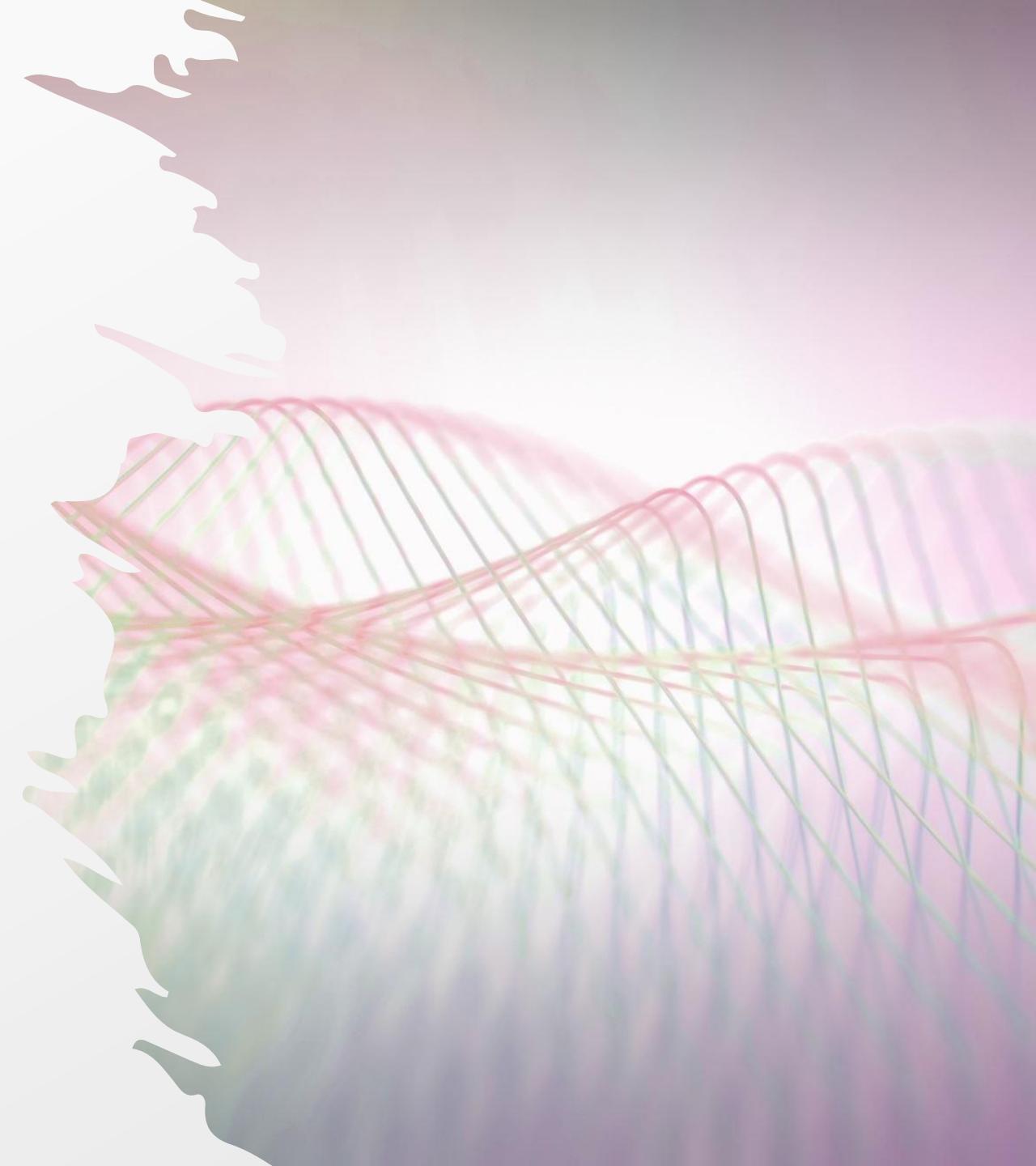


Ramu Chanduri

Digital Design | Portfolio 2021-2022



RAMU CHANDURI

CURRICULUM VITAE



ABOUT ME

LOCATION- HYDERABAD, TELANGANA

NATIONALITY- INDIAN

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 sculpturthought@gmail.com

EDUCATION

2010-2014

KL UNIVERSITY

B.E Mechanical Engineering

CGPA- 7.58

EXPERIENCE

Sr. Digital Designer **HYUNDAI MOTOR INDIAN ENGINEERING**

2010- Present

SKILLS

Team Management

Sketch Based modeling

STL Modeling

Pattern Development

Communication

SOFTWARES

Autodesk Alias

Maya

Grasshopper

Dynamo

SubDivision

CONTENT

Recent Projects Handled

- **KIA Carens – MPV**
- **KIA EV9 Concept – SUV**
- **KIA EV6 – Crossover**

Other Projects Handled

- **KIA Sedona - MPV Luxury**
- **KIA Sportage – SUV**
- **KIA Habaniro – Crossover**
- **KIA Optima – Mid Size Sedan**
- **KIA Mohave – SUV**
- **KIA Granbird Silkroad – Commercial Vehicle**
- **KIA Sonet – Sub 4-meter SUV**
- **KIA Seltos – SUV**
- **KIA Stonic – Crossover**

Practice Models

- **Lamborghini Aventador LP 700**
- **Mini Cooper 2015**

KIA CARENS



All images sed are press released

KIA CARENS – Front Perspective View

KIA CARENS – Rear Perspective View



KIA
Movement that inspires

All images sed are press released



All images sed are press released

KIA CARENS – Interior Sketch

KIA CARENS Design Intent :

- The above attached are the recently launched renders of KIA CARENS.
- It holds the signature **Tiger Nose Grill** in the front and carries a bold and dynamic stance with larger wheel arches and body cladding along the length of the car.
- Head lamps resemble the recently launched Sportage head lamps feature and the tail lamp is unique of its kind as you never see such design features in the previous models.
- The interior looks calm, pleasant as well adventures from the press released images.

