LAURA KOVEN 2019

EXPERIENCE

NAYOGA BODYWEAR CEO/Industrial Designer

Fundraising, over 40k through Kickstarter Marketing, over 10k on instagram Branding Outsourcing/Product Development Patent Work 2015-19

ASICS Color and Material Intern

Working to produce new colorways for the Asics Running Group Creating Mood Boards and Future Concepts Trend Forcasting/ Material Studies Creating new patterns and cads using Photoshop and Illustrator 2014

SPECIALIZED Industrial Design Intern

Designing for the Children's Bicycle team and Bicycle Accessories
Working with Children's team to put together research on current trends
and further opportunities in the market
Basic Tig and Mig Welding
Working in the Woodshop/Prototyping Lab
2014

PUMA Industrial Design Intern

Working on colorways and material choices Personal shoe design project Revamping a classic Tretorn shoe from the 70's 2013

FOSSIL Industrial Design Intern

Working with the license brand DKNY to design watches, create colorways, and put together factory specs 2012

MIZRATEX Industrial Design Intern

Designing backpacks, pencil cases and lunchboxes for license brands Communicating in a different language, Spanish 2012

EDUCATION

UNIVERSITY OF CINCINNATI

College of Design, Architecture, Art, & Planning B.S. Industrial Design, Product Design Minor Spanish 2009-15

DESIGN AND ARCHITECTURE SENIOR HIGH

Miami, FL Focus in Industr

Focus in Industrial Design Summa Cum Laude 2006-10

ACCOMPLISHMENTS

CINCINNATI ROLLER GIRL

2016-19

COMPETITIVE CHEERLEADING

2004-08

COMMUNITY SERVICE +755 hrs

2006-12

HONOR SOCIETIES

Phi Sigma Theta National Honor Society AP Scholar with Honor Award National Honor Society Vice President Industrial Design Society of America Kappa Alpha Theta 2010-14

NON DESIGN WORK

Queen City Radio, Bartender/Manager Paddy O's, Server and Bartender Blue Star Camps, Camp Counselor Gulliver South Miami Gymnastics, Coach

2006-19

SKILLS AND ABILITIES

Adobe Creative Suite
Autodesk Alias Automotive
Microsoft Office Suite
Ideation Sketching and Perspective Drawings
Basic Solidworks
Basic Mig and Tig Welding
Woodshop
Spanish (Conversational)











THESIS BRAND DEVELOPMENT FIRST BATCH KICKSTARTER PRODUCTION POST KICKSTARTER

THESIS

DESIGN GOALS

Minimizing distractions from our practice

Increasing sustainability in an evironment that is aware and passionate about the state of our existence and quality of life

