SANJAY URIKOTH

AUTOMOTIVE DESIGN PORTFOLIO

- CV
- TATA HEXA
- TATA MANZA HYBRID CONCEPT
- SKETCHES RENDERINGS
- INTERIOR DESIGN

CURRICULUM VITAE

SANJAY URIKOTH

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WORK EXPERIENCE:

TATA Motors Design, Pune , India ***(Jannuary2011 to Present)***

Have been serving as Senior Exterior/ Interior Designer since joining the company in January 2011. Engaged in the designing of exterior/Interior projects from concept studies to production models.

- Currently working on THE NEXT GENERATION TATA Nano as lead exterior designer.
- Senior designer for the complete Design and development process of TATA flagship SUV HEXA show car (Geneva 2015) and Production car (TATA HEXA will be launcing in July 2016)
  + Exterior sketches, renders, trend reports and presentations to Top management.
  + Attending engineering and supplier meetings.
  + Exterior color theme ,Material selection and detail designs.
- TATA Manza Hybrid concept
  (Presented at New Delhi Auto Expo 2012 India):
  + Developed and worked on the new exterior design identity for TATA Passenger vehicles through this project.
  + Supervising full scale proto building.
- Interior styling for a TATA MPV
  + Dash Board, Floor console and Door trims,for TATA MPV(Multi-purpose Vehicle for Indian market for 2016) – Concept sketch to production design.
- Interior for All new segment vehicle for TATA Motors
  + From initial interior renderings to full scale model for TATA Aspirational vehicle for India.
  + Carried out Market research and attended several design clinics for understanding the customer in different cities in India.
- Exterior for A-Segment car
  + Trend reports and initial exterior sketches/renderings for TATA A-segment car for India.

EDUCATION:

National Institute of Design, Ahmedabad, India ***(July 2007 - December 2010)***

- Post-graduate Diploma Programme in Design (PGDPD), Transportation & Automobile Design

  + Masters project with Mahindra & Mahindra Ltd, India (6 Months): Worked on the interior of Mahindra Logan Instrument panel redesign, From Initial sketches to digital model, customer survey and full scale clay model development. Worked on three direction for future Mahindra vehicles interior in the second phase of the project.
  + Two months internship with JMC Automotives in Chennai India: The assignment was to restyle the existing Ashok Leyland G90 long haul truck.
  + A-segment electric crossover for india based on REVA electric car.

- ***Bharathidasan University, Trichy, India*** ***(July 2004)***

  Bachelor of Engineering (Mechanical Engineering)

- ***CAD Engineer*** ***(2006 -2007)***
  Worked as a CAD engineer (Pro-E) at Xius Technologies, Trivandrum, India.

SKILLS:

- Software: Alias Studiotools, Alias Sketchbook Pro, Alias Showcase, Adobe Photoshop, Adobe Illustrator and MS office. Well equipped with Windows and Mac.
- Other Skills: Sketching, quick ideation,Rendering, Engineering and technology know-how, program management, clay modeling, model making and an immense ability to dream and imagine.
- Languages: Fluent written and spoken English,Hindi,Malayalam,Tamil.

ACHIEVEMENTS / AWARDS:

- Engineering Research Centre, TATA Motors's DRIVE AWARD in recognition of outstanding contribution for "TATA HEXA Design"
- First prize, Design a Super Car for India- Design Challenge
  Designskillset.com in association with TRYST 2010, Indian Institute of Technology, Delhi.
- Participated in the Pininfarina competition (2008/2009) open to NID students.
- Got several appreciation letter from Mahindra & Mahindra Ltd for sending vehicle sketches at the age of 11.

COMMUNICATION & LEADERSHIP ROLES:

- Actively participated in Immersion Market study conducted by TATA Motors in various cities across India to understand the customer needs (November/December 2015).
- Attended various management training and Trend research workshops.
- Attended several design clinics.
- Had taken Master class for DSK ISD international school of design, Pune, India for transportation design students. (October 2012)

INTERESTS:

Exploring new places, Enjoy long drives recently did 1100Km IN 20 Hours covering three states in India. Love to try different cuisines. Art, Design, Architecture, Aeroplanes and an avid wildlife photographer.

ADVANCED AND *PRODUCTION PROGRAMS*

HEXA

A booming economy, burgeoning salaries and a huge population of youngsters with pockets full of disposable income, The demand for sport utility vehicle is increasing in India. SUVs are increasingly the vehicle of choice in urban markets. The premium SUV now competes neck-and-neck with the C/E-segment sedan. Many global players are entering Indian market with premium SUV's, So this is the best time for TATA Motors to introduce the premium flagship SUV which creates a tough competition to all major global players.

The brief was to design a masculine and confident flagship SUV for TATA Motors which create a new "crossover"segment in India and compete with/take volumes from popular c-segment sedans and premium people carrier.

The TATA HEXA is also the first UV to feature the new TATA design DNA. The front is dominated by the strong Trust line and Humanity line.

HEXA

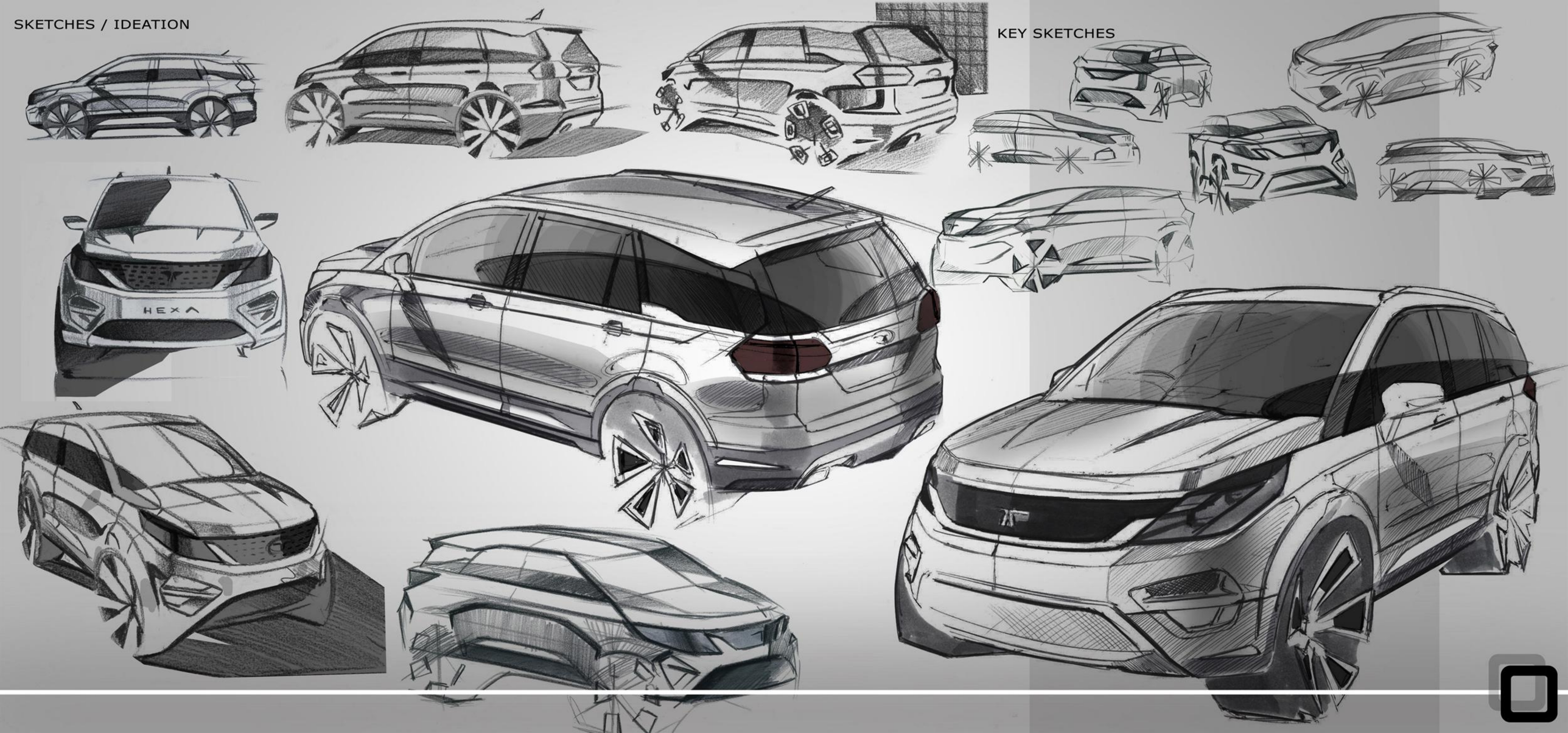
Personification : Male 30 to 40 years, Young,Dynamic,Flamboyant,Successful in a short span. Ready to take on any challenges. Dreams to lead and perform

TRIGGERS TO PURCHASE

- DELIGHT THE CUSTOMER
- FEELING OF POWER
- ACCESS TO LUXURY
- UNDERSTATED ELEGANCE
- REFINED SOPHISTICATED

SKETCHES / IDEATION

KEY SKETCHES



DEVELOPMENT RENDERS

The TATA HEXA features a prominent and strong hood that gives the car a bold and aggressive character.

