



**NICK  
LAUB**



**I've never been  
afraid to get my  
hands dirty**

I grew up in my Dad's shop, sweeping floors and working my way up to turning wrenches. Fixing anything from Soccer mom's vans to building custom hotrods.

# I've been a musician for most of my life



Playing jazz around the world was an amazing opportunity and helped birth the connection to my creative side.

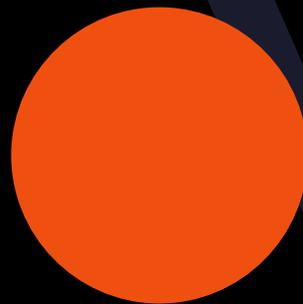


# My hobby is to teach myself new skills

I taught myself to paint, and really started enjoying it. So I took some classes at the local community college, and met Elin, a teacher at the college. She “influenced” me to go to ArtCenter.

***“If you don’t go to ArtCenter, I’m going to kick your ass.” -Elin***

**Which brought  
me here**

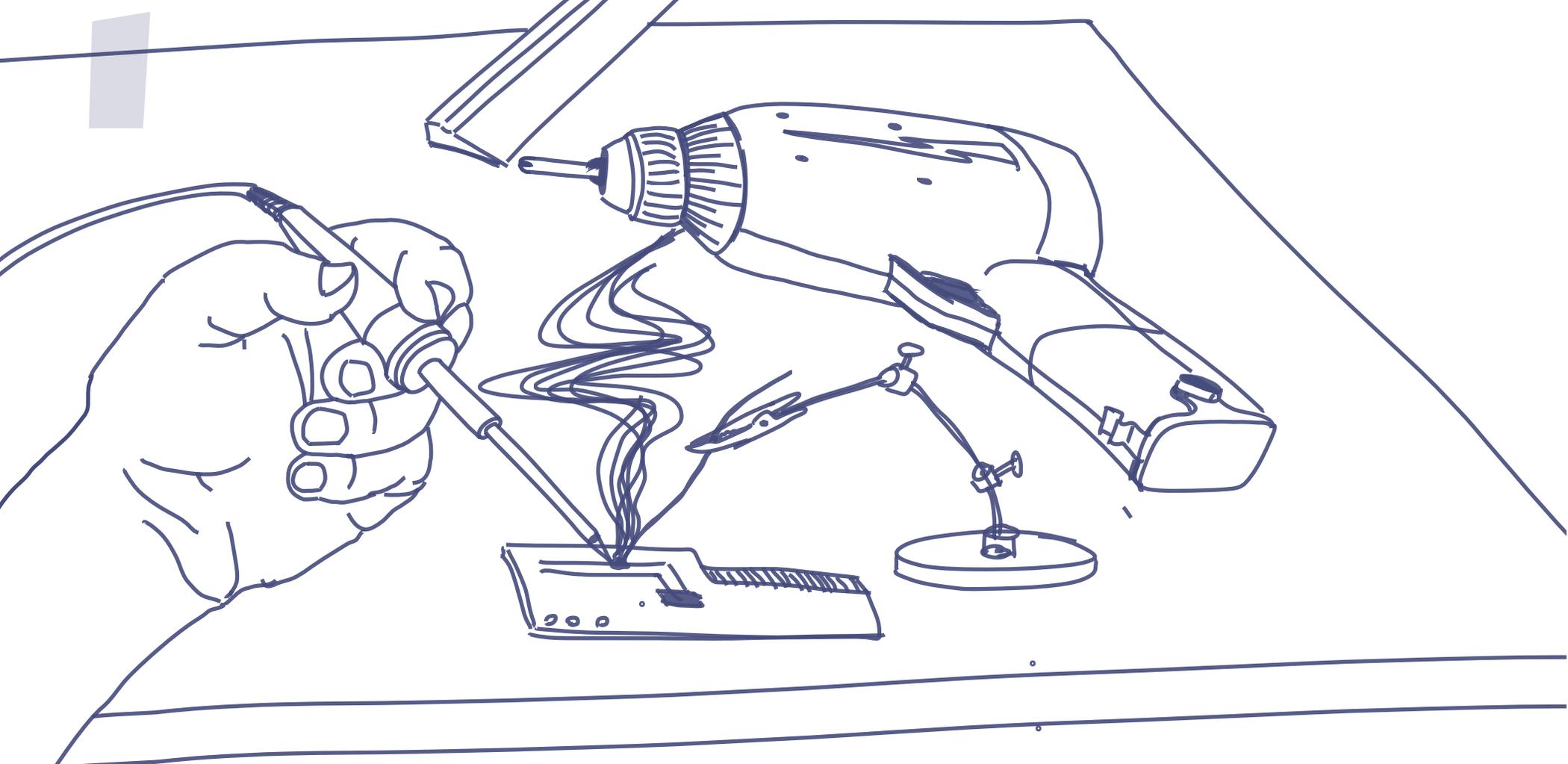
The logo consists of a solid orange circle positioned to the left of the text 'ArtCenter'.

