



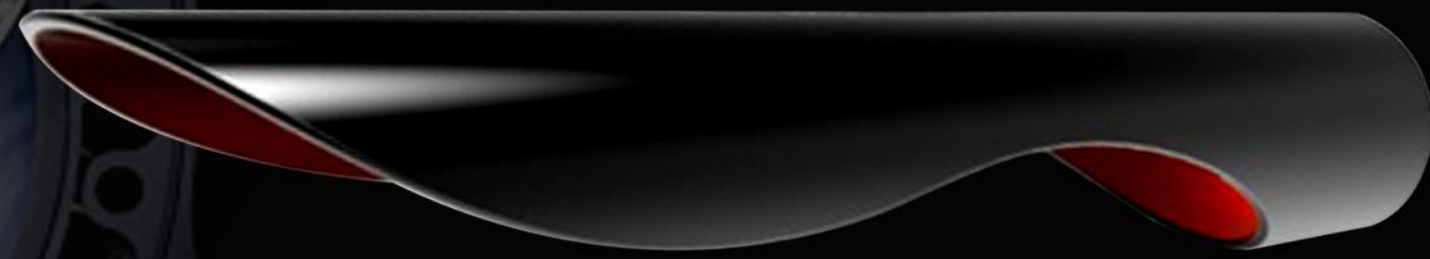
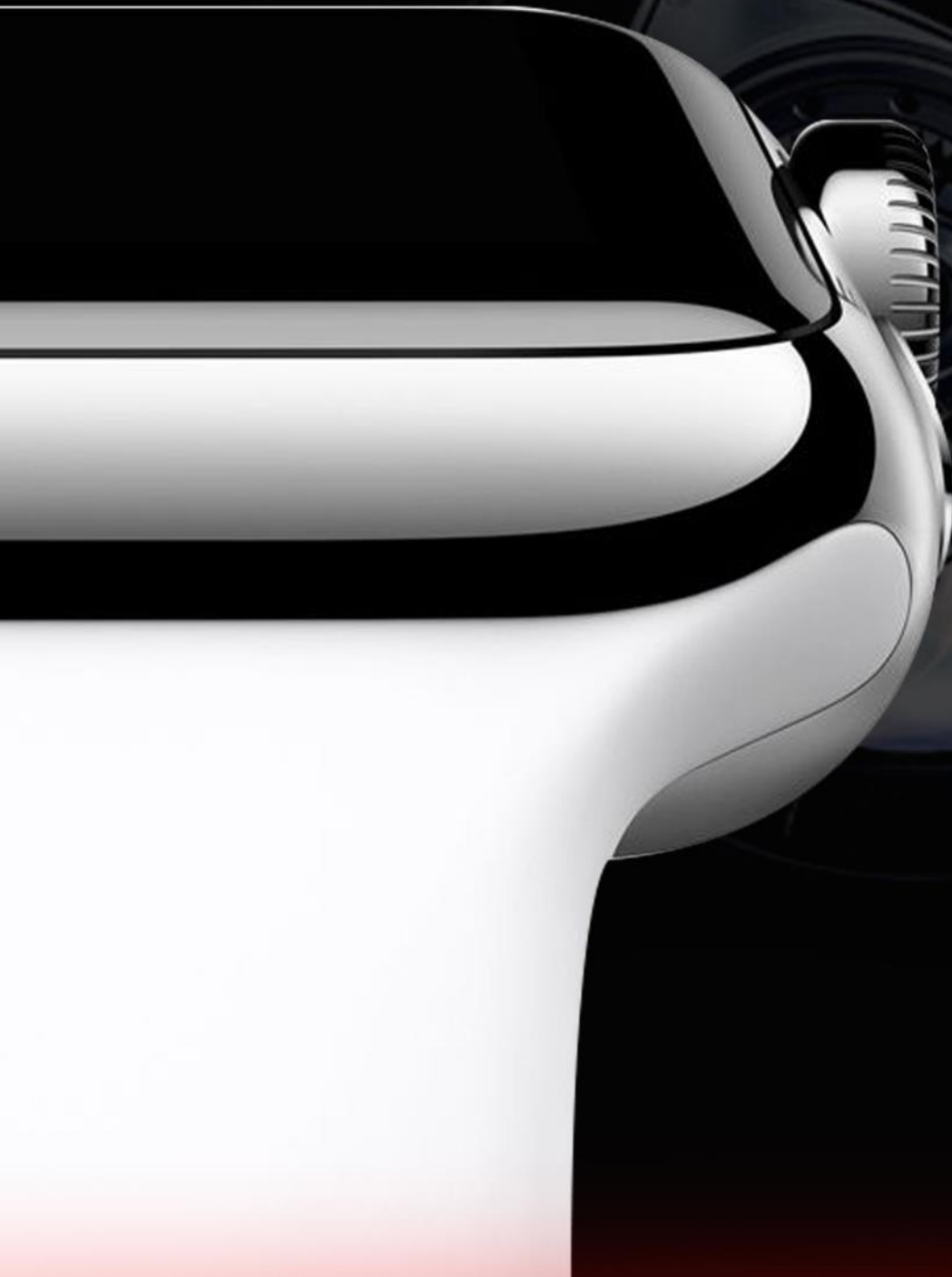
AUTOMOTIVE DESIGN

