Transportation Design

PORTFOLIO

2024

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RANGE ROVER
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POLESTAR
SNOW OFF-ROAD

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PROJECT - 1

RANGE ROVER

SEDAN CONCEPT

CONCEPT

↓ ?

IF RANGE ROVER MADE A SEDAN...

MOODBOARD

EXTREMELY
PURE

FLAGSHIP

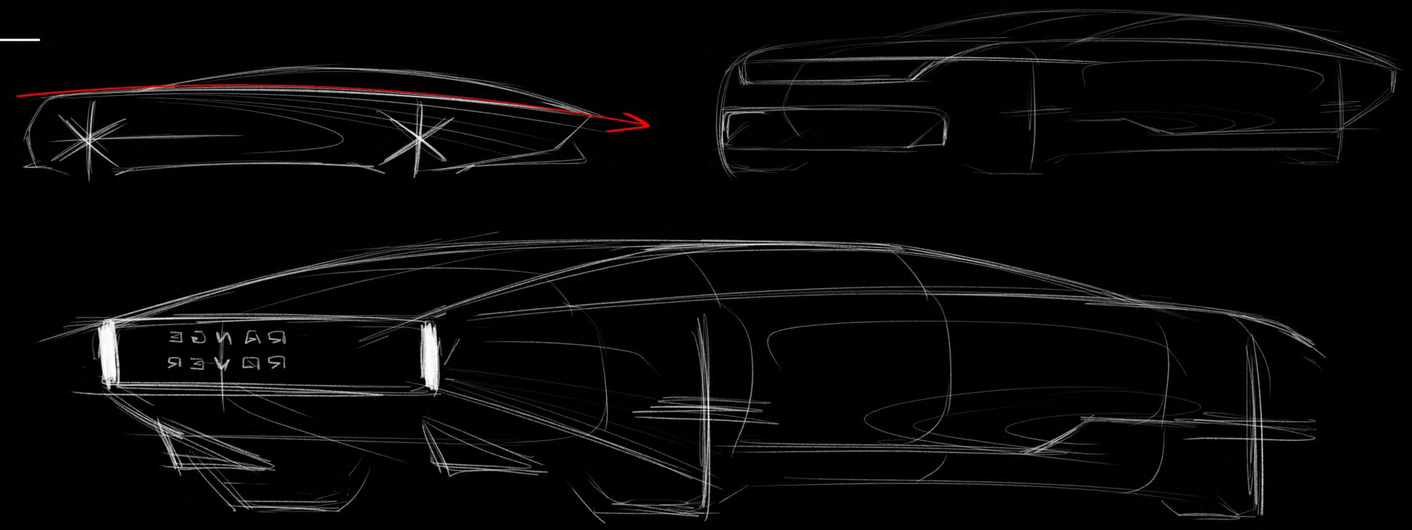
PROFOUND

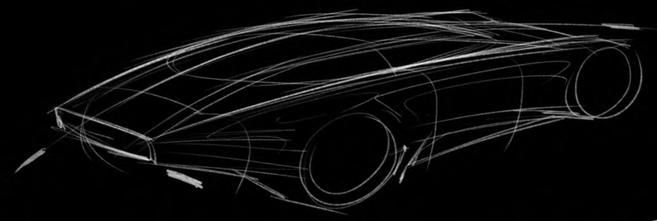
SUPREME

SKETCH DEVELOPMENT

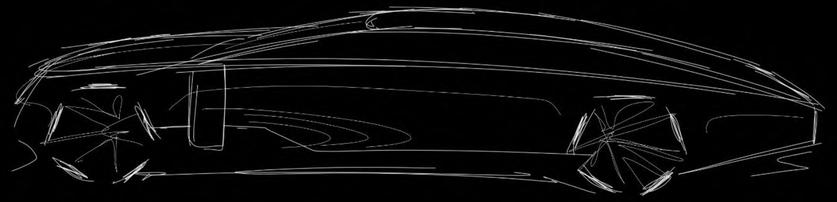
LUXURY STANCE

The downward streamlined body like a luxury yacht gives the car body a more unique and luxurious stance





