

BRYAN XU



许培峰

About

Bryan Xu is a cross-disciplinary designer interested in the space between objects, brands, and sensory experiences.

He currently studies Integrated Design & Media at New York University. He likes working from tangible things—handles, bottles, light, spaces—and then building the stories, atmospheres, and systems around them.

He is drawn to projects that treat design as both form and cultural framing, not just surface.

Raised in Beijing, Bryan claims to have learned his English more from YouTube, *Family Guy* and *Top Gear* than schooling.

For more projects, visit

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scense

Feb–Mar 2026

4 weeks

Brand Identity

Designer

Figma, Adobe

Photoshop

A brand identity project for a fictional social club centered on olfactory experience.

scense

Brief

Created for my Hybrid Visual Identities class, the project responds to a brief to develop an immaterial brand.

My partner Ajin Jeong and I positioned scense as a cultural and social brand rather than simply a perfume club: a speculative community built around scent-based experiences for people interested in fragrance, self-expression, and offline closeness as a more intentional form of social connection.

Audience

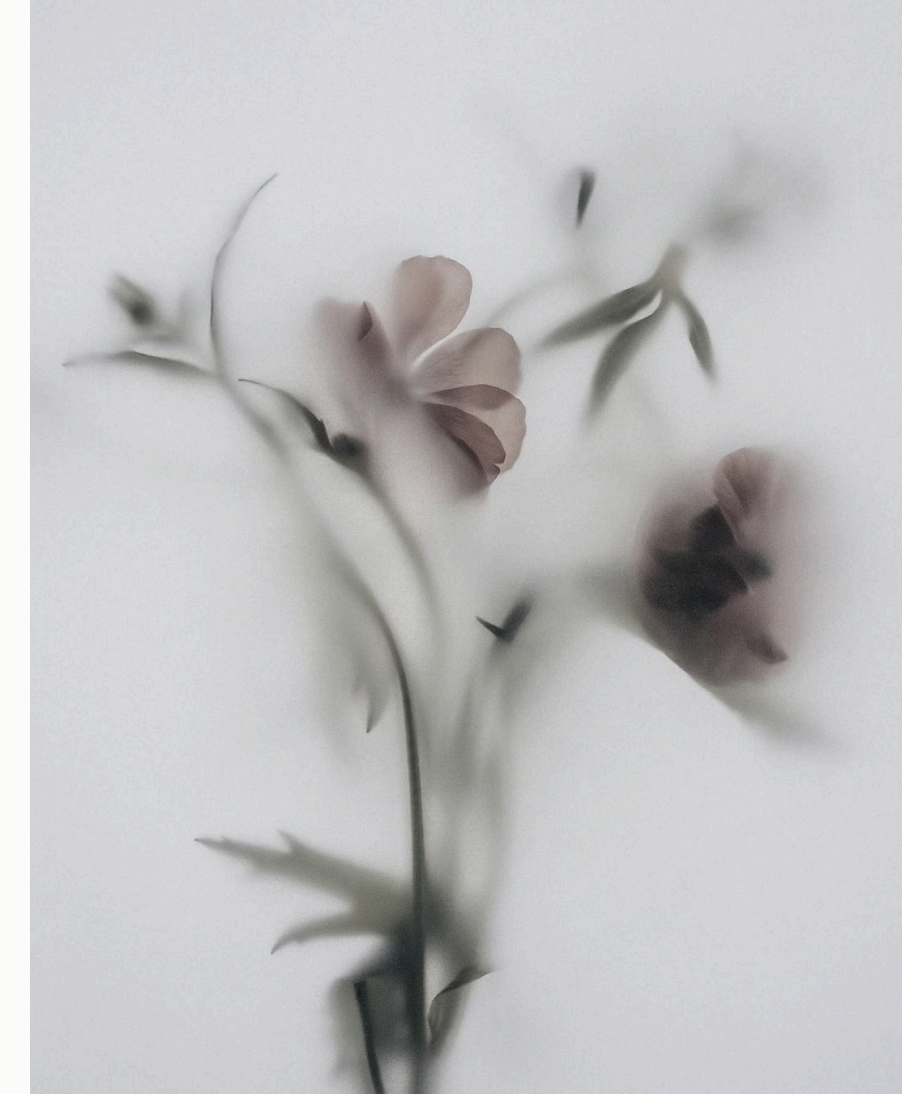
Young adults interested in fragrance, aesthetics, and intentional social experiences.

Opportunity

To reframe scent from a private product into a shared social medium.

Keywords

olfactory / intimate / ritual / cultural / slow / social



Brand Values

Connection

At its core, scense aspires to offer a new way of connection.

Awareness

In the digital world where we constantly see and listen, scense allows for the opportunity to smell ourselves and the world around us.

Memory

As one of the five senses, scents are said to evoke and capture memory.

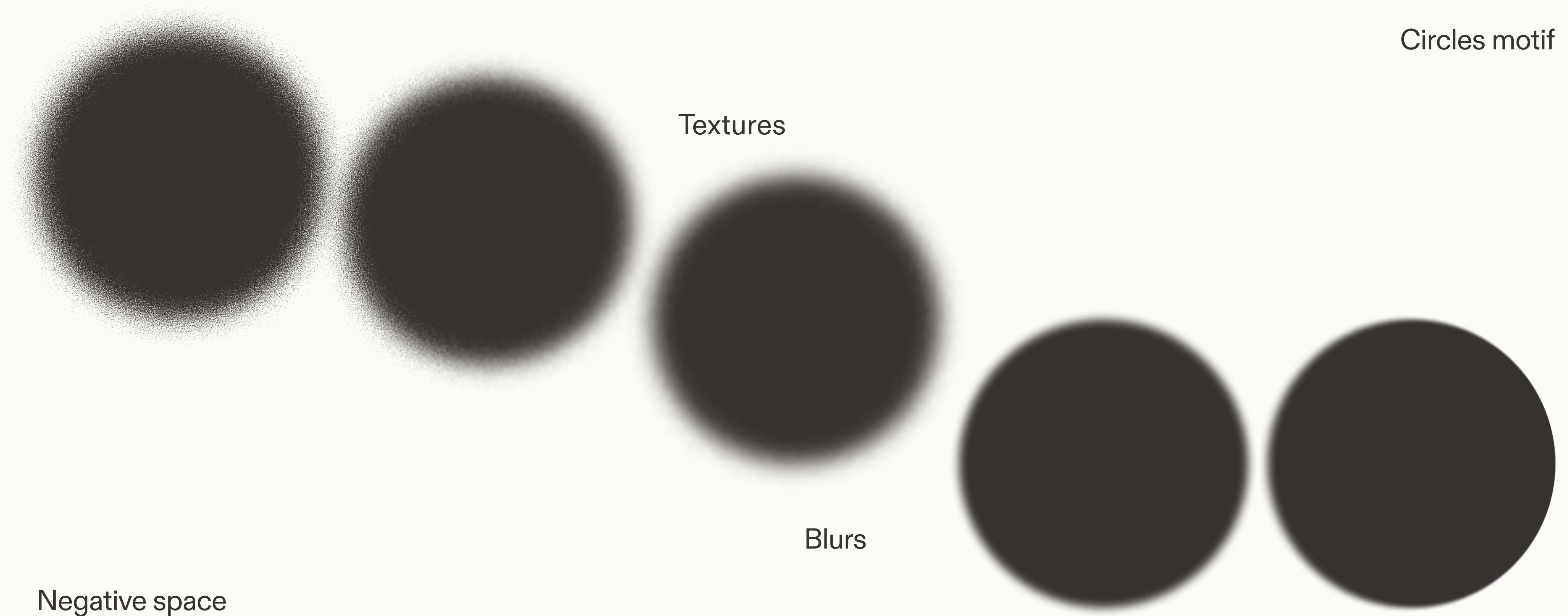
scense is about remembering what may have been forgotten and making new valuable memories.

Intimacy

An intentional expression of oneself mixed with the natural chemistry of the body, scent cannot travel very far.

By engaging with each other's scent, scense encourages members to learn about each other at a close proximity.

Visual Elements



Negative space

Textures

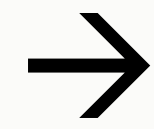
Blurs

Circles motif

Logo Marks

SC
scense
e

● ● ● ●
● ● ● ●
● ● ● ●
scense



SCense

Evolution of logo marks

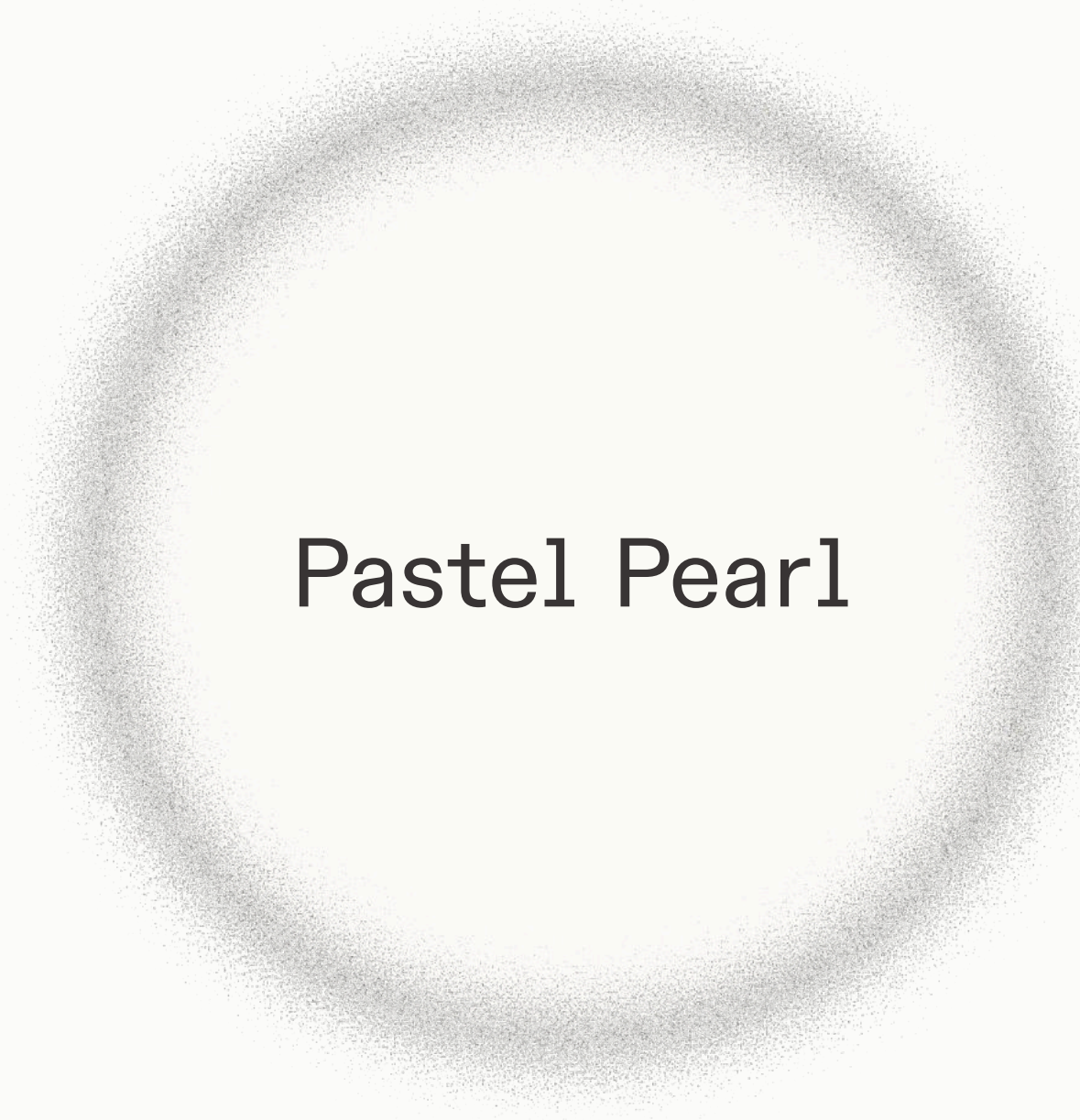
Color as Atmosphere

The palette is intentionally quiet, allowing photography and texture to carry emotion.