# PORTFOLIO

0 1 2 3 4 5 6 7 8 9



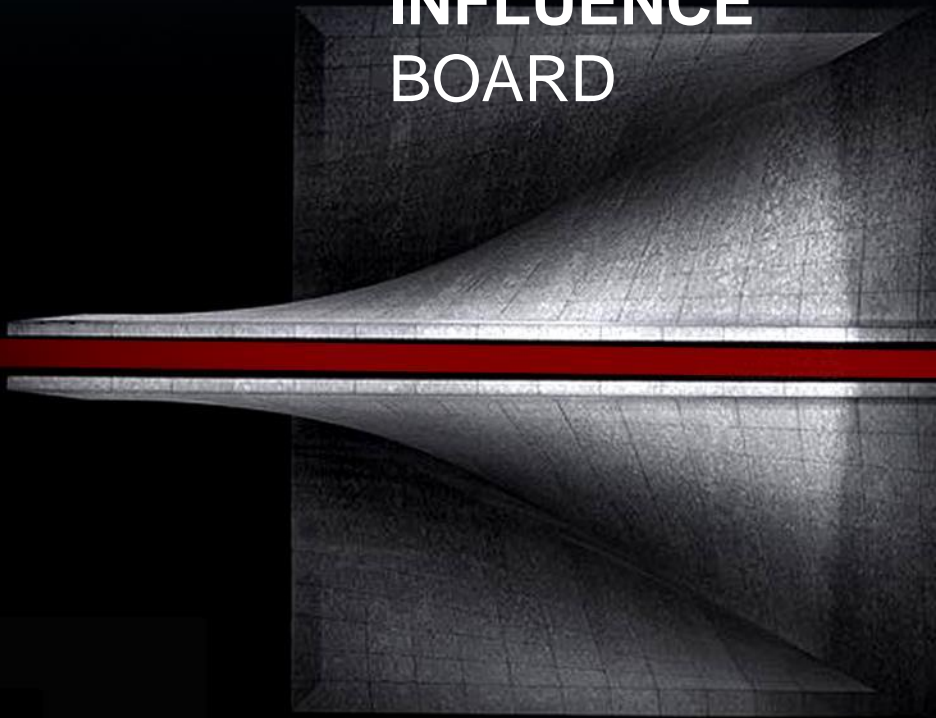
**mazda**  
VISION COSMO



SIMPLE PURE PURPOSEFUL



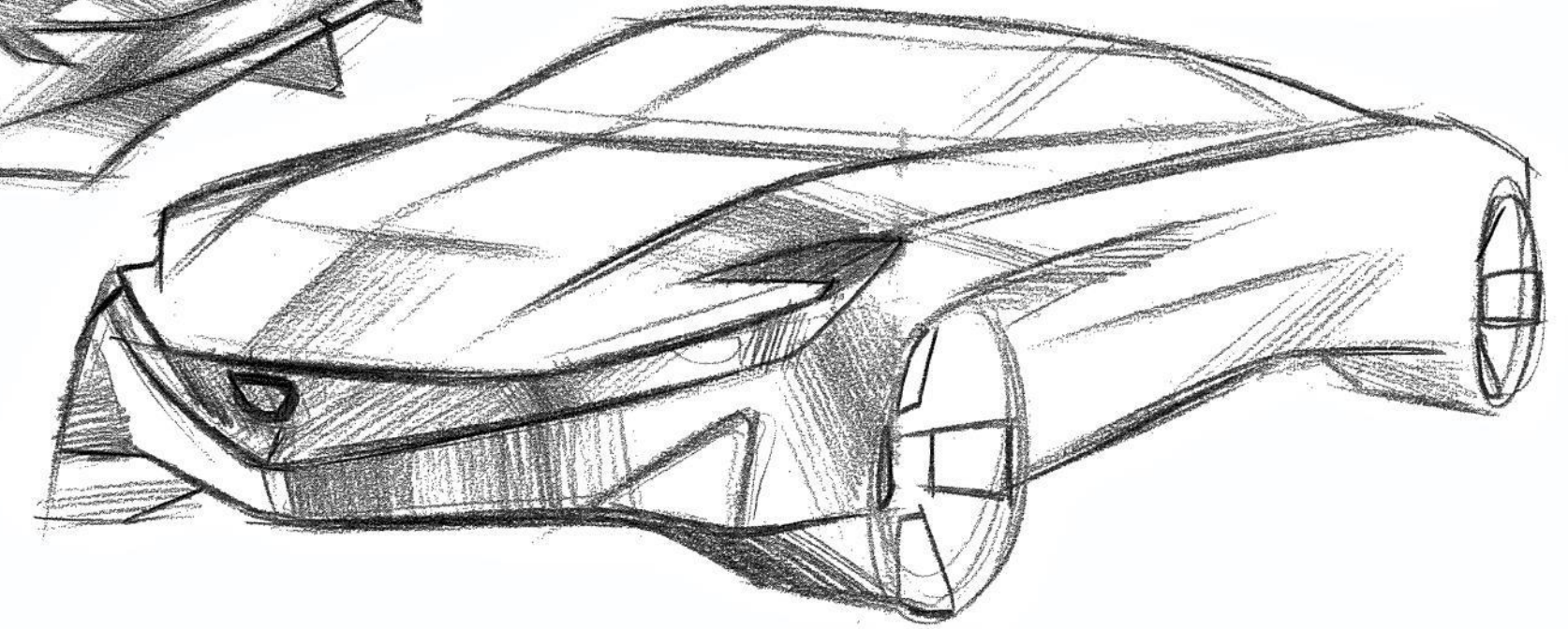
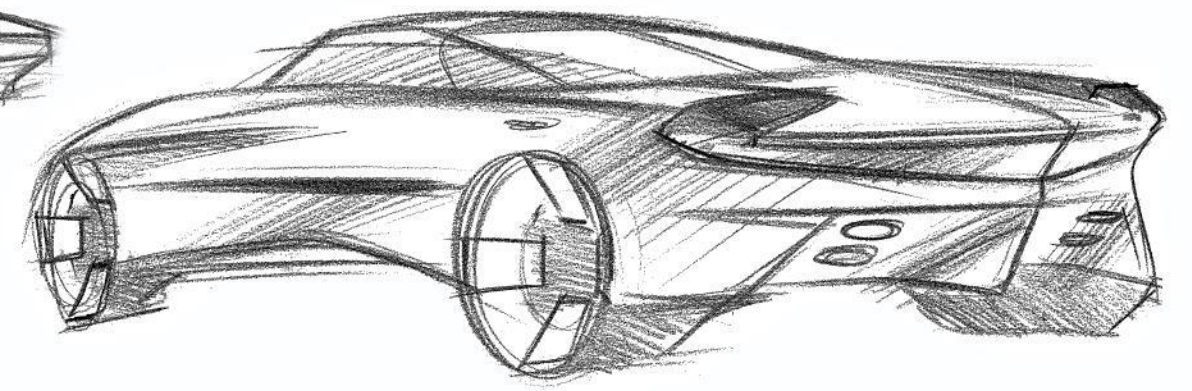
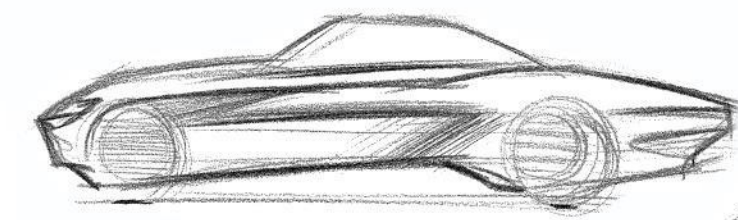
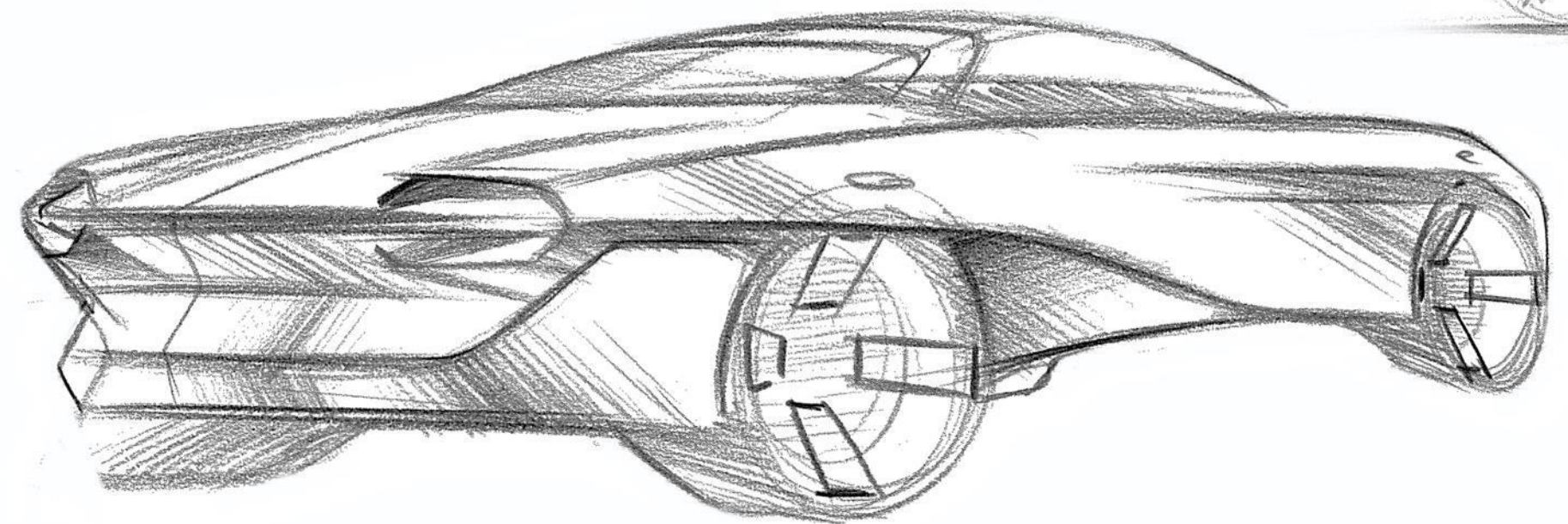
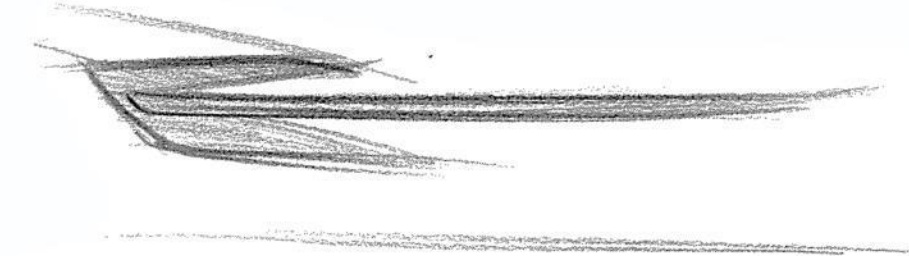