SKETCH DEVELOPMENT



2024
RANGE ROVER

7560 × 3780

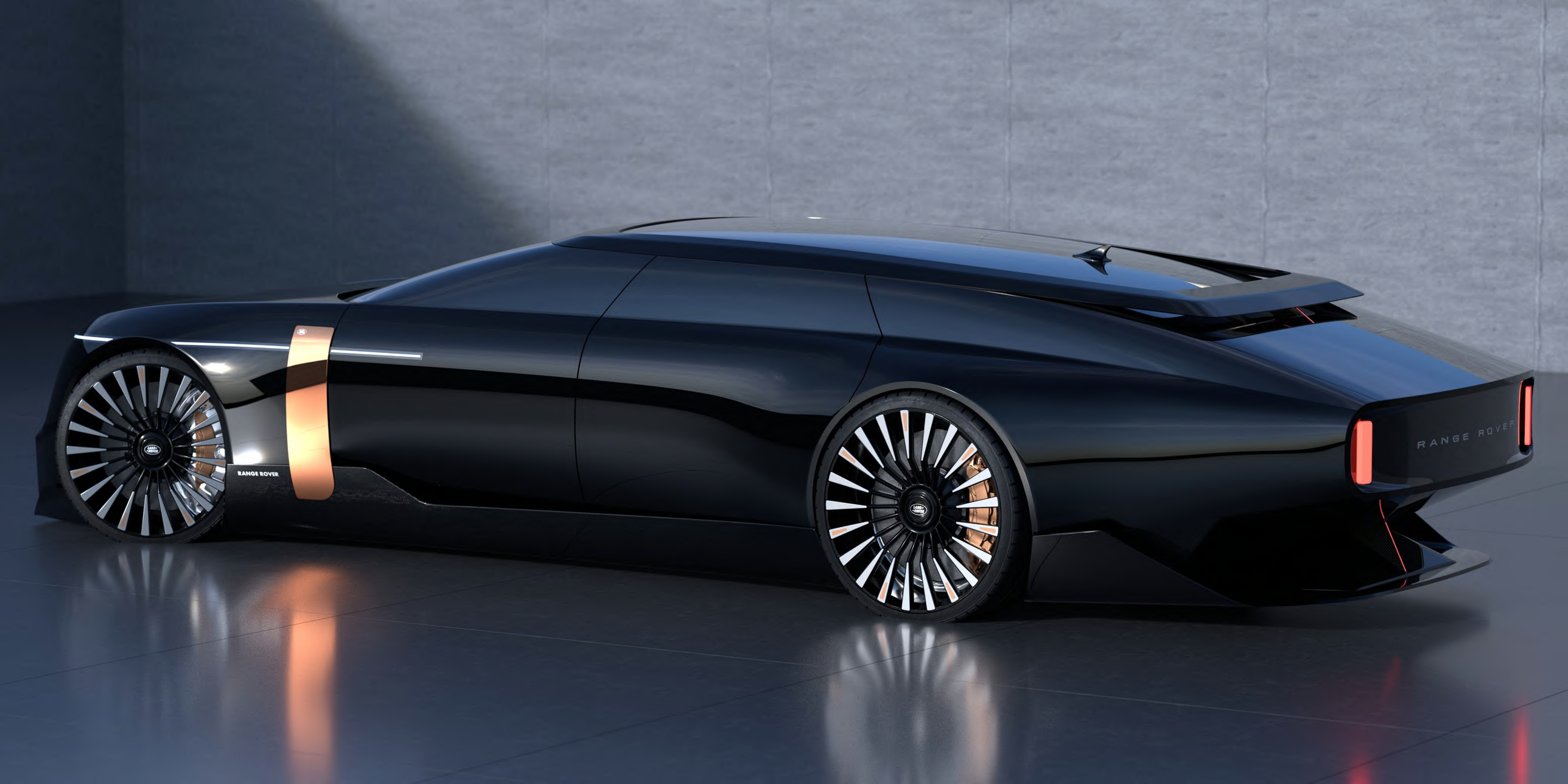
DESIGN BOOK

M M X X I I

2 0 2 4

R A N G E R O V E R

STBY.20240311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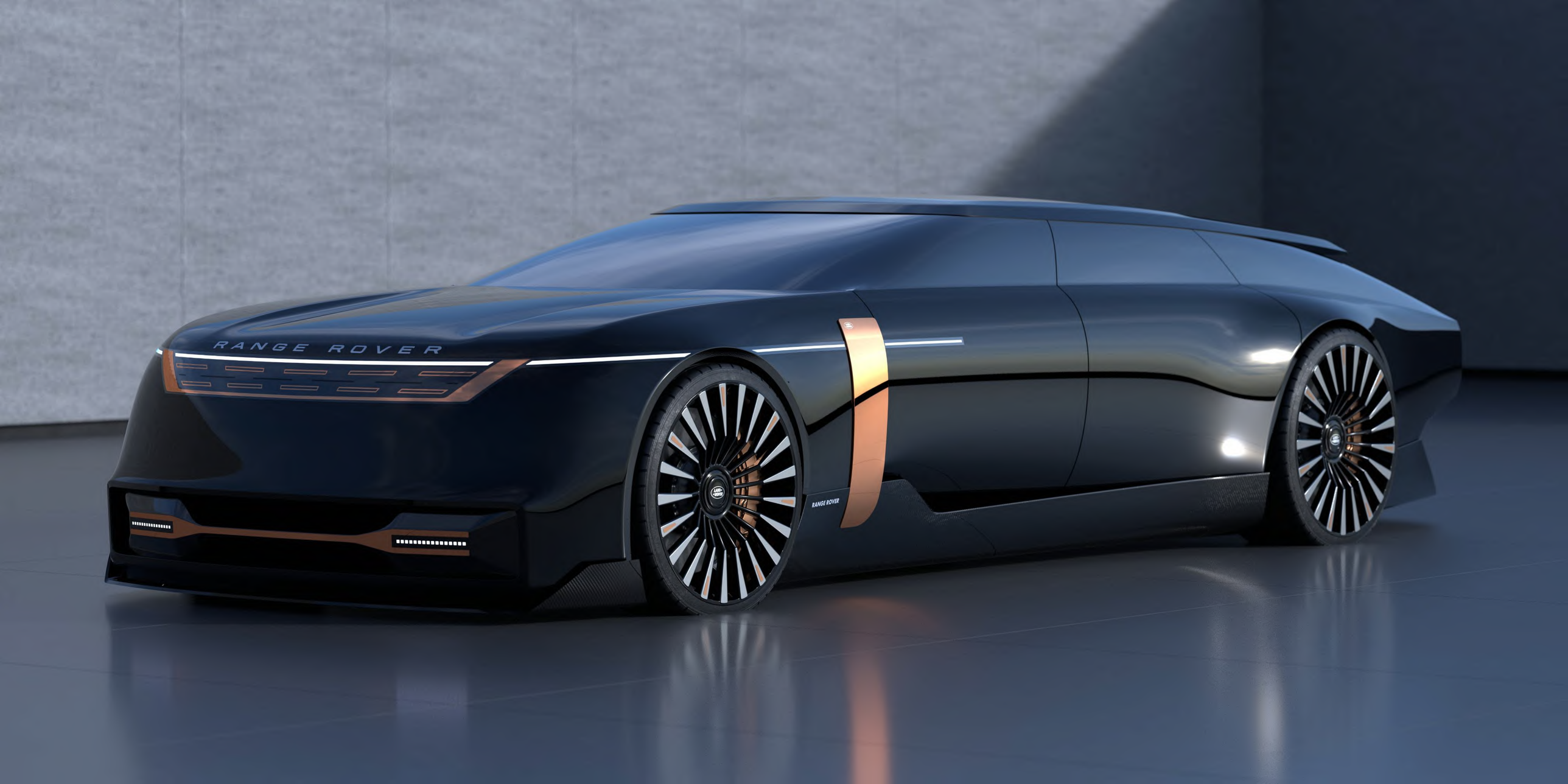
RANGE ROVER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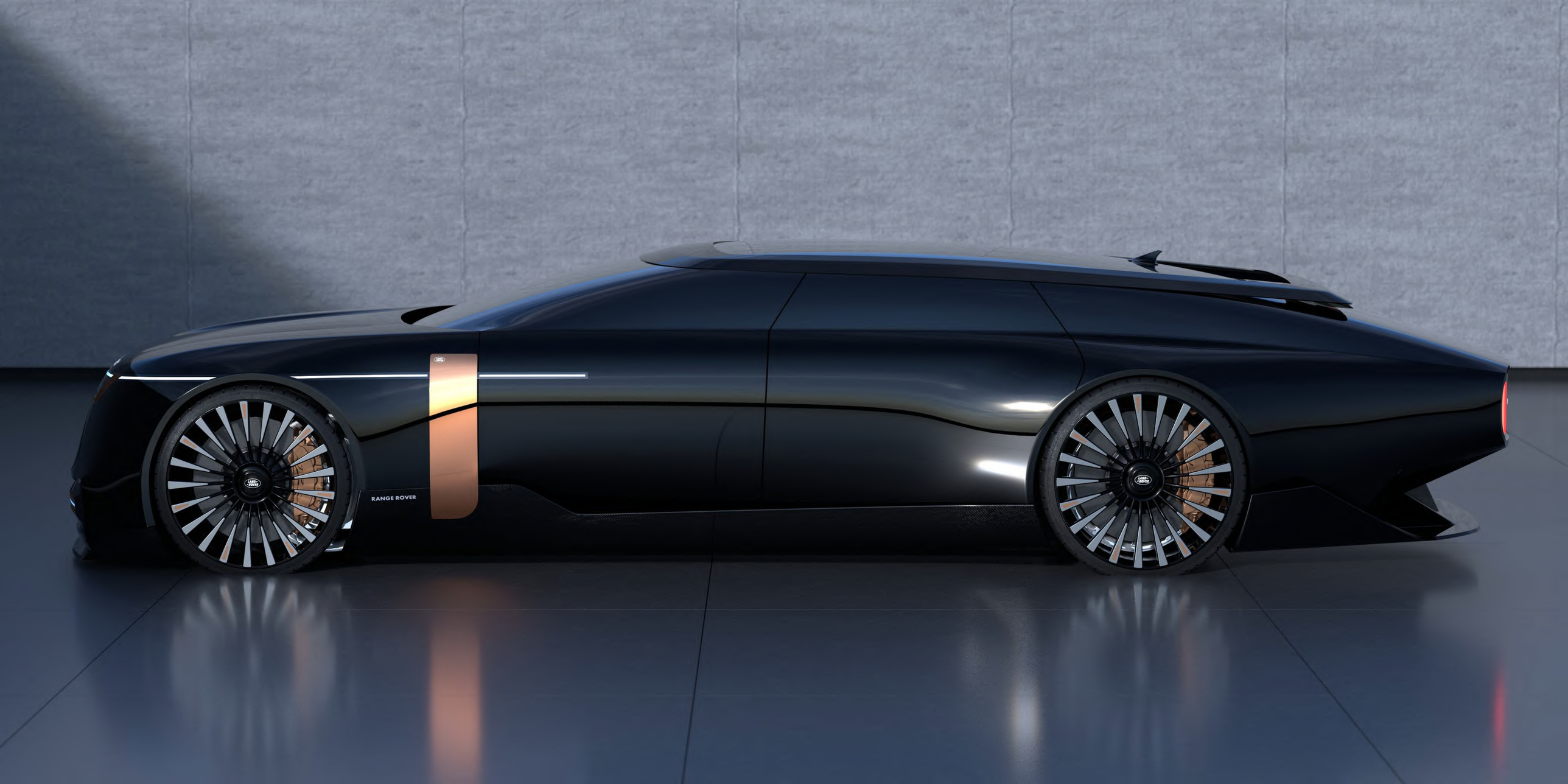
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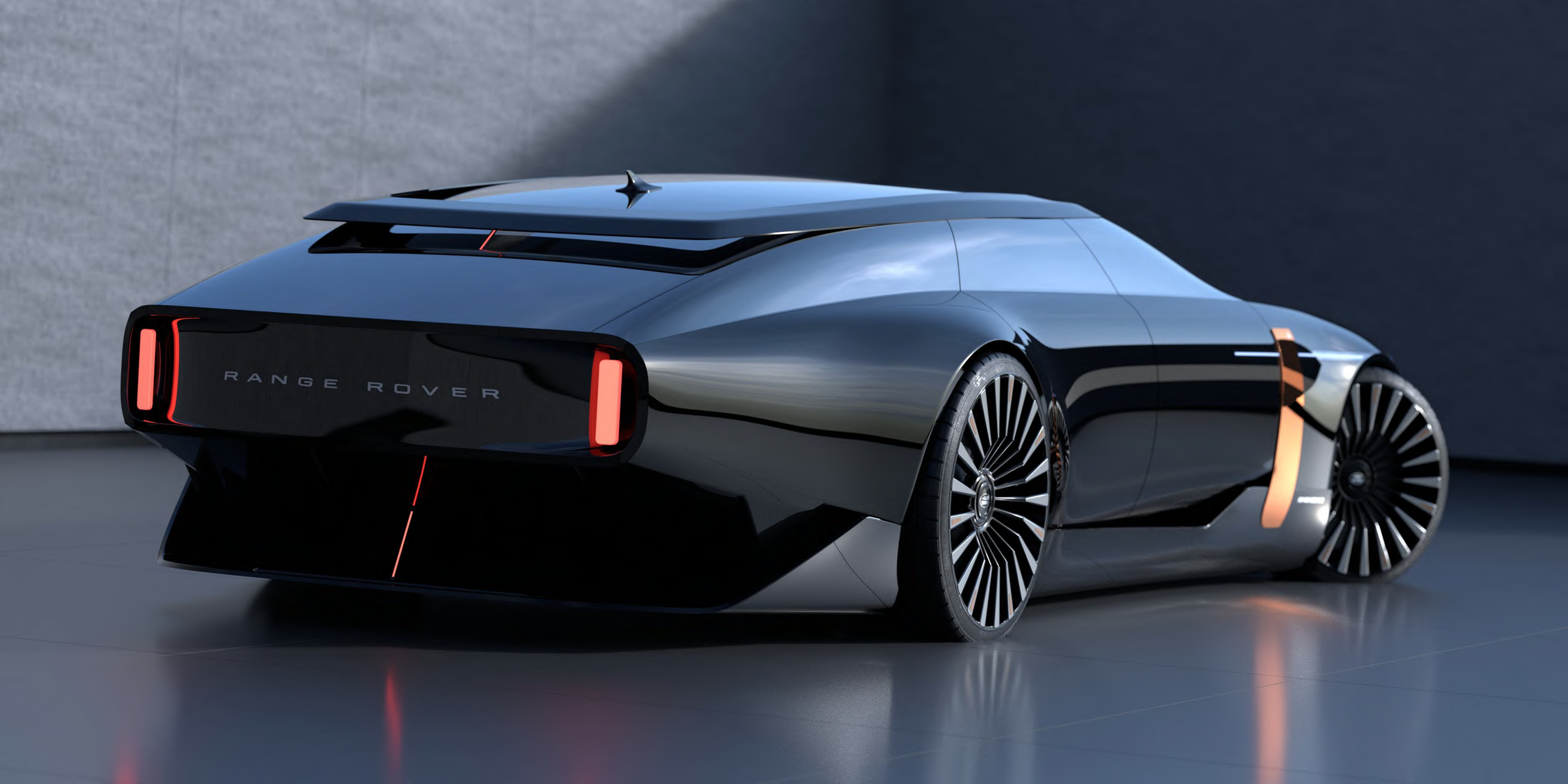
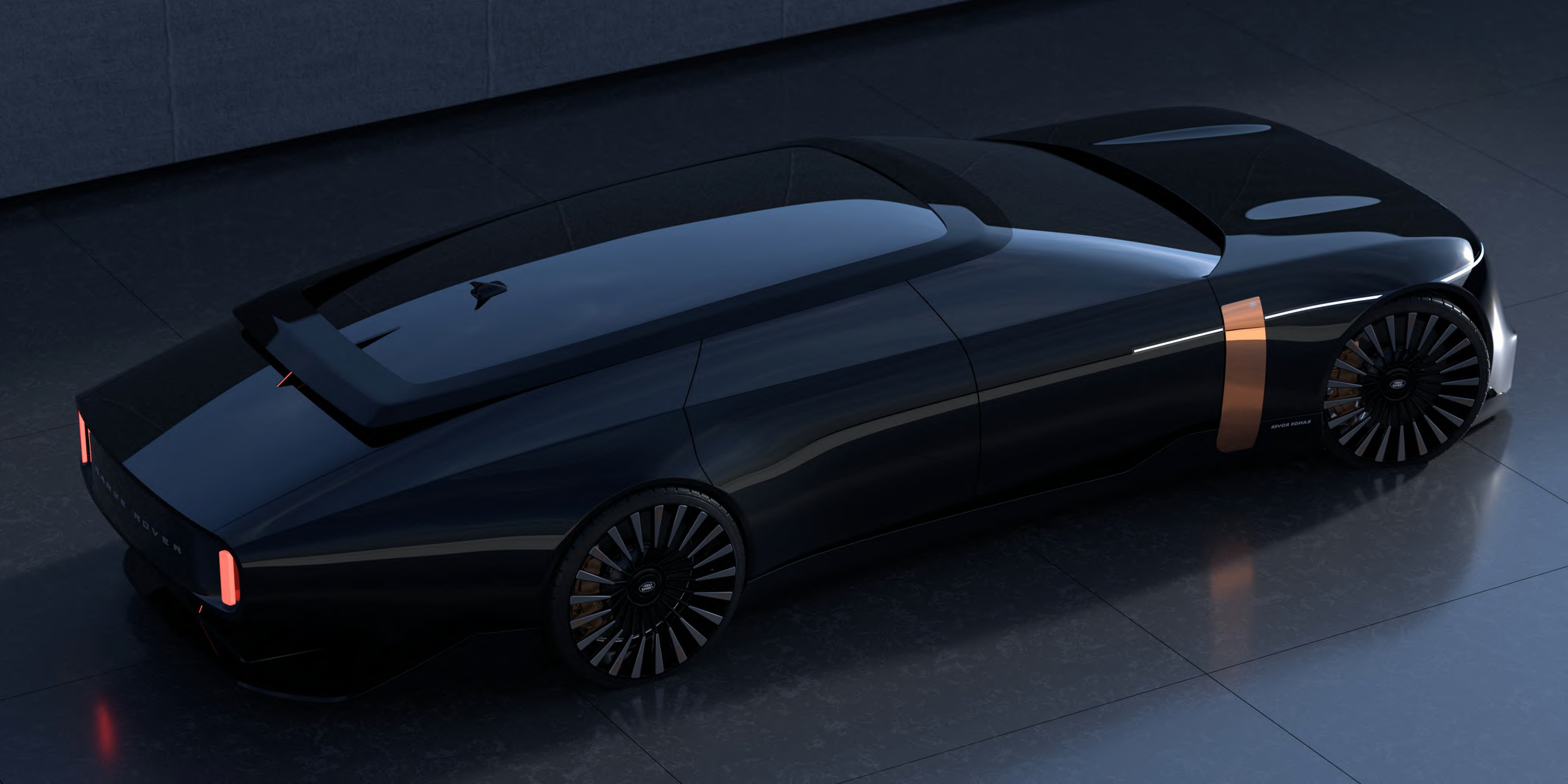

