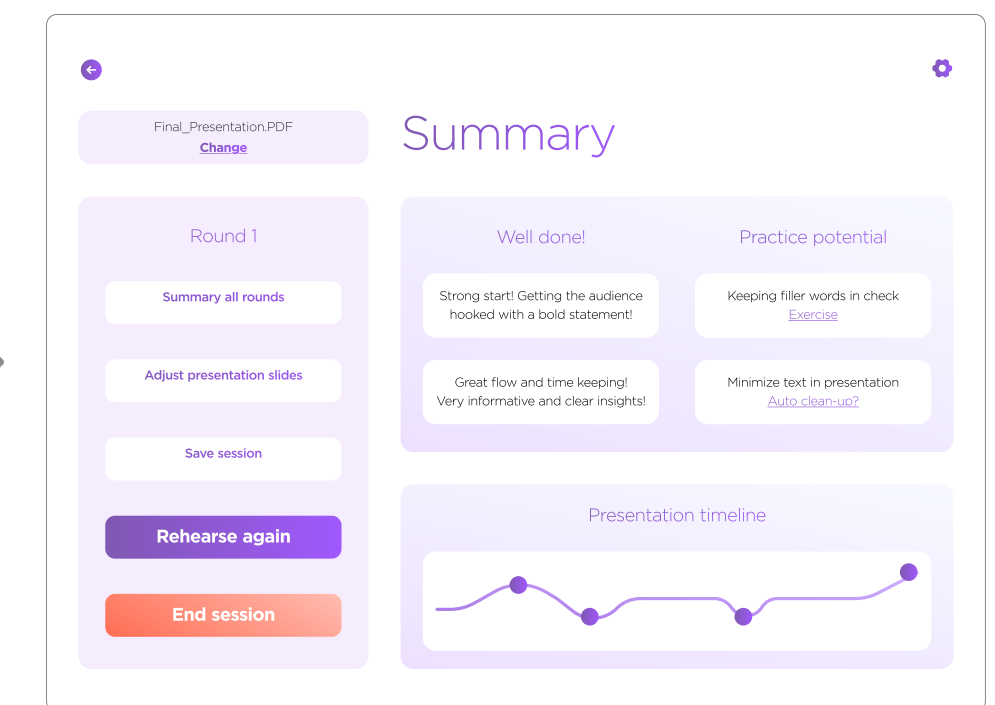
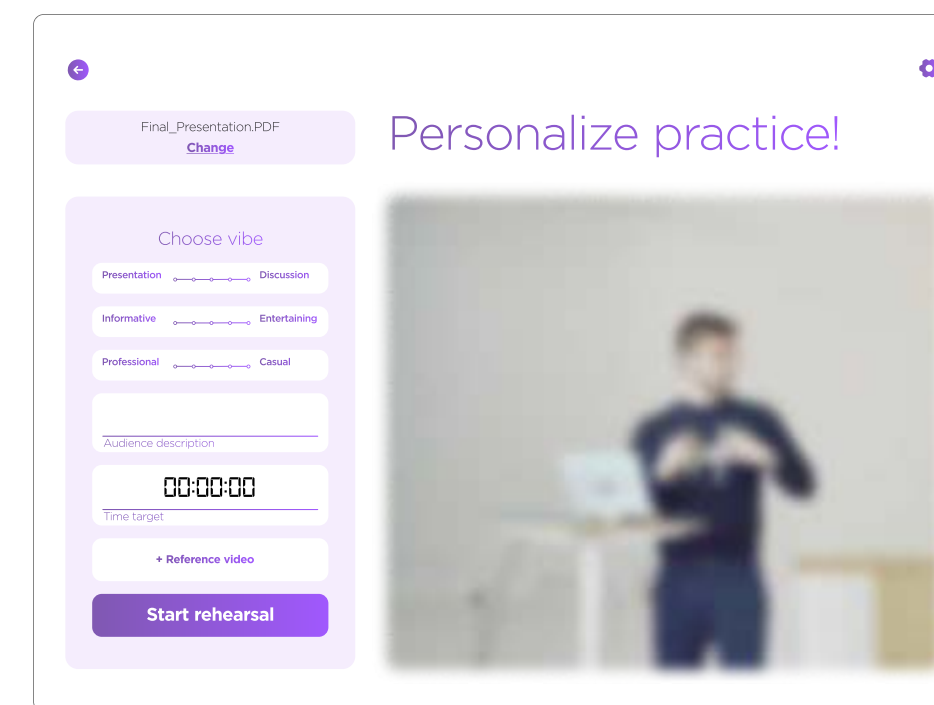
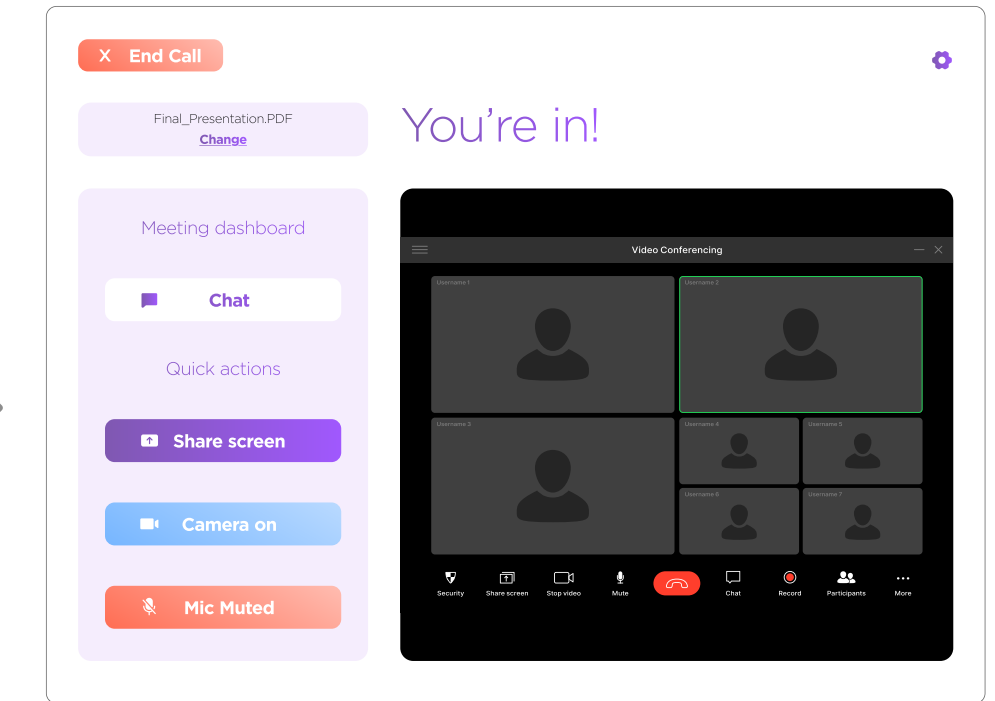
