

Students Design Innovative Swimwear with Local Company

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Jacee Andersen creates swimsuit design concepts

Outdoor Product Design and Development (OPDD) students helped designers from local swimwear design company Nani Swimwear, develop new product concepts. Students spent the afternoon in a “design sprint” to rapidly create new product concepts and prototypes for potential production and sale.

Nani approached the OPDD program about collaborating with students to work with their designer and founder to develop new product ideas. Students were split into groups and created new concepts for products based on design briefs provided by the company.

Marissa Barlow, a USU student and designer for Nani, explained the origin of the partnership.

“We wanted to see how fresh perspectives and combined strengths would inspire new products and color schemes that our own design team might not think of. It was fun to be part of such a creative, collaborative and uplifting environment where everyone involved worked so well together to create the best final product,” Barlow said. “Fresh ideas from the students, their ability to take ideas and create rapid prototypes was a core reason the company partnered with OPDD.”

By the end of the afternoon, students presented digital designs and physical prototypes to the founders of the company.

Through the design sprint, students benefited by working in randomly assigned teams where they experienced different design perspectives and the opportunity to work with different designers. Participants in the sprint also walked away with a project they can include in their growing portfolios.

Industry collaborations made possible through the [Manufacturing and Outdoor Products Support Hub](#), a partnership between Utah Manufacturing Extension Service and Outdoor Product Design & Development.