FINAL RENDER

The bottom section of the bumpers and the wheel arches are dark, textured to emphasize the tough nature of the SUV. This coupled with large 19 inch Diamond Cut wheels which gives TATA HEXA a strong SUV character with a solid stance.

FINAL RENDER

The dynamic roof line along with optimum overhangs give the car a very stable and planted look.

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The front is dominated by the strong Trust line and Humanity line.

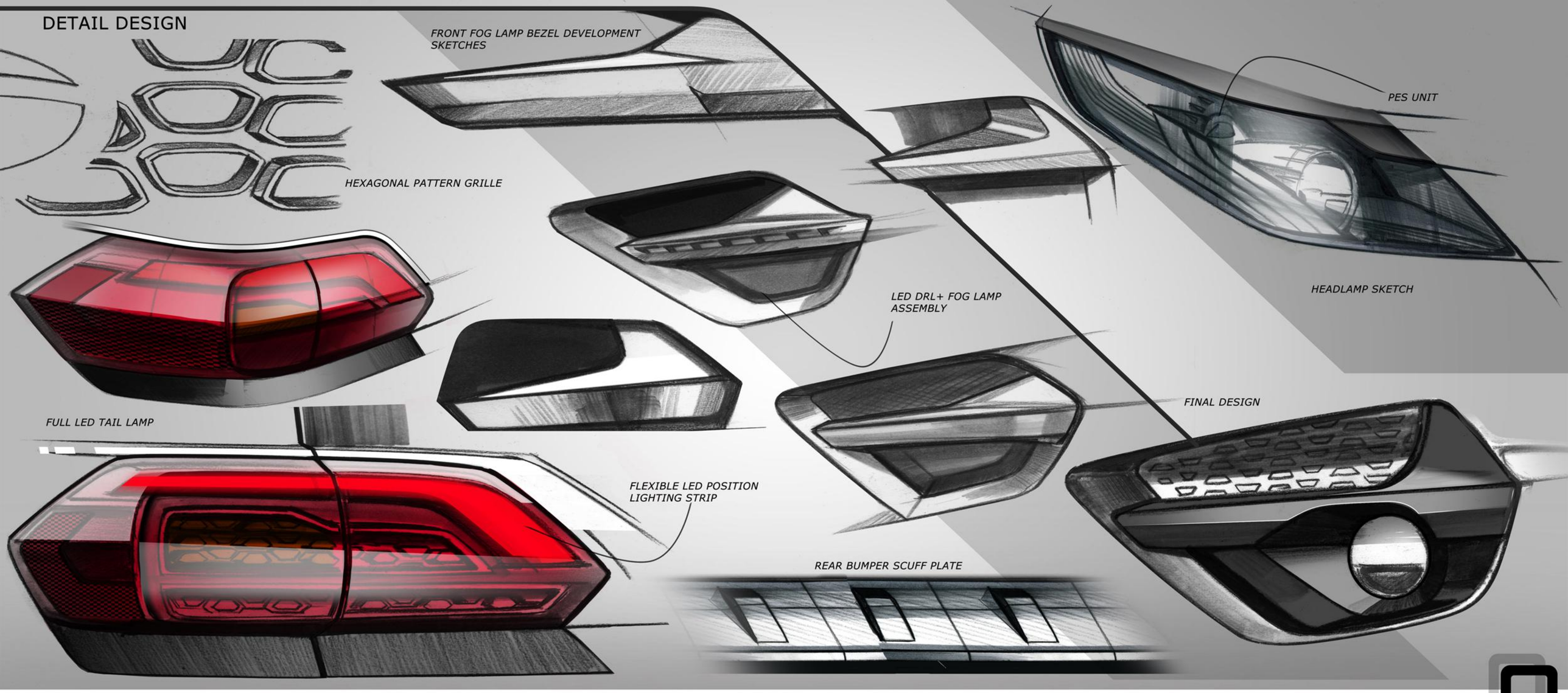
EAGLE
235/70 R
MICHELIN
SANJAY URIKOTH

HEXA

FROM TATA MOTORS

The horizontal tail lamps include dynamic LED position lamps (Flexible LED Technology) and LED stop lamps give a wide configuration and a more three- dimensional style. A bold chrome trim band connects the tail lamps adding to the solidity of the rear.

DETAIL DESIGN



WHEEL DEVELOPMENT RENDERS

Many concepts and themes were explored during the design process. The final direction was to design simple and clean surface with ruggedness of SUV wheels. Process followed is diamond cutting.

HEXA MASTER MODEL DEVELOPMENT

FULL SCALE CLAY MODEL DEVELOPED FOR MANAGEMENT APPROVAL

HARD MODEL DEVELOPMENT

MASTER MODEL FOR FINAL DATA VERIFICATION AND DESIGN SIGN OFF

HEXA

FROM TATA MOTORS

THE GENEVA MOTOR SHOW 2015

Actual Photographs

Actual Photographs

HEXA

MANZA hybrid

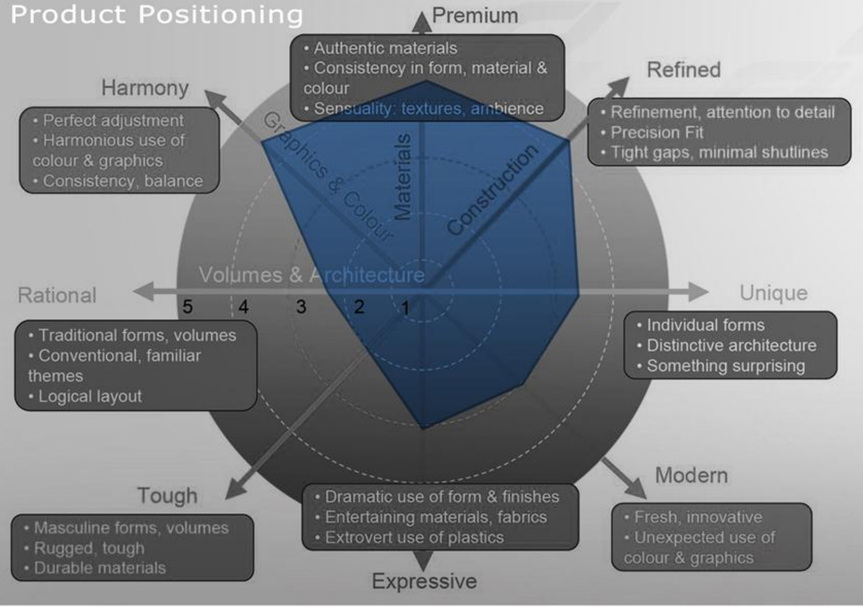
MANZA hybrid

The TATA Manza Hybrid concept is a design concept car that embodies the new TATA Design philosophy and the brand statement.
Designed to show a possible direction for future TATA passenger cars. It harmoniously blends the TATA's new hybrid technology with the new design language. The car was showcased during 2012 New Delhi Auto expo in India.