Work Contributed:

- Me and my team have contributed maximum man-hours for this projects from couple of years.
- I even travelled to our head quarters in South Korea and extended my support for this project for the design reviews.
- We worked for this project from initial vision stage of the project to the final fixed model, Where in we had faced quite a many challenges to maintain the design intent and to full fill the engineering need by communicating with designer as well as the studio engineering team during the final stages.
- This model was developed under the direction of Head Design Mr. Karim Habib. It happened to be a great learning experience thought this project.

KIA EV9 Concept



From the side, the modernistic angular profile gives the all-electric SUV a simple but distinctive outline that is deeply rooted in the 'BOLD FOR NATURE' pillar of Opposite United Philosophy.

The Digital Tiger Face



Had an opportunity to support for both exterior as well as the Interior Model during Concept stage and The Production model work is in progress.



Got an opportunity to work on Rear Fascia during Concept Stage. Worked for complete interior like Console, Crash-pad, Doors, Seats for the Production Model.



KIA Concept EV9 has been crafted with a
Transformative Interior Space

KIA Concept EV9 was designed based on Kia's new
opposite united design philosophy.





Inspired by Contrasts of Nature

Recycled fishnets have been used to help create the flooring of the vehicle and seat fabric is made from recycled plastic bottles and recycled wool fibers. Also, vegan leather, which is far more ethical and sustainable compared to conventional animal leather, was used throughout the interior space.

KIA EV6 US Version



Kia EV6 is the car which showcased a new design philosophy for Kia which is called as the Opposites United under the leadership head of design Karim Habib.

The philosophy formed of five pillars:
Bold for Nature, Joy of Reason, Power of progress , Technology of life and Tension for serenity.



My Role in EV6 Project:

My major contribution was exterior for this project. I worked in the Front and Rear areas which included the Skid plate and the Rear Diffuser.

KIA SEDONA



It has entered its new generation with a Bold , Innovative Design statement, Underscoring Luxury and Comfort with its magnificent volumes.

Uniquely moulded Exterior Lines and hotel lounge like Interiors. The Interior of the car is inspired from the theme called Space Travel in a Spaceship.





Me and my team have supported for both Interior as well as the Exterior for this project. We happened to work on different Interior like Seats, Crash-pad, Door trims and Console. Coming to exterior, I personally handled Rear Fascia for the project along with Interior



KIA SPORTAGE



The headlamps and tail lamp looks modern and stylish with day light running lamps.

The new Sportage has a stunning, sporty design stance and have strong character and accelerating lines along the side.





KIA Sportage – I got an opportunity to work for the Console, Crash pad, Doors for the interior

Internal Door Handle



Front Fog Lamp



Rear Fog Lamp



ORVM



Radiator Grill



The Kia Sportage always has a special place, and it is considered as one of the valued car from Kia.



I had an opportunity to work for both Interior as well as Exterior for this car and it happened to be a great learning experience thought out the project.

KIA HabaNiro



The car is beautifully designed with **Butterfly Doors**.

The front and rear end give a robust stance with the front skid plate rear diffuser.





KIA added little color and spice to its **Crossover Stable** with Red Interiors and future driven Technology

It has a **Floating C Pillar** with a bright and contrast render with body color which gives and dynamic appeal from the side.



KIA HabaNiro – All Electric Everything Car



Front Perspective



Back Perspective



I majorly contributed for Exterior for this project for both concept and Production version during my Business trip to Namyang by interacting with US designers during our tenure.

KIA GRAN BIRD SILK ROAD





This is the first project which we worked in Class A using Autodesk alias software. I majorly contributed for the Rear end and Spoiler area for the Kia Granbird Silkroad bus.



This is first commercial vehicle project which I worked during my tenure in Hyundai & Kia design studio.





KIA SONET | Wild by Nature



Inspired by Baby Elephant



Made by India to the World



KIA Sonet was influenced by the young, passionate, and dynamic Indian culture.



KIA Sonet- Interior Cabin



Rear Bumper Development |

Rear Bumper development was also a challenging task, as the design sketch was changing time to time, but while making all engineering parameters were taken care of and also lead-in provided at the corners for the proper glide in at the transition surfaces.

Challenges Faced |

The critical area was merging of bumper area with the real wheelarch with proper highlight flow and designer's intent.

Front Facia Development

Front Facia was developed from initial designers sketch with continuous refinements from designer as there were requirement for bold and dynamic design

Challenges Faced

This project was handled in a very tight timeline and everytime with changes happening we have to work very quickly. Also the model made were having least scope of corrections with proper lead-ins and smooth transitions at the intersecting surfaces.





KIA Seltos
Badass by Design



The front face combines the Headlamps and the Tiger Nose grille. The chrome lines on either side were inspired by buffalo horns.

Developed based on KIA's Design Language





Rear Facia Development

Rear skid plate, Bumper, tailgate were made with continuous iterations with the designers feedback and to get the appeal of boldness and strong upright stance

Challenges Faced

Working on rear was a challenging job too, as the trunkgate, side wheel arch and skid plate needed to be in harmony and at the same time it should look bold.

Front Facia Development

Front bumper and hood were made from intial sketches and there were very less deviation from intial sketches to the final model of production.

Challenges Faced

The critical area was working on the front emotion, which, designer advised not to deviate from the initial sketches..the mergings happening at the front with a good highlight flow was a good challenge to work upon..



Pattern Development

In exterior, pattern developed on chrome of Radiator grille was developed in Grasshopper. I also worked on the Mesh pattern on the side door in grasshopper.



Interior Development

In interior, i worked on Crashpad, AVN, Intake grills,Console, Front & Rear Doors.

Challenges Faced

The challenges interior were more as the crashpad required engineering constraints and also i worked parallelly with the engineering team, to minimise the rework.

