

Malik Sobgoui

Innovation / Design / Coding

Works 2020 - 2023



CHUV & insPoweredBy Abstract

Innovation / Art direction /
Graphic design / UX

2023

abstract



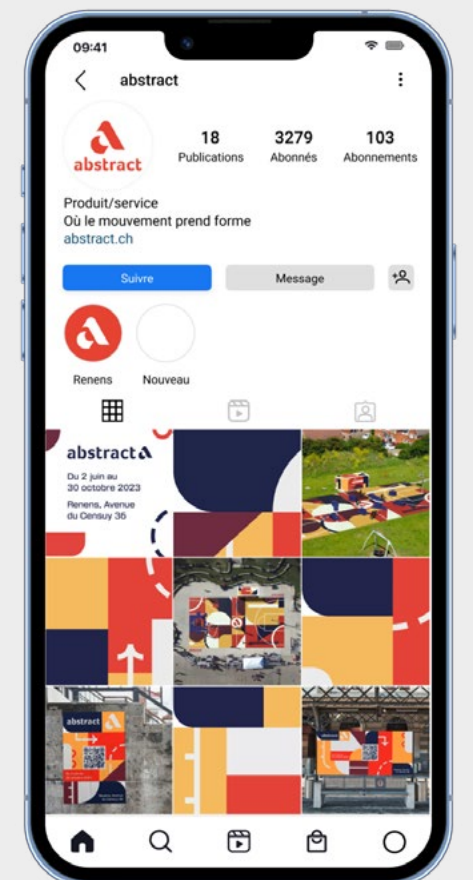
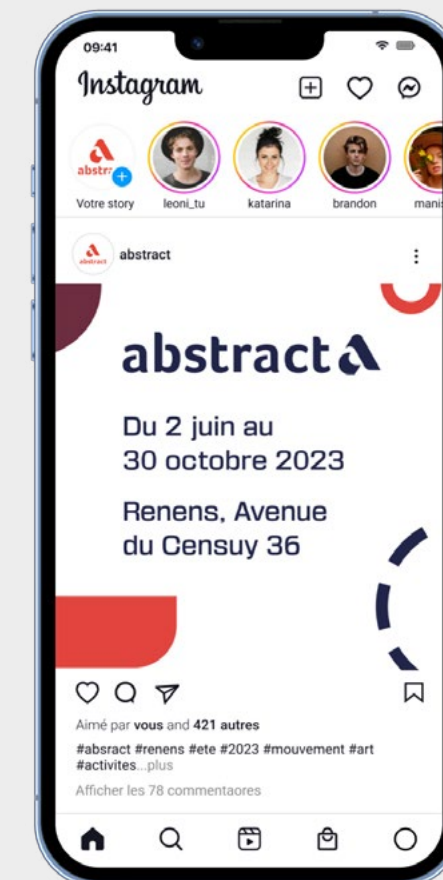
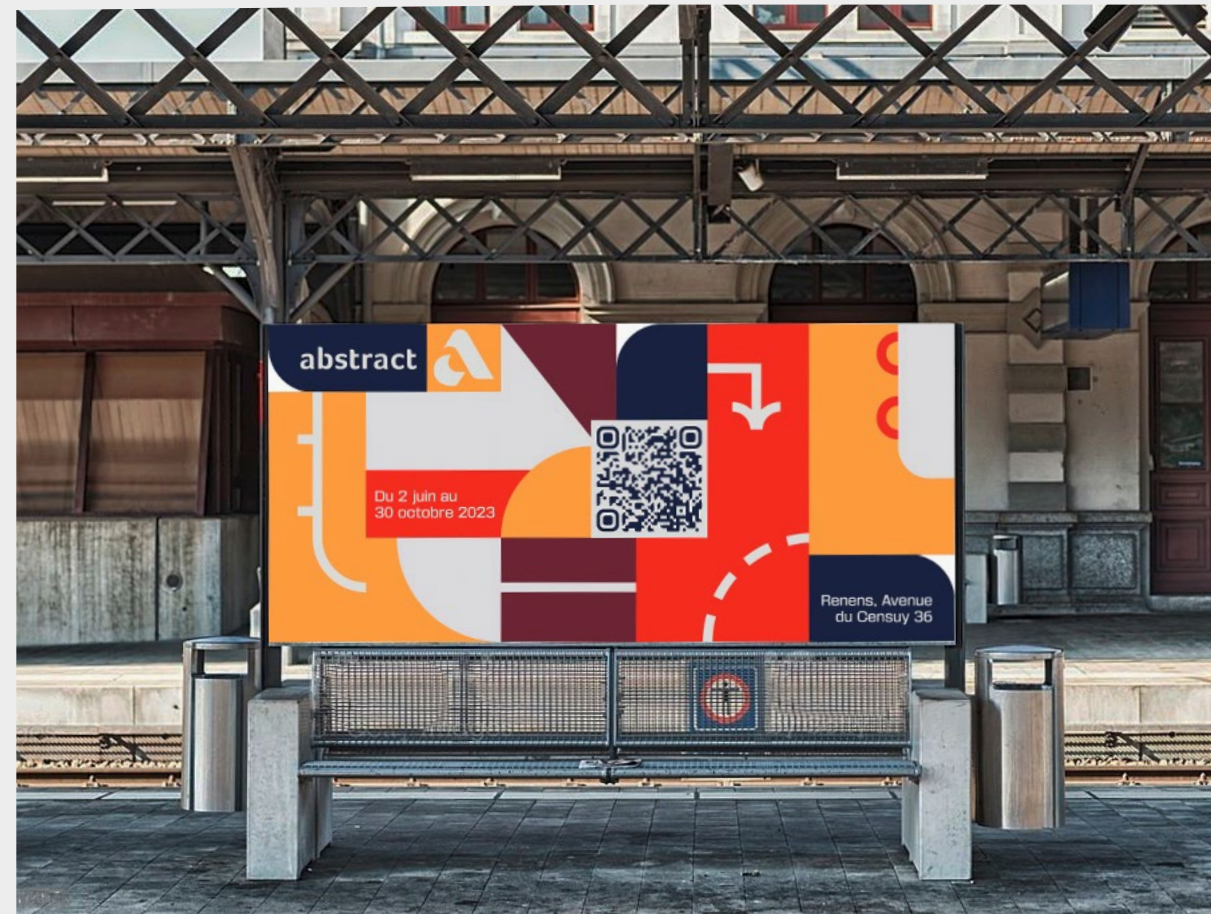
Du 2 juin au
30 octobre 2023