Customer Profile

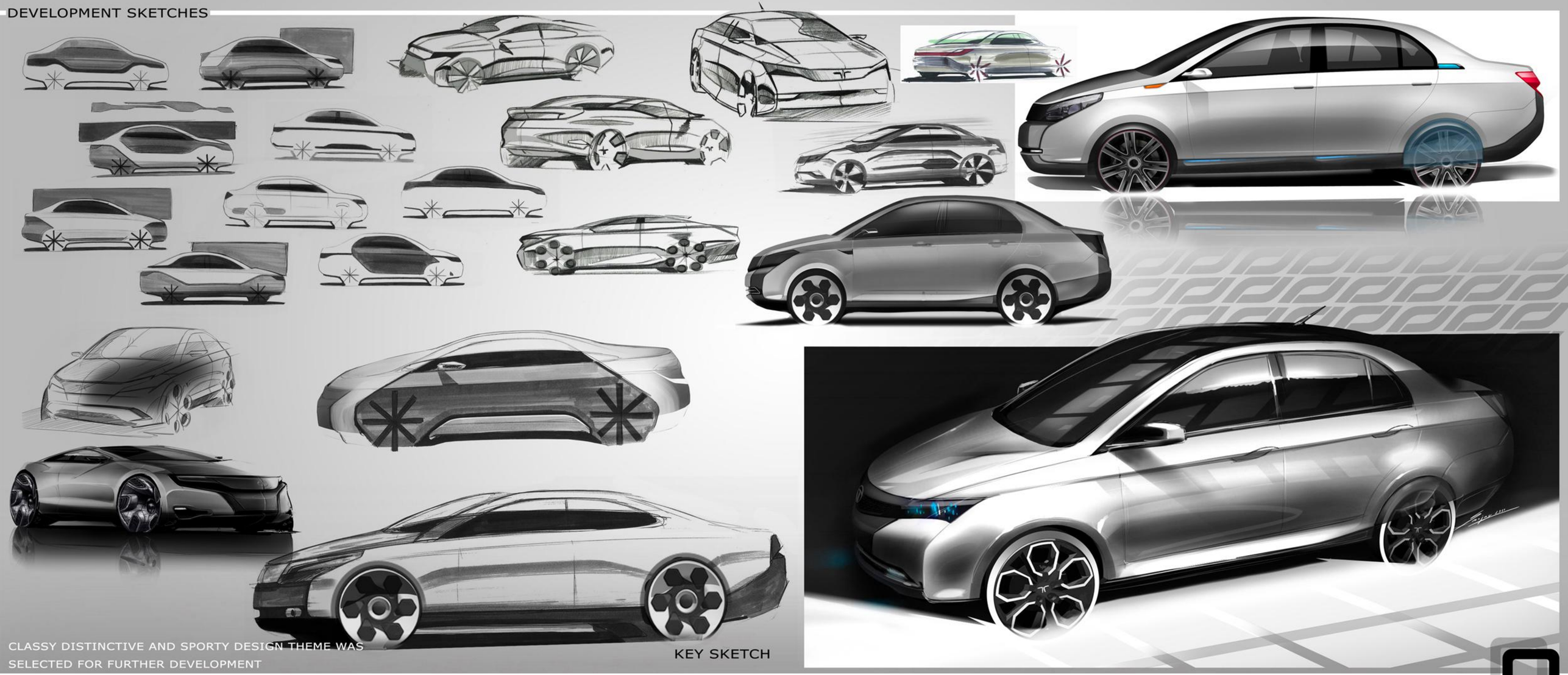
Executive` 45+, leads an executive urban lifestyle
Believes in green technology concerned about the environment.
Achieved succes

Product Positioning



hybrid

DEVELOPMENT SKETCHES



CLASSY DISTINCTIVE AND SPORTY DESIGN THEME WAS SELECTED FOR FURTHER DEVELOPMENT

KEY SKETCH

DEVELOPMENT RENDERS

hybrid

hybrid

hybrid

hybrid

MANZA

MANZA

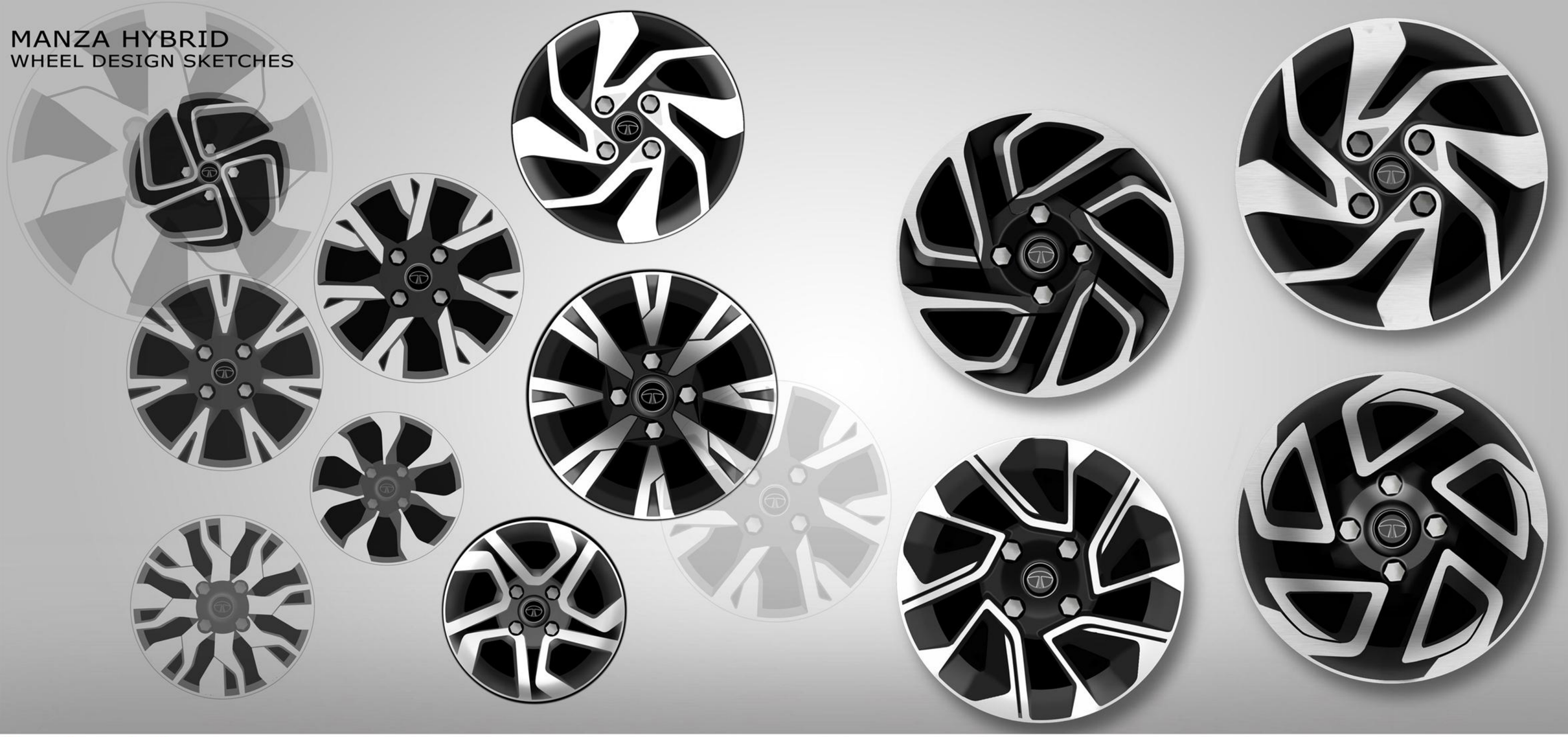
FINAL RENDER

FINAL RENDER

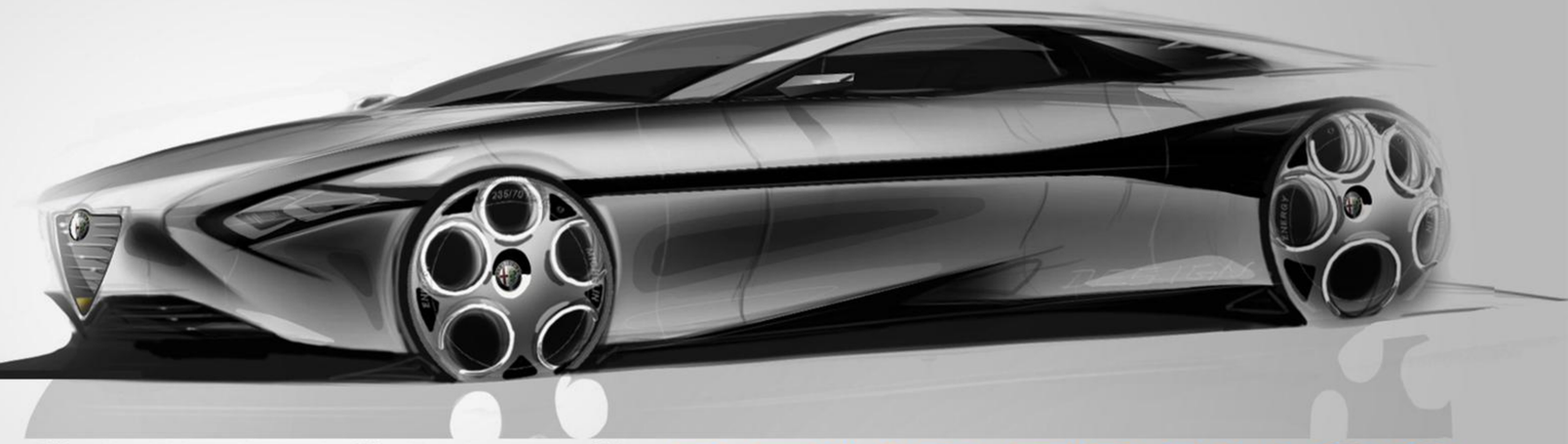
hybrid

GRILLE DEVELOPMENT SKETCHES
DETAIL DESIGN
FULL LED TAIL LAMP
ORVM DEVELOPMENT SKETCH
hybrid

MANZA HYBRID
WHEEL DESIGN SKETCHES



MANZA HYBRID
AT THE NEW DELHI AUTO EXPO 2012



SKETCHES *RENDERINGS*

A collection of random sketches and renderings that were made during the free time.