MODELS DEVELOPED

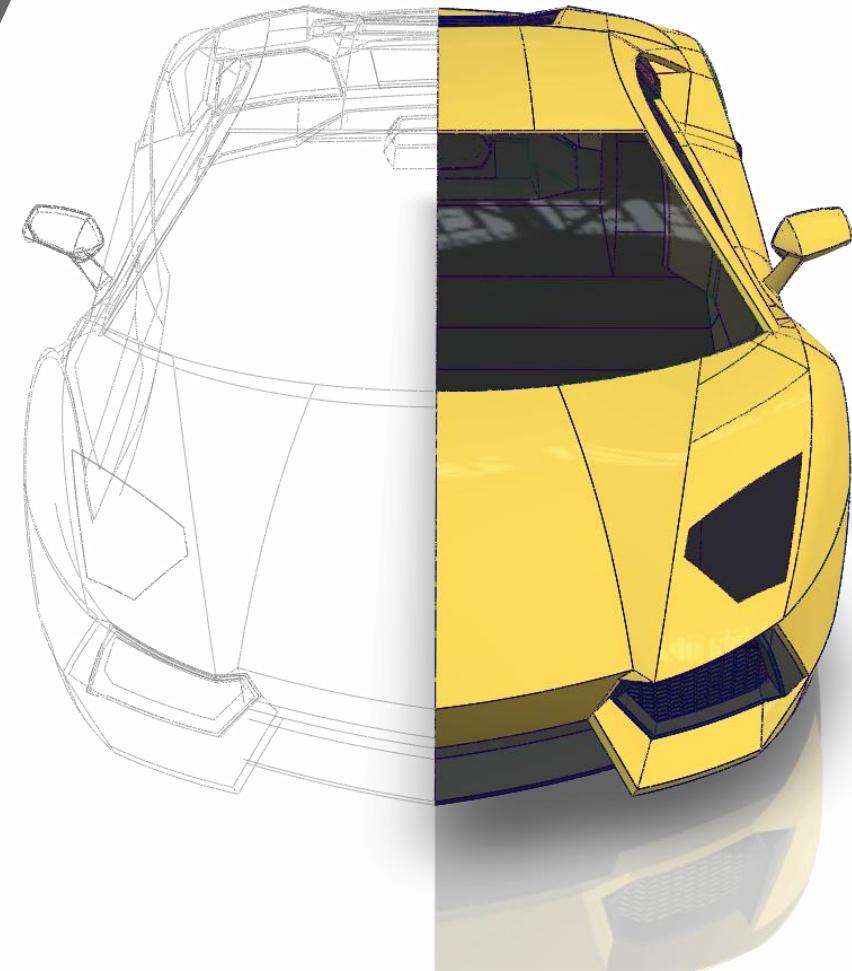


- Lamborghini Aventador LP 700-4



- Mini Cooper 2015

Lamborghini Aventador LP 700 -4 Anniversary Edition

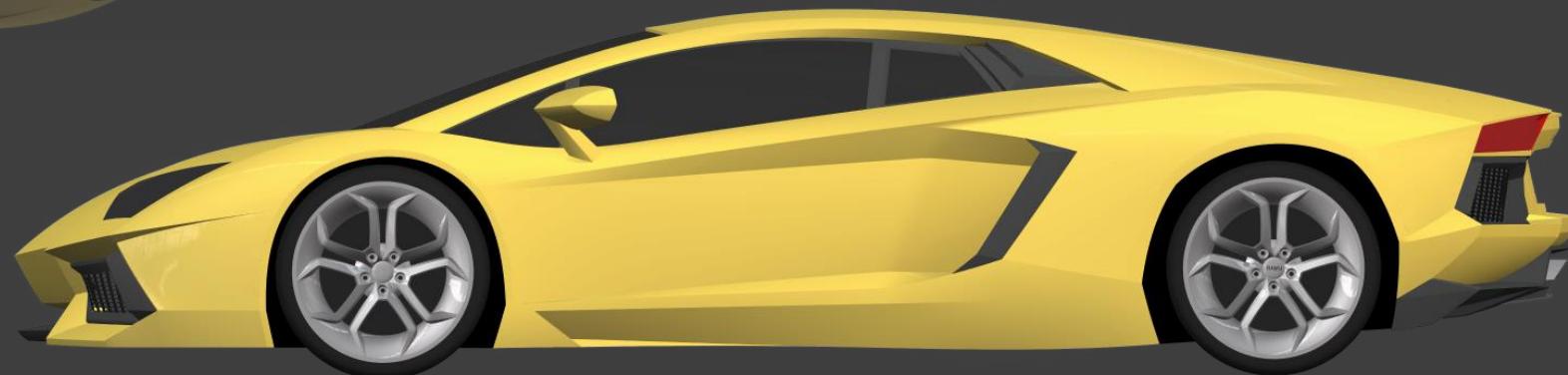


Quick Model | Sketch Based | 22 Hrs.





