

SARAH BRUSSTAR



EXPERTISE

- 1

CROSS-FUNCTIONAL AND CROSS-DISCIPLINE DESIGN PROBLEM SOLVING
- 2

COLOR DEVELOPMENT
- 3

COMPETITIVE & TREND RESEARCH
- 4

VISUAL & SENSORIAL STORYTELLING
- 5

MATERIAL EXPLORATION

EXPERIENCE

CALIFORNIAN [NORTHERN]
I like my beaches rocky, my Summers edged in fog, and my hills with stairs in them. I can't say I left my heart there, because I keep going back.

3 KIDS UNDER 6
I joyfully iterate, strive for the creative problem solve, have no ego, and always have snacks to share.

ENGINEERING SENSIBILITY
A material science engineer told me in passing that I have a widespread reputation for having an “engineering sensibility.” It’s my favorite compliment.

ABOUT ME

ME

2ND GEN

NEST
LEARNING
THERMOSTAT



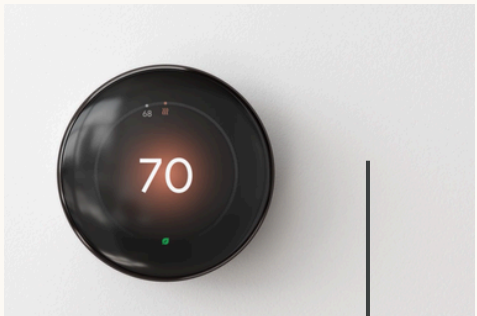
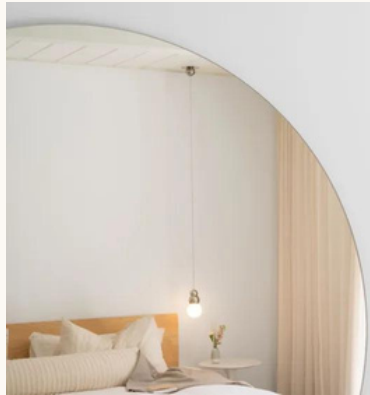
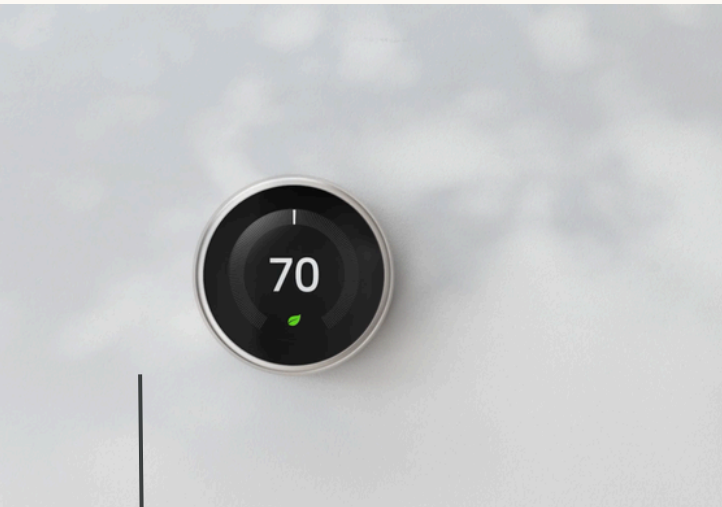
NEST TEMPERATURE SENSOR
1ST GENERATION