**ArtCenter**



# Both technical and creative

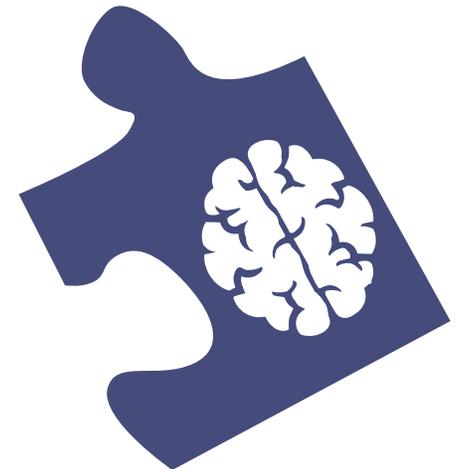
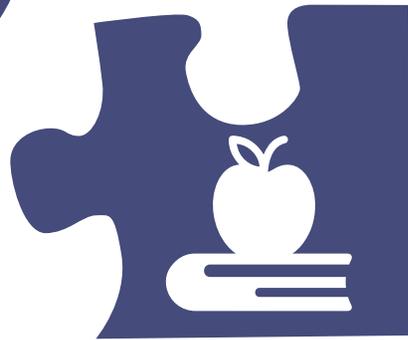
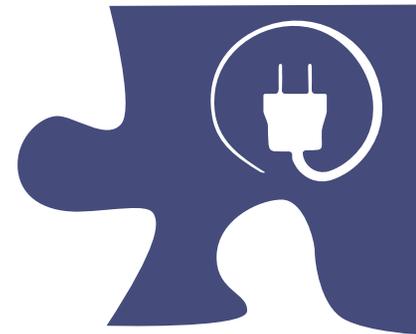
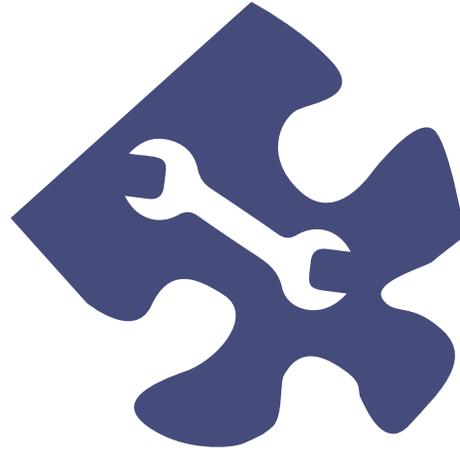
I traded my tools for paint brushes. I learned about illustration and color. Learning about how things are created has been a dream come true. Color, form, structure... Everything is connected.



I will always be someone who loves technology. I can't stand to leave something unfixed or incomplete.