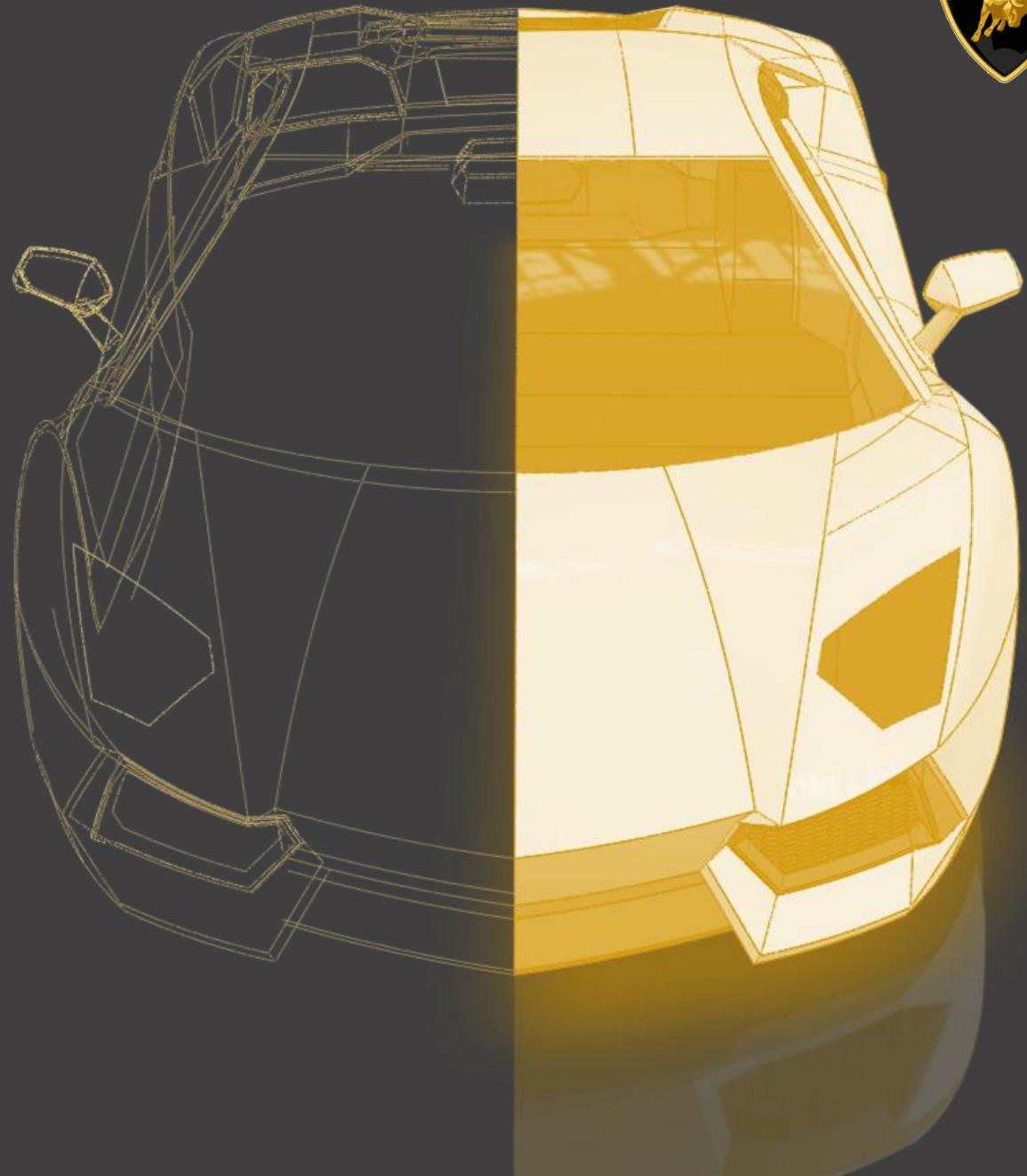
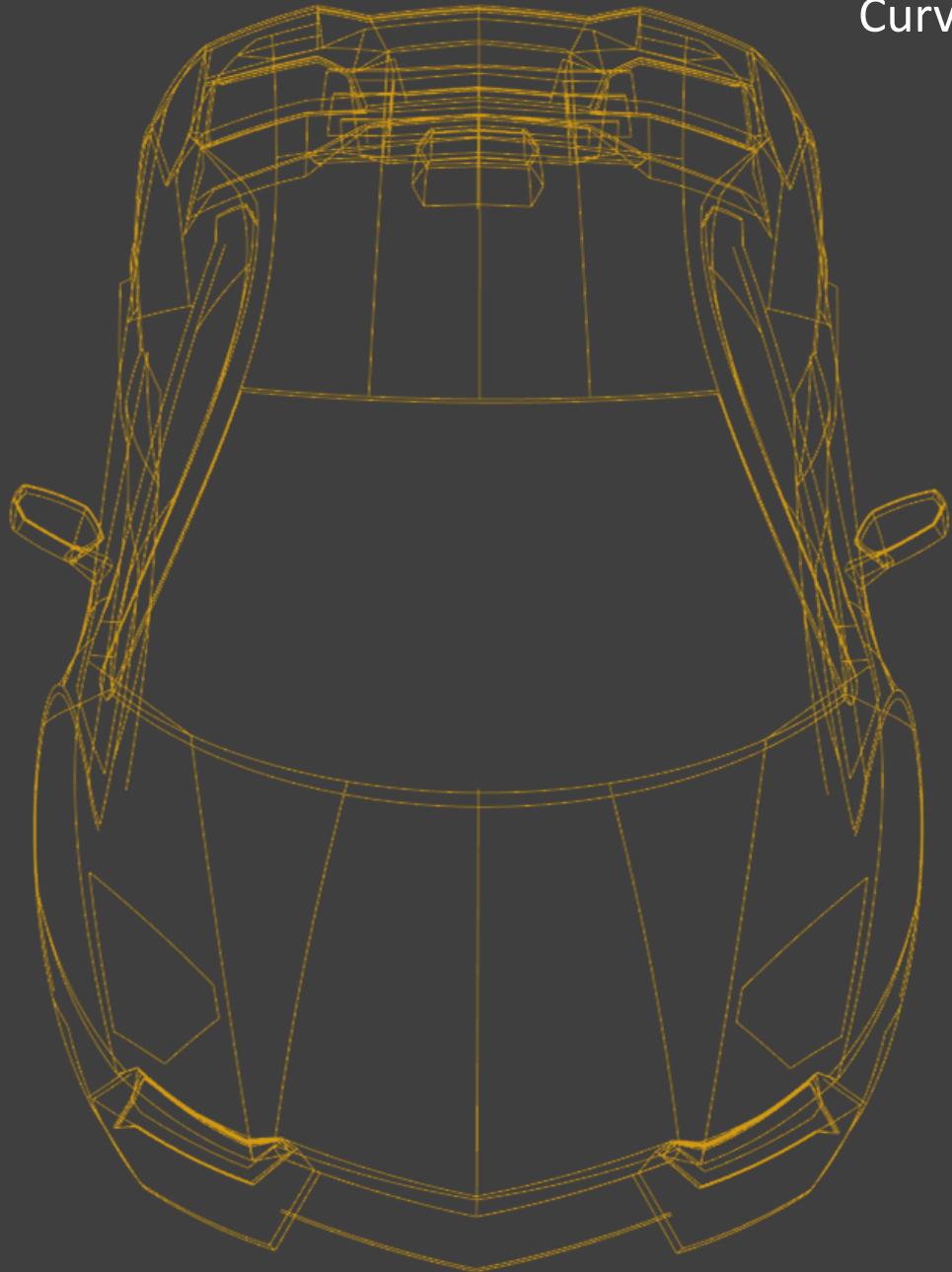
Rendered Model | Perspective View