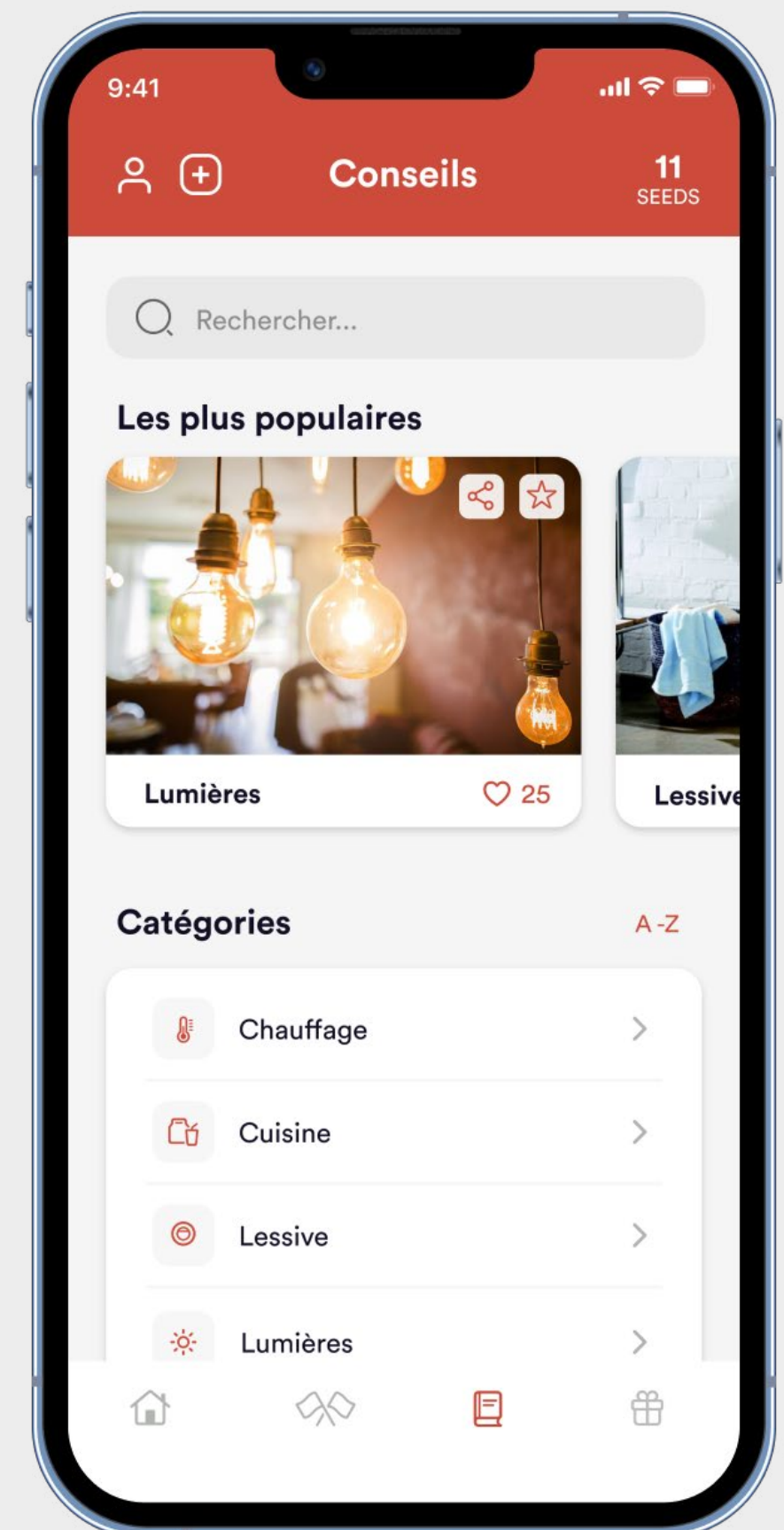
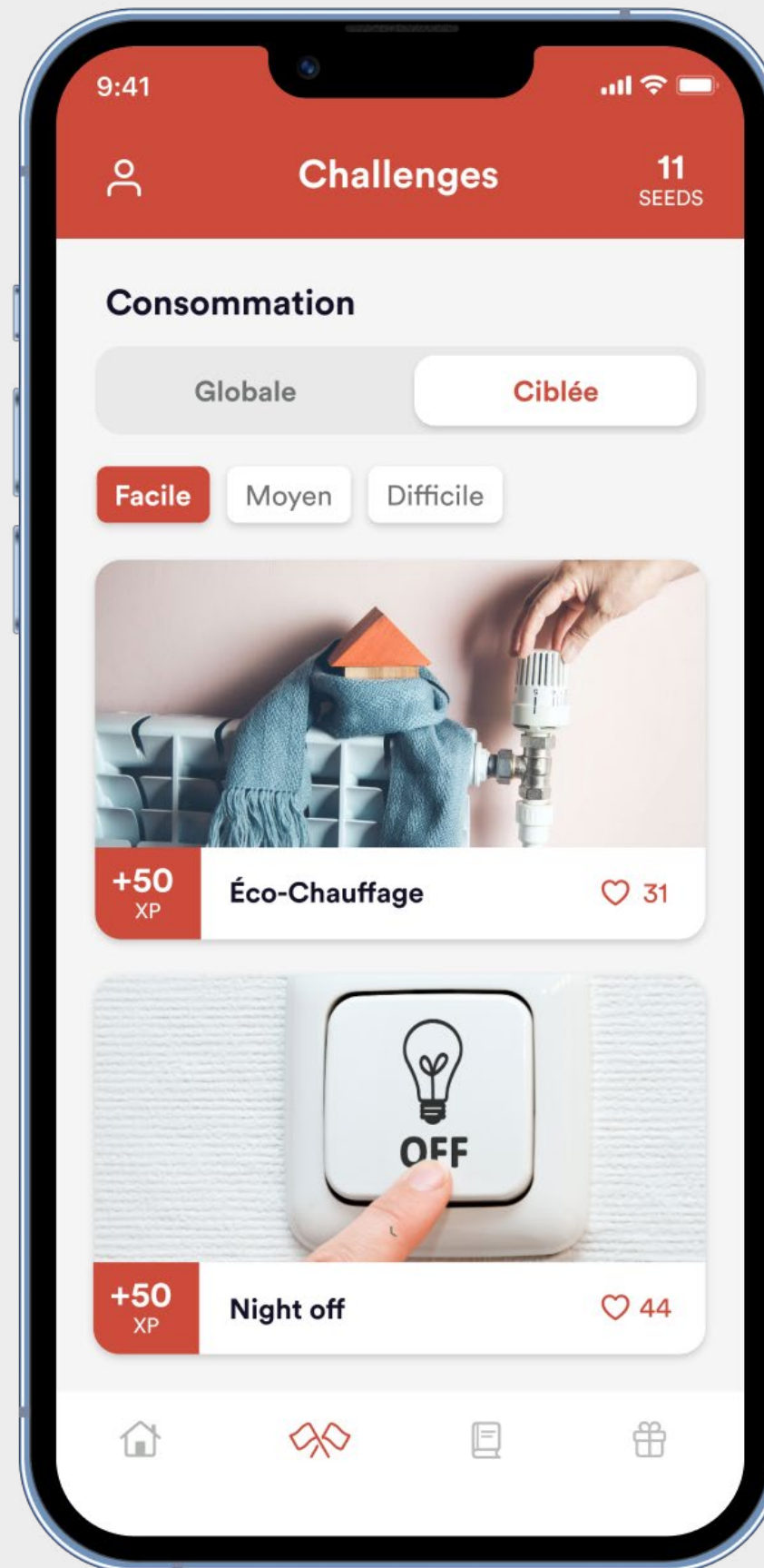
Renens, Avenue
du Censuy 36

Abstract is a project developed for the SportAdo center of the CHUV and insPoweredBy. Its objective is to fight against sedentary lifestyles among individuals aged 12 to 25 by promoting movement while creating community links. The realization of this project was done in parallel with the global project BOUGE, an itinerant meeting place and discovery centered around physical activity.

Abstract consists of a customizable field, endowed with a unique visual identity thanks to a colored fresco covering its entire surface.

