



PORTFOLIO

LI Yingxiang
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HELLO

My name is Li Yingxiang. 21 years old now. I am quite fond of car design when I was a child. This is the reason why I choice auto design as my major in university period. i am familiar with the process of car design. In addition, I am a team player to the core, but am also at complete ease when working alone. Mean-while,in order to develop my personal ability I spent 1 year in student council ,and acted as monitor in my class for 3 years. Furthermore, I am keen to social benifit activities , and have awarded social activity activitst prize for sev-eral times.

LI YINGXIANG

Automotive Designer

EXPERIENCE

- Nanjing Oioi Industrial Design Company
PRODUCT DESIGNER 2015.07 — 2015.09
As a product designer I took part in 5 project during this period. These proj-ect including a power line clamp, an intelligent motor-assisted bicycle, a baby thermometer, an assembly VLSI box and a storage carrier vehicle.
- NORINCO Equipment Company
EXTERIOR DESIGNER 2015.11 — 2016.02
During this period I designed a riot police vehicle with my tutor and his team. I was in charge of research and exterior design in this project.
- Jiangsu Dayang Forging Company
AUTO PARTS MAKER 2016.02 — 2016.03
I learnt a lot of knowledge about vehicle parts making process during this period. It helps me to understand cars more deeply. .

SKILLS

• HARD

Sketch ●●●●●
Photoshop ●●●●●
Alias ●●●●●
Keyshot ●●●●●
Illustrator ●●●●●
Premiere ●●●●●
InDesign ●●●●●

• SOFT

Creativity ●●●●●
Hard Work ●●●●●
Responsibility ●●●●●
Team Work ●●●●●
Passion ●●●●●

EDUCATION

- Bachelor of Engineering
NANJING UNIVERSITY OF SCIENCE & TECHNOLOGY
Industrial Design
2013—2017
- Bachelor of Art
COVENTRY UNIVERSITY
Transport Design
2013—2017

CONTACT



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The background of the entire image is a collage of various car design sketches on paper. Some sketches show car profiles, others show interior details like seats and dashboards. A black pencil with 'FABER-CASTELL' and '400' written on it lies diagonally across the middle of the image, pointing towards the right. The sketches are in different stages of completion, with some being more detailed line drawings and others being lighter, conceptual sketches.

01

A two seat J segment
entry level petrol pow-
ered car

02

Volvo concept
“Car for Mindfulness”

03

Riot police vehicle

04

Shuttle carrier vehicle
used in dense storage
system

05

Clay head

06

Practice sketches

Vehicle specification

“A two-seat J-Segment entry-level petrol-powered car”



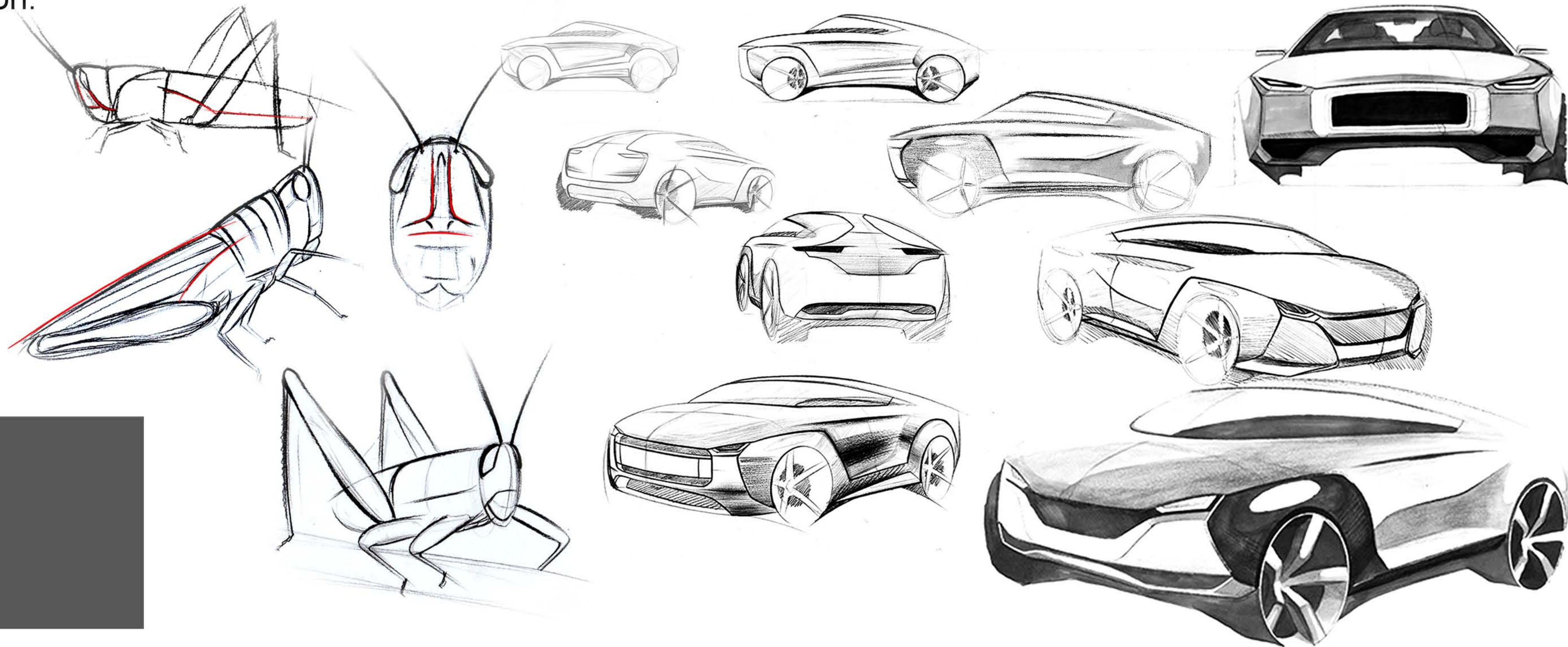
- Miscellaneous leisure activities
- A free lifestyle
- A young heart



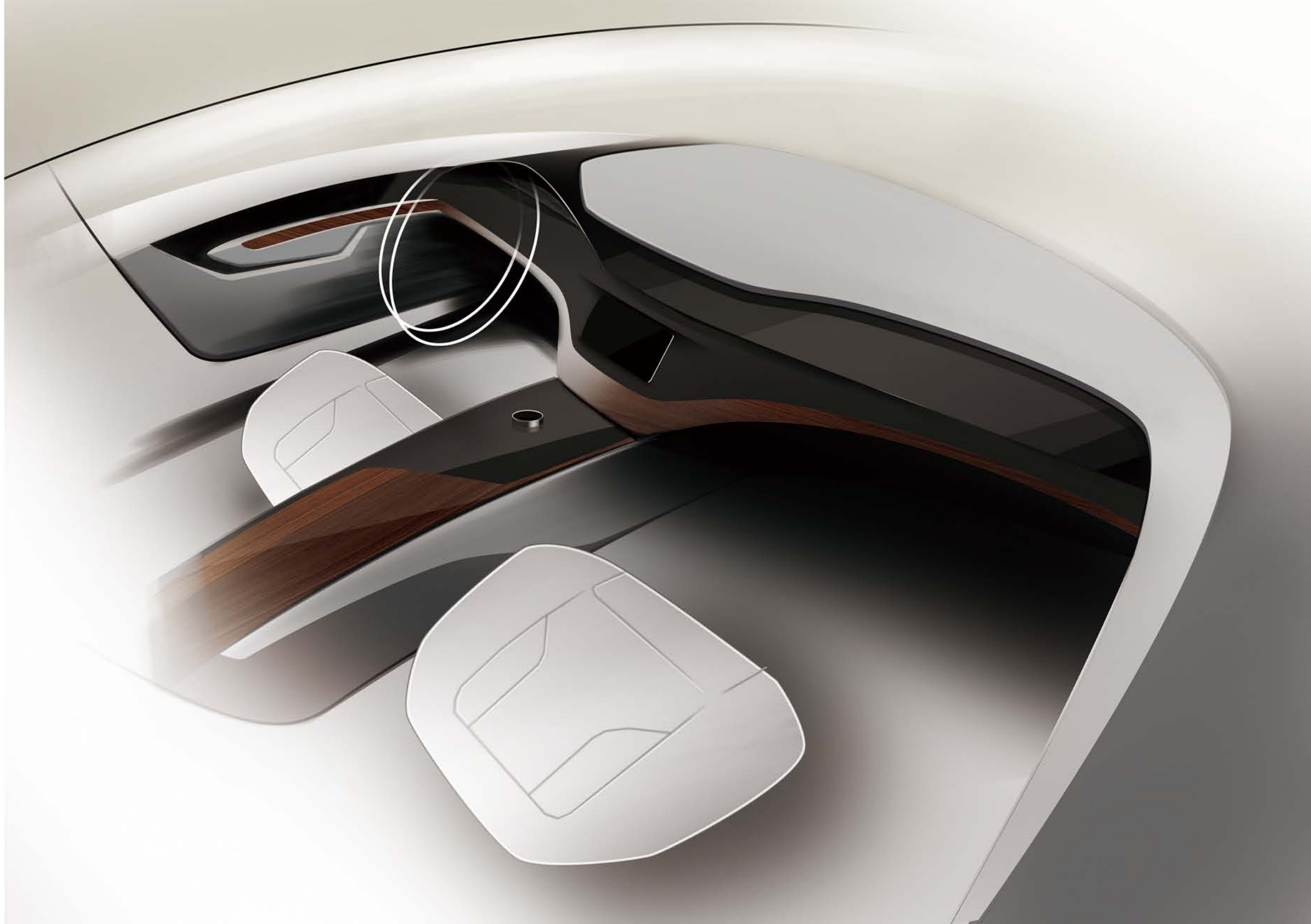
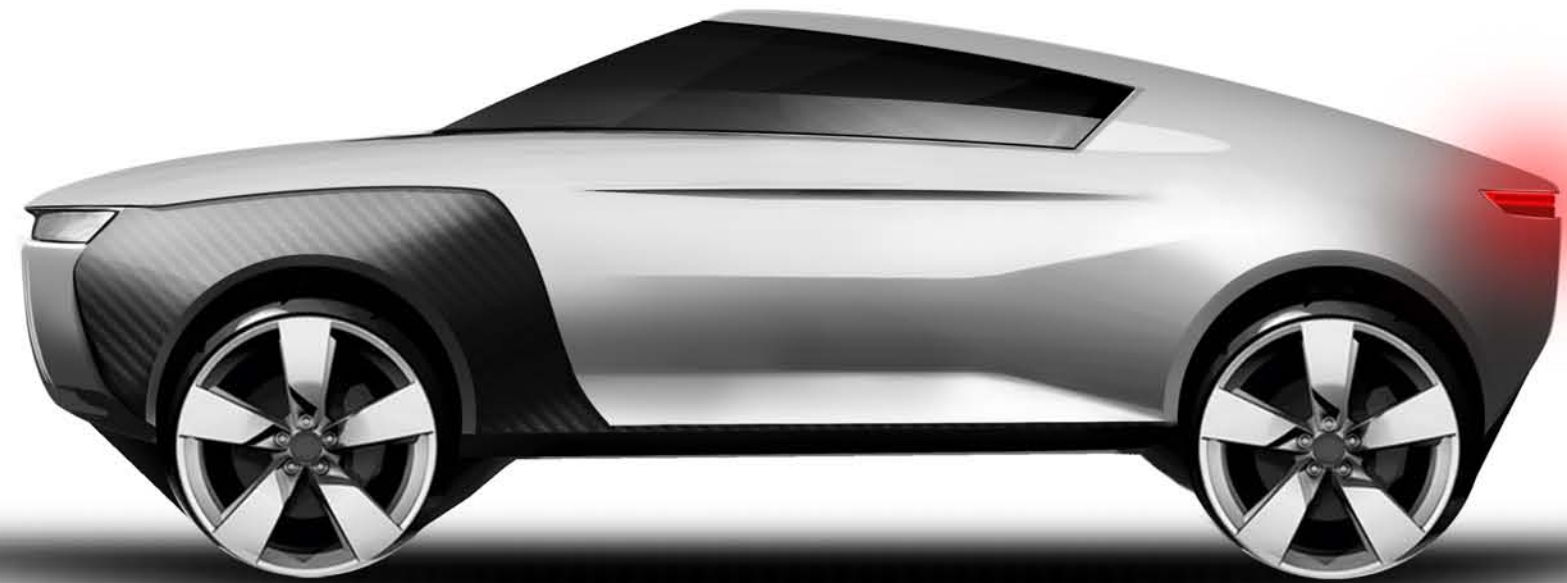
Inspiration:
locust