Reducing/compacting what we need to bring to our mats

"The more we sweat in peace the less we bleed in war." Vijaya Lakshmi Pandit

WHAT IS HOT YOGA

WHAT IS BIKRAM





WHAT IS A YOGA TOWEL? AND WHY WE HAVE A LOVE/HATE RELATIONSHIP WITH THEM

Hot yoga without a yoga towel is like doing yoga on ice

They come in a variety of colors and you get to showcase your personality

Most towels donate part of their funds to a good cause

YOGA TOWEL: AN IDEALIZED TOWEL YOU THROW ON YOUR MAT TO REDUCE SLIPPING

You have to wash them every two classes

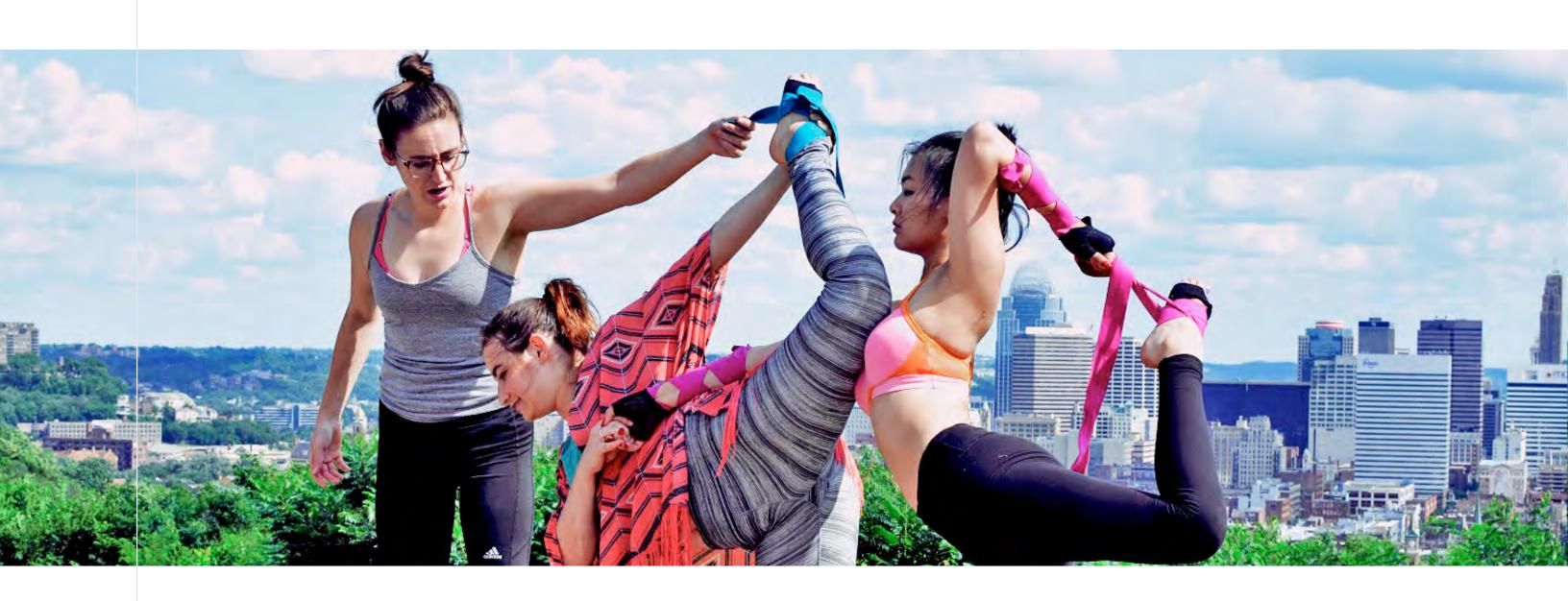
They move during your practice which is a distraction

They eventually wear down

You need to own more than one

They get extremely expensive

WHERE DO WE NEED THE MOST SUPPORT?



UNDER PRESSURE







FOREARMS

headstand
forearm stand
dolphin
dolphin plank
bridge
wheelbarrel
upward facing dog
two foot staff
plow
shoulder stand
fish
frog
feathered peacock
pincha mayurasana

PALMS

crow
side crow
plank
downward dog
chaturanga
rockstar headstand
firefly
eka pada
bhujapidasana
side plank
scale
flipped dog
tabletop
upward dog

crane
side crane
astavakrasana
peacock
wheel
upward dog
cobra
half frog
cat
cow
vine
upward plank
handstand
chin stand

BALLS OF FEET

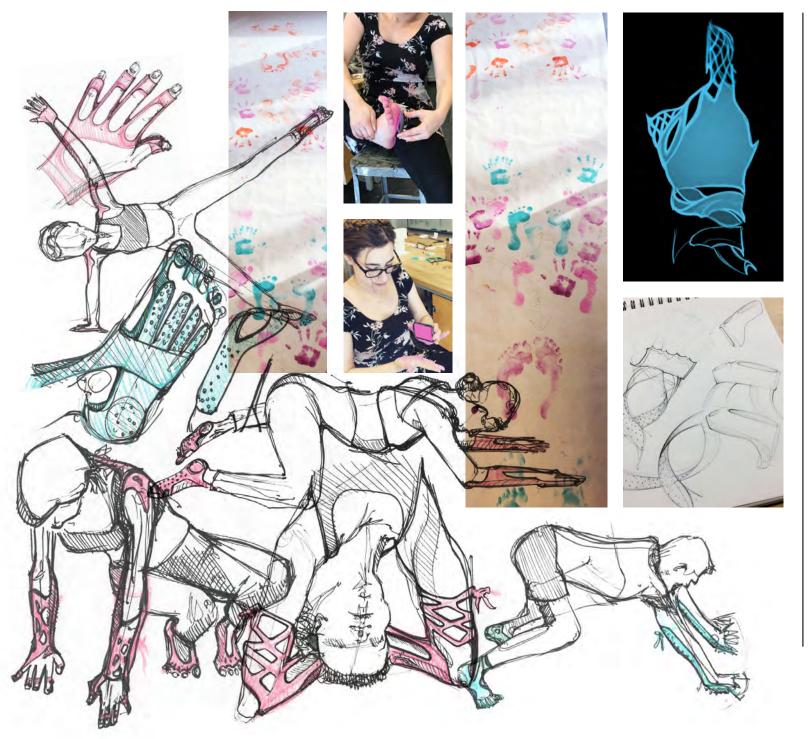
big toe
utkatasana
dolphin
eagle
side angle
garland
high lunge
dancer
low lunge
uttanasana
tree
half moon
standing split
garudasana