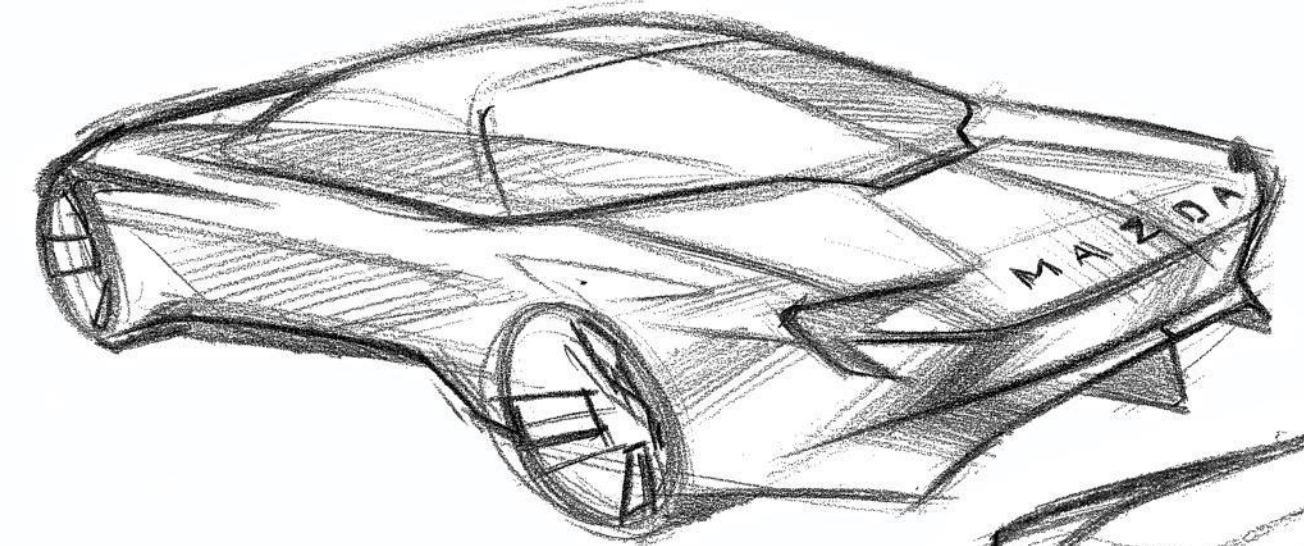
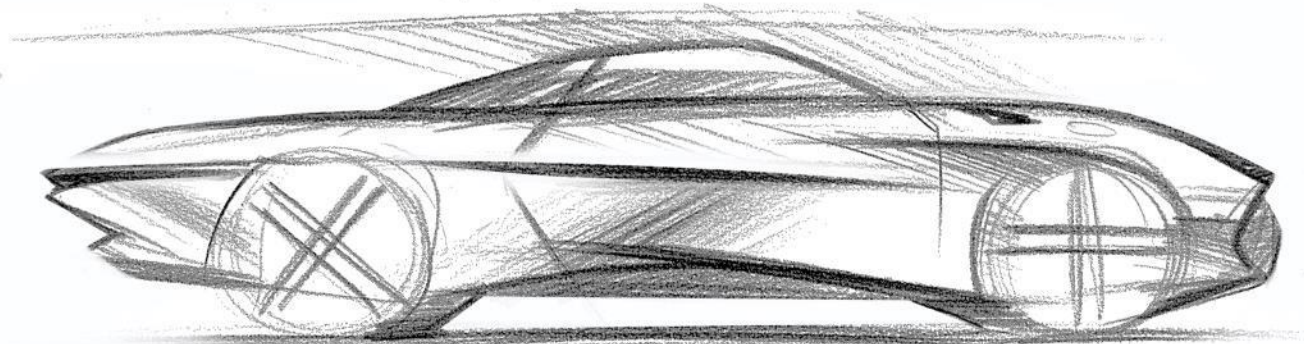
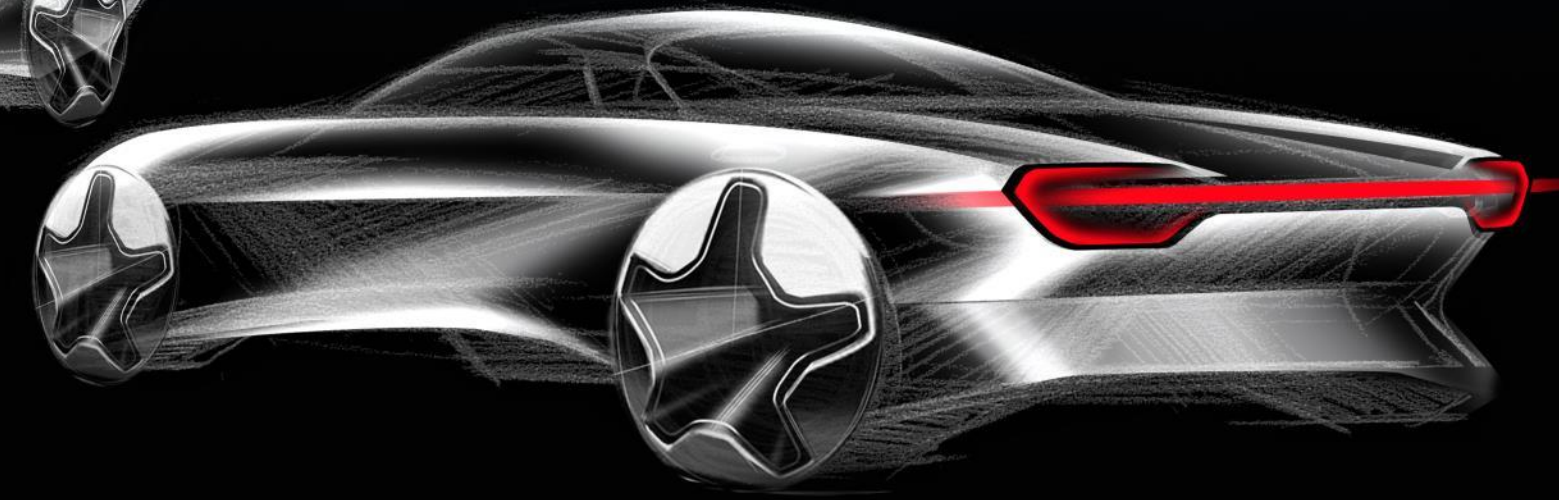
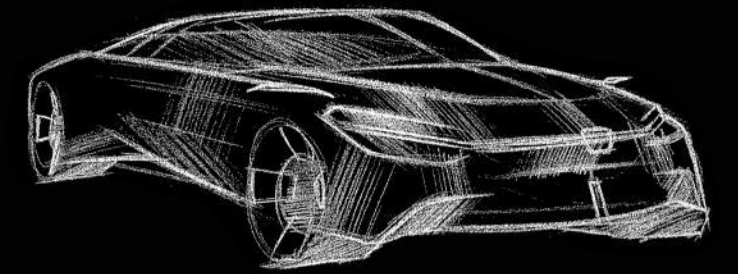
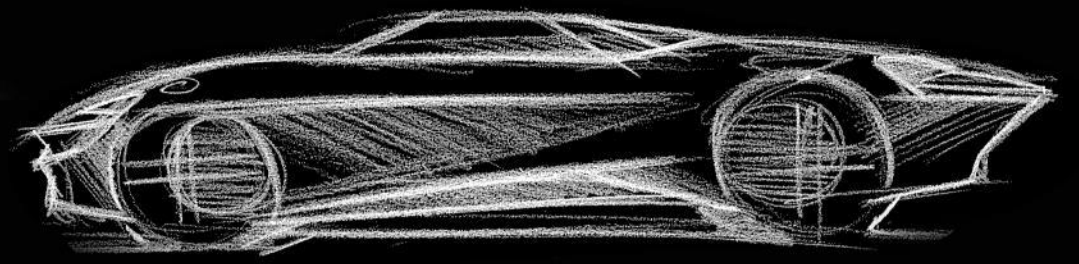
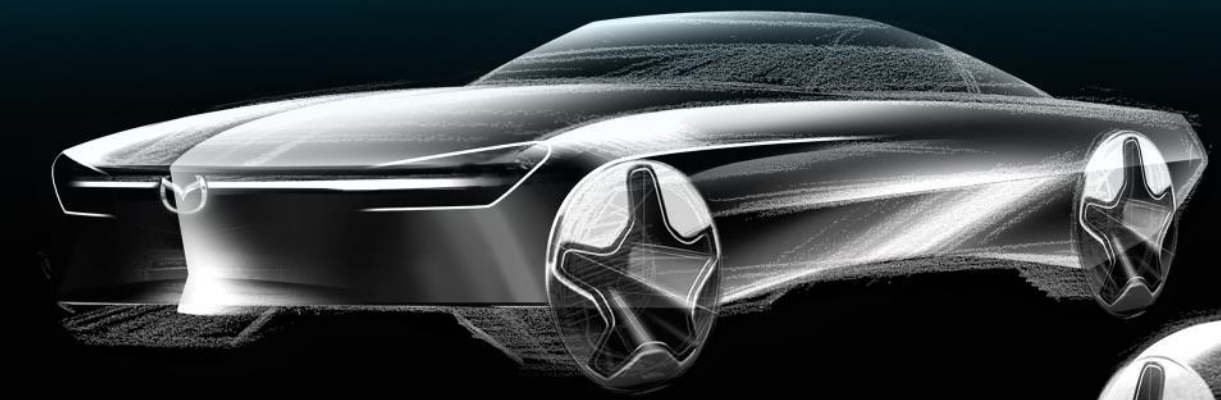
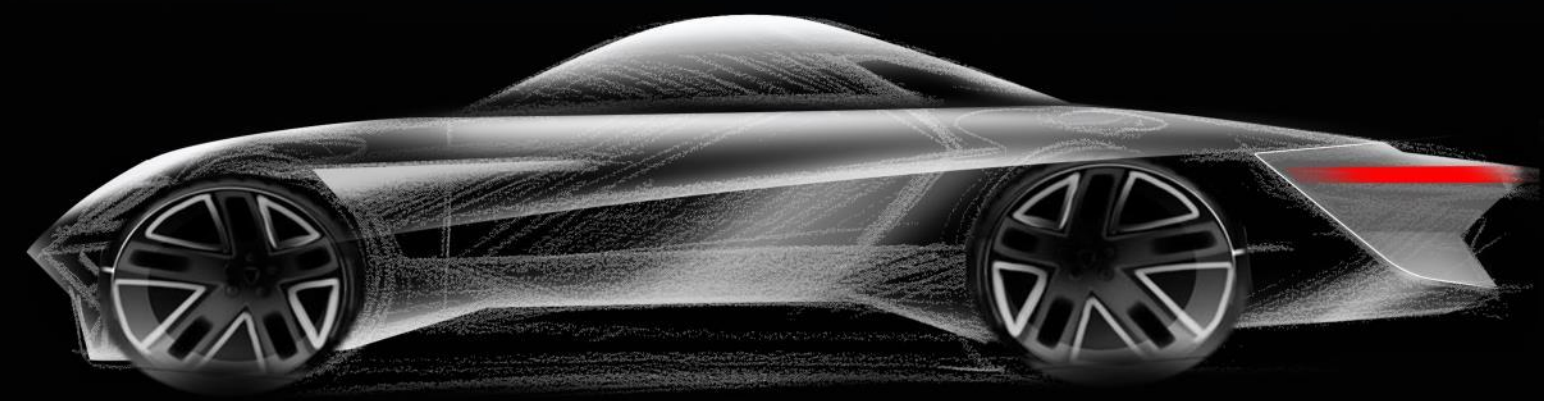
INFLUENCE  
BOARD