RANGE ROVER

RANGE ROVER

RANGE ROVER


RANGE ROVER

PROJECT - 2

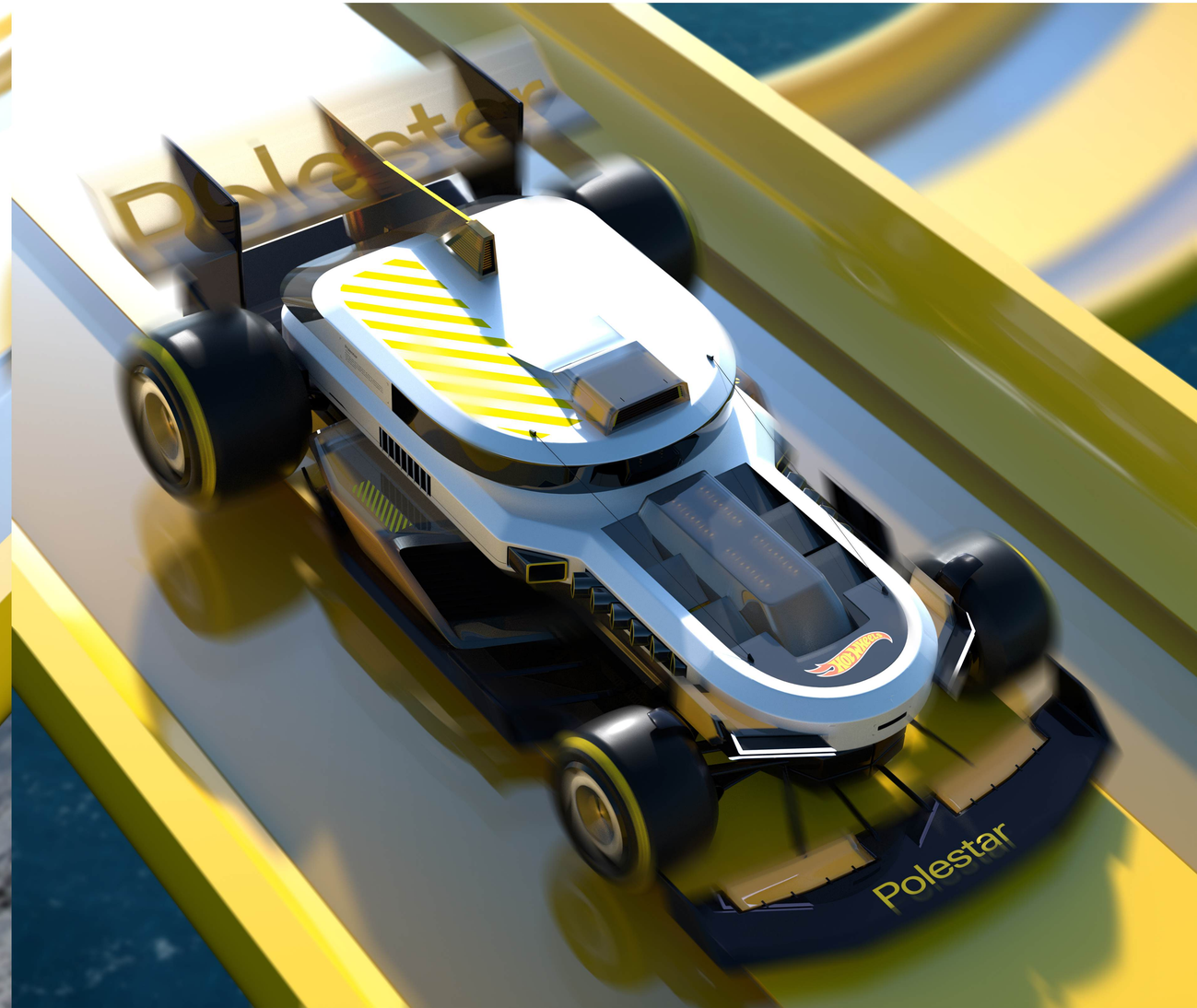
Polestar

2024 Polestar Design Contest Shortlisted

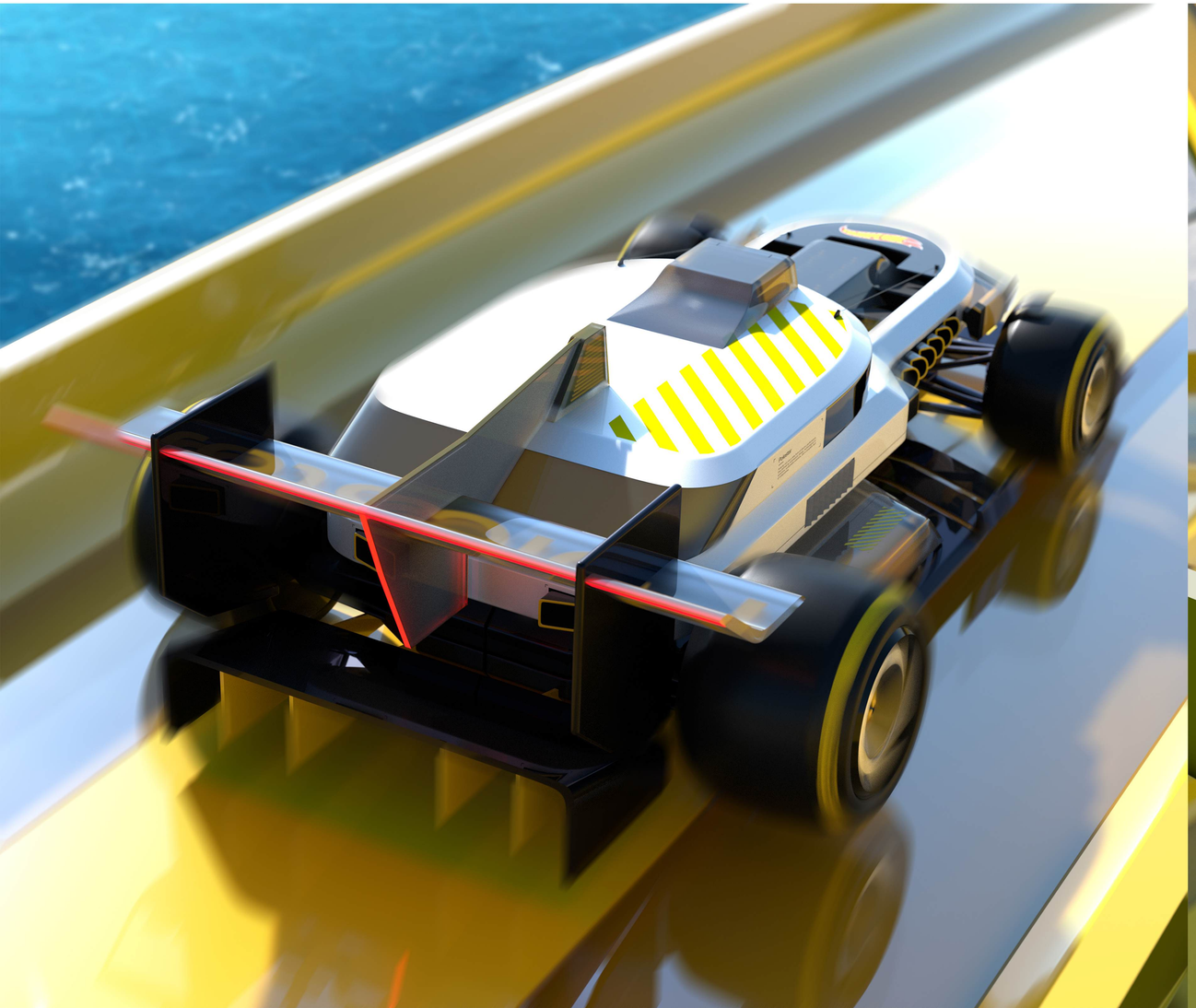
Finals

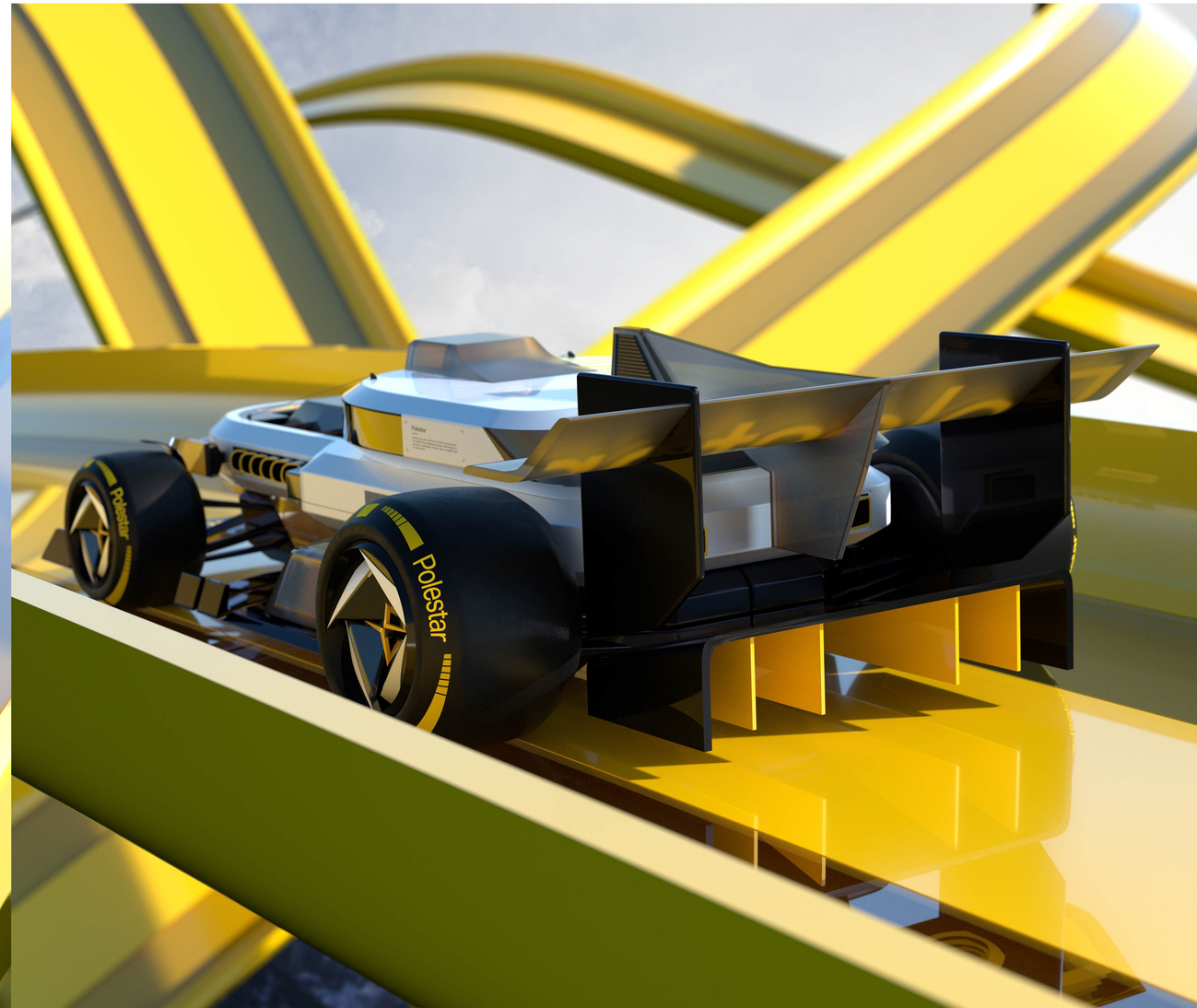
This design focuses on the theme of future racing, combining Polestar's minimalist aesthetics with high-performance ideals. The streamlined body emphasizes aerodynamic efficiency while incorporating the brand's signature Nordic design language, showcasing a perfect blend of speed and elegance. The bold yellow and black color scheme highlights racing passion, while intricate details such as the front lighting and rear wing enhance its futuristic appeal and recognizability. The project aims to explore the future possibilities of electric race cars and provide inspiration for Polestar's expansion into the performance racing sector.

Polestar



Polestar





Polestar

Polestar
Polestar
Polestar
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Polestar

Polestar
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Polestar

Polestar

2024 Polestar Design Contest Shortlisted

Qualifying Round

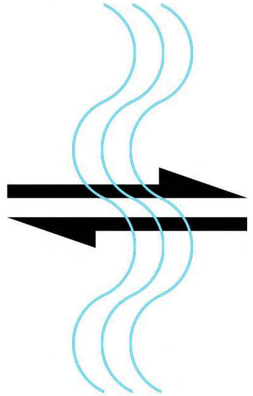
This snow off-road vehicle design is inspired by a pursuit of minimalism and practicality, representing a visionary interpretation of future personalized sports equipment. The body is characterized by clean lines, based on Polestar's design language, revealing an aesthetic that is pure yet powerful. The decal elements merged with the trendy brand Off-White not only reflect the subversion of traditional car design by street culture but also pay tribute to the spirit of polar exploration.

BACKGROUND

SHARING OFFROAD CONCEPT

"I DON'T HAVE AN OFF-ROAD"

NATURE



BARRIER

"DIFFICULT TO ACROSS BETWEEN 2 ENVIRONMENT"

URBAN

CONCEPT

S H A R I N G O F F R O A D C O N C E P T

OFF-ROAD

+

SHARING BIKE

→

"SHARING OFFROAD"

Under normal circumstances, off-roading is very difficult for ordinary people. Usually people only have a family car that can only be driven in the city. Aiming to provide more possibilities and fun for people on vacation, Polestar will release a sharing offroad to solve the needs of people who want to go off-road during vacations.

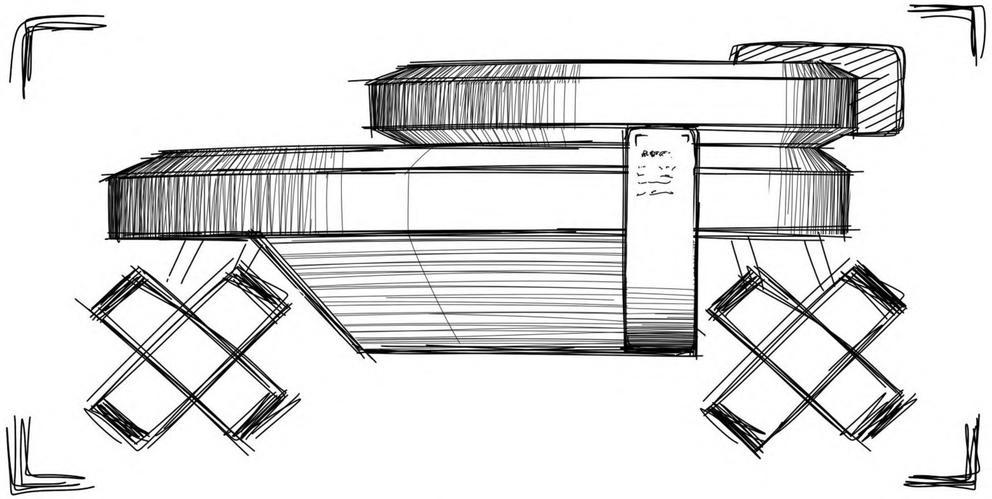
M O O D B O A R D

GEOMETRIC CLEAN PURE

IDEATION DEVELOPMENT

S H A R I N G O F F R O A D C O N C E P T

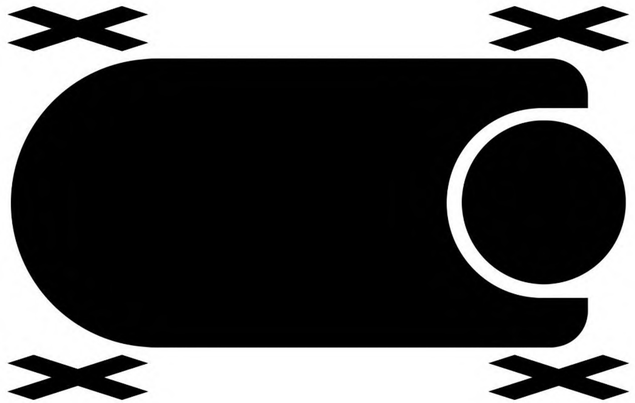
"RADIUS"



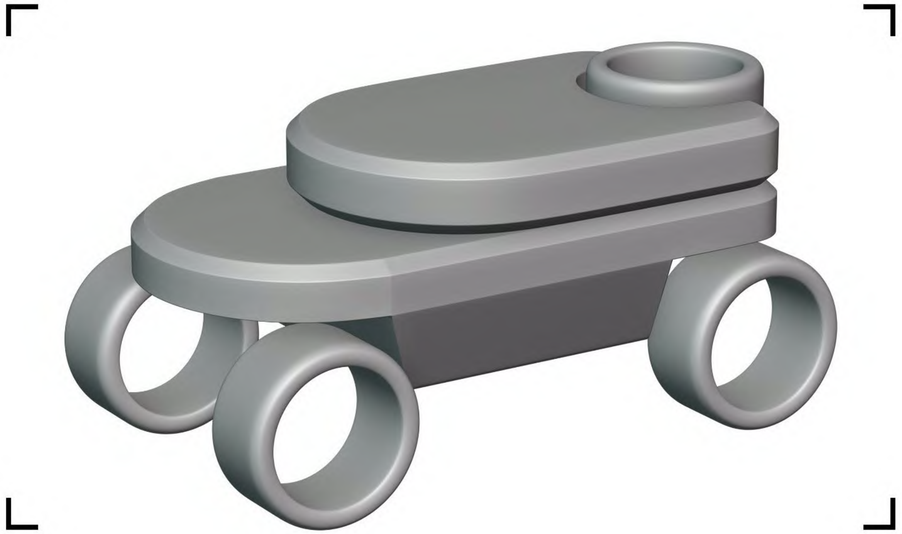
KEY SKETCH

IDEATION DEVELOPMENT

SHARING OFFROAD CONCEPT

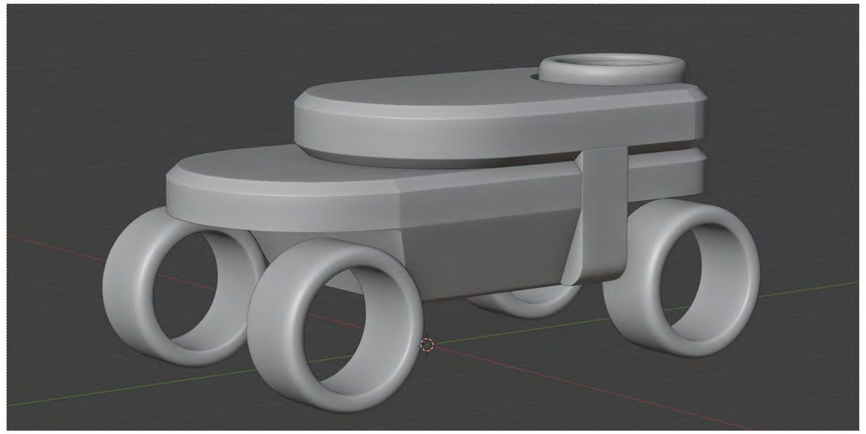


KEY FORM

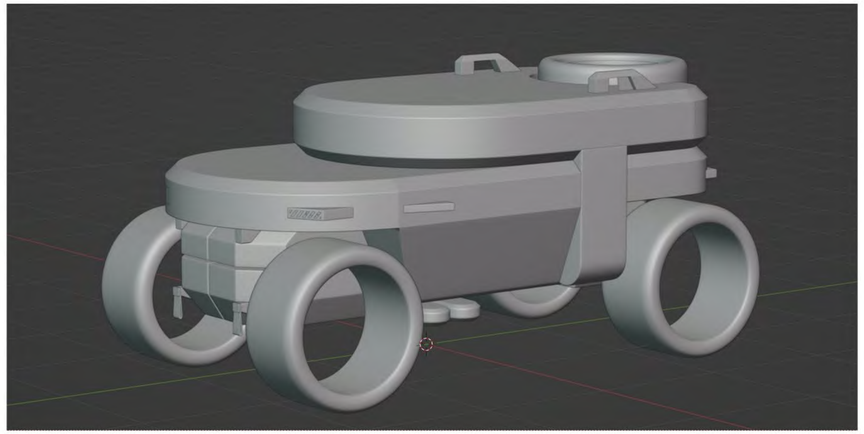


DOODLE MODEL

IDEATION DEVELOPMENT



BASIC FORM



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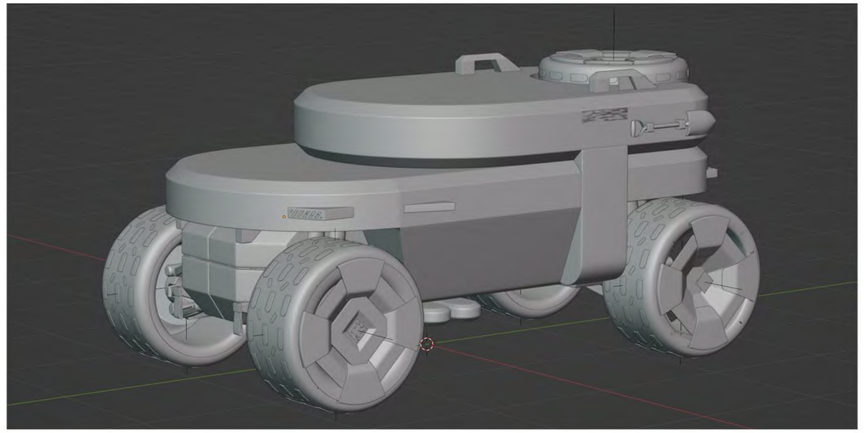
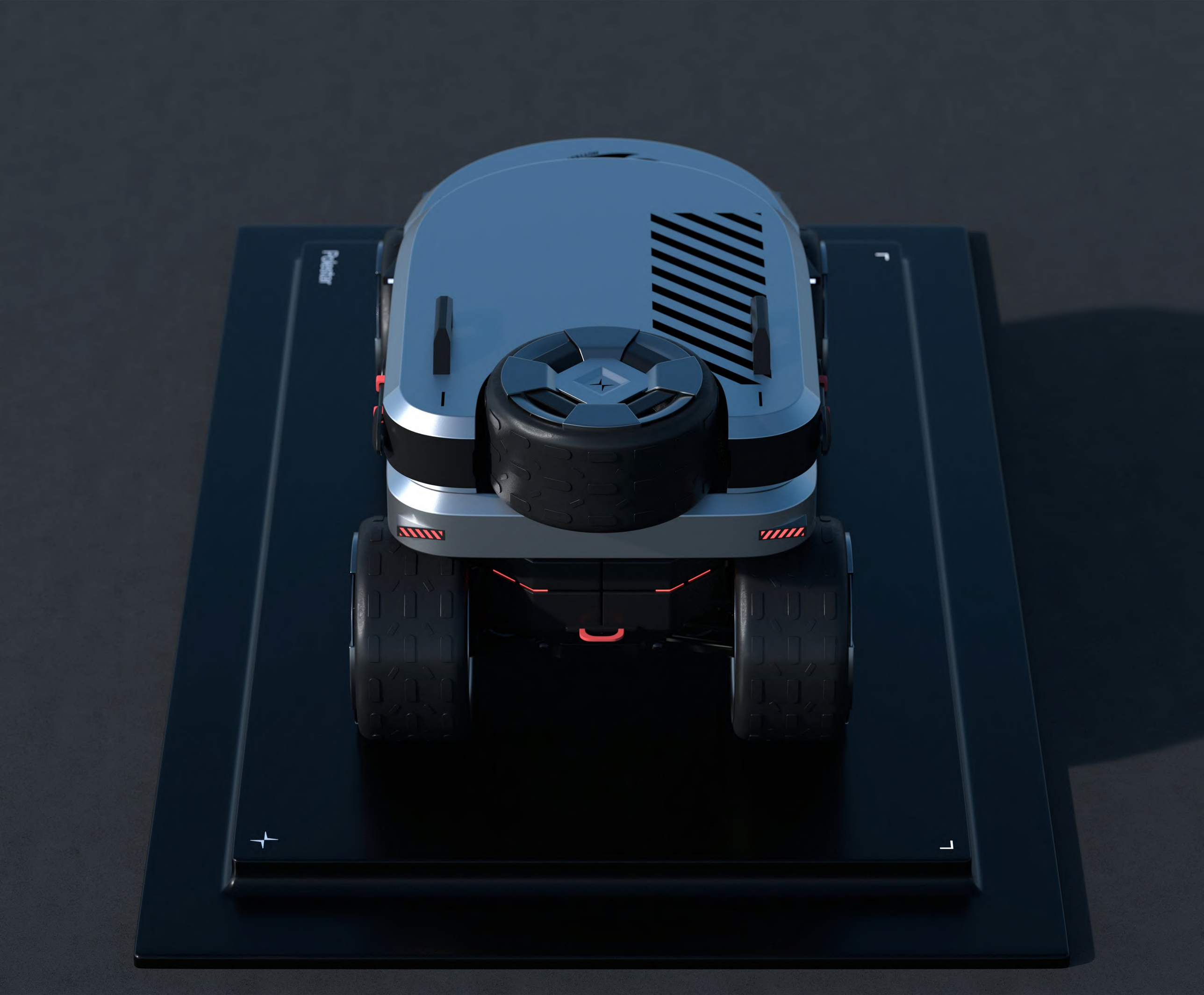