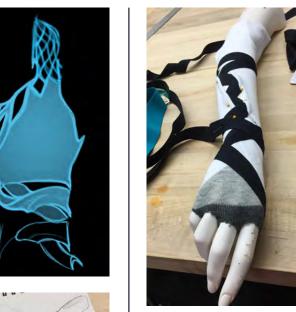
downward dog
bridge
wheel
plank
chaturanga
side plank
triangle
pasasana
flipped dog
two foot staff
malasana
dolphin plank
upward facing dog
warrior



HOW CAN WE CREATE TRACTION

IN A NEW WAY?

























THREE POINTS OF FOCUS







ALIGNMENT

AWARENESS ECO/SOCIAL

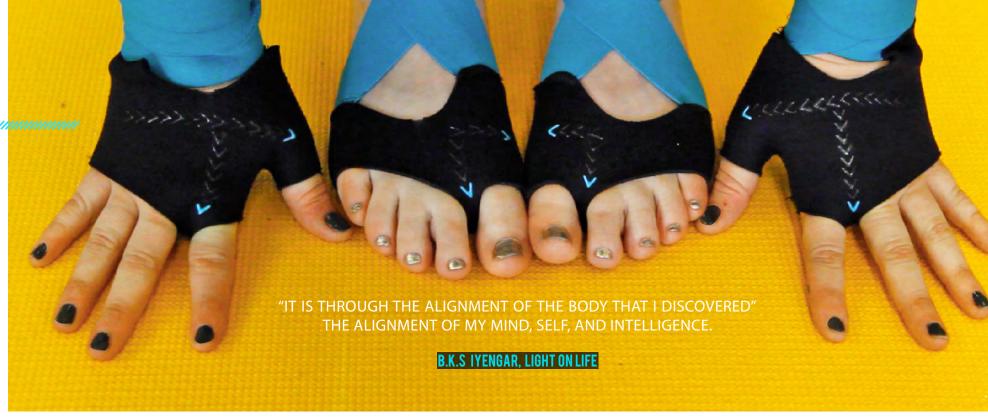
ASSISTANCE

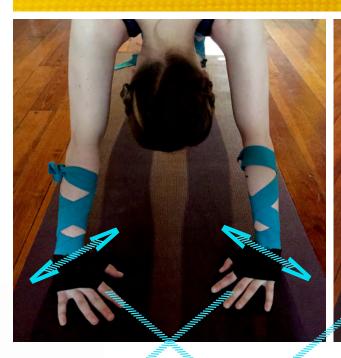
AVA strives to help cue where the correct alignment should be by adding chevron's that line up

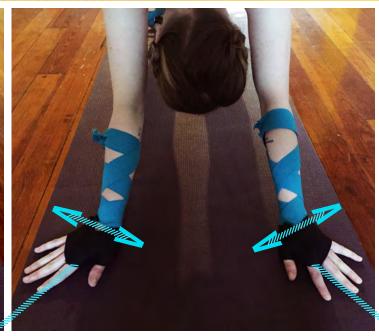
If the chevron's are in alignment so is your body

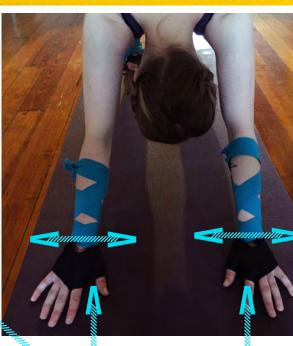
This will help to both prevent injury and also allow us to micromanage common positions











SELF ADJUST

Often times during our practice we need to get adjusted by our instructors. Although it is extremely helpful to bettering our practice, many people feel anxiety about either being touched, or the anticipation of when it will happen. Thus resulting in a loss of focus or a roadblock to zen.

