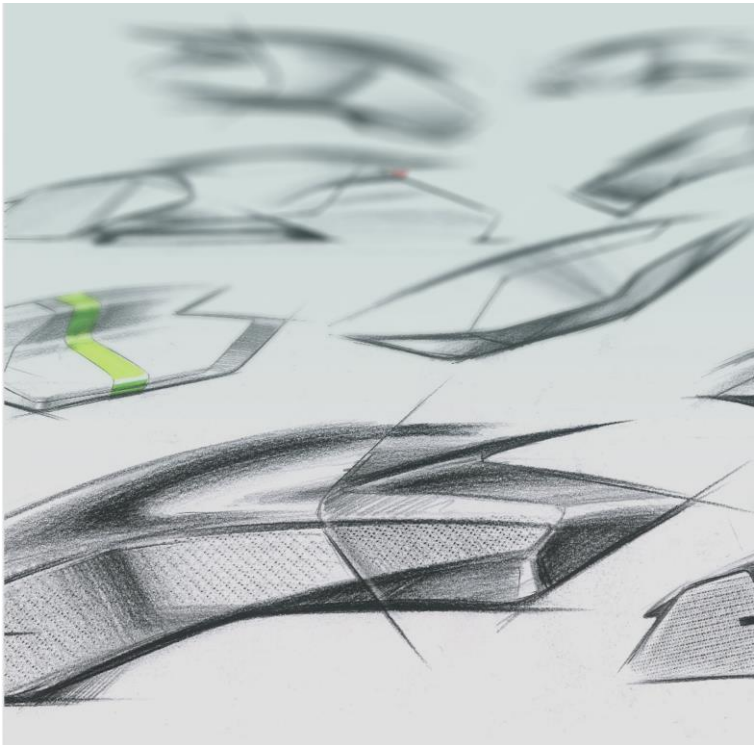
INDUSTRIAL DESIGN

PORTFOLIO

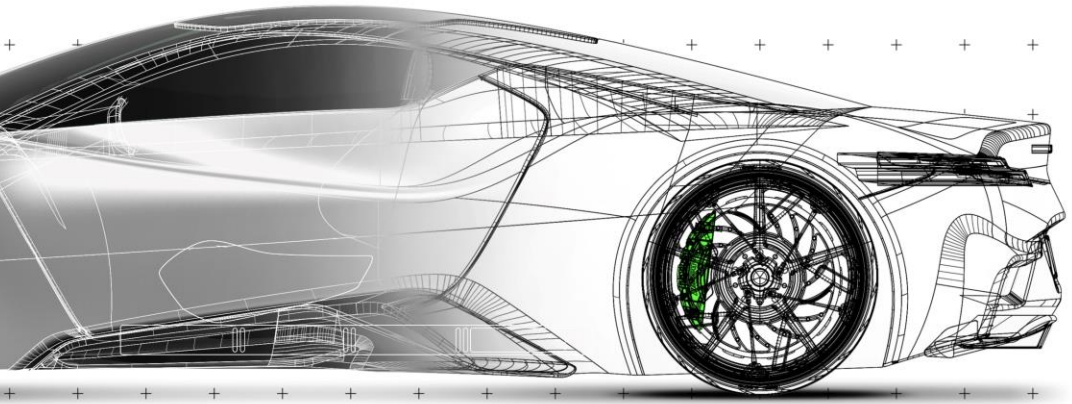
Justin Xu | 徐嘉琛

CONTENT

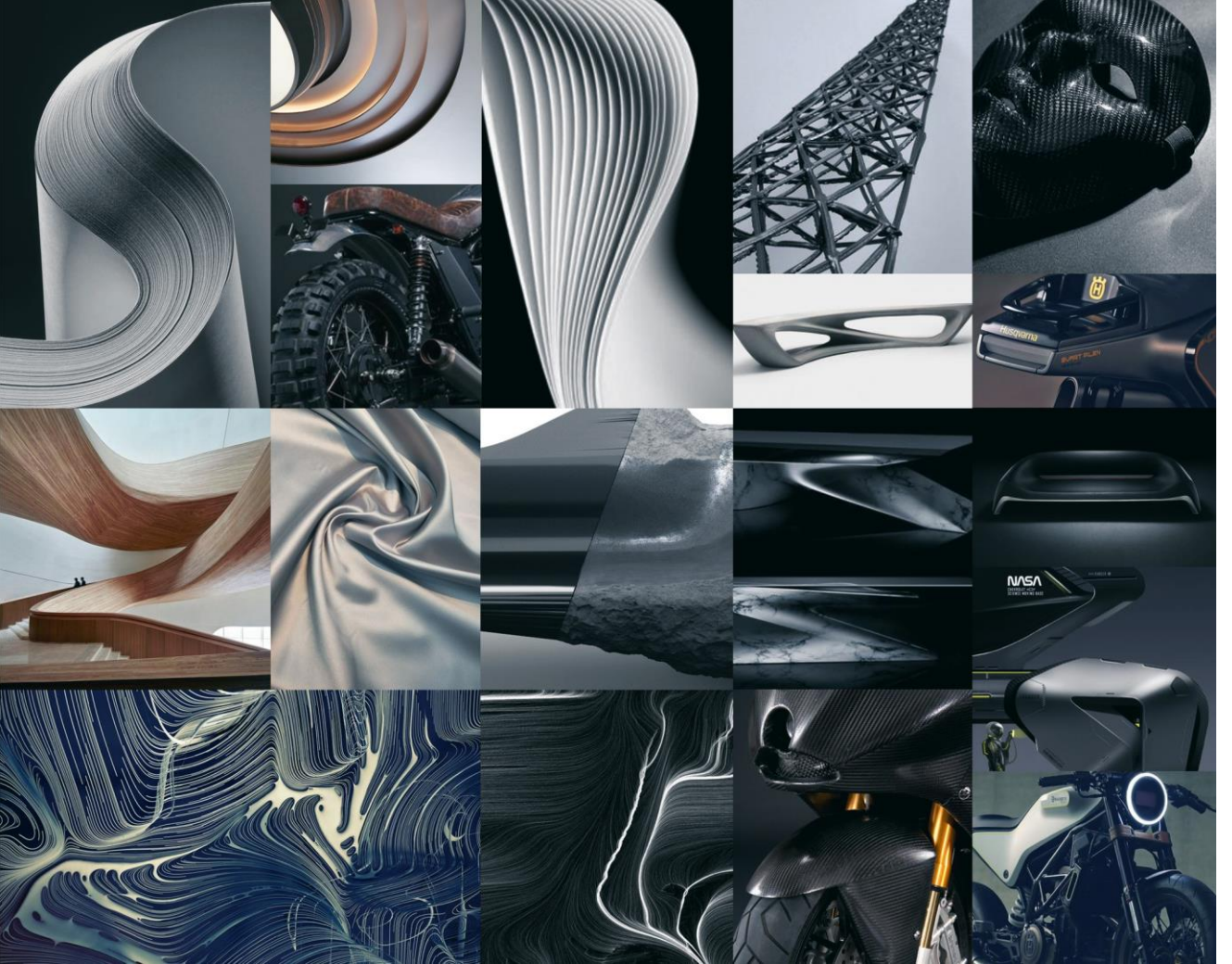
- ZERO Z HYPER-GT EXTERIOR DESIGN
- 2030 VOLVO INTERIOR DESIGN
- MODIFICATION DESIGN
- PRODUCT DESIGN
- 2040 HONDA AUTONOMOUS CAR EXTERIOR DESIGN
- SKETCH & RENDERING