WHEEL & DETAILS

GRAPHIC & MATERIALS

Hot Wheels
"THE TOOLS"
Polestar
"TO BE INTERESTING"
SPEEDOMETRY
Hot Wheels
Polestar

HOT WHEELS
HOTTEST METAL CARS IN THE WORLD
Polestar
Polestar cars are a new form of electric performance. One defined by minimalistic design, technological innovations, sustainable solutions, and a complete lack of compromise.
"BELT"
"BELT"
HOT WHEELS
SPEEDOMETRY
Polestar


Polestar

Hot Wheels
SPEEDOMETRY
Polestar
"THE TOOLS"

Hot Wheels
SPEEDOMETRY
Polestar

"THE TOOLS"
Polestar
"TO BE INTERESTING"

"THE TOOLS"
Polestar

24"

PROJECT - 3

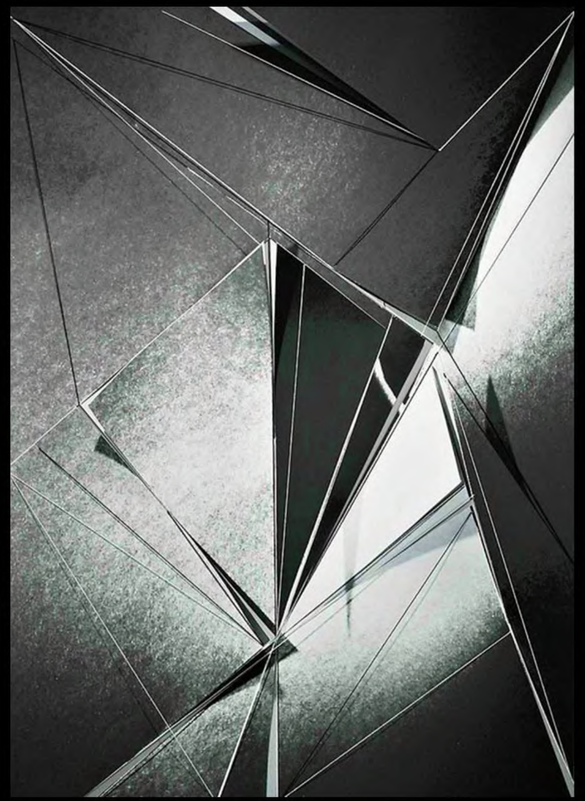
ASTON MARTIN

HYPER CAR CONCEPT

MOODBOARD & KEY WORDS

Tales from our rear-view mirror. Plot twists and turns. Brave new features, on our road ahead. Engineering insights, meticulously crafted. Racing line after racing line of Formula 1® race reports. Behind-the-scenes event and product exclusives. Coverage worth a thousand words. Per minute. Straight line speed reads. Page-turners about corners taken at full-tilt. Vehicle intelligence. Automotive inspiration. Emotion and intensity, penned by Aston Martin. Stories, surfaced in all we do.

POWFULLY ELEGANT
SUPREME BEAUTIFUL
ULTIMATELY SPORTY



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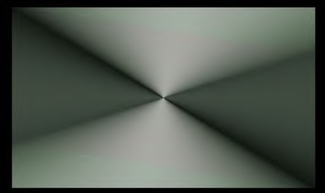

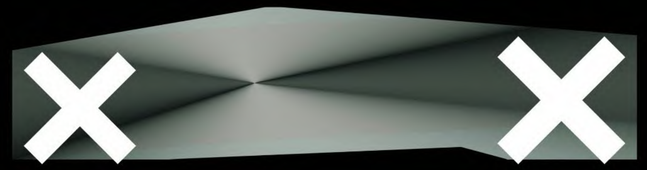

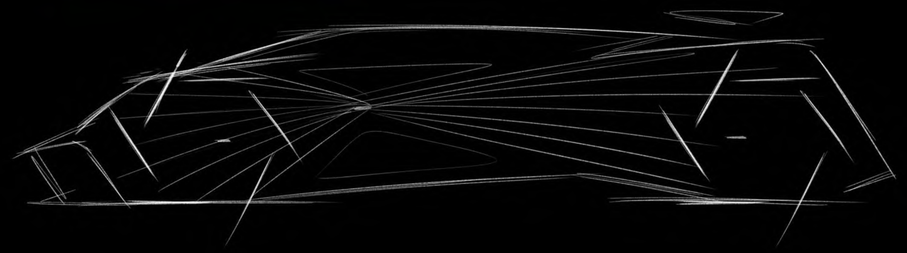

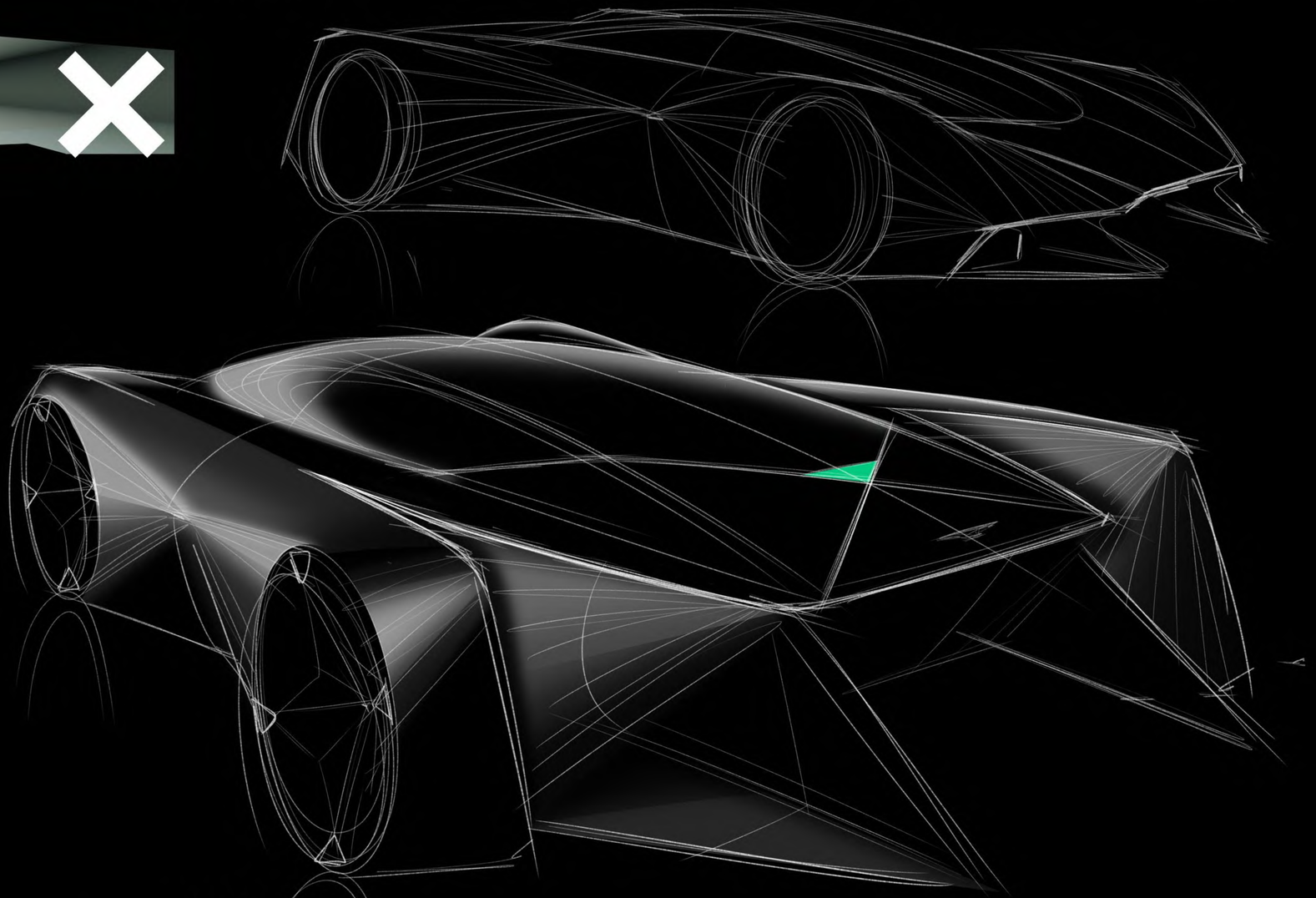

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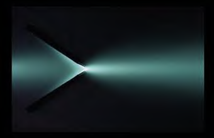