- Strong
- Full of power
- Aggressivity
- Bouncing
- Jumping





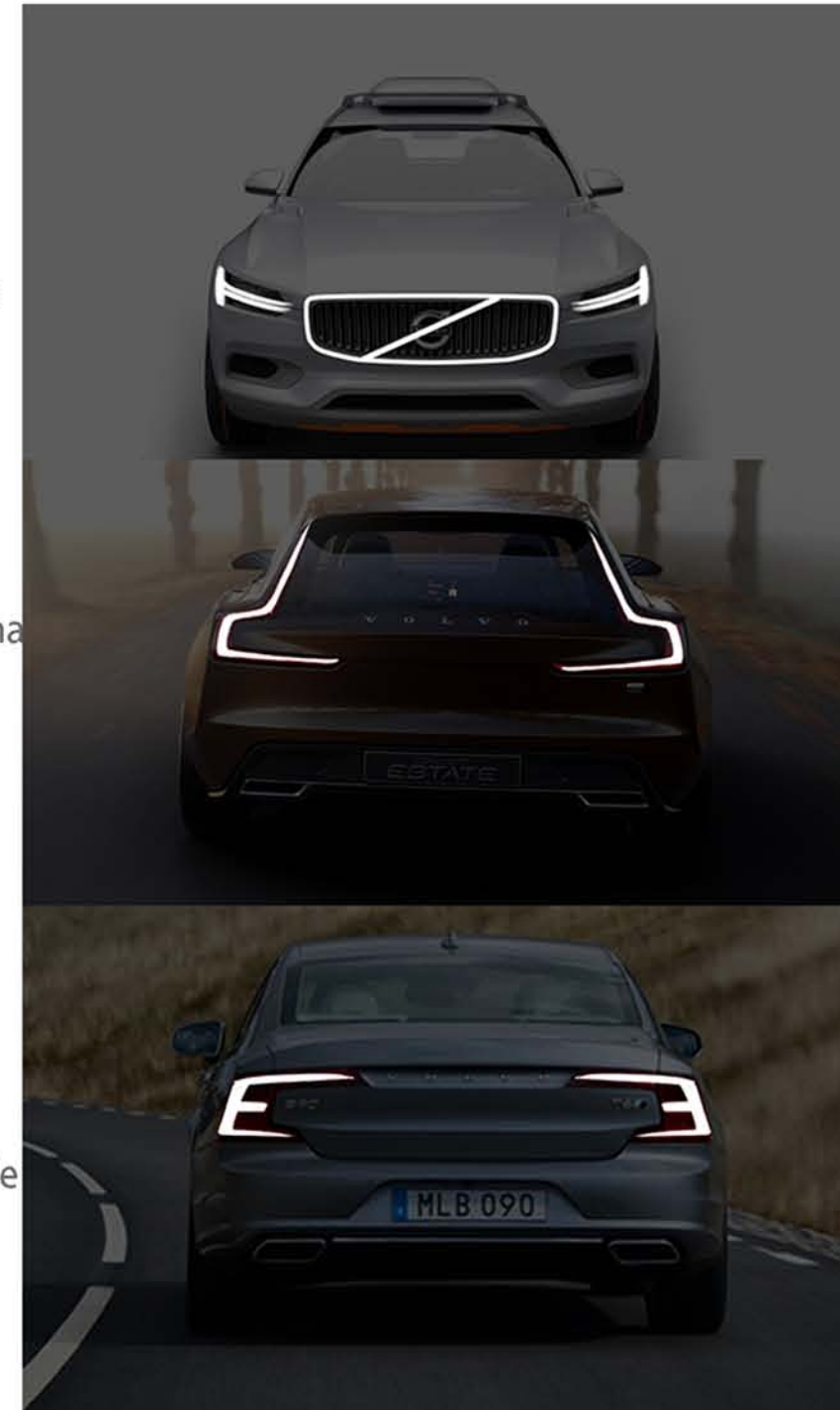
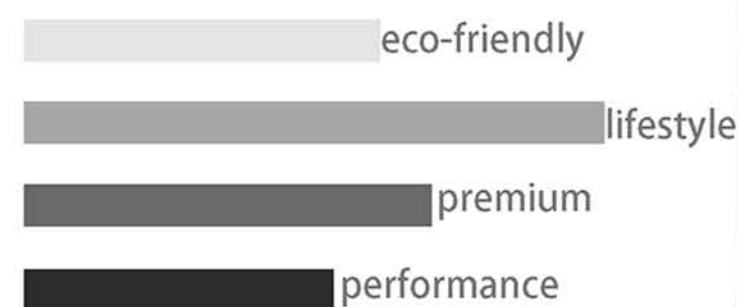


The goal was to develop a concept “ car for mindfulness” for the 2017 Genva motor show