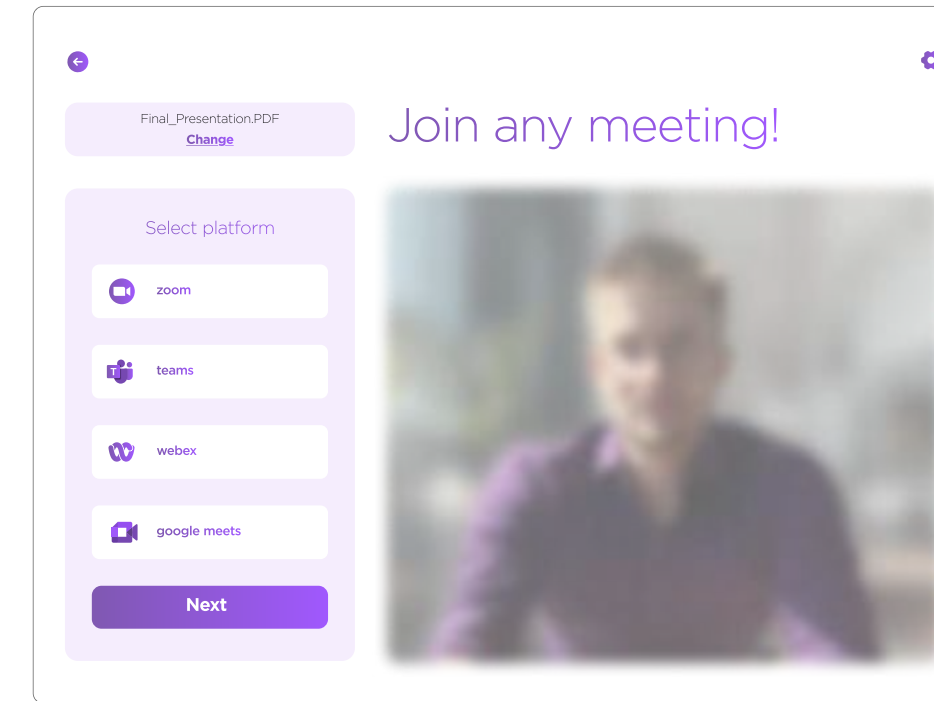
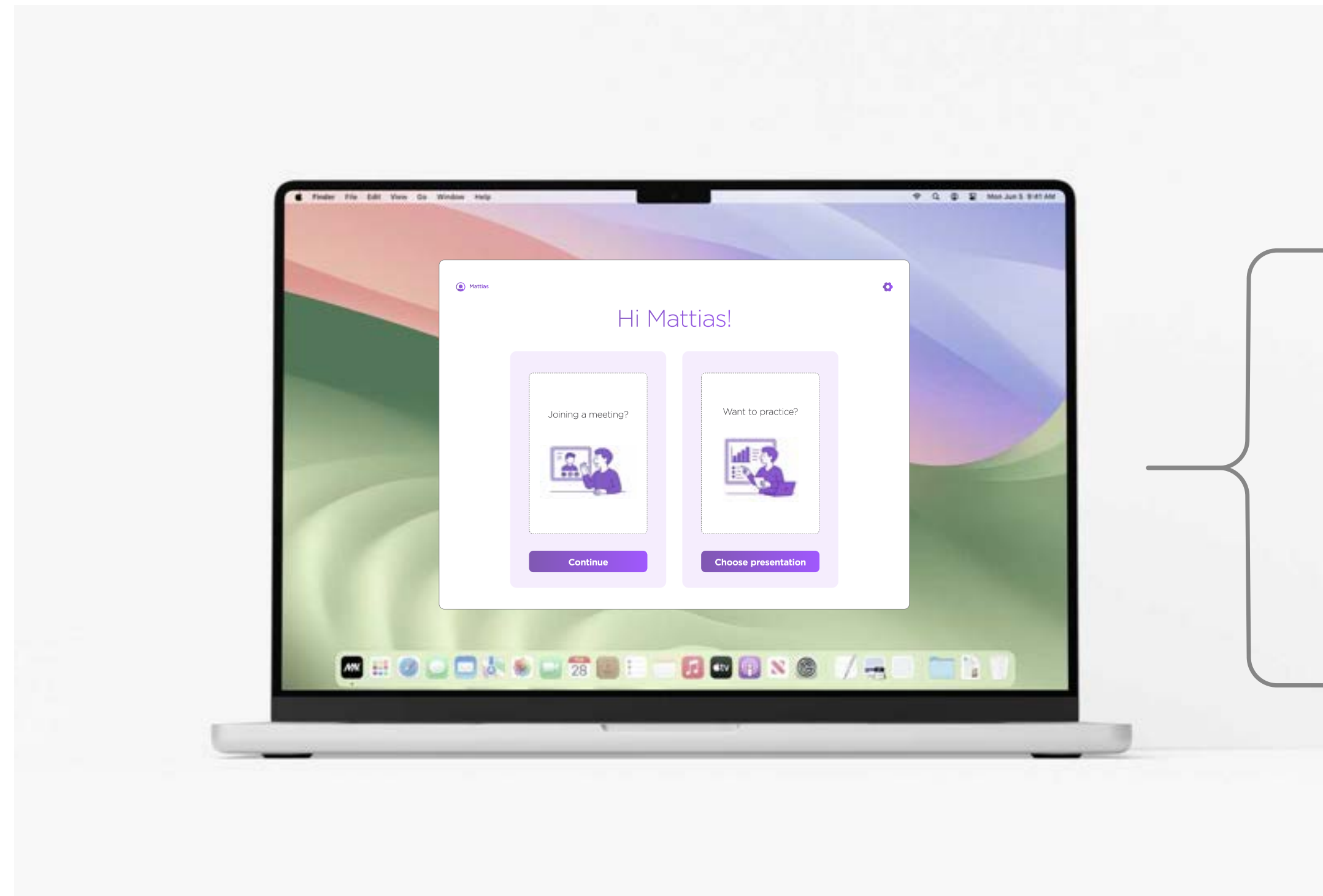
Physical form prototyping with digital iterations and grip evaluations