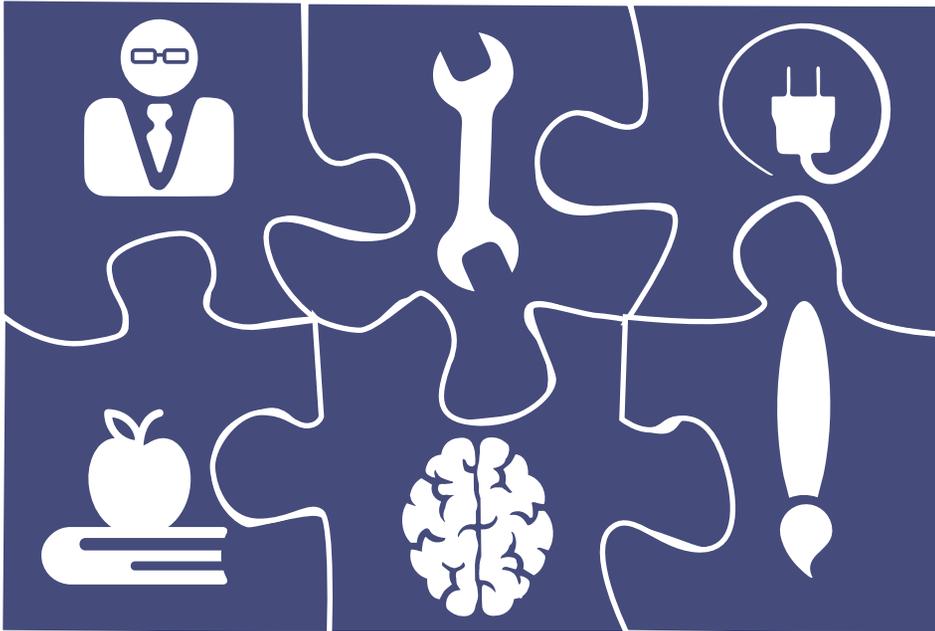
**I love to build things**

# So many pieces in my puzzle



I have spent many years working many different jobs. Each job gave me a different piece of a larger puzzle. Only at ArtCenter did I receive what the bigger picture for this puzzle was.

# . The bigger picture



Being a product designer lets me use all the parts of the puzzle that I have received throughout my whole life. I spent my whole life learning to be who I am now.

# My aesthetic



I have always been in love with the mid-century modern era... Eames, atomic, retro, sci-fi. I love it all, the combination of cool and warm color pallets as well.

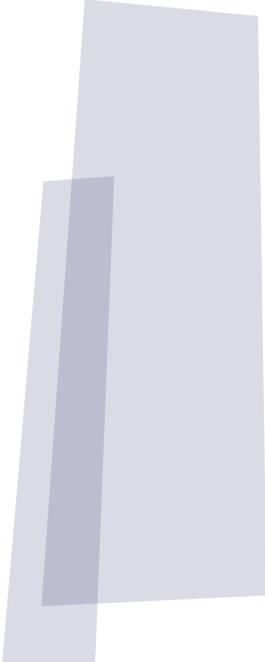
NICK  
LAUB

Product Designer



Little did I know that all that stuff I enjoyed doing in my spare time, there was a job for. I have never been happier in my entire life.

# Story teller



Connecting to people has always been one of my biggest strengths. Being able to relate to people makes me unique in a studio. Being able to tell their story helps me tell others of their experience.



# Digging deep into every concept

Digging into the research can be one of the most exciting stages of the development process.





## Finding that spark in an idea, that is exciting

I strive to find that magic moment in the research that can take the project to the next level.





And exploring it ...

