

shakes

# Industrial & Engineering

Consumer & Electronics Design Showcase 2024

# An Award-Winning Strategic Design Firm

Empowering Asian businesses by designing exceptional experiences for a global audience.

A Design Award Iron | 2016

A Design Award Silver | 2014 | 2024

A Design Award Gold | 2014 | 2023

A Design Award Platinum | 2016

Design Excellence Award (DE-Mark) | 2023

German Design Award Nominee | 2017

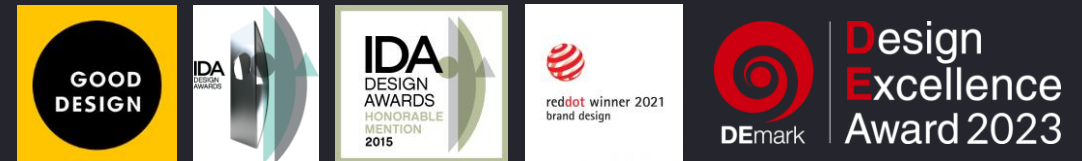
Good Design Chicago | 2014

IDA Design Awards | 2014

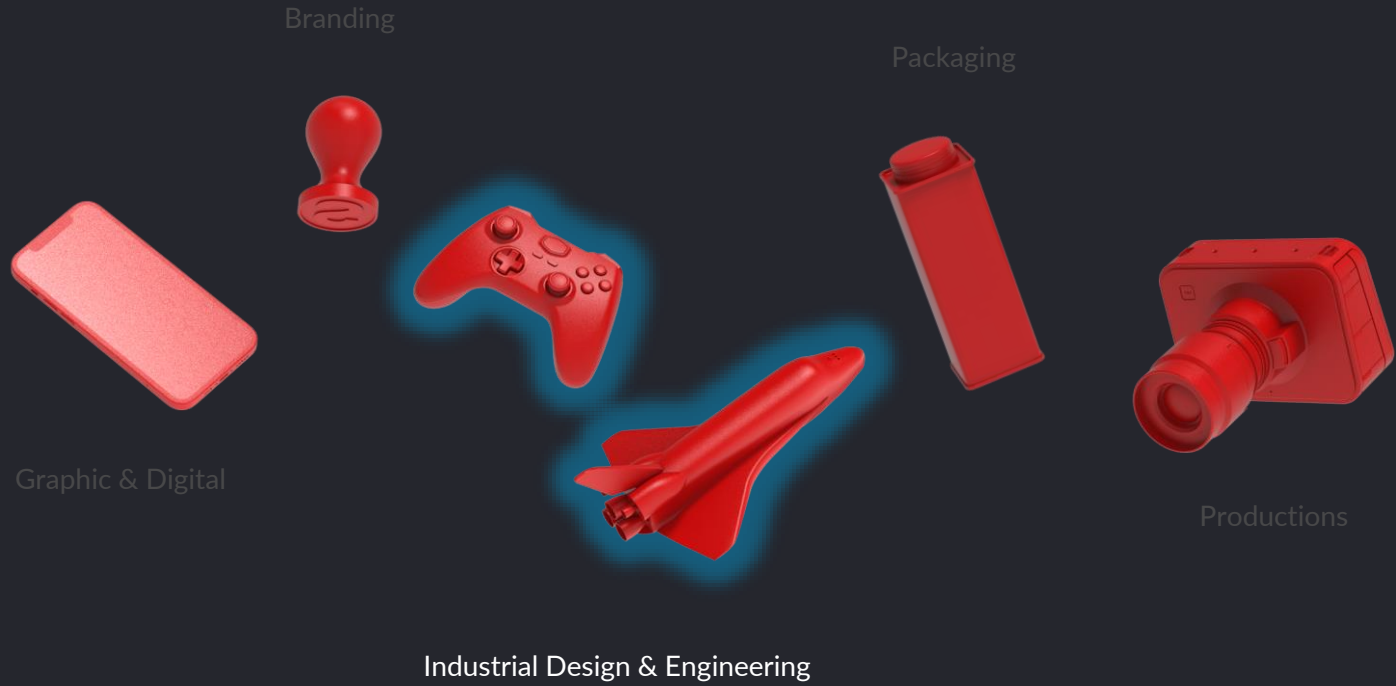
IDA Design Awards Honorable Mention | 2015

iF Design | 2022 | 2023

Red Dot Brand Design | 2021



# Services



loggi

LOGITECH M545 COMPUTER MOUSE

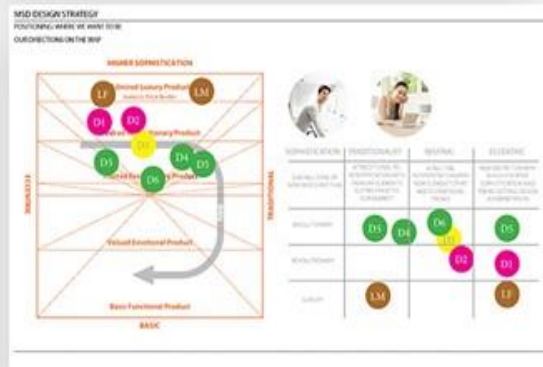
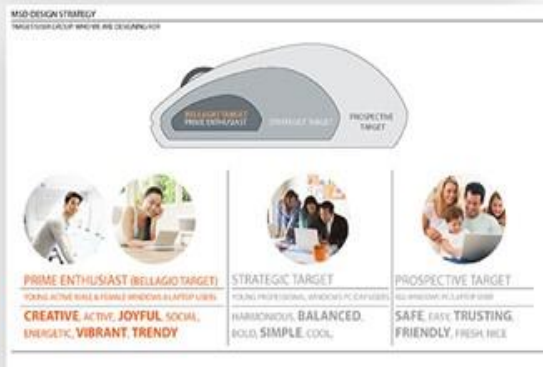
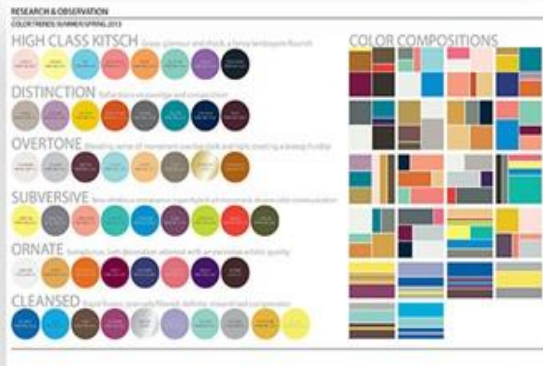
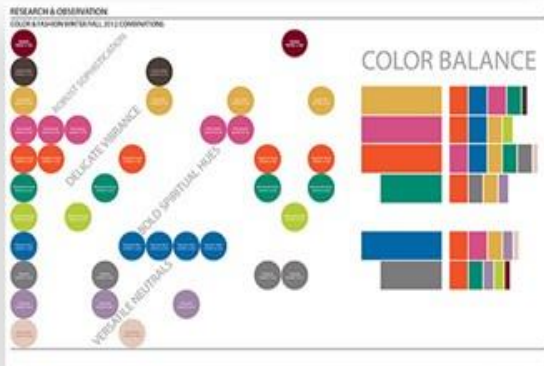
## Injecting new life into an everyday tool.