ASSISTANCE

WORK WITH YOUR EGO NOT AGAINST IT

Different level students get different straps. One strap is built for extra support with backed polyester.









Silk screen silicone creates traction so you don't need your yoga towel

Built in straps reduce what you need to bring to your practice

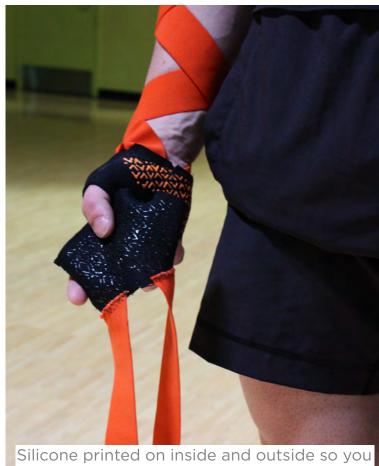












Silicone printed on inside and outside so you don't slip on the mat or in your bodywear

AWARENESS

ENVIRONMENTAL



2 LOADS OF LAUNDRY PER DAY

2 USES OF YOGA TOWEL PER LOAD

In every load of Laundry you use an average of 45 gallons of H20









TRA

SOCIAL







sharon byrnes has been working in therapeutic yoga for $20\,\mathrm{years}$



WORKING WITH DISABILITIES

Although AVA was designed with hot yoga in mind, Sharon is excited to see what it will do for the therapeutic yoga community. "The straps will allow for people to get into poses that they weren't previously able to get into on their own." The straps will help to secure props to people's body that don't have the dexterity to use the props on their own.

"YOU MUST BE THE CHANGE YOU WANT TO SEE IN THE WORLD."

MAHATMA GANDHI



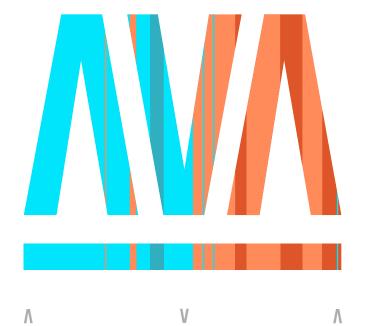
YOGA BODYWEAR

BE YOU

At AVA we find it so important to be uniquely and completely yourself. Yoga serves a different purpose in everyone's life. And whatever the reason you've been brought to your mat, we believe, that purpose is freaking awesome.

We believe in being comfortable in your skin, no matter who you are, where you come from, what you believe. Being empowered is so important. We tried to design a product as uniquely different as our vast community of athletes.

If you want to do yoga outside, go outside! In a gym? Who needs more sweaty gear!? In your house? Be confident in knowing your body is aligned. We are here for you in whatever way you need, a friend, you can always lean on (literally).



ALIGNMENT

Visual alignment cues are placed on the product to assure your body is in the right place even without an instructor.

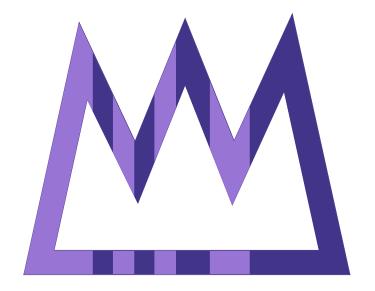
ASSISTANCE

Flexibility: built in straps Traction: printed silicone

AWARENESS

Eco/Social

Eco: Sustaining the amount of water we waste both in and out of the studio Social: Benefits in therapeutic yoga



GIVING BACK

6 years ago yoga got me through a time that I'm not sure I could have handled without it. I never thought I'd be able to give back what my practice gave to me.

Through AVA I've been able to help others reach that state of complete zen, mindfullness, and hopefully peace.