# Digital platform

logi link - Digital meeting platform and AI presentation coach

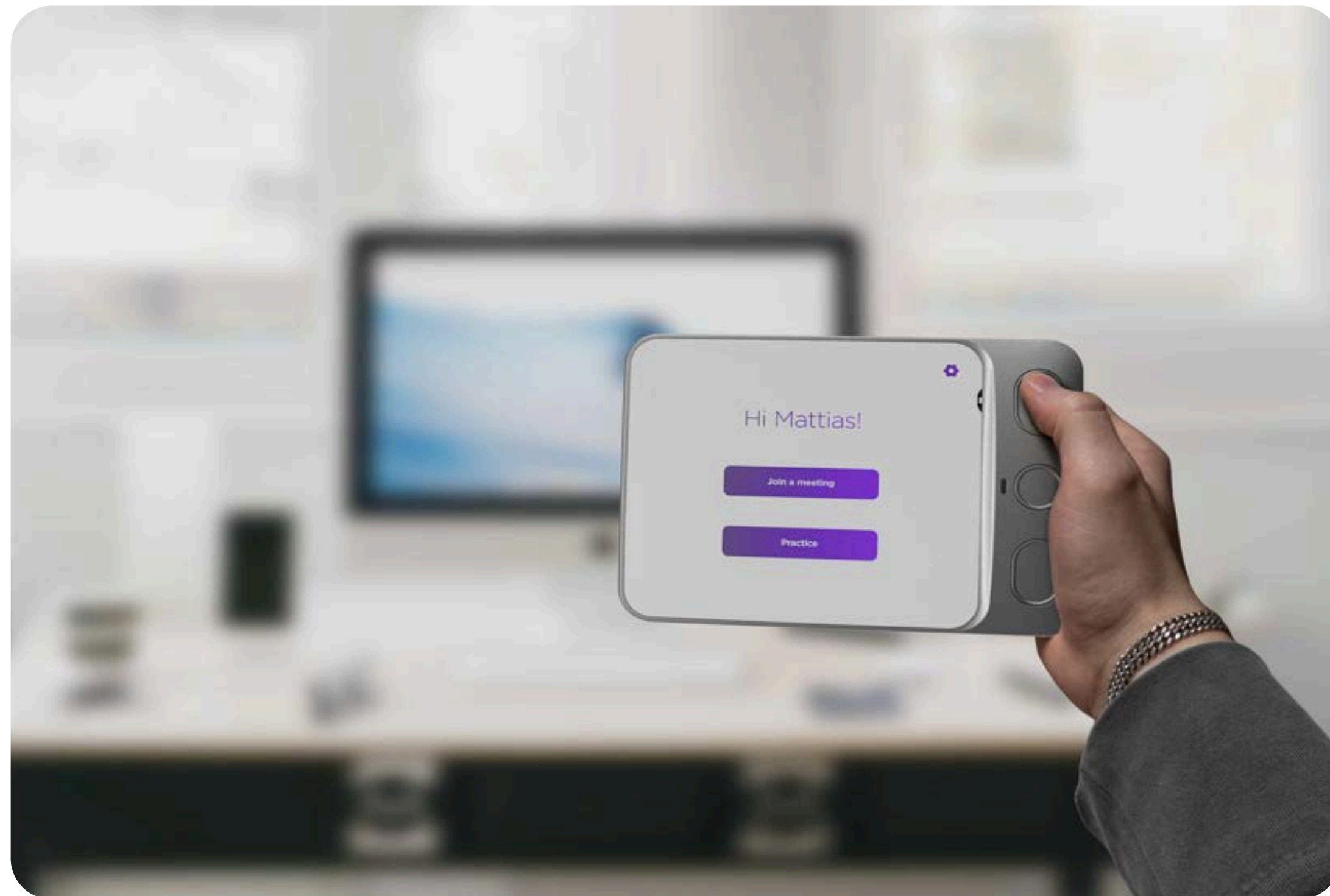
Simplified meeting controls



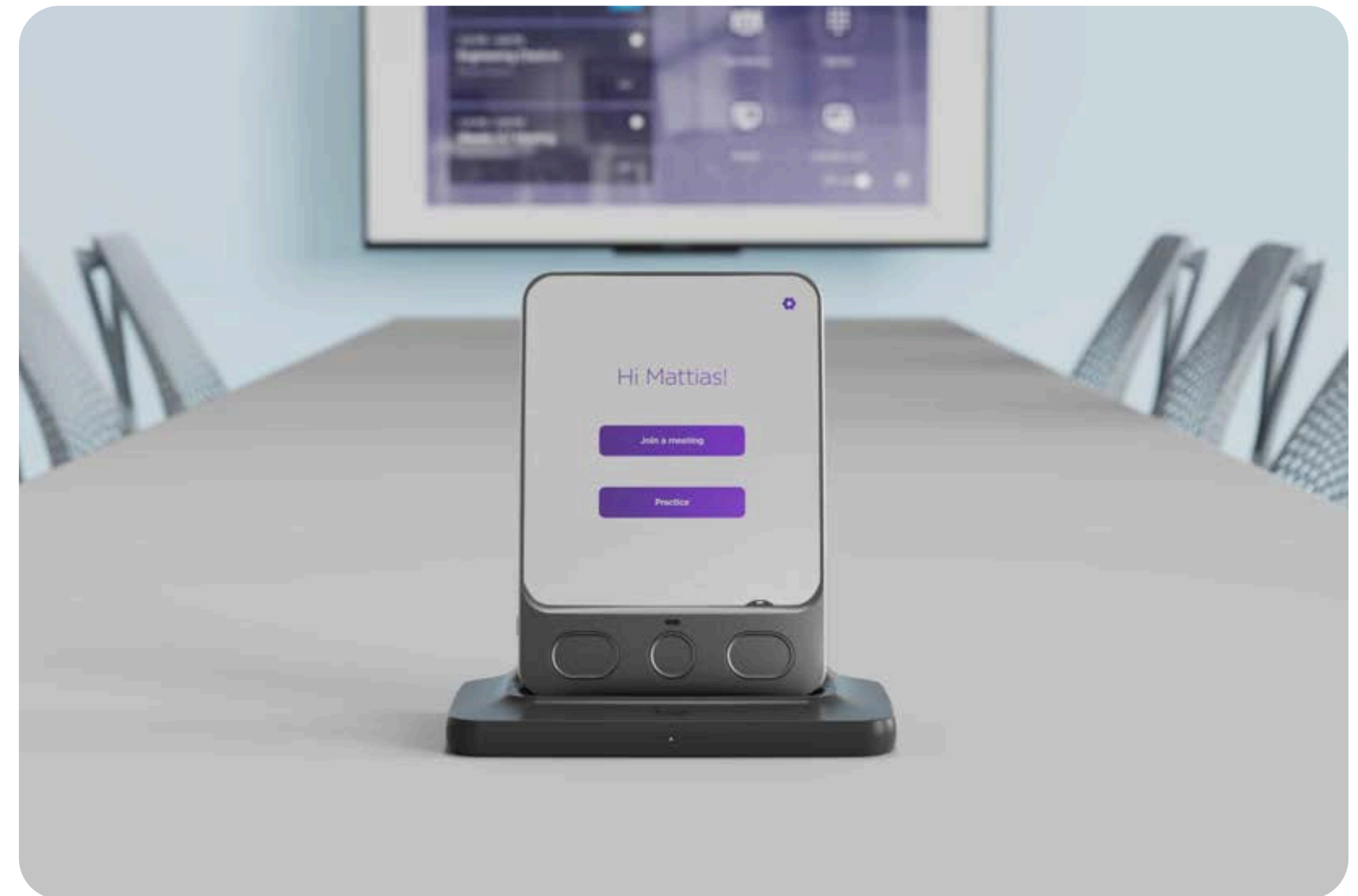
Smart AI practice

# Physical device

logi Present - Physical presentation device streamlining setup and presentation performance