CAR EXTERIOR DESIGN

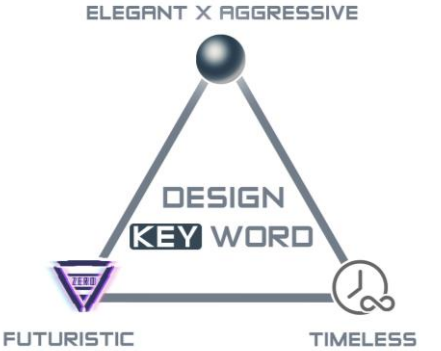


ZERO Z
HYPER-GT
DESIGN PROJECT



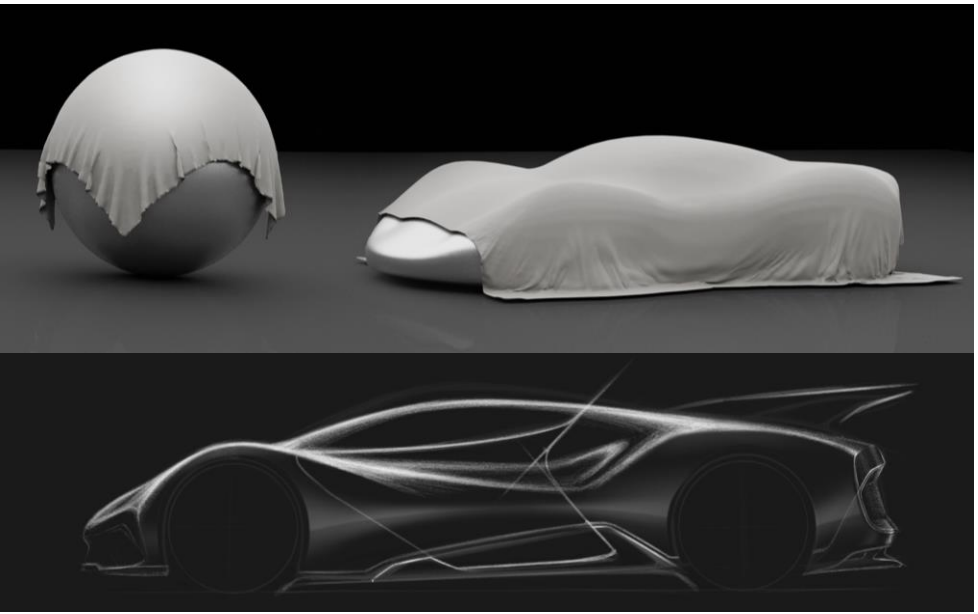
OBJECTIVE

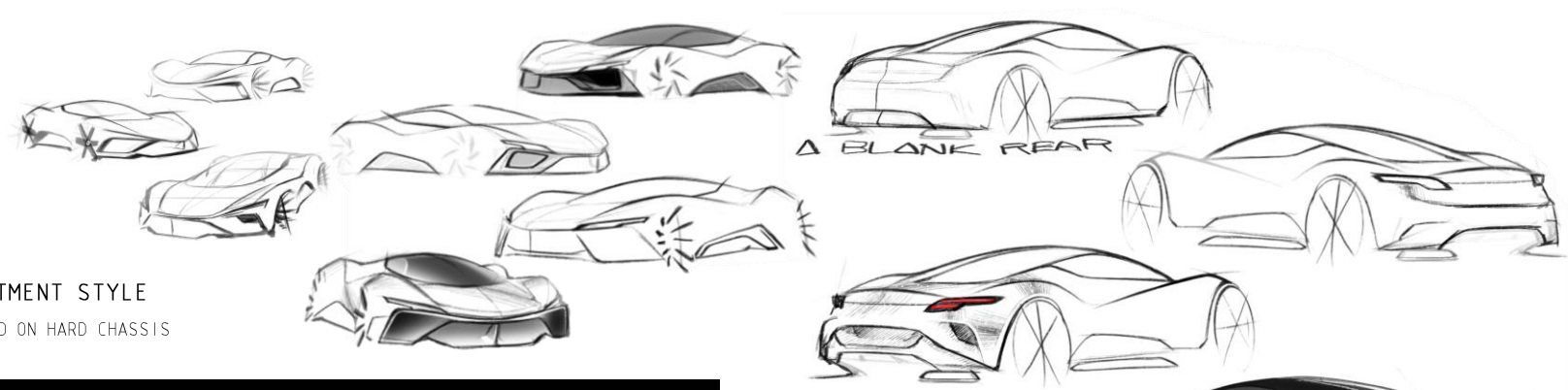
DESIGN A HYPER-GT WITH EV-POWERTRAIN FOR ZERO BRAND. MAKE THE FIRST ZERO VEHICHEL AND ESDUBULISH THE ZERO DESIGN LANGUAGE.NOT TO FOLLOW EXIST BRAND ON THE MARKET. THE STYLING KEYWORDS ARE ELEGANT, FUTURISTIC, AND TIMELESS.THE DESIGN OUTCOME SHOULD CLOSE TO VISUALLY PRODUCTION LEVEL.