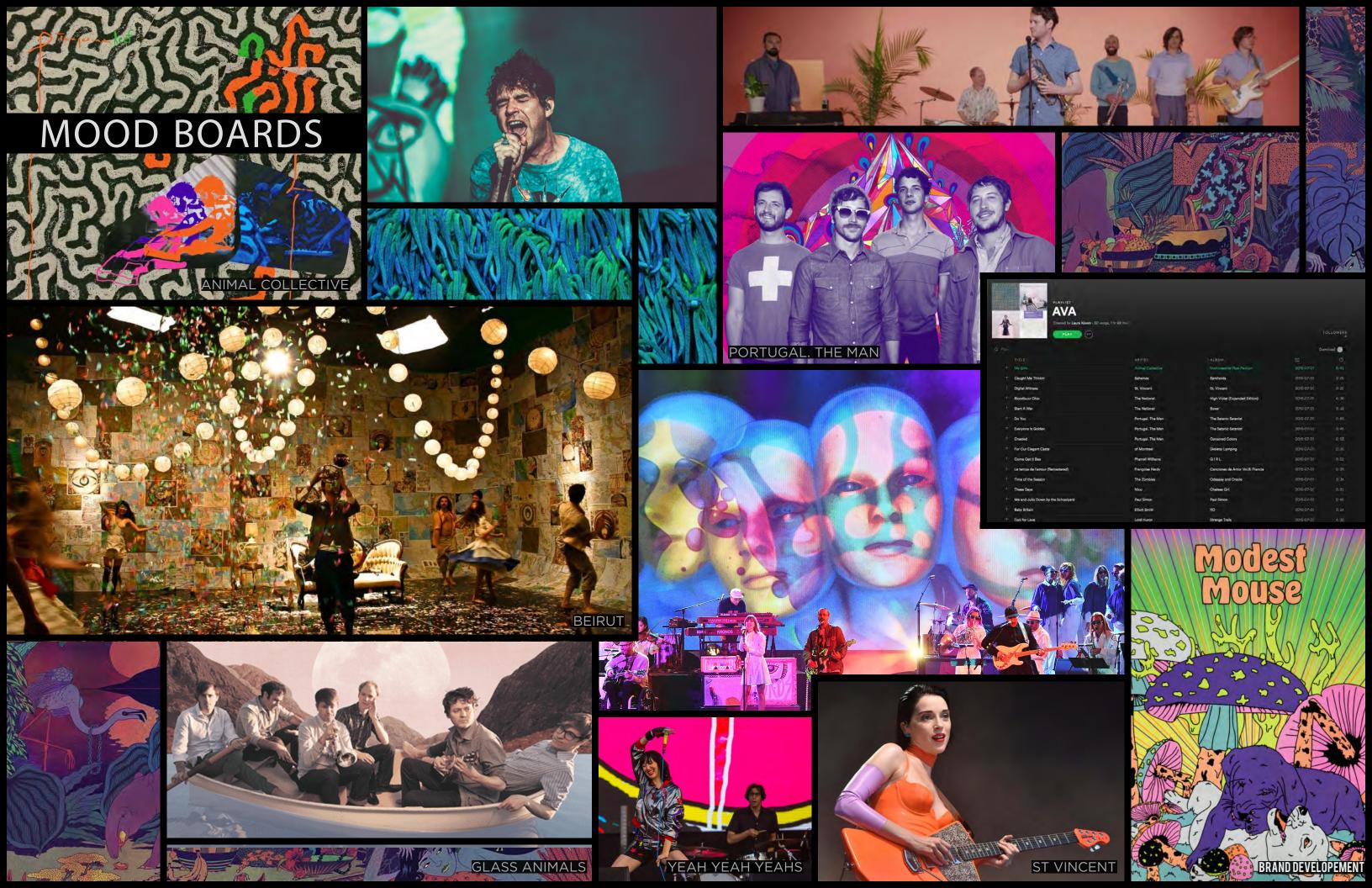
Chris lives through AVA. AVA is an unfailing friend, there for you in your practice whenever you need them.

CHRIS AND AVA

Strength Stubbornness Persistence Determined Talent Adventure Curiosity Sarcastic Spontaneous Reckless Practical Loud Loyal Ally Selfless Unwavering Honest Upfront Helpful