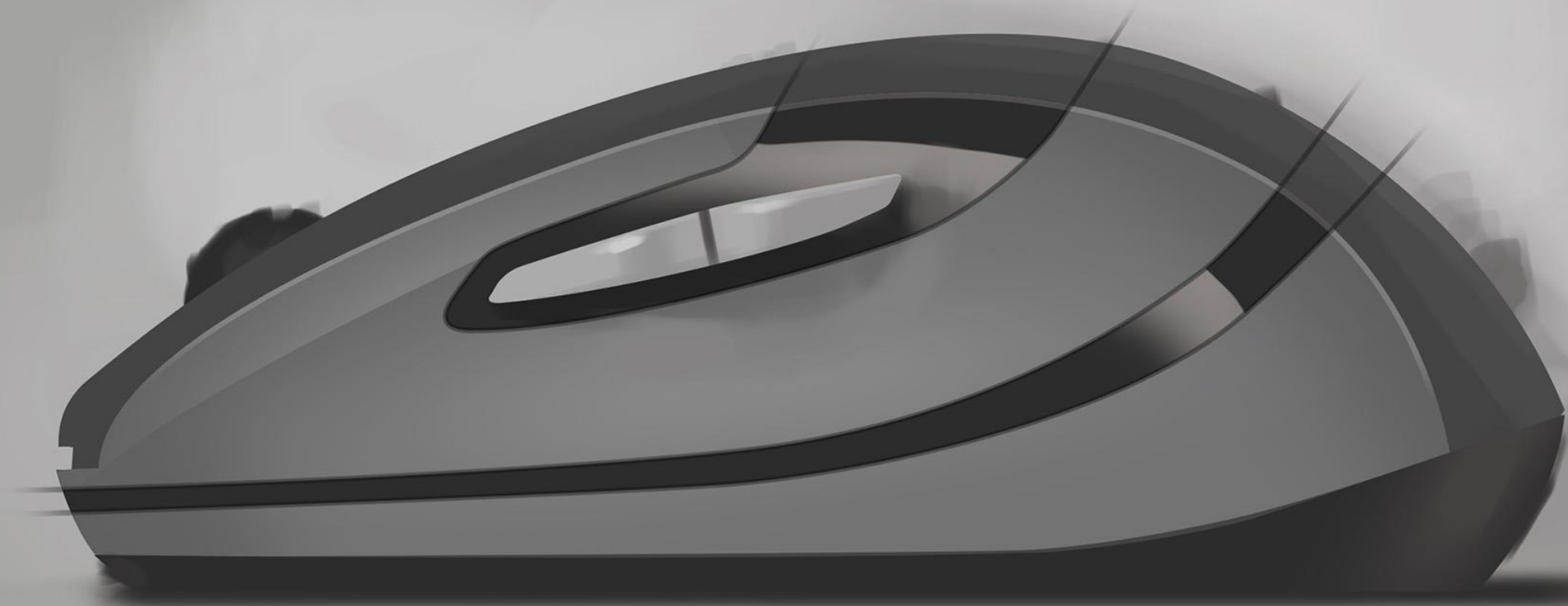
In an exciting 2012 venture, Shakes BKK joined forces with Cerebrum Design Taiwan to revolutionize the Logitech 'Ibiza' mouse, elevating the M252 model with innovative buttons and features. Straying beyond conventional ergonomics, our team curated a distinctive design and color palette, ensuring the 'Ibiza' stands out amidst Logitech's range and rivals.





TREND RESEARCH - MICRO TRENDS AND MAKRO INFLUENCES FROM POP CULTURE TO INDUSTRY SUPPLY CHAINS













## Designed for Everyday Use

In 2021, Shakes designed the Storm Controller for Cooler Master's Cloud Gaming, creating a versatile peripheral that seamlessly connects to multiple devices, from PCs to mobile phones, for on-demand gaming anywhere, anytime. Leveraging an existing upper shell, our team developed a unique CMF strategy for the rubber elements, added an ergonomic lower grip, and introduced an innovative "fluid" D-pad with a hybrid structure to enhance precision and reduce player fatigue.



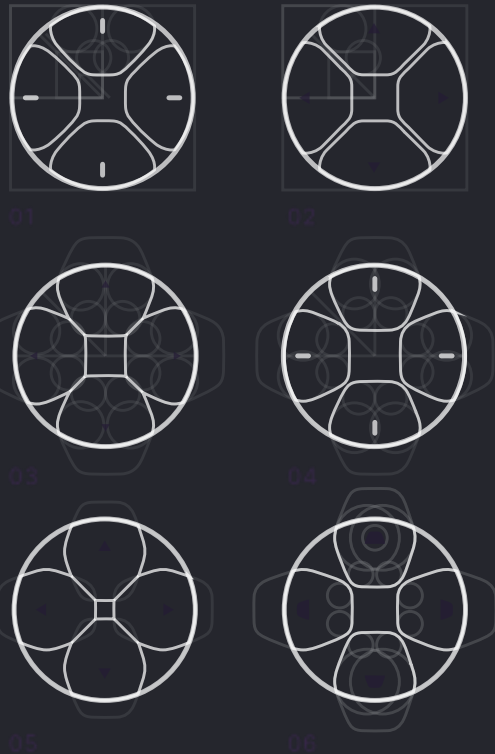


## DETAILS MATTER

A unique brand texture gives grip and identity to the product design.