Individual device



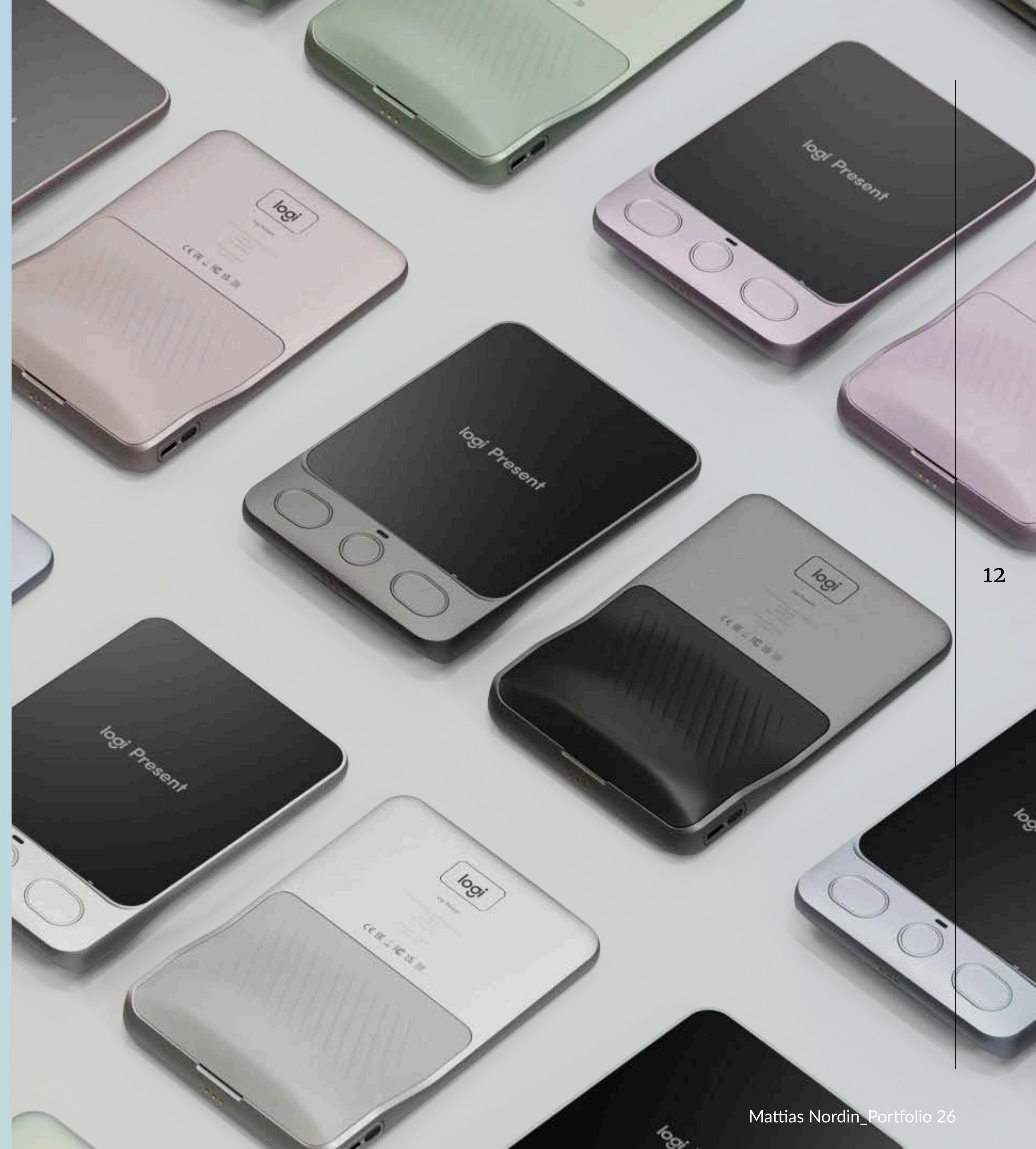
Shared experience

# logi Present

Future Presentation tools



Always with you. Always familiar.



# Getinge hive

ICU Care outside of hospitals - Group project - 9 weeks - 2024

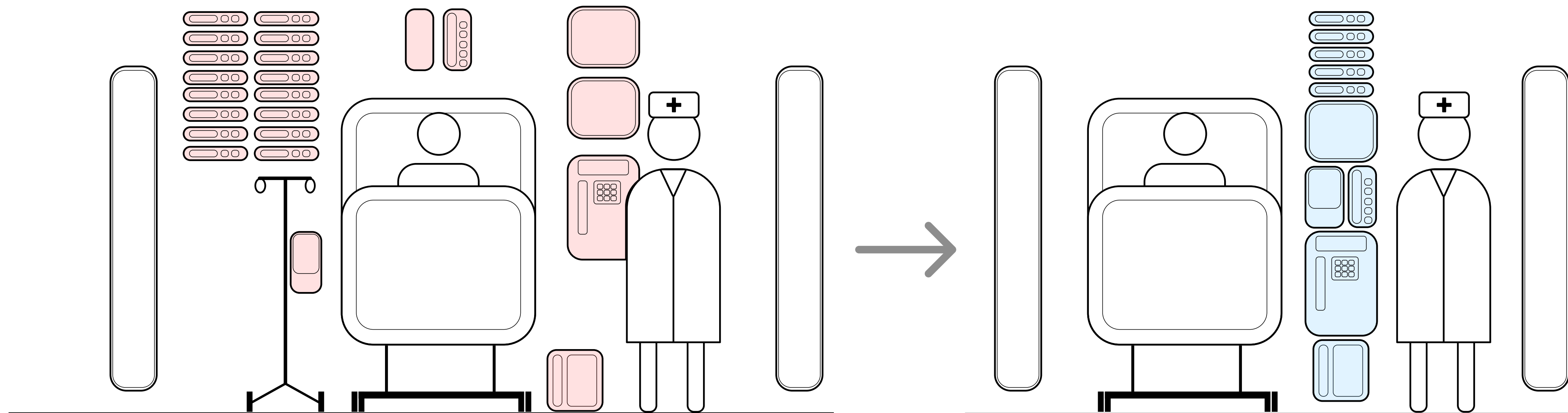
Responsibilities:

CAD - Illustrations - Design research - Interviews - Feasibility evaluation



# Vision

Combining equipment into one solution to improve the recovery experience for ICU patients and nurses



Spread out equipment

Multiple screens to monitor

Limits patient to their bed

All machines in one place

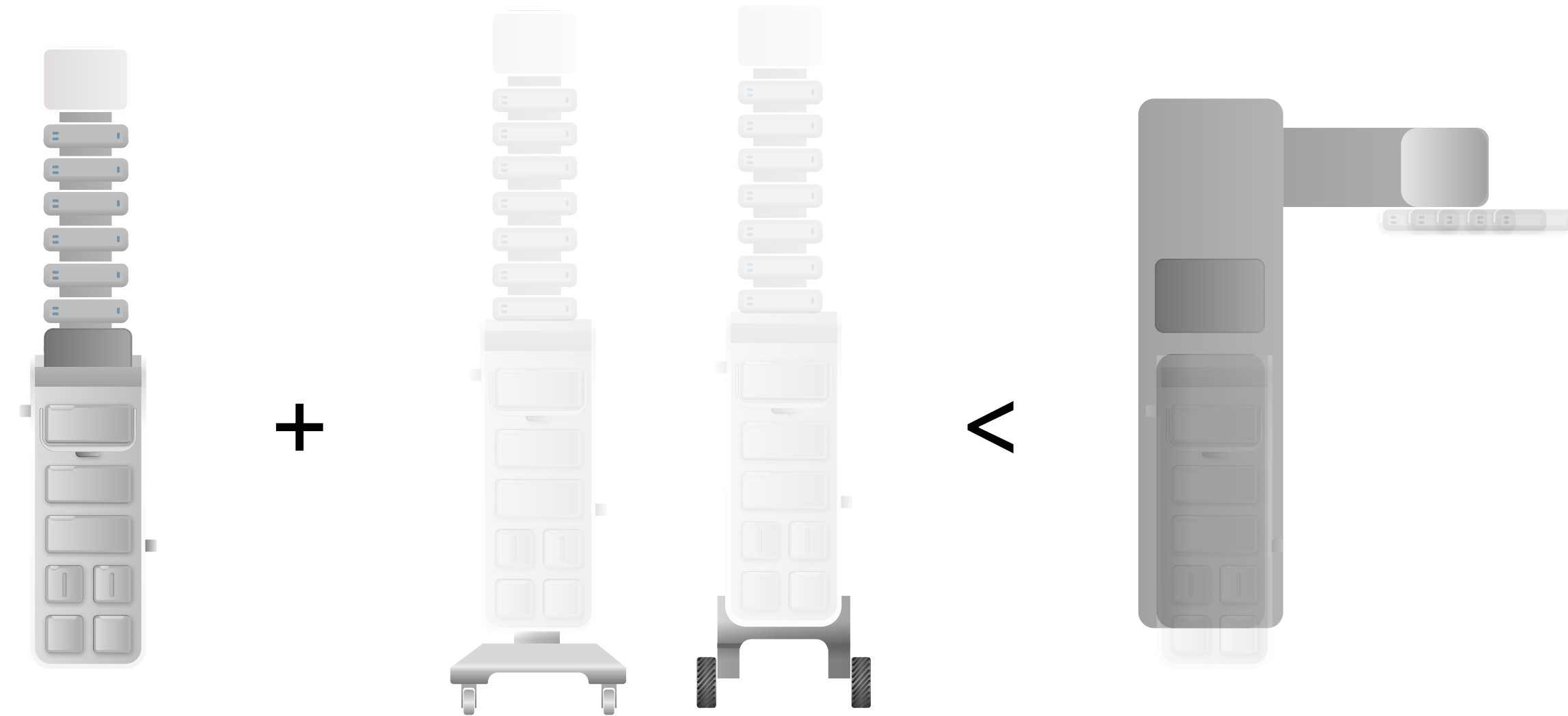
Space saving

Easily made mobile with a wheelbase

# Concept

ICU Care outside of hospitals

A versatile system designed to fit and adapt to multiple different settings with the focus to help ease post-care for ICU patients and nurses.