Benchmark

A E-segement autonomous
city car



Mission:
Designed around you





Smooth

as smooth as a dolphin body

Elegant

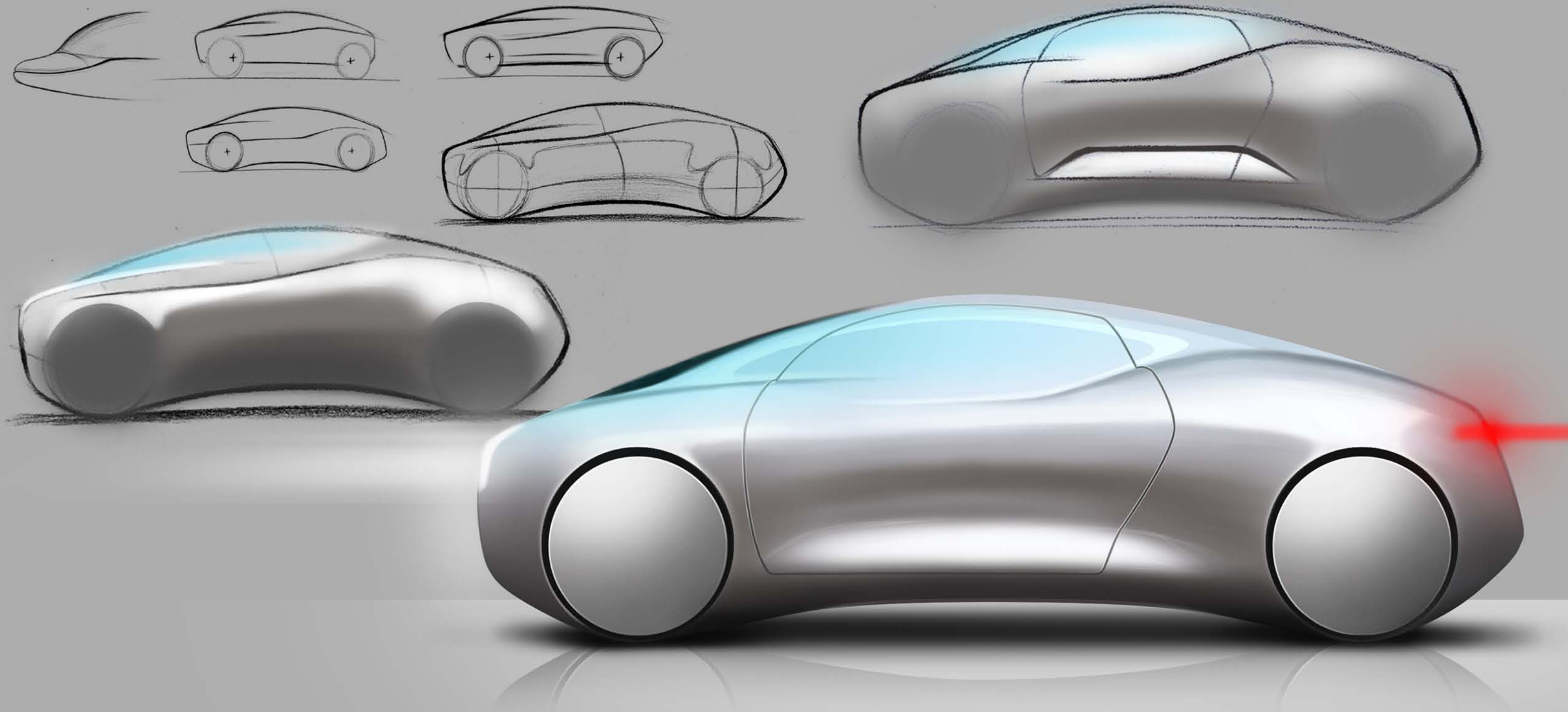
the line of beauty and energetic

Simple

as clean as a whistle

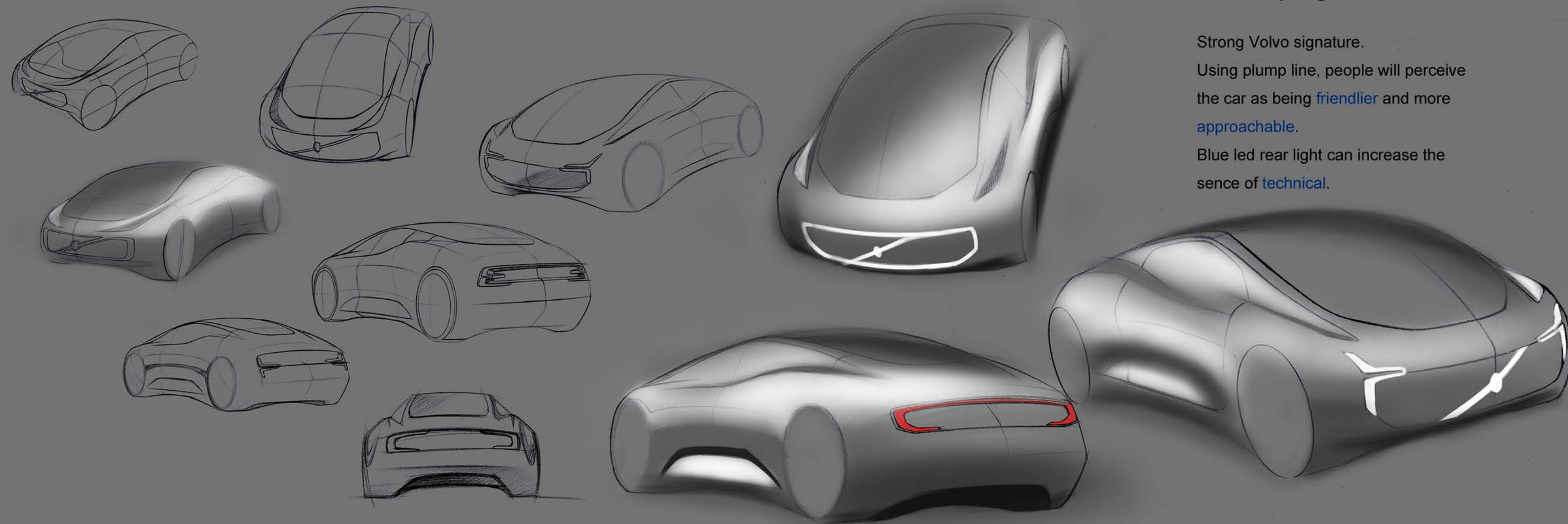
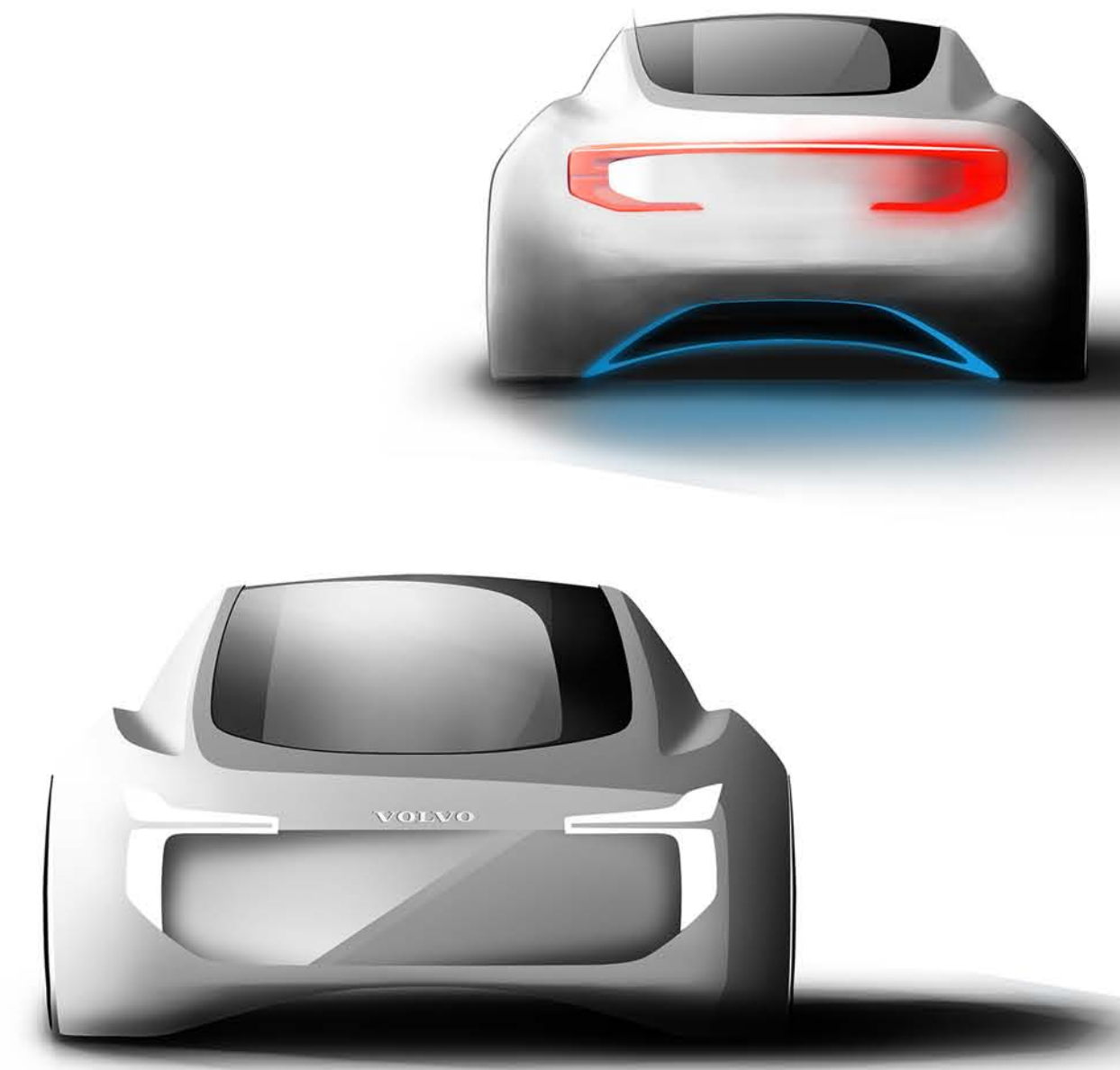
Extracting lines from rounded stone, elegant sculpture and smooth dolphin body.

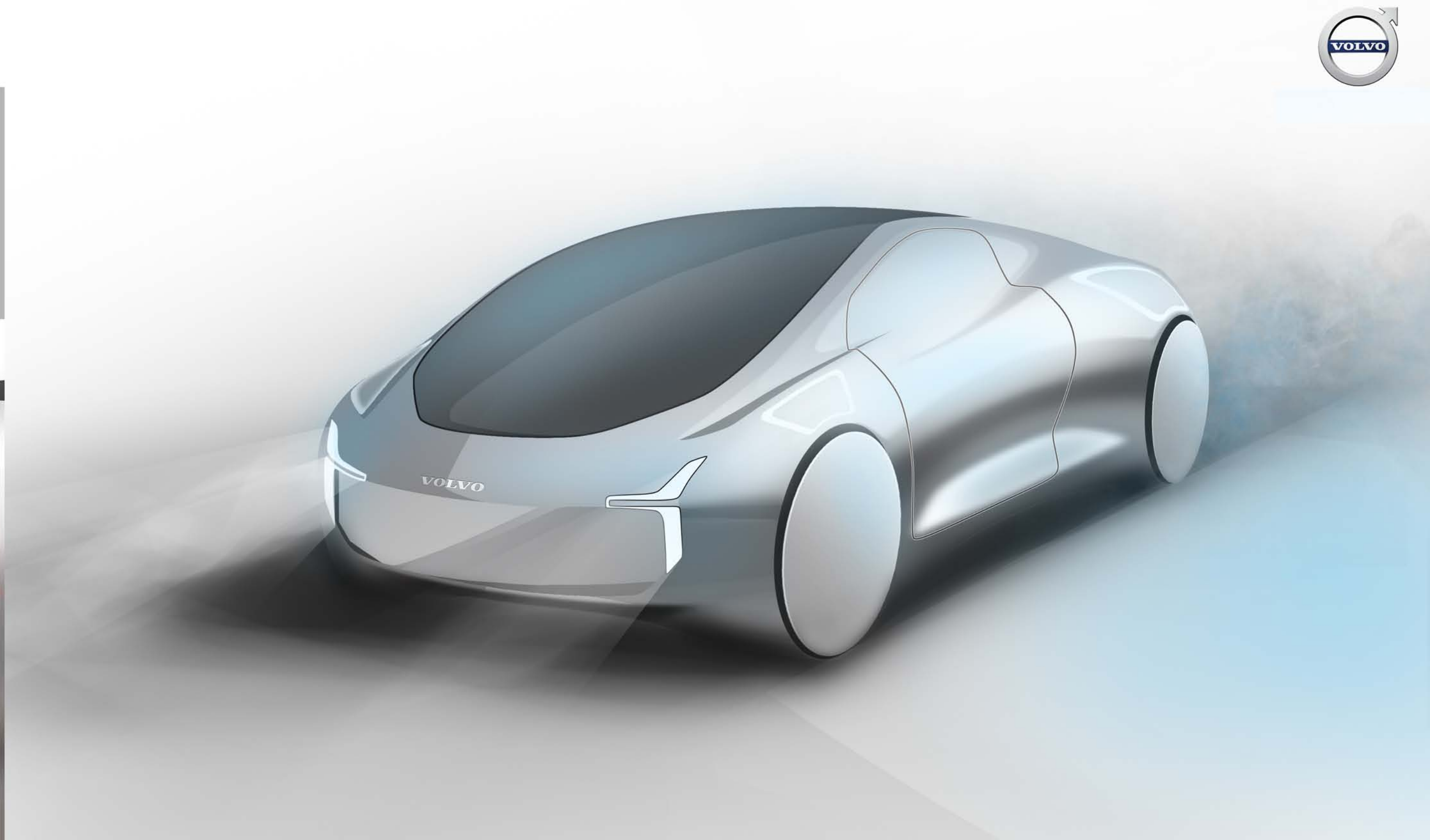
Harmony shape makes the car looks like a whole, which reminds people's feeling of peaceful and mindfulness.