DESIGN DEVELOPMENT

All-in-one Product Design Solution from concept to testing and production.



PRODUCT LAUNCH

... Marketing Content & Assets Design and Production

Technical Marketing Content



Watch on Youtube

Product Marketing Content



Watch on Youtube



## COOLER MASTER GAMING CHAIR RANGE

# Low-Cost, Optimized, Branded CMF Strategy

Cooler Master, a global leader in PC hardware, partnered with Shakes to design the Caliber Series gaming chairs, focusing on a distinctive design identity and lean entry strategy.

Shakes created custom "Intake" and recline mechanism side covers, inspired by Cooler Master's iconic logo, to set the chairs apart from competitors and establish a unique brand presence.

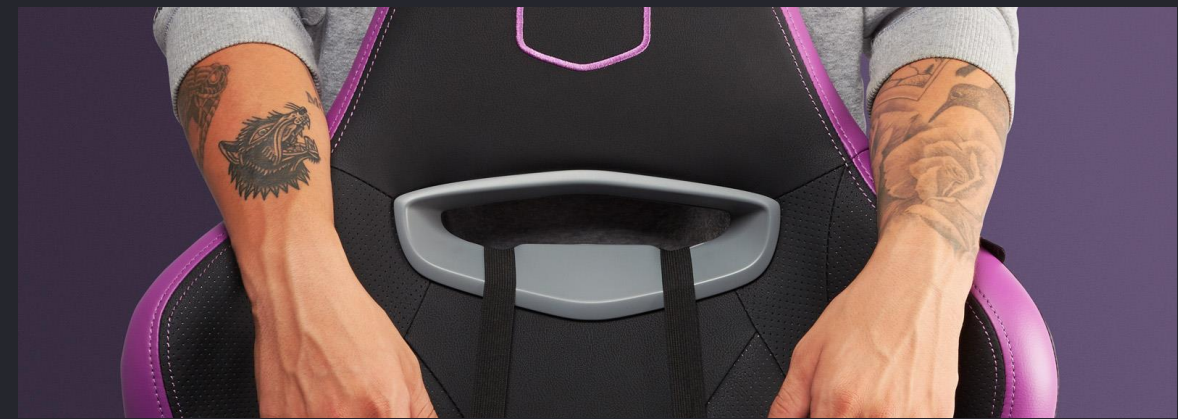
The Caliber R2 and X1 models featured ergonomic, functional designs and a clear 3-tier product structure with bold color schemes, including Carbon Fiber Mesh for the premium X1. Since 2019, Shakes has played a key role in transforming Cooler Master's setup products.





## KEY DESIGN ELEMENTS

Shakes identified key components for maximum design impact and developed cost-efficient solutions to reduce investment costs while maintaining a high-quality aesthetic and functionality.





COOLERMMASTER STREAMING MICROPHONE

## Entry-level Stream Mic

In 2023, Shakes collaborated with Cooler Master Peripherals to develop a series of entry-level streaming products, including cameras, microphones, and lighting. This microphone concept aligns with Cooler Master's monitor design language, reimagining the CM halo identity with a 3D bent wire stand and a quick-release mic clamp for enhanced functionality and style.



## Entry-level Stream Cam

This entry-level stream cam, part of Cooler Master's streaming set, features a cylindrical design that complements the Stream mic's aesthetic. It also functions as a rotational privacy shield, enabling users to easily switch off the camera with one hand when not in use. The signature master mesh pattern intuitively guides the operation of the rotational knob for seamless functionality.





COOLERMASTER STREAMING LIGHT

## Entry-level Stream Light

The Stream Light features a cost-efficient telescopic arm, enabling users to easily adjust the light's pitch within their setup. Side-facing touch sliders offer convenient control over light intensity and temperature, while a rubber sleeve at the back ensures neat cable management for a clean and organized setup.



COOLERMAS<sup>T</sup>ER MOTION 1

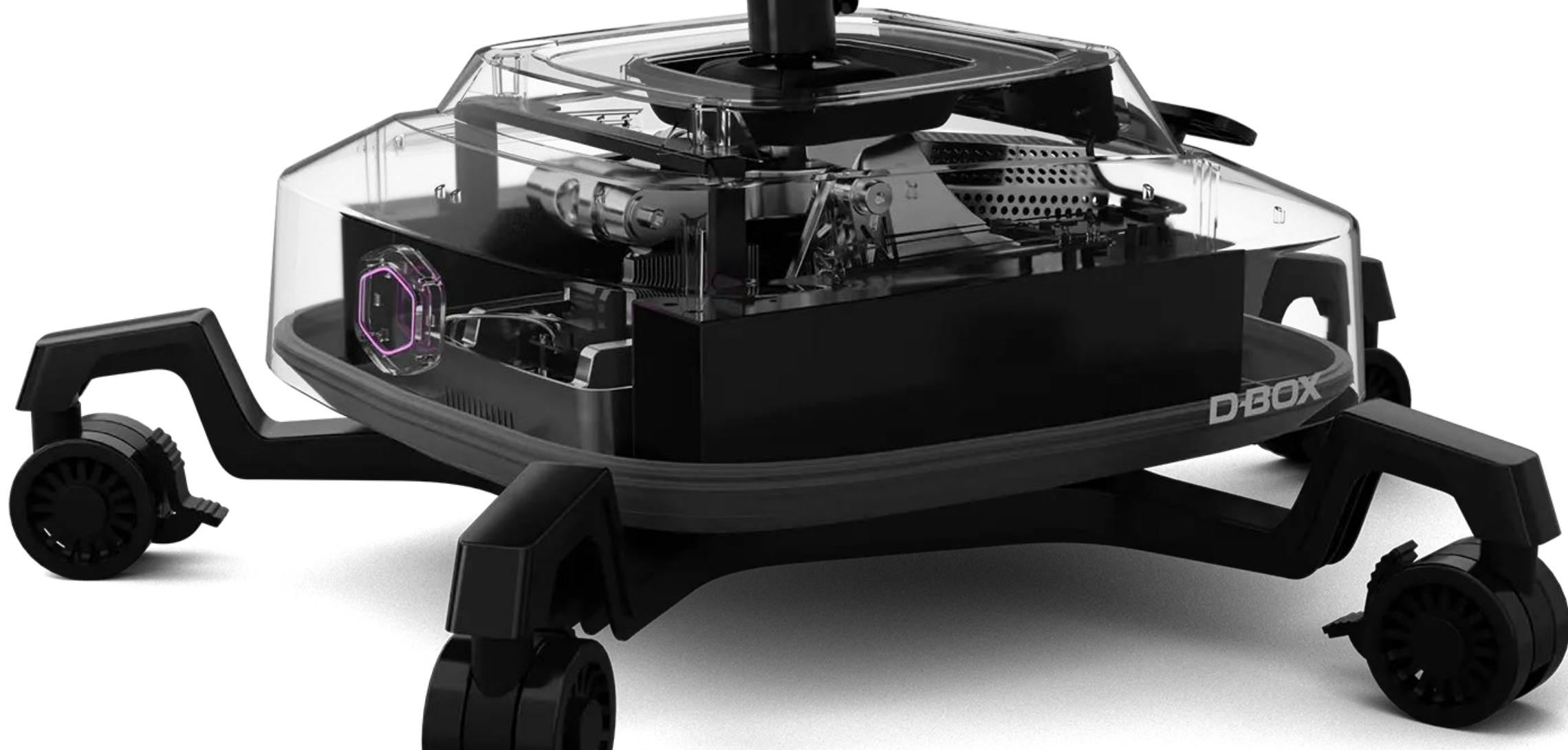
# World's 1<sup>st</sup> Haptic Gaming Chair