SAND RE-CHARGED  
SOLING CONTRASTS TO  
HEEL

FLEXIBLE POINTS

ANCIENT VIKING  
SHOE

SAND RE-CHARGED  
HEEL

INNER LAYER

MODERN VIKING

FLEX  
POINTS

TECHNO-NEON

TECHNO-NEON  
SHOE  
FIRST-NEON SHOE  
DESIGN

LEATHER

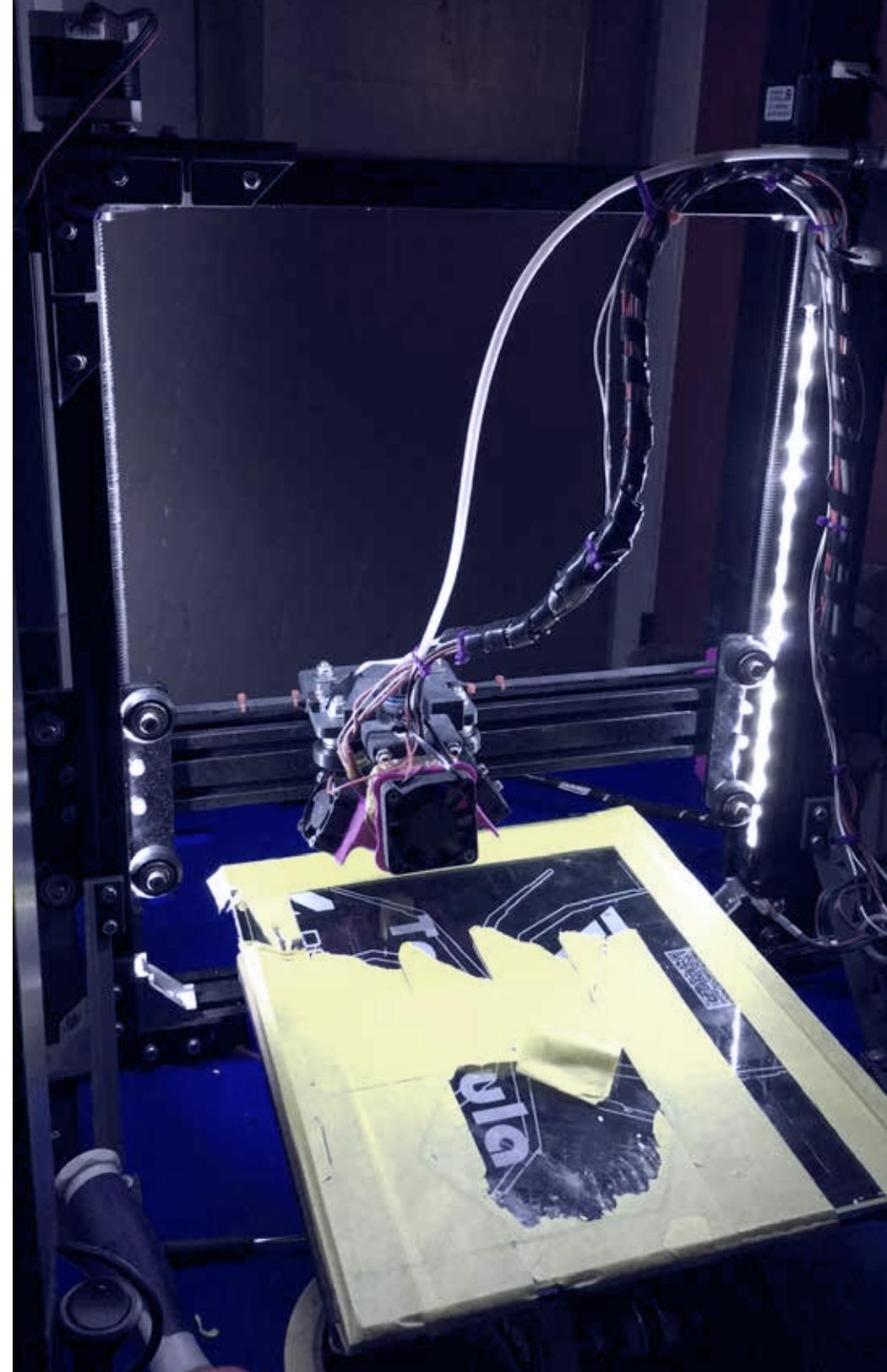
# I enjoy working with teams



I've had the pleasure of working with many teams. I enjoy being able to bounce ideas off of my team mates and being inspired by different points of view. Pushing my team beyond the comfort zone is always my goal.