Developing sketches

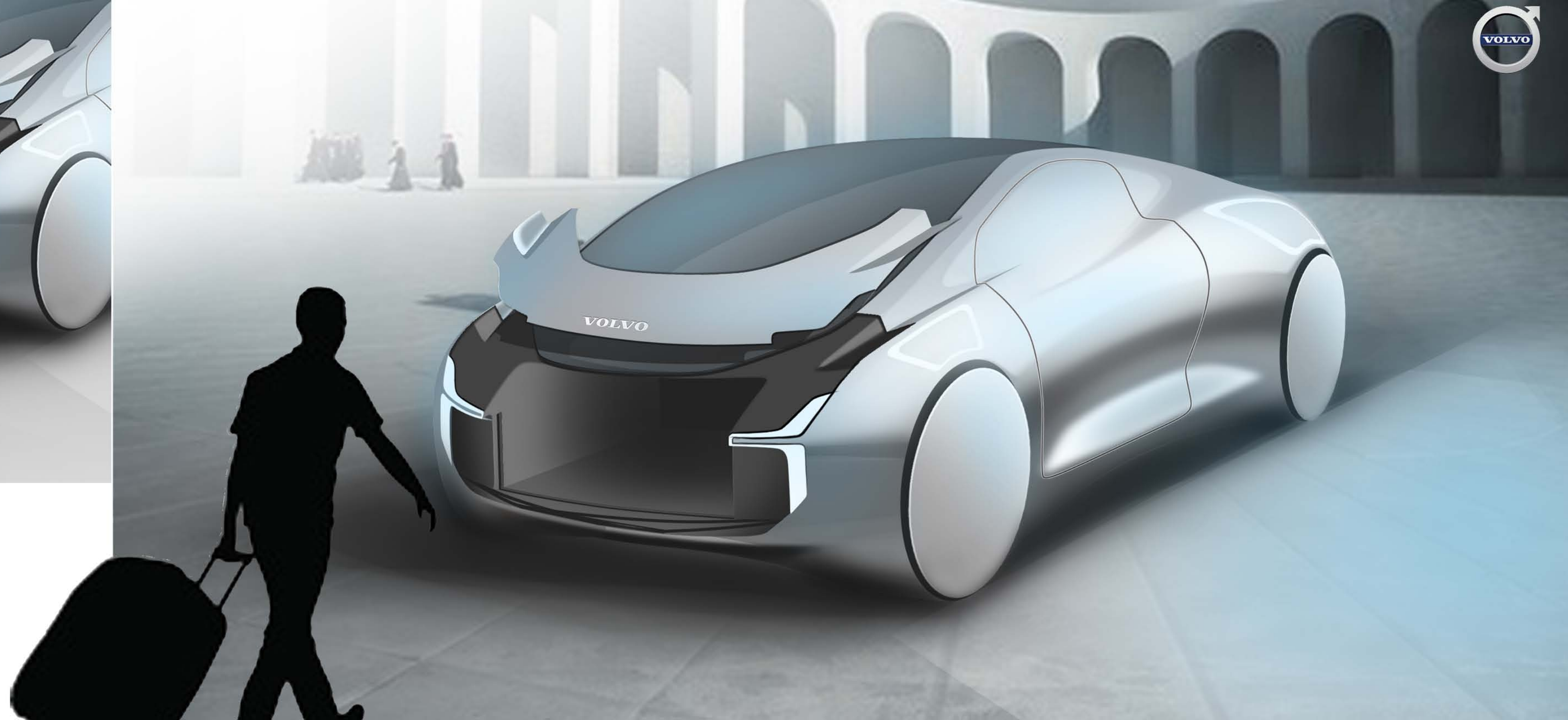
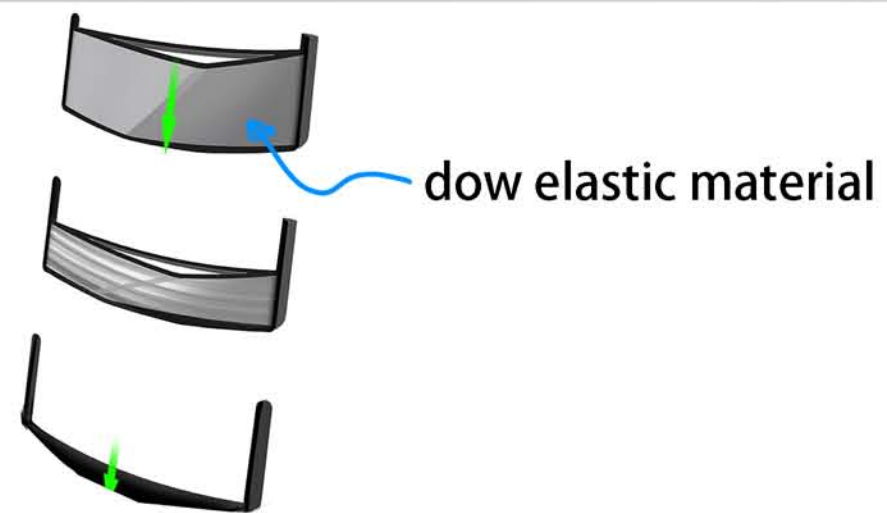
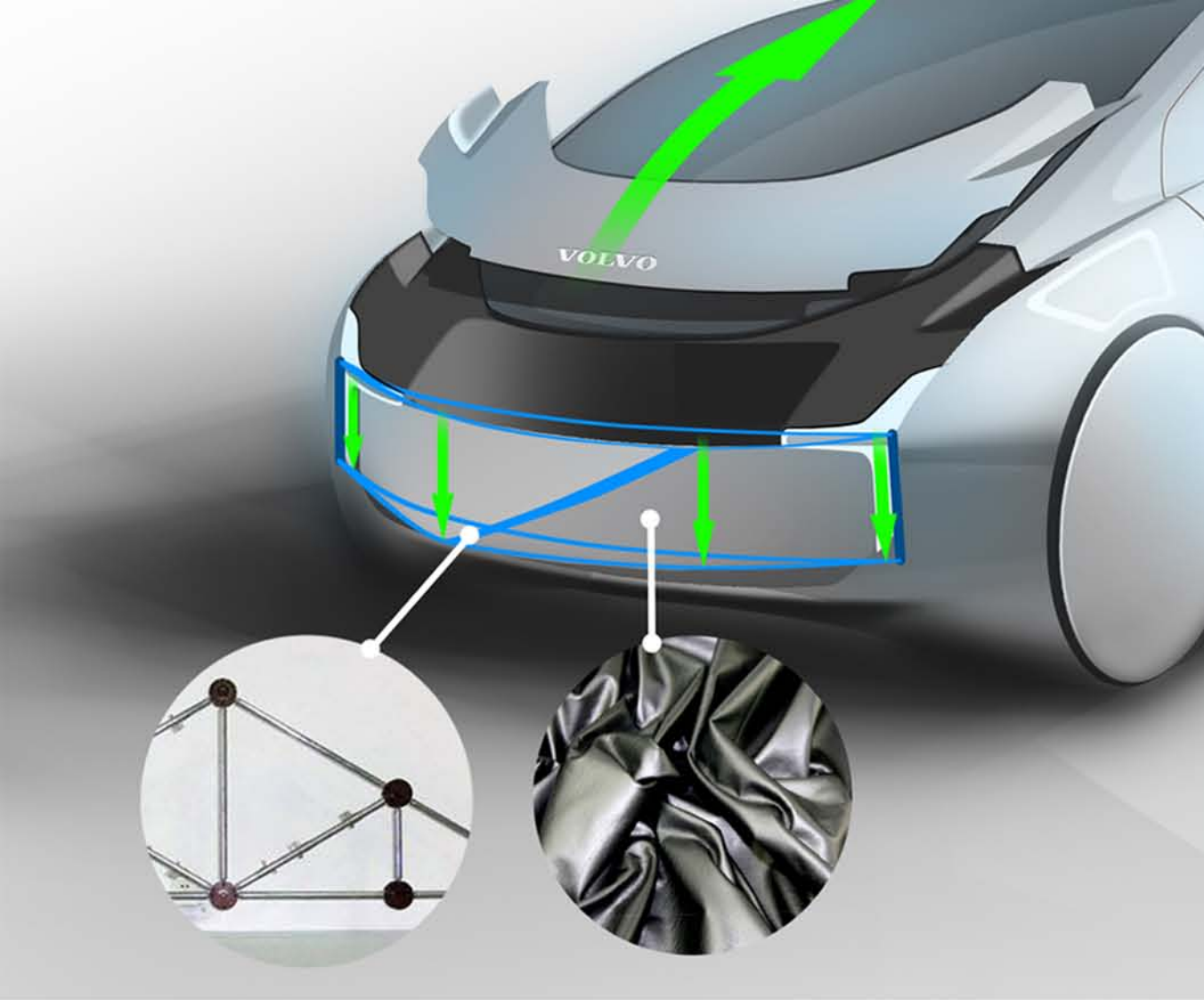
Strong Volvo signature.
Using plump line, people will perceive the car as being **friendlier** and more **approachable**.
Blue led rear light can increase the sense of **technical**.