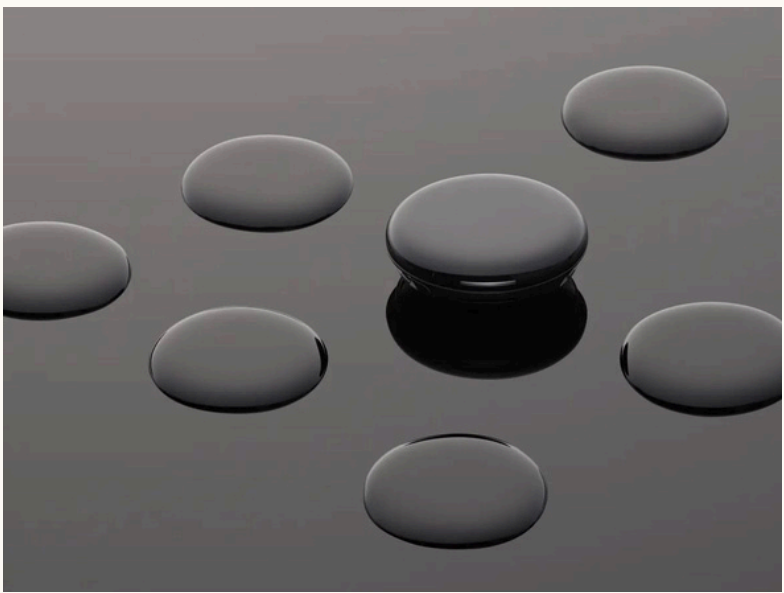
NEST THERMOSTAT
1ST GENERATION



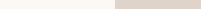
NEST TEMPERATURE SENSOR
2ND GENERATION



NEST LEARNING
THERMOSTAT
2ND GENERATION



PIXEL WATCH
1ST GENERATION



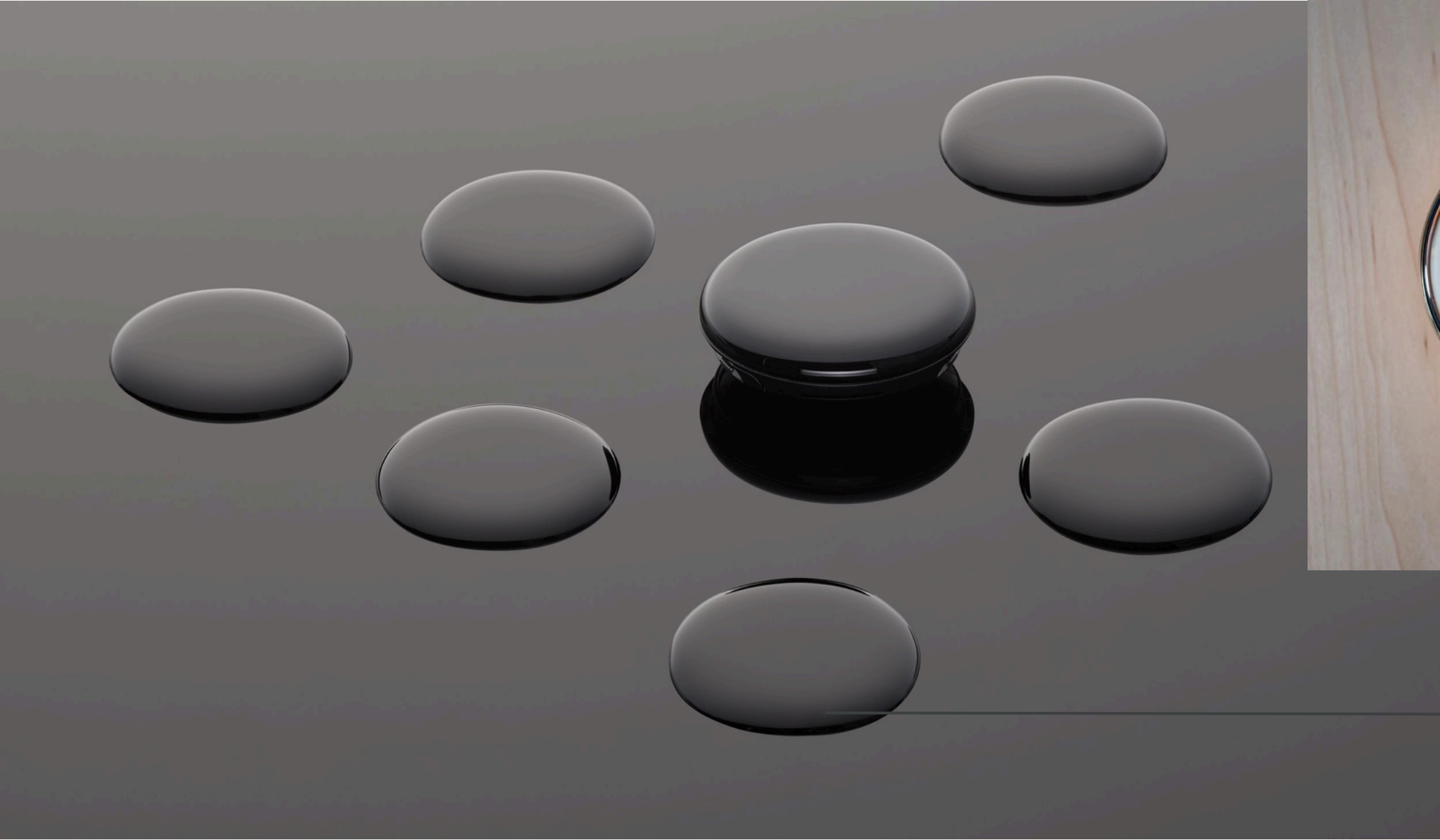
EVOLVE IT

TO LOOK
LIMITLESS

HIGH-POLISH PVD STAINLESS STEEL GIVES WEIGHT AND ENHANCES THE PERCEIVED QUALITY OF THE DEVICE. THE POLISH MIMICS THE REFLECTIONS AND GLOSS OF THE LENS, MAKING THE ARC OF THE FORM APPEAR UNBROKEN



SEAMLESS COLOR &
FINISH MATCH ACROSS
MATERIALS

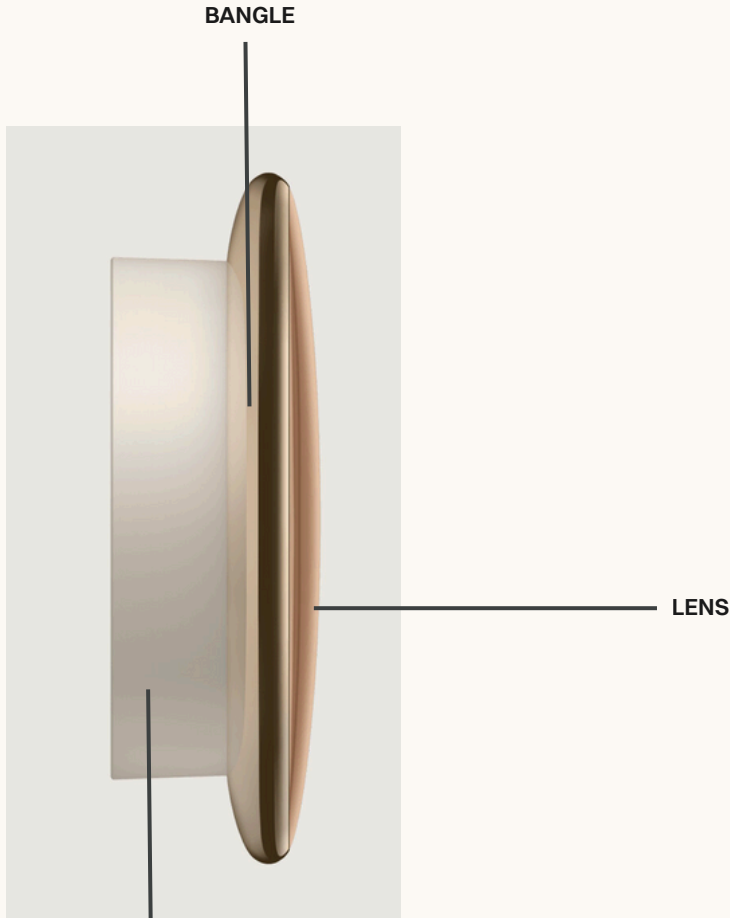


MULTI-LAYER LENS STACKUP CREATES A SENSE OF DEPTH, DYNAMIC REFLECTIONS, REFLECTS, AND HIDES THE BEZELS OF THE SCREEN

DESIGN INTENT REFERENCES THE UNINTERRUPTED SURFACE TENSION OF A WATER DROP, AND THE ICONIC SHAPE OF THE PIXEL WATCH



TO MAKE IT FLOAT



PC STEM IN COLORS THAT
REFERENCE THE SHADOW
CAST ON THE WALL BY THE
BANGLES OF THE 3 SKUS.