Through a unique partnership with D-BOX, known for immersive cinema seats and racing simulators, Shakes helped revolutionize the user experience by designing key components of the Cooler Master Motion 1. Shakes was instrumental in creating the housing, lift mechanism, and seat design, contributing to the product's success and earning an iF Design Award in 2023.



Design  
Excellence  
Award 2023

COOLERMMASTER MOTION 1





BEHIND THE DESIGN

Please connect to the internet to view youtube video. Produced by shakes design for Cooler Master.

# MOTION 1

DESIGN  
STORY





COOLERMASTER HYBRID M

## Wire-free Massage Gaming Chair

In 2023, Shakes designed and engineered key components of Cooler Master's Hybrid M Massage Gaming Chair, offering an innovative solution to discomfort from prolonged sitting, especially for gamers.

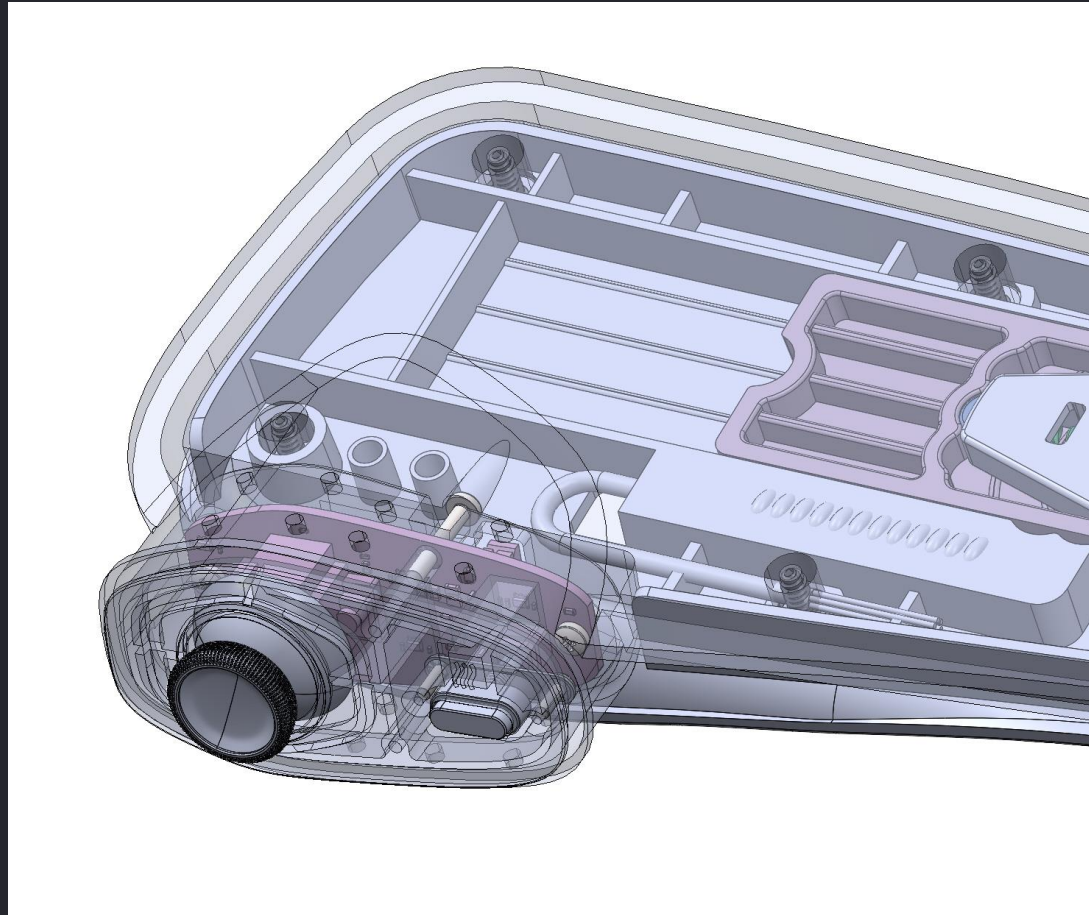
The compact design integrates a massage module into the chair frame, saving space while maintaining functionality. A plug-in power bank provides up to 30 minutes of massage therapy and allows continued use while charging via USB, offering freedom from cable constraints.

This user-centric innovation delivers a practical and comfortable experience, setting the Hybrid M apart in the gaming chair market.