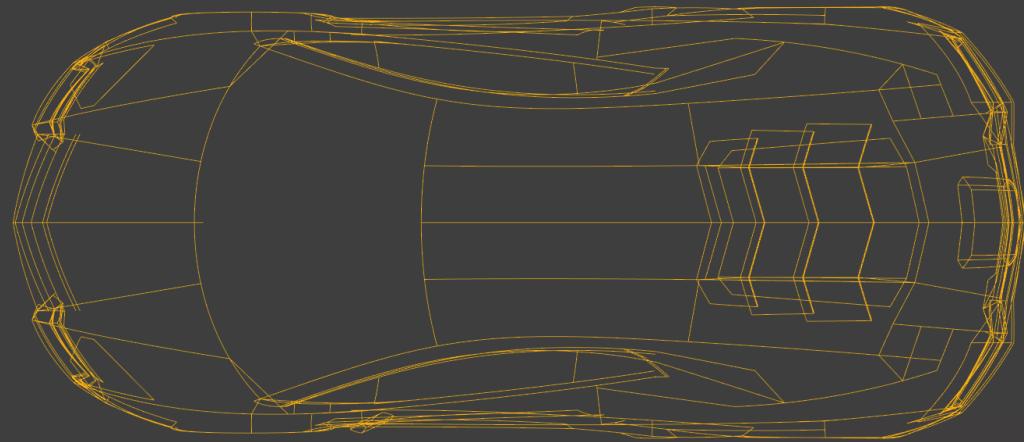


Rendered Model | Front & Rear View

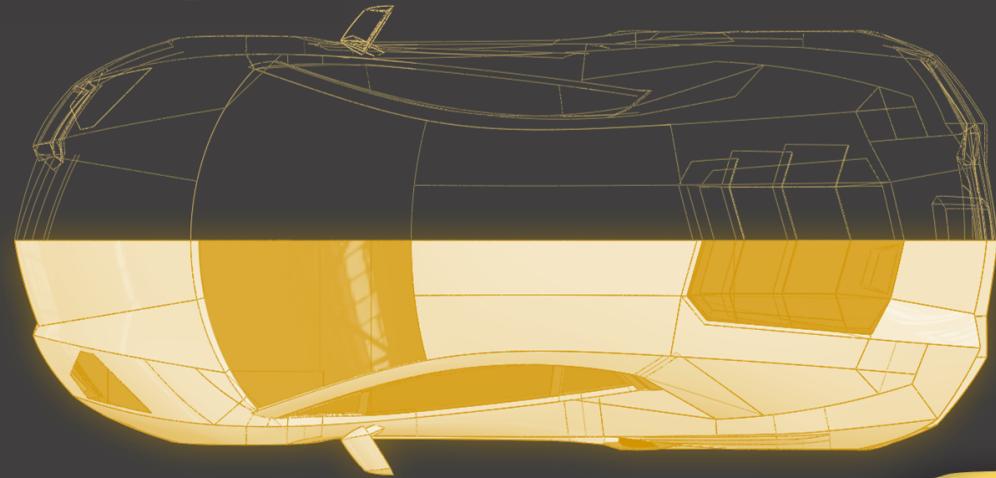


Curve Model | Front View



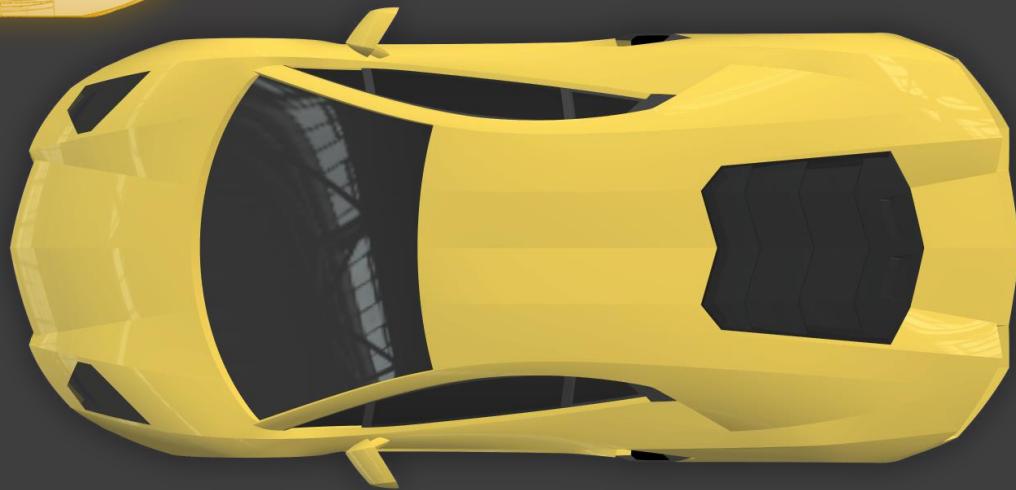


Curves



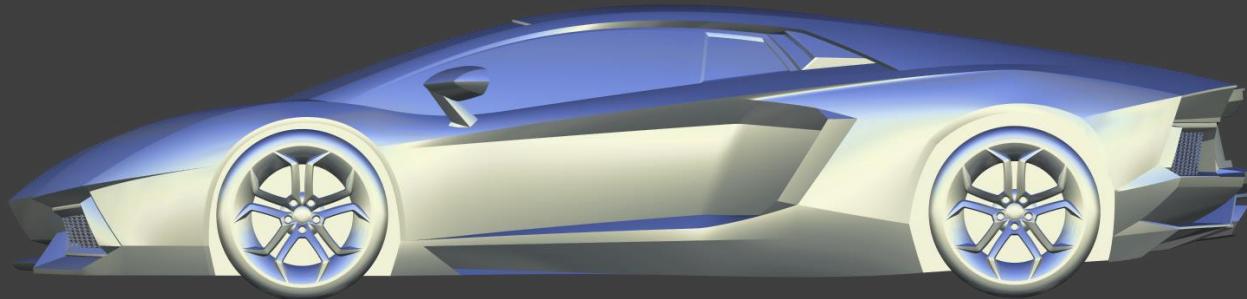
Curves Patch

Rendered Model

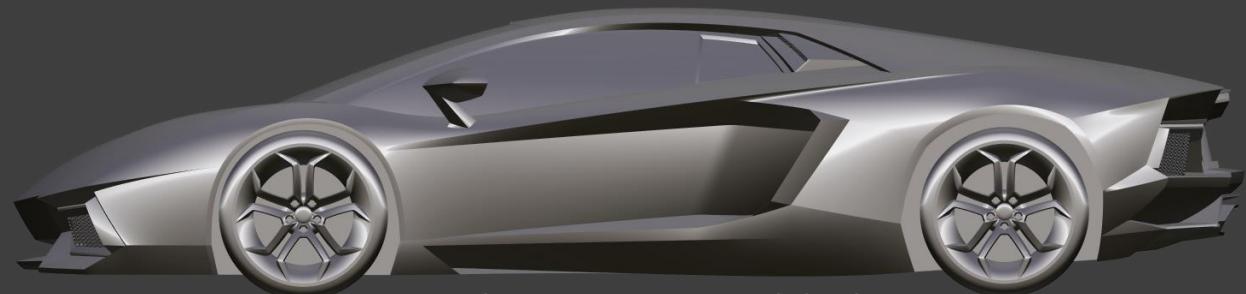