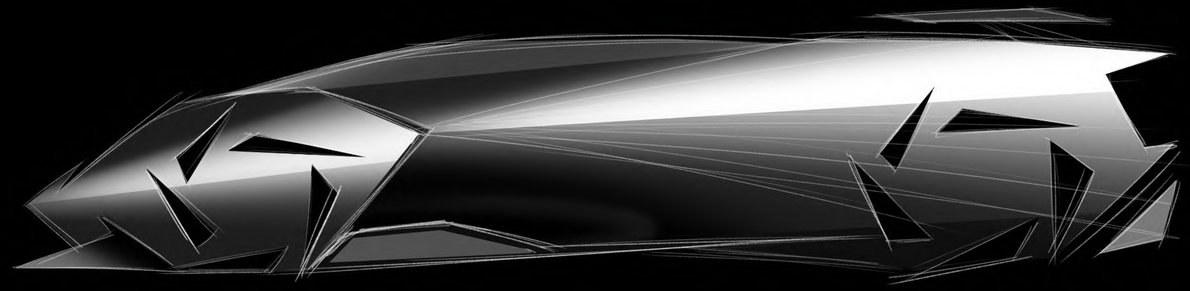

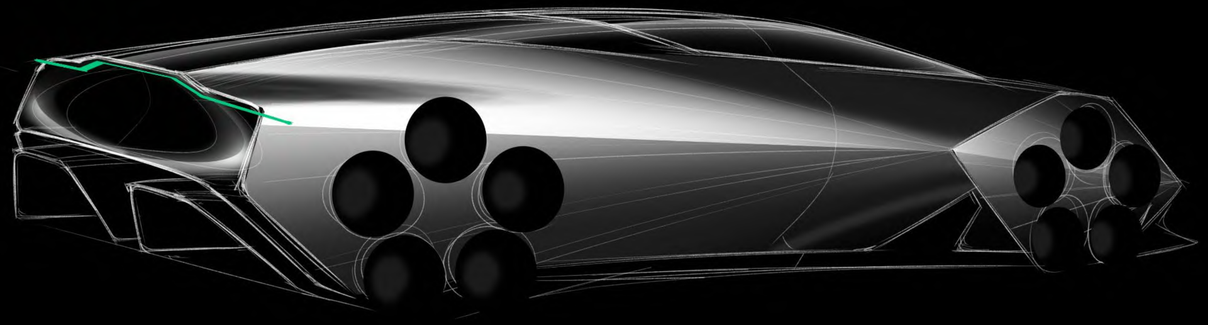

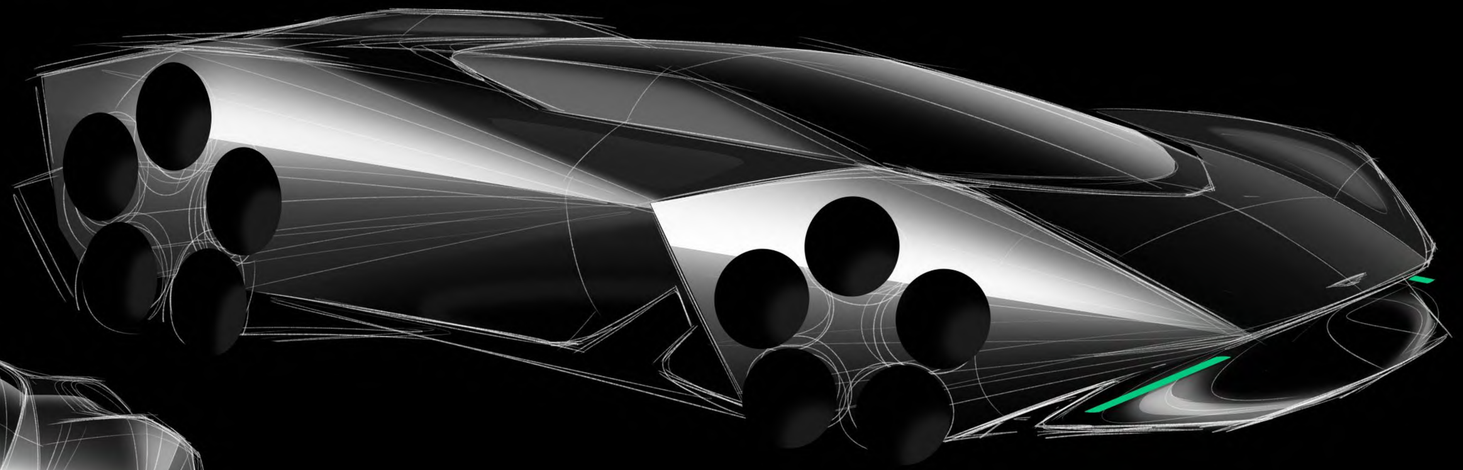

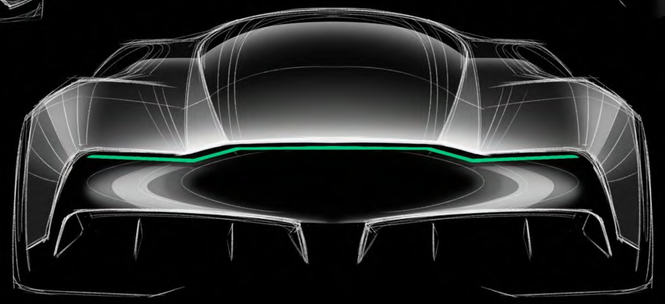

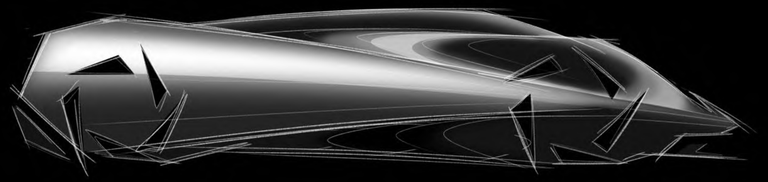

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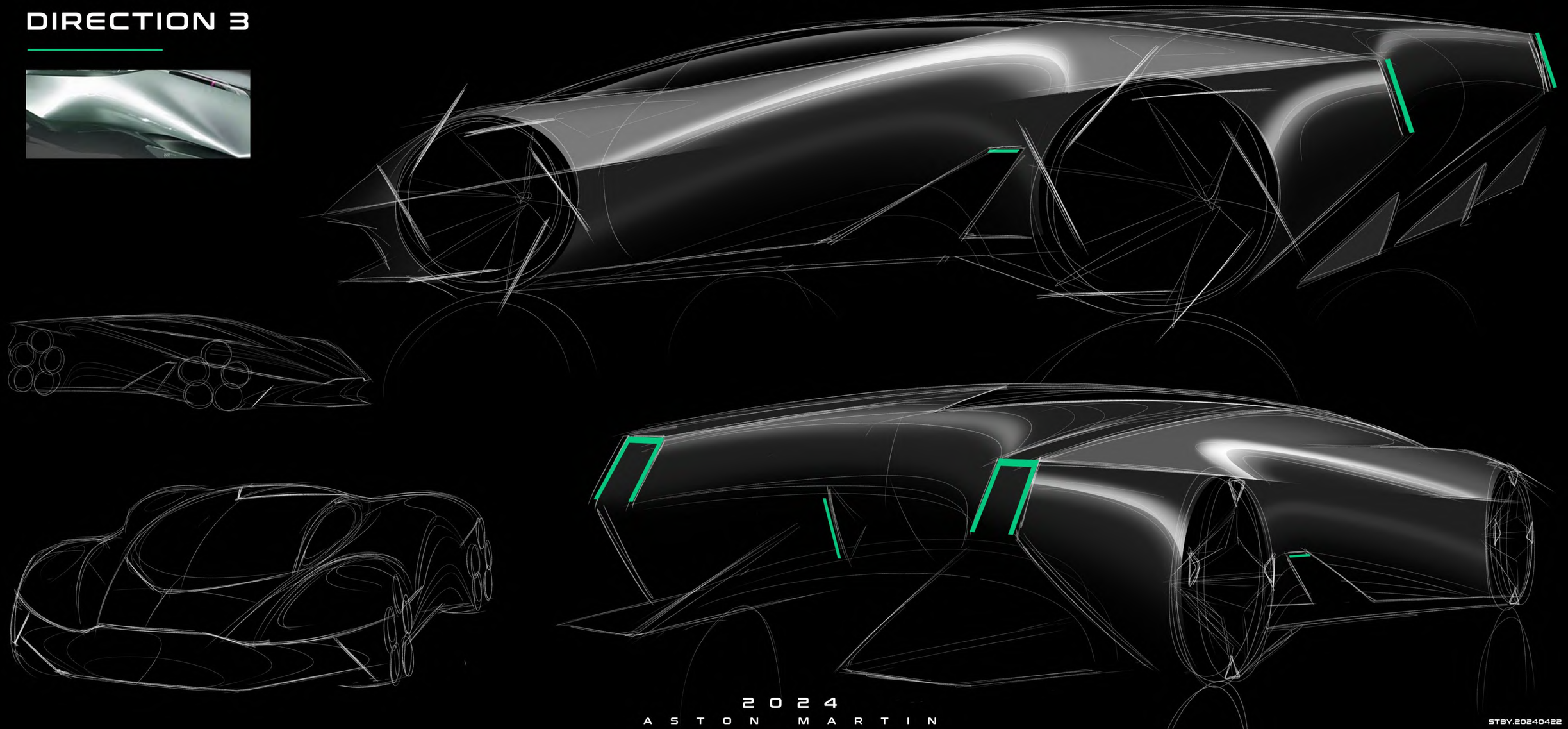

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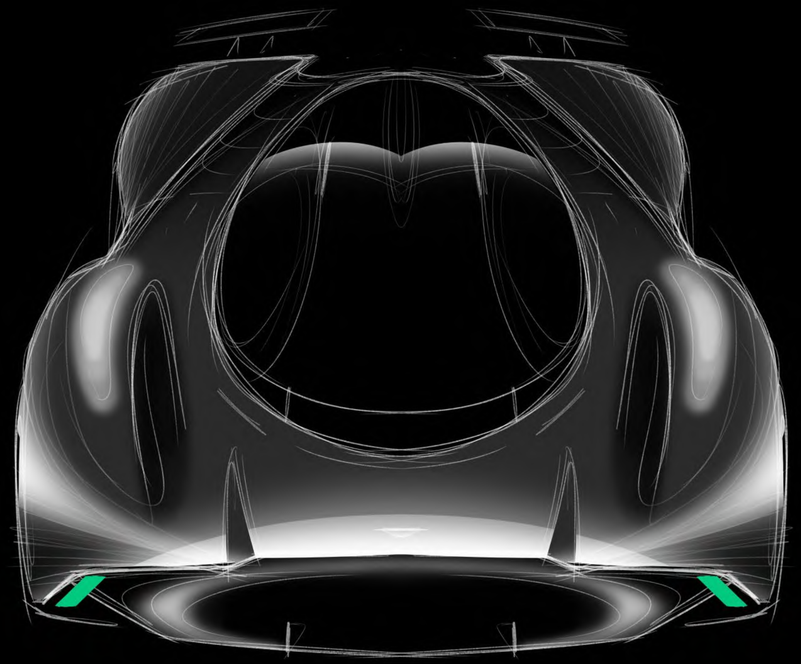

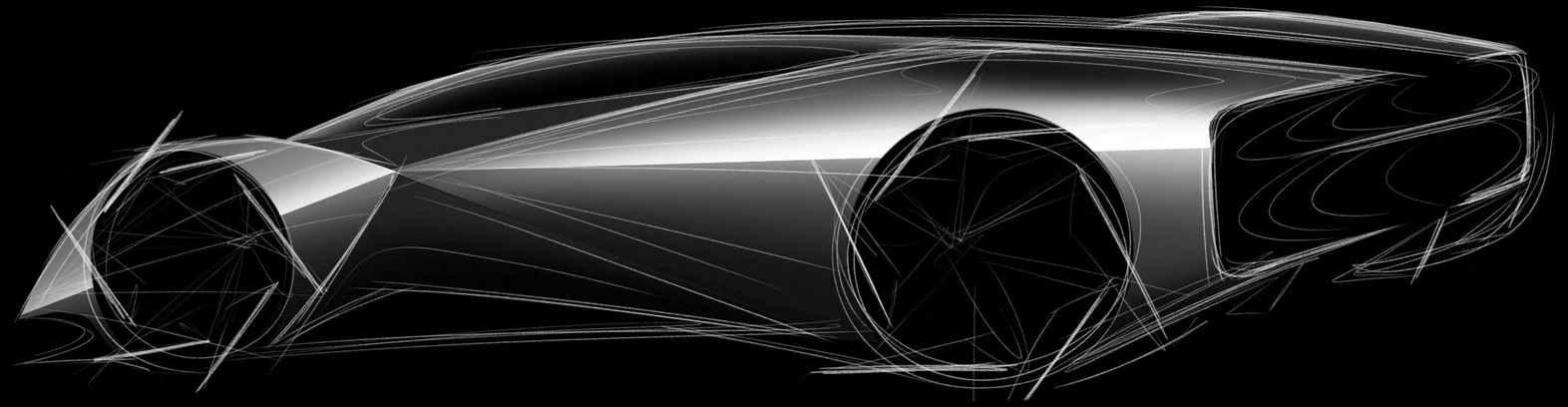

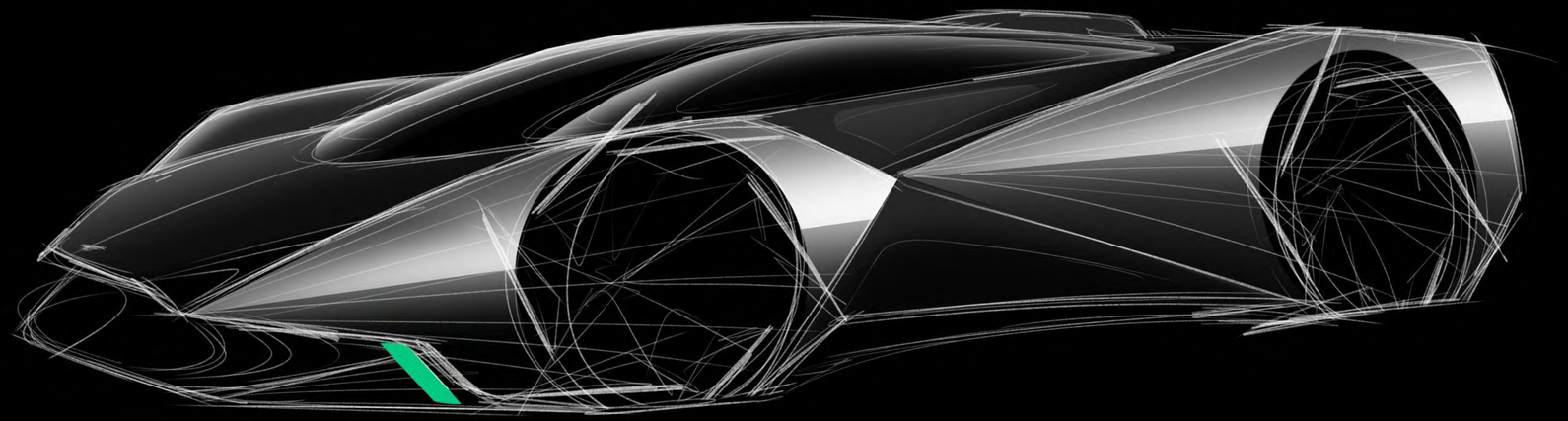

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DESIGN BOOK

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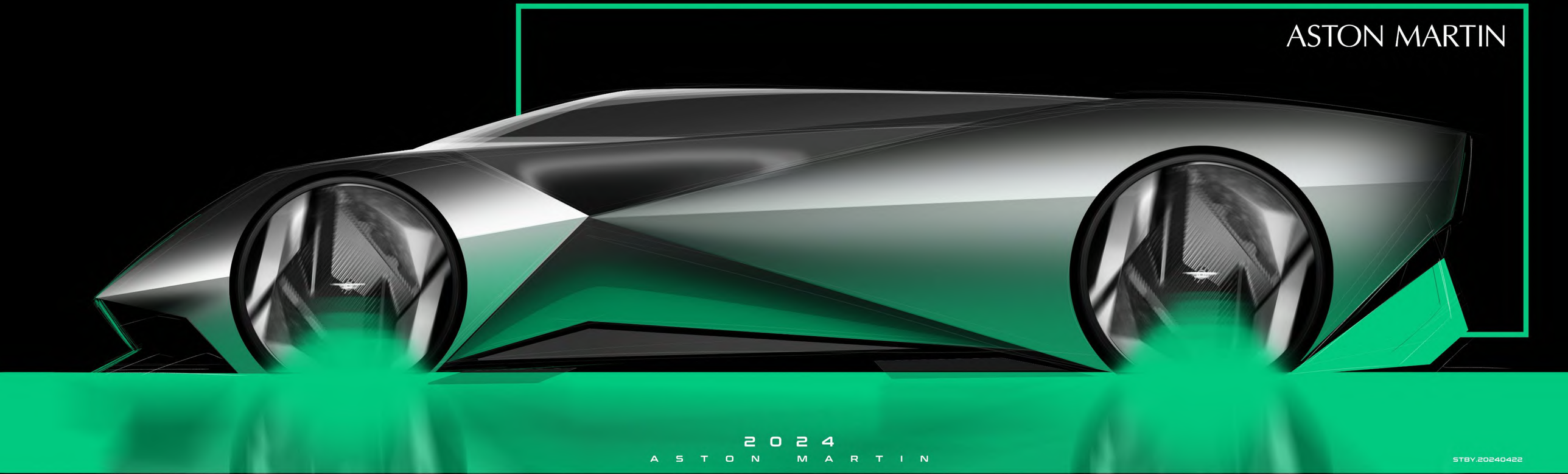

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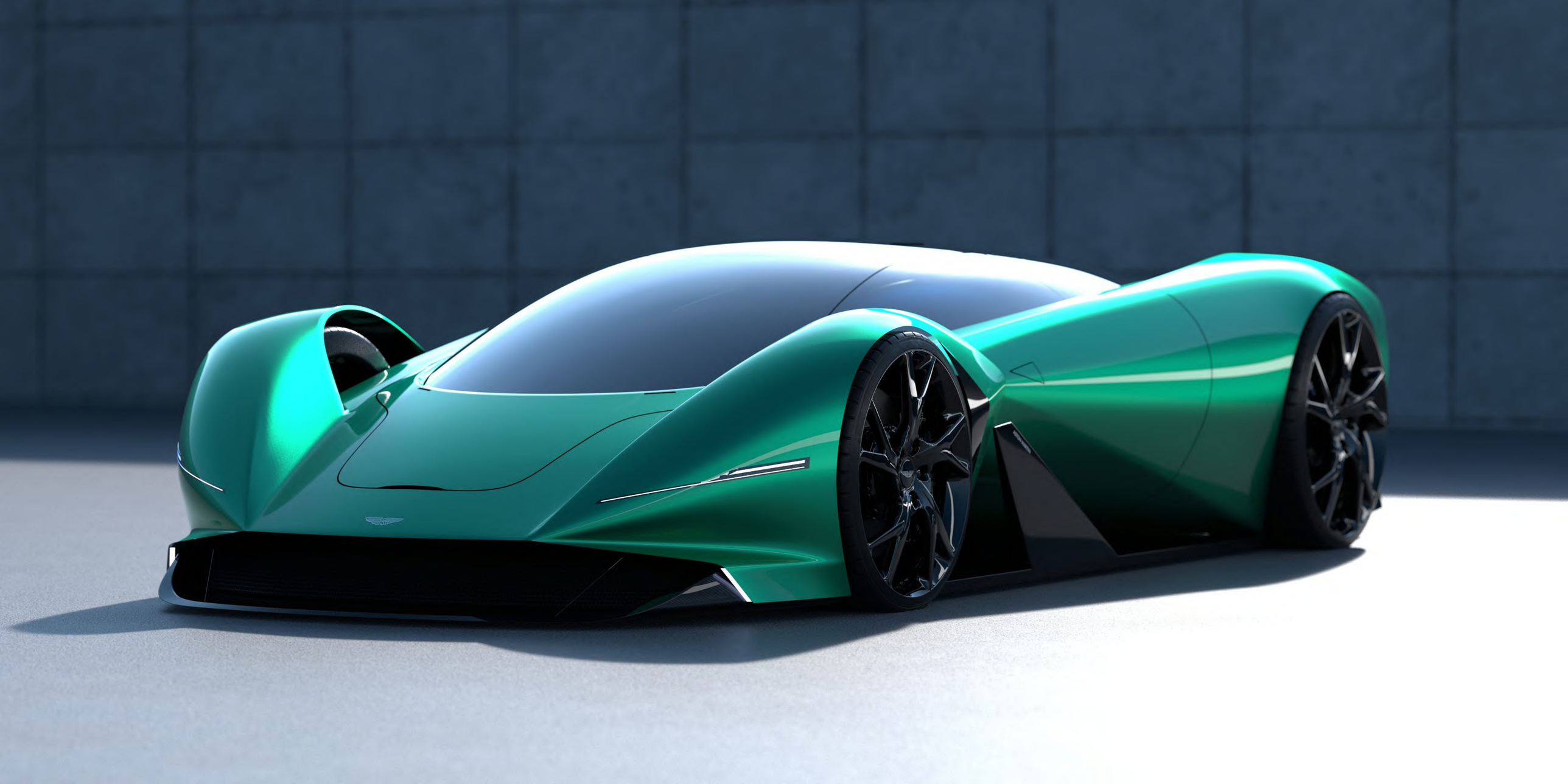