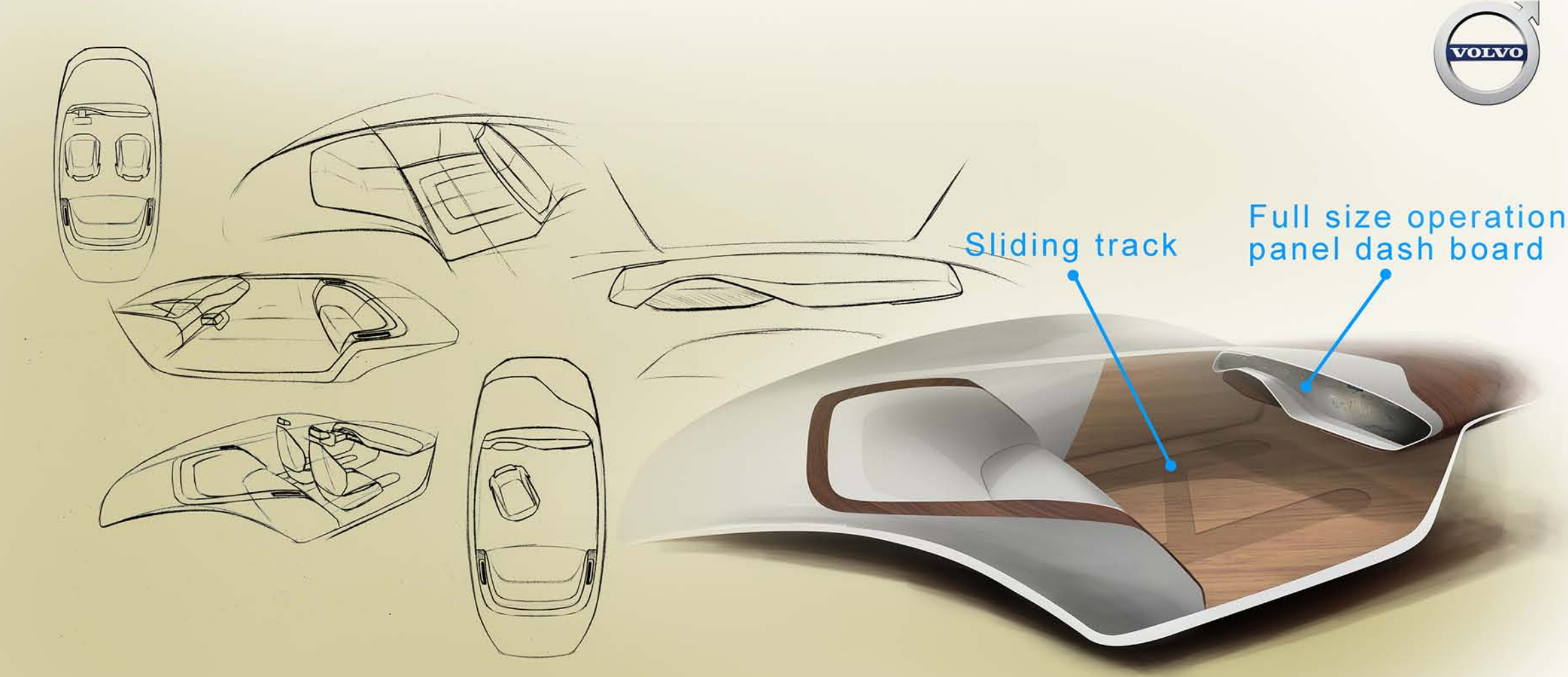




VOLVO **MINDFULNESS**







Materials

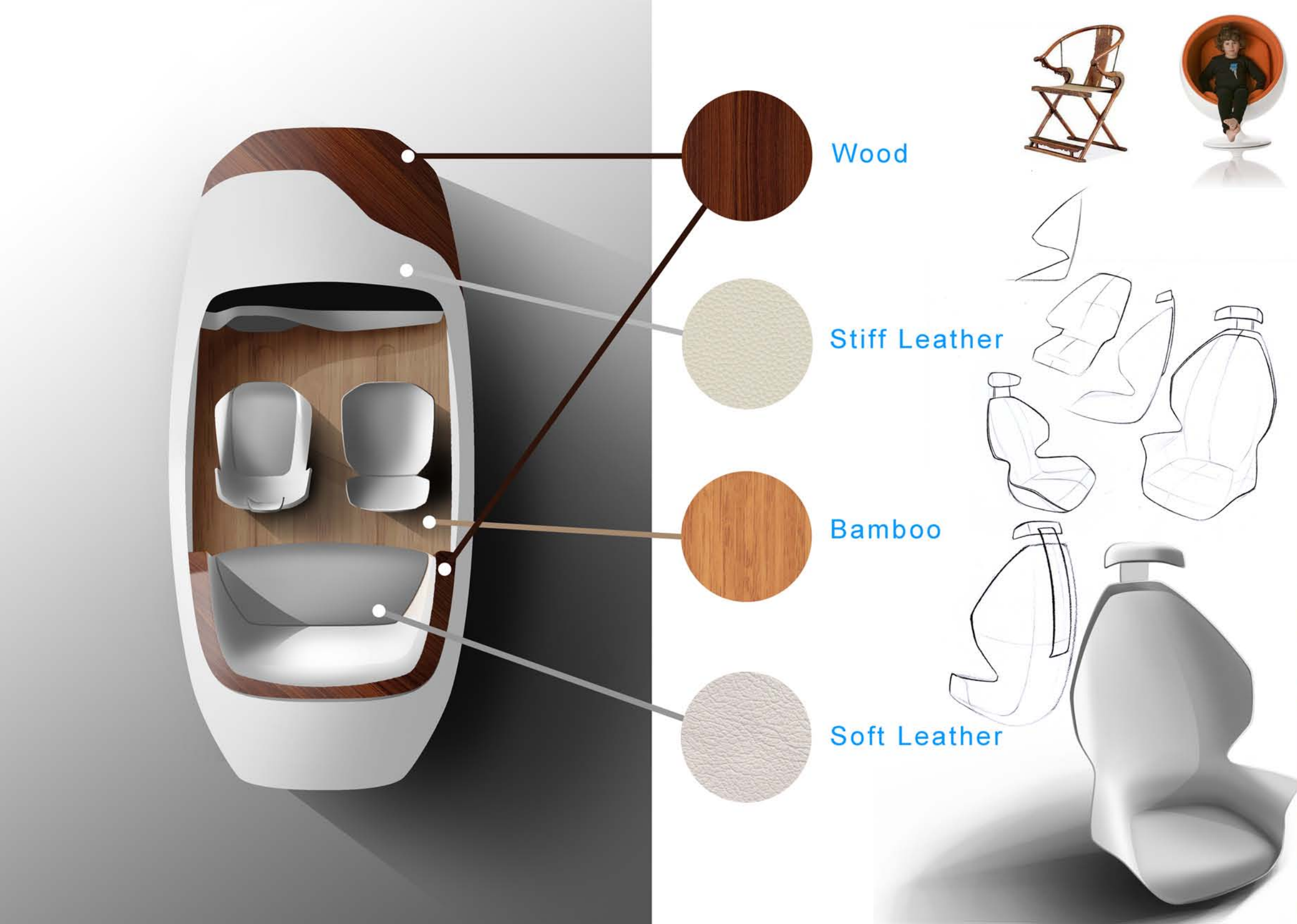
nature materials are more comfortable and harmony

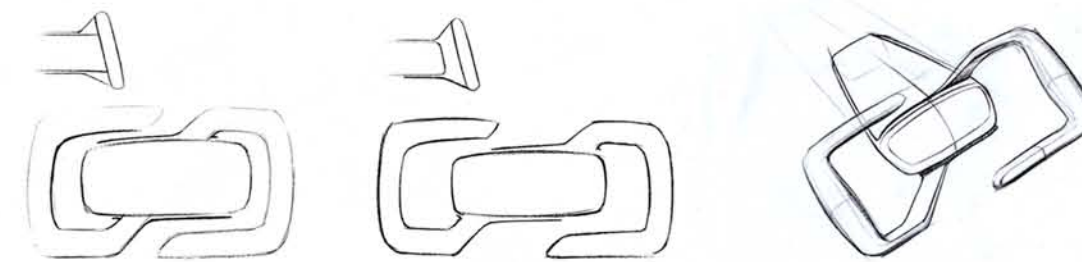
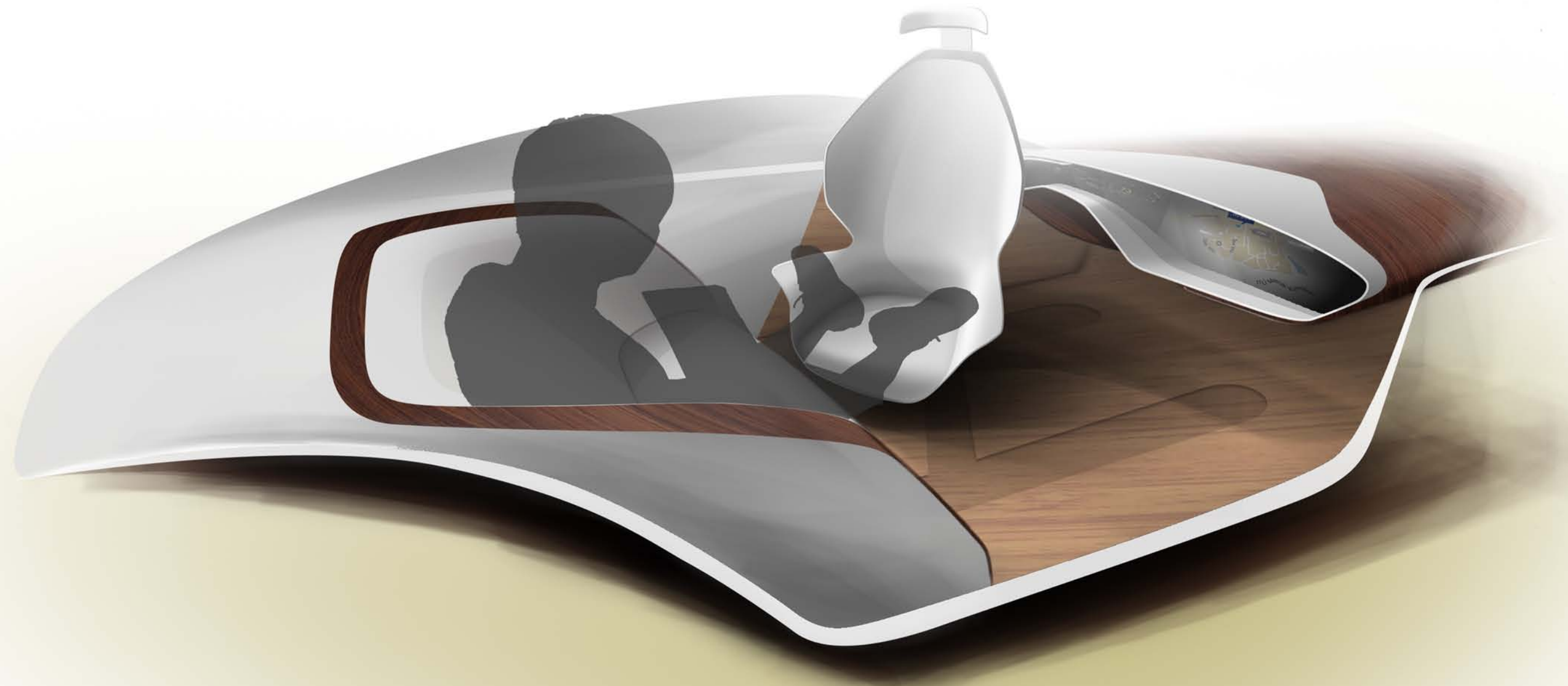
Atmosphere