Rendered Model



Sky shade Highlights

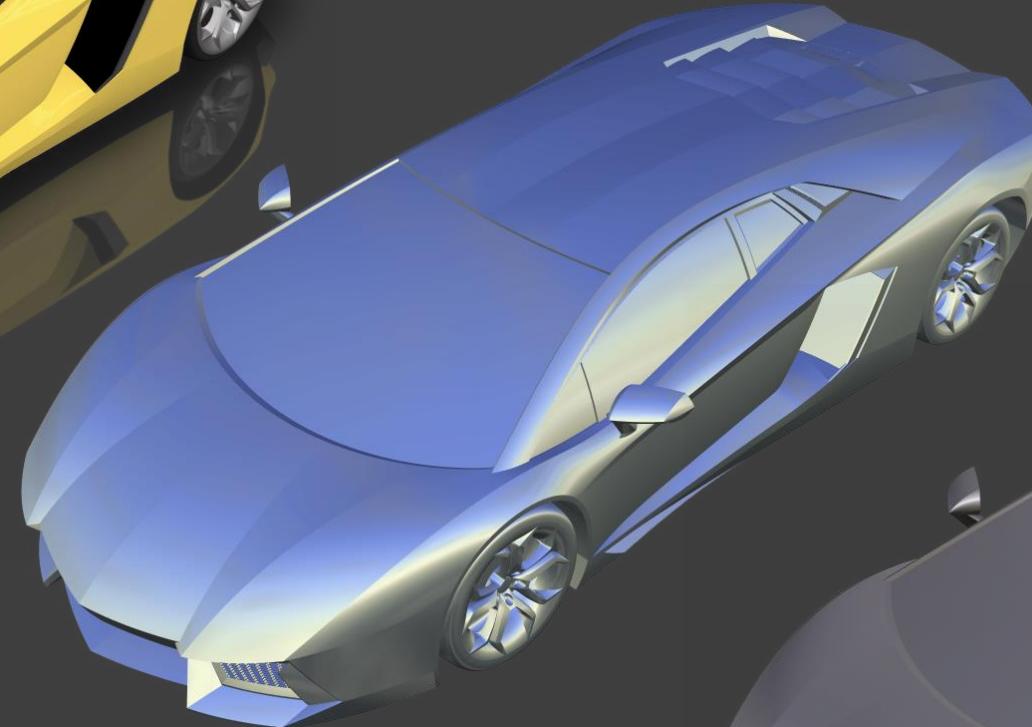


Showroom Highlights

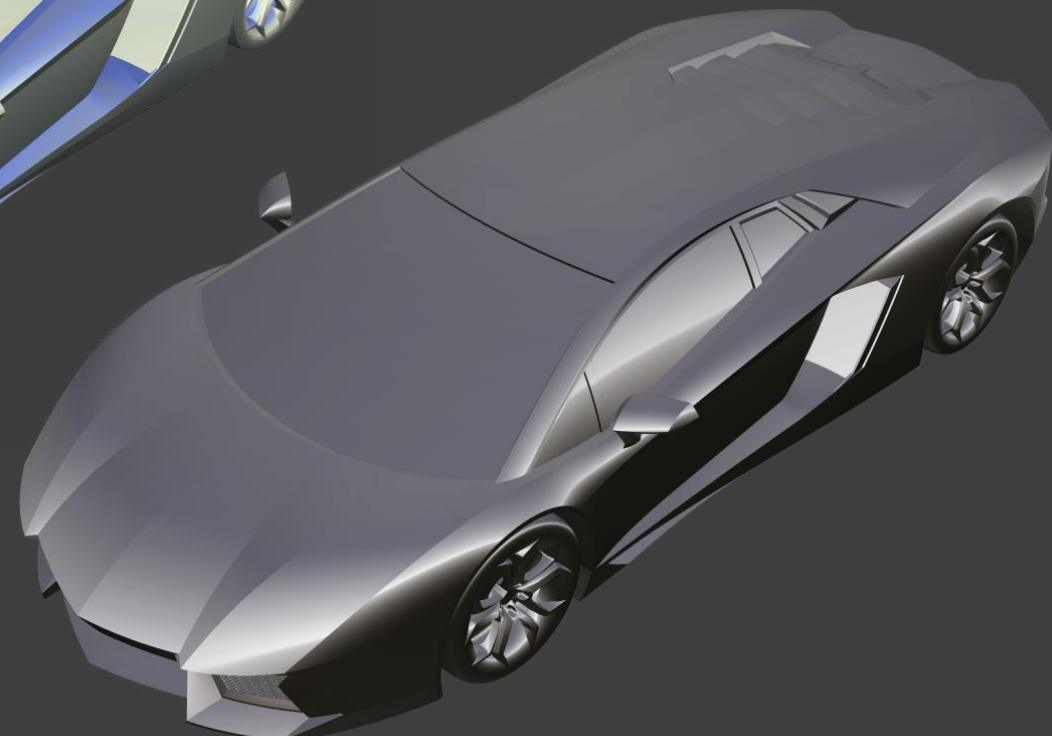
Rendered Model



Sky shade Highlights



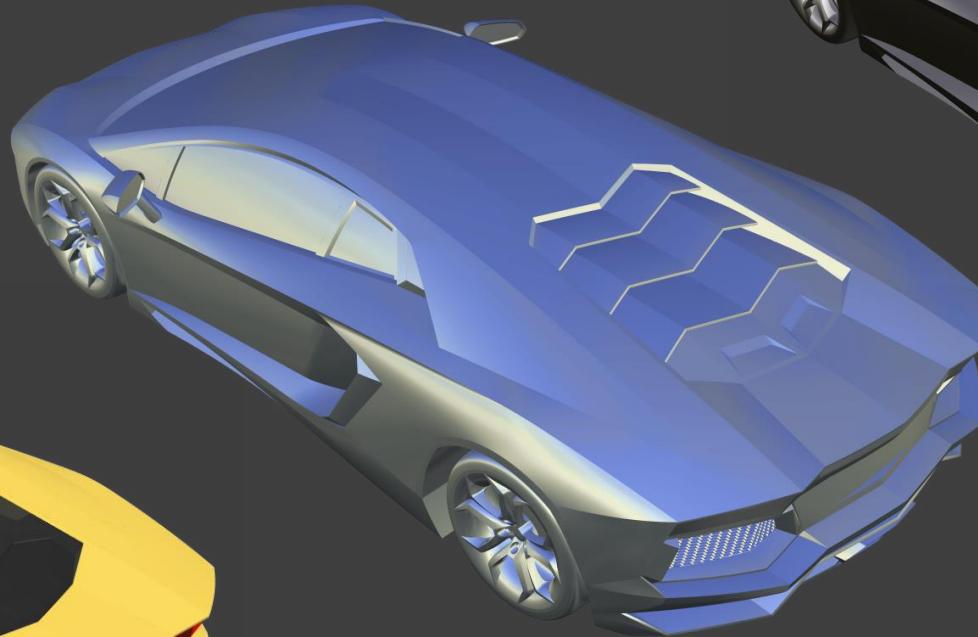
Showroom Highlights





Showroom Highlights