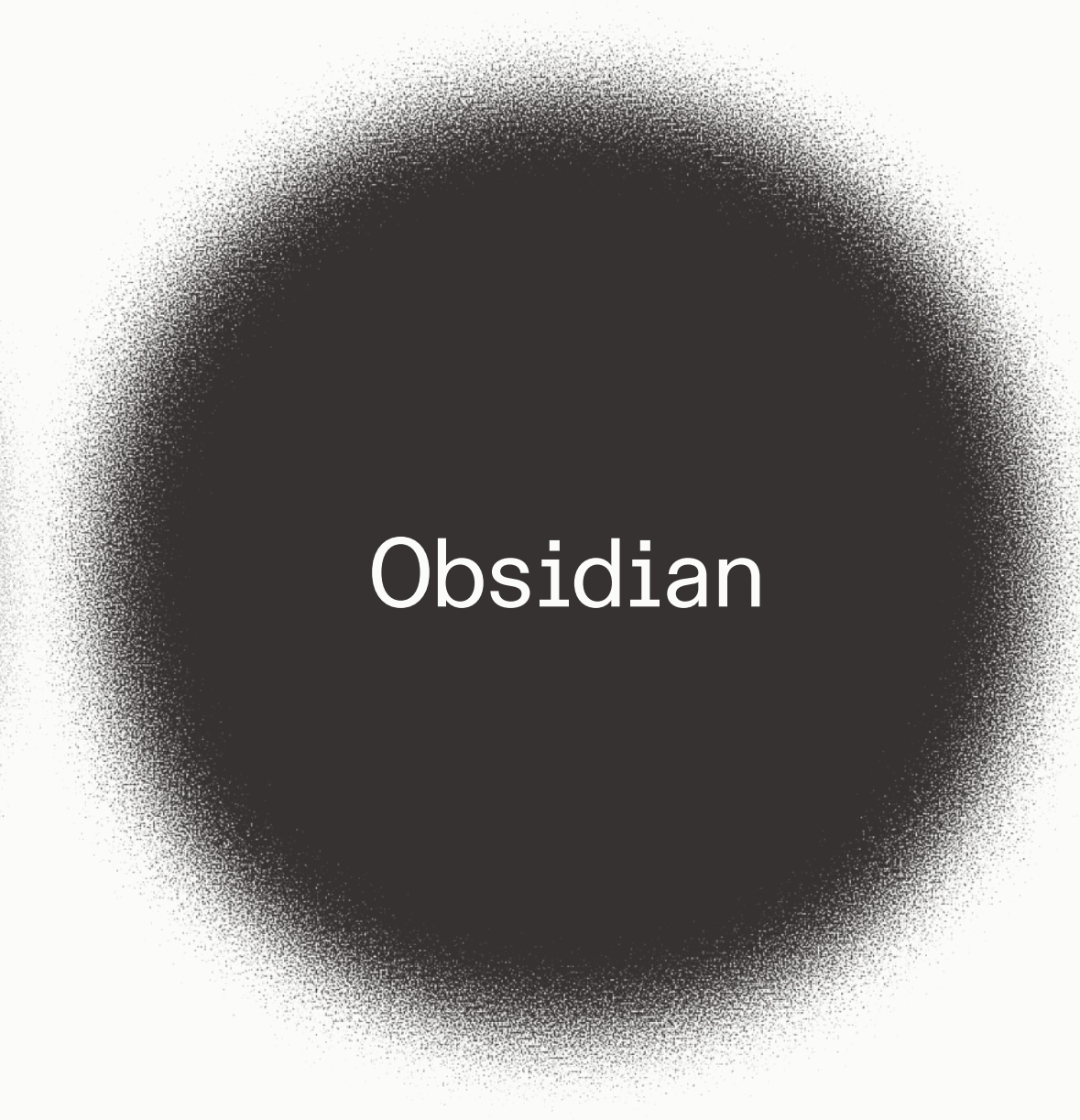
Supporting tones do not act as decoration; they appear sparingly as atmosphere, warmth, or residue.

The optional accent color only appears when the atmosphere calls for a warm highlight.

Core System



Pastel Pearl



Obsidian

Supporting Tones



Talc



Ash



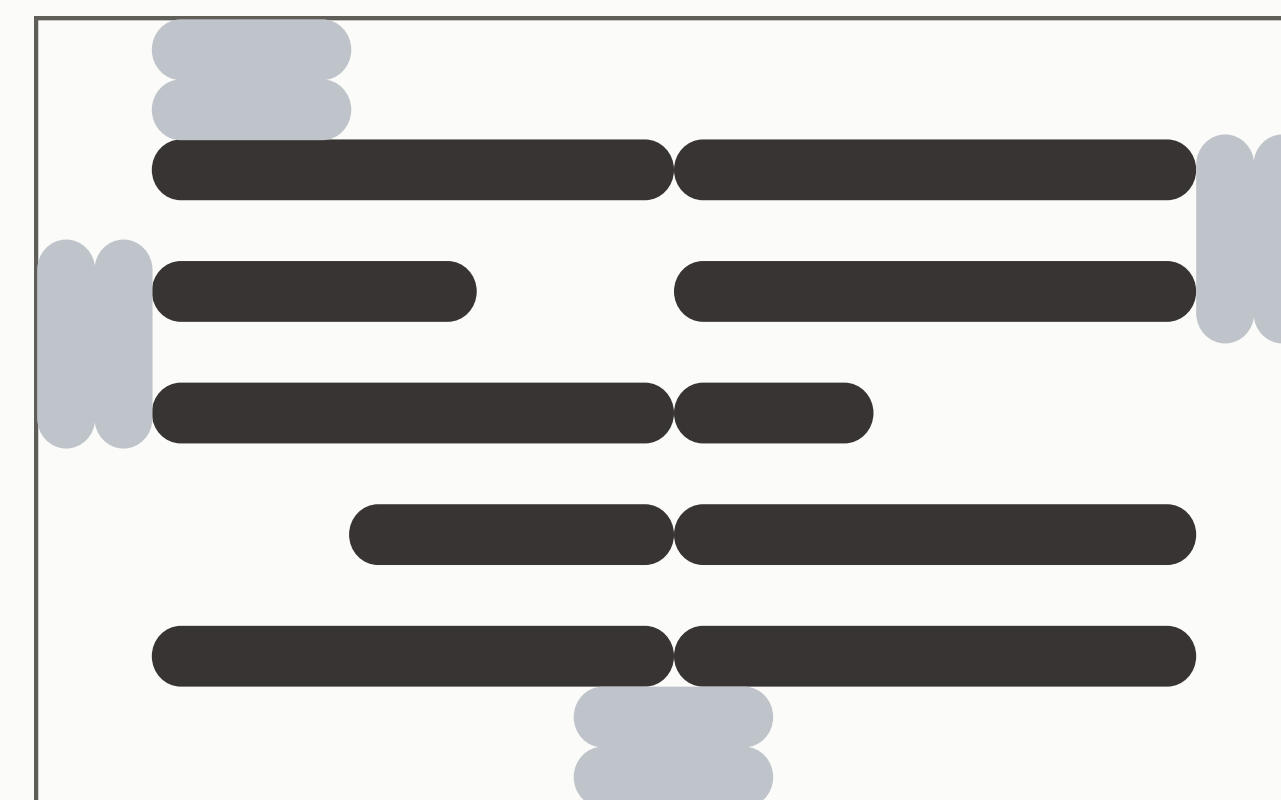
Haze

Optional Accent



Resin

Logo System



Typography

Headline 1 *Boogy Brut Poster White Italic* 120pt/80% leading/0% tracking

Headline 2 **Diatype Medium** 84pt/125% leading/-2% tracking

Subhead Diatype Regular 40pt/125% leading/-2% tracking

Body Diatype Regular 32pt/125% leading/-2% tracking

Caption Diatype Semi-Mono 20pt/125% leading/-2% tracking

Graphic Motif

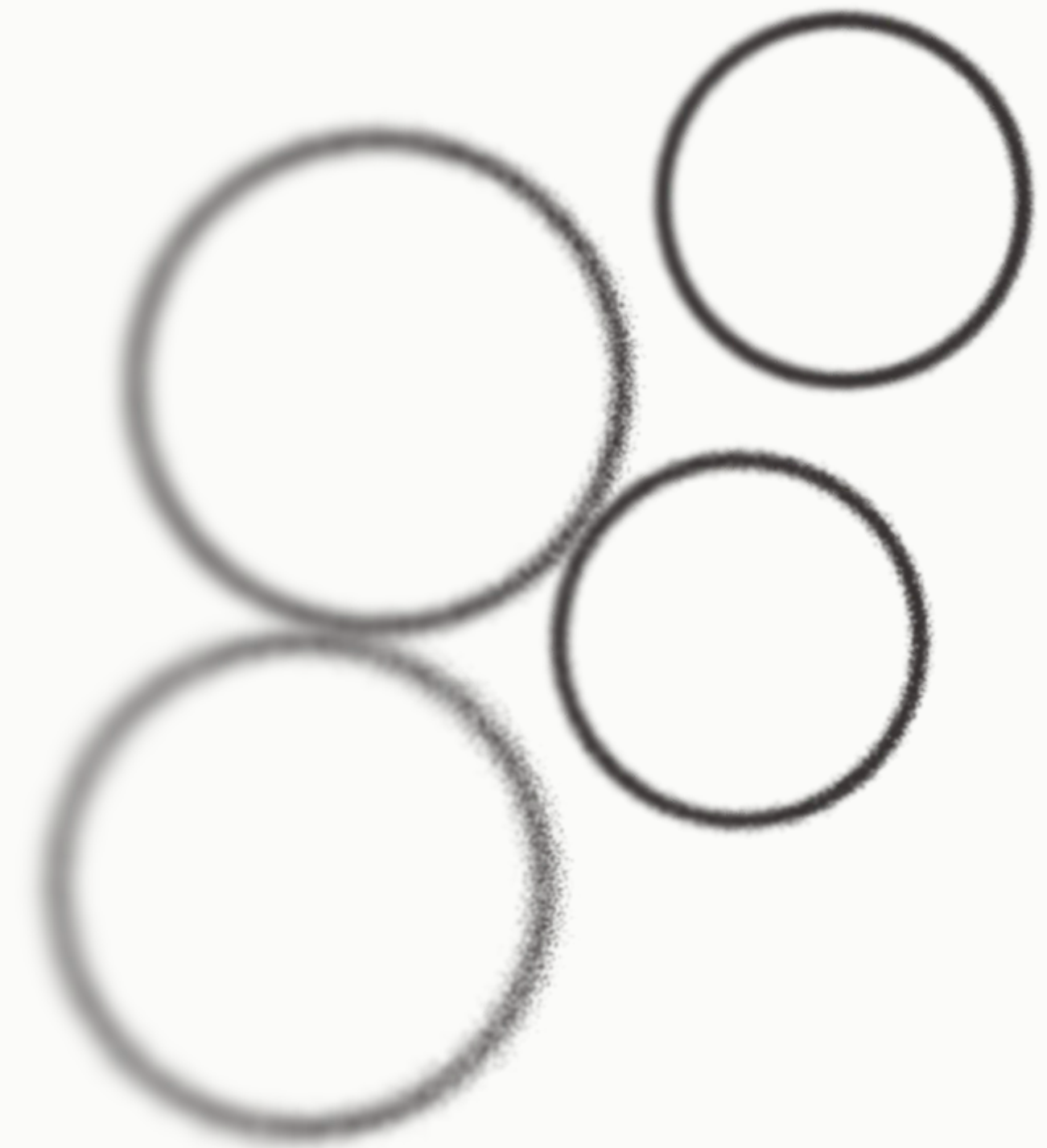
Four-Circle Mark

A symbol of the brand's four core values:

Connection, awareness, memory and intimacy.