in the absolutely tranquil atomosphere people began their self thinking

Function

nifty function can makes product more convenient

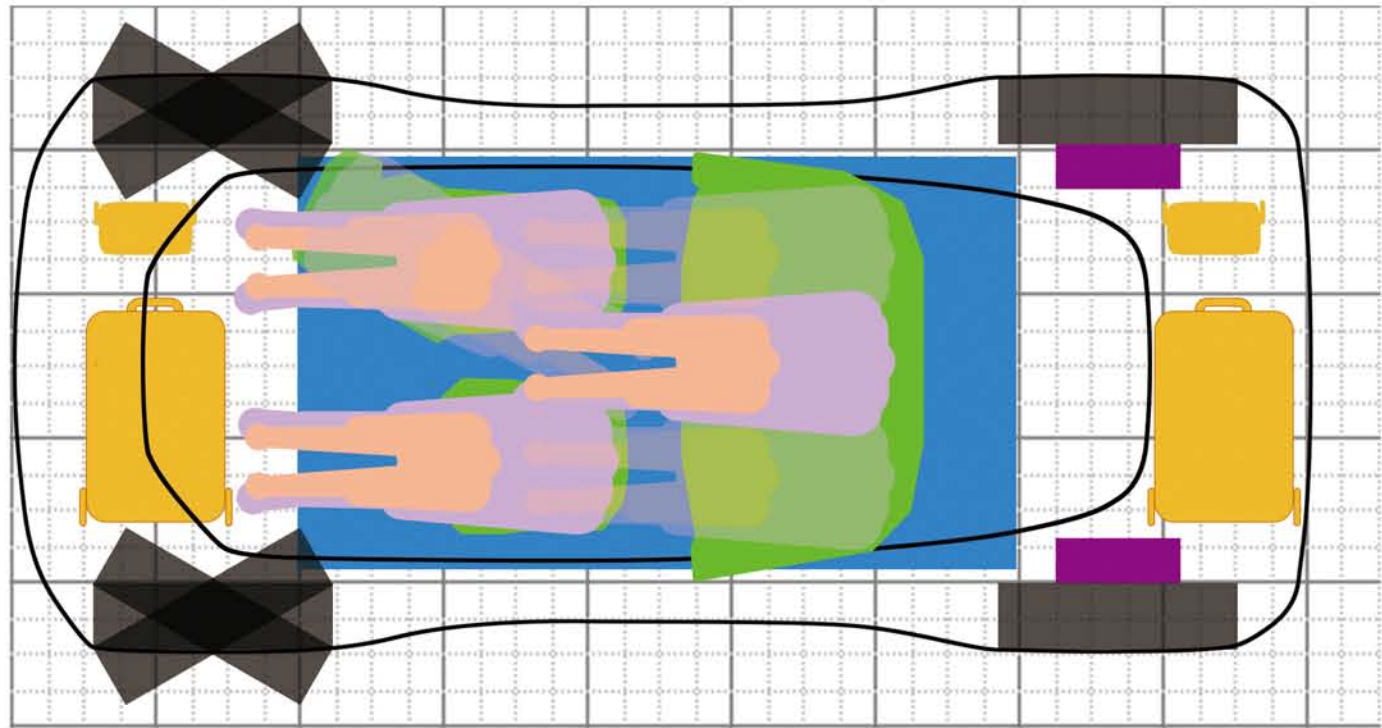
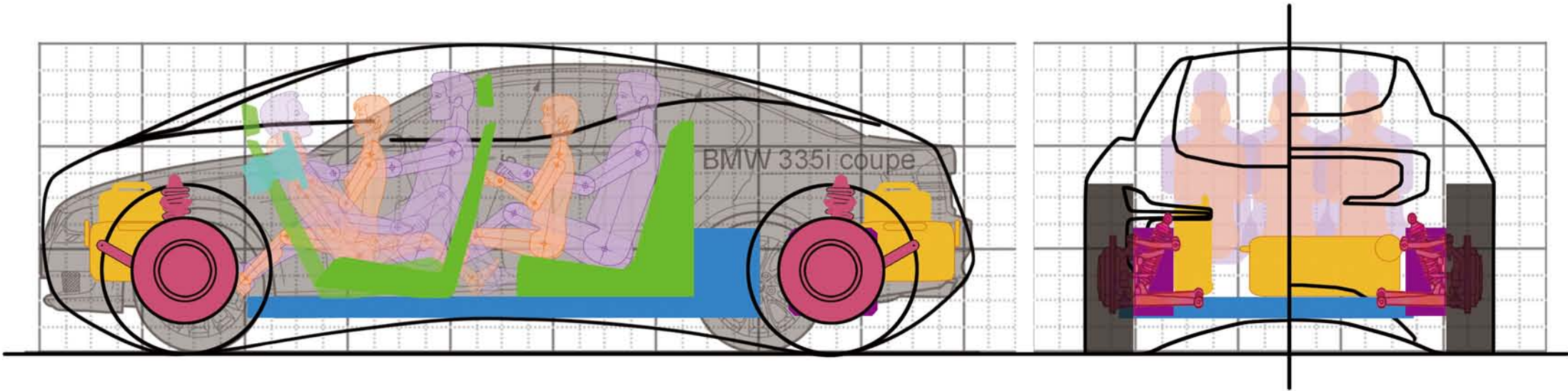




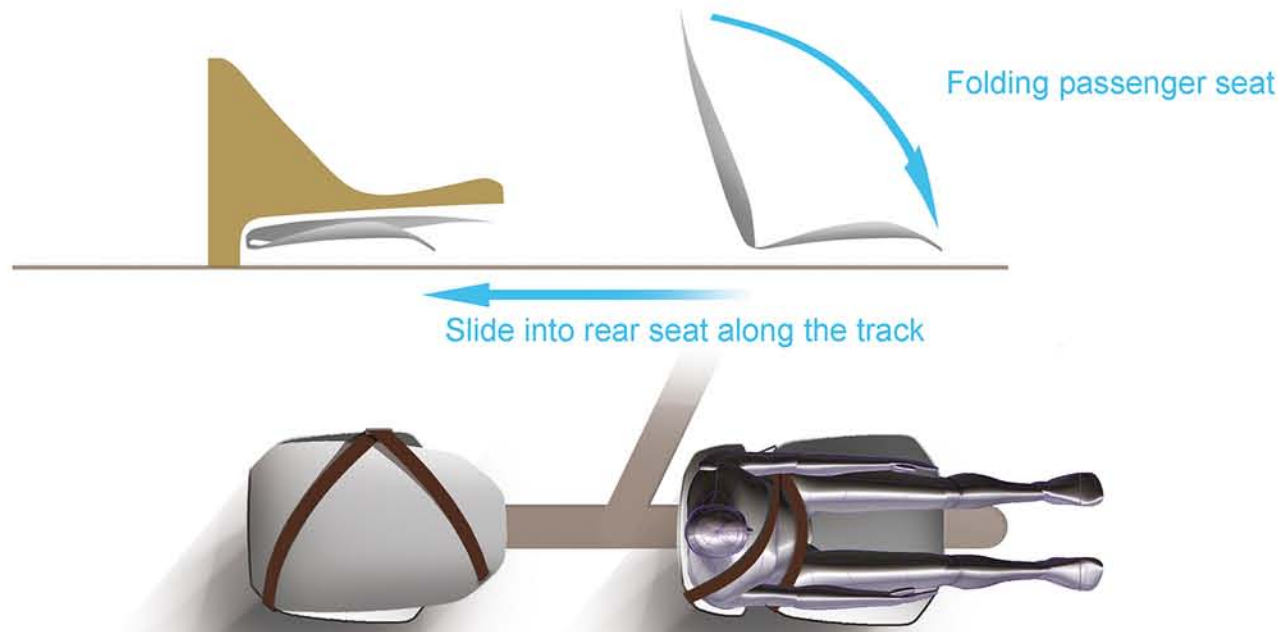
Telescopic steering wheel



Package Drawing



- 97.5 % Duch man
 - 2.5% Chinese female
 - Seats
 - Battery
 - Electric motor
 - Suspension
 - Wheel
 - Luggage
 - Steering wheel
- Length: 4600mm
Width: 2018mm
Height: 1510mm