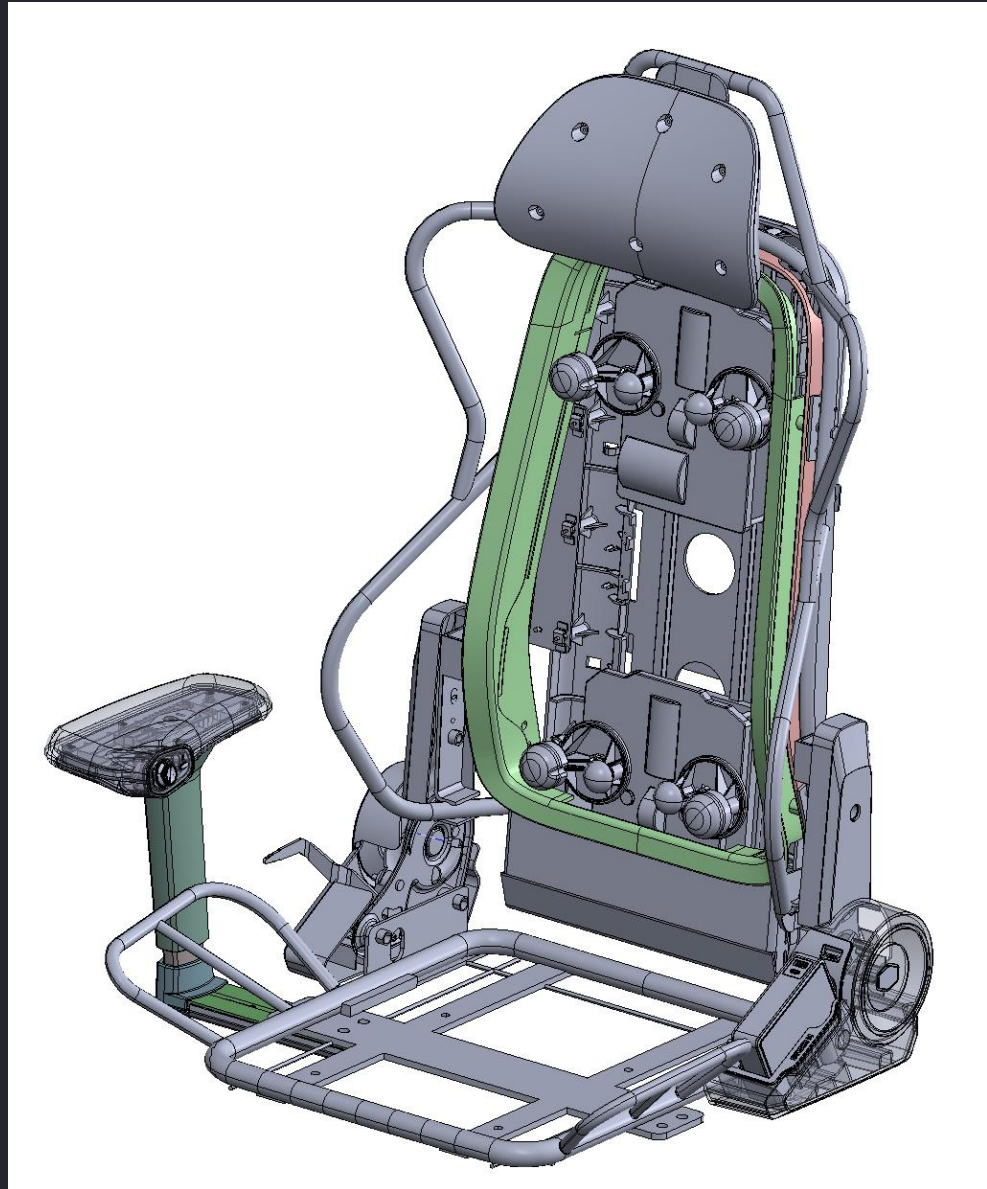


## KEY DESIGN ELEMENTS

Shakes consulted and conceptualized the power-free massage concept for the Hybrid M, collaborating closely with the battery supplier. We also designed and engineered the control armrest, massage integration, and power bank holder. This innovative approach earned Shakes several accolades, including the prestigious iF Design Award 2024.



THE MASSAGE MODULE



Shakes played a key role in designing and defining the UX/UI for the Hybrid M, working closely with the manufacturer to develop the massage operations for an enhanced user experience. This collaboration ensured intuitive controls and seamless functionality, further elevating the chair's overall design and usability.





# KEY DESIGN ELEMENTS





COOLERMMASTER TEMPEST

## Gaming Monitor Exploration

In 2022, Shakes was commissioned by Cooler Master to design a new Gaming Monitor Series, code-named TEMPEST, that would stand out by showcasing its innovative cooling system. After extensive research, Shakes developed the ICE Series, featuring a transparent back with a futuristic mechanical aesthetic, pushing the limits of existing manufacturing techniques to create a truly distinctive and cutting-edge design.











MERCEDES BENZ V-CLASS SEATS

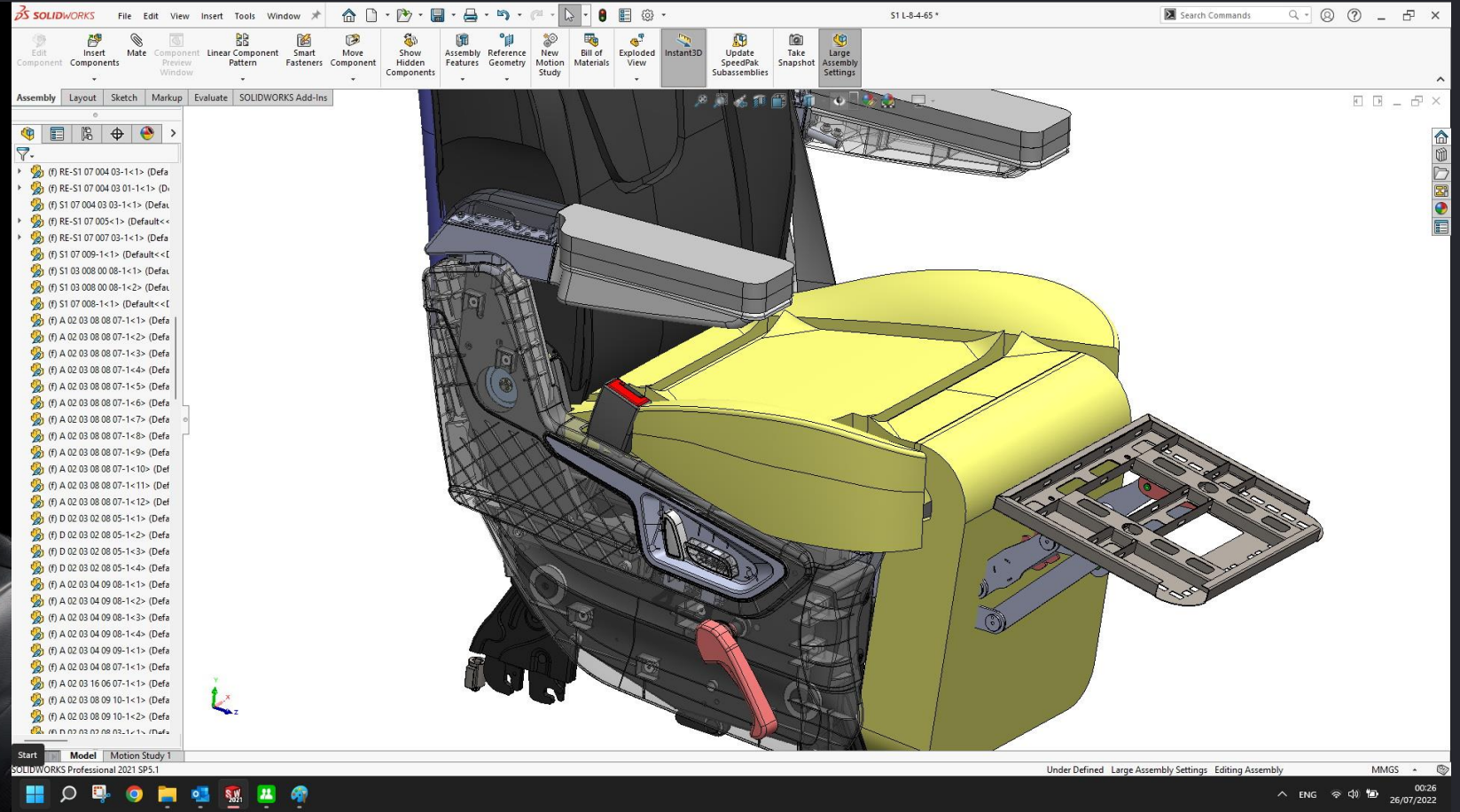
## Designed & Engineered in Thailand, Approved in Germany.