Inspired by scent in motion, the mark traces particles rising and dispersing through air.

Its ascending rhythm creates a sense of lightness, fluidity, and quiet momentum, while echoing the brand's use of blur, texture, and negative space.

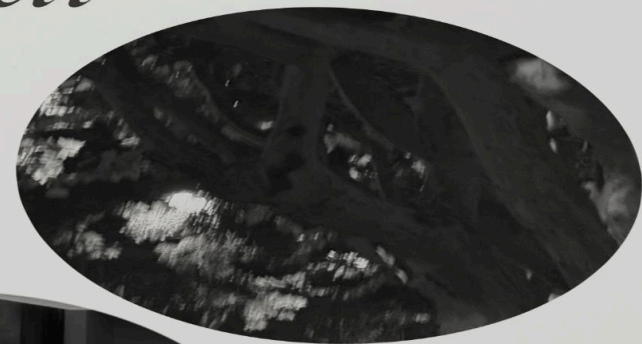


Touchpoints & Ecosystem

A look at scense out in the real world.



City Guide:
Shanghai



A collection of places
and things for good vibes,
curated by

scense







*Celebrating
Ephemerality*

Live:
Jiamingming
ZhuaiZiwashere

7.28.2026 / 22:00-late

3/F, Yunhai Mansion,
1329 Huaihai Zhong Lu,
Xuhui District

scense



Posts
scense

scense

In the rain of Shanghai, the rhythms of encounters and near-misses almost coincide.

softer thoughts

scense

Liked by willstrk and 1,068 others
scense softer thoughts: on topics of intimacy
inspo: [@echo_is_not_here](#)
May 29, 2026

scense

Posts
scense

scense

We live not to decrypt our dreams, but to find those who they were meant to reach.

softer thoughts

scense

Liked by willstrk and 1,068 others
scense softer thoughts: on topics of intimacy
inspo: [@echo_is_not_here](#)
May 29, 2026

scense

Posts
scense

scense

Late summer nights are about awakening, illuminating, and letting go.

softer thoughts

scense

Liked by willstrk and 1,068 others
scense softer thoughts: on topics of intimacy
inspo: [@echo_is_not_here](#)
May 29, 2026

scense

Liminal Objects

Oct-Dec 2025

Active development: 2-3 weeks

Object Designer

Rhino, Figma, Midjourney, Nano Banana,
LovArt.ai

A concept-driven object design project that began as an exploration of personal taste and identity.

Created as the final project for an open-ended Drawing for Designers & Engineers course, the project treats drawing less as an end in itself and more as a tool for observation, ideation, and form-finding.

AI-assisted hero visual created for conceptual atmosphere using Midjourney;
Art direction, narrative, and layout by Bryan Xu.

Liminal Objects



An exploration
by Bryan Xu

AI-assisted visual created for conceptual atmosphere using Midjourney;
Layout and 3D rendering by Bryan Xu.

I was interested in the kinds of things I'm drawn to but often find difficult to describe with a single label—objects, aesthetics, and moods that feel in-between, neither fully one thing nor another. From that idea of liminality, I developed a series of objects, using drawing as a way to generate and test form before translating them into 3D models and physical design concepts.

Liminal Objects / Initial Conceptualization
Initial form conceptualization sketches:
Soft and hard



Starting a personal brand

Represent every aspect of me?

Yes

No

Other brands pick their niche

niche of my brand, extracted from
my self-observations:

“neither 100% tech nor art”

“in the middle”

liminal



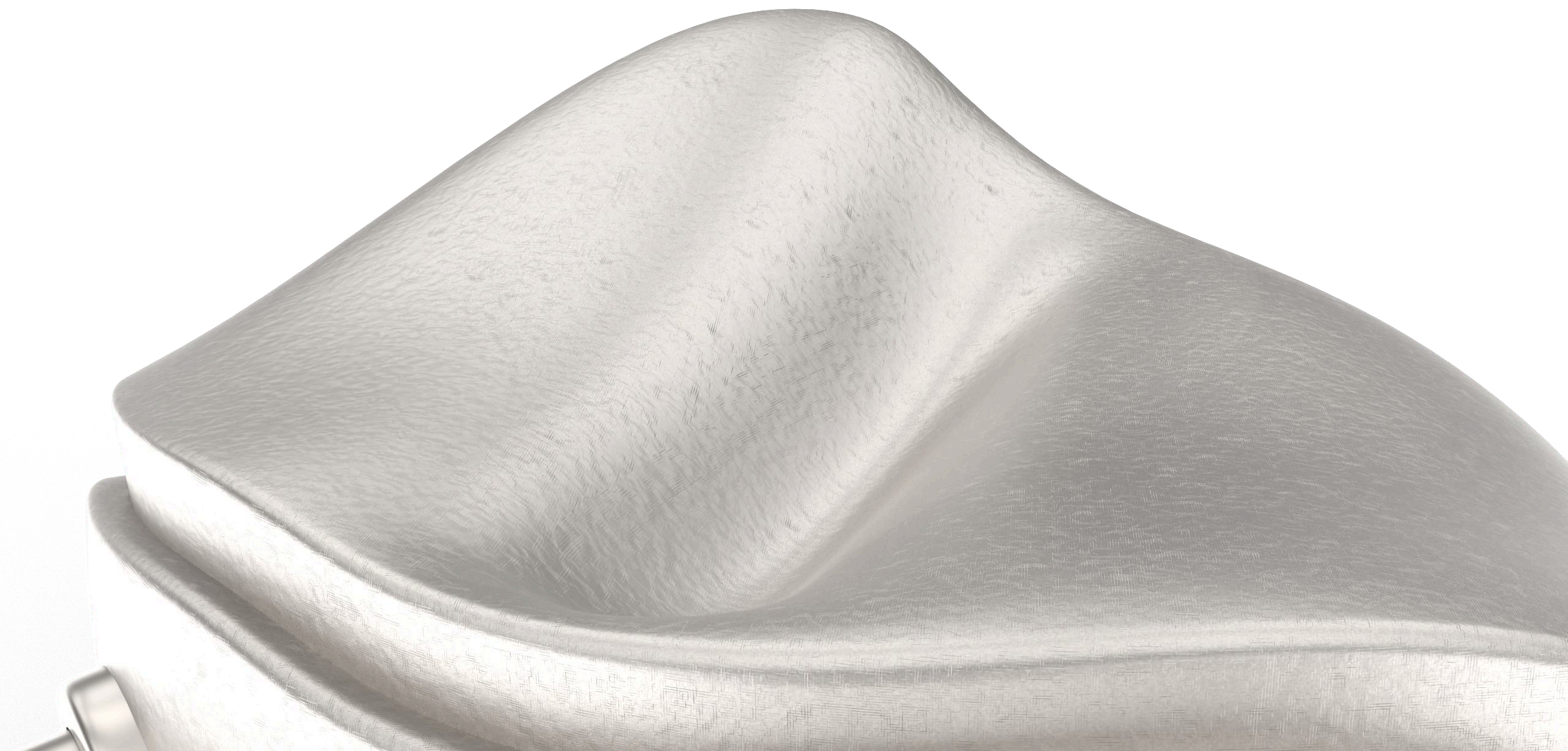
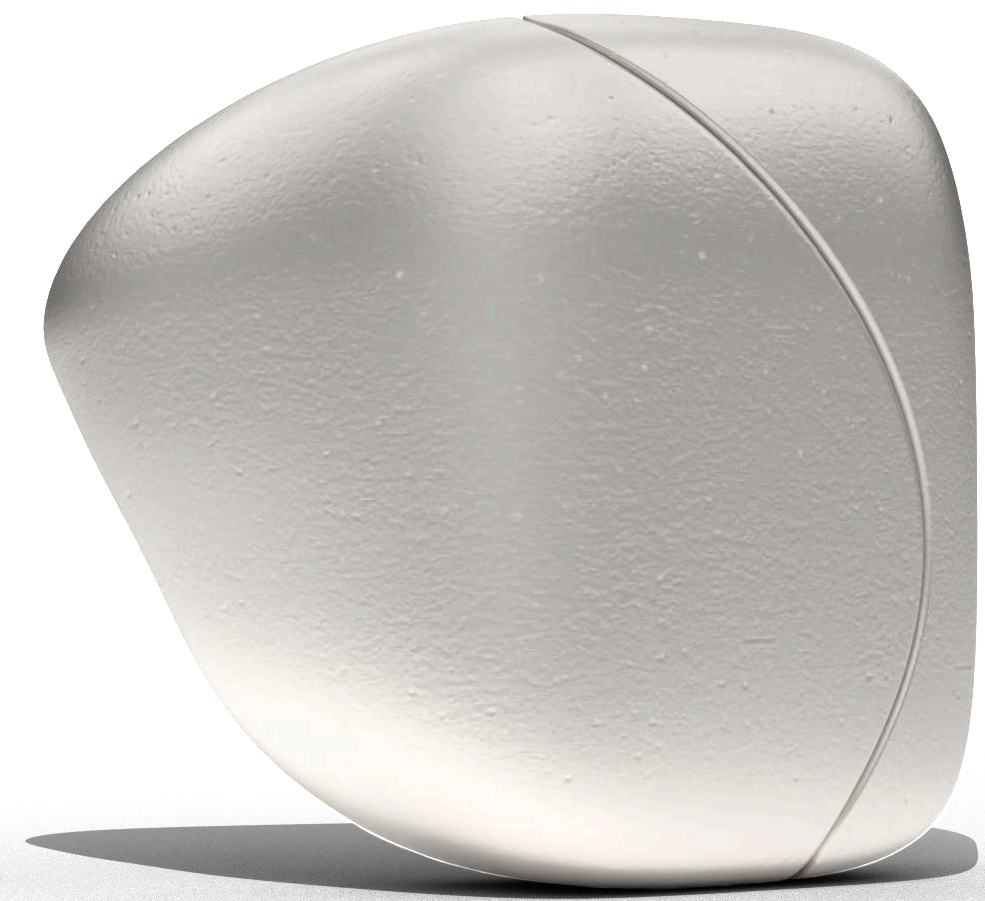
occupying a position at, or on both
sides of, a boundary or threshold.