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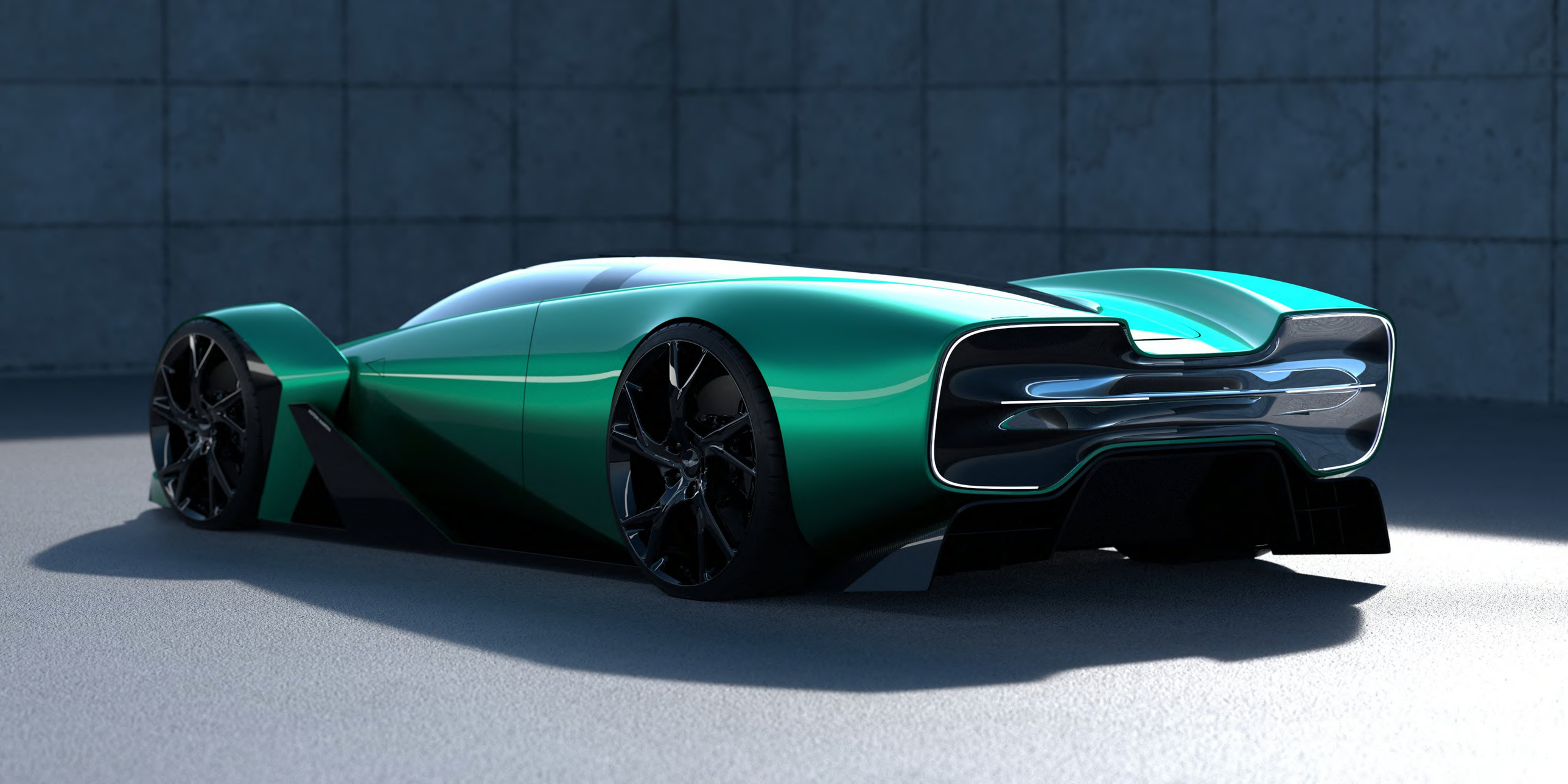

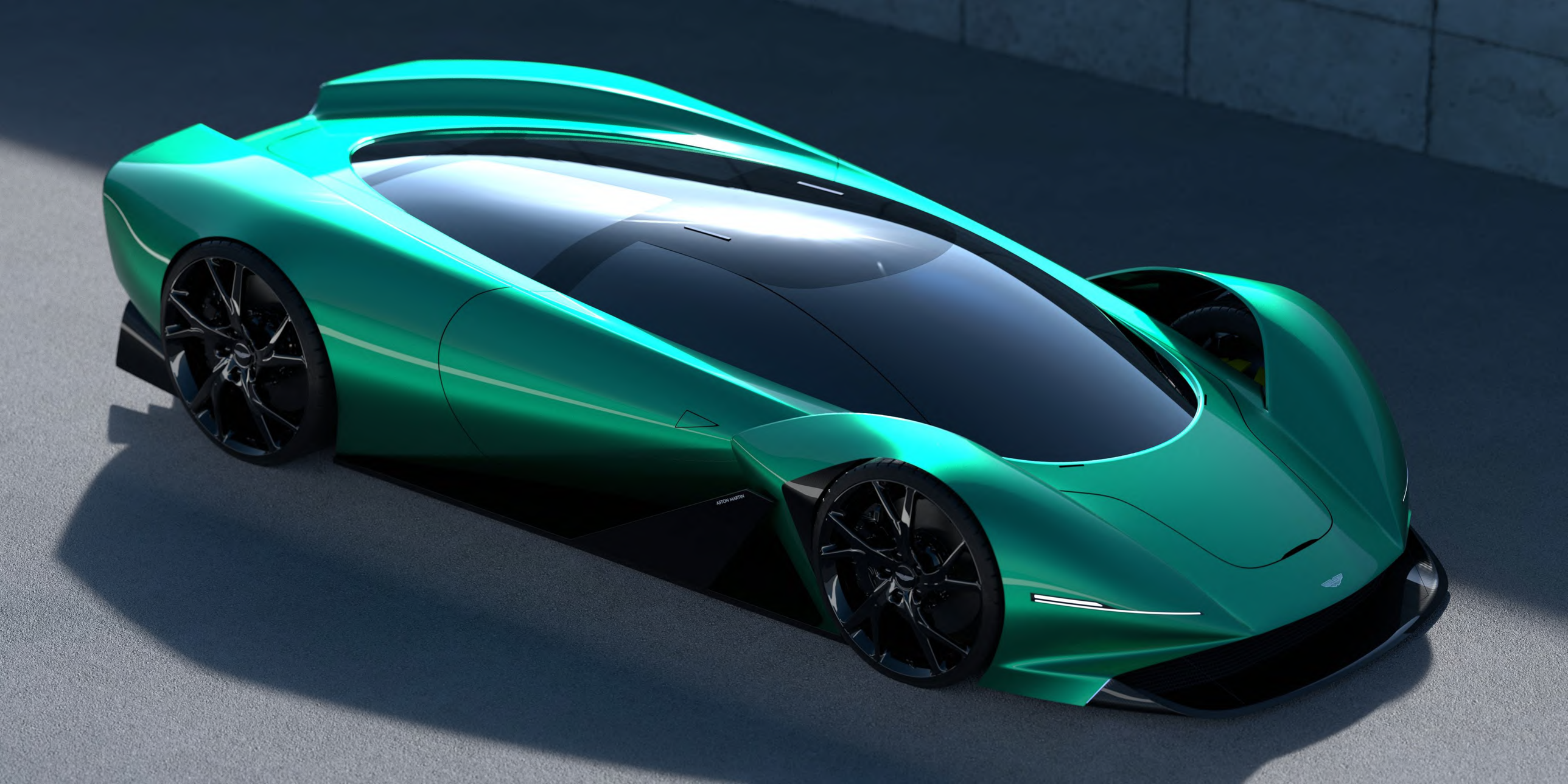
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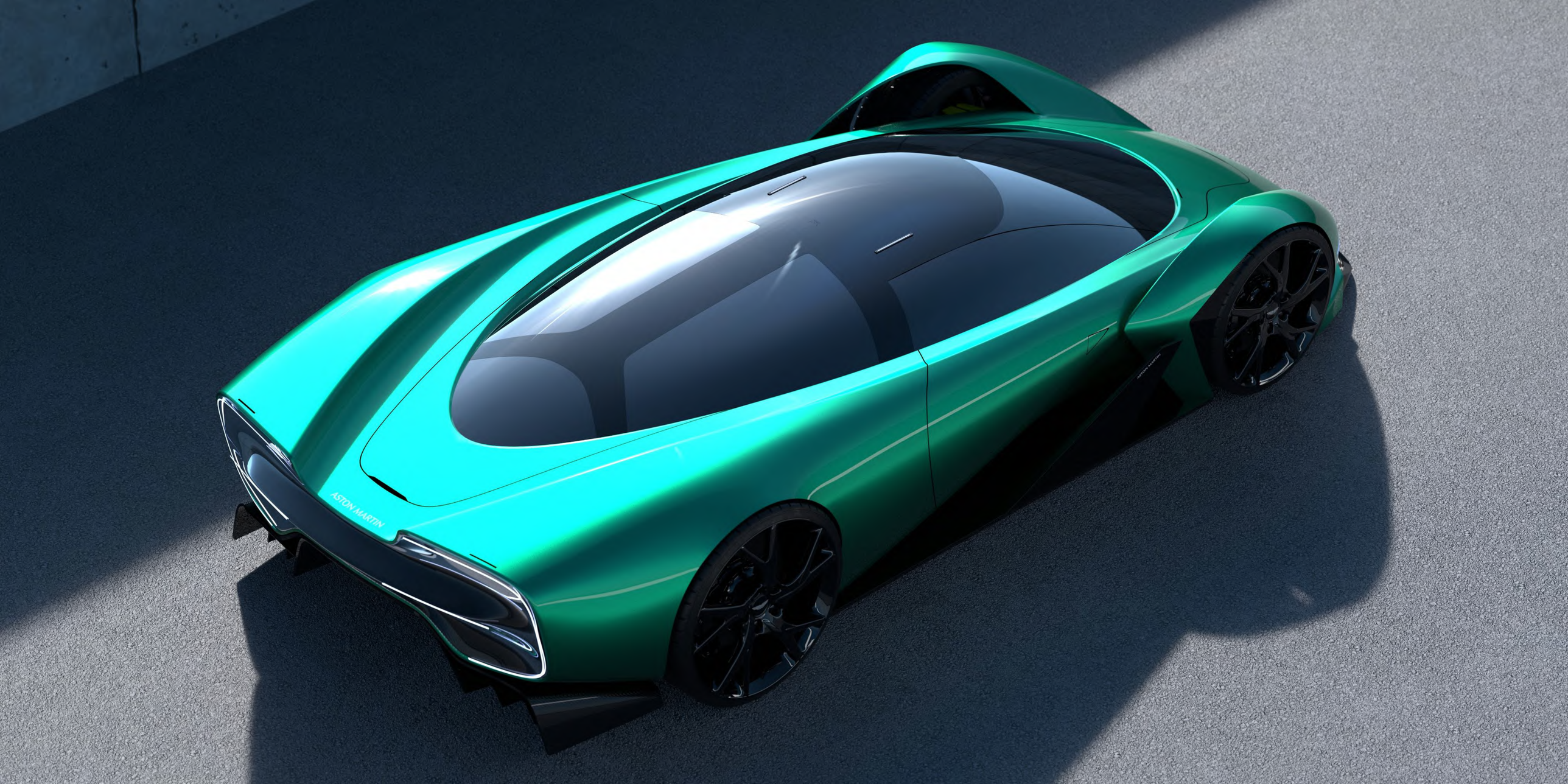
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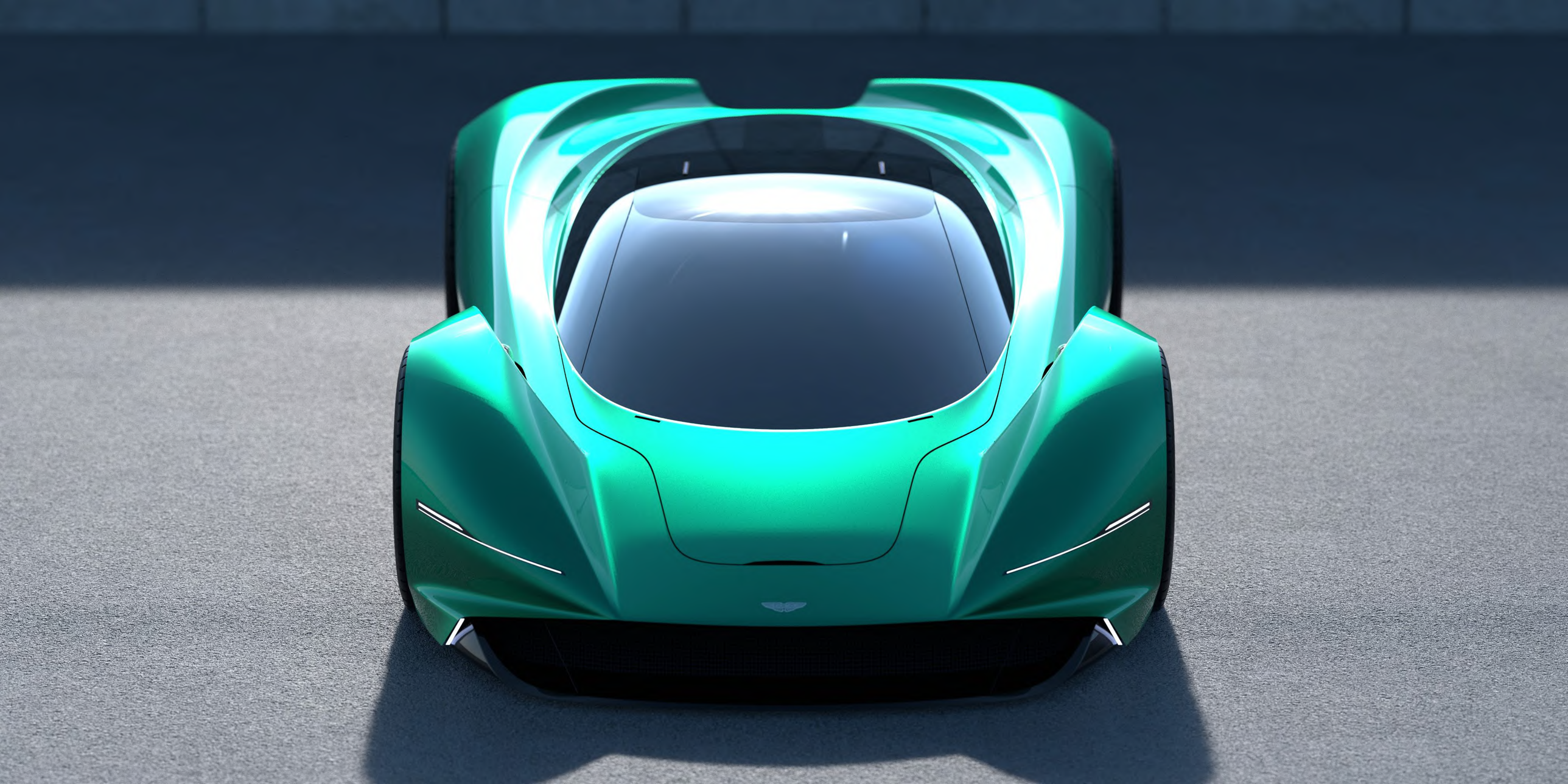