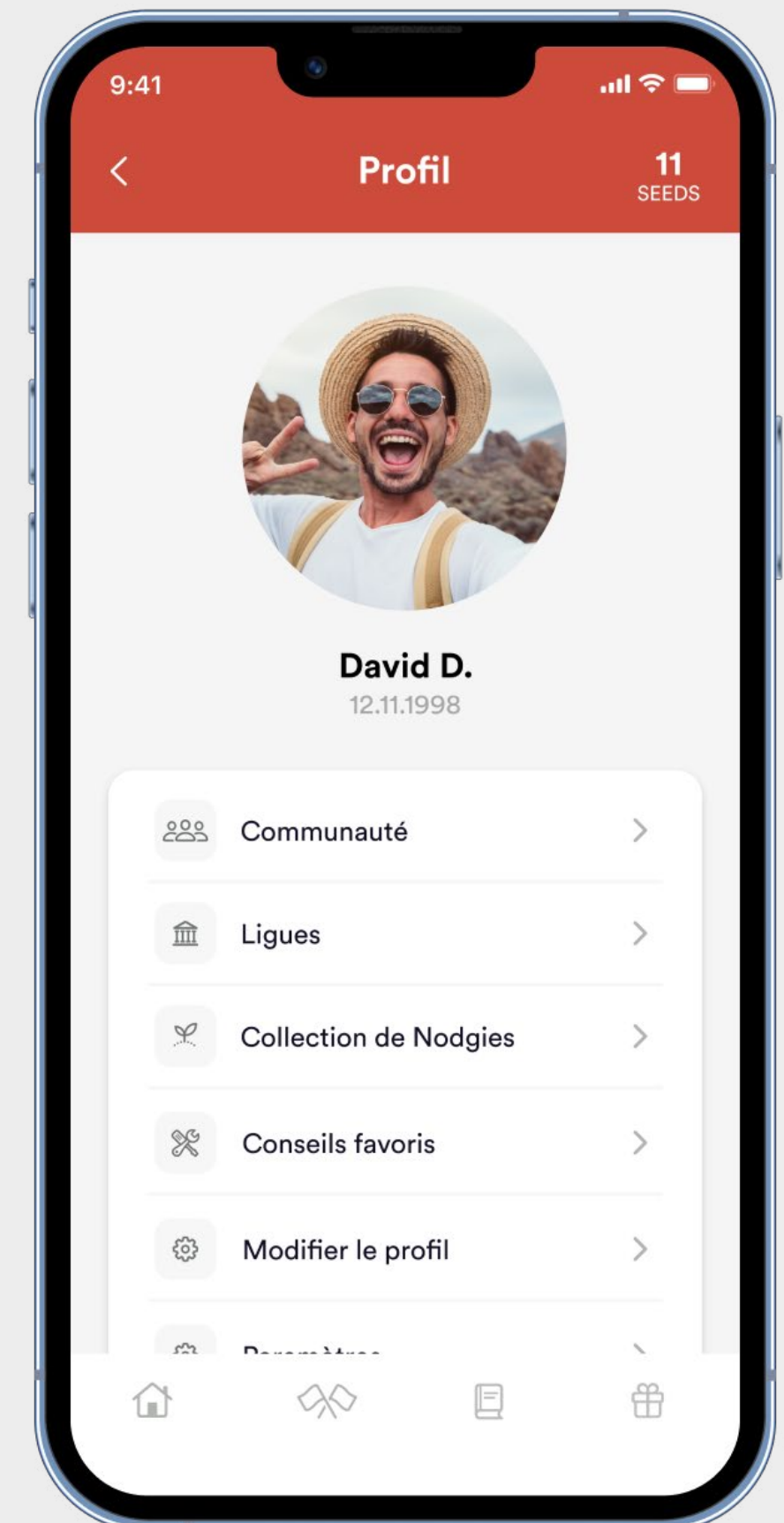
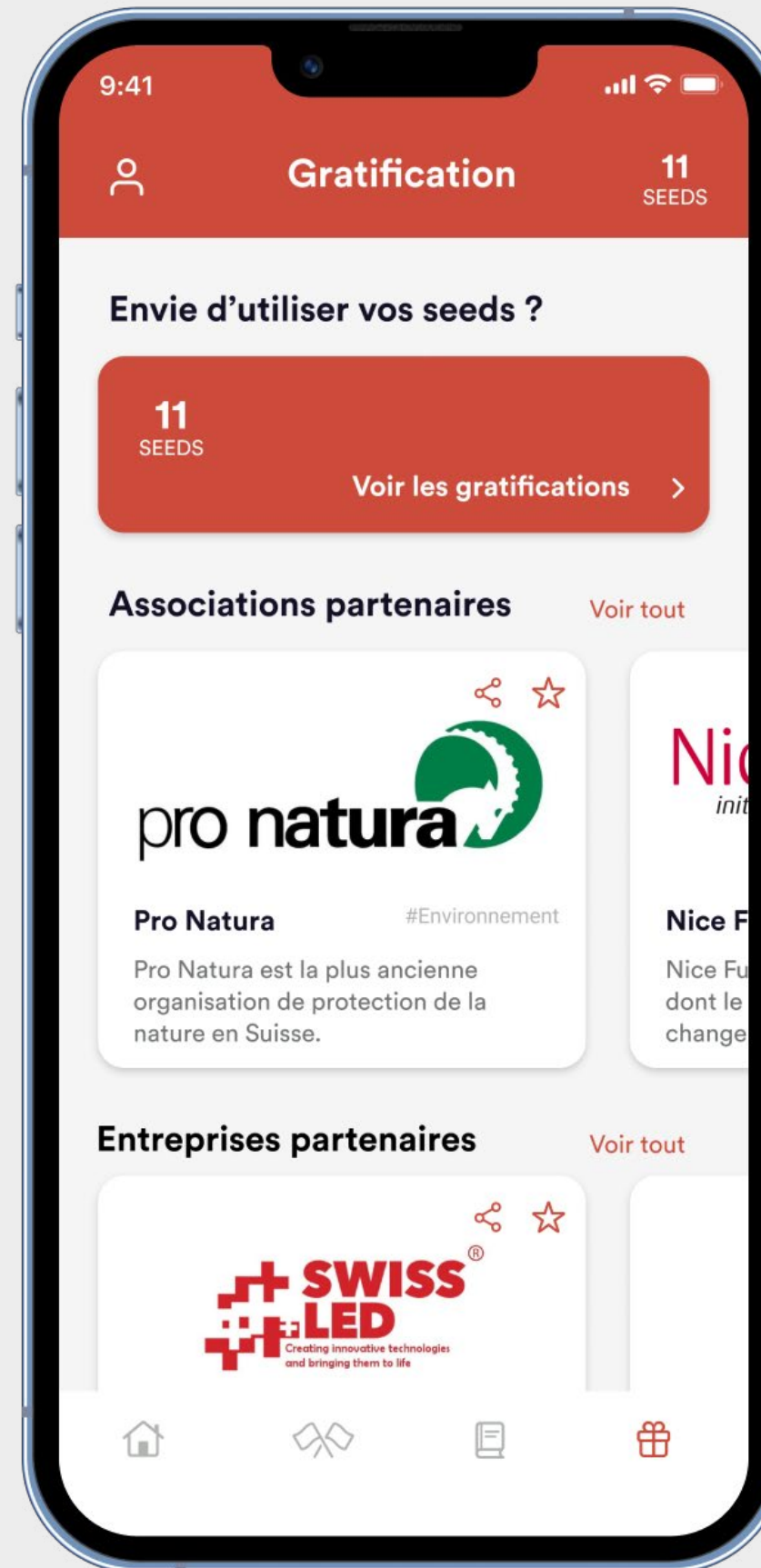
The Abstract approach is to accompany and energize the BOUGE itinerant project by proposing a space that stands out with a powerful visual identity.





Produced for SIE SA as part of the Innokick master program, Nodge is an application that aims to make users aware of their energy consumption and to encourage them to reduce it through fun challenges.

It allows users to set a monthly energy consumption target, to provide practical advice and to inform them about the consequences of their actions. It also rewards the efforts of its users with points that can be exchanged for discounts or donated to an ecological association.