TOYOTA

TOYOTA

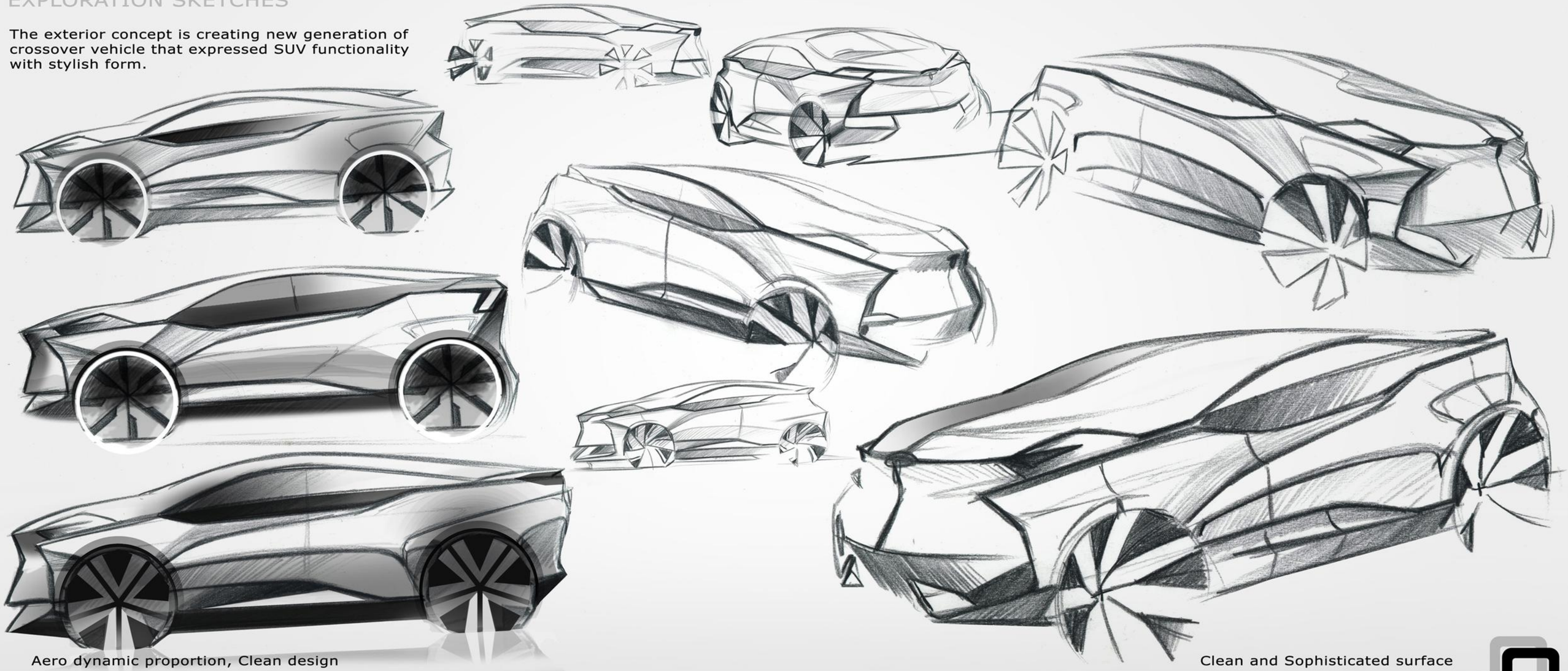
Luxury Crossover

Free time personal project

The 2017 Toyota Aspirational compact crossover is a new type of urban crossover inspired from the Totota C-HR concept that expressed "urban adventure". The vehicle is perfectly suited to the person, Who has exciting urban life. The vehicle brings fun to drive experience, style and distinctive exterior design.

EXPLORATION SKETCHES

The exterior concept is creating new generation of crossover vehicle that expressed SUV functionality with stylish form.