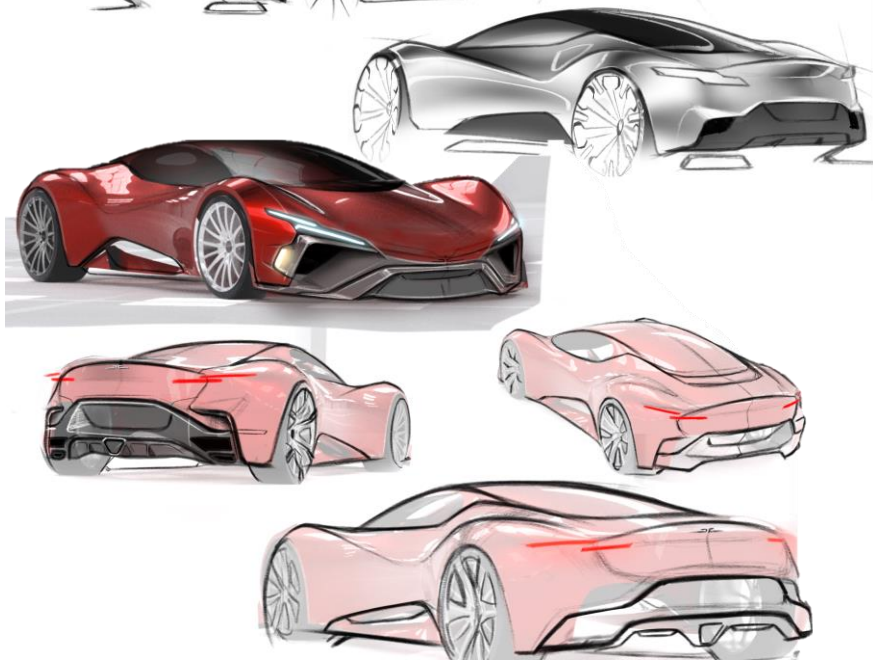


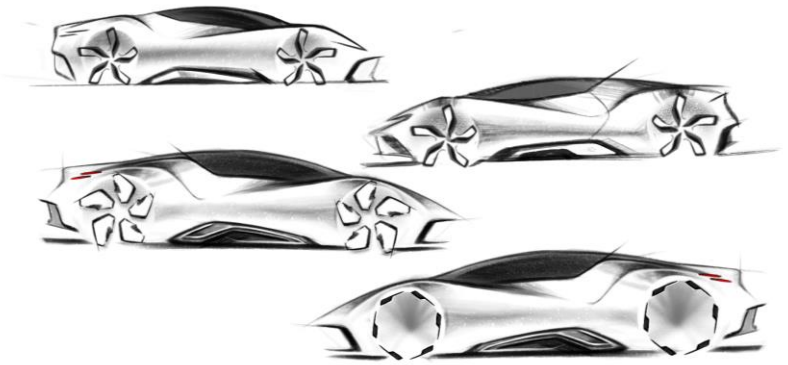
SURFACE TREATMENT STYLE

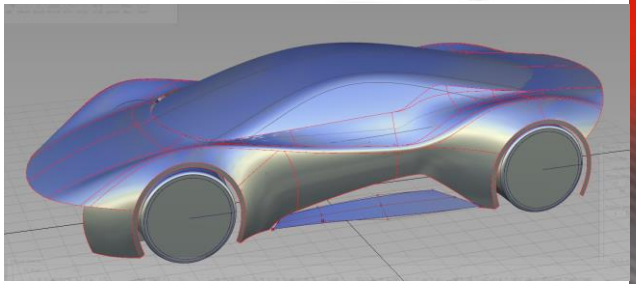
SOFT CLOTH COVERED ON HARD CHASSIS









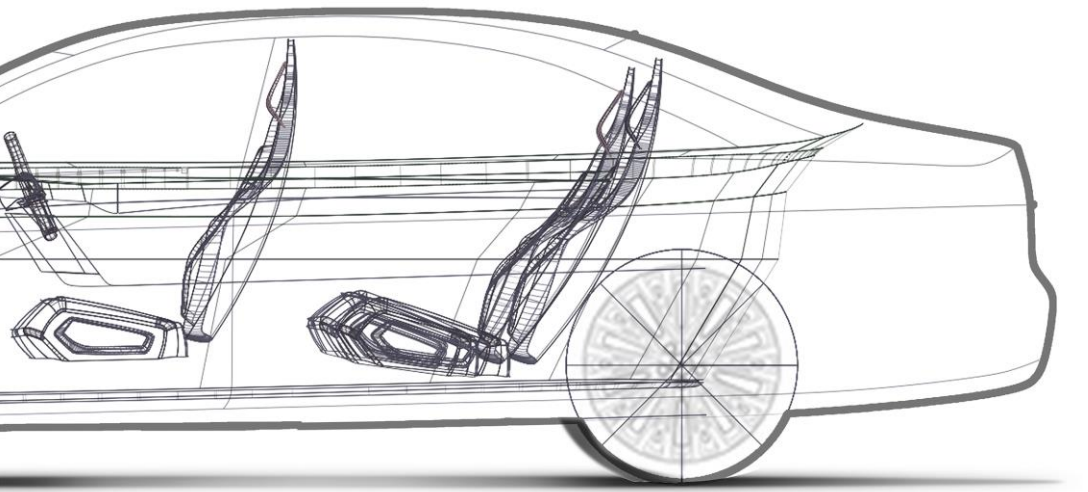


KEY SKETCHS

PHOTOSHOP RENDERING
FRONT 3/4

PHOTOSHOP RENDERING
REAR 3/4

CAR INTERIOR DESIGN

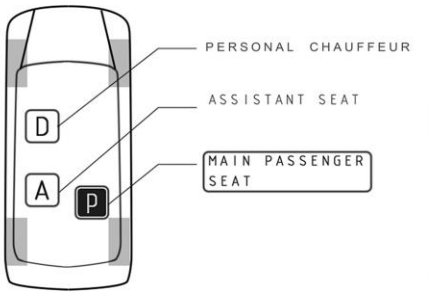


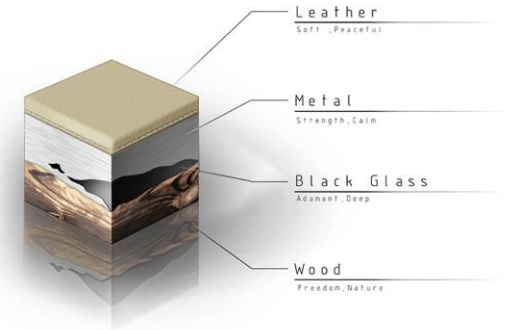
2030 VOLVO INTERIOR CONCEPT

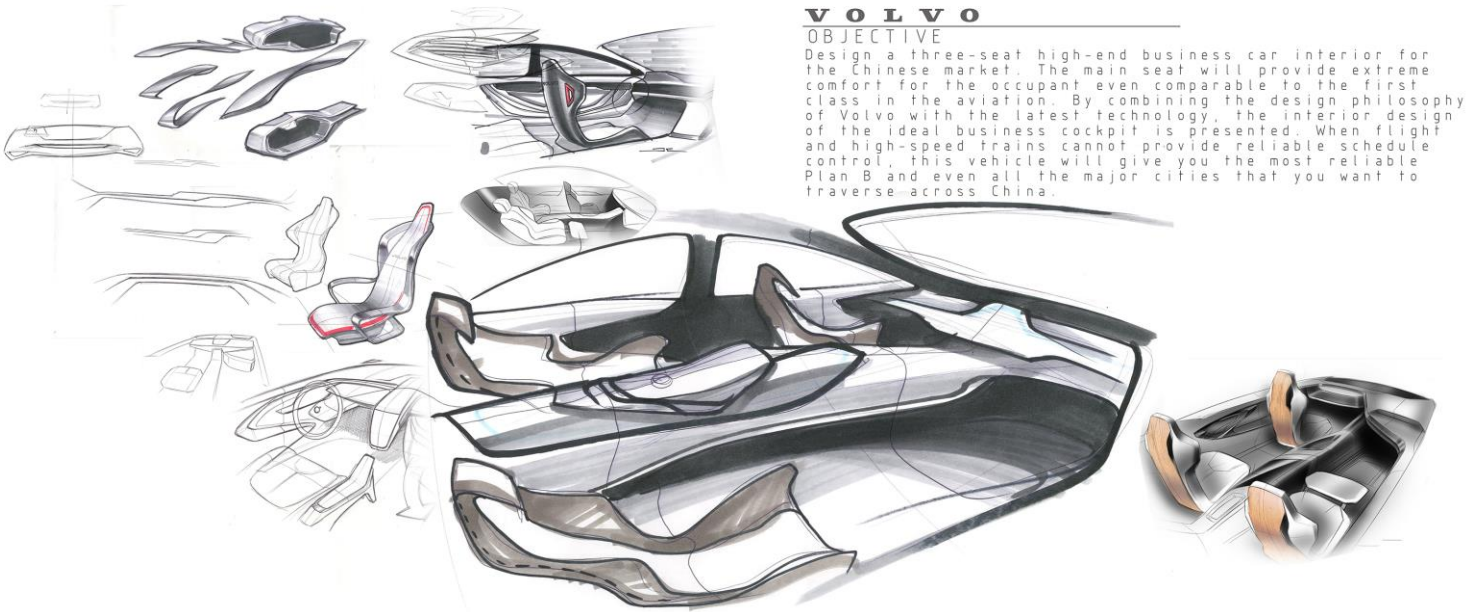
3-Seats High-end Sedan

JIACHEN XU

TARGET MARKET



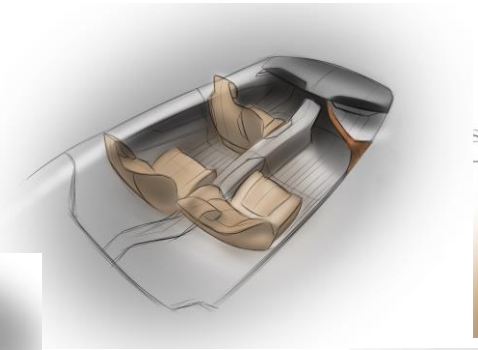


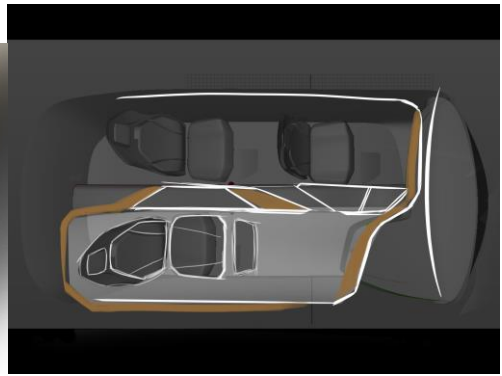
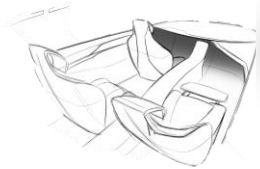


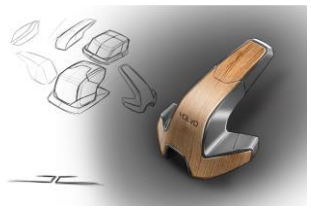
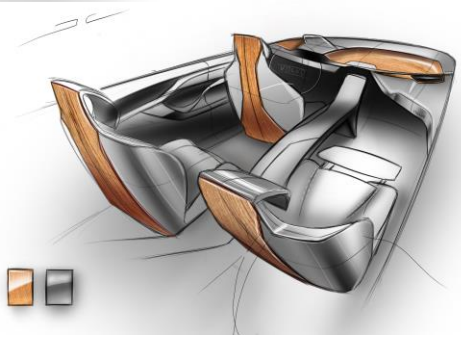
VOLVO

OBJECTIVE

Design a three-seat high-end business car interior for the Chinese market. The main seat will provide extreme comfort for the occupant even comparable to the first class in the aviation. By combining the design philosophy of Volvo with the latest technology, the interior design of the ideal business cockpit is presented. When flight and high-speed trains cannot provide reliable schedule control, this vehicle will give you the most reliable Plan B and even all the major cities that you want to traverse across China.