China Hardware Innovation Camp (CHIC) – Roots

Innovation / UI / UX / Coding



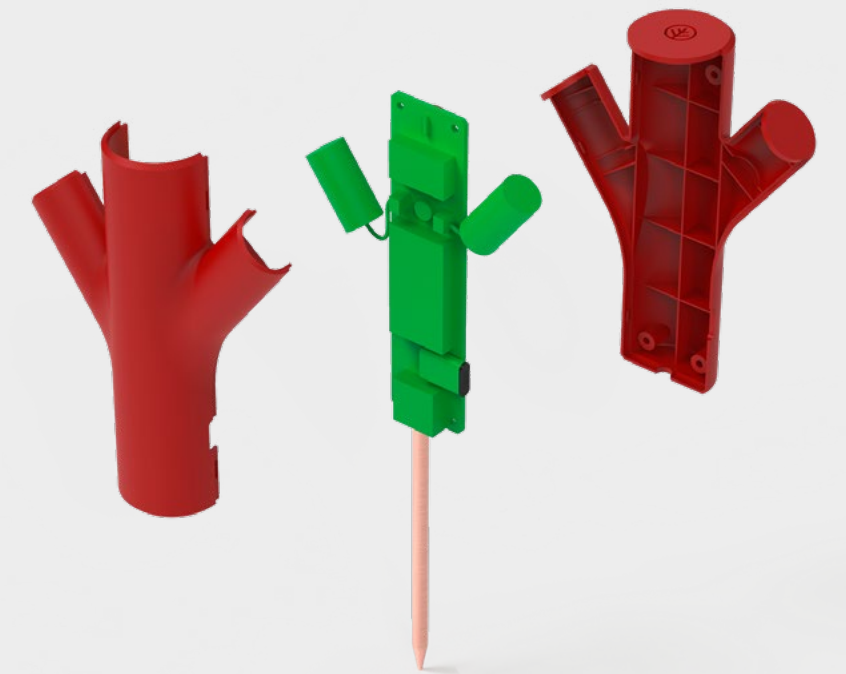
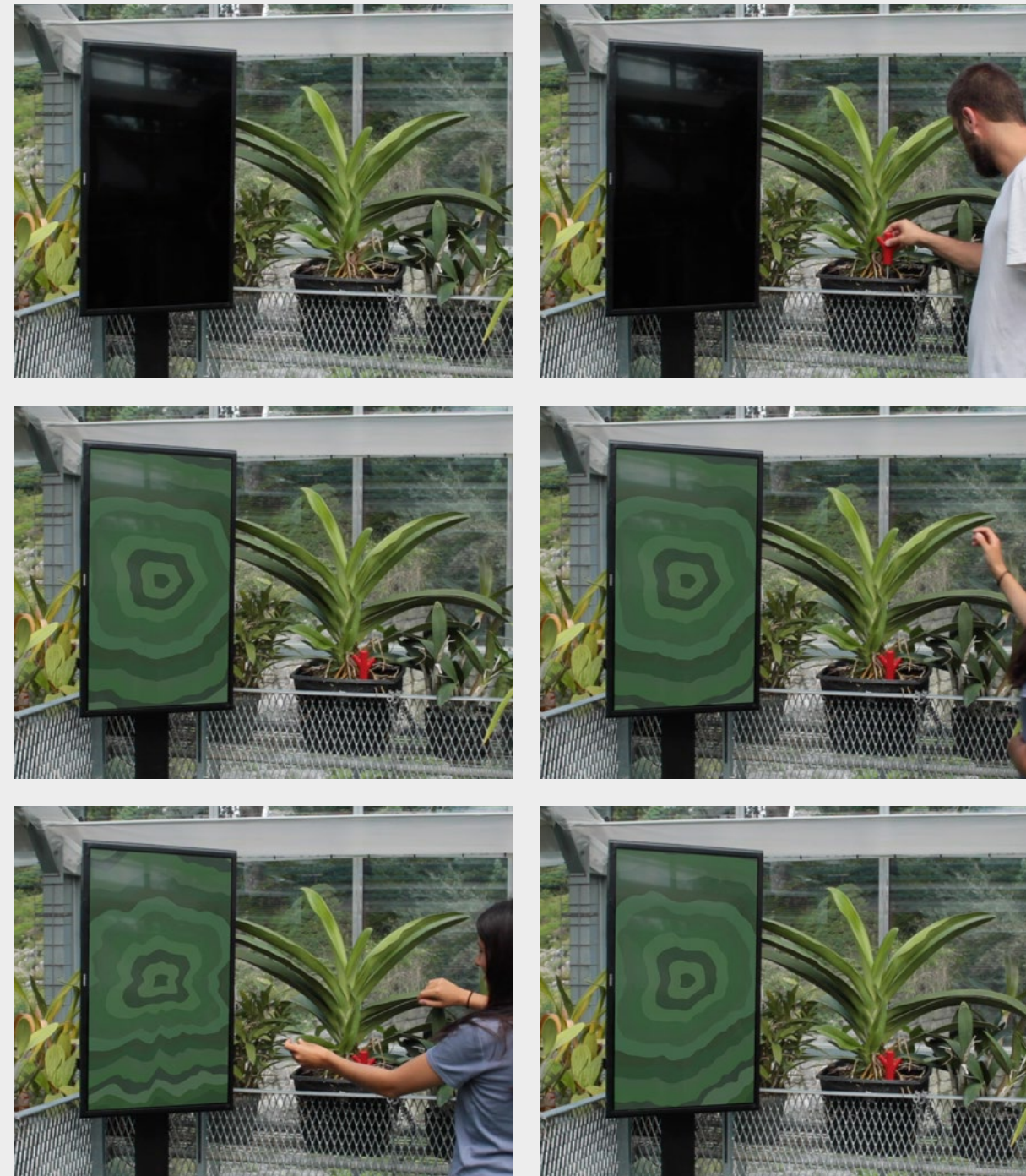
2020



China Hardware Innovation Camp is a multidisciplinary program that brings together students from the fields of economics (HEC), engineering (EPFL) and design (ECAL).

The goal is to have these three fields collaborate in order to develop an innovative connected product.

Intended for botanical gardens as part of educational visits, Roots acts as an interface between humans and plants by materializing the reactions to physical stimuli of the latter on a screen.



ECAL Diploma

Oblique Reasoning

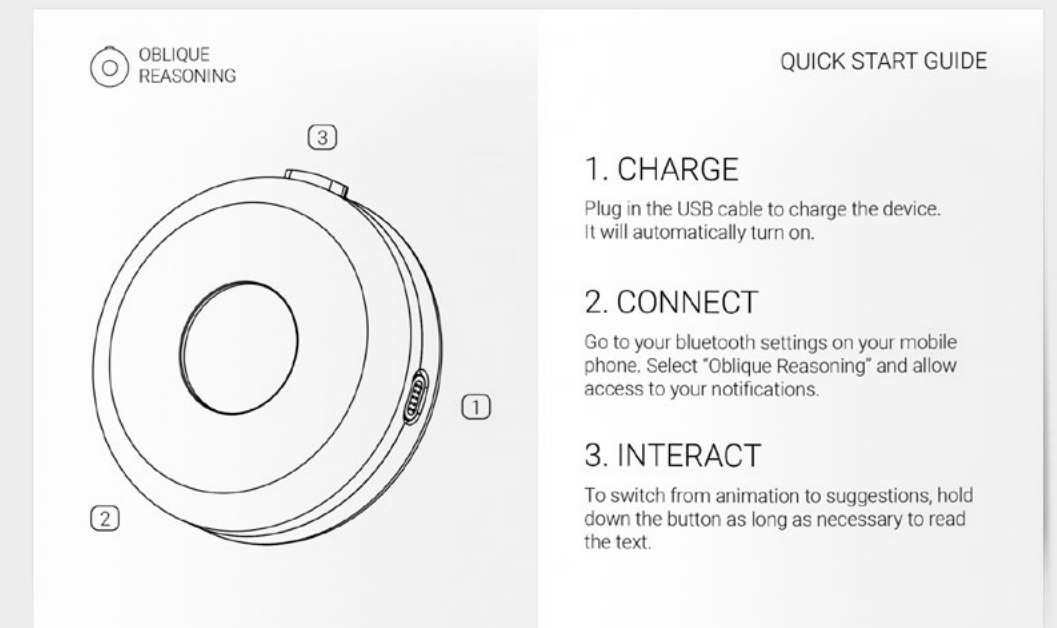
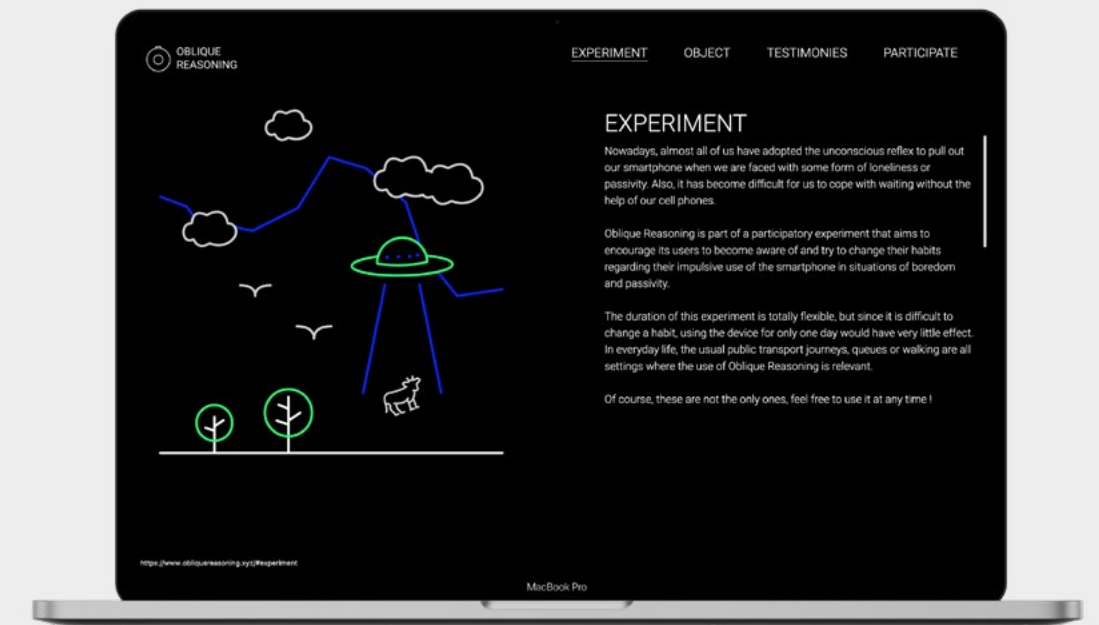
UI / UX / Coding / Illustration



Oblique Reasoning aims to invite users to question the notions of attention economy and FOMO (Fear Of Missing Out) while proposing, in the manner of Oblique Strategies, reflections and alternatives.