TURN COLOR INTO SHADOW



3 ELEVATED CHOICES



POLISHED SILVER STAINLESS STEEL BANGLE
SILVER MIRRORED GLASS LENS
MATTE SNOW STEM

COOL, MODERN, CRISP, ARCHITECTURAL



POLISHED WARM GOLD STAINLESS STEEL BANGLE
WARM GOLD MIRRORED GLASS LENS
MATTE PORCELAIN STEM

WARM, ELEGANT, ASPIRATIONAL, RARE



POLISHED OBSIDIAN STAINLESS STEEL BANGLE
OBSIDIAN MIRRORED GLASS LENS
MATTE OBSIDIAN STEM

BOLD, MINIMAL, DRAMATIC, GRAPHIC

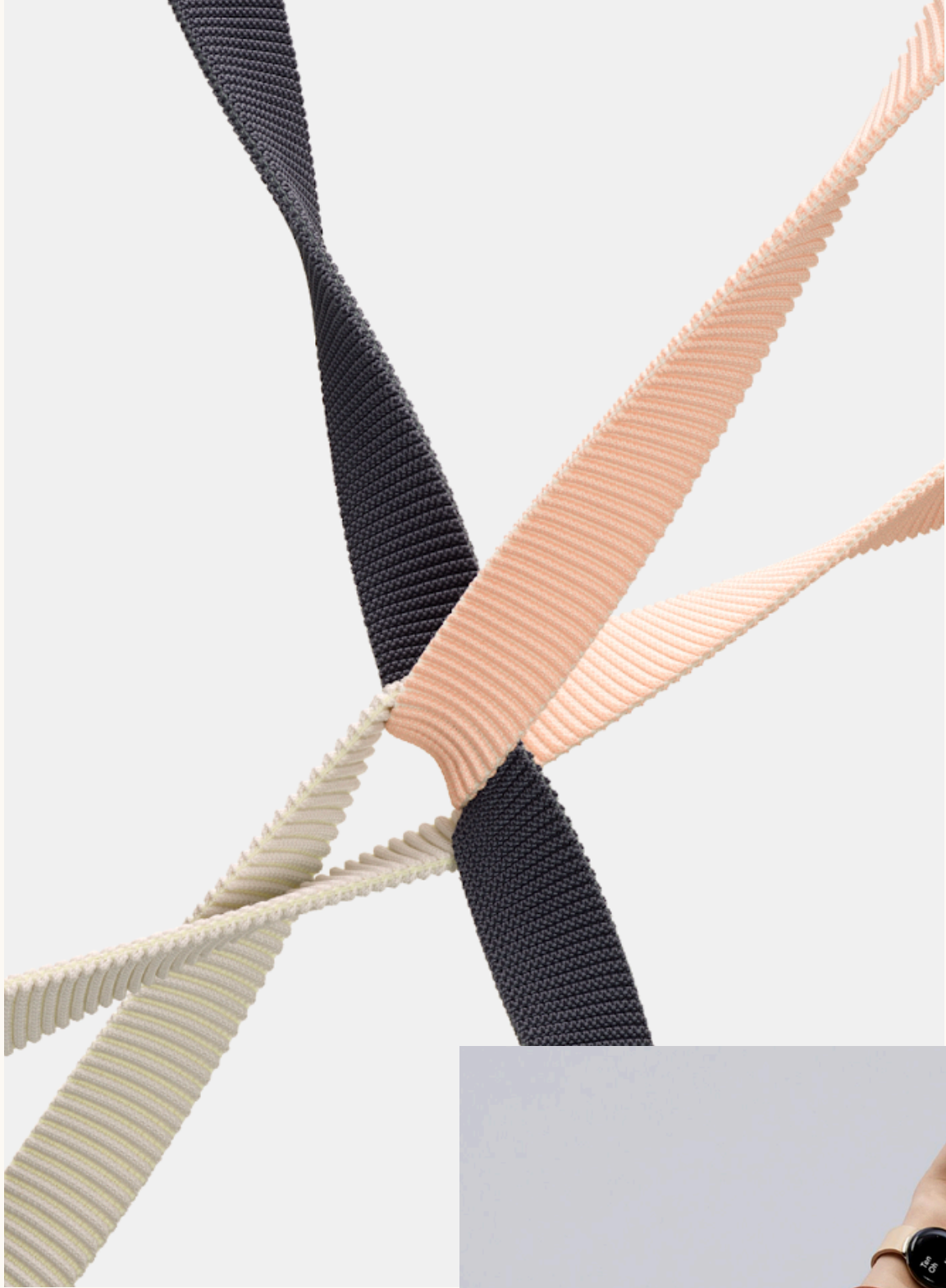
PIXEL WATCH BANDS



HOW SHOULD PIXEL FEEL AGAINST YOUR SKIN?



FROM MODEL MAKING



TO 3D MODELING

IMAGINE
TEST
REPEAT

TO BEING THE MODEL



FLEXIBLE CMF FOR
EVERYONE

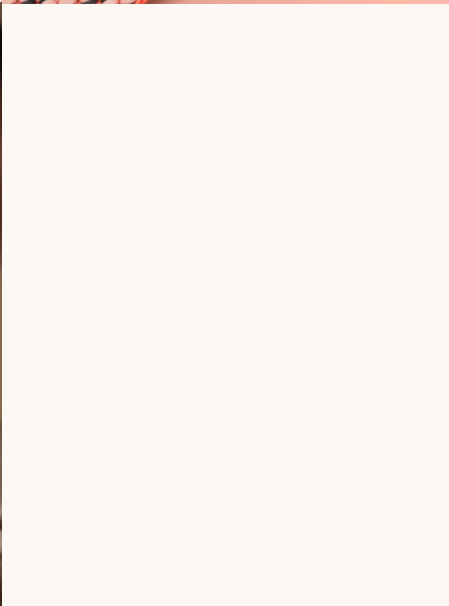
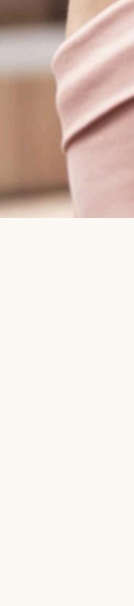
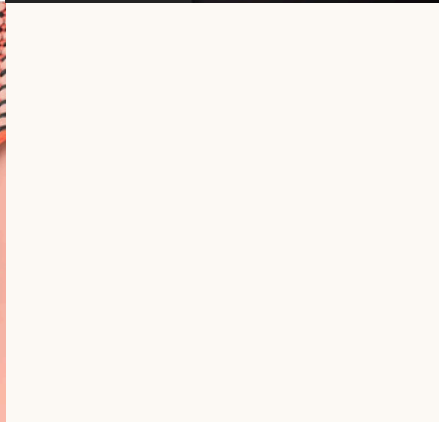
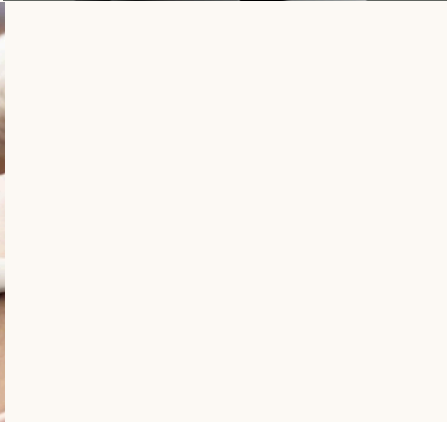
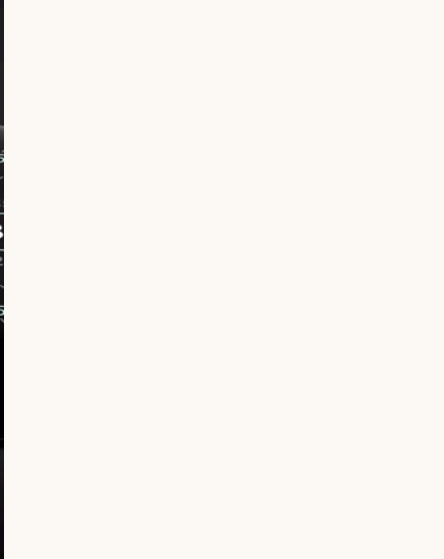
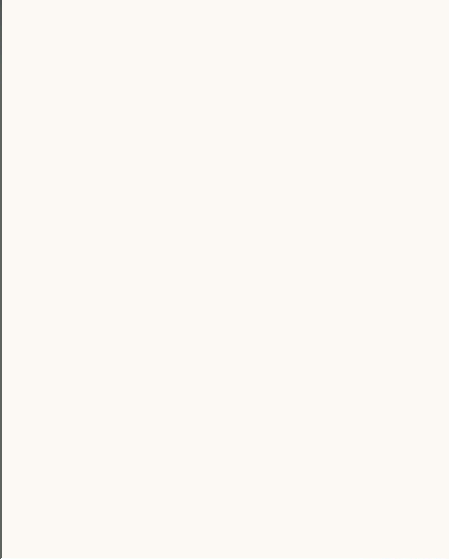
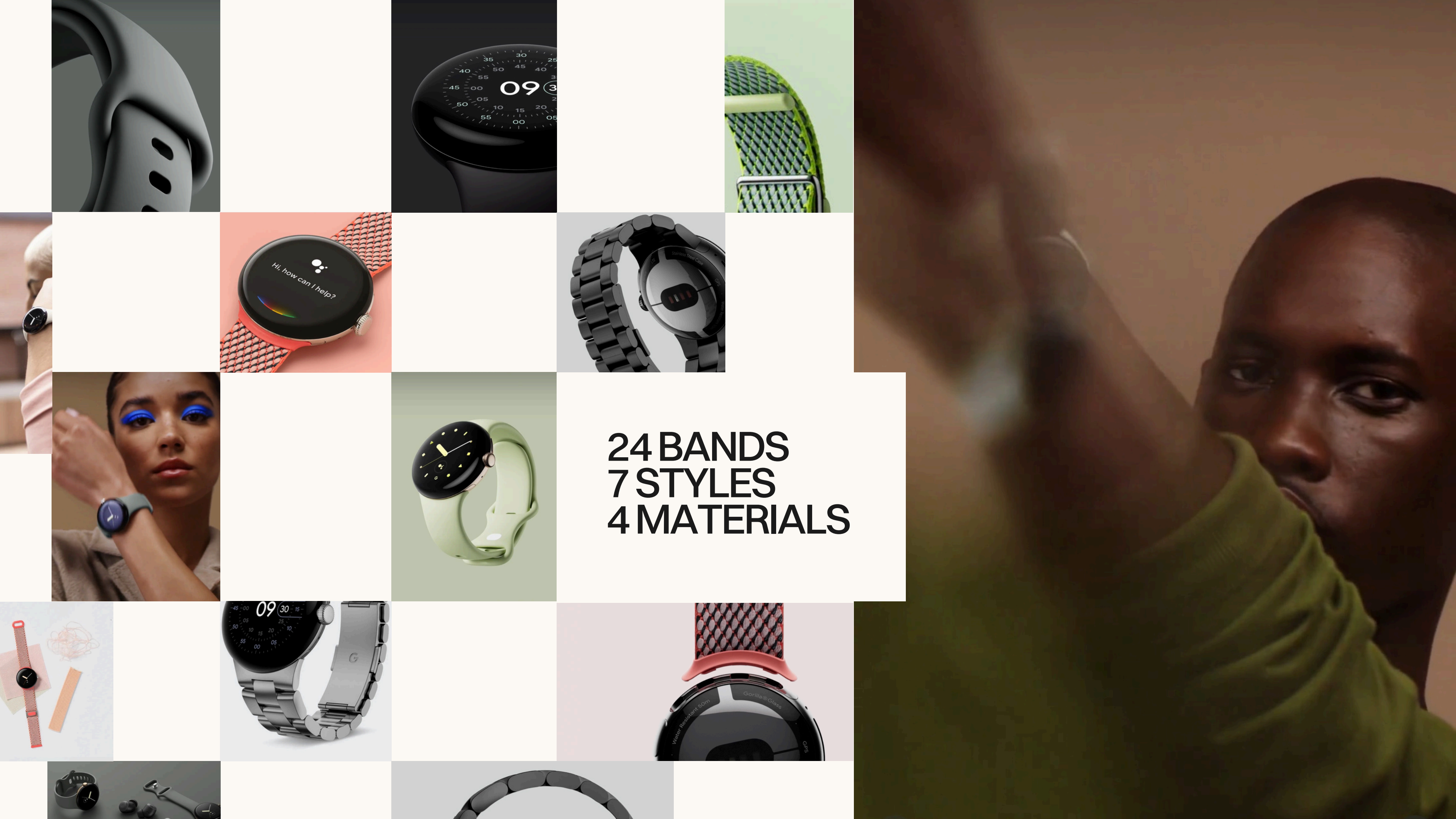
TOGETHER,
NOT THE SAME