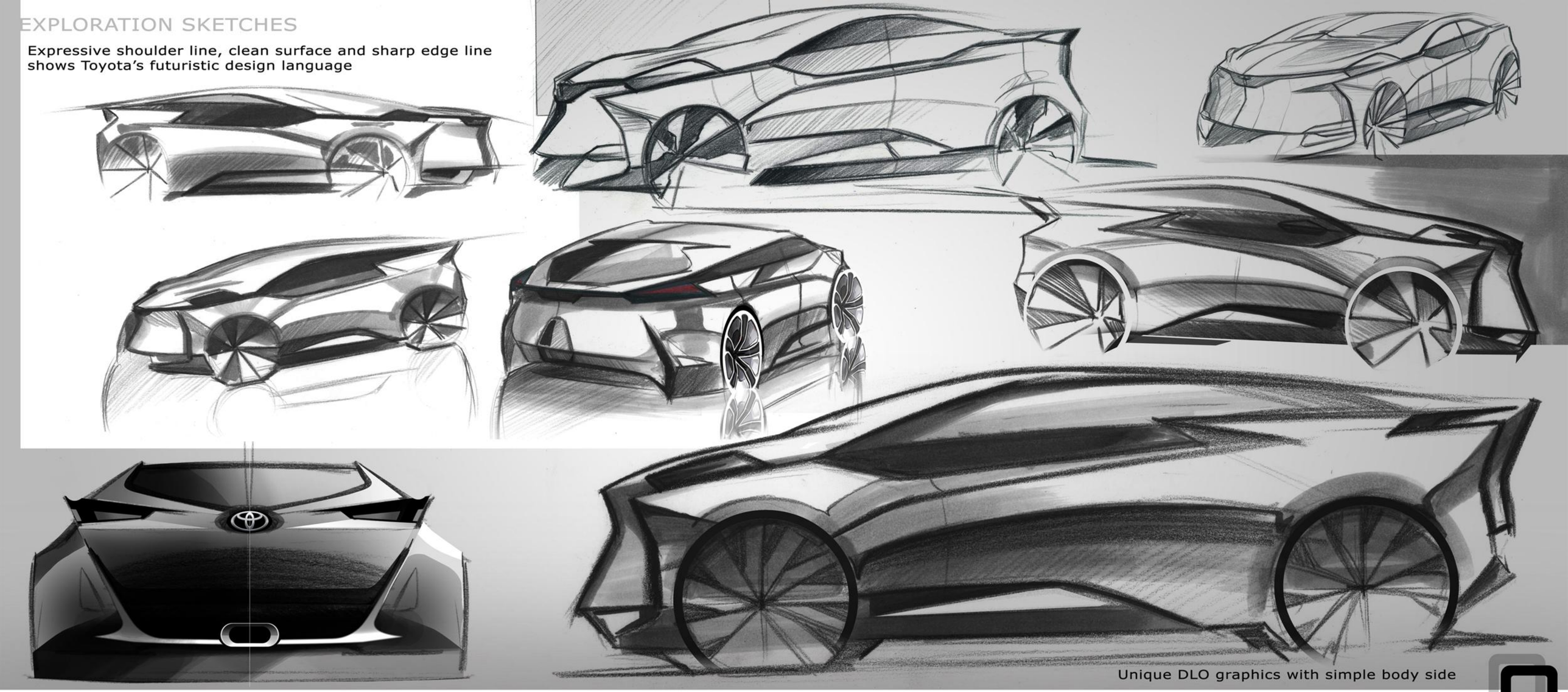


Aero dynamic proportion, Clean design

Clean and Sophisticated surface

EXPLORATION SKETCHES

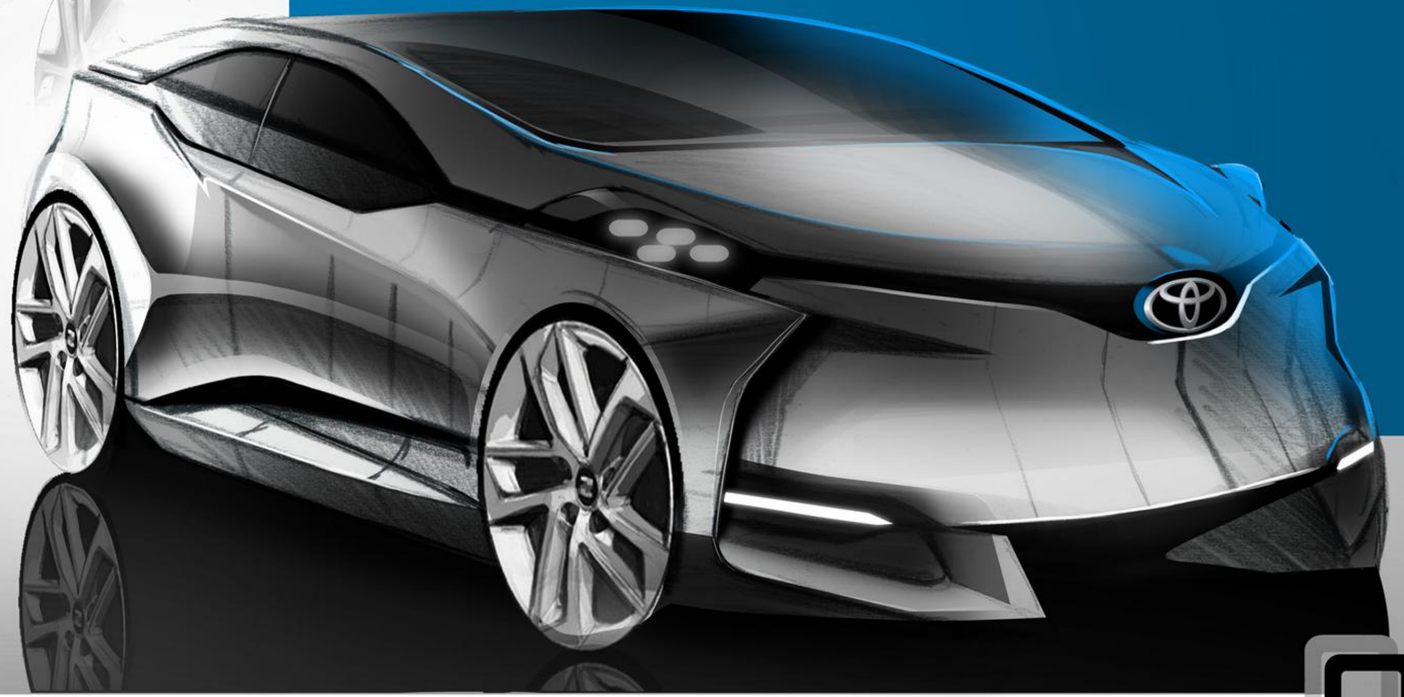
Expressive shoulder line, clean surface and sharp edge line shows Toyota's futuristic design language



Unique DLO graphics with simple body side

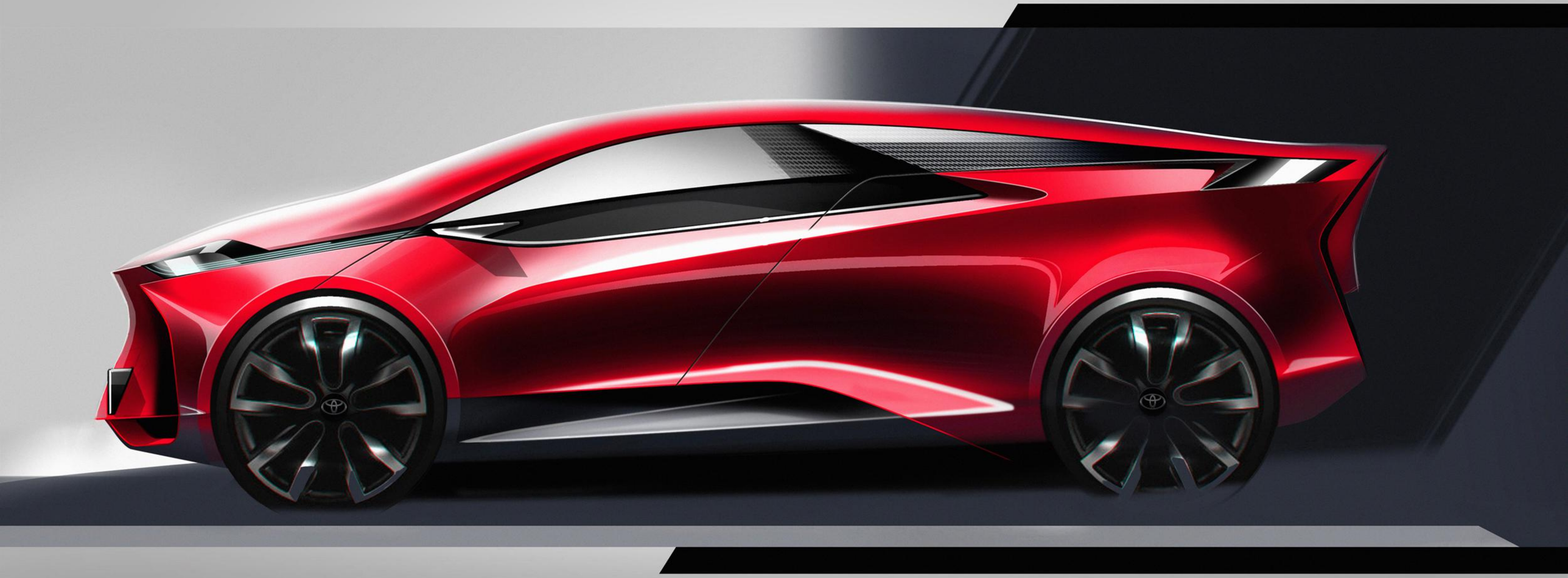
Trendy and stealth-inspired design

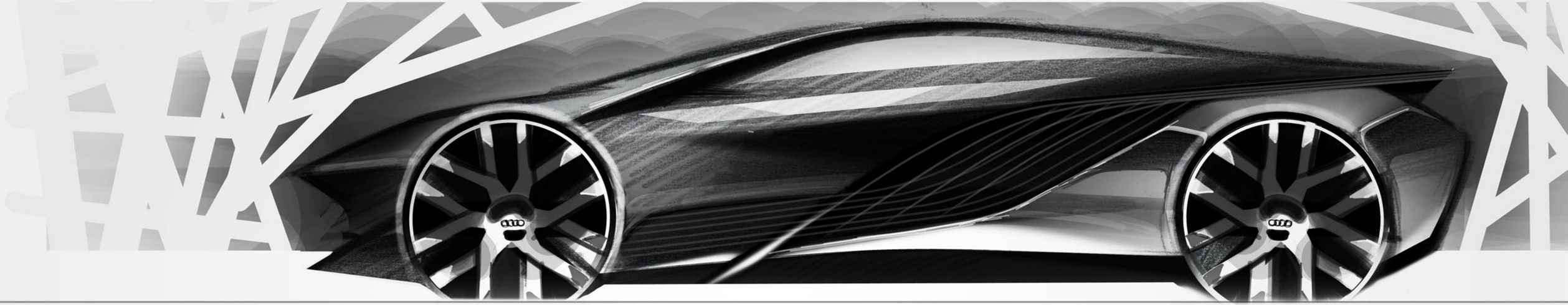
-Aero dynamic proportion with coupe style
-Dynamic roof line
-Sense of tension on both front and rear fenders