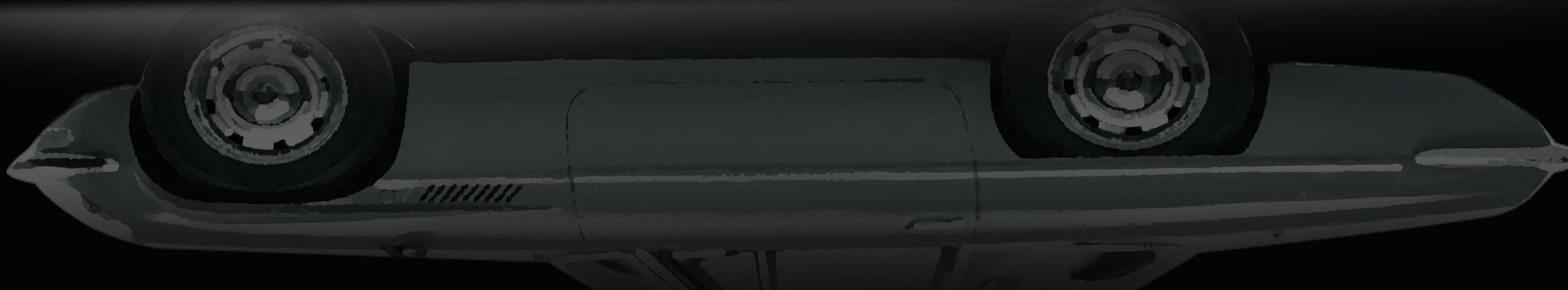
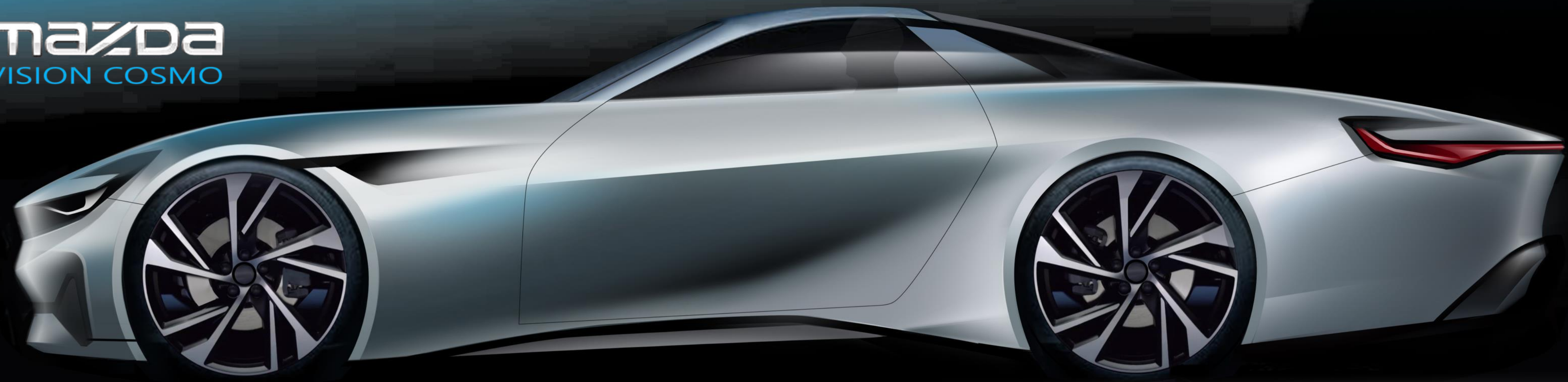
**mazda**  
VISION COSMO

SKETCH  
IDEATION





**mazda**  
VISION COSMO



KEY SKETCH  
PROPOSAL



**mazda**  
VISION COSMO

**KEY SKETCH  
PROPOSAL**





**mazda**  
VISION COSMO

KEY SKETCH  
PROPOSAL

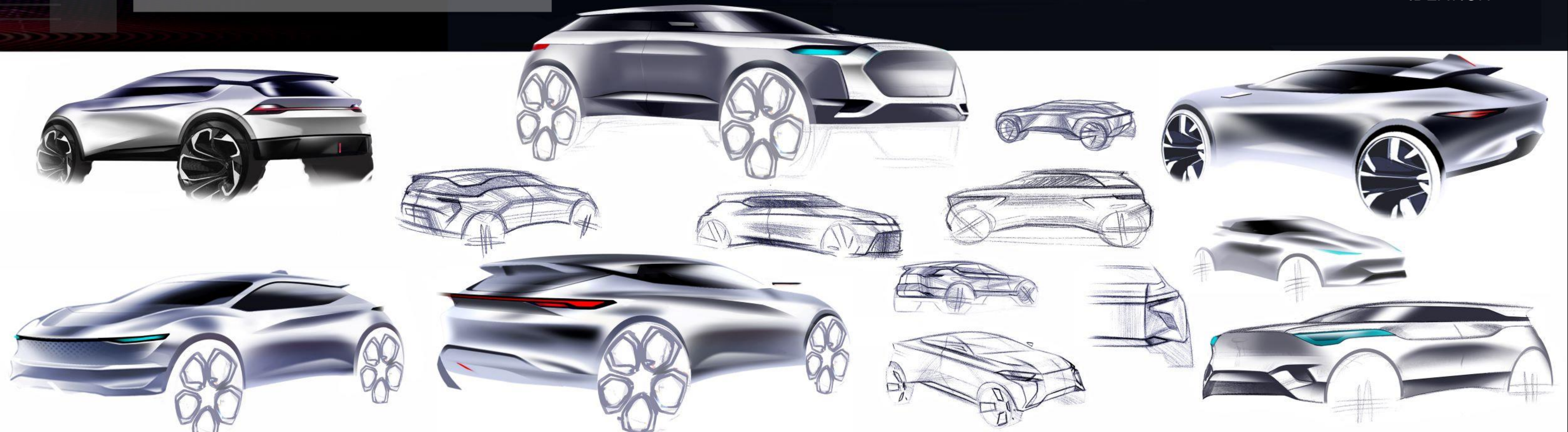


// DESIGN BRIEF

Design a new purposeful SUV Hybrid which incorporates the latest in technology and innovation. The overall appearance must be pleasing and fun for urban and cross country environments.

- Appeal to mass markets targeted at the tech-savvy audience
- Appearance must be striking, bold yet stimulating & energetic
- Clear and angular, warm and inviting