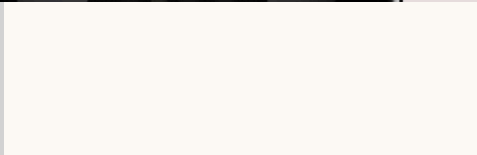
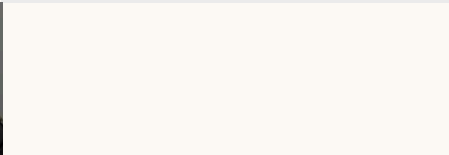
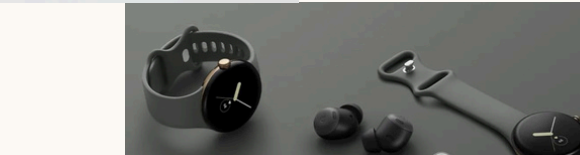
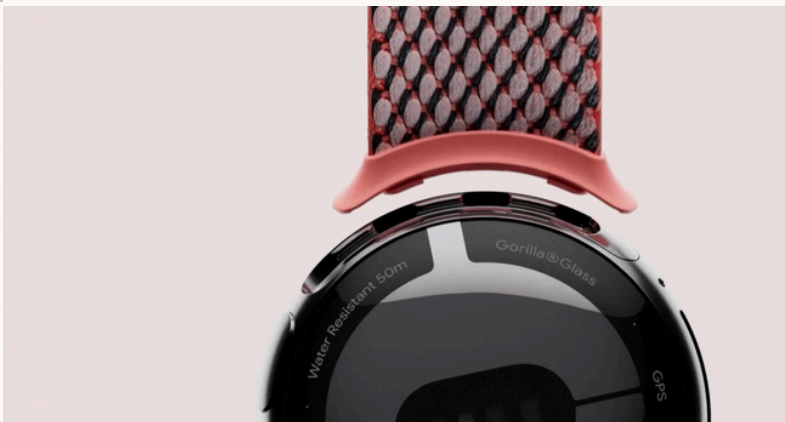
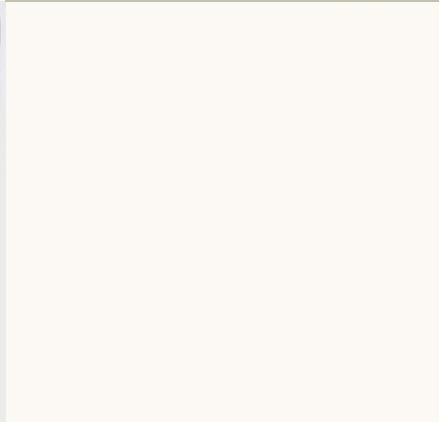
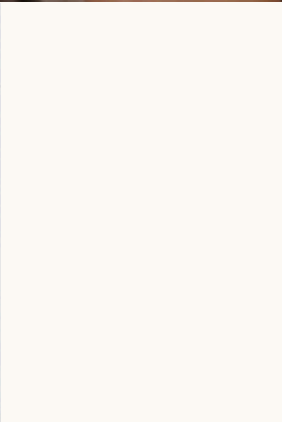
STAINLES STEEL MESH WITH PVD, CLASSIC CHROME-FREE ITALIAN
LEATHER, STAINLESS STEEL LINKS IN BRUSHED NATURAL STEEL.



MARKETING HERO ASSORTMENT / FKM, REPET 3-YARN COLOR WOVEN MELANGE,
REPET 3D KNIT, TWO-TONE MODERN CHROME-FREE LEATHER



24 BANDS
7 STYLES
4 MATERIALS







2ND GEN

**NEST CAM
INDOORS**

INDOOR CAMERAS MAKE PEOPLE UNCOMFORTABLE.

One irony here: We are increasingly fearful that our smart-home devices are eavesdropping on us, that hackers can crack into our internet of things for fun and profit, that manufacturers listen in on our conversations. (Earlier this year Bloomberg set off a frenzy by revealing that Amazon employees listen to Alexa audio clips.) These days, to equate our home security cameras with our increasingly suspect home devices may no longer enhance a feeling of peace of mind.