By recording unread notifications and quantifying them in units of time, this portable device offers us the possibility to step back and rethink our relationship with the smartphone.

Watch the video : [here](#)



Low-Tech?

2021

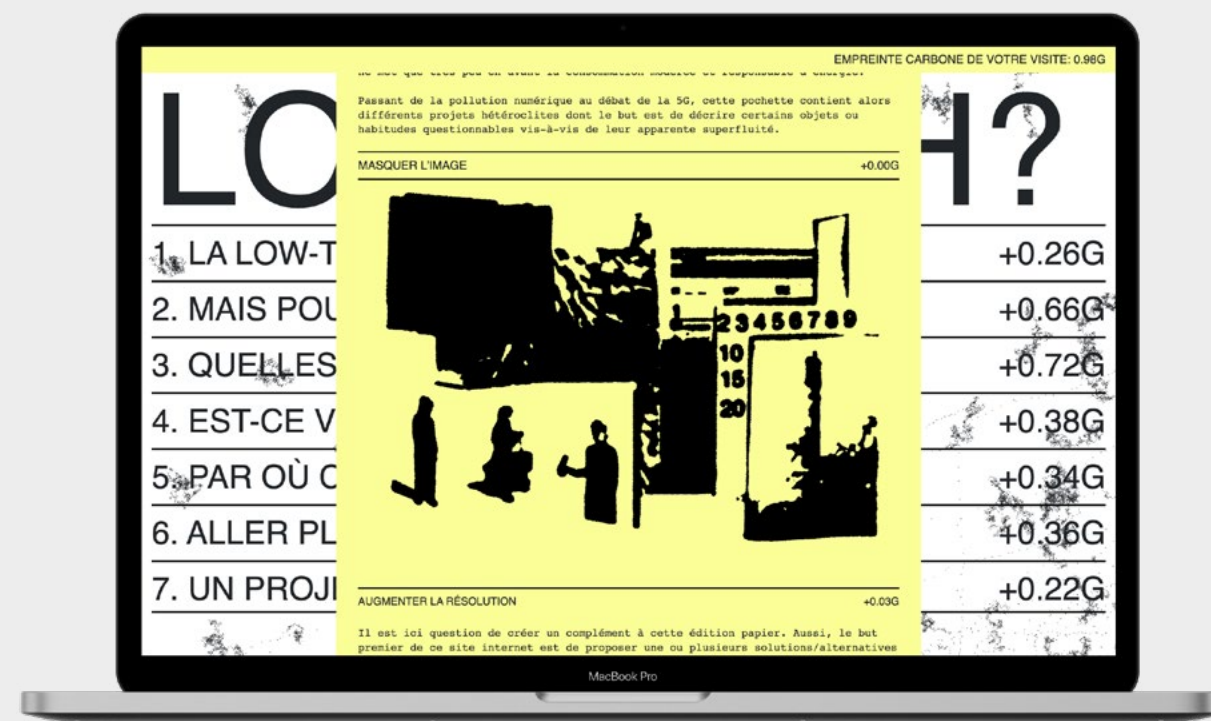
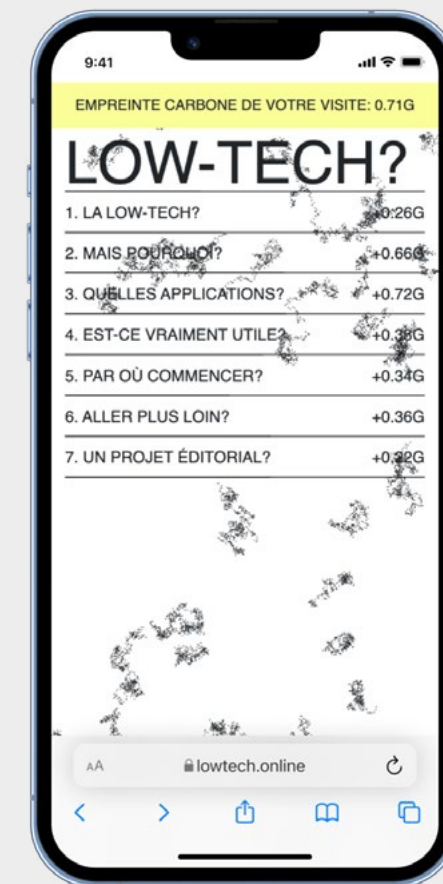
UI / UX / Coding / Graphic design / Photography



Low-Tech? is a multidisciplinary project realized in collaboration with a photographer - Justine Willa and a graphic designer - Julie Neuhaus.

The challenge was to highlight one of the 17 sustainability goals established by the UN. In our case, it was to reduce its energy consumption.

Composed of a website and a folder including three editions, five postcards, a poster and a leaflet, this project exposes the contradictions of an ever more energy-intensive world while raising awareness on the importance of the energy challenge for the years to come.



Here & There (MIT x MID)