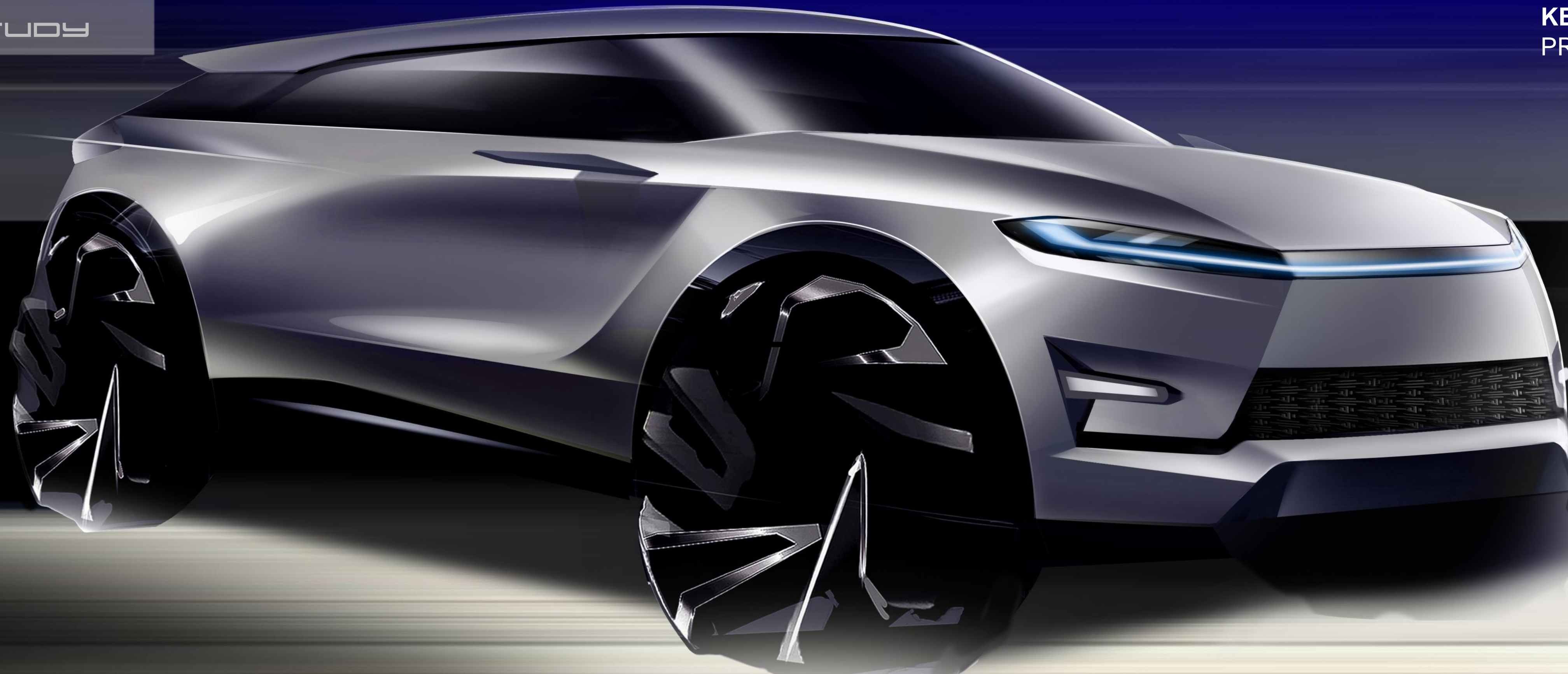






SUV // CASE STUDY

KEY SKETCH  
PROPOSAL



SUV // CASESTUDY

KEY SKETCH  
PROPOSAL





// DESIGN BRIEF

Design a sports saloon which incorporates Honda's renowned design ethos of innovation, fun & joy. The concept should showcase a new form of elegance and stature.

- Explore sculptural forms to give a dramatic purposeful look
- Overall shape should be fluid and dynamic
- Dynamic and graceful, theatrical yet composed

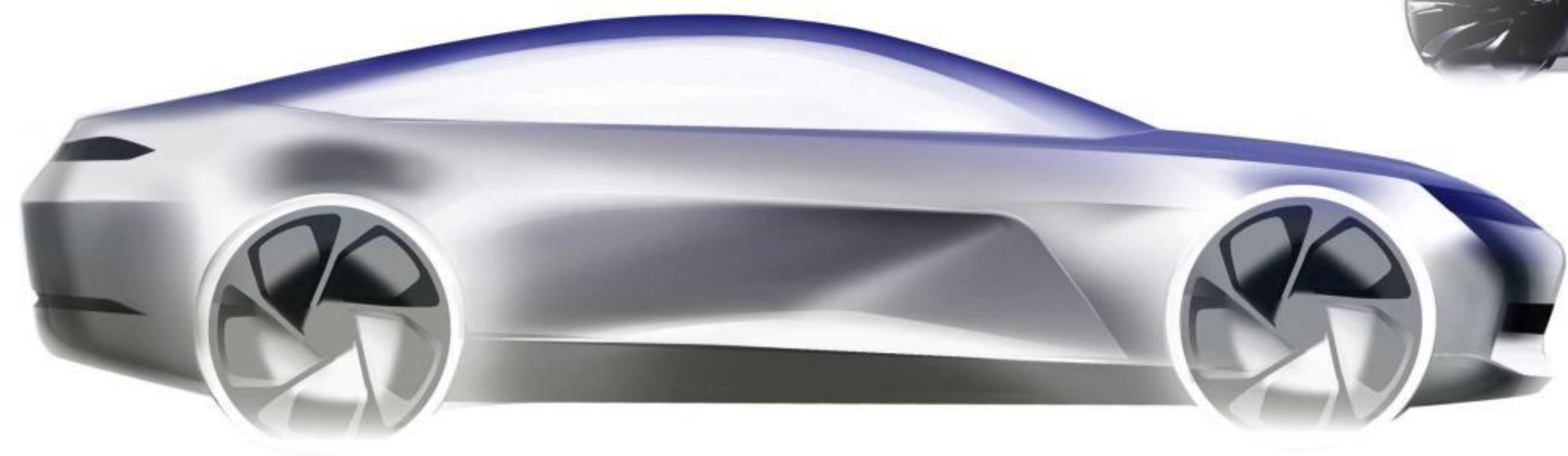
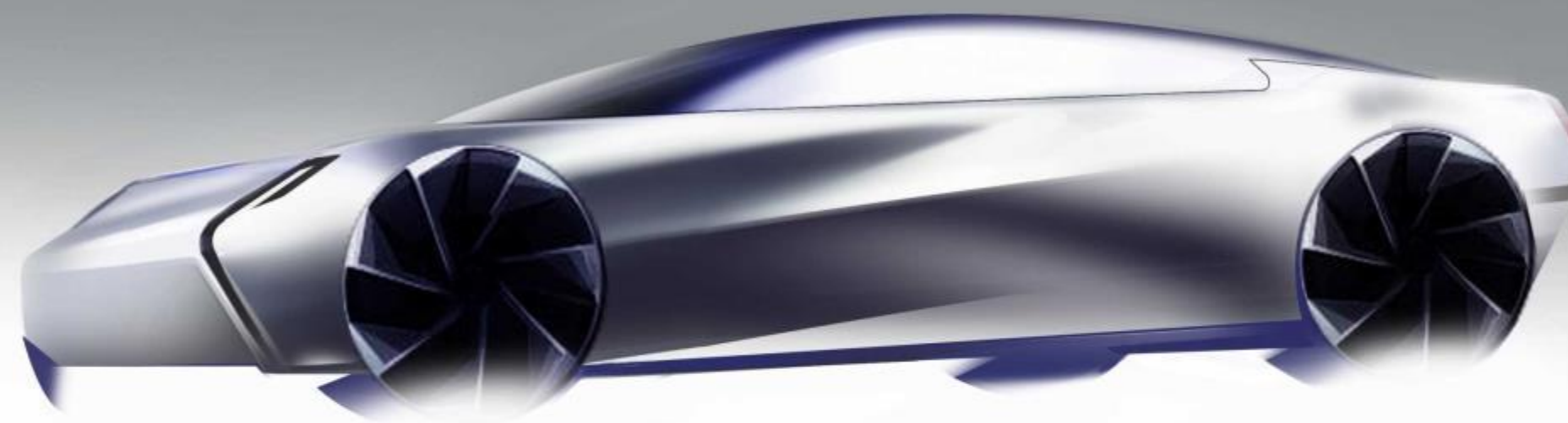