WIRED

I briefly spoke about this over email with Elizabeth Joh, a University of California, Davis, School of Law professor, who reminded me: “You never just ‘buy’ a new surveillance device. You’ve adopted a worldview about privacy, anonymity and autonomy — whether by conscious choice or accident.”

Surveillance is about establishing authority. People being watched no longer have complete agency, and it tends to take advantage of already marginalized groups. Perpetuating the status quo comes at this expense: It fuels existing power. But it’s comforting when the power is in our hands — when we can know at an instant what our babysitters are doing or if the kitchen-renovation guys are at the door — and we try not to think about it otherwise.

Intelligencer

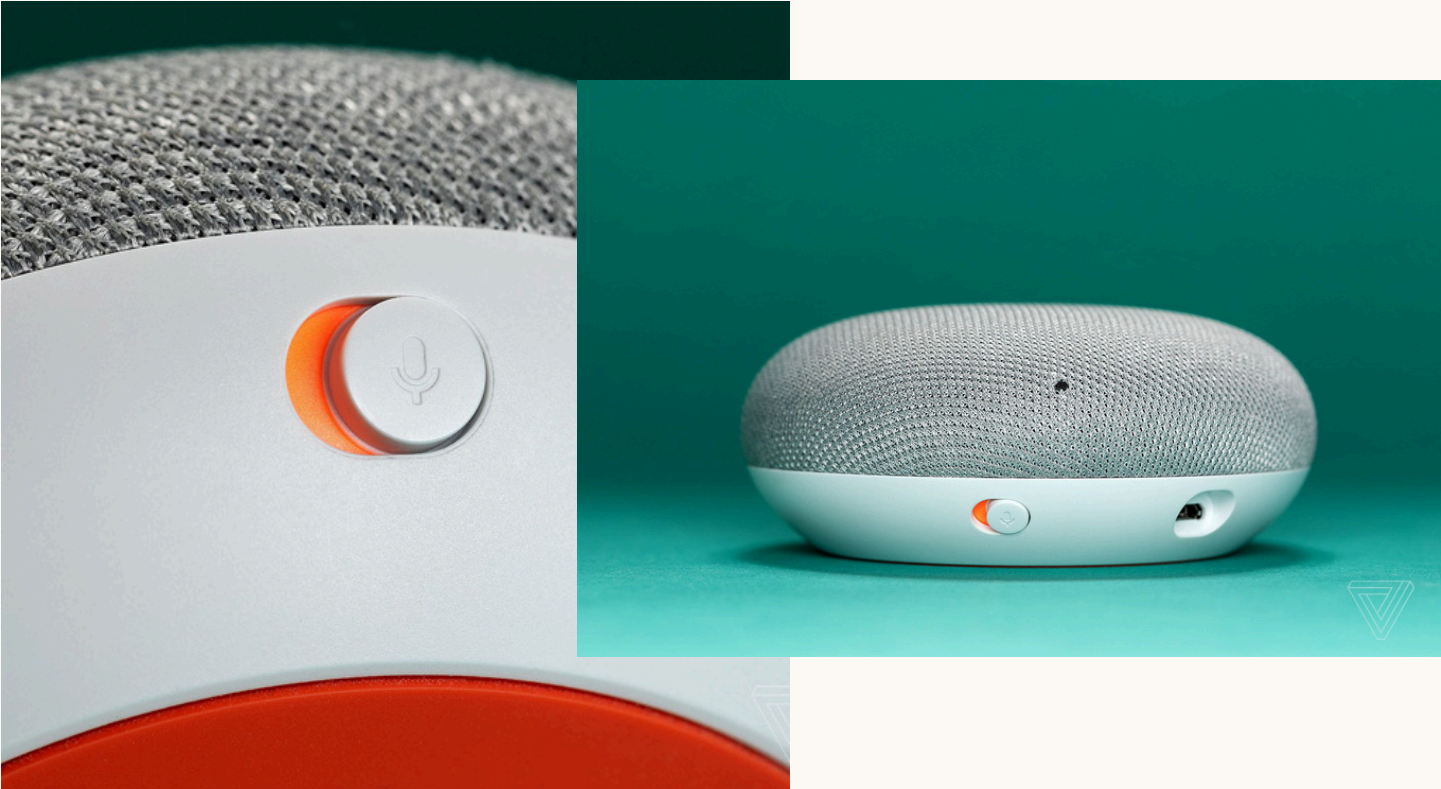
The New York Times

There’s a larger ethical problem here that goes beyond these specific situations. The more we’re exposed to surveillance, the more comfortable we become with it. Every new device we purchase adds to the growing network of cameras and other tracking devices, slowly altering our worldview and rewiring our understanding of privacy.

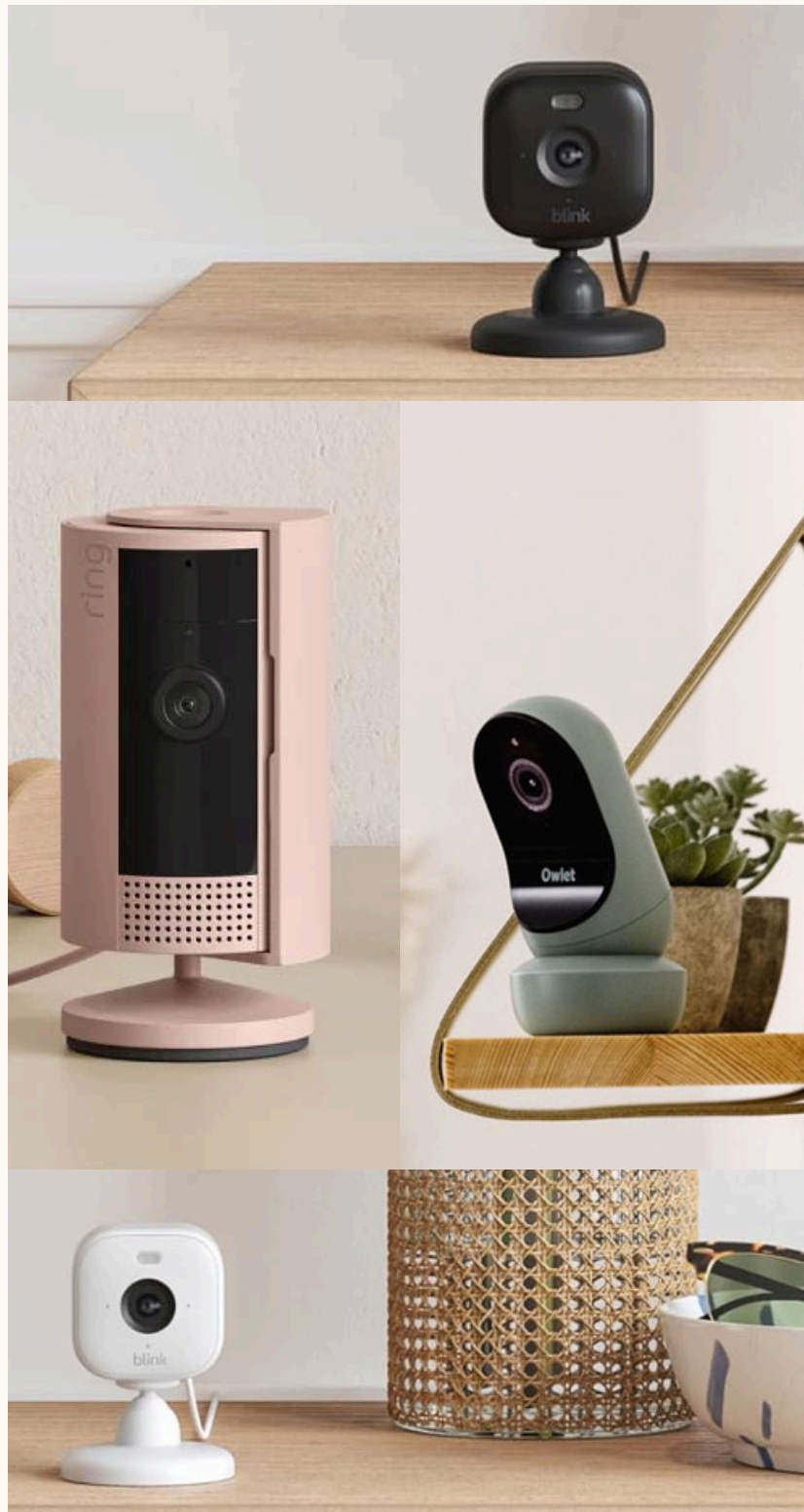
Once guests step into your home, they have a higher expectation of privacy. Although you may not be legally required in your state to tell visitors they’re on camera, you really should. It’s a terrible feeling to find out you’ve been recorded, even if you weren’t doing anything interesting. Indoor cameras with audio can easily pick up private footage, like a friend who casually dunks on your choice of throw blanket, or a sibling who disciplines her children.