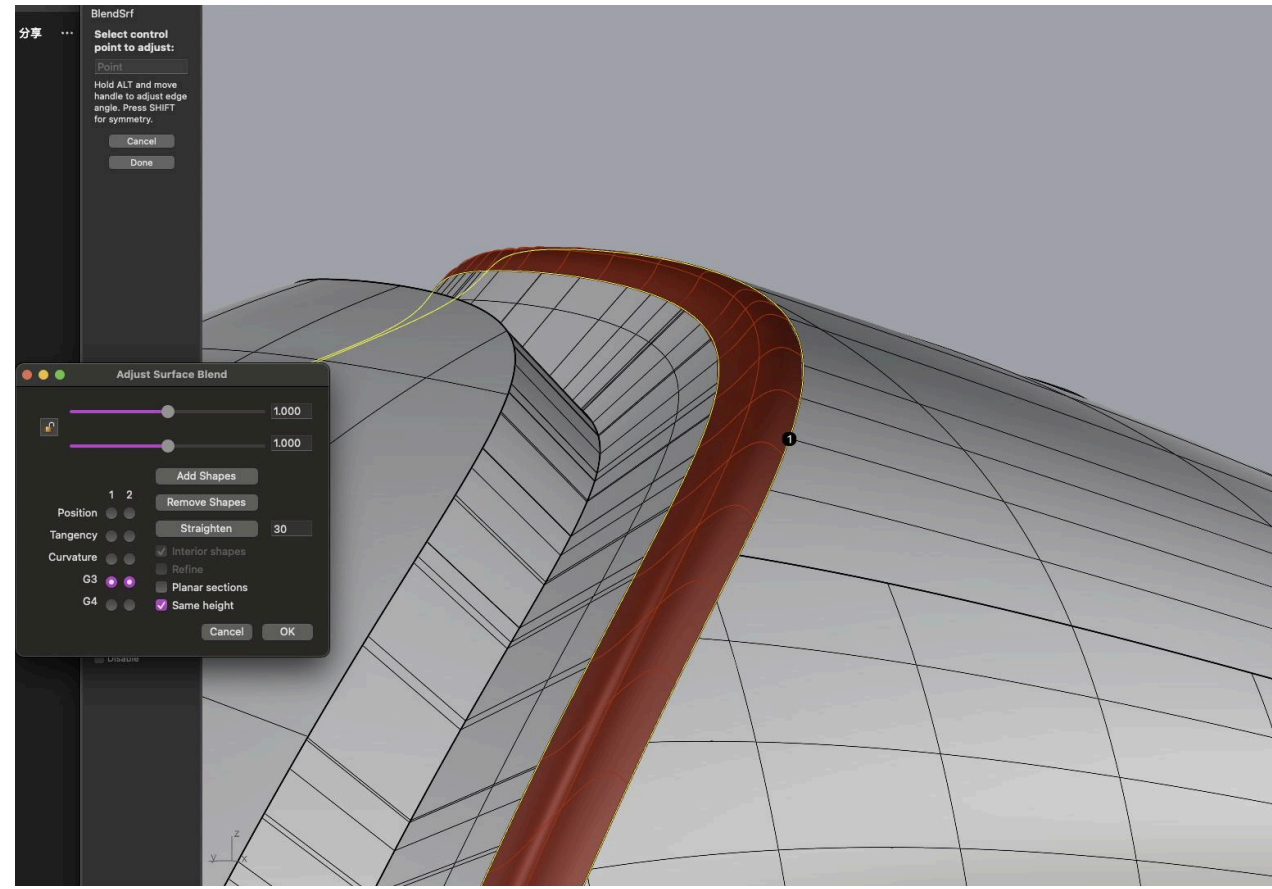


perfume, unnamed

AI-assisted hero visual created using LovArt.ai;
Art direction and 3D modeling by Bryan Xu.

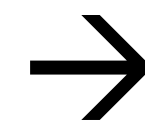
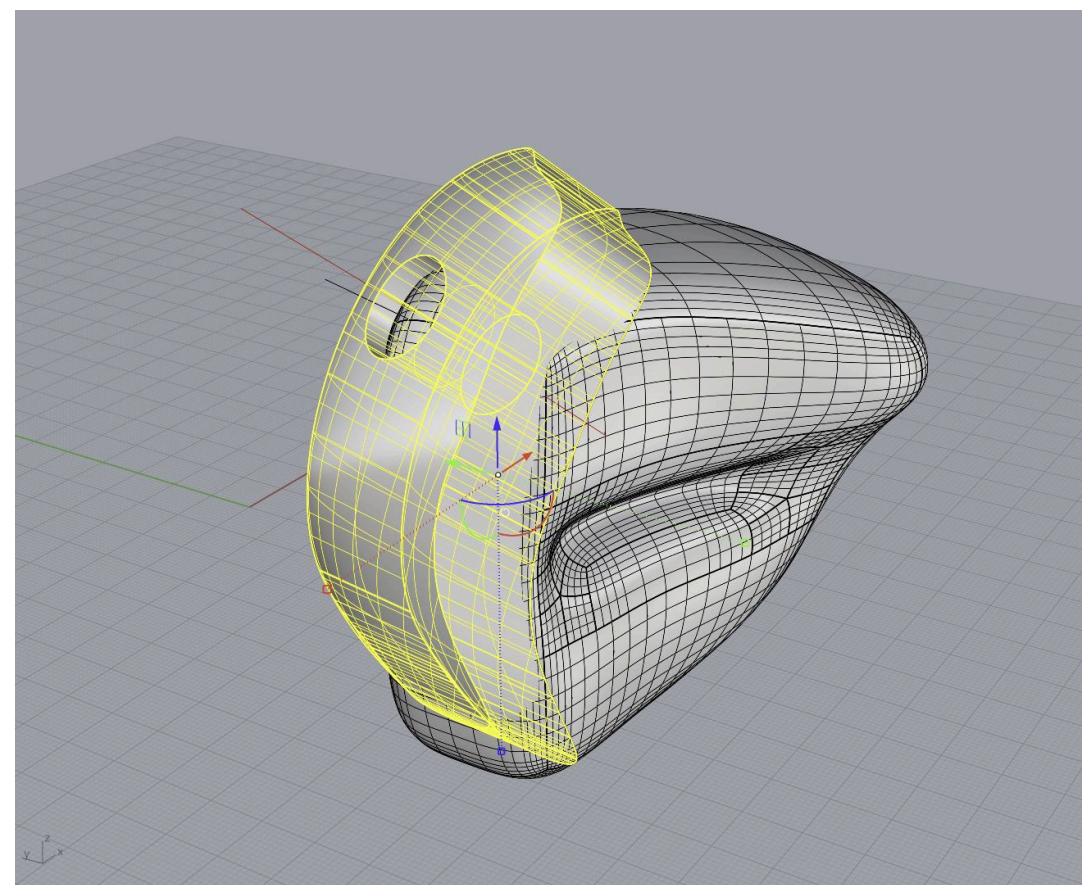
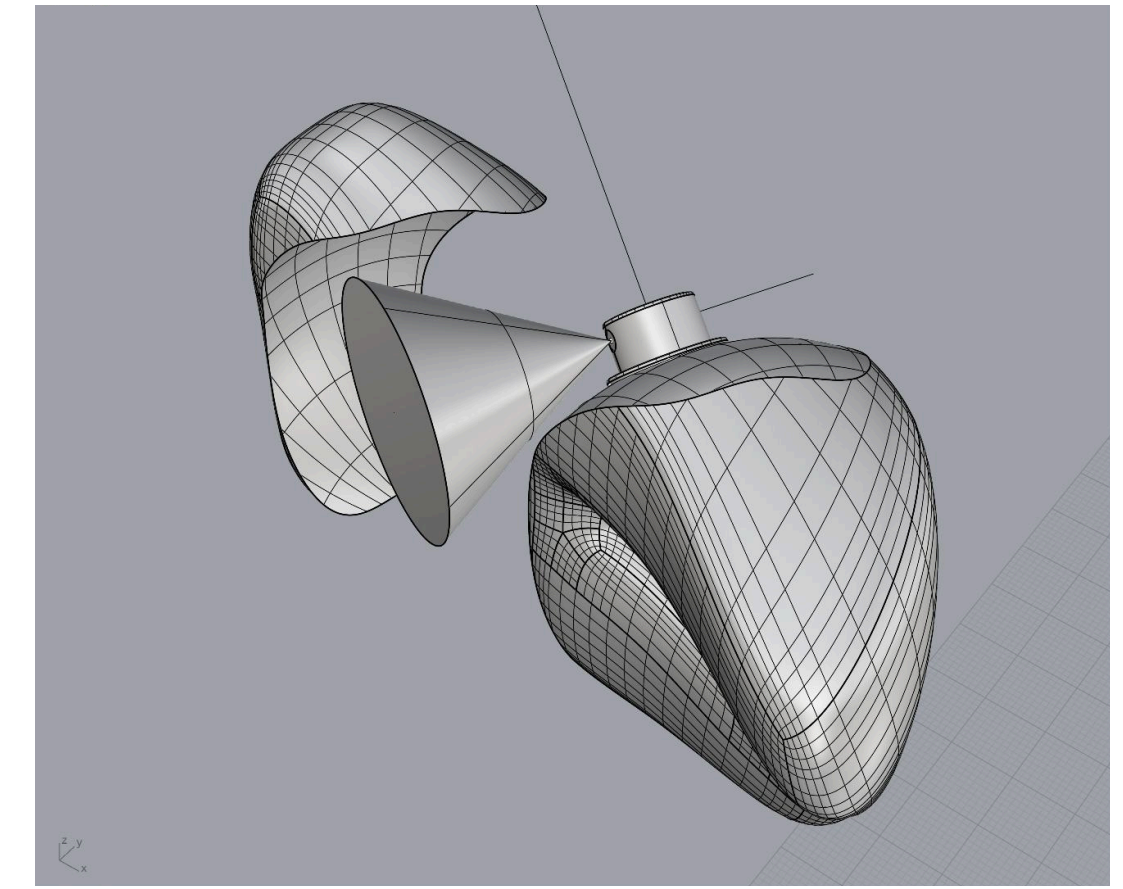