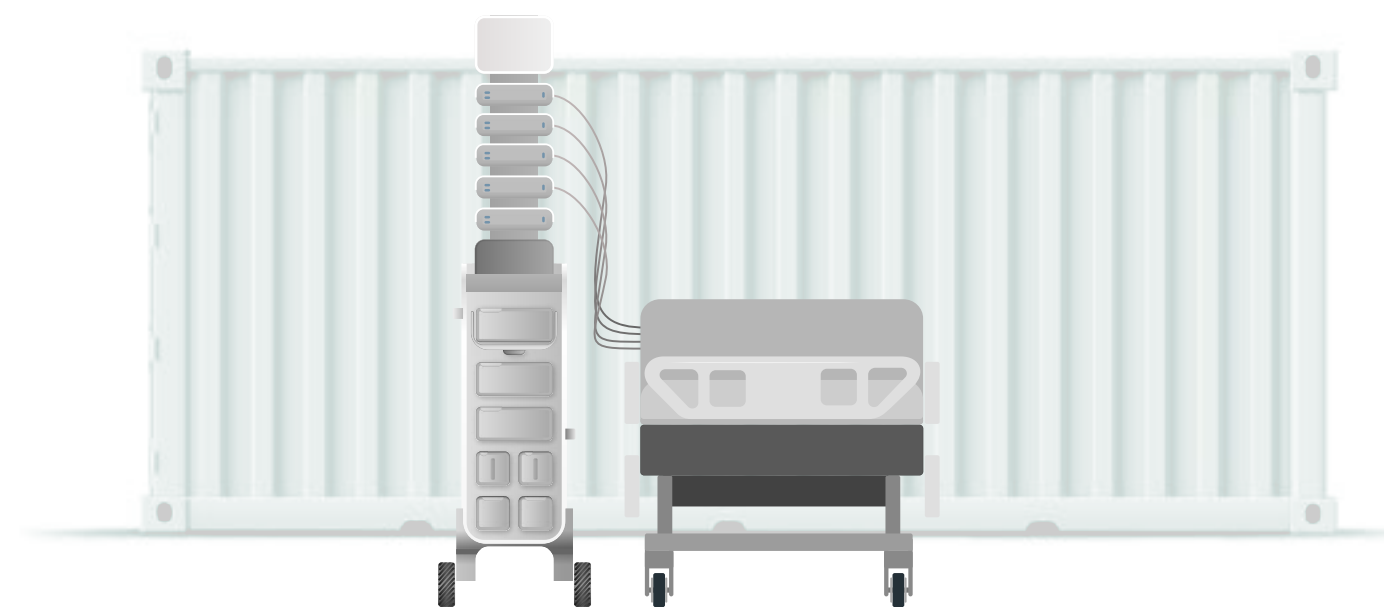
Main unit

Wheel base

Integrated hub solution



Repurposing hotels



Quickly deployable



Hospital integration

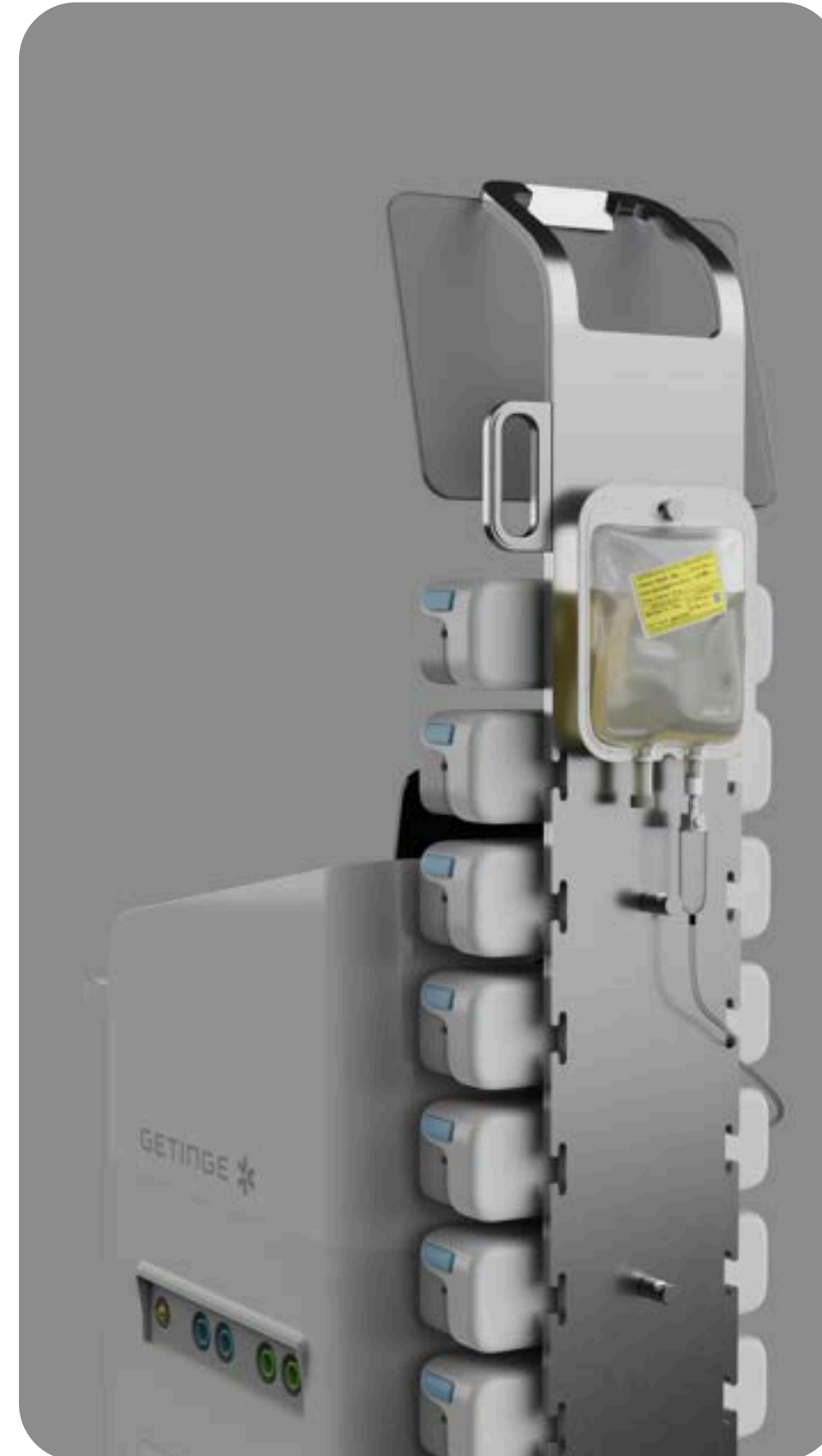
# Development

Field visits and 1:1 mock-up evaluation



# Details

Final shape refinement and digital assembly



# Getinge Hive

ICU Care outside of hospitals



# Police Vision Gear

Adaptable visibility for police officers - 10 weeks - 2023



Responsibilities:

Sketches - CAD - Illustrations - Design research - Interviews  
Feasibility evaluation - Workshop - Visualization - Modelmaking