Whereas outdoor cameras are typically used only for security, indoor cameras aren’t as obviously beneficial. They certainly feel creepier.

CAN COLOR BE USED TO RESPONSIBLY & RESPONSIVELY REFRAME THIS RELATIONSHIP?



THE MARKET



BLEND **IN**

STARTING POINT



“HIDDEN”
CAMERAS

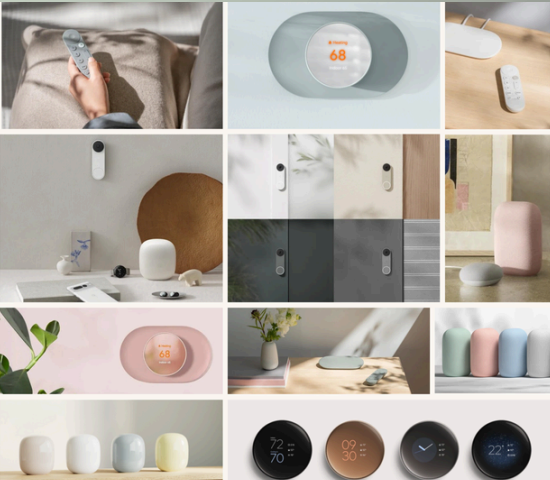
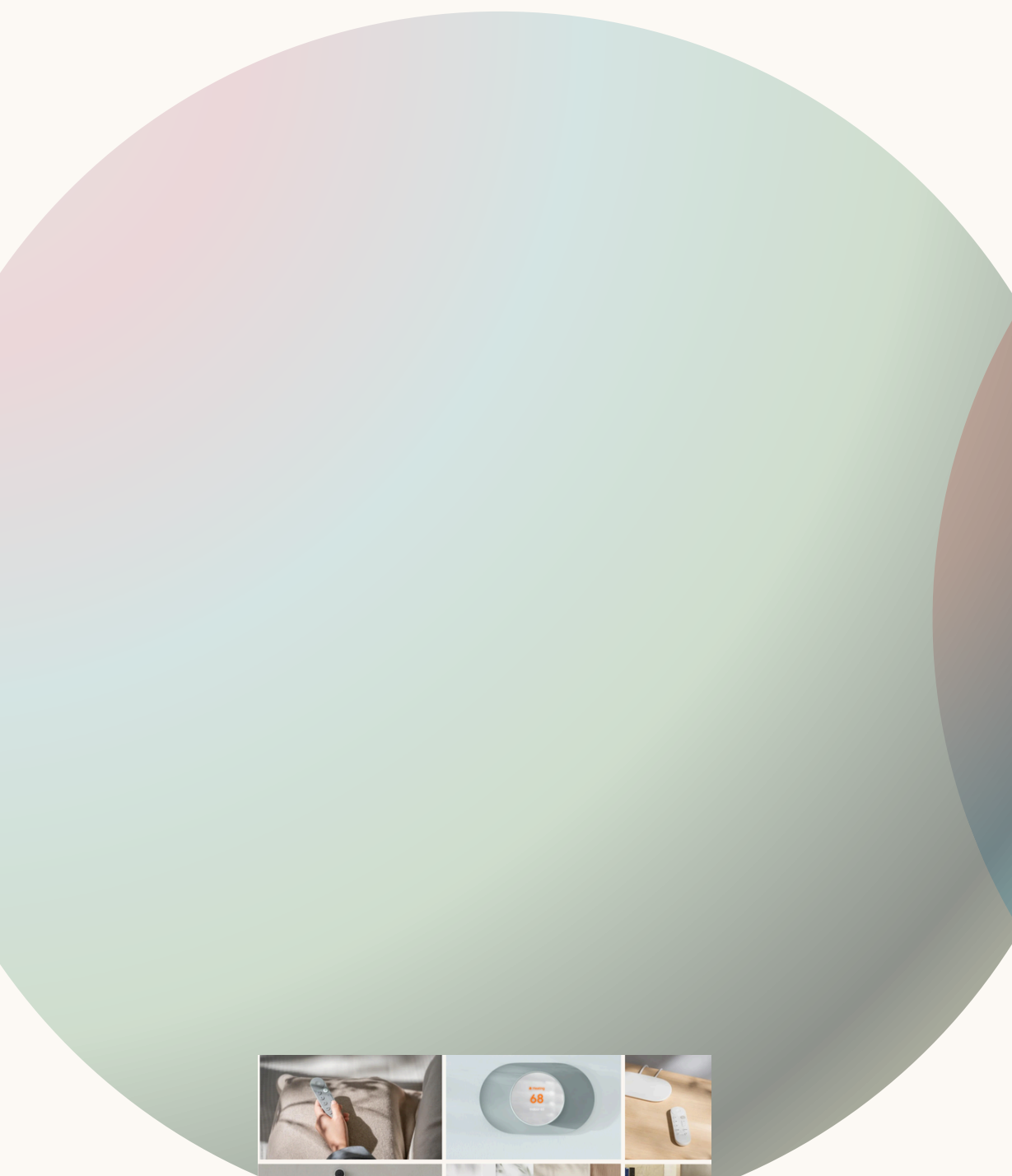
WARM TONED
CRAFTED
FURNITURE-INSPIRED
NICHE