VOLVO



VOLVO
TOUCH - PAD &
SCREEN
VOLVO
DISPLAY

FIRST-CLASS CABIN SEAT

FOR COMFORTABLE LONG DISTANCE TRIP

ALIAS DIGITAL MODEL

MODE
168KM/H
26°C
WELCOME
VOLVO
VOLVO

26°c
WELLCOME
VOLVO

MODIFICATION DESIGN

工匠派 MAZDA CX-5

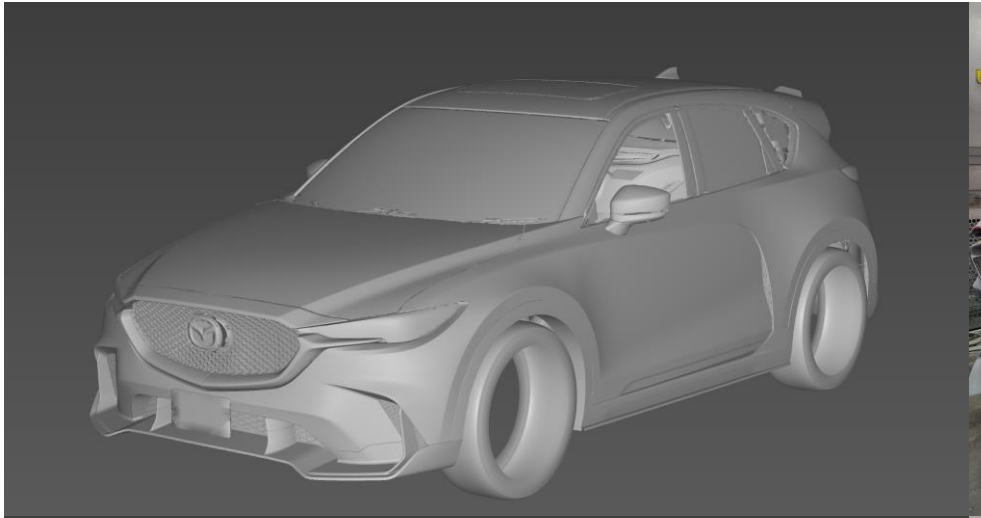
PROJECT

ZERO
MAZDA
ZERO

VER. 0719

MAZDA
MAZDA
MAZDA

mazda
PI
DESIGN
MAZDA
MAZDA



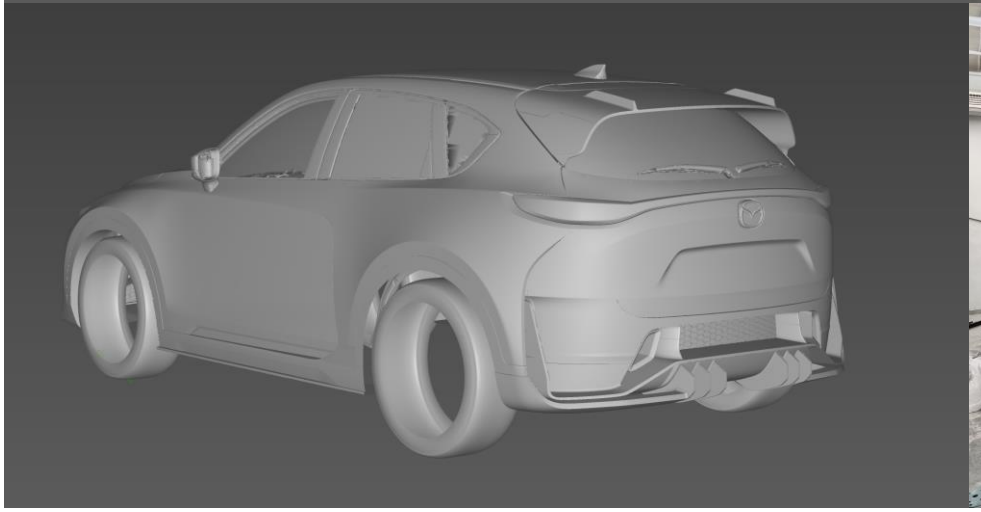


photo by Siyu Zhu ×

工匠派
photo by Siyu Zhu ×

photo by Siyu Zhu ×

photo by Siyu Zhu ×

2021 Guangzhou
International Auto Show

工匠派 TANK 500

PROJECT

TANK 500

OFFROAD EDITION

TANK 500

OFFROAD EDITION

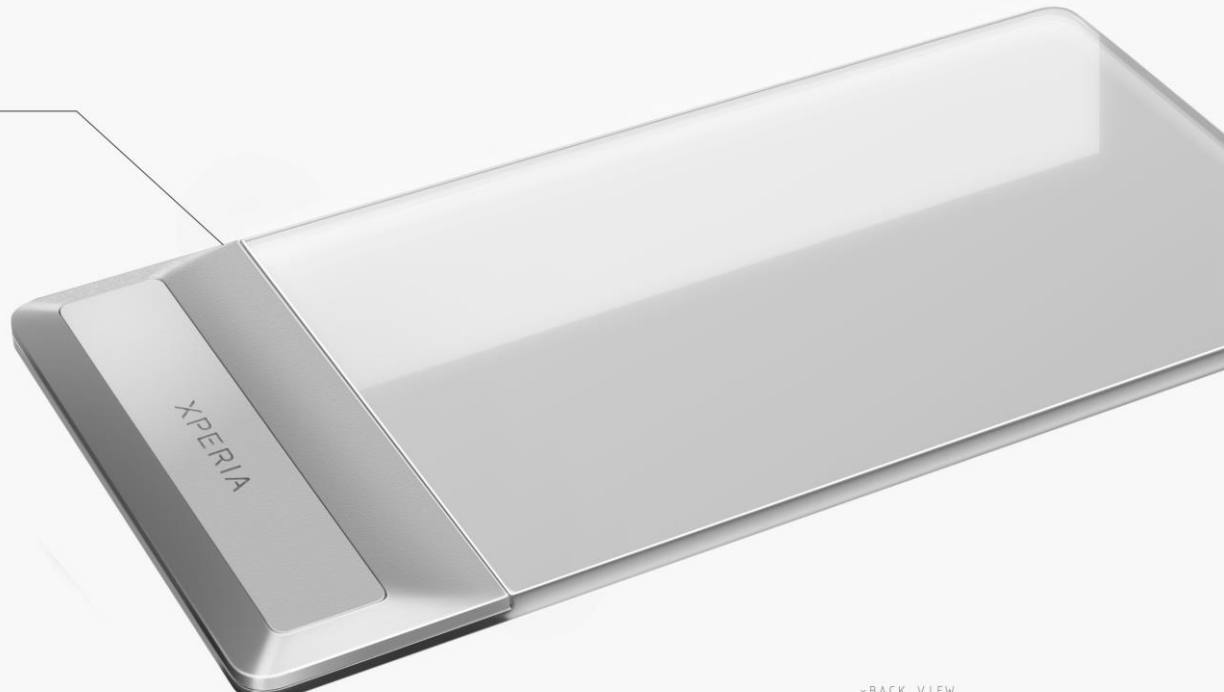
TANK

PRODUCT DESIGN

SONY
make.believe
XPERIA ONE
TRANSPARENT GLASS CONCEPT PHONE
AT&T
08:14
58 F
San Francisco
WALKMAN
If I Could Fly - Joe Satriani
CALENDER
28
MON
09:30 MORNING MEETTING @ 301
11:00 HEADING TO SAN JOSE STUDIO
13:00 INTERNAL MEETING WITH DESIGN TEAM
SONY

HARDWARE MODULE

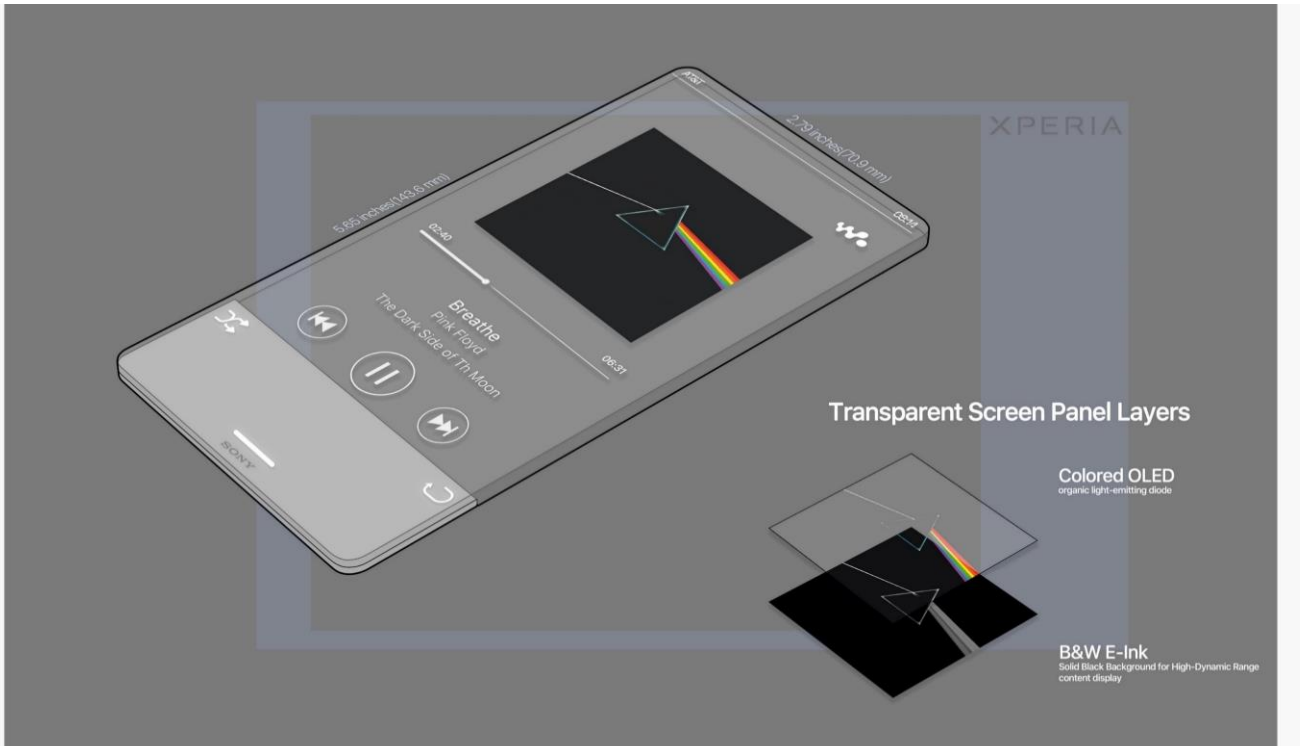
- x ULTRA-COMPACT MOTHER BOARD
- x GRAPHENE HIGH-CAPACITY BATTERY
- x ERGONOMIC DESIGN FOR COMFORT HOLDING



×BACK VIEW

6.5"-INCH OLED DISPLAY

- BUILT-IN GLASS PANEL
- E-INK LAYER FOR BLACK BACKGROUND
- 120Hz HIGH-REFREASHING RATE


XPERIA
5.65 inches(143.6 mm)
2.79 inches(70.9 mm)
02:40
06:31
Breathe
Pink Floyd
The Dark Side of Th Moon
SONY
Transparent Screen Panel Layers
Colored OLED
organic light-emitting diode
B&W E-Ink
Solid Black Background for High-Dynamic Range content display