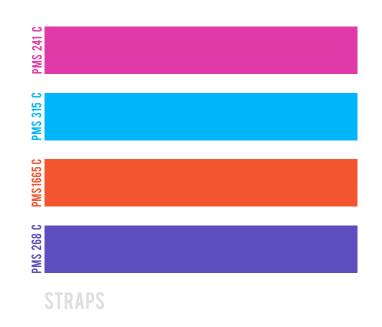
Consistent

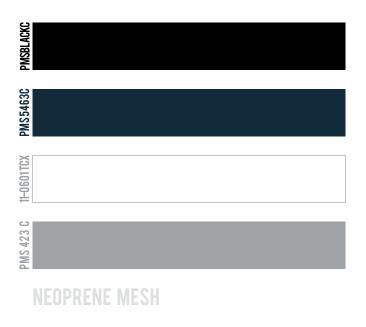


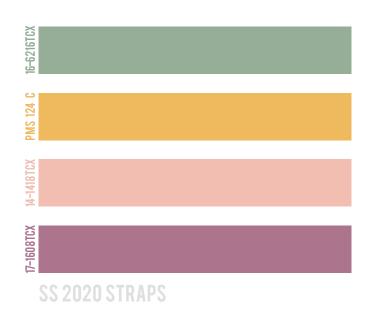




AVAKEY COLORS













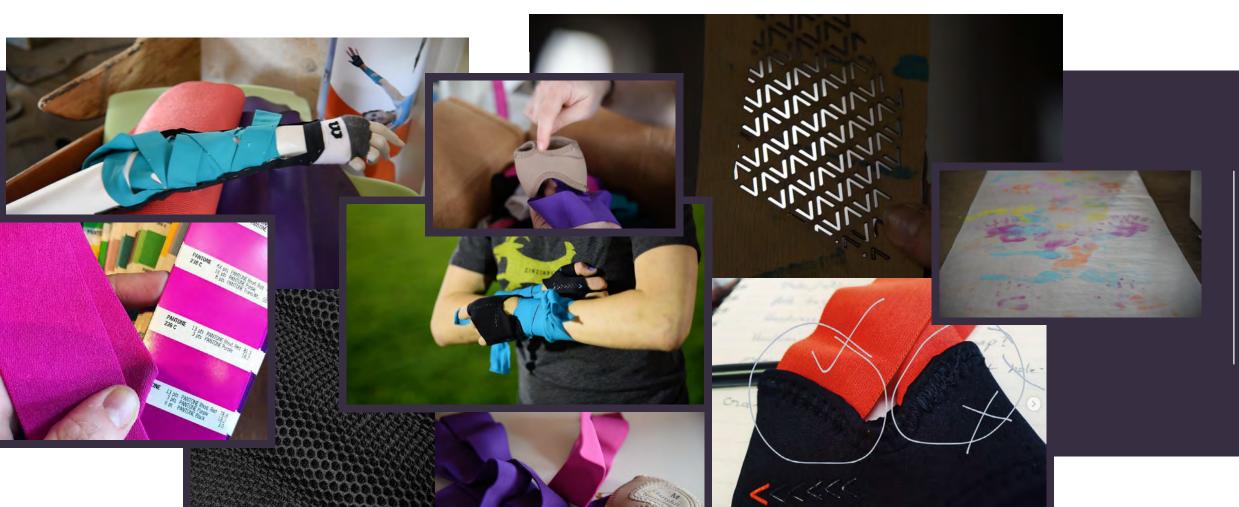
CUT AND SEWN

MENTOR Jennifer Sult

Scaled from 20 to 250 units

Perfected pattern and scaled it to fit SML-XL

Refined details, such as the AVA logo on the product, the application of the buttons, and the finishing of edges.

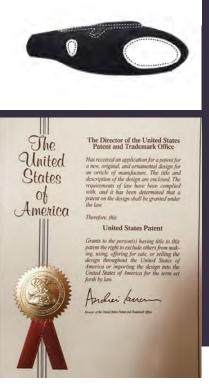


AXIOM

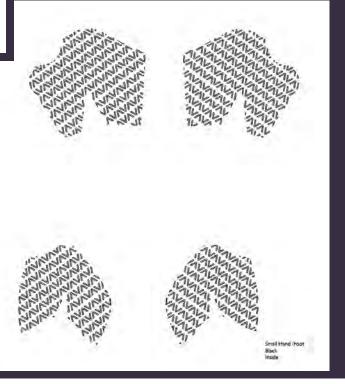
MENTOR Azurdi Swehla

Refined Materials
First Iteration of Silicone Application
First Iteration of Package Design
Worked on refining the brand and
marketing strategies