NEUTRAL
MODERN
CRISP
SIMPLE

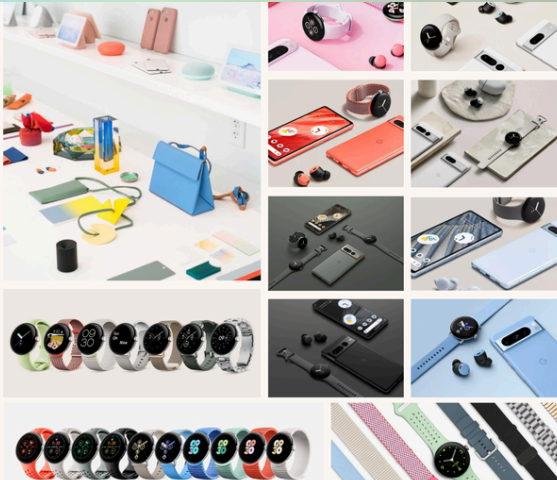
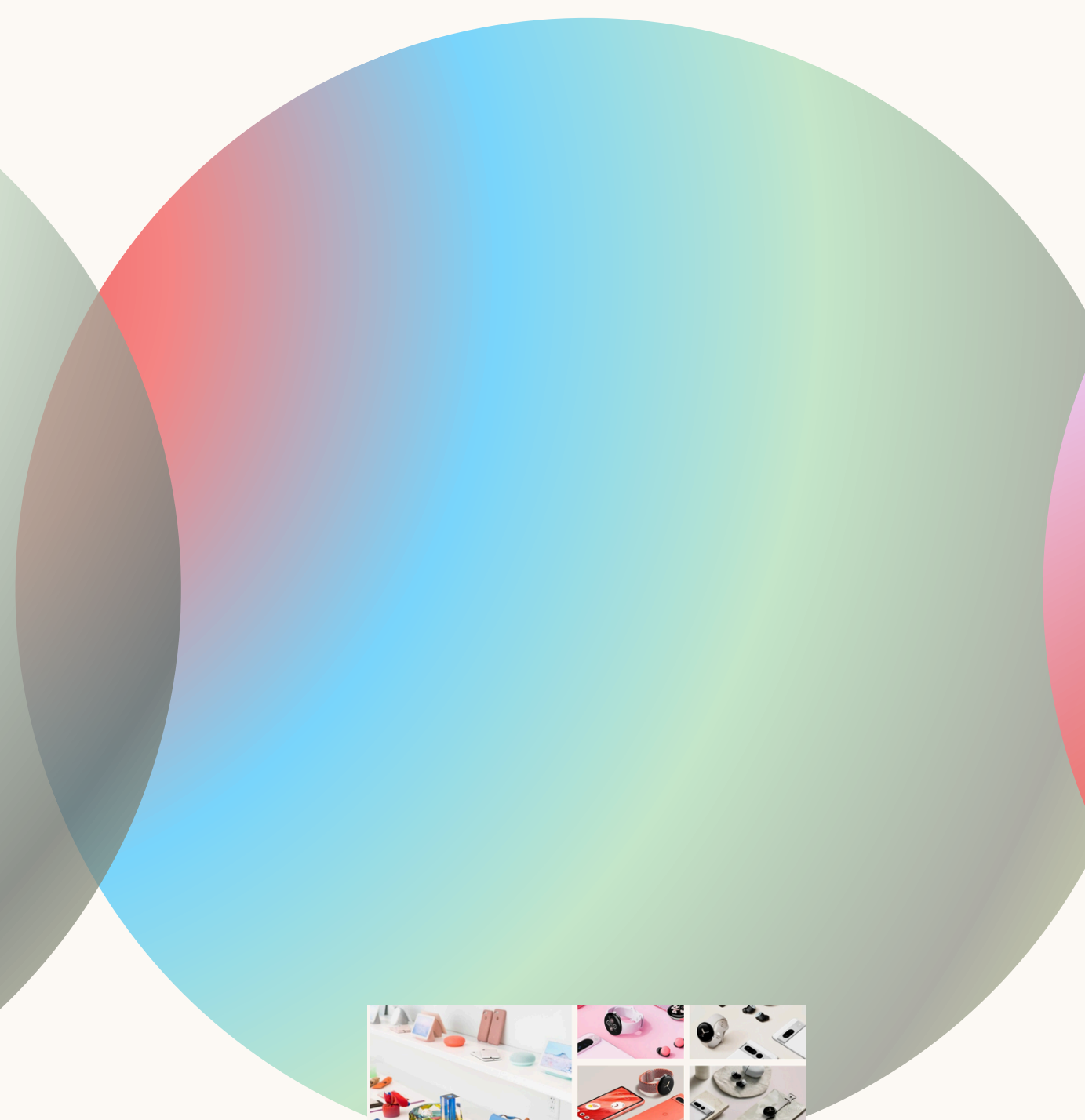
EXPRESSIVE
COOL TONED
NATURE-INSPIRED
YOUNG

NEUTRAL
TRADITIONAL
MUTED
ELEVATED

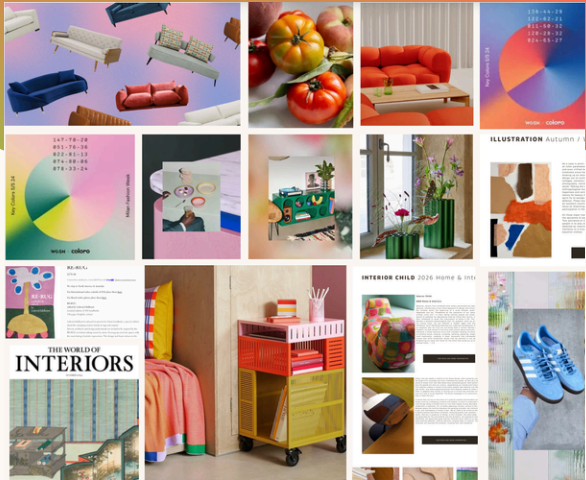
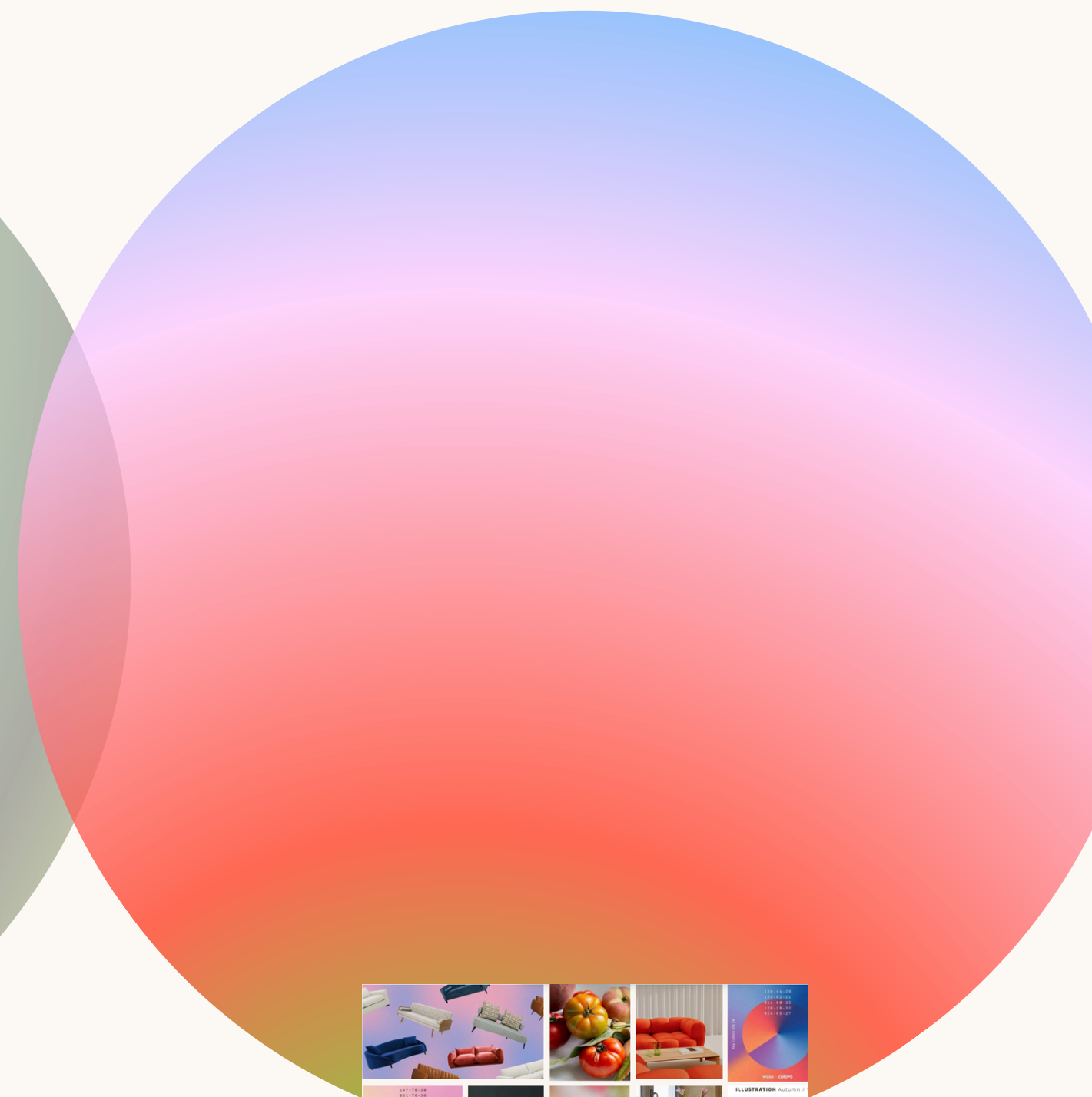
NEST COLORS