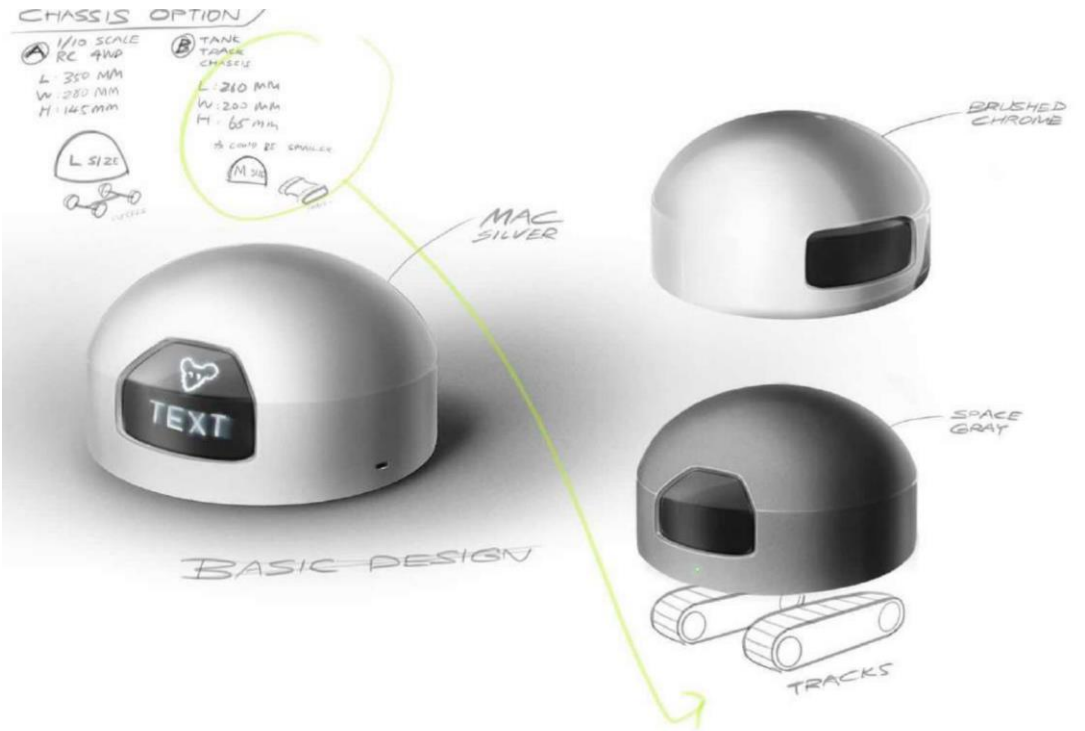
CAR KEY FOB DESIGN

*上图为已量产设计
* This design has been produced for BAIC offroad vehicle.

FUSION 360 MODEL REDERING

ZARA

INDUSTRIAL DESIGN



ZARA品牌2020新年广告道具设计

ZARA 2020 CHINESE NEW YEAR TVC

ROBOT DESIGN

RAT CHARGING STATION DESIGN

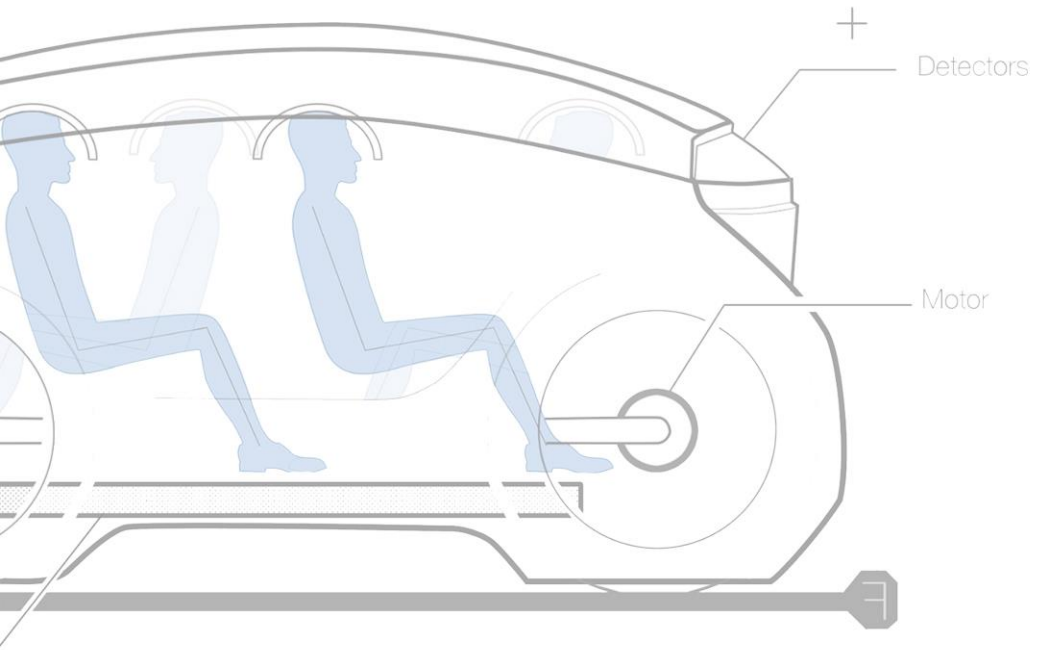
3D PRINTED RAPID-PROTOTYPE

VIEW

TVC STILL IMAGE

This video is uploaded by ZARA official channel, Click the link below to watch it.
该视频已上线ZARA官方微博 观看地址：
https://weibo.com/tv/show/1034:4463080474869764?from=old_pc_videoshow