In 2019, Shakes redesigned the Mercedes-Benz V-Class for Thailand, creating a custom 11-seat layout with two new Captain's seats to meet commercial requirements. We developed a patented armrest mechanism for easy passenger movement and integrated electric seat controls and footrests for enhanced comfort. Using local 3D scanning, we engineered around existing anchors without altering the chassis, ensuring compliance with Mercedes-Benz M1 safety standards. Our design was successfully presented at Daimler Headquarters, leading to further optimizations with their technical team.



# ENGINEERING DEVELOPMENT

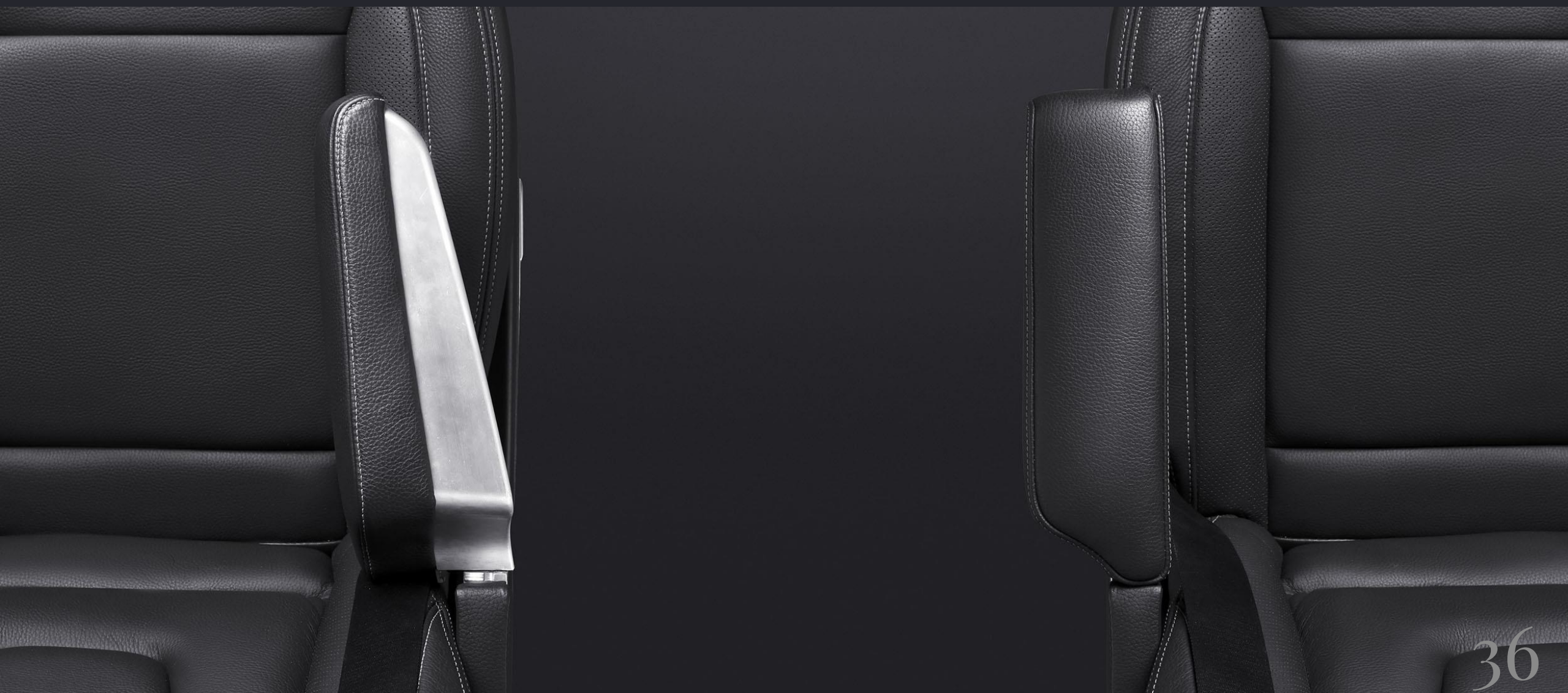
Design and Engineering go hand-in-hand in our studio.





## INNOVATIVE FEATURES

To enable smooth passenger movement from the front to the rear of the cabin, Shakes engineered an innovative armrest that maintains comfort for seated passengers while folding inward to create space for easy passage toward the rear bench.