SPARK

MENTOR Kyle Fath

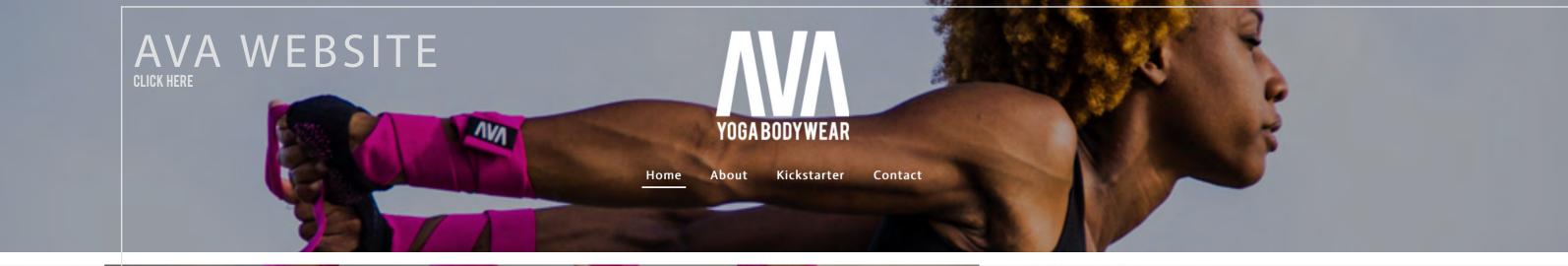
Start up accelerator for patent process

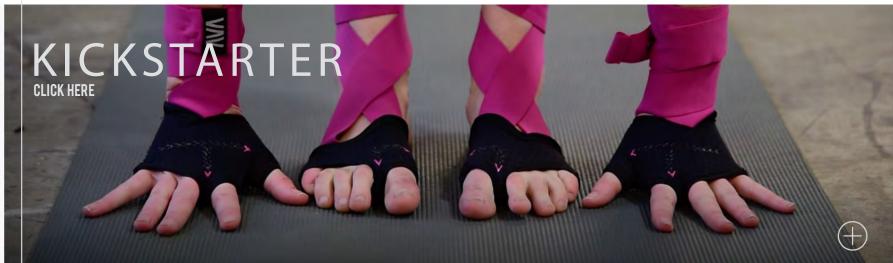
One year of free legal work

Helped to navigate the legal world of AVA, perfected specs, went through the process of obtaining a utility and design patent for the alignment cues on the product







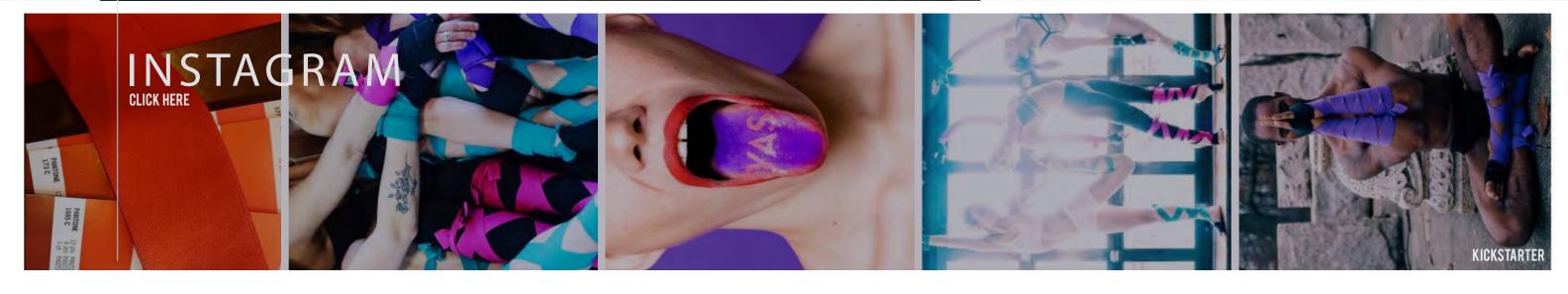


Add link

Created by

AVA Yoga Bodywear

355 backers pledged \$41,820 to help bring this project to life.







PRODUCTION

POST KICKSTARTER

Acquiring a Utility Patent and working on a Design Patent

Scaling the product from 20 units, to 200 units, to 2000 units

Finalizing the materials and construction so we are left with a product that works well and we are proud of



"Development is a series of rebirths." Maria Montessori