GOOGLE COLORS



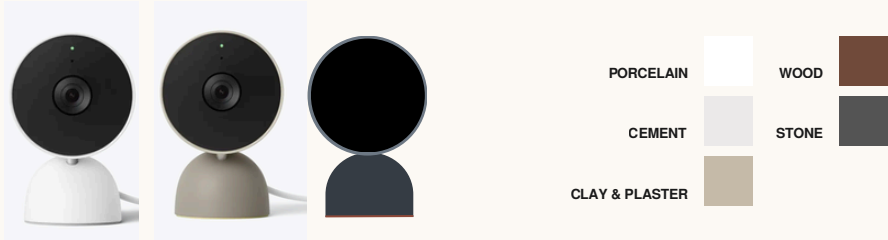
TRENDING COLORS



COLOR IN CONTEXT

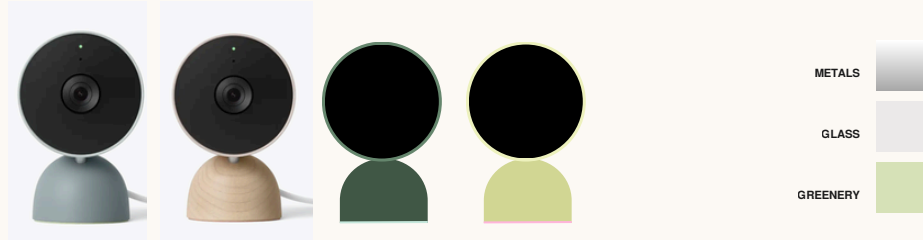
ALIGN

Draw inspiration from architectural surroundings and materials, like wood, stone, plaster, textiles, and ceramics. This palette is subtle and nuanced; meant to blend in. Layer on shadow, reflection, and transparency.



COMPLIMENT

Look to decorative elements meant to enhance but not stand out from their environment. Examples are plants, mirrors, hardware, and light fixtures. These are curated and evocative.



SUPPLIMENT

Design to stand out. Explore expressive colors, unusual material juxtapositions, and opinionated or risky choices that communicate delight, personality, and energy.



FEELS LIKE

LOOKS LIKE

REMINDS ME OF



- 01 EMOTION
- 02 PERCEPTION
- 03 ASSOCIATION

NOT MISSING YOUR TODDLER'S FIRST STEPS

SEEING YOUR DOG KISSING THE MAILMAN

KNOWING YOUR NEWBORN IS JUST FINE

GOING BACK TO SLEEP WHEN YOU HEAR SOMETHING IN THE HALL

CHECKING ON THE LITTER OF KITTENS

GRATITUDE YOUR PLANTS ARE SURVIVING YOUR VACATION

FEELS LIKE

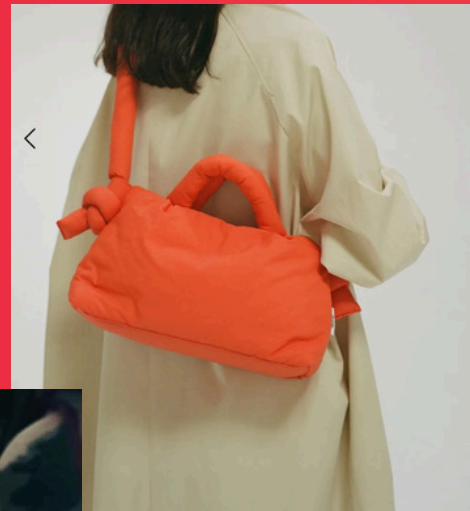
“When we’re traveling, we check in sometimes just to see the weather,” said another friend of his doorbell camera. As much as we want to survey what’s going on, we also want the reassurance that everything is fine without us, too. It rains, the baby goes back to sleep, the cat is in his basket, someone passes by with or without peeing in the yard. We don’t need

Intelligencer



BOLD
BRIGHT
OPTIMISTIC
PLAYFUL

1



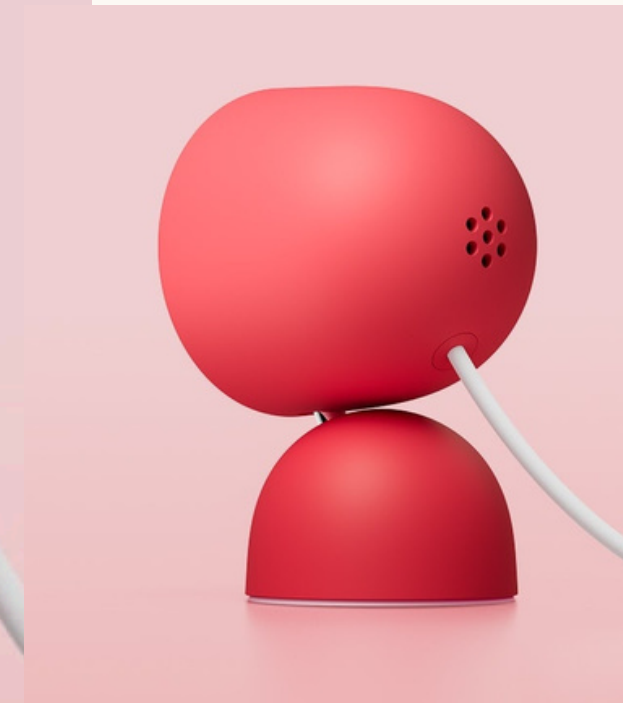
LOOKS LIKE

FRIENDLY
DELIGHTFUL
UNEXPECTED
FRESH

ICONIC

INSPIRED BY

COLOR



**INTRODUCING
BERRY**

**LET'S DREAM
IN FULL COLOR**