**HONDA**

**EV SPORTSEDAN CONCEPTS**

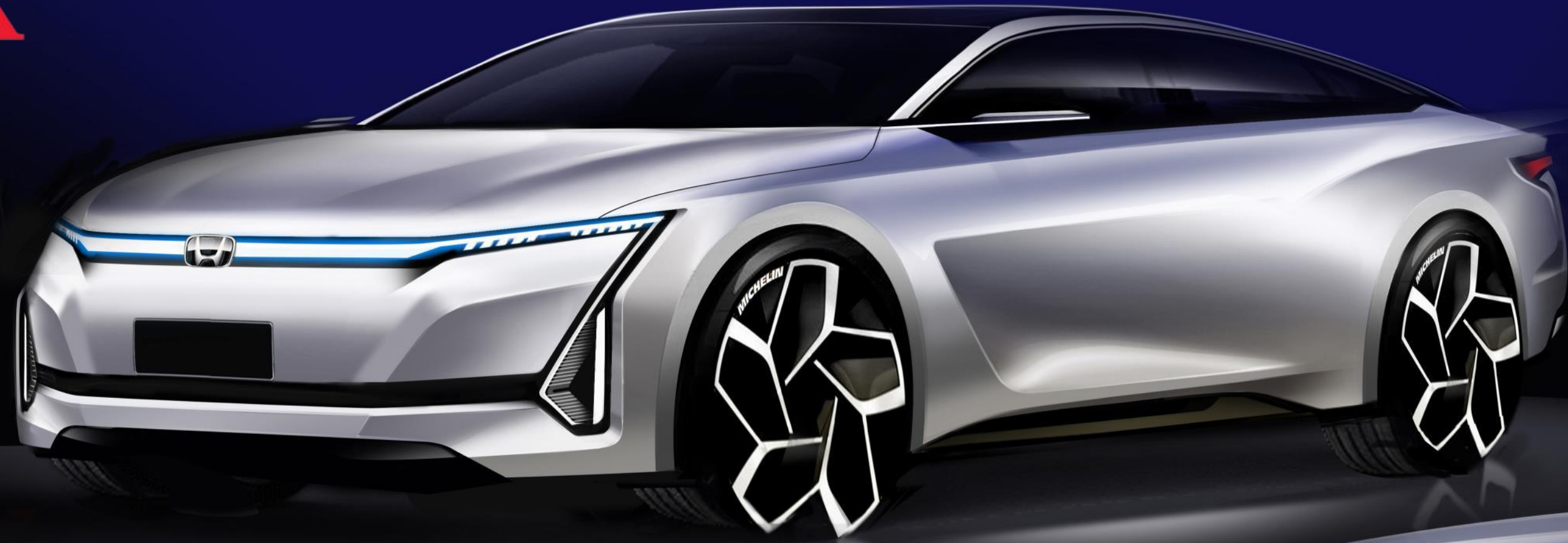
**SKETCH  
IDEATION**



*Handwritten signature*



**HONDA**



**KEY SKETCH  
PROPOSAL**



# KEY WORDS



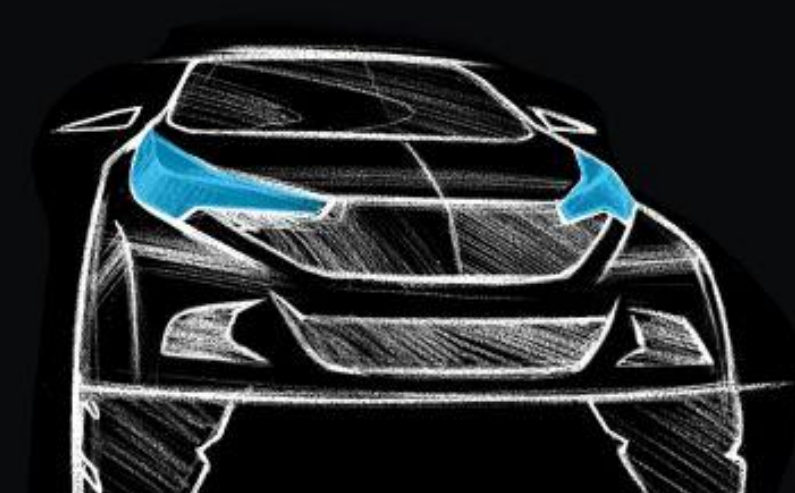
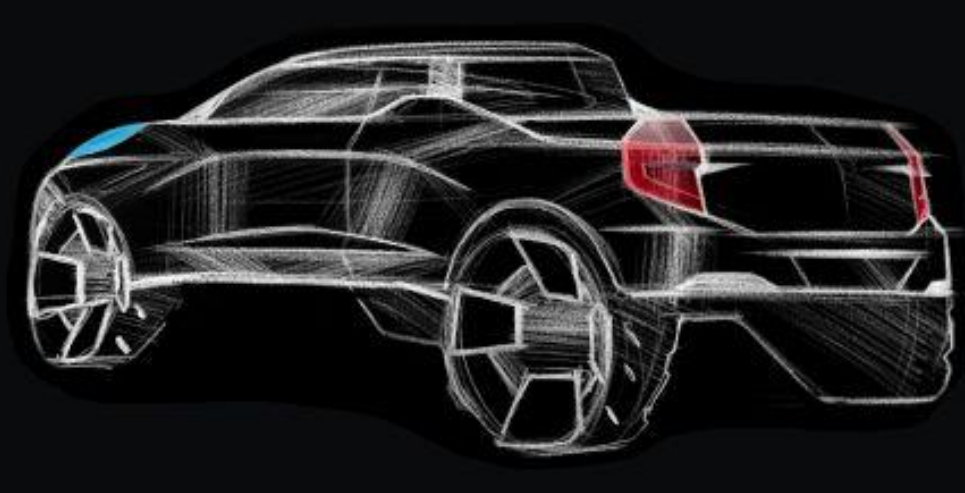
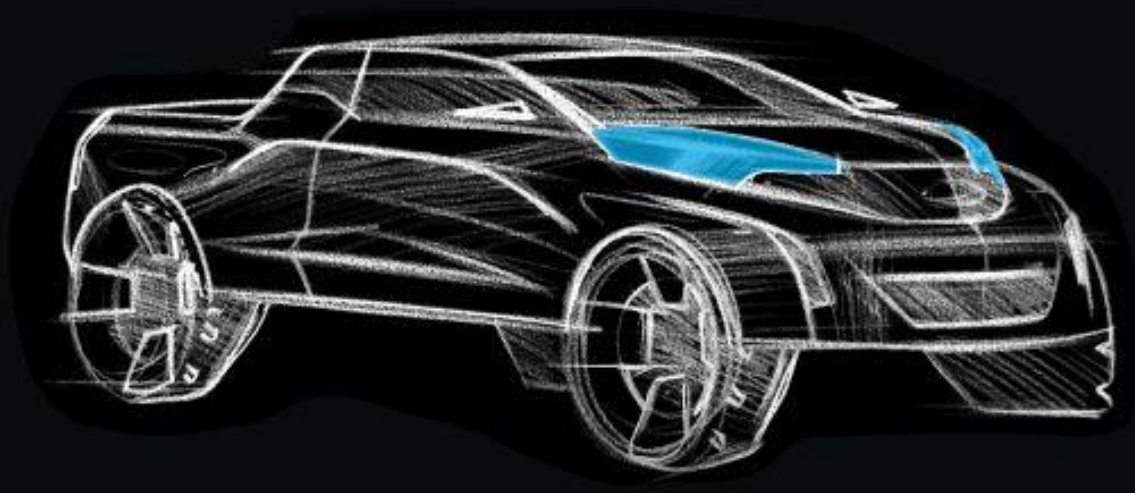
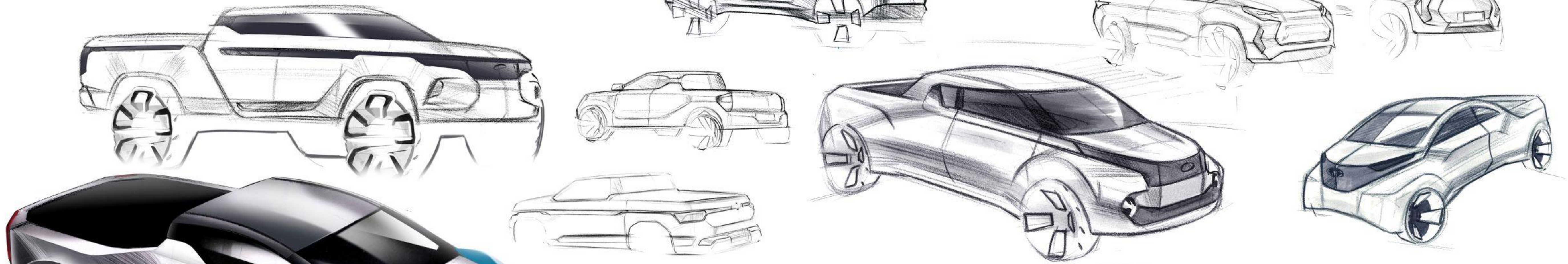
**MECHANICAL**



**FUNCTIONAL**



**ROBUST**



**SKETCH  
IDEATION**

// DESIGN BRIEF

Design a new pick-up proposal intended to replace Tata's current Xenon pick-up model.