TRANSPOTATION DESIGN

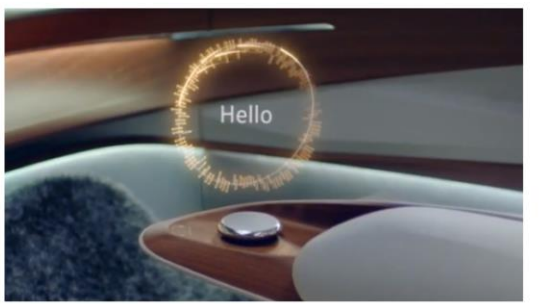


HONDA
The Power of Dream

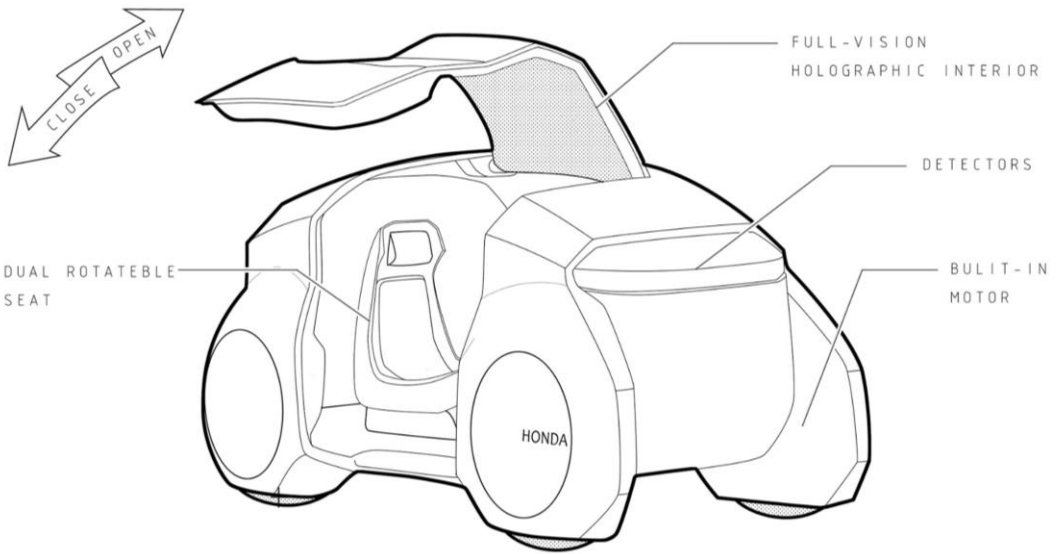
+ 2040
CITY TRANSPOTATION

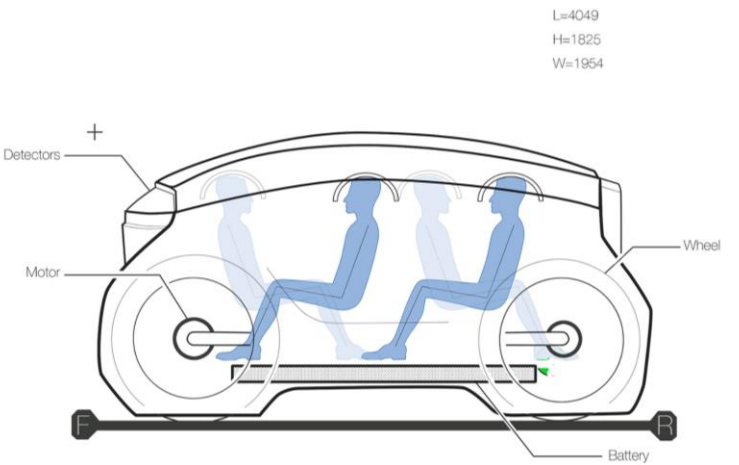
Self Driving

Sharing Service



VR Vrtual Interior


CLOSE
OPEN
FULL-VISION
HOLOGRAPHIC INTERIOR
DETECTORS
DUAL ROTATEBLE
SEAT
BULIT-IN
MOTOR
HONDA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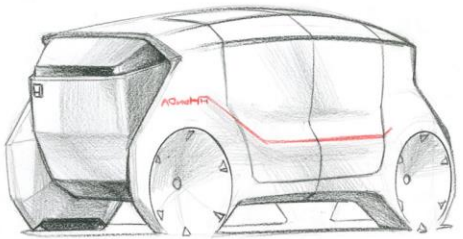
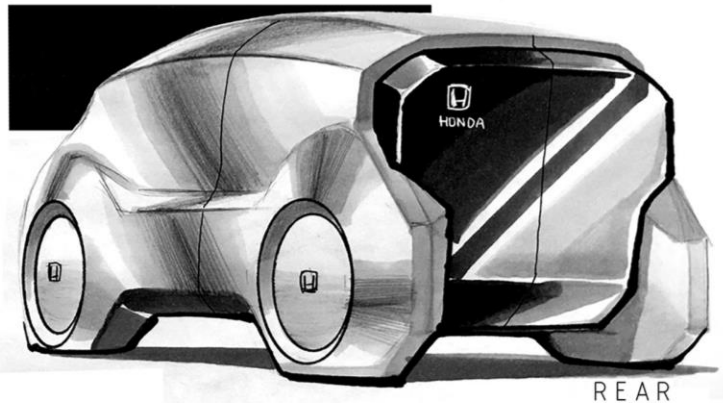
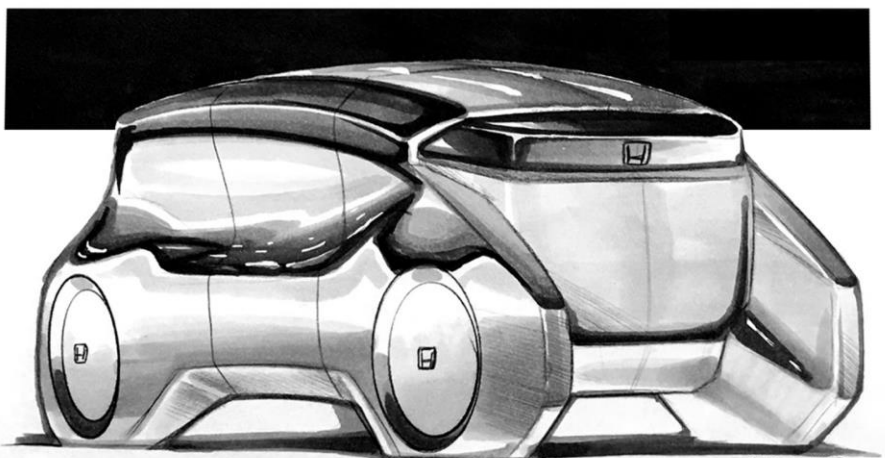
H=1825
W=1954
Detectors
Motor
Wheel
F
R
Battery