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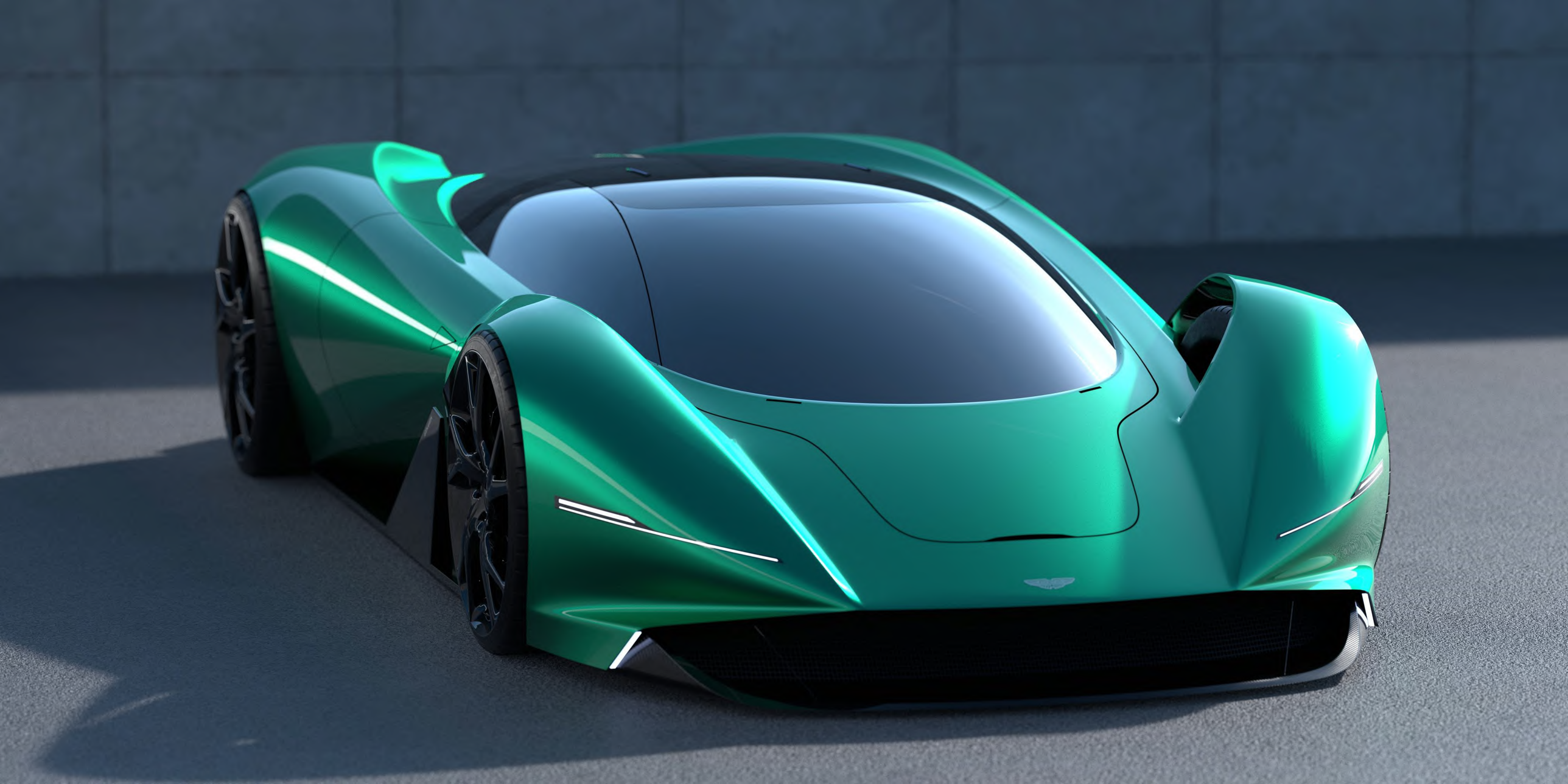

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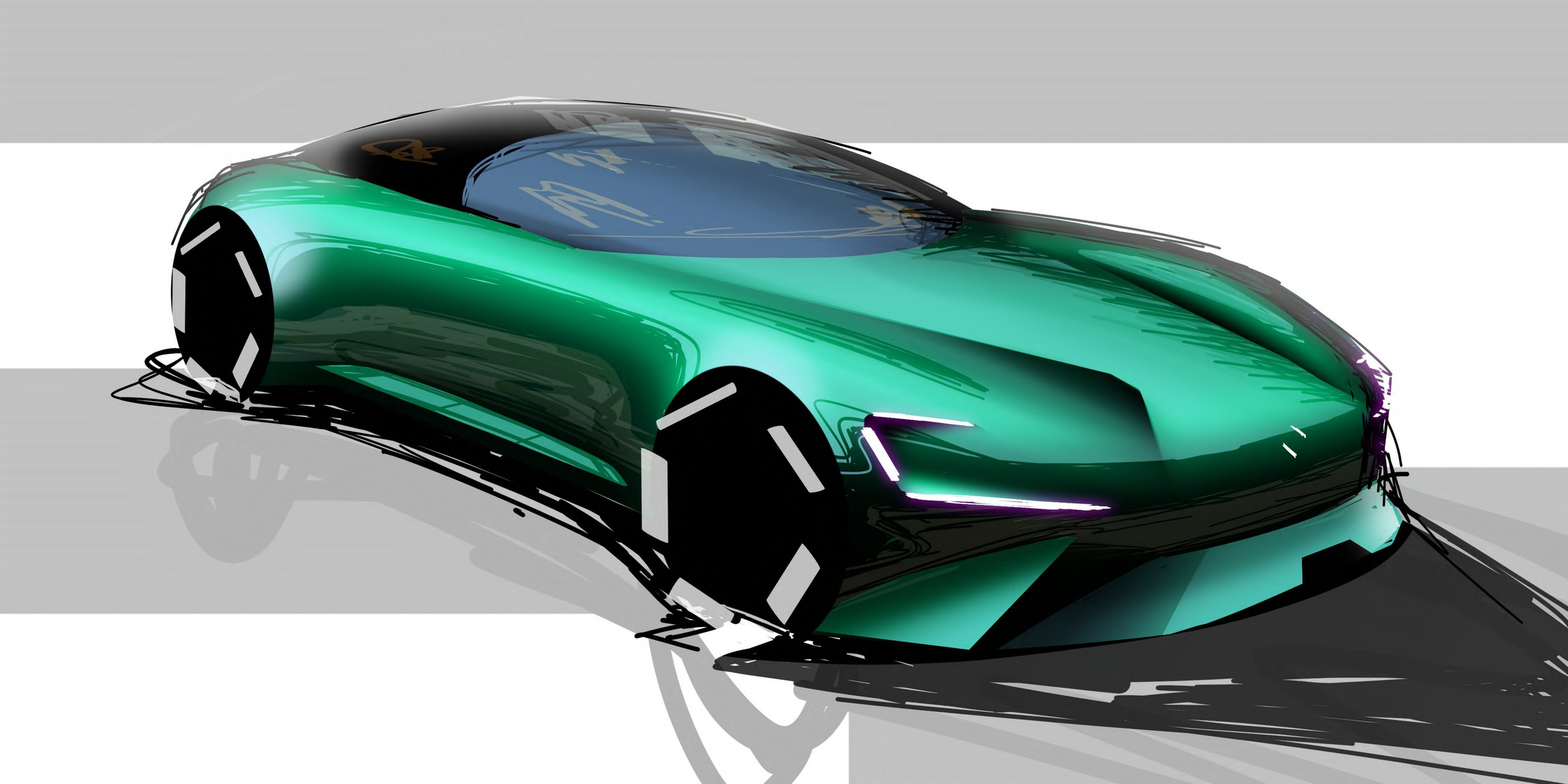