SKETCH  
IDEATION



2016





**XENON** PICK-UP CONCEPT  
STYLING PROPOSAL EXERCISE

**JAC** MOTORS //

**S7 & M6**



Surface language must exert attention to the frontal DNA



Design must be clear and confident yet promotes the brands core values



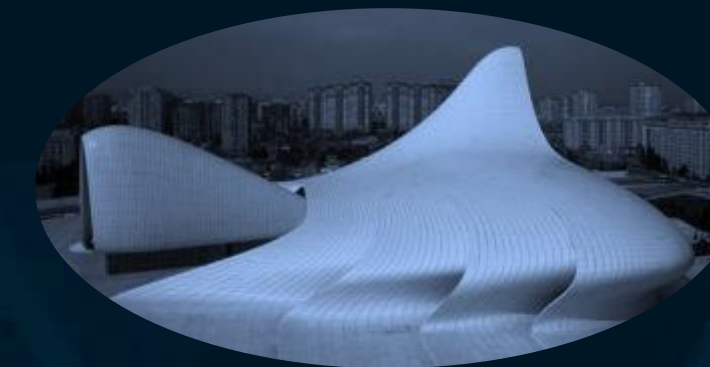
Lean and sleek, pure and sincere



BEAUTIFUL



SIMPLE



ELEGANCE

2<sup>o</sup> GENERATION -



**JAC**  
MOTORS  
JAPAN DESIGN CENTER

2<sup>o</sup> GENERATION – S7  
DESIGN PRINCIPLE –



**JAC**  
MOTORS  
JAPAN DESIGN CENTER

**2<sup>o</sup>** GENERATION – M6  
DESIGN PRINCIPLE –