PACKAGE

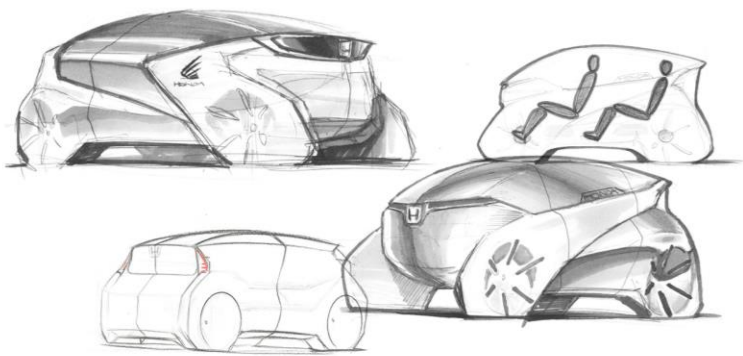


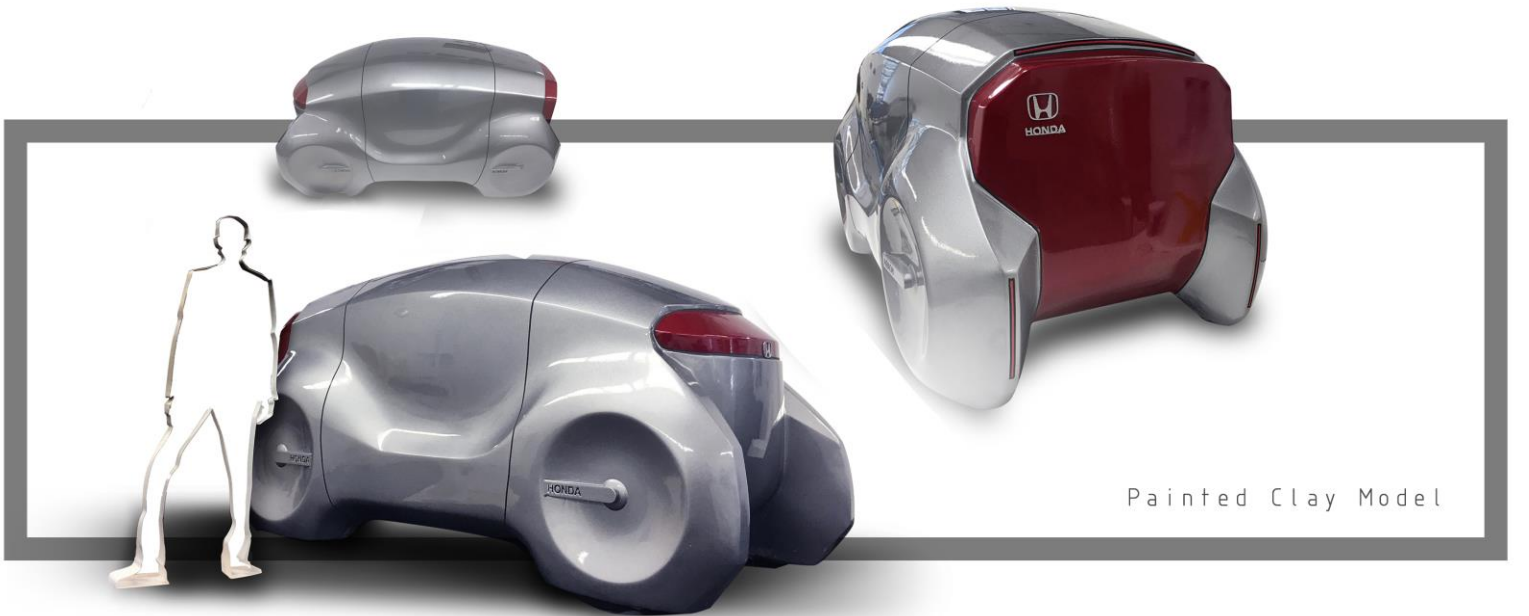


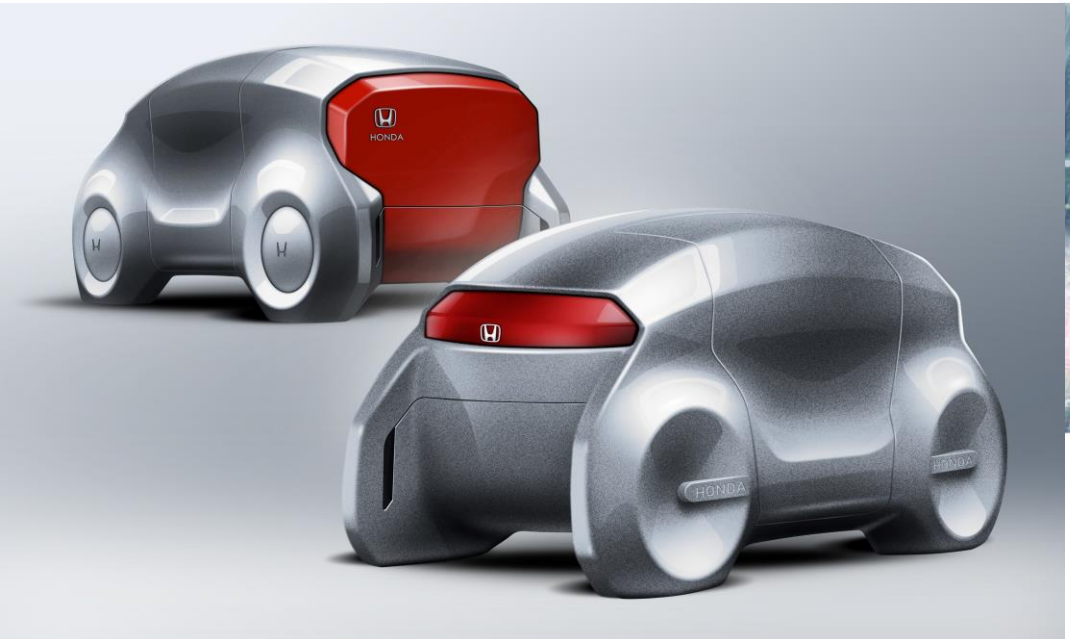
REAR



FRONT



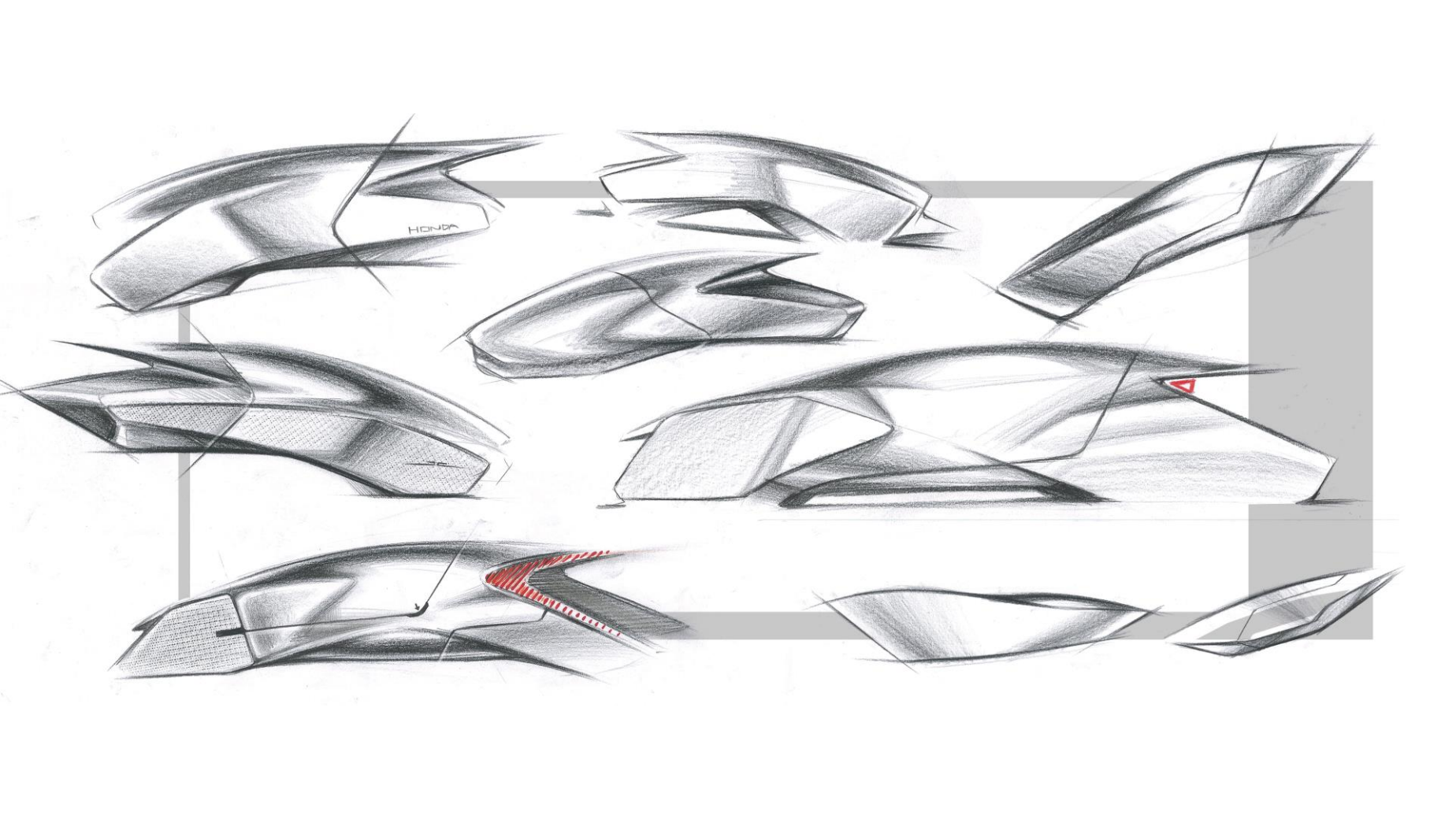

HONDA
HONDA
Painted Clay Model



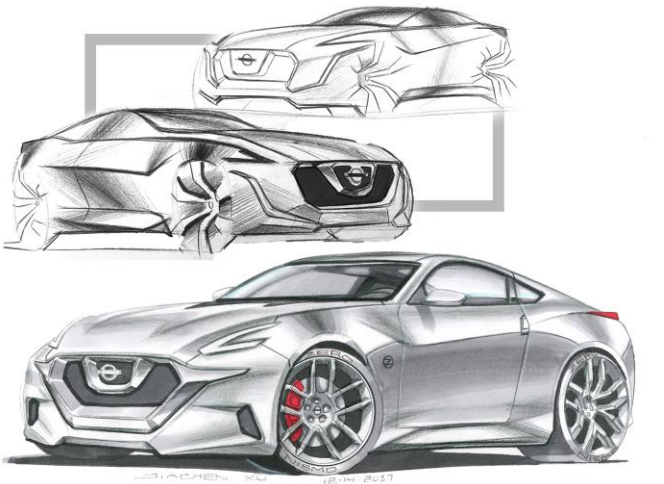
Adobe Photoshop AUTODESK SKETCHBOOK

PHOTOSHOP RENDER

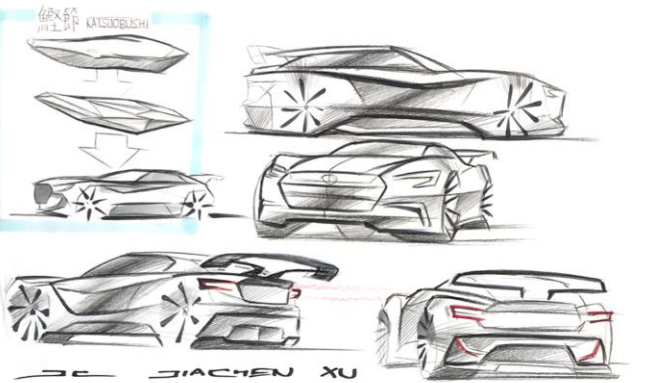
SKETCH & RENDERING


HONDA

2020 FAIRLADY Z



Sketch&Render



Sketch&Render

Sketch&Render