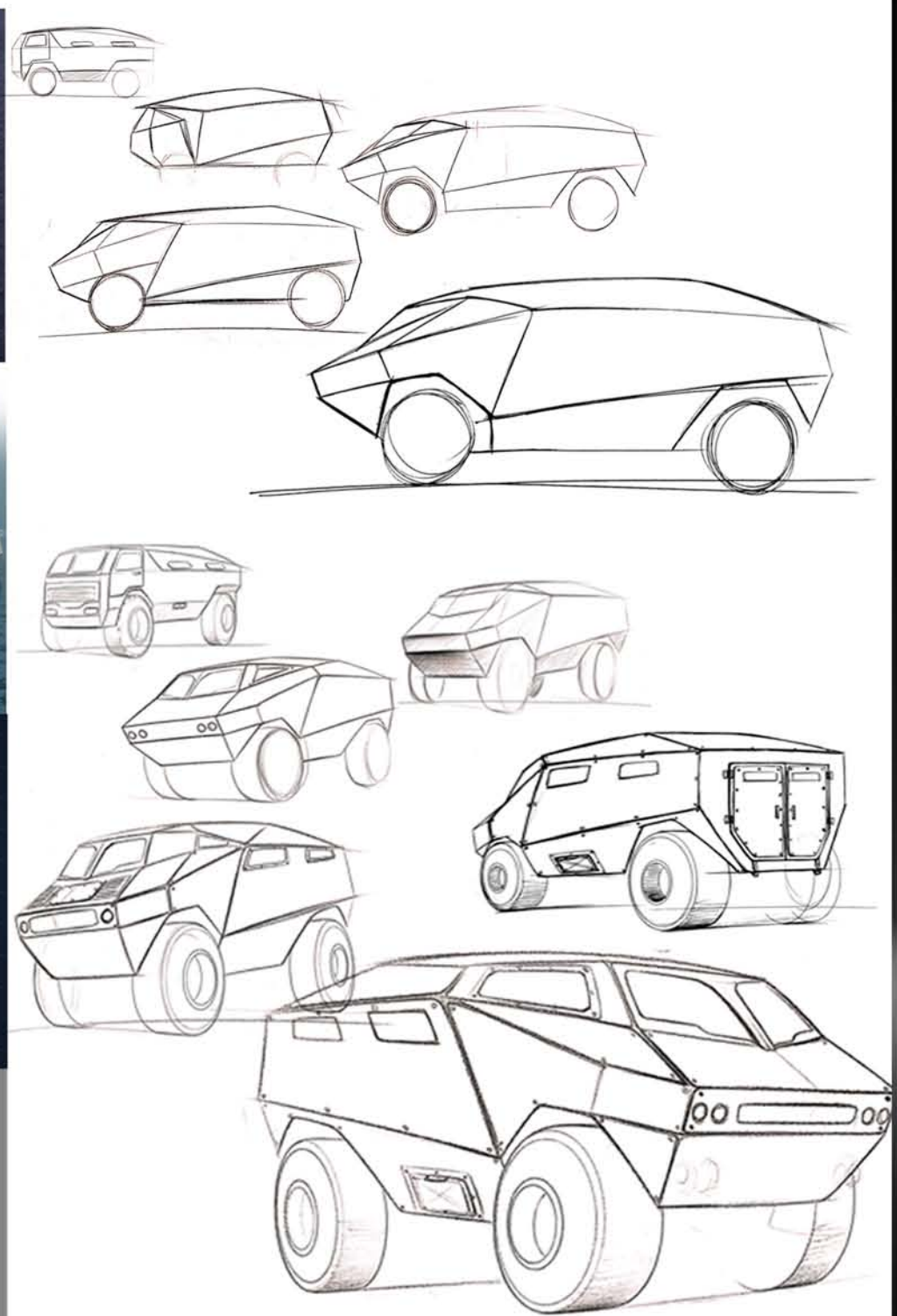


Serene
enjoy being alone

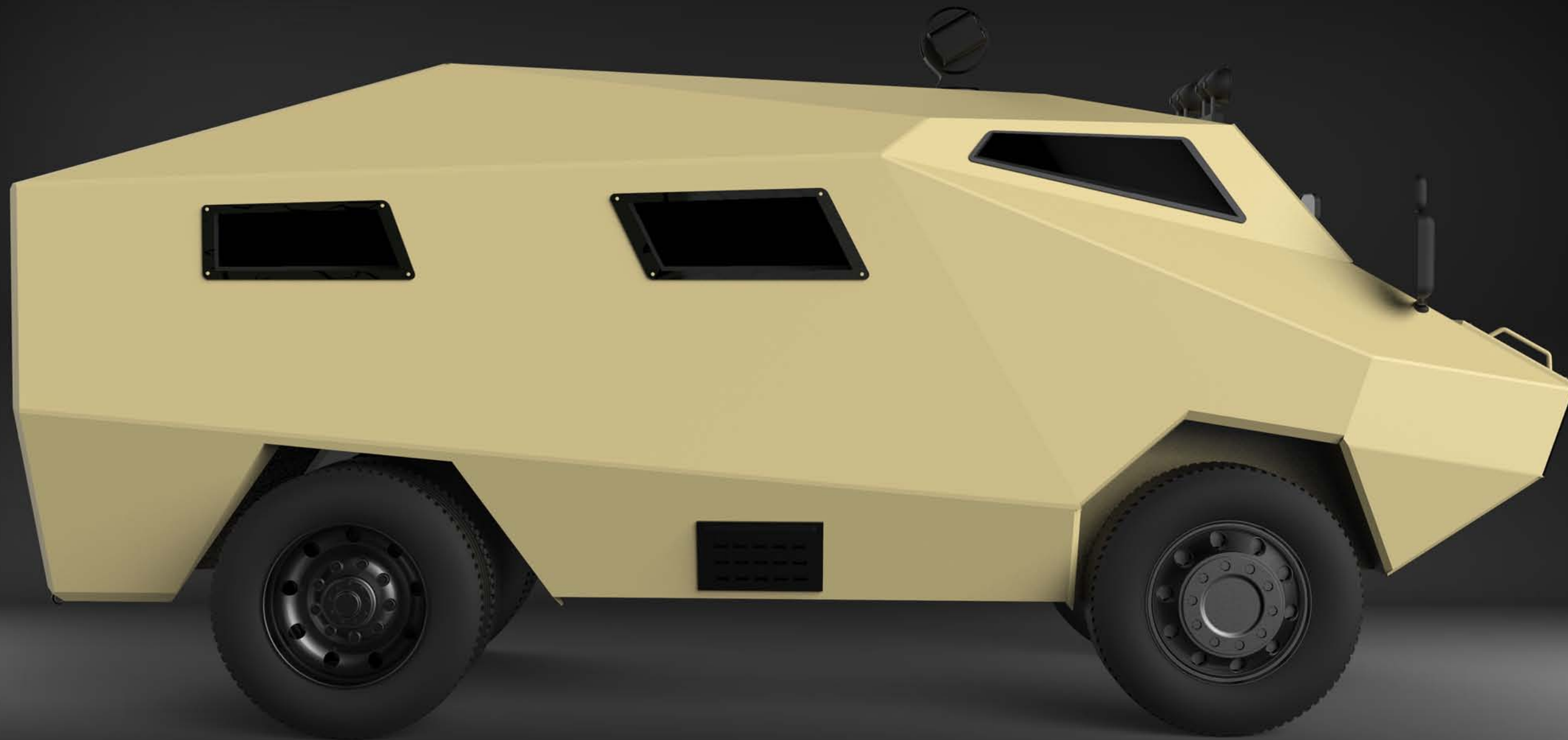
Dexterity
scalable design can quickly and easily create a larger space