Final Rendering

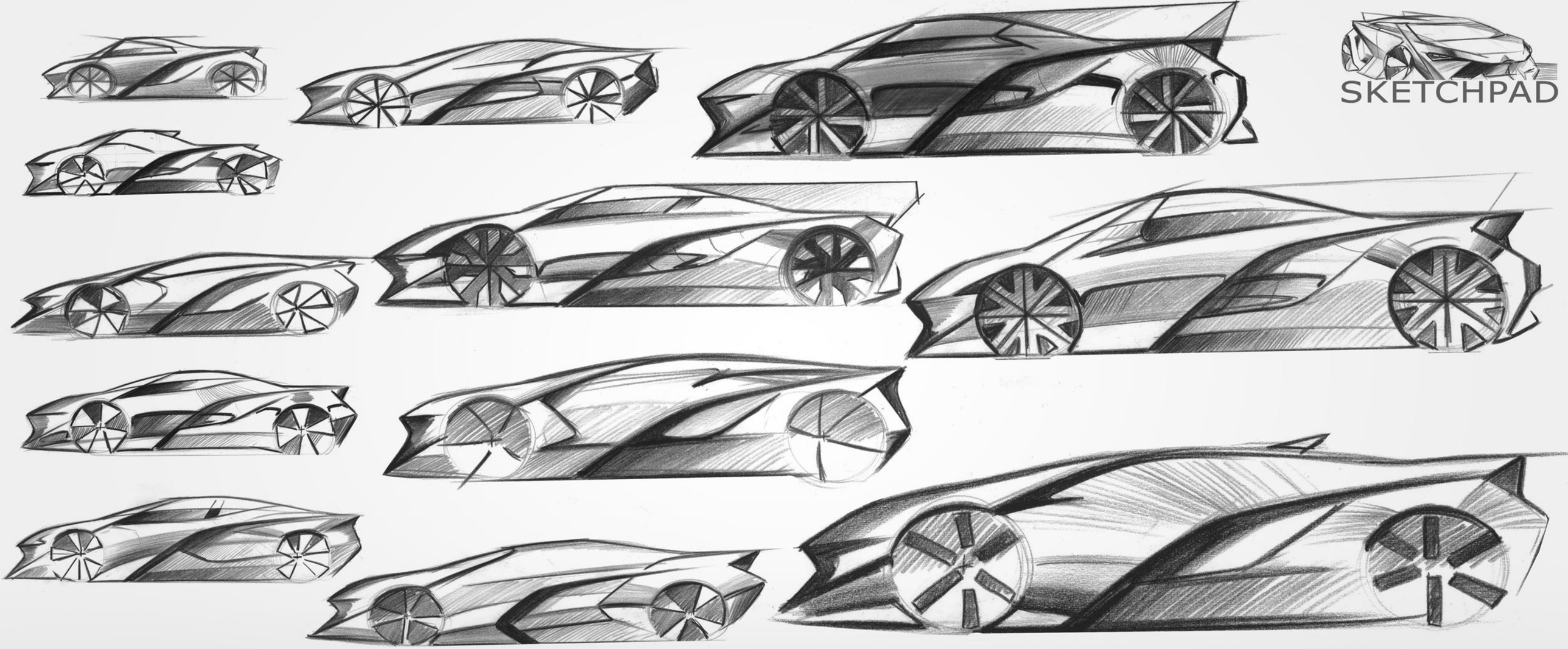
Final Rendering



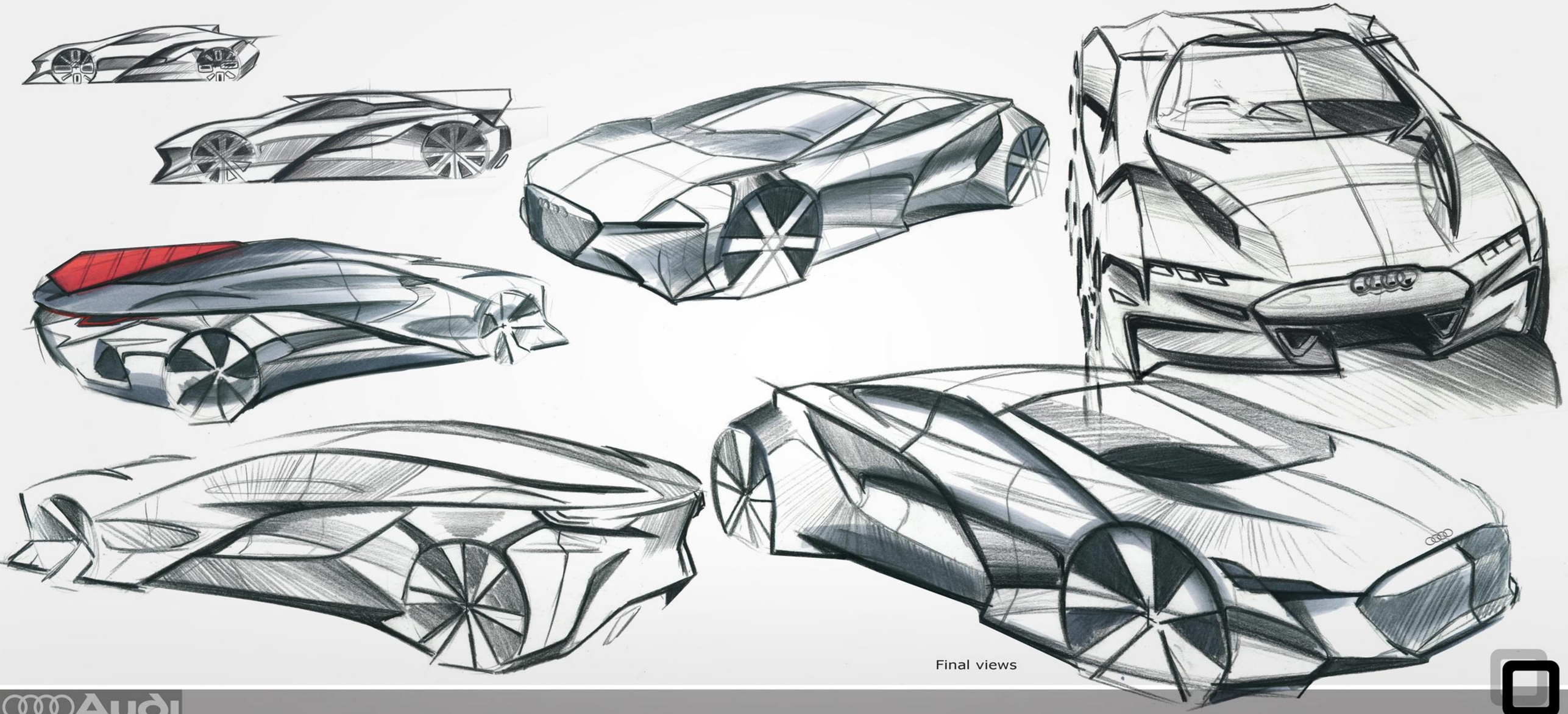


Audi R8

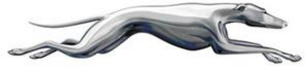
SKETCH PROJECT



Side view silhouette exploration sketches,Visual lightweight as a form language
at the same time it should be aggressive.



Final views



The concept car designed combines the retro futuristic elements with the modern car proportion and styling.