# 2<sup>o</sup> GENERATION – M6

PRODUCTION VERSION

2017广州国际车展江淮  
JAC 2017 GUANGZHOU AUTO SHOW



Launched in Guangzhou 2017





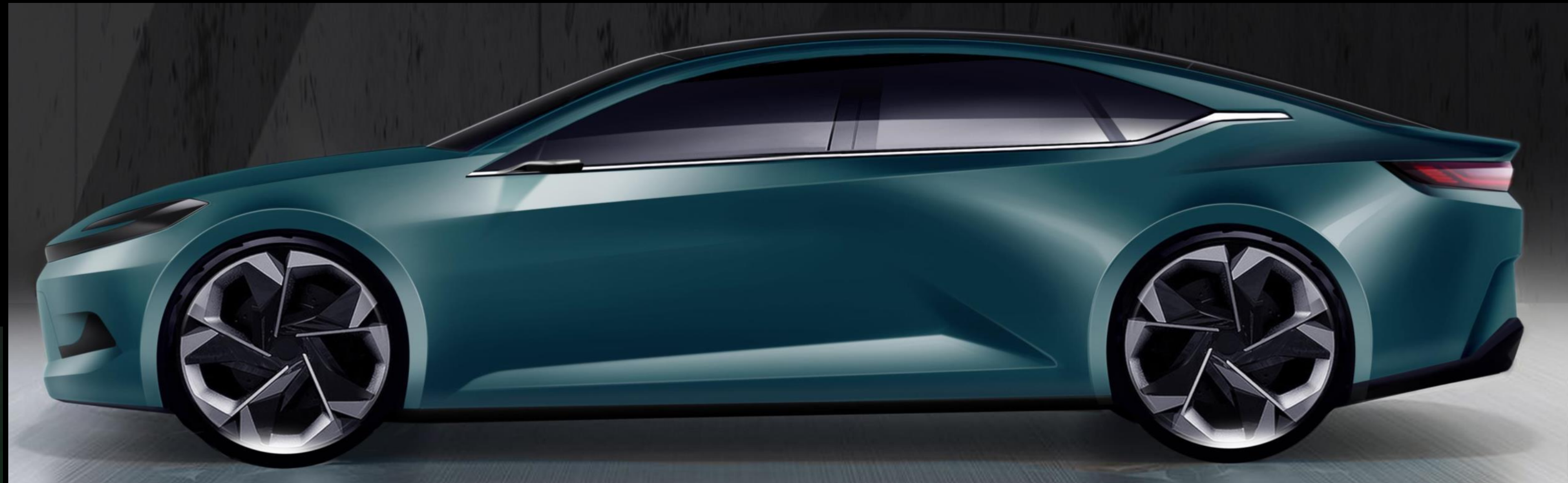
VOLKSWAGEN



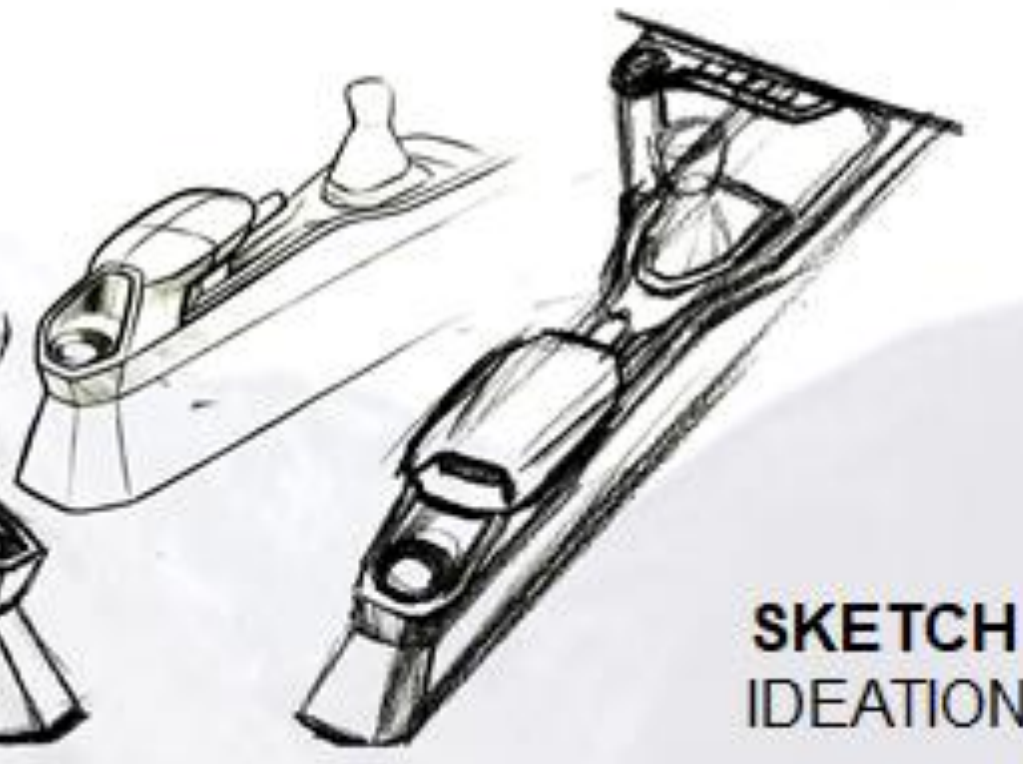
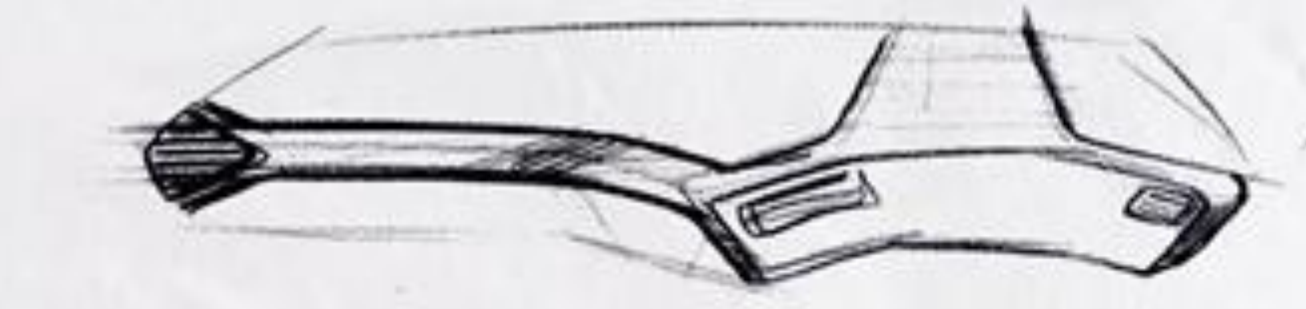
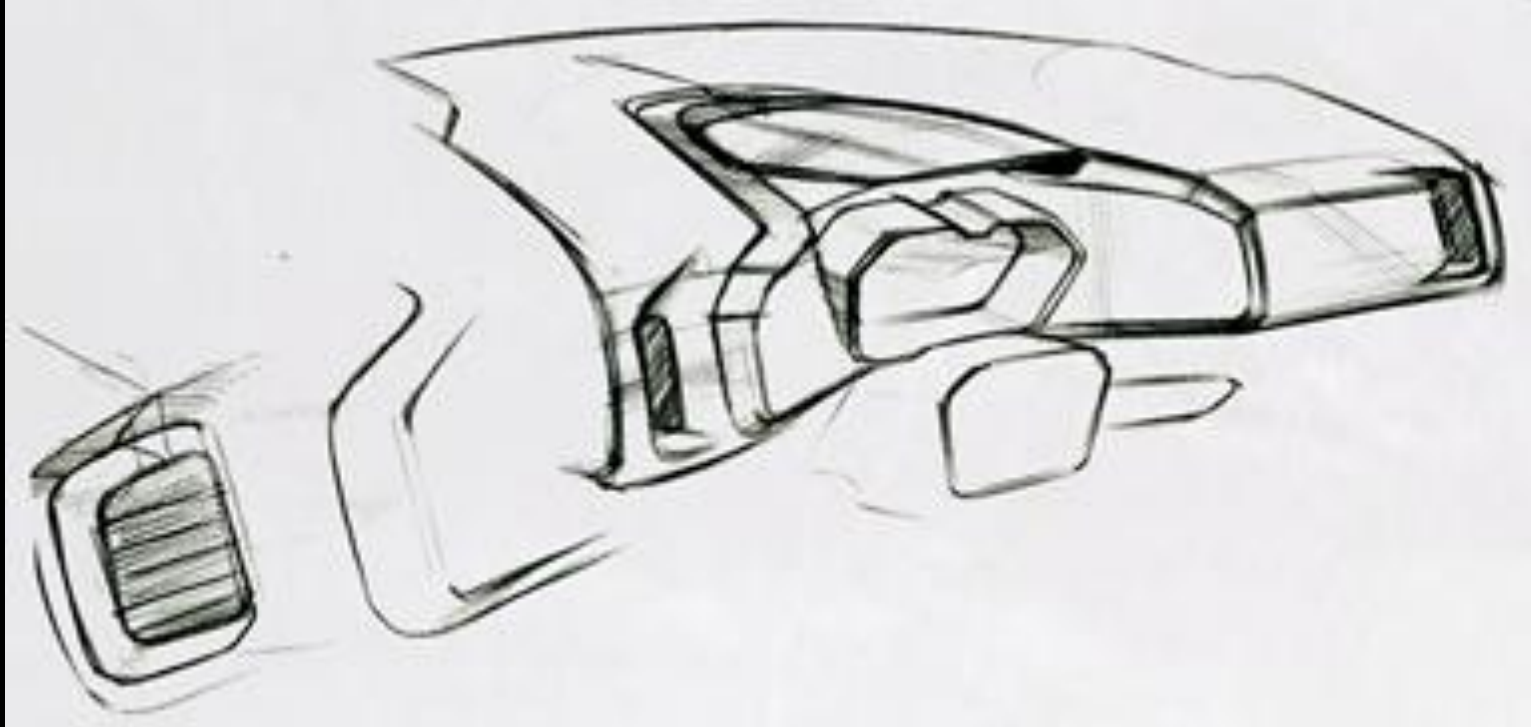
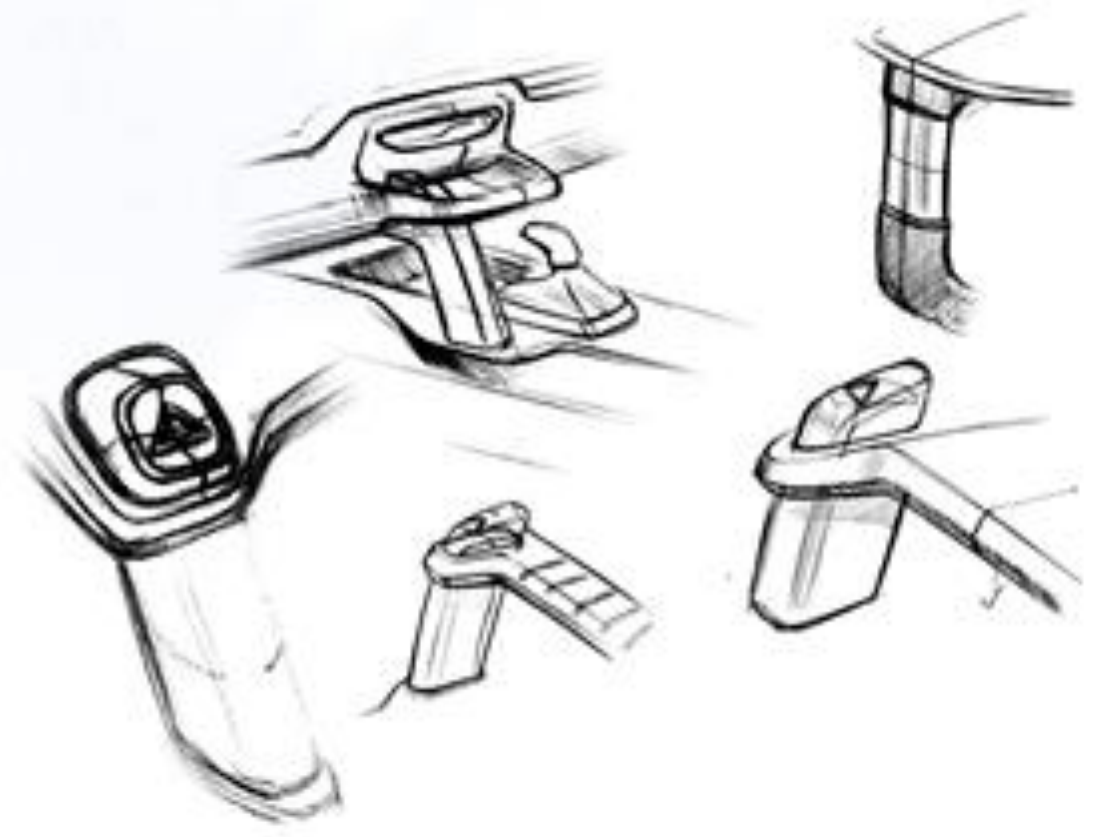
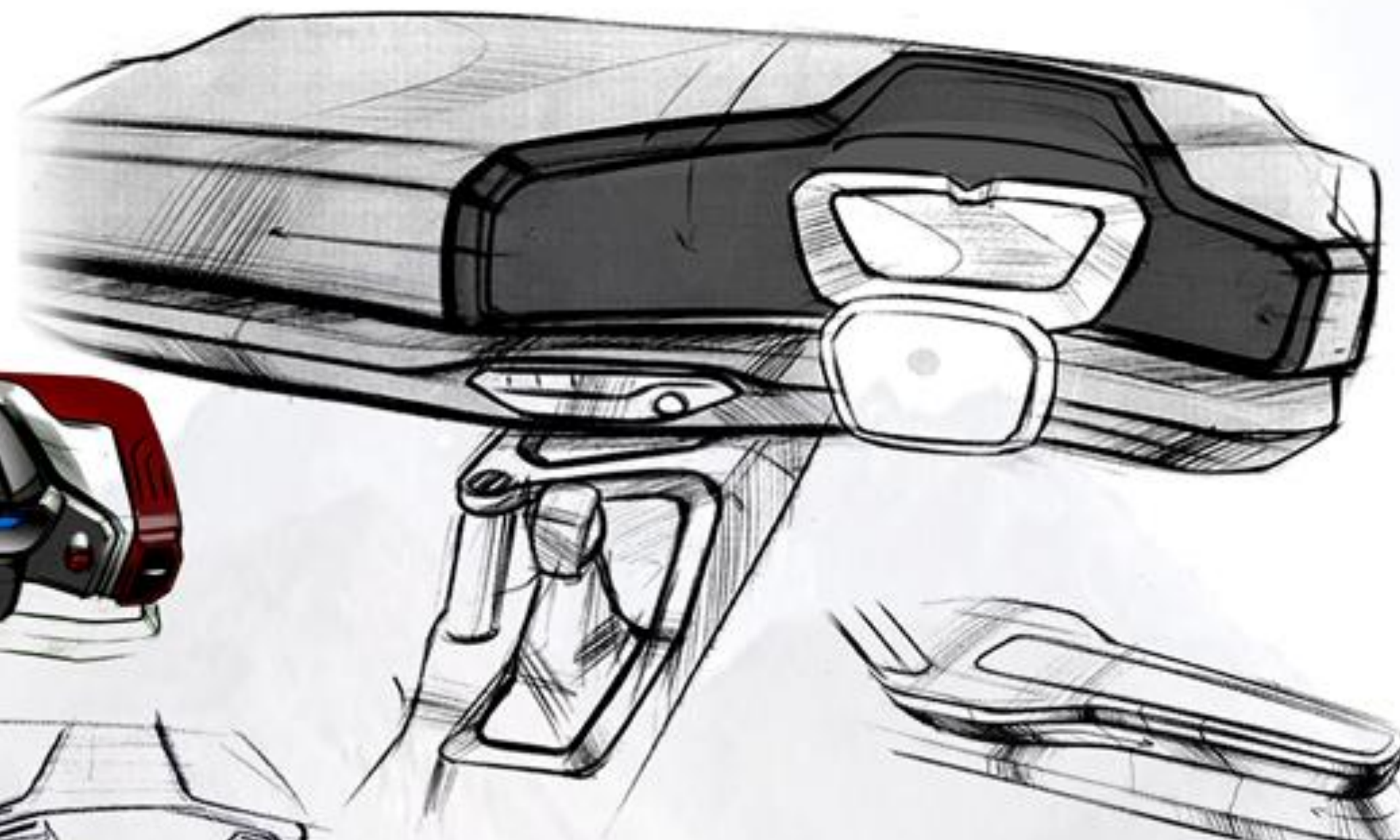
SKETCH  
IDEATION



VOLKSWAGEN



KEY SKETCH  
PROPOSAL



**SKETCH  
IDEATION**



Early Concept Proposal



// Bell & Ross inspired IP CLUSTER





CAS MODEL  
RENDERING

**THANK YOU**

FOR YOUR TIME