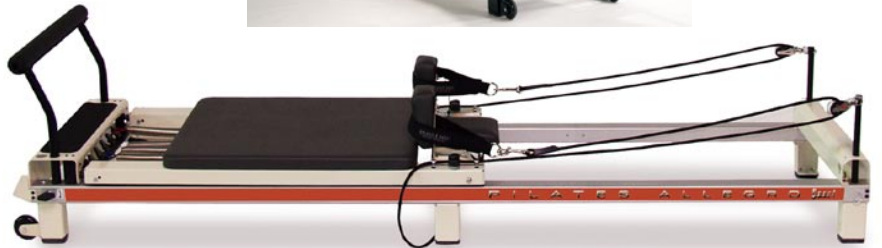
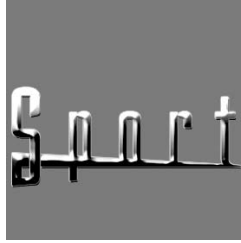


Client: **Balanced Body, INC.**
Product: **Pilates Allegro Sport '06**

Photo-real mock-ups for specific color combinations, the new SPORT logo, and in-house photography

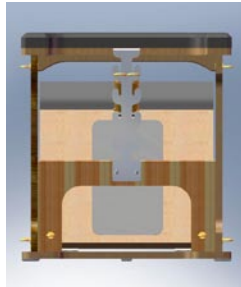
For this new, lightweight and mobile reformer, I created the color mock-ups, designed the logo, and participated in discussions about nomenclature and marketing strategies. Also I worked with the engineer to maintain a more streamlined look while maintaining full functionality.



Client: **Balanced Body University**
Product: **EXO® Chair '07**

CAD drawings, 3-D modeling, the new logo and a photograph of an early prototype for the development of the new Exo chair.

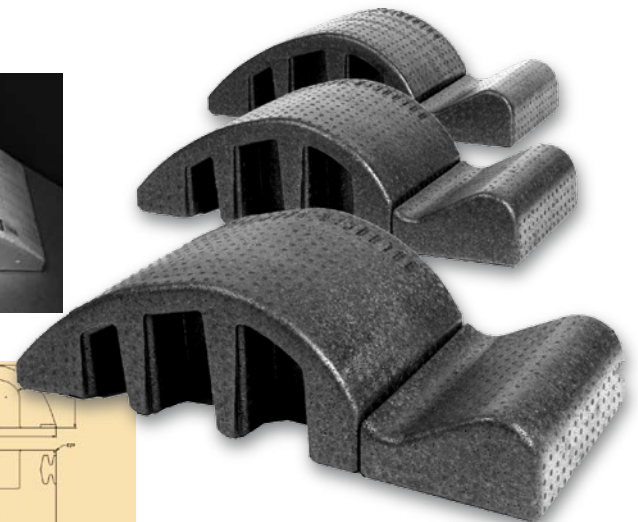
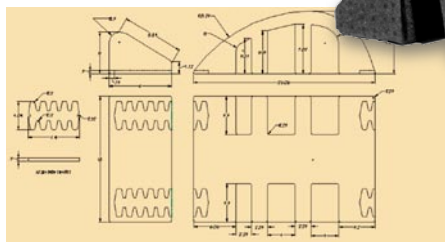
I worked with the engineer to develop the look of the chair, I created the EXO logo and its necessary labels, and I directed the photography of the product.



Client: **Balanced Body, INC.**
Product: **Pilates FoamArc '08**

CAD drawings, a foam model, and a photograph of the final product.

I designed multiple possibilities for this new style of adjustable Pilates Arc. The process required drawings, a full-sized, functional prototype and multiple attempts at injected-molding to get the correct density.



Geoff Tuttle design portfolio *product design & development*

photographer: kent lacin