LIGHT

AGILE

SLEEK EDGY

TATA SPORT SEDAN CONCEPT

RETRO FUTURISM

SKETCH WALL

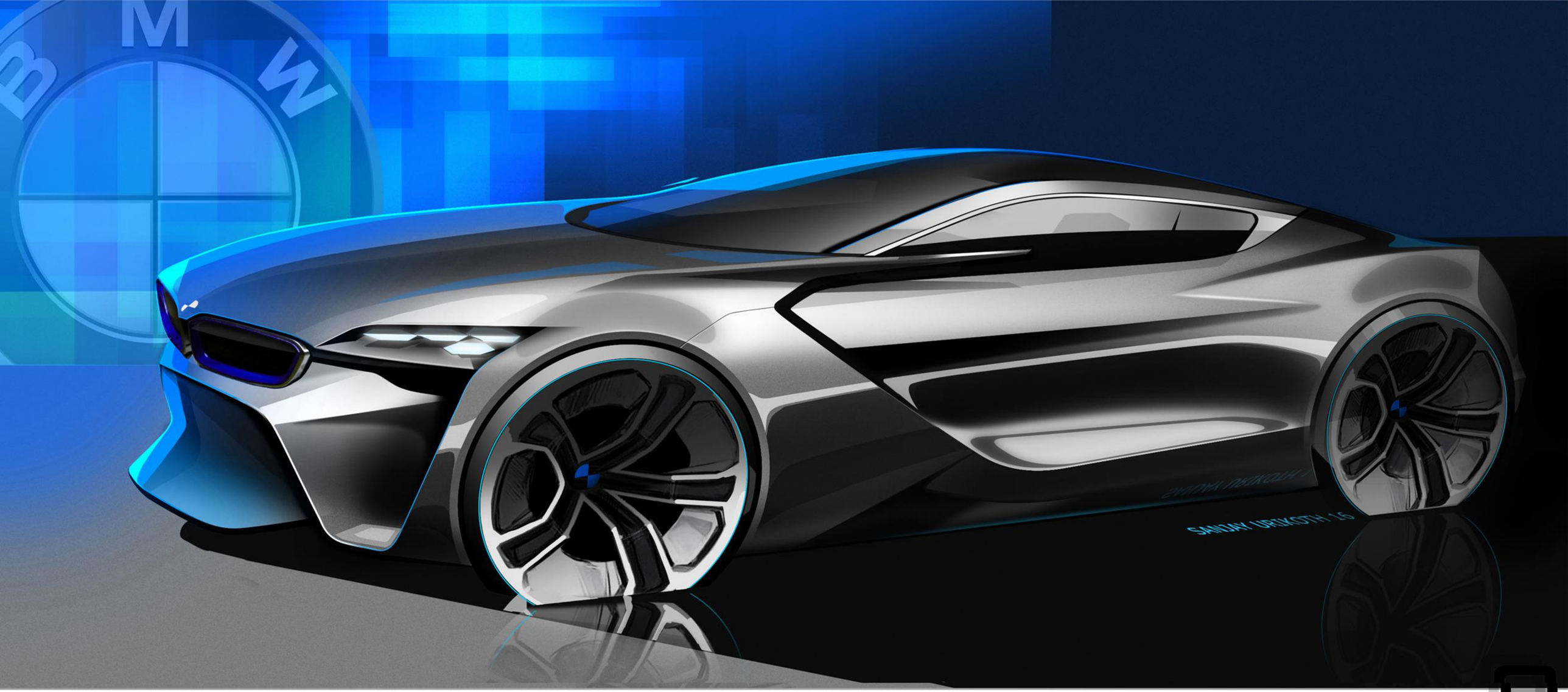
Modern Interpretation of AUDI TT

Audi

A6

TESLA

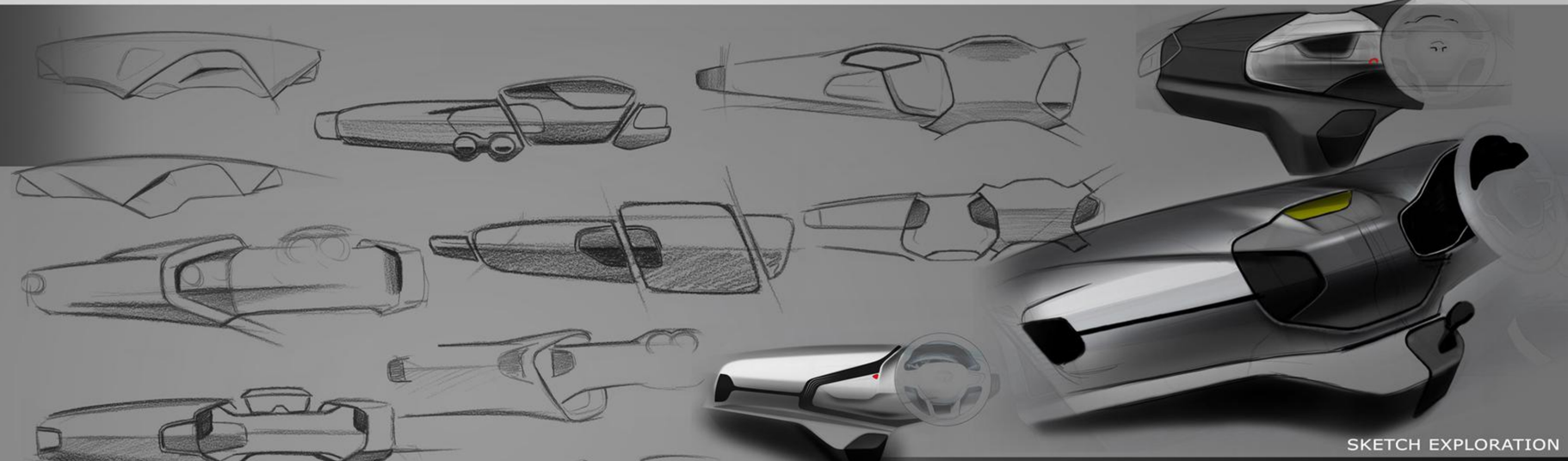
SANJAY URIKOTH 2016


SANJAY UPADYAYA 15

INTERIOR *DESIGN*

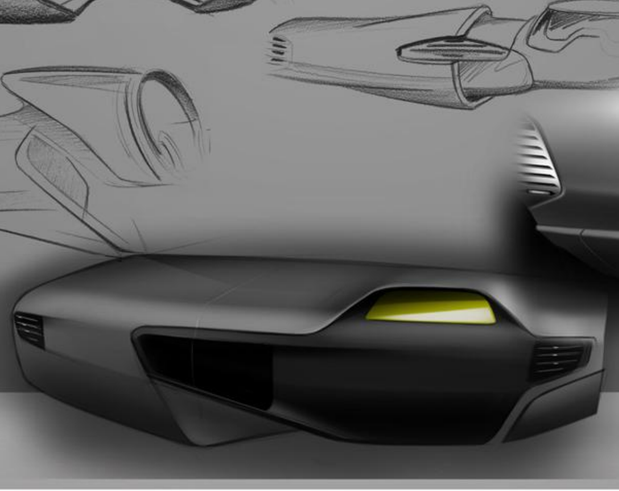
COMPACT SUV INTERIOR

DESIGN A MODERN,AIRY/SPACIOUS AND STRONG INTERIOR FOR A COMPACT SUV FOR THE TARGET CONSUMER RESIDES IN SEMI URBAN AND RURAL AREAS OF INDIA. IT HAS TO BE DESIGNED SO AS TO MAXIMIZED THE OCCUPANT SPACE AS WELL AS UTILITY SPACE.
THE CONSTRUCTION OF THE INTERIOR IS SIMPLE-AND LOW COST WITH MINIMUM PARTS,EASY TO MANUFACTURE, ASSEMBLE AND SERVICE.