Wavelength

UX / Coding



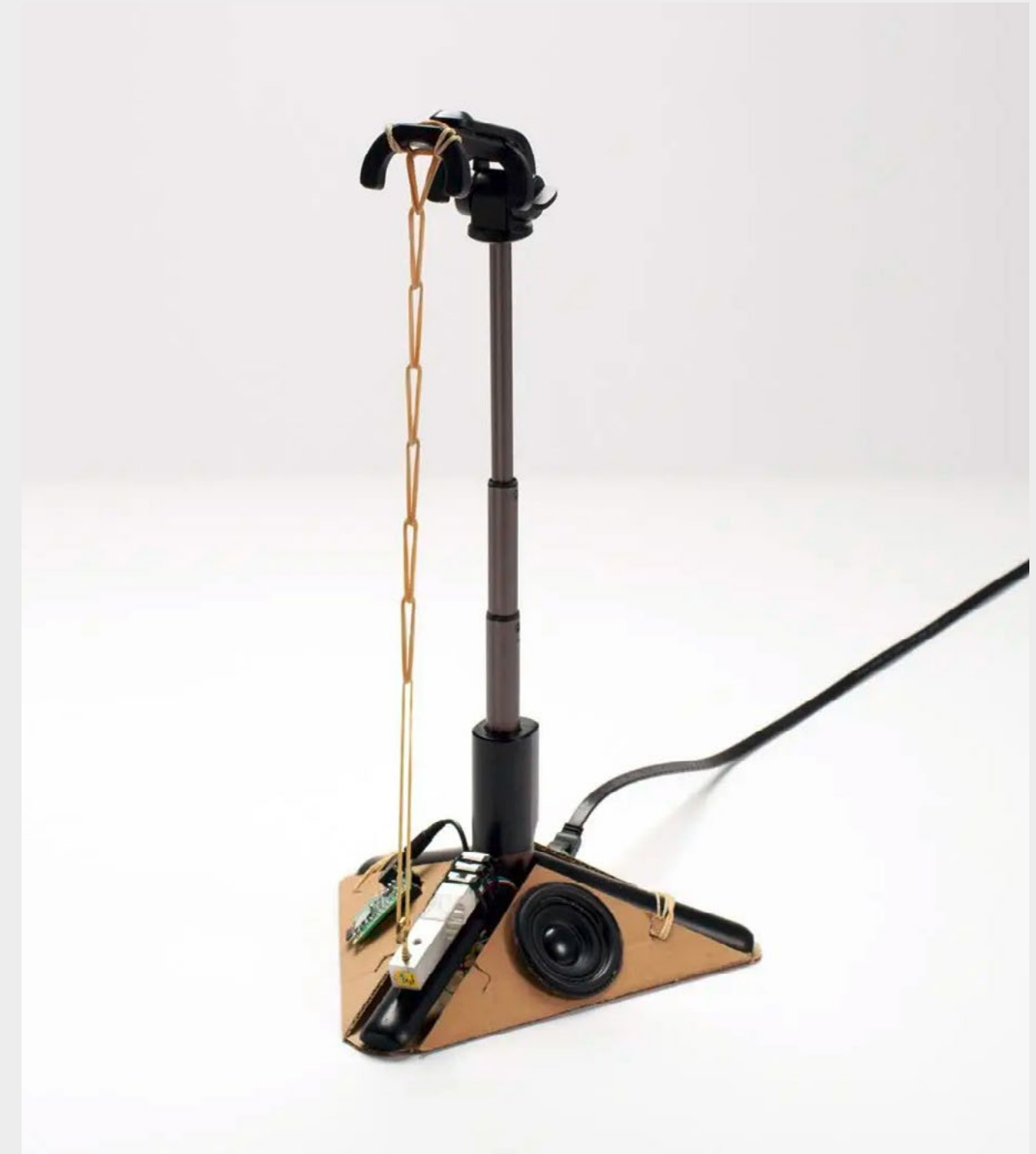
2020



Born from a collaborative project with students from the MIT architecture department, Wavelength is a connected physical interface developed in collaboration with interaction designer Sébastien Galera. It is part of a large panel of modular interfaces with which it is possible to interact.

Wavelength consists of a competition game. First, one of the two players calls his opponent. Once everyone is