# I love exploring and building new technology.

I see a new and shiny piece of tech and I either have to have it, or I design and build my own. I did this recently with my custom 3D printer.



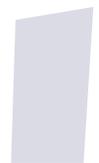
# Staying connected with my inner child

I have always been a big kid at heart, and finding those moments that you can be excited about is what I look for as a designer. It always makes me feel like a kid being entranced by an idea.





# I enjoy working with footwear.

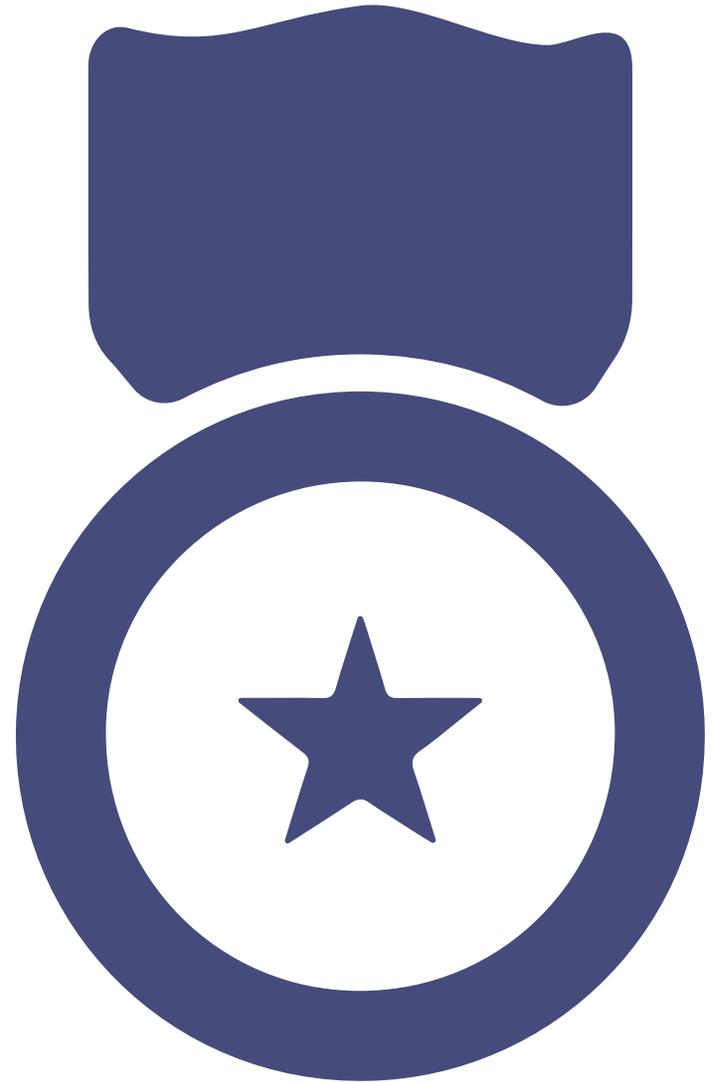


I love working on many different types of products, from designing interactions in vehicles to medical devices, from consumer electronics and finally to footwear. I enjoy working with color and pattern, as well as biometrics of the foot.

MIGNI

# Something bigger

No matter what I am designing for, I always think about impact. I design for a good cause, something honorable and honest. Improving education, helping the environment, and solving problems to help people.



The background features several abstract, semi-transparent geometric shapes in shades of light blue and purple. These shapes are scattered across the page, including a horizontal bar at the top right, a vertical bar on the left, and a complex arrangement of overlapping shapes on the right side.

***Thank You***