# Identified problem

Relying on passive visibility can be dangerous for law enforcement when working traffic interventions



Gear vest covers visibility jacket



Visibility jacket covers gear vest



Vehicle lights outshines the reflectivity of visibility vests

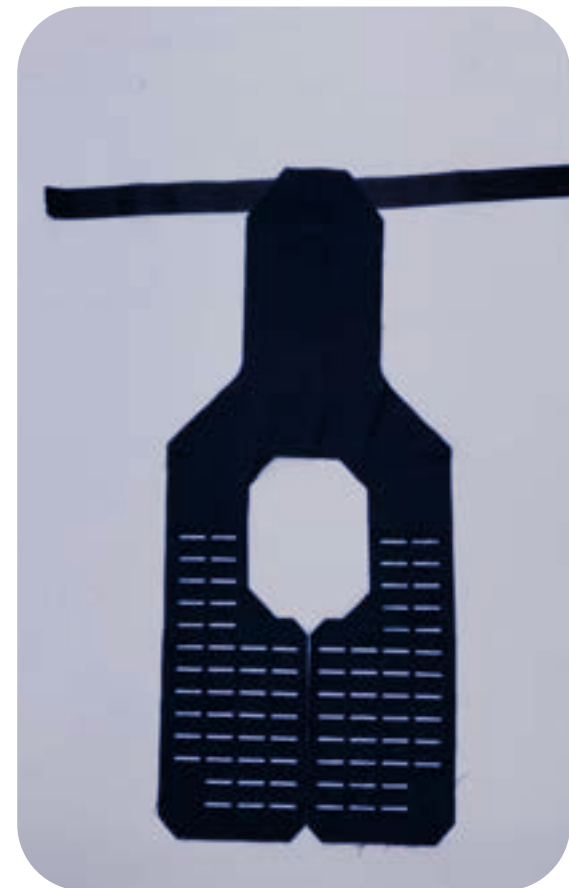
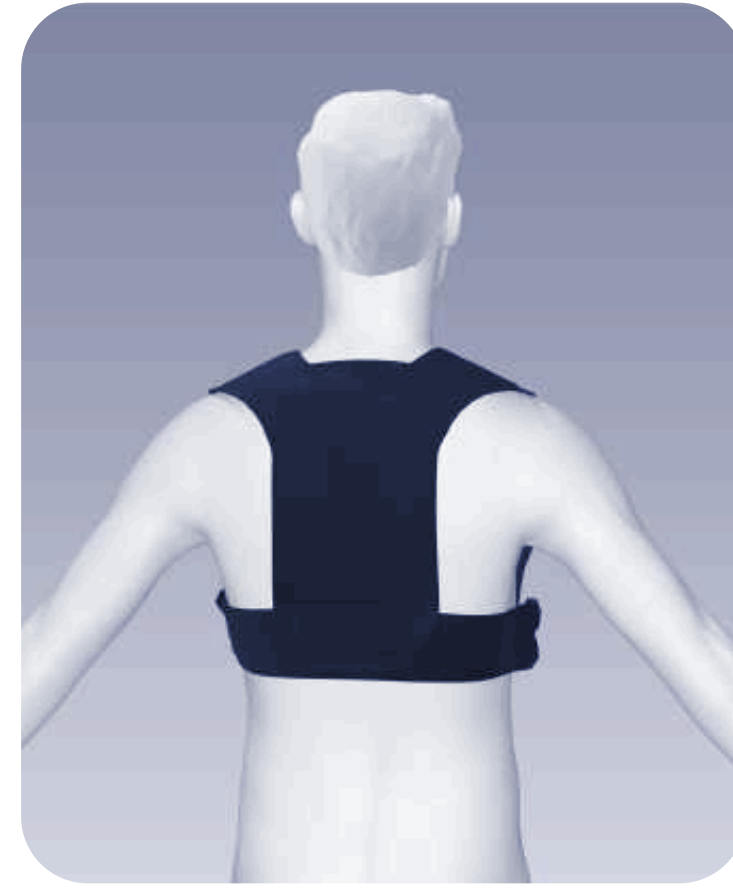
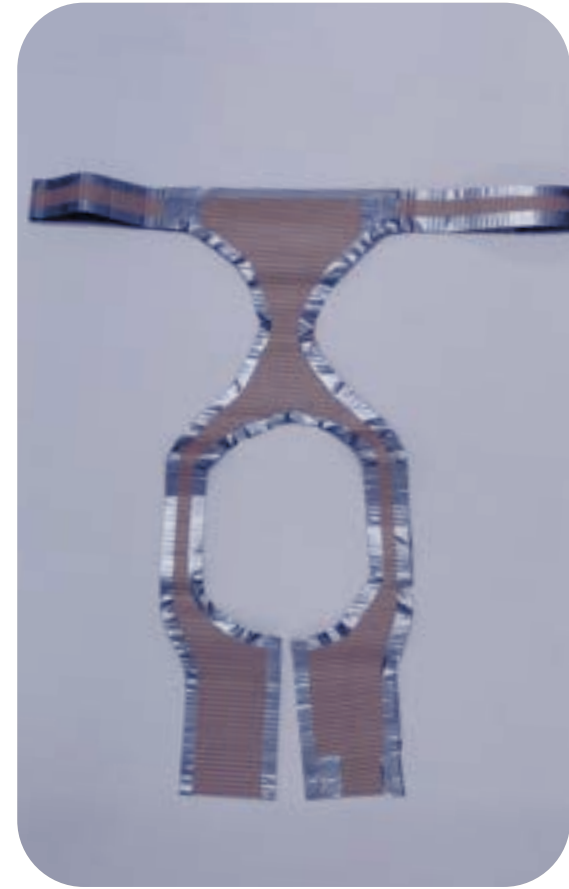
# Research