settled, a frequency is generated. Thanks to the length of the arc, it is possible to modify the voltage and thus the height of the frequency. The closest one wins!

Discover the project, the video and more : [here](#)



La Spirale

Graphic design / Curation / 3D

2020

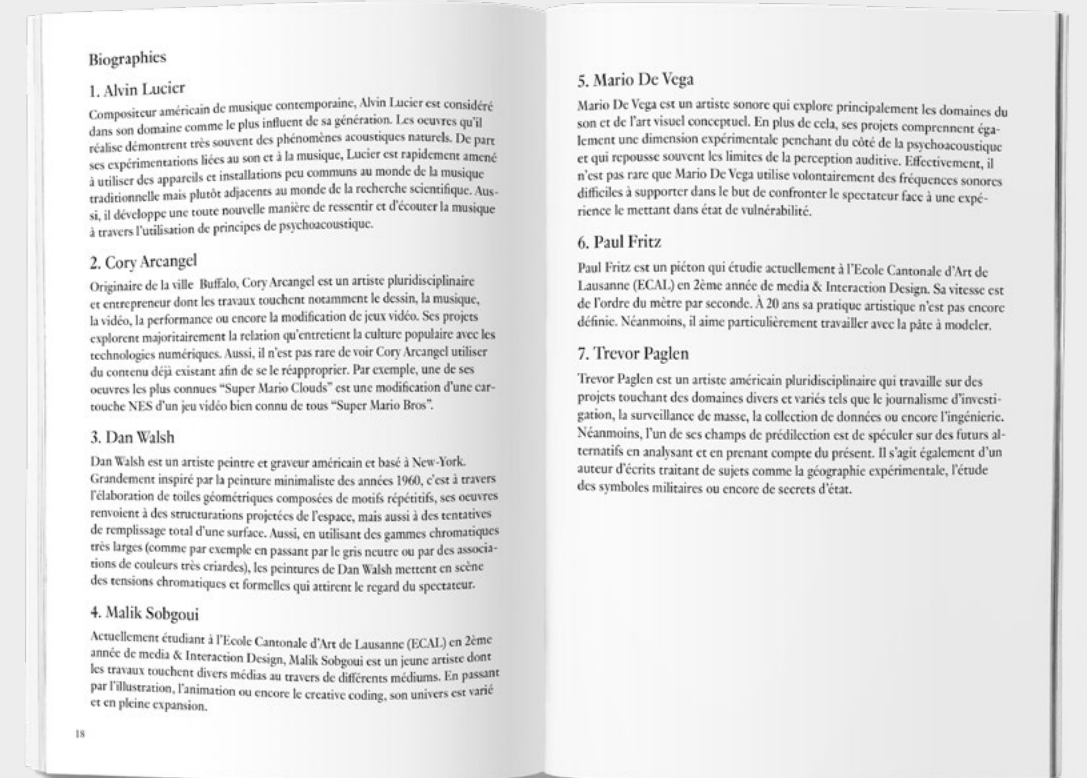
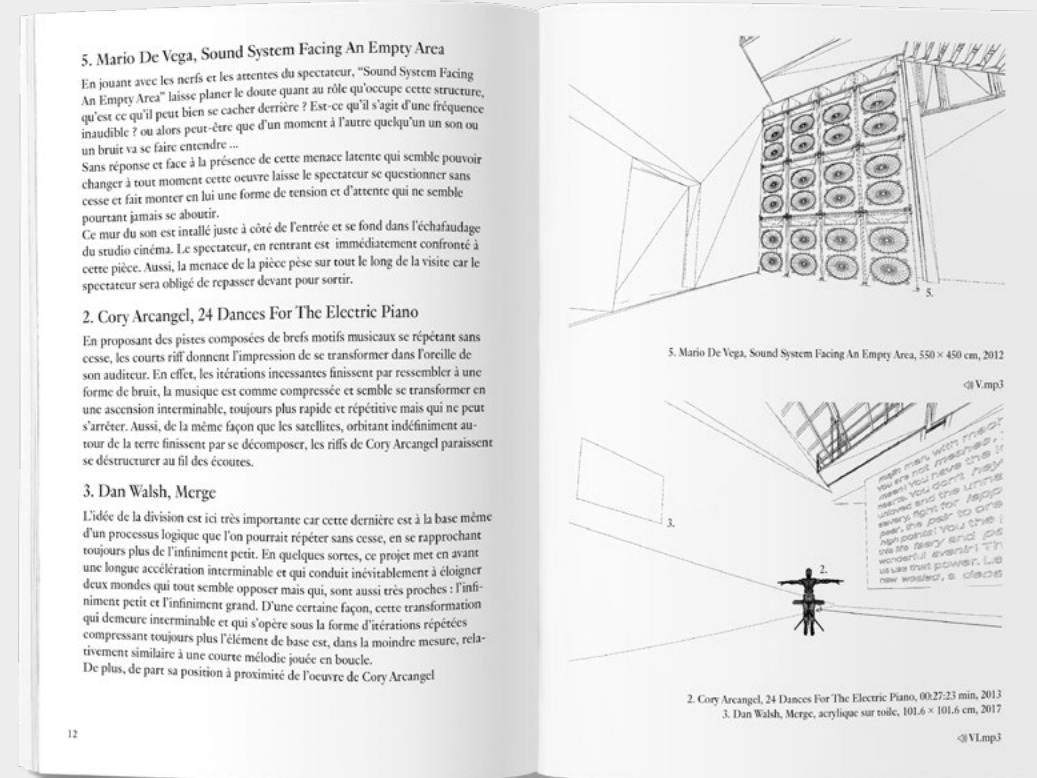
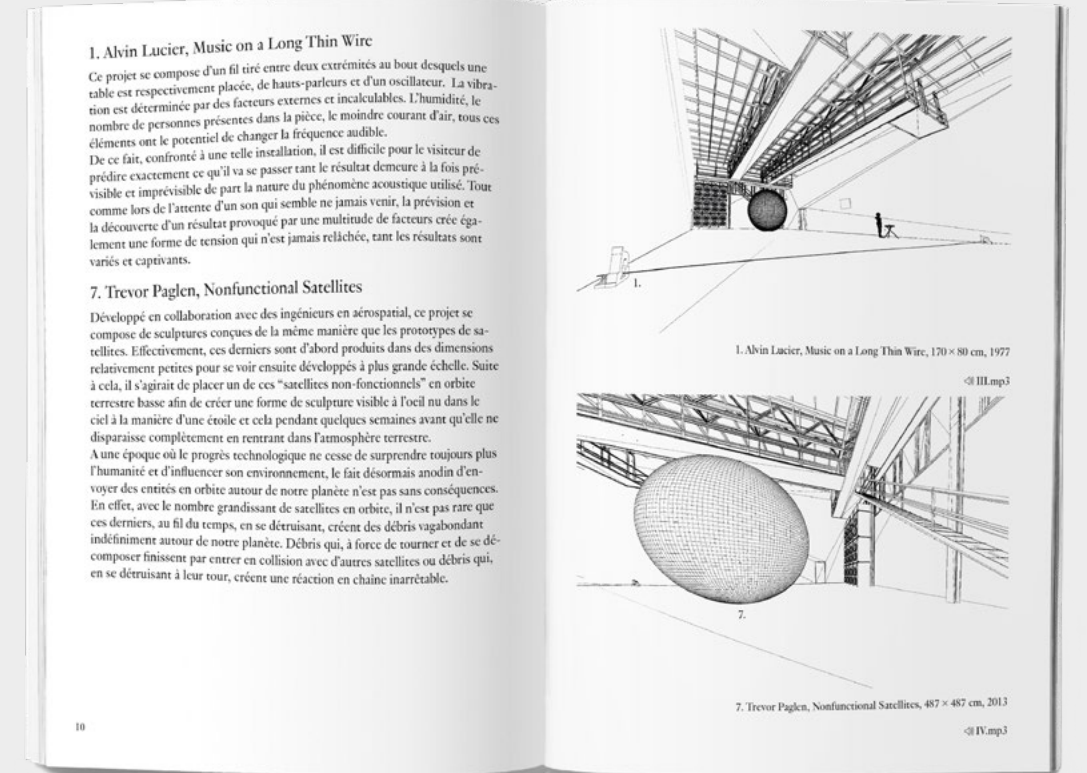
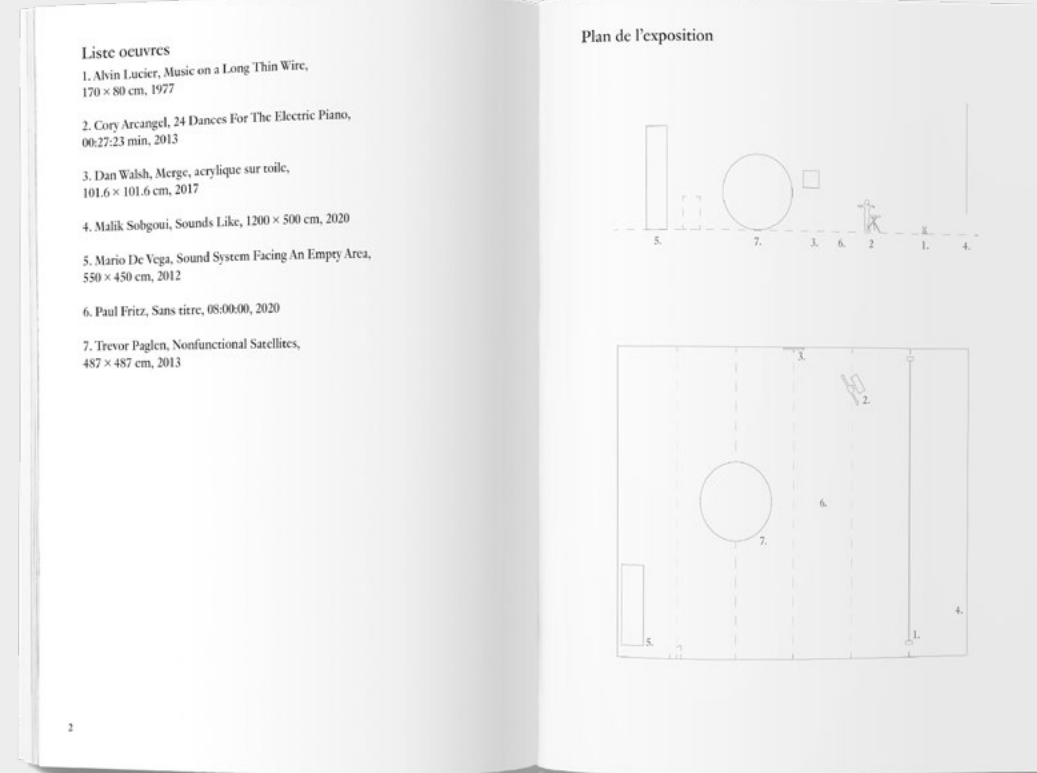
La violence spirale,
la violente spirale