Sky shade Highlights



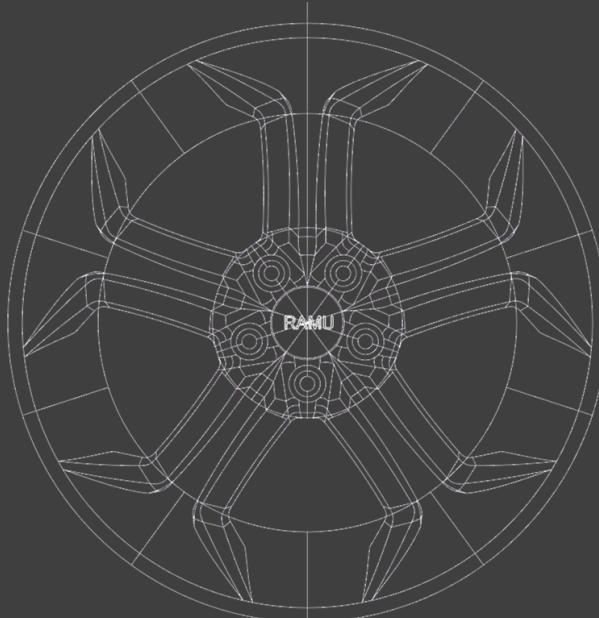
Rendered Model







Wheel Development Model

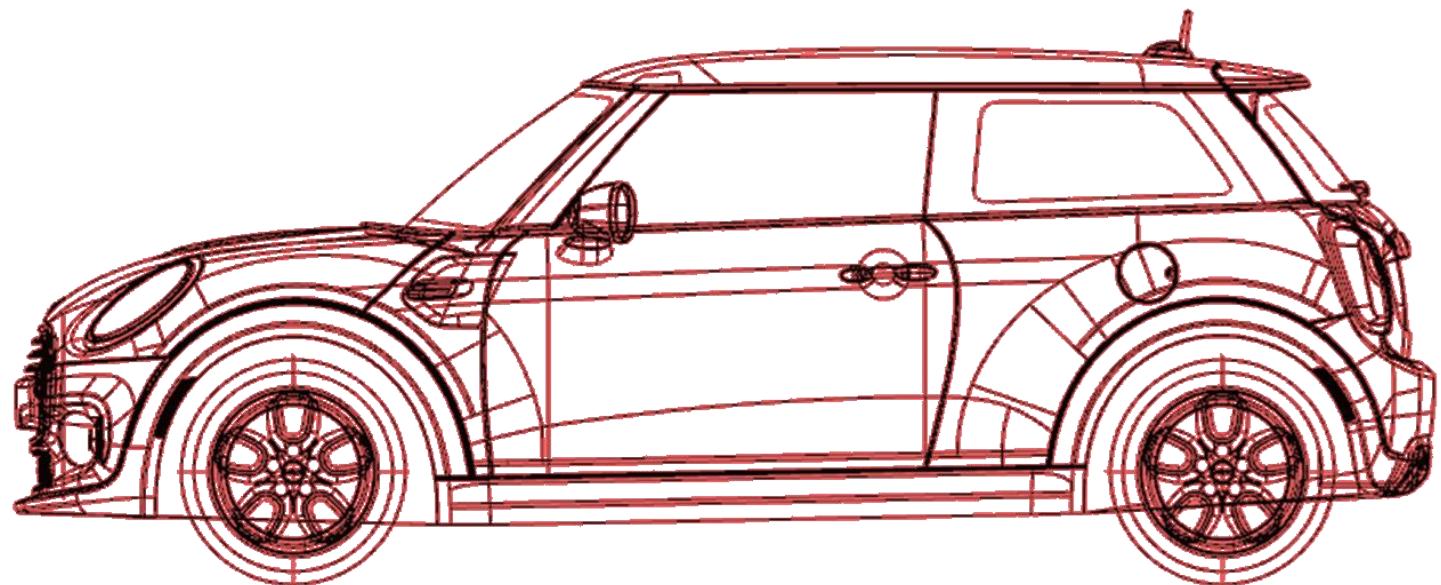


Alloy wheel Wheel With Combination of Model Evaluation tools





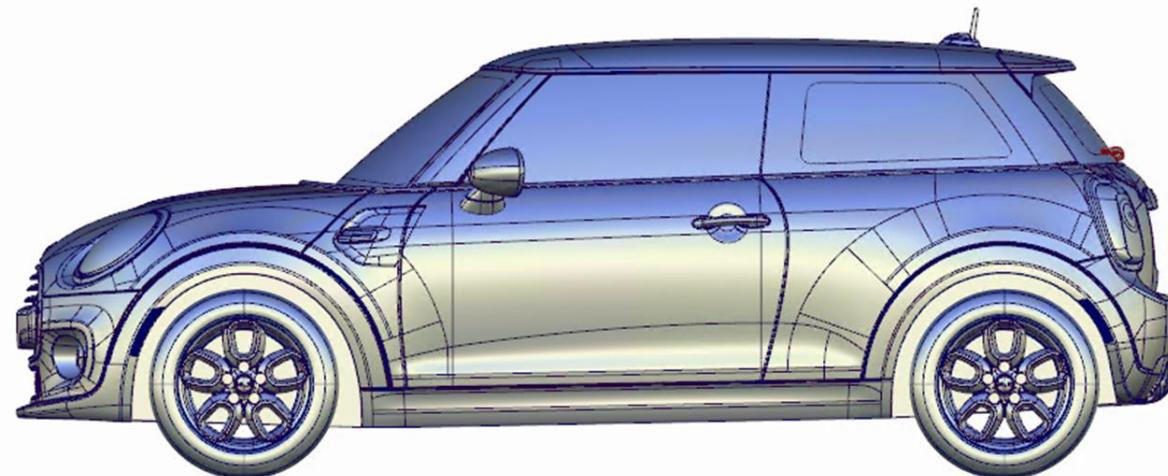
MINI COOPER | 2015



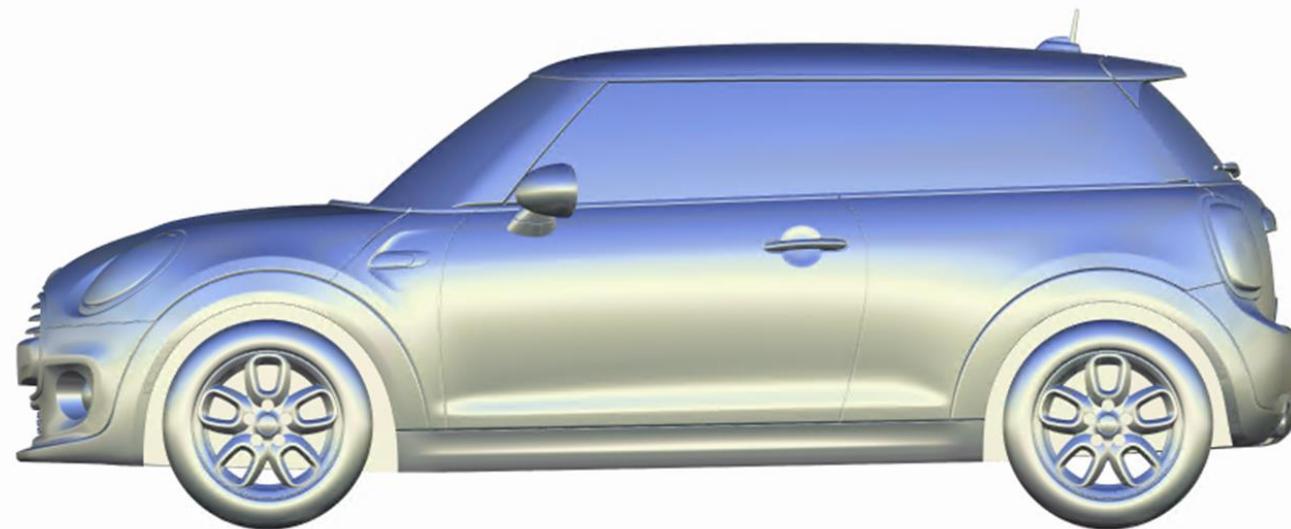