INTEGRATED FOOTREST DESIGN







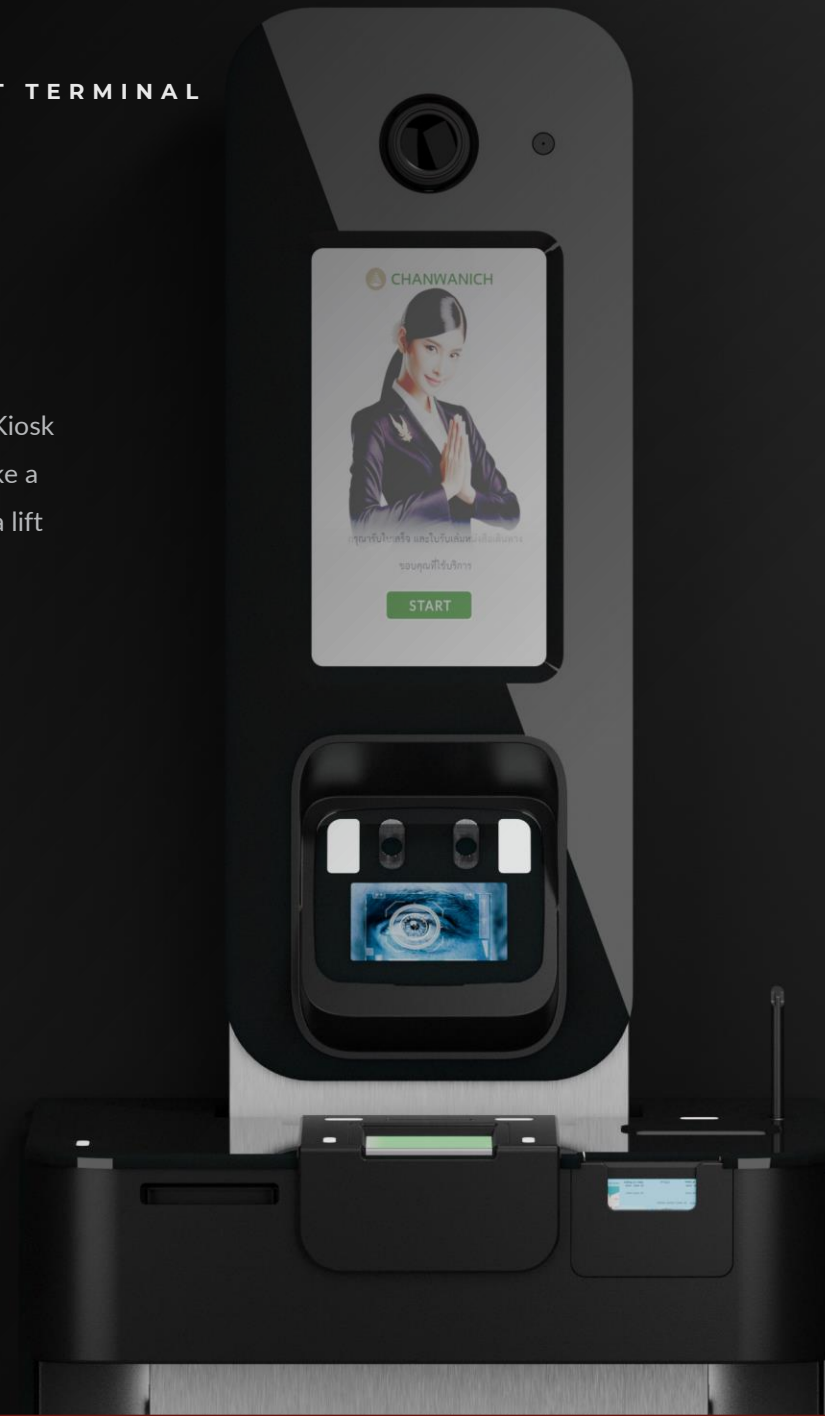




CHANWANICH AUTOMATIC PASSPORT TERMINAL

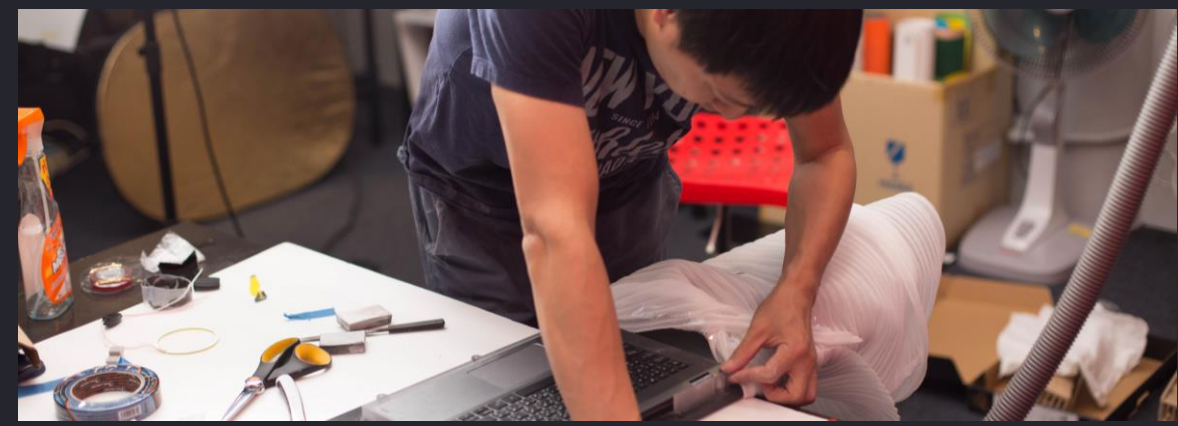
## Making Passports, A seamless Automation

In 2017, Shakes partnered with government contractor Chanwanich Securities to design the next generation of automated passport services. The Automated Passport Kiosk streamlined passport creation with advanced features like a retina scanner, fingerprint scanner, and a moving camera lift that tracks the applicant's face throughout the process, enhancing efficiency and user experience.