Liminal Objects / Modeling

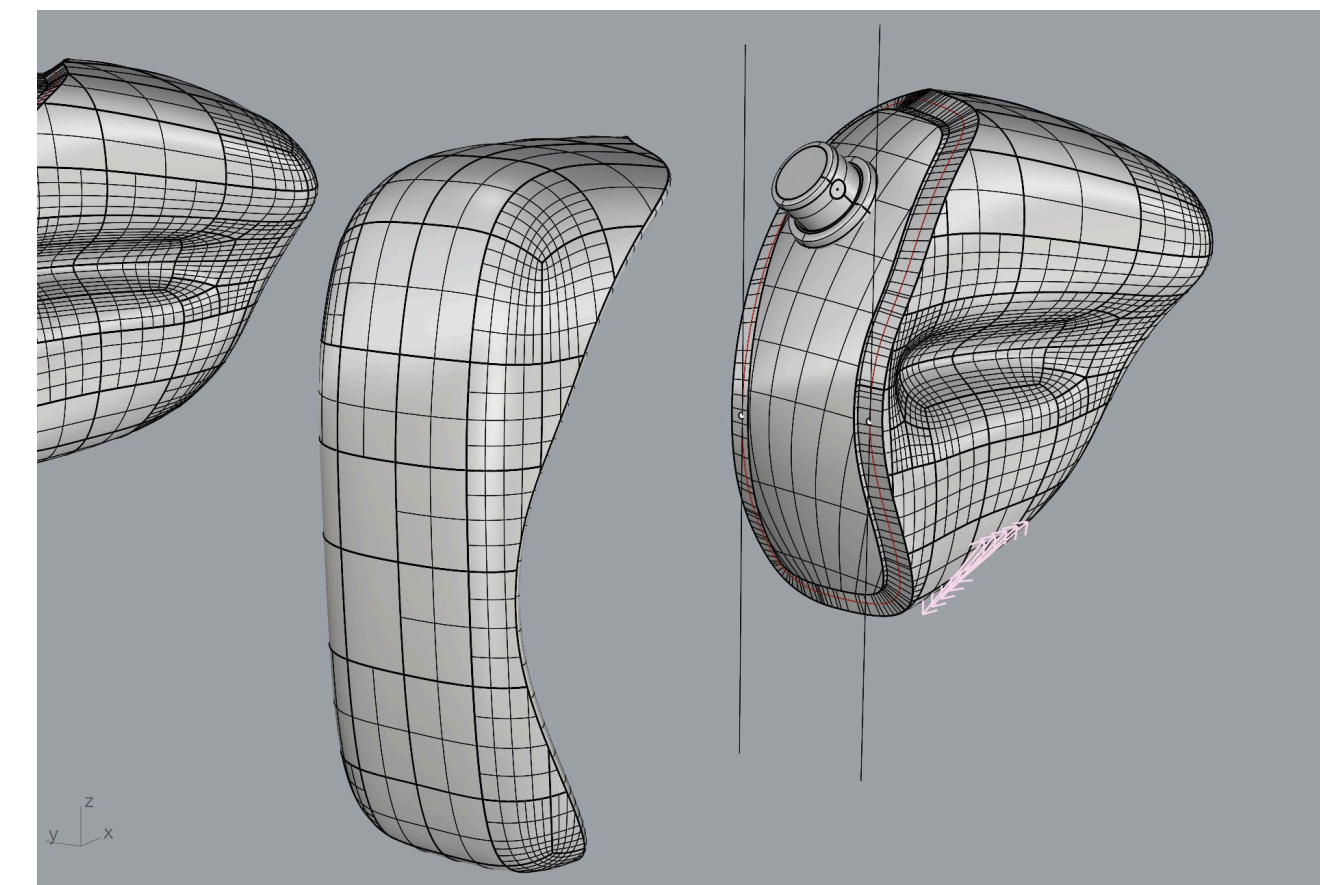


Using Rhino:
SubD + NURBS for
surface creation;
G3 smoothness
at intersections

Nozzle spray
geometry
verification



DfM modeling:
Cap extrusion geometry,
false (slanted angle caused
jammed cap) to working





Final 3D-printed prototype

Ombro / Research

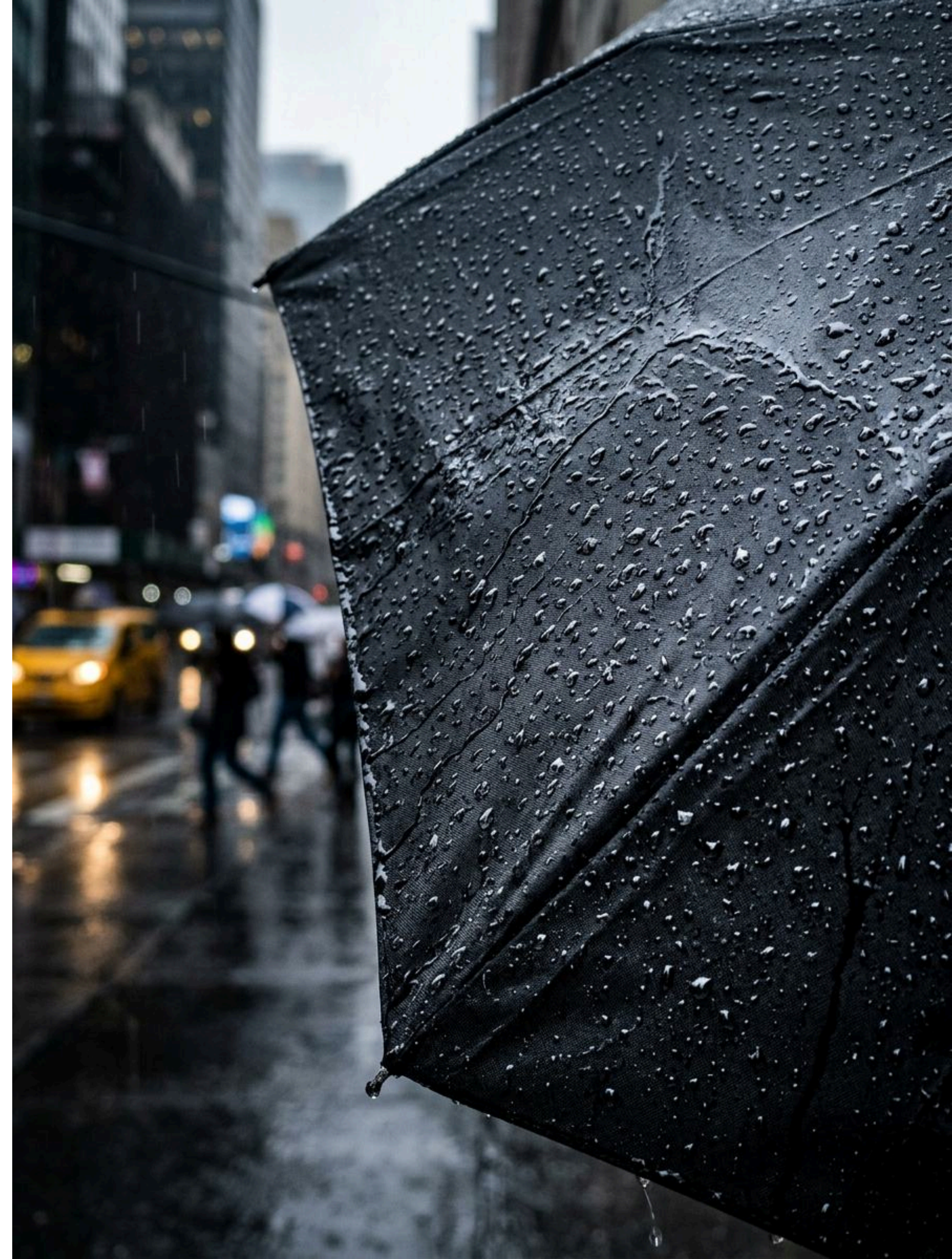
Ombro (WIP)

Jun-Aug 2025 (Unfinished)
Research-based product designer

Rhino

A reimagining of the conventional umbrella through ergonomic research and coverage-driven design, reframing it as a more intentional everyday object.

AI-assisted visual created for conceptual atmosphere using Nano Banana



Admit it.
Regular
umbrellas
have
imperfect
grip.

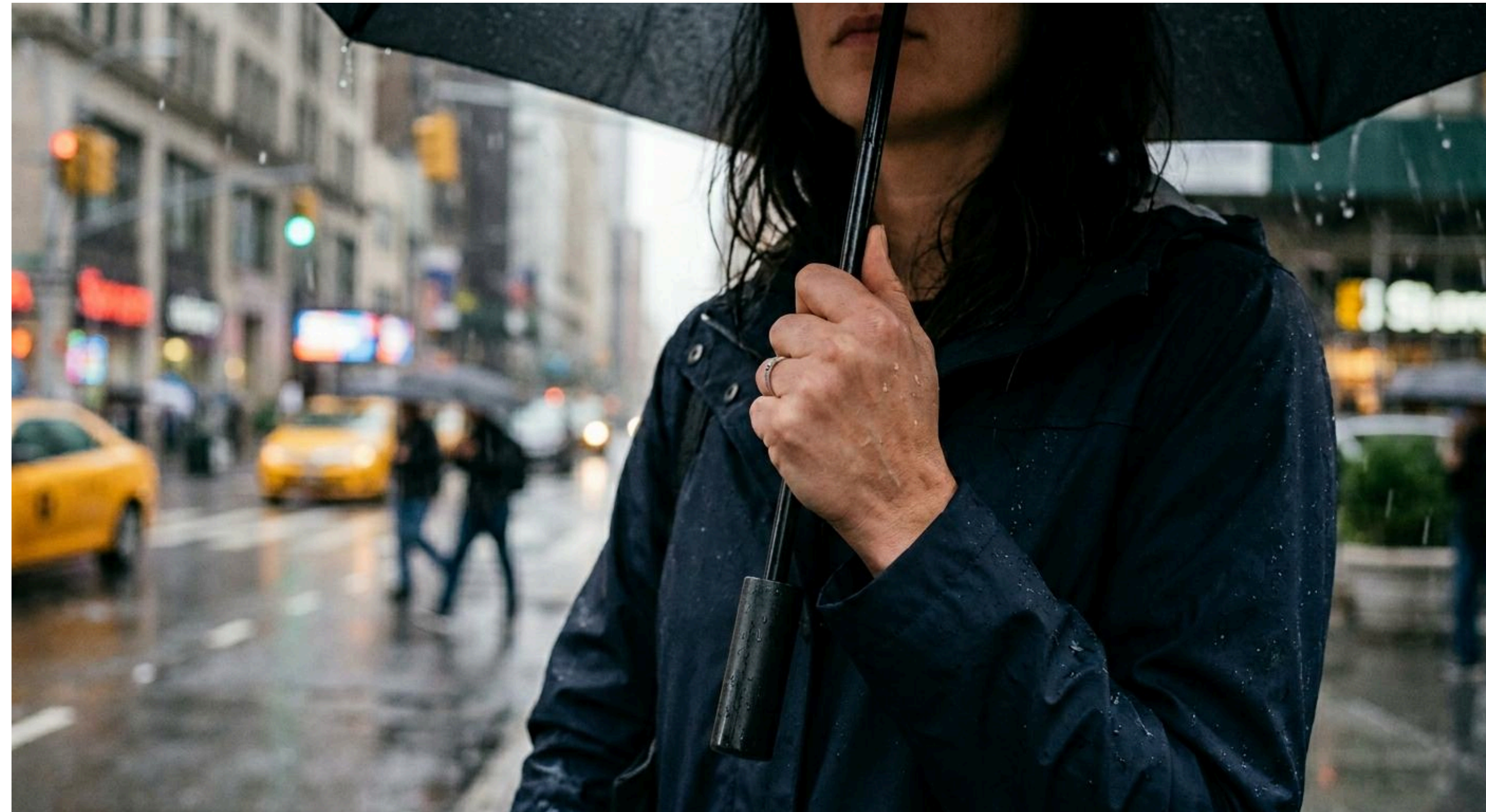


Close canopy control often means a tightly bent elbow

Side or rear coverage forces awkward arm positions

Long lever arms increase torque and grip fatigue

Forward/backward angling bends the wrist out of neutral



Wind pushes users to choke up on the shaft

Round canopies leave some areas exposed and others overextended

In crowds, wasted canopy overhang becomes a collision risk

One fixed setting cannot adapt to different bodies, weather, or fatigue over time

From one perfect angle to an adjustable range

I began by trying to define the ideal umbrella-holding angle:

Find the most comfortable grip angle

Optimize posture in a fixed condition

Treat the handle as the main problem

Use form to “lock in” a better grip



Most ergonomic references isolate 1 variable at a time:

Wrist angle, grip type, handle orientation, muscle activation, or posture under a fixed setup

But real rain use is not fixed:

Wind and rain direction keep changing

Body size and arm posture vary by user

Bags and crowds shift how coverage is needed

Comfort changes over time, not just in one moment

A single fixed angle cannot work across all conditions

**The goal is not one perfect angle.
The goal is an adjustable comfort range.**

Existing umbrellas already prove people want adjustment — but current adjustments solve storage, hiking, or sharing, not everyday ergonomic control.