Rendered Model



Patch Layout



Sky shade Highlights



Model in Horver Shade



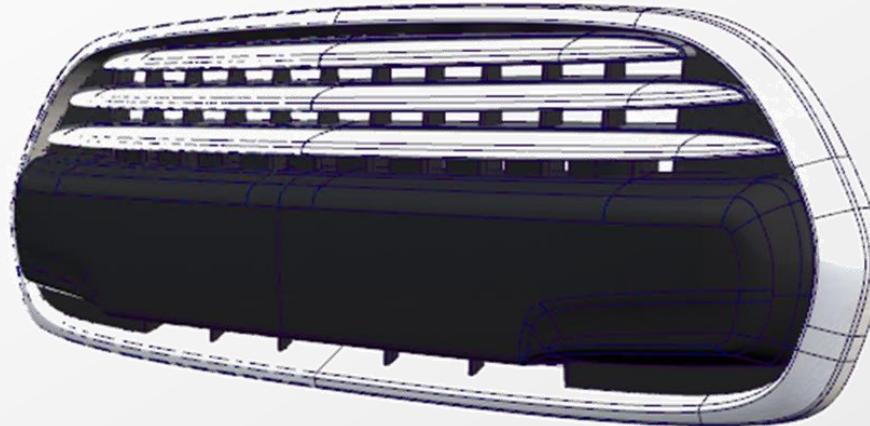
Trim Items of Mini Cooper



Alloy wheel



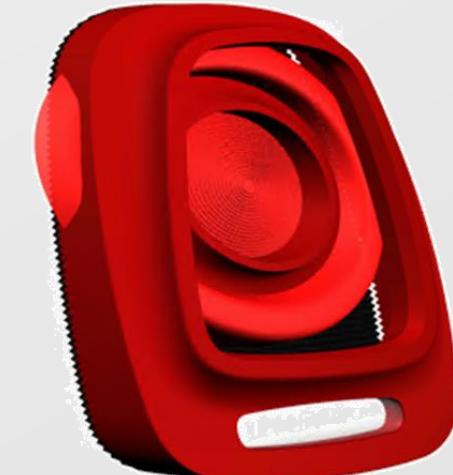
Radiator Grill



Head Lamp Detailing



Tail Lamp Detailing



Thank You