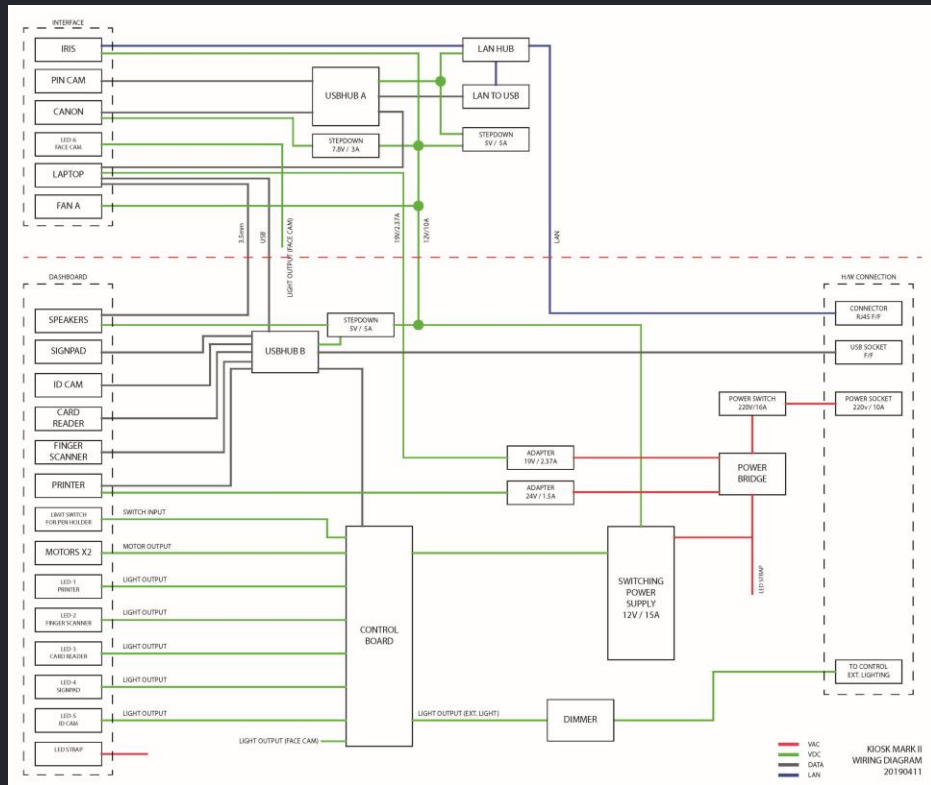
## PROTOTYPING IN-HOUSE

Shakes managed the entire prototyping process in-house, utilizing a trusted network of reliable and secure prototype manufacturers and suppliers to ensure precision and quality throughout development.

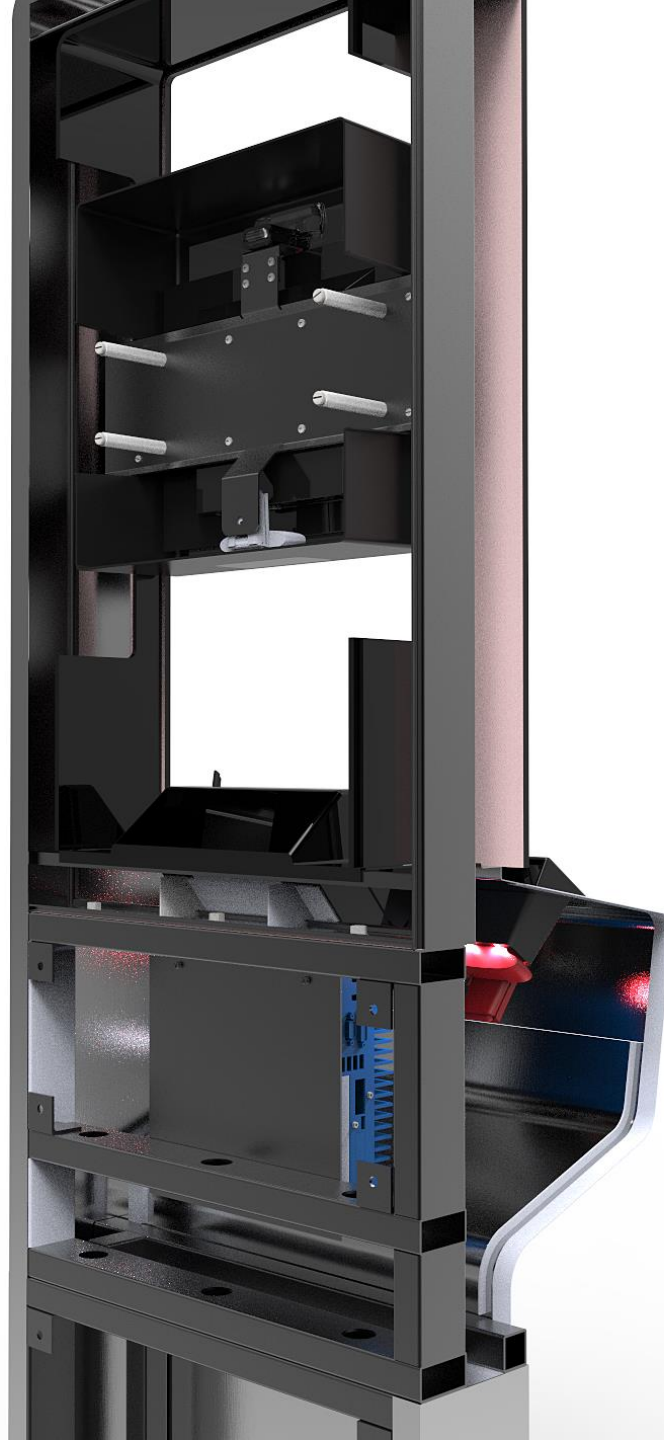


# ENGINEERING & PRODUCTION

Shakes engineered the manufacturing and assembly data for a limited batch production of the Automated Passport Kiosks, which were used for testing at the Chanwanich Passport Center, ensuring the prototypes met performance and functionality standards.



Wiring diagram developed for the kiosk





# shakes

2/61 Bangna Complex Office Tower, 12<sup>th</sup> Fl.,  
Soi Bangna-Trad 25, Bangna-Trad Rd.,  
Bangna-Nue, Bangna,  
Bangkok 10260

THAILAND

See more projects at [shakes.design](https://shakes.design)

Explore all our [services](#)

## Talk to the Bartenders!

International Customers

[Hakk.p@shakesbkk.com](mailto:Hakk.p@shakesbkk.com)

+66 890 354 004

Thai Customers

[Hemwimon.s@shakesbkk.com](mailto:Hemwimon.s@shakesbkk.com)

+66 851 119 508