Compact umbrellas

Collapse for storage, not posture



ShedRain Duo

Extends for sharing, but not for ergonomic handling

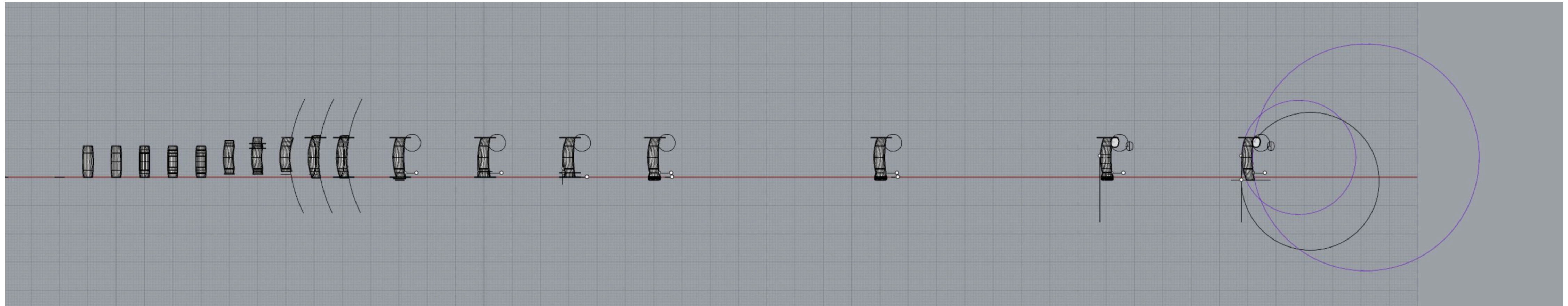


Euroschirm Handsfree

Twist-to-unlock mechanism adjusts height for hiking/ mounting, not quick handheld control

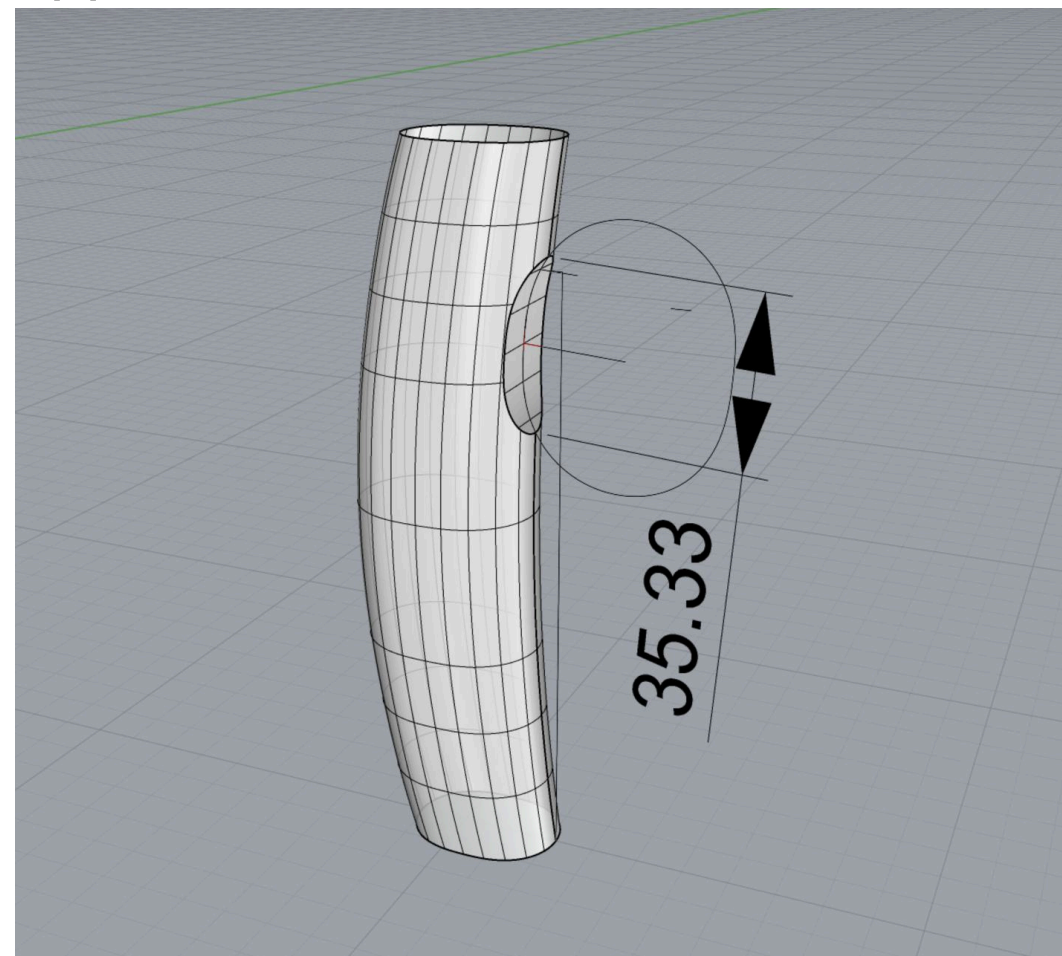
Ombro

adjusts for ergonomic range: closer canopy, better angle, less body compensation

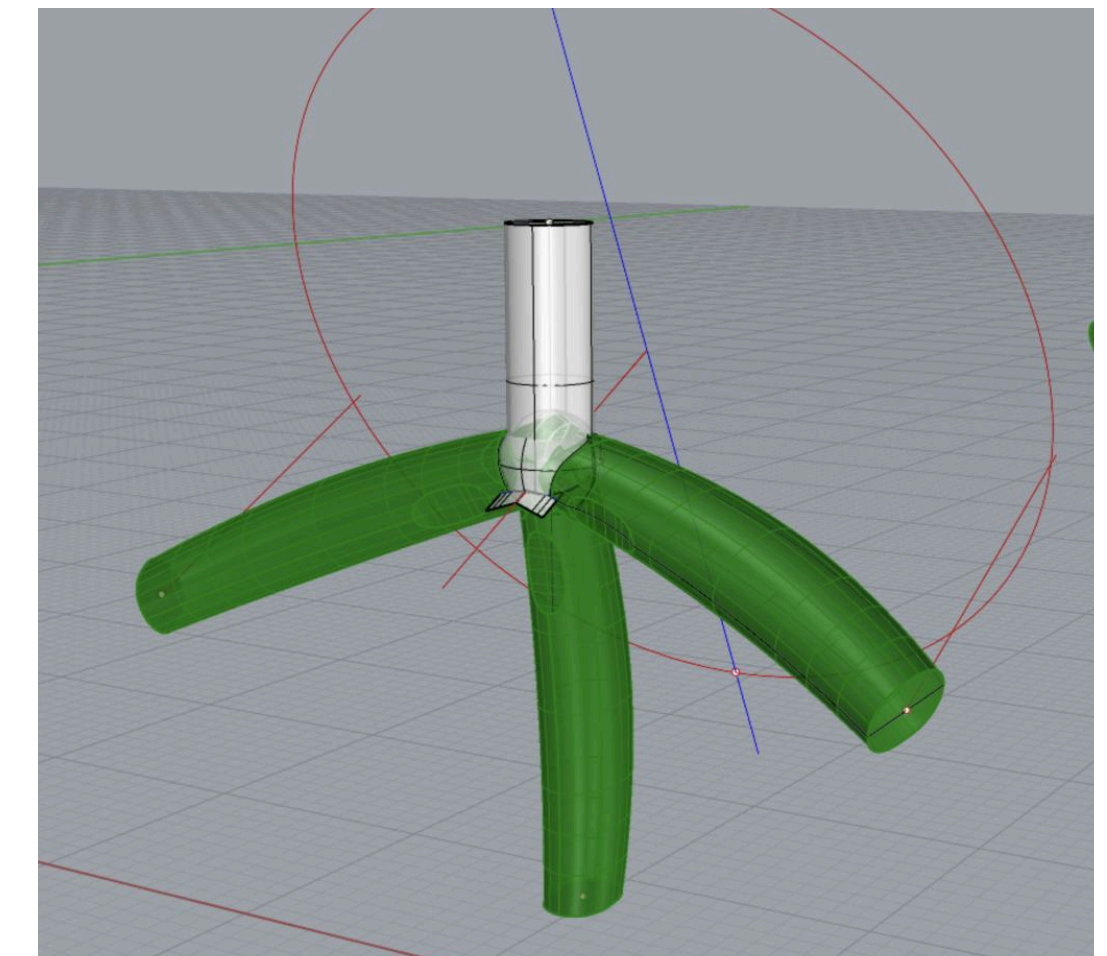
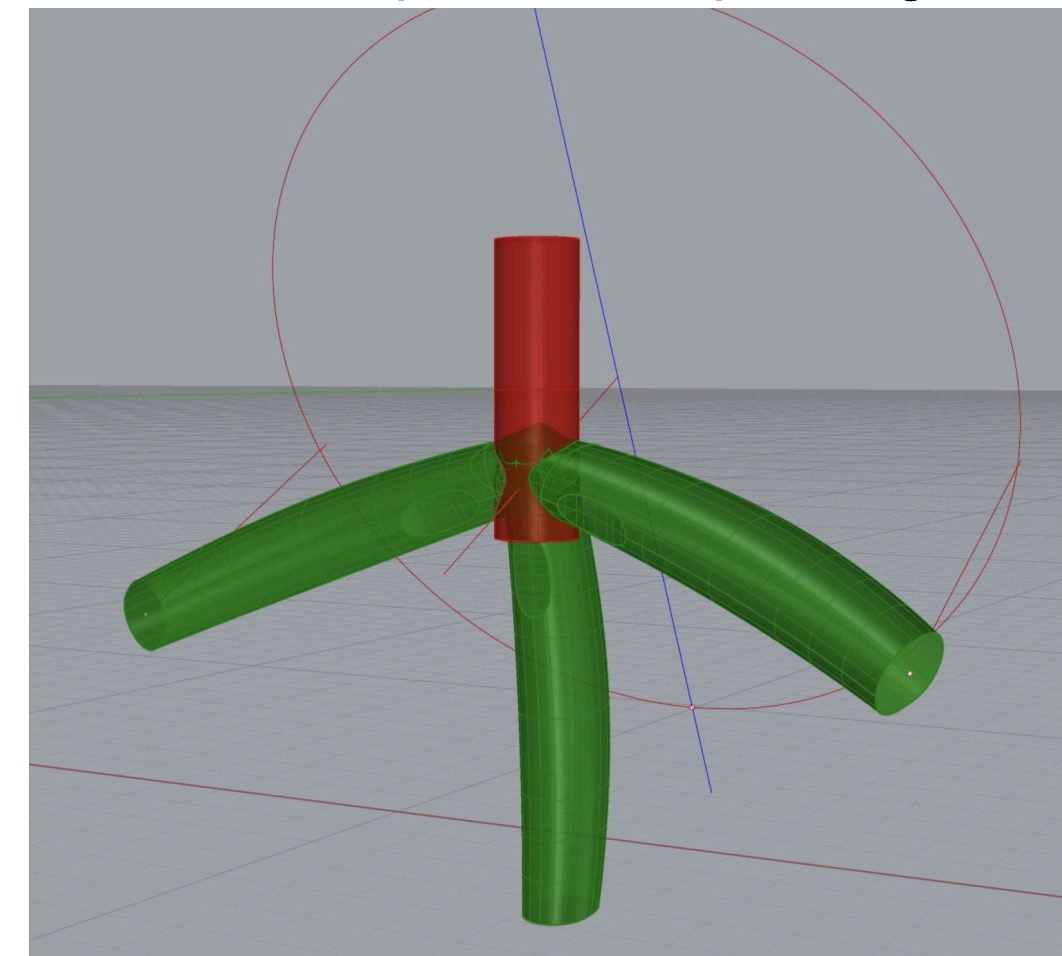