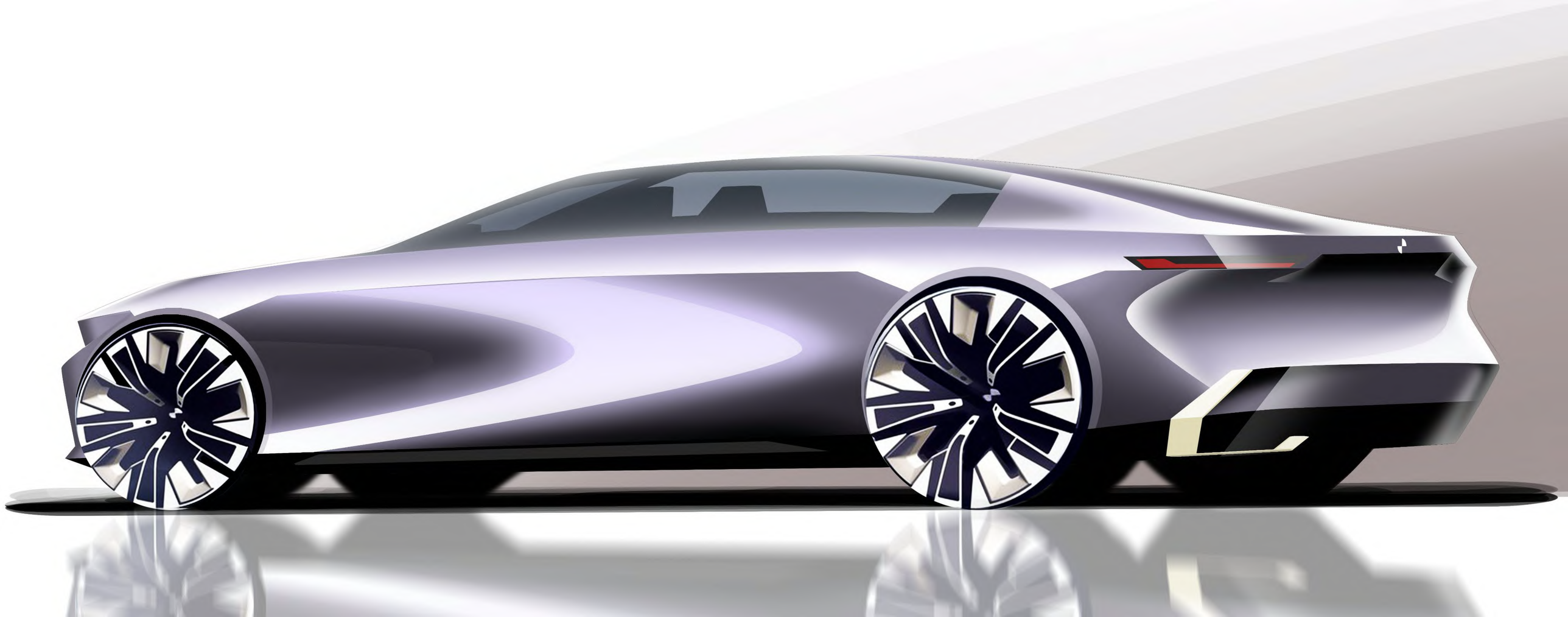

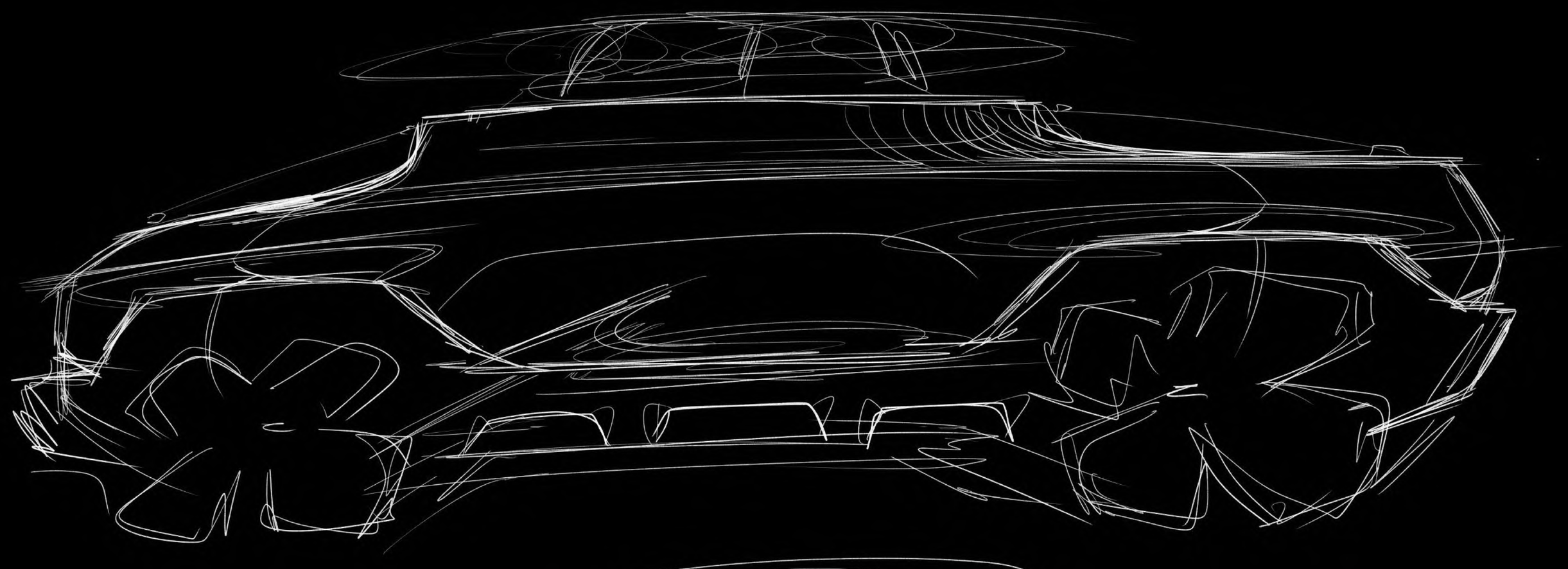

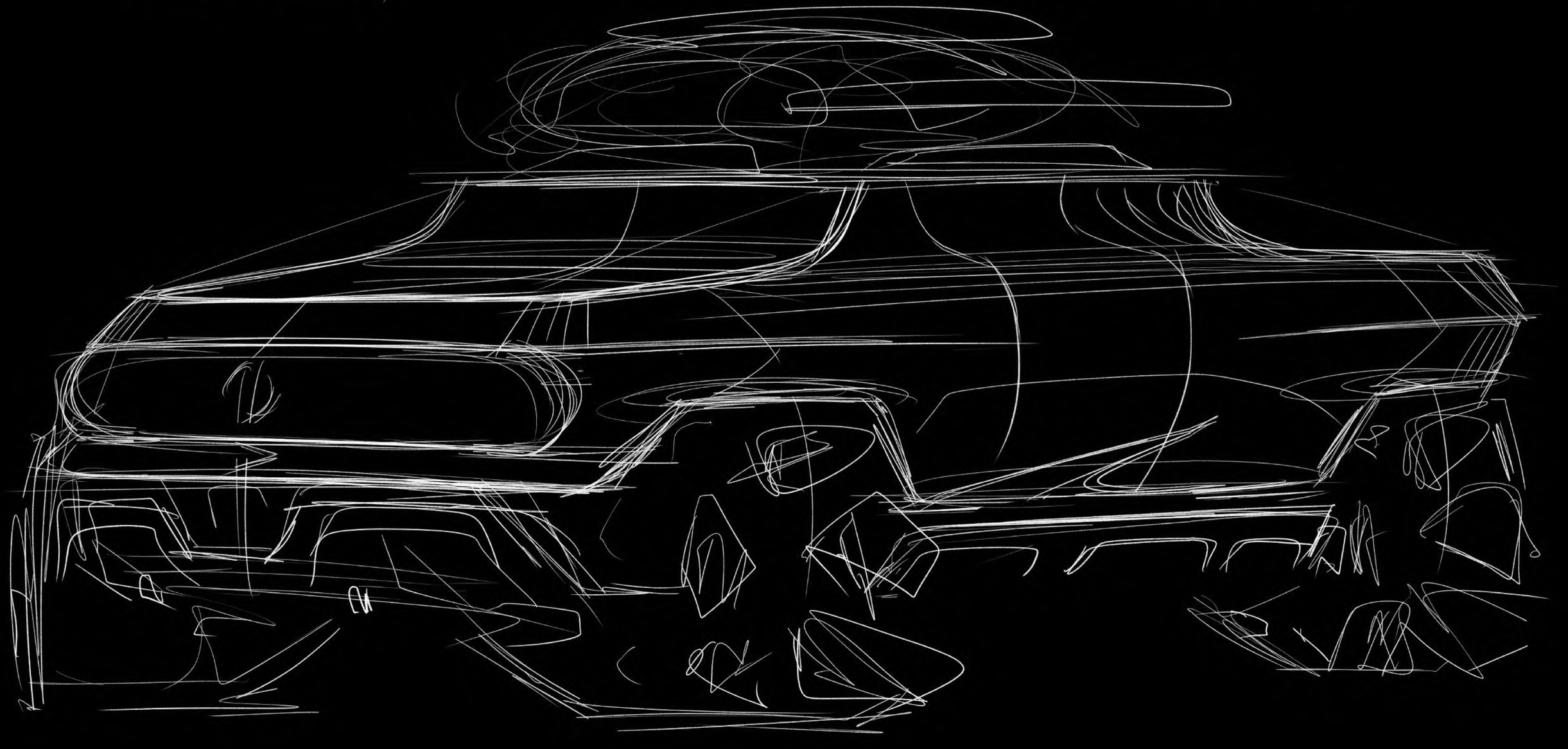

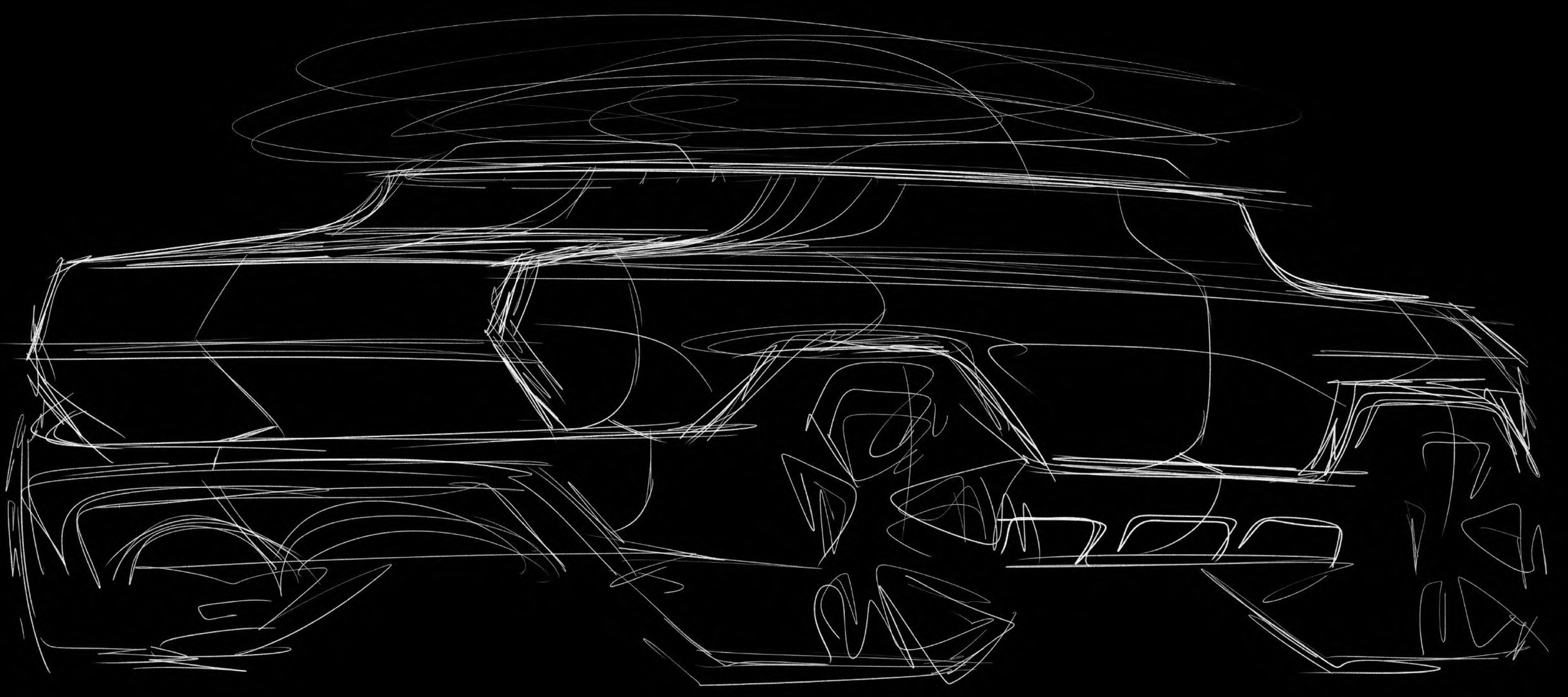

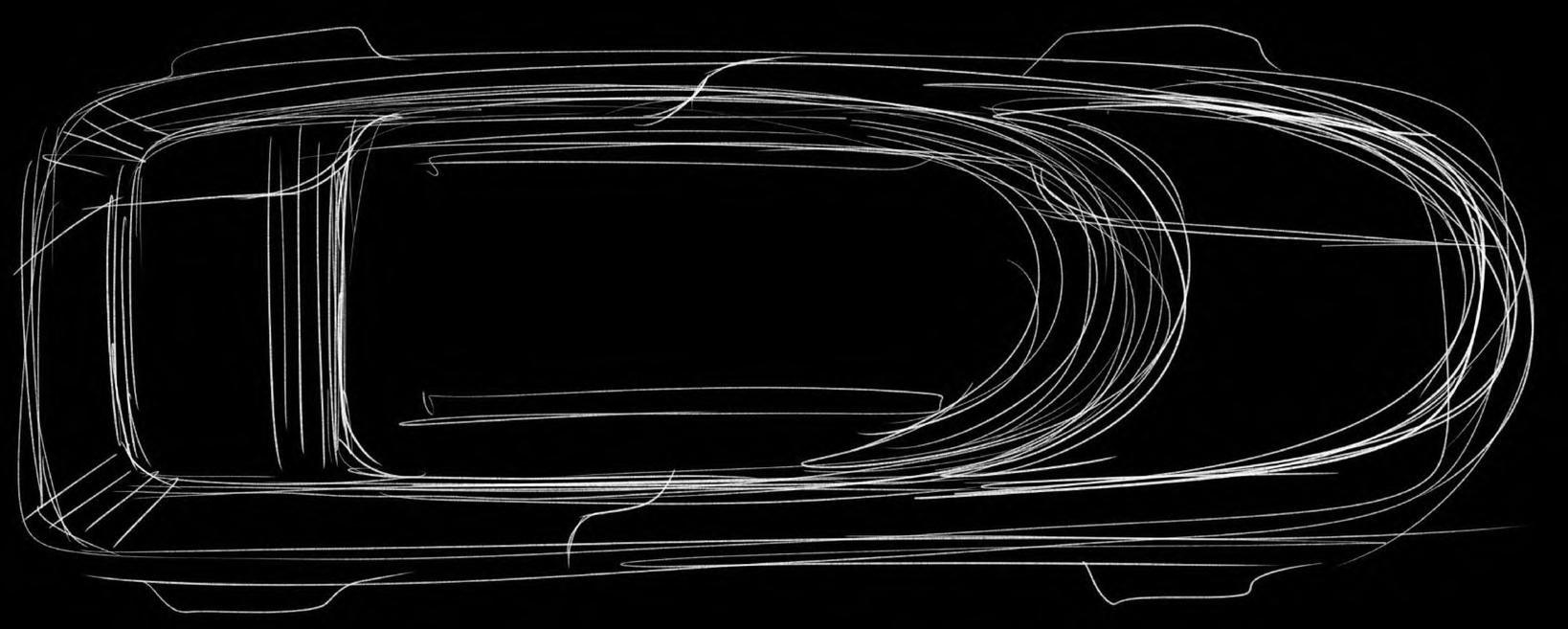
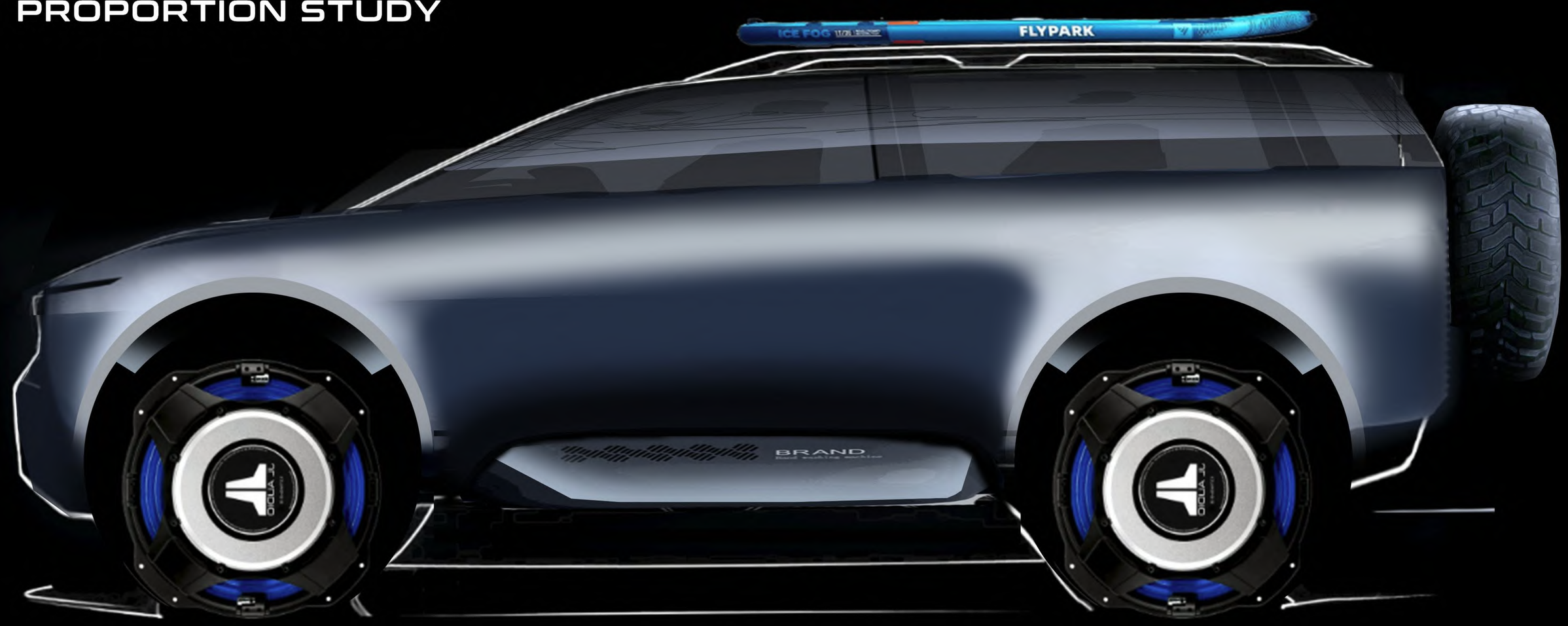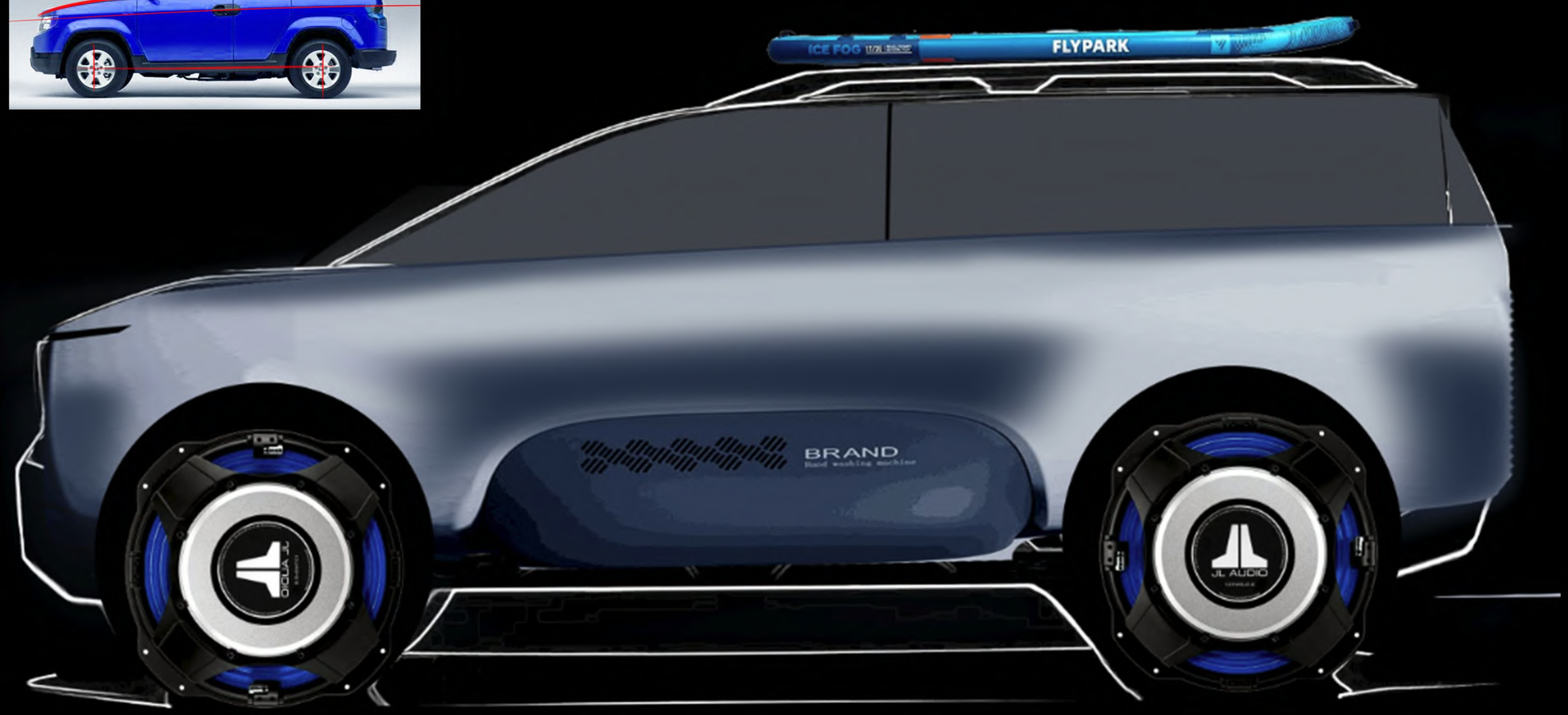
PROPORTION STUDY