Interviewing and reviewing police officers and their current equipment



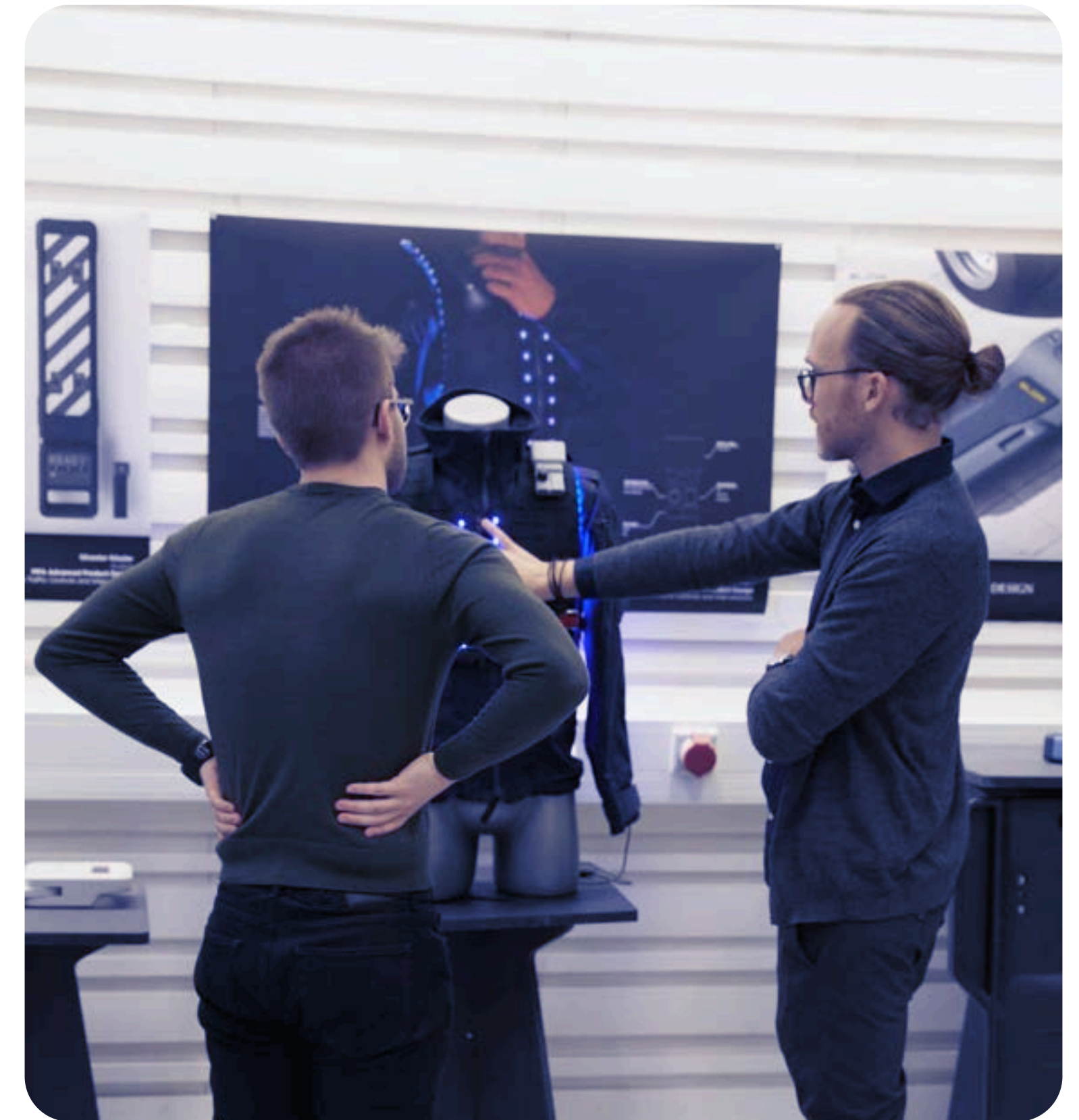
# Iterating

Combining basic & advanced physical models with digital modeling



# Presentation

Presentation & feedback session with both police and design professionals

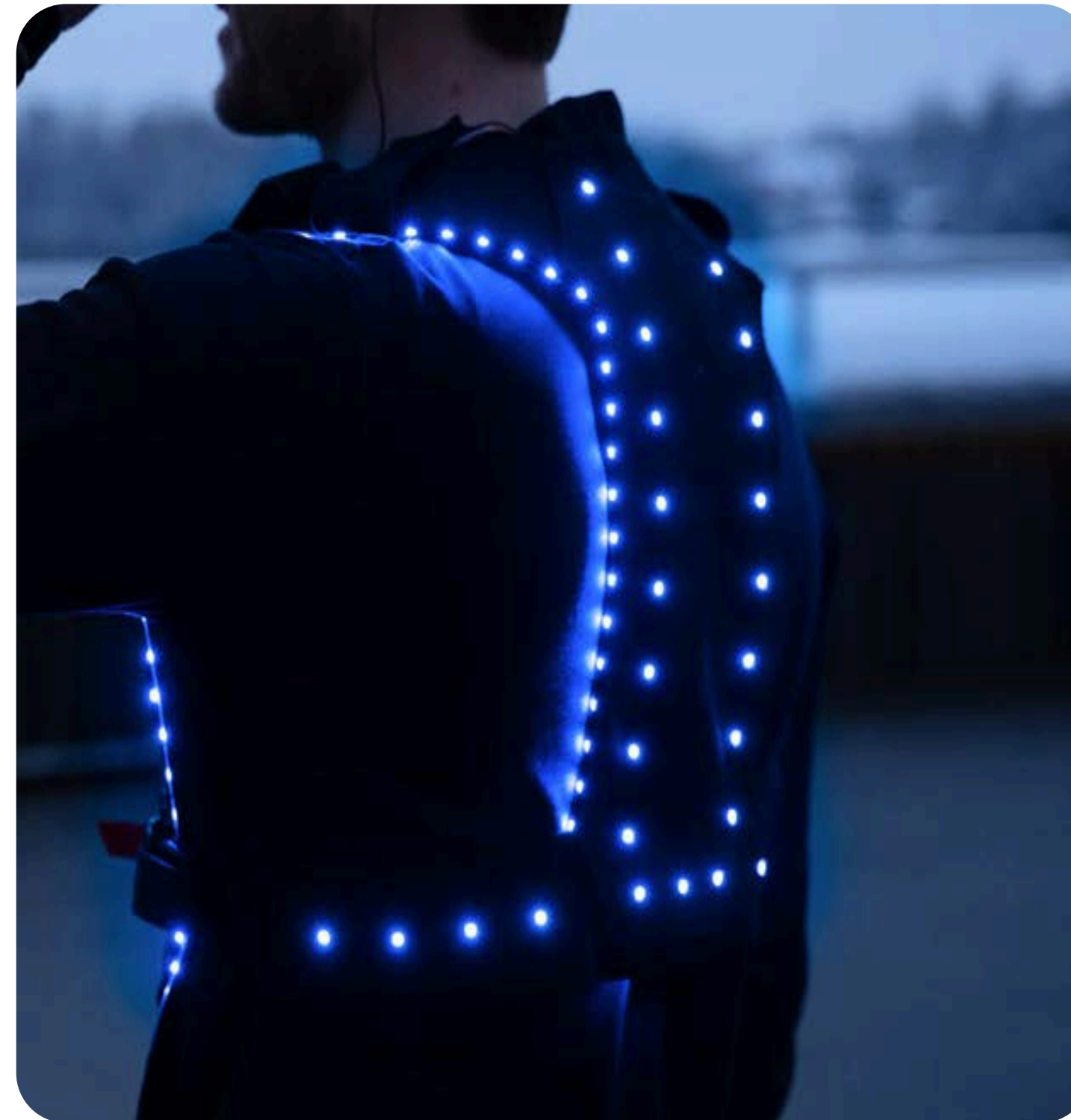


# Police vision gear

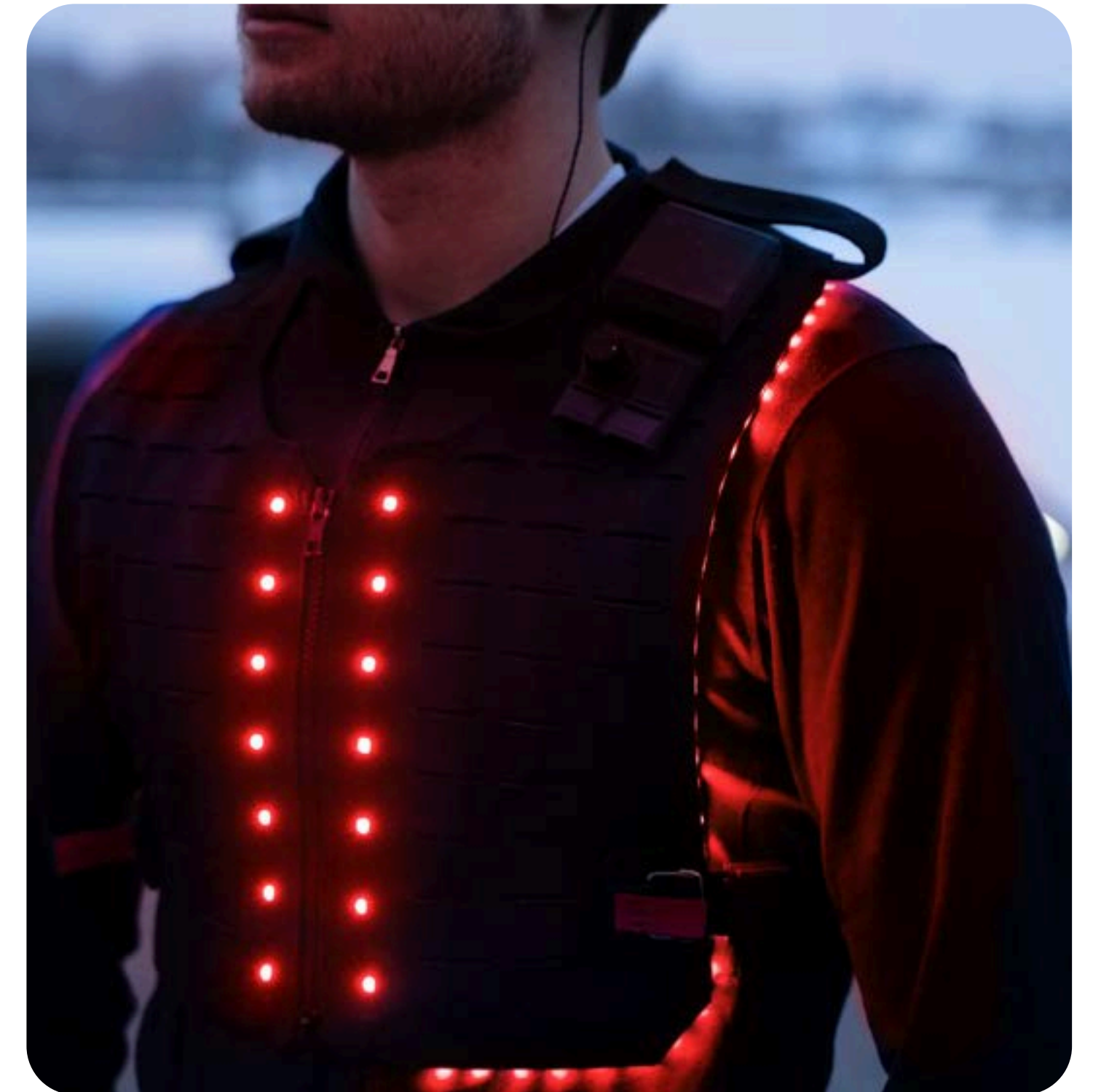
LED gear vest with built in Molle-loops for attaching equipment while not obstructing visibility or blinding the wearer



Visibility at the push of a button



Full 360 coverage



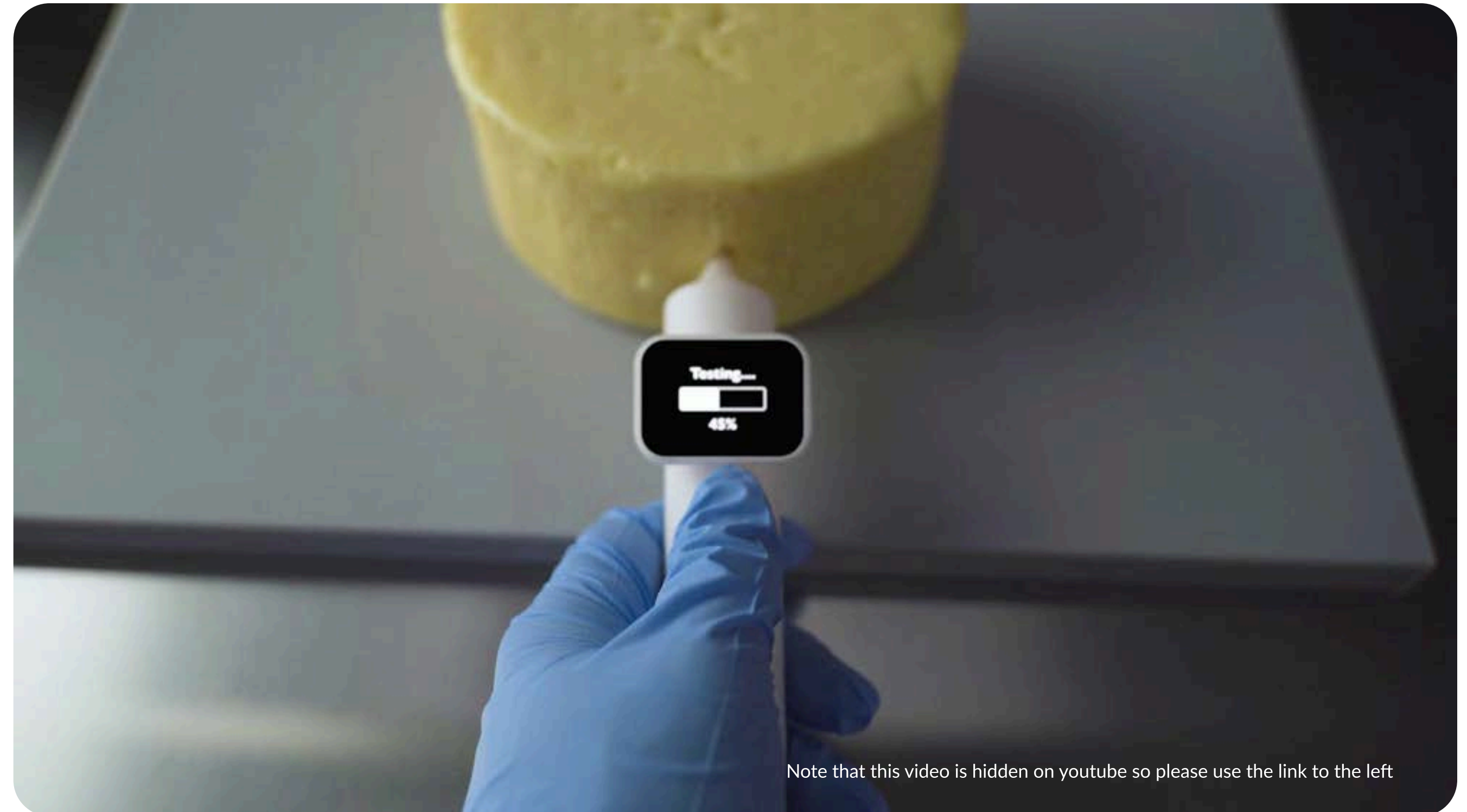
Flashing mode when extra attention is needed

# Short video

Project in collaboration with  FLIR