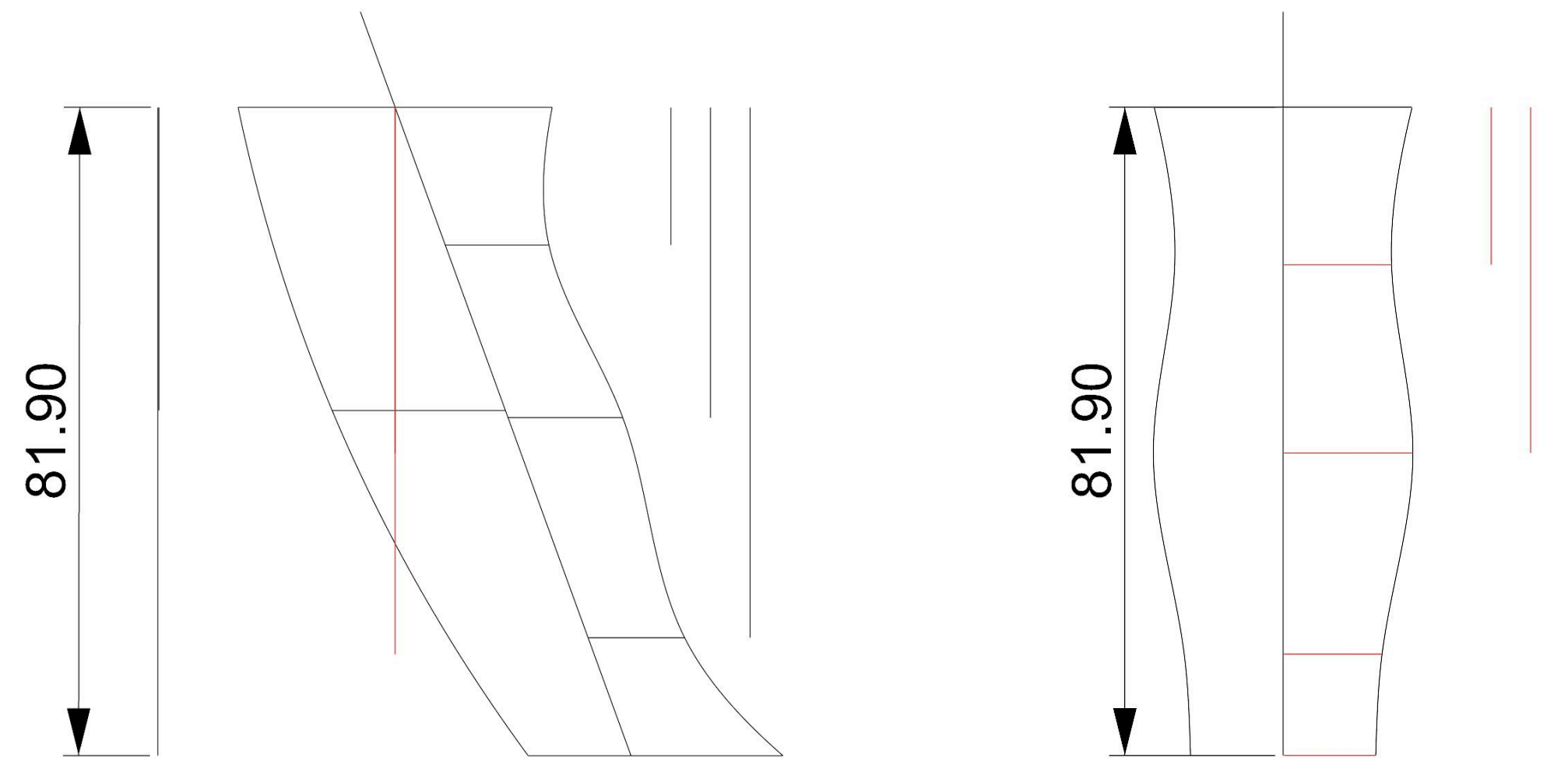
Early exploration iterations of an “ideal” handle that minimizes fatigue in the hands

Close-up: Indentation for index & middle fingers for supposedly more secure grip;
arced silhouette to fill out palm on opposite side



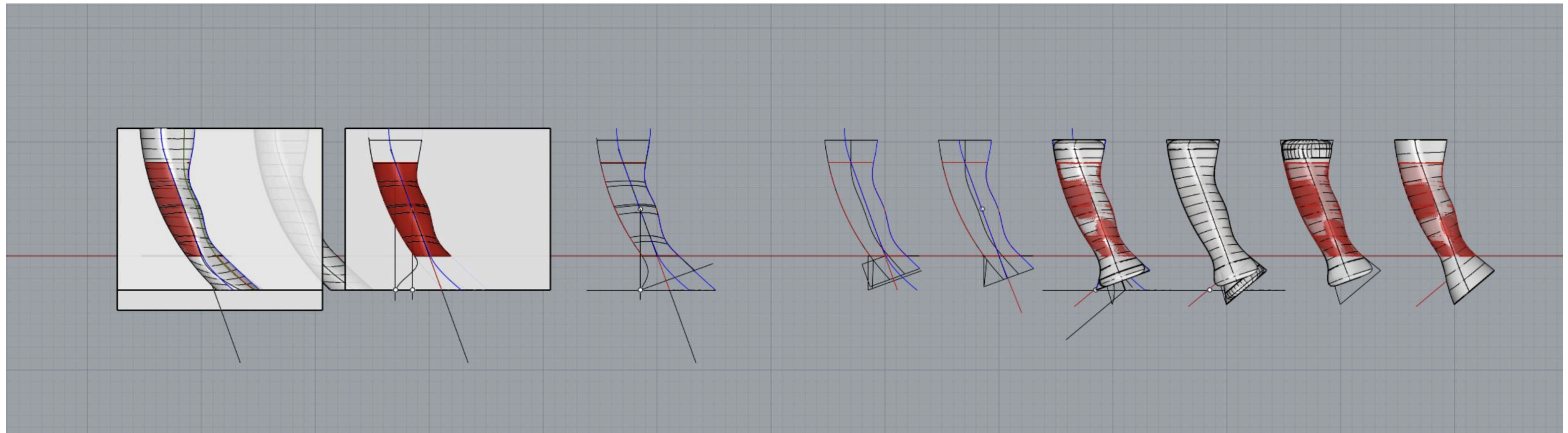
Geometric exploration of pivoting handle for ambidextrous use



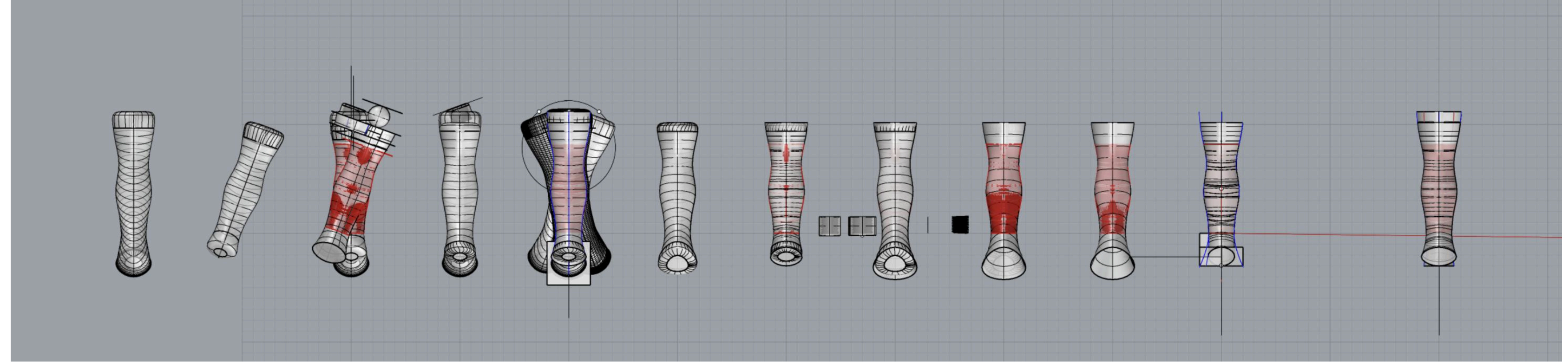


Orthographic drawings of “ideal” handle silhouette based on data in Wang & Cai (2020), *Hand tool handle size and shape determination based on hand measurements using a contour gauge*