SKETCH EXPLORATION

SOFT GEOMETRIC

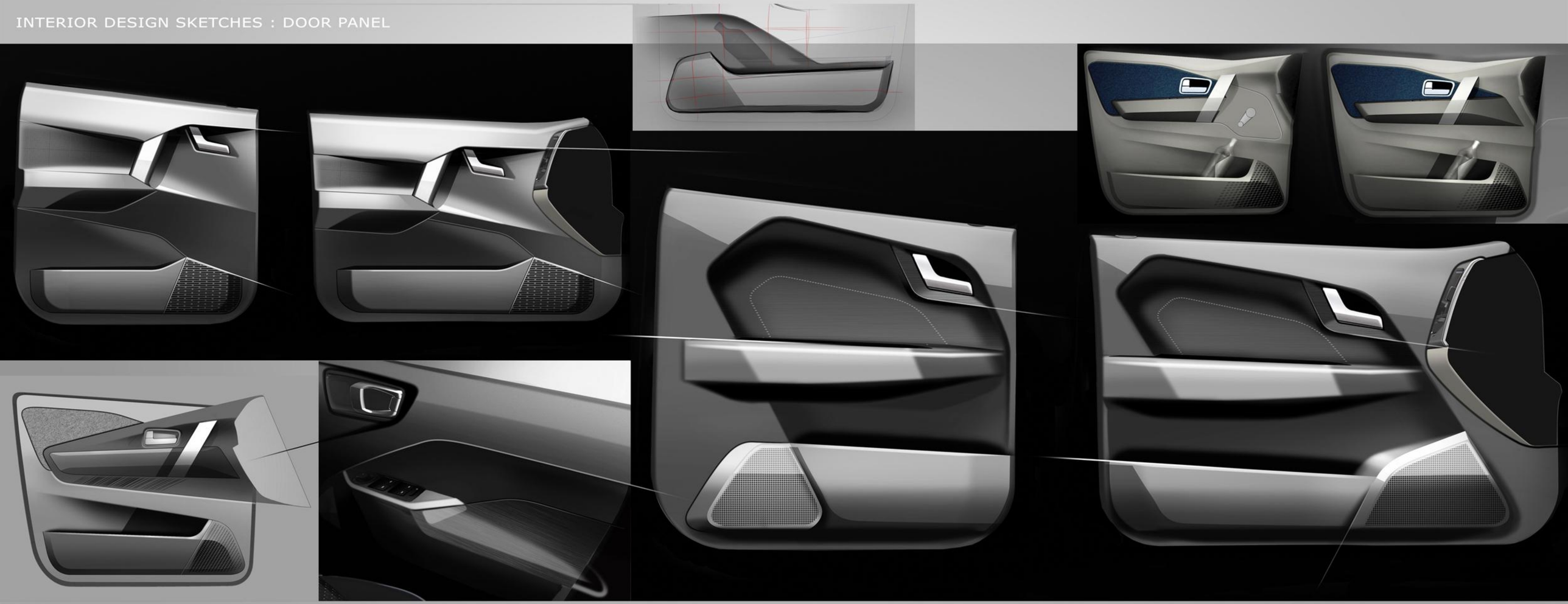


WRAP FEEL

DEVELOPMENT SKETCHES

FINAL RENDER

INTERIOR DESIGN SKETCHES : DOOR PANEL



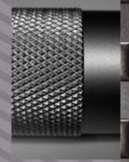
COMPACT SUV

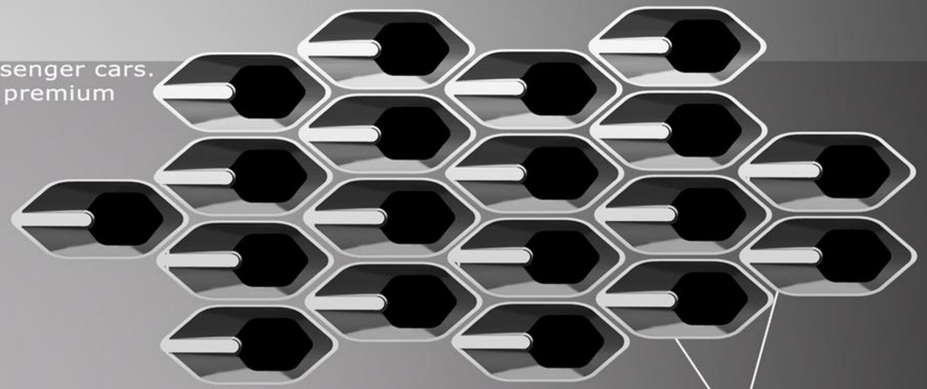
INTERIOR

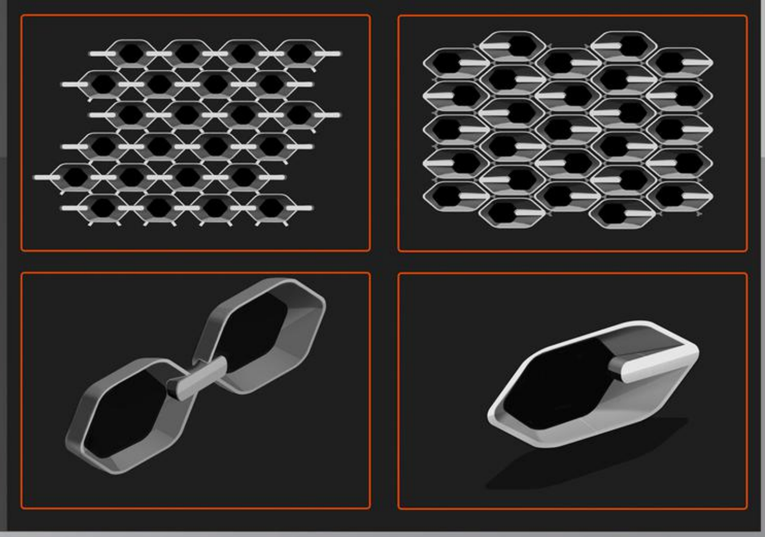
CONCEPT SKETCH

GRILLE MESH DEVELOPMENT

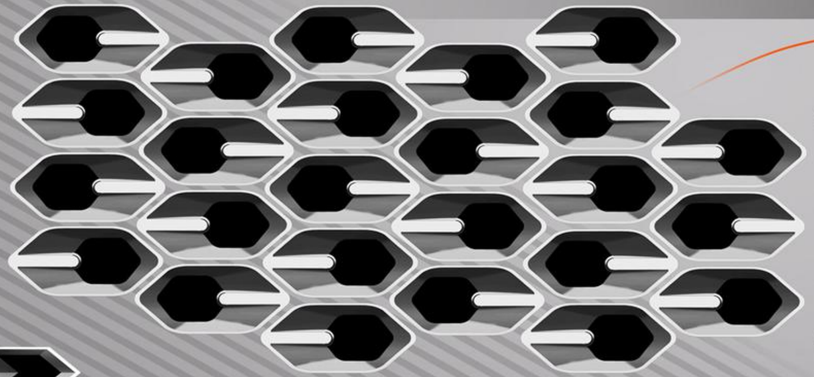
The task was to create a unique grille pattern for all the TATA passenger cars. The three dimensional hexagonal mesh pattern grille denotes the premium sporty nature of New TATA design language.

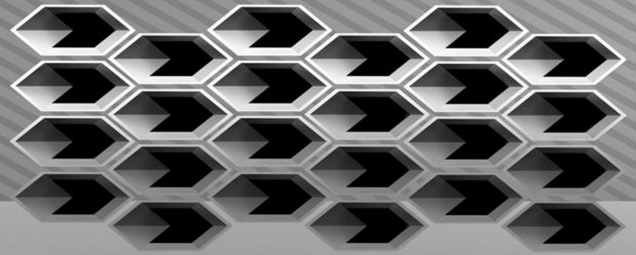


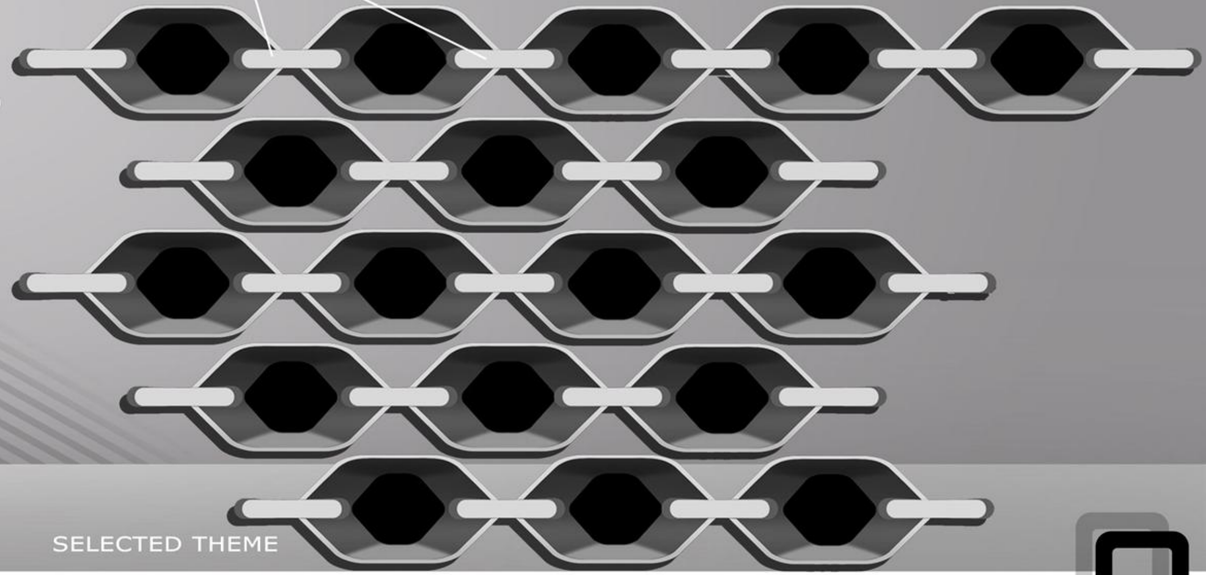




CHROME DOT PATTERN

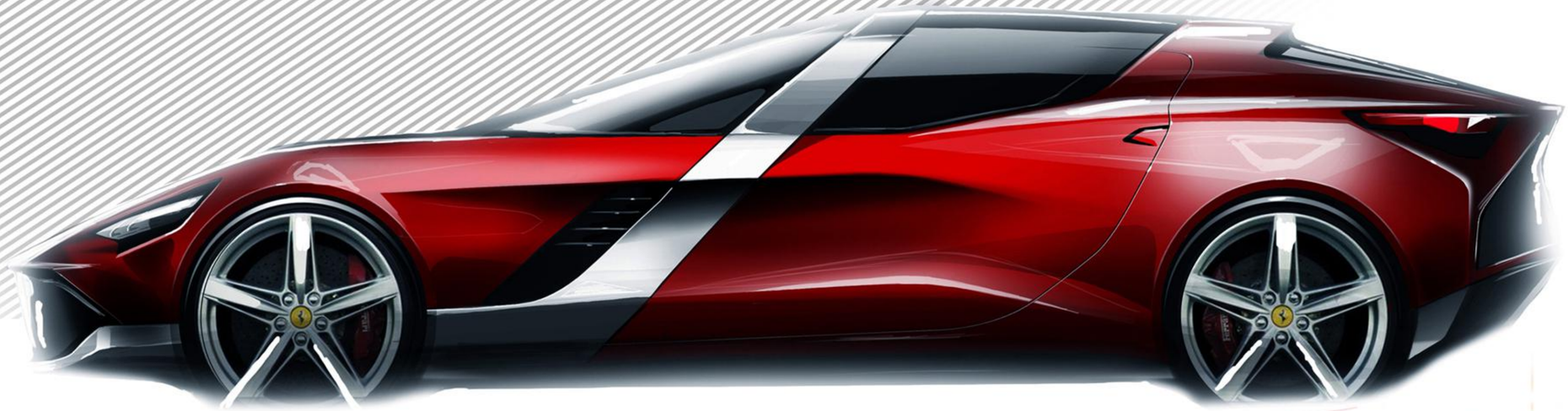






SELECTED THEME

THANK YOU



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