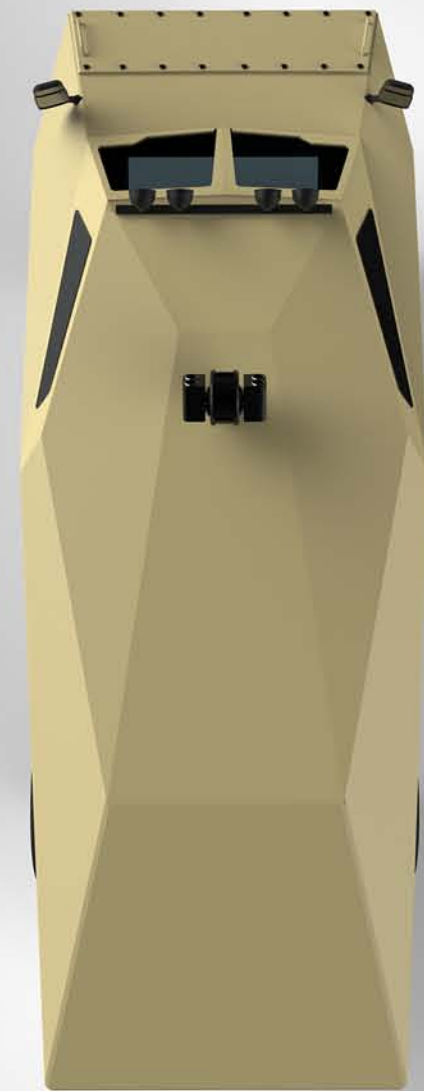


Riot Police Vehicle



Resolute
Intimidating
Mighty

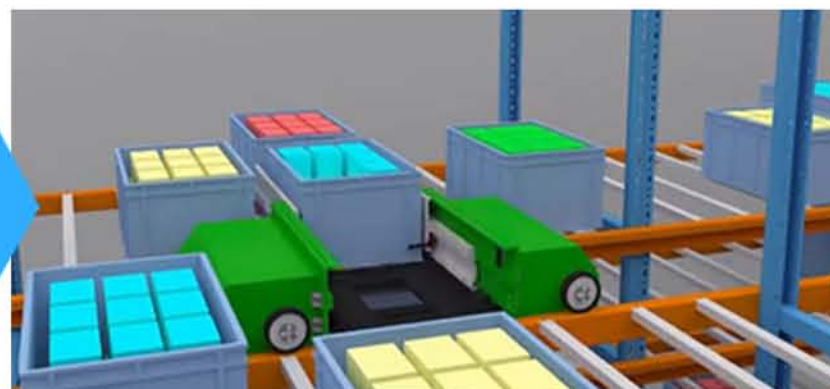




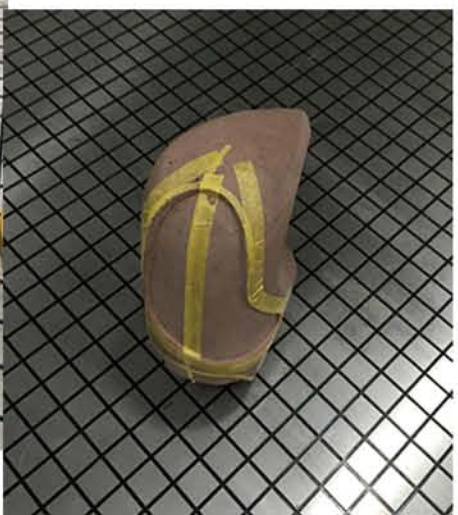
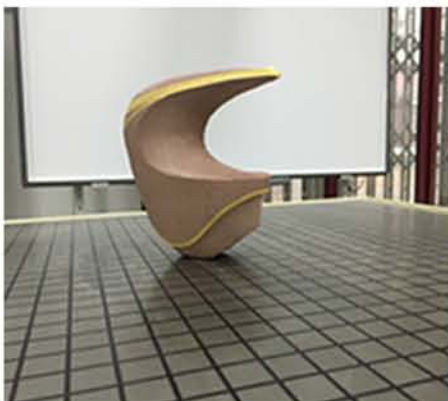
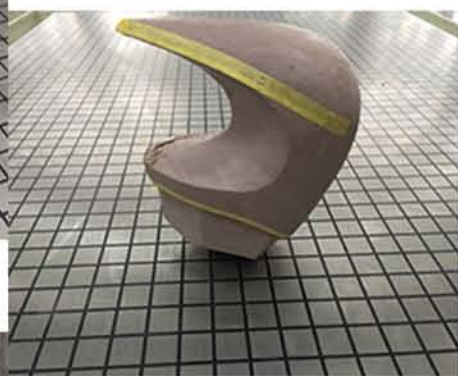
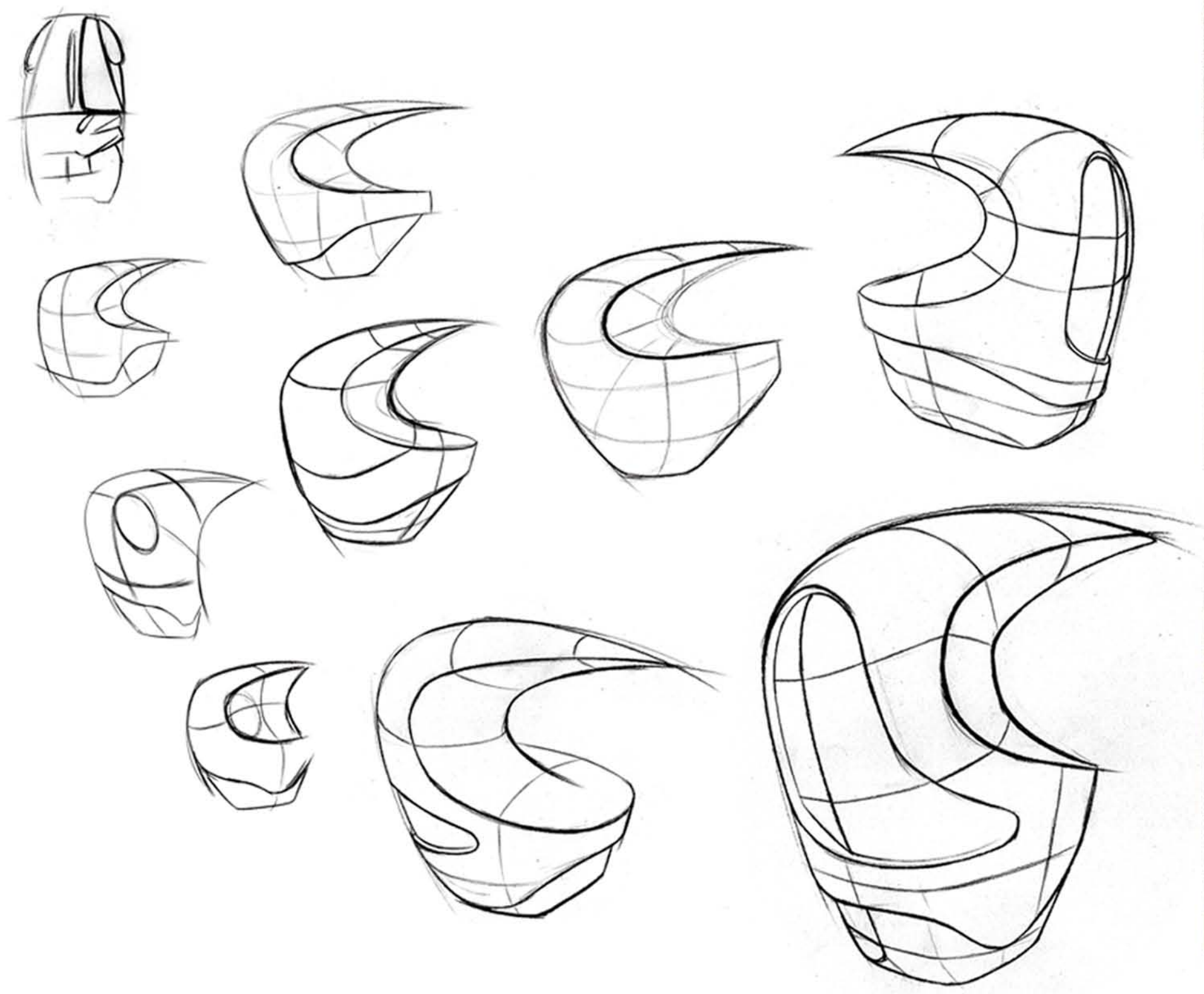


shuttle carrier vehicle
used in dense storage system

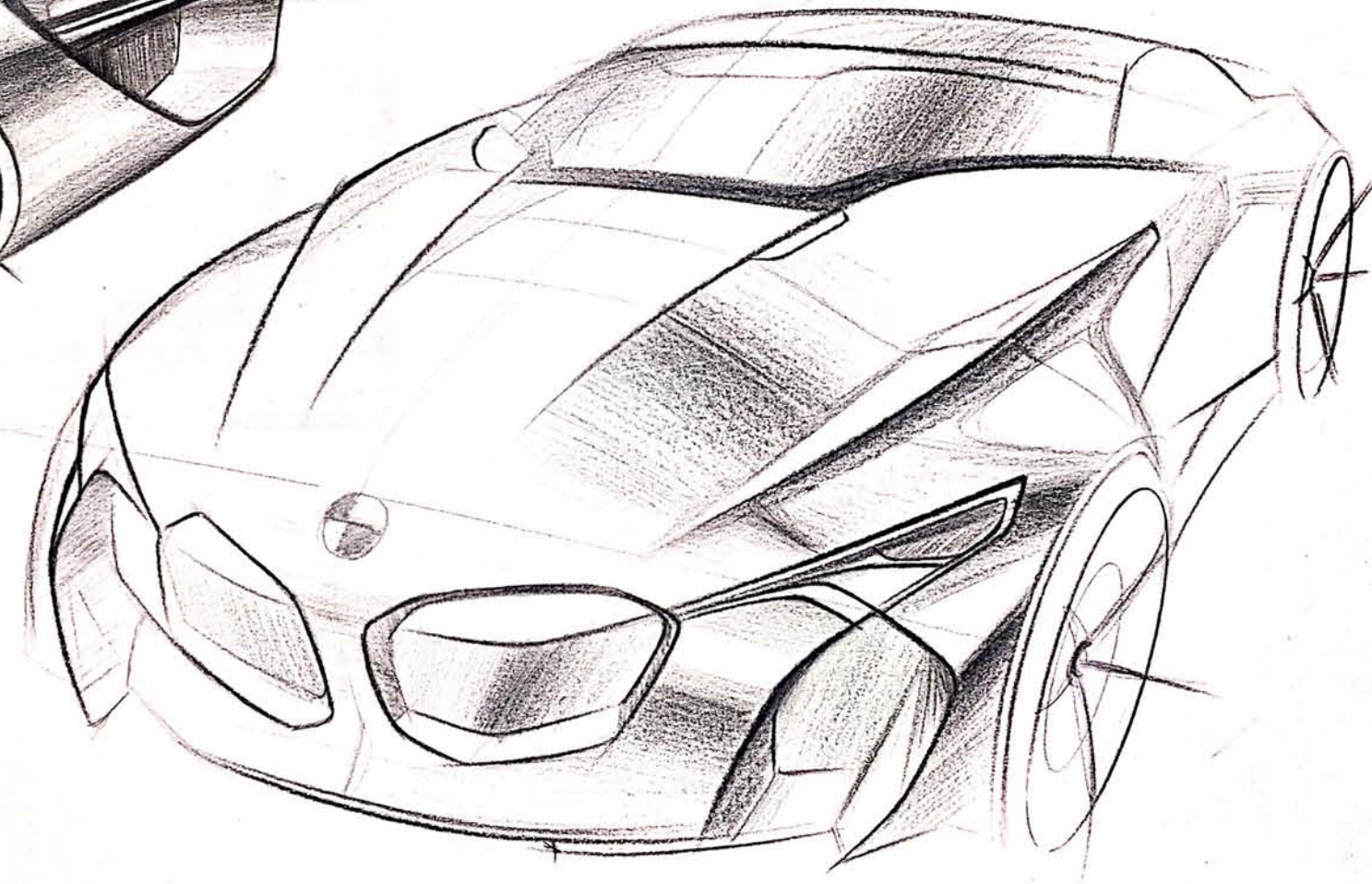
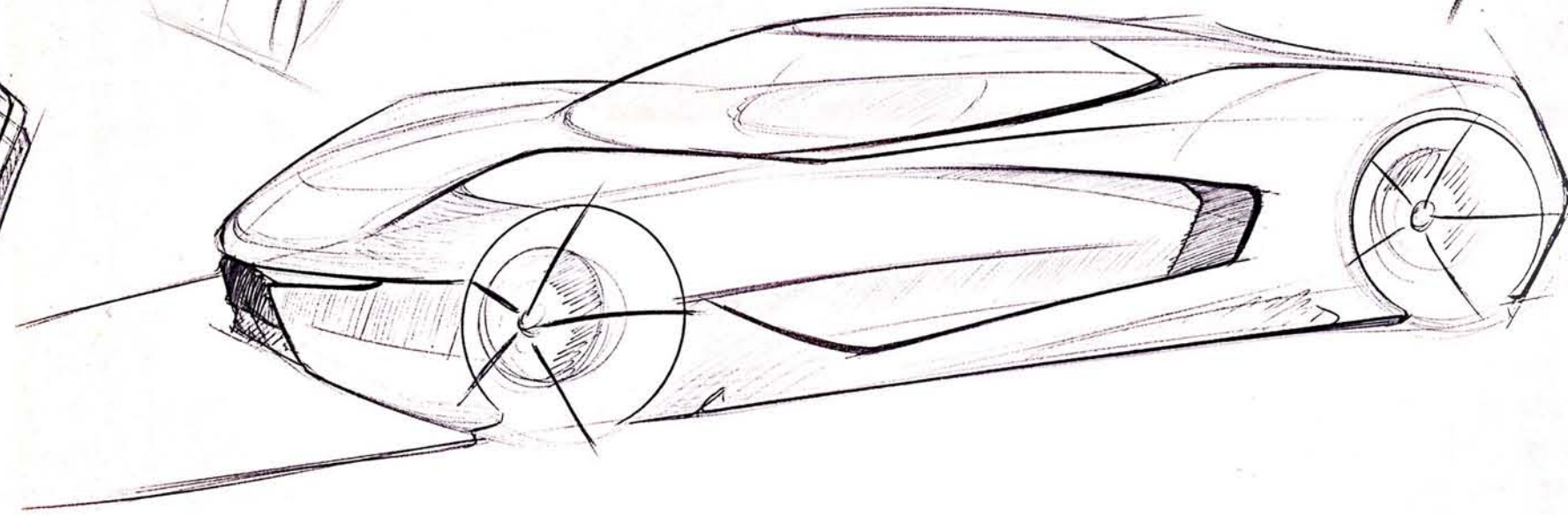