Studio Cinéma, ECAL, 2020

Alvin Lucier, Cory Archangel, Dan Walsh, Malik Sobgoui,
Mario De Vega, Paul Fritz, Trevor Paglen

Realized in collaboration with Paul Fritz, La Spirale is a curation project of a fictional exhibition.

The goal of this project was to develop an exhibition concept around a free theme. It was then necessary to find relevant artworks and artists to integrate while thinking about the activities related to the exhibition such as guided tours, a prospectus, etc.



Ernesto Luna – Website

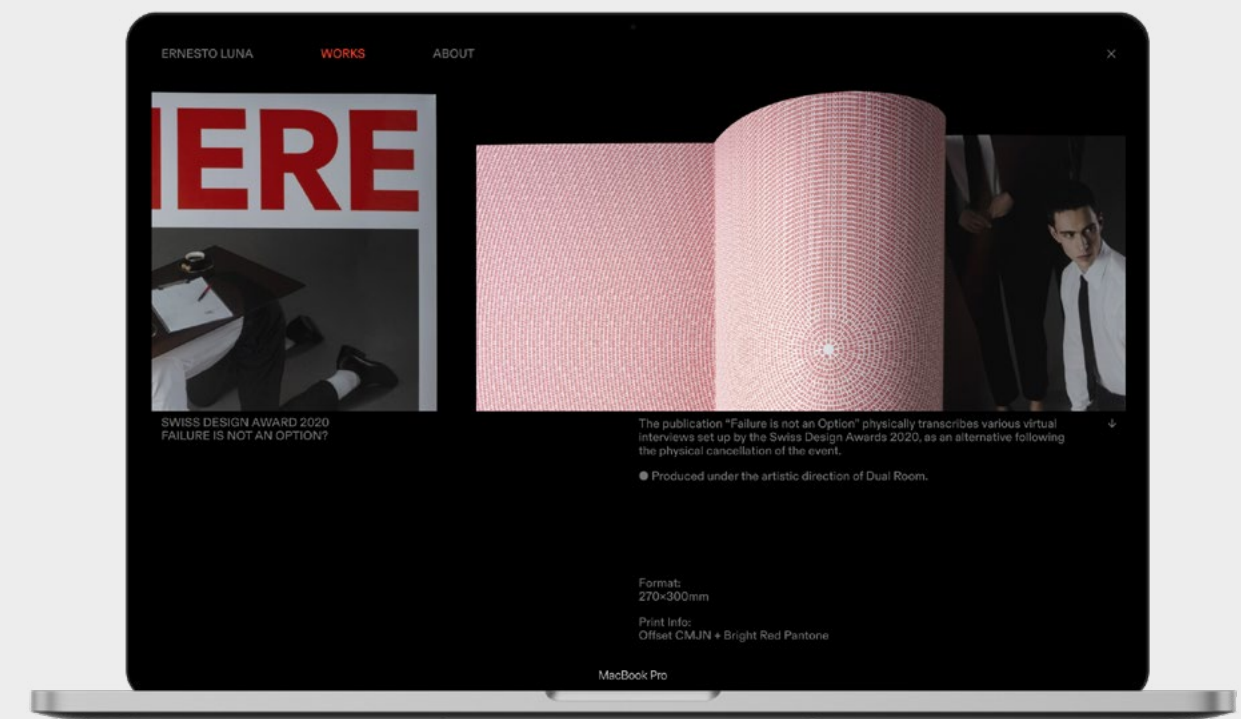
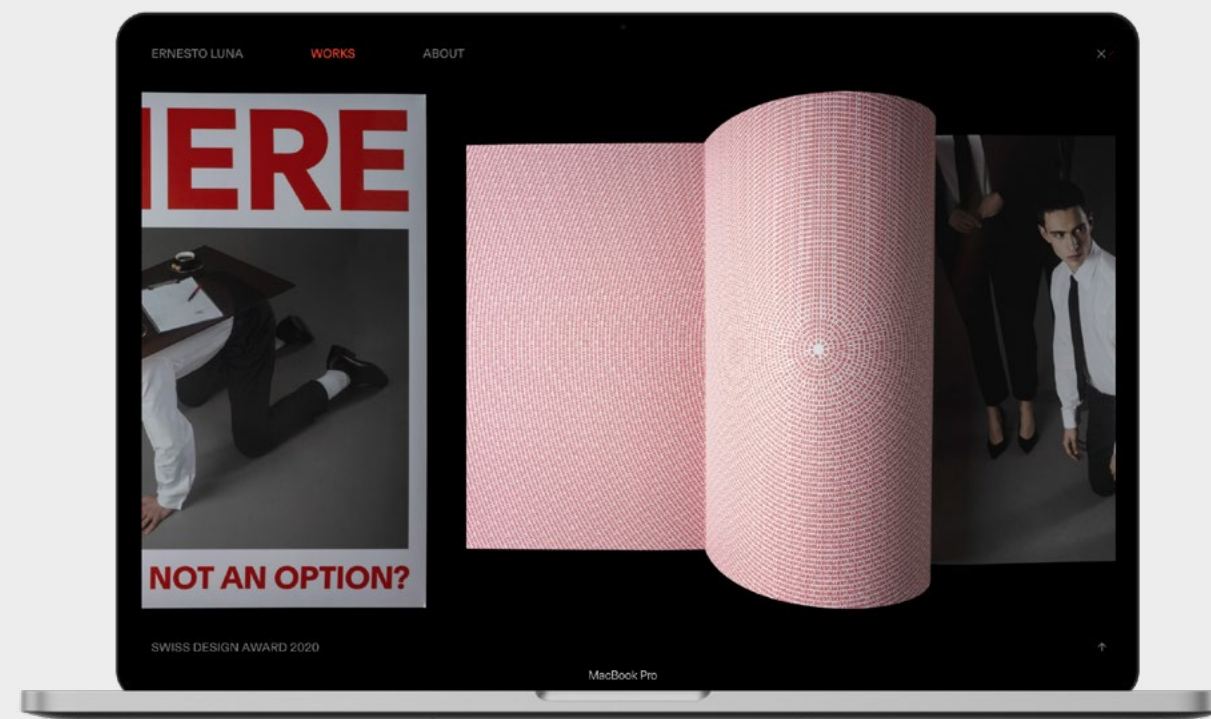
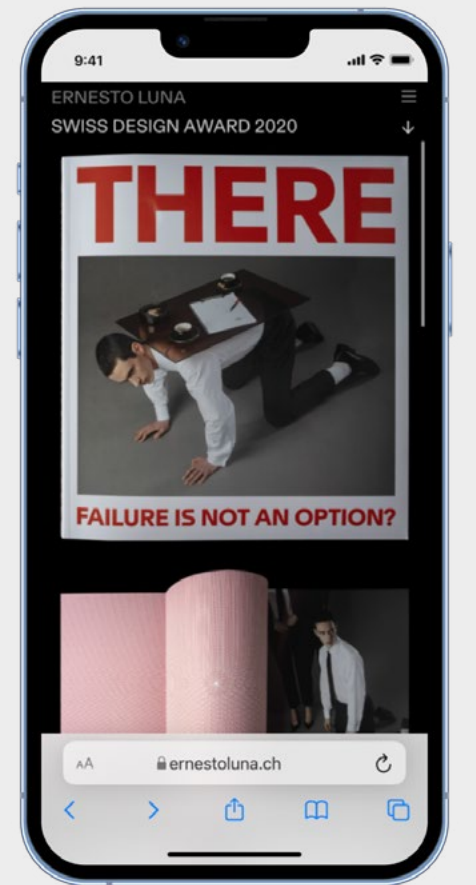
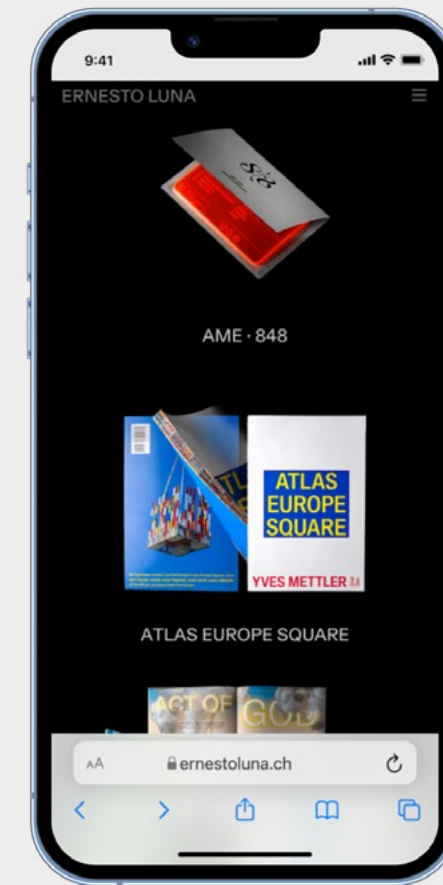
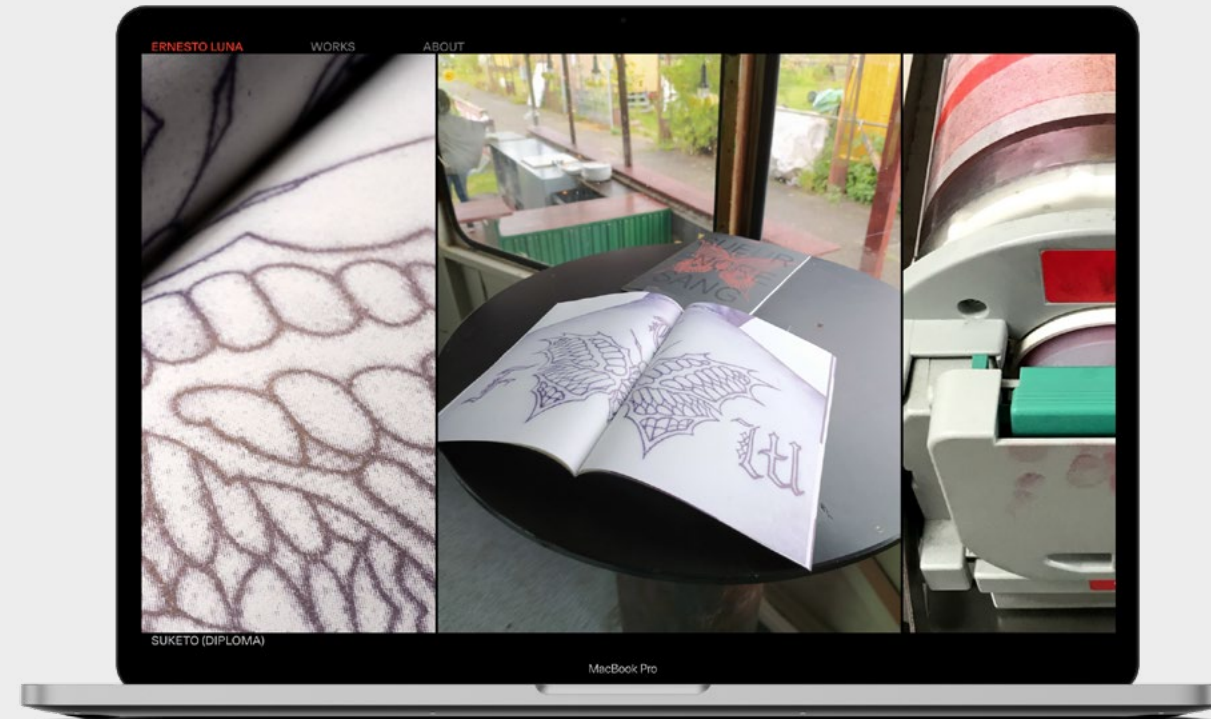
2021

UI / UX / Coding



This website was created for the Swiss graphic designer Ernesto Luna. He was in charge of producing a model that I then adapted and developed.

Discover the website : [here](#)



@mr.lkm

Illustration / Graphic design / Motion design



2023



mr.lkm is an experimental and personal Instagram account of drawings that I feed regularly. I post my personal works but also my results of mandates.

The content oscillates between abstract drawings and dynamic animations of the latter.

Check out my Instagram account: [here](#)



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Malik Sobgoui