AUTODESK
SKETCHBOOK

PHOTOSHOP RENDER

Adobe Photoshop

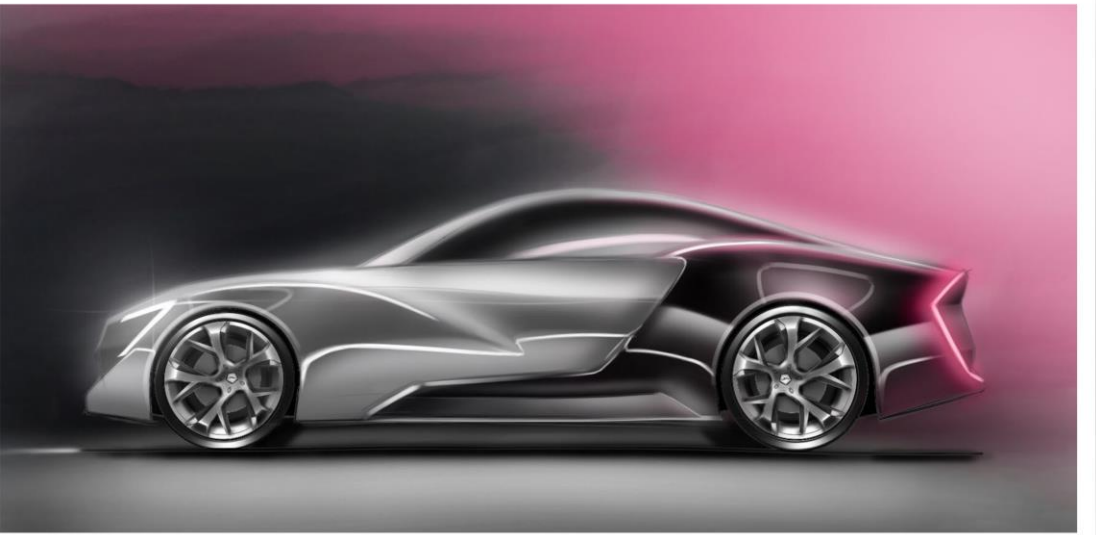
PHOTOSHOP RENDER

Adobe Photoshop

AUTODESK®
SKETCHBOOK®

PHOTOSHOP RENDER

Adobe Photoshop



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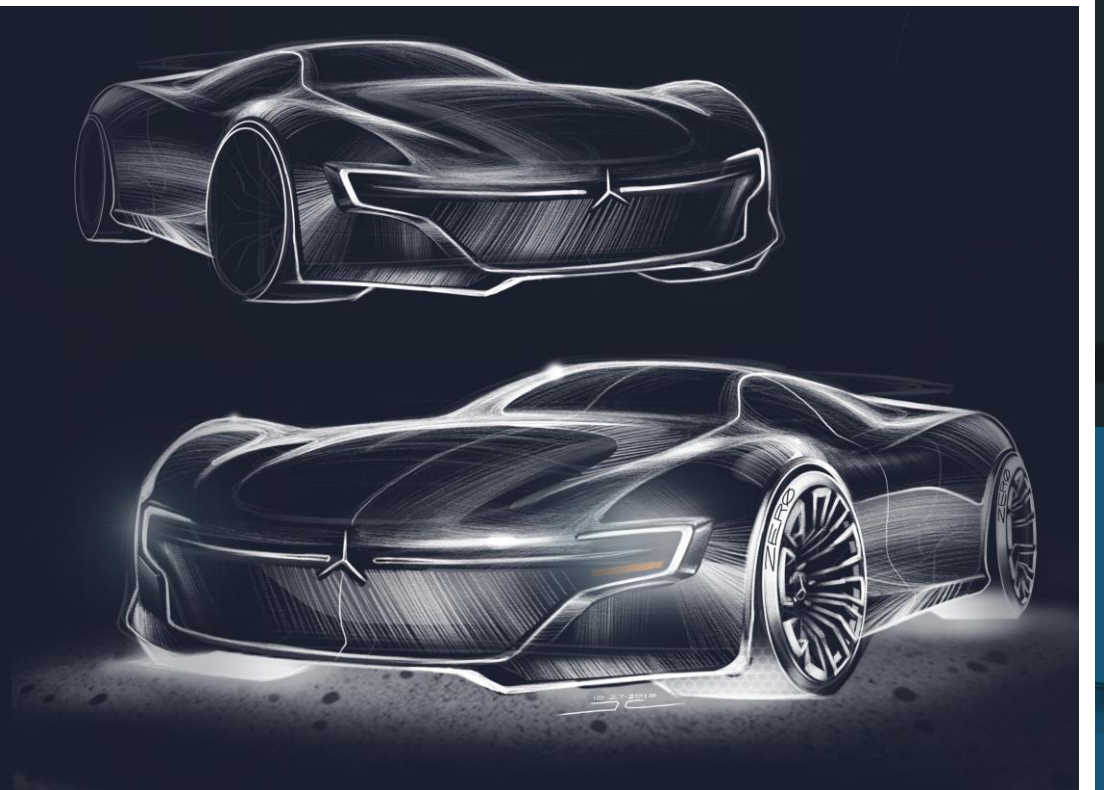
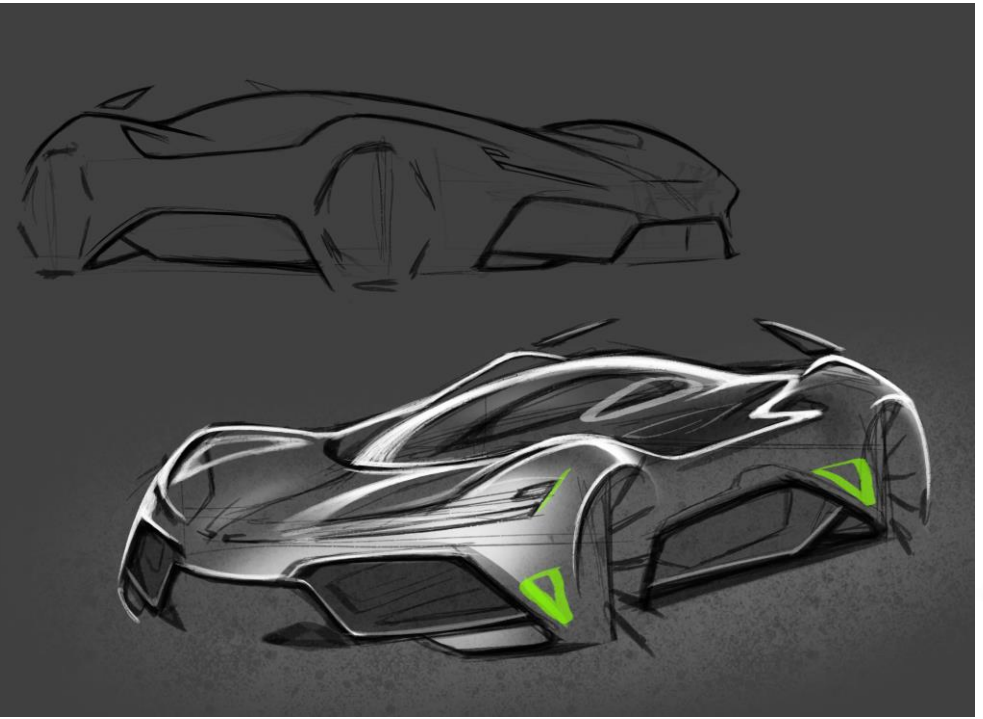
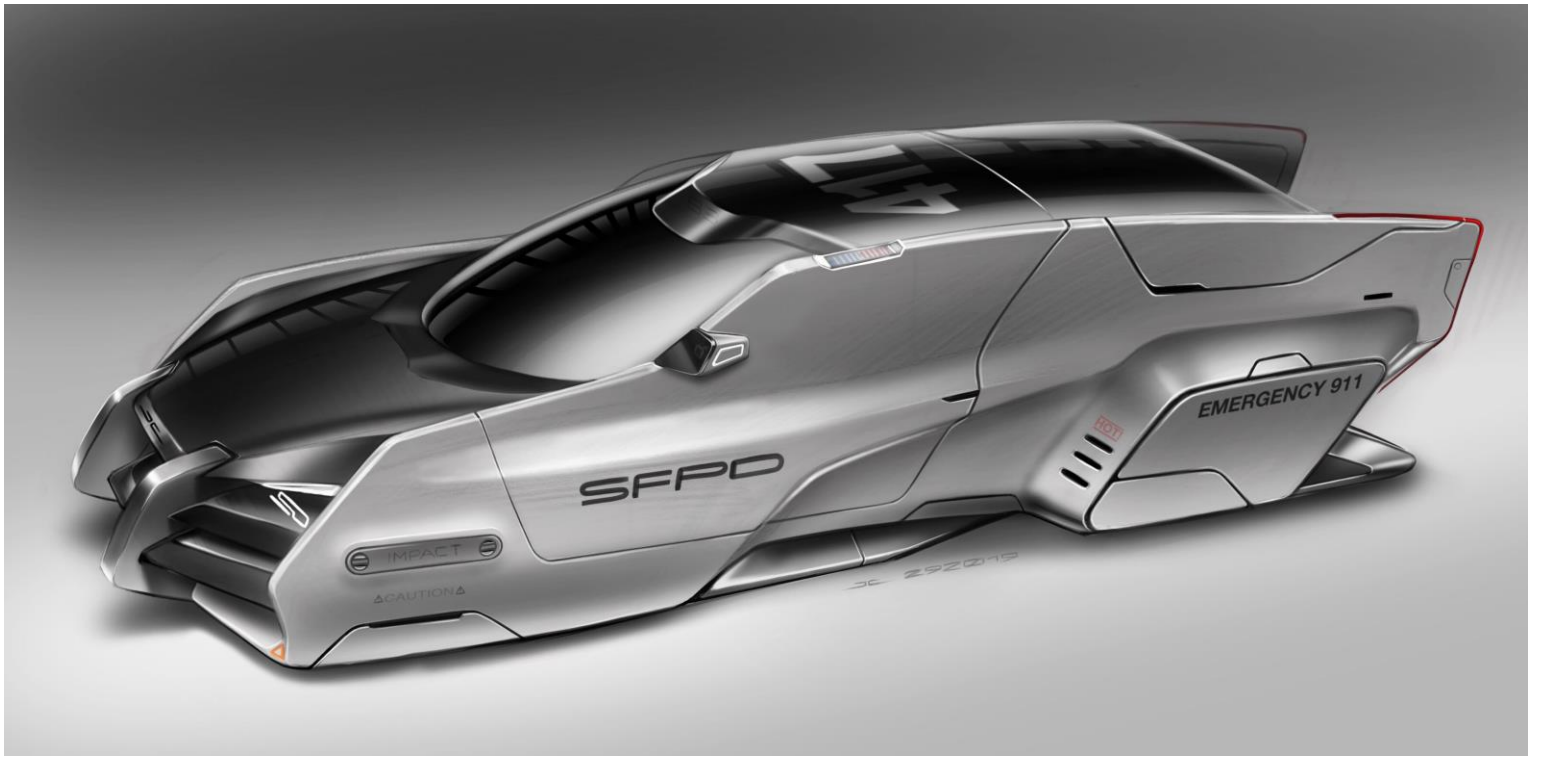

ZERO
ZERO




SFPD
IMPACT
EMERGENCY 911

Justin Xu I 徐 嘉琛
Xuzerodesign@gmail.com