Further extensions developed based on this core

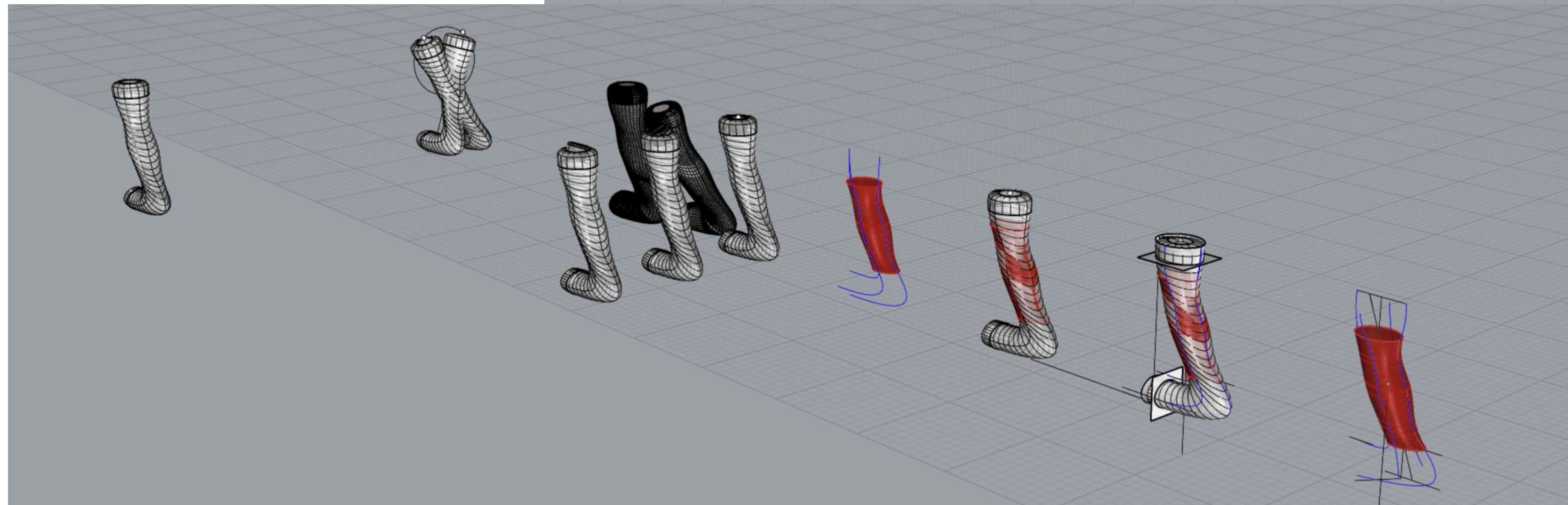
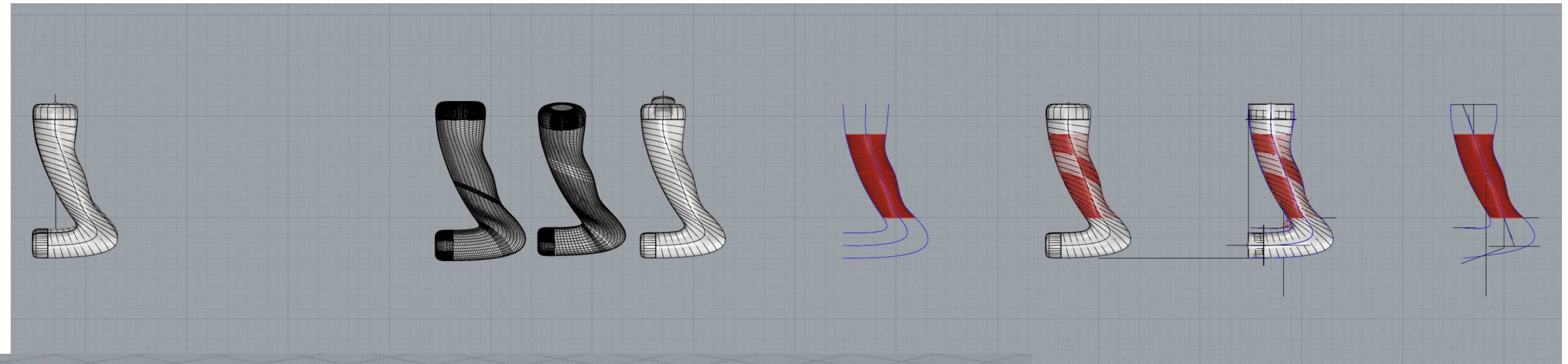


Ombro / Iterations



Further Iterations

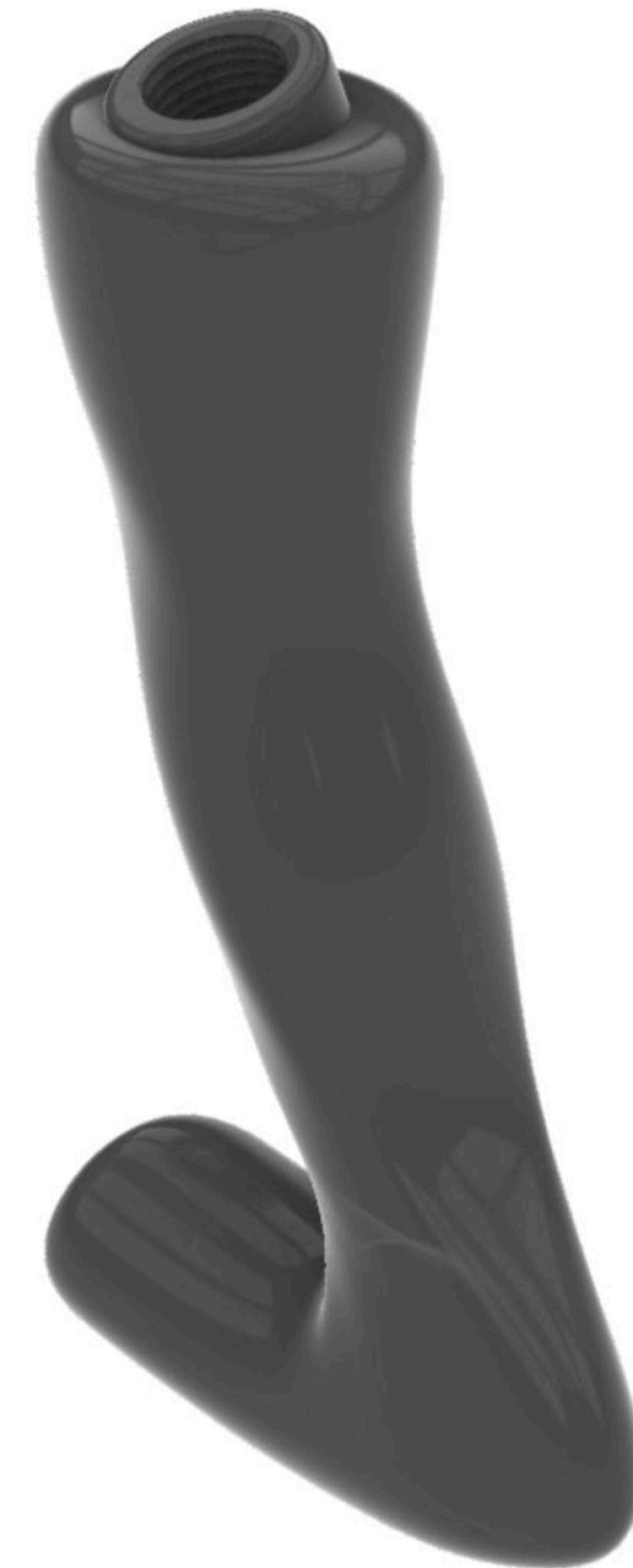
Elongated at the bottom for inserting counterweight: pendulum effect providing resistance to wind torque



Test handle with tilted threaded mounting socket:

Meant to screw onto a regular umbrella for testing

Engineered with a 20° tilt to support a natural, light-pronation forearm posture when the elbow is bent and the forearm is held roughly horizontal.



The handle is not enough

The real design opportunity is the relationship between hand, shaft, and canopy.

Ombro reframes the umbrella as an adjustable relationship between hand, shaft, and canopy. Instead of locking users into one posture, it supports a guided comfort range across changing weather and coverage needs.

Key features to be implemented:

Adjustable grip-to-shaft angle

Variable shaft height / closer canopy control

Asymmetric canopy for optimized coverage

Foldable, compact geometry

One umbrella, all conditions

Everyday walking

Canopy close to body
More natural arm posture



Wind from the front

Canopy tilts forward
No need to choke up on
the shaft
Less wrist deviation



Backpack / rear coverage

Canopy repositions to
cover off-center body +
bag



Crowded sidewalk

Reduces wasted
overhang
Easier to control near the
body



How will it work?

Adjustable grip-to-shaft
angle

Adjustable angle
between handle and
shaft using a joint
mechanism

Guided ranges to quickly
dial in comfortable grips

Variable shaft height /
closer canopy control

Hands remain on handle
however far up you grip
the umbrella

Asymmetric canopy for
optimized coverage

Tailored for more
meticulous coverage

Works with adjustable
handle for ambidextrous
use

Foldable, compact
geometry

Joint also helps compact
carry

Adjustment is not only
ergonomic, but spatially
useful

Prototyping & Validating

Prototype:

Test hinge / ball-joint locking mechanism

Explore faster height adjustment than twist-lock systems

Refine folding behavior for compact storage

Build low-fidelity prototypes with hinge and canopy implemented

Validate:

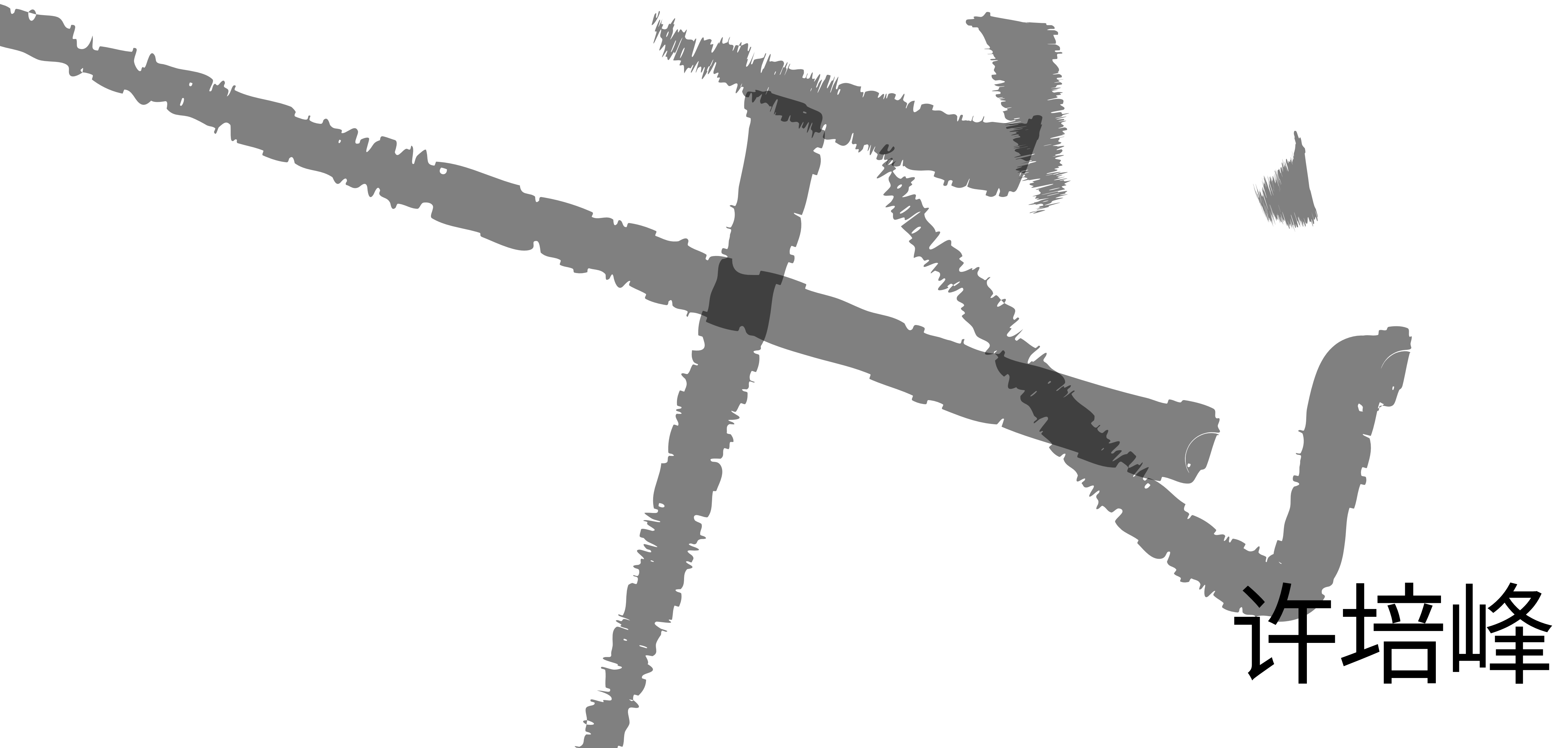
Test angle ranges with users of different heights

Compare wrist posture across grip positions

Measure perceived fatigue during static holding

Map coverage zones for body, bag, and sidewalk space

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