Example of my work with storytelling, video and animations

<https://youtu.be/ADC-VQhg6x8>



Note that this video is hidden on youtube so please use the link to the left

# Miscellaneous

Personal & Previous projects



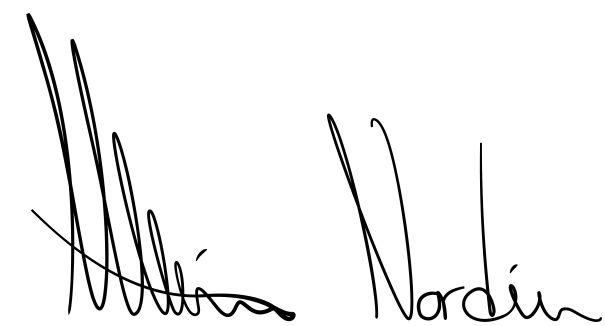
# Thank you!

Best wishes and regards!

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[hello@mnordin.com](mailto:hello@mnordin.com)

[www.linkedin.com/in/m-nordin/](http://www.linkedin.com/in/m-nordin/)

A handwritten signature in black ink, appearing to read "Matt Nordin". The signature is fluid and cursive, with the first name "Matt" written in a more stylized, looped script, and the last name "Nordin" written in a simpler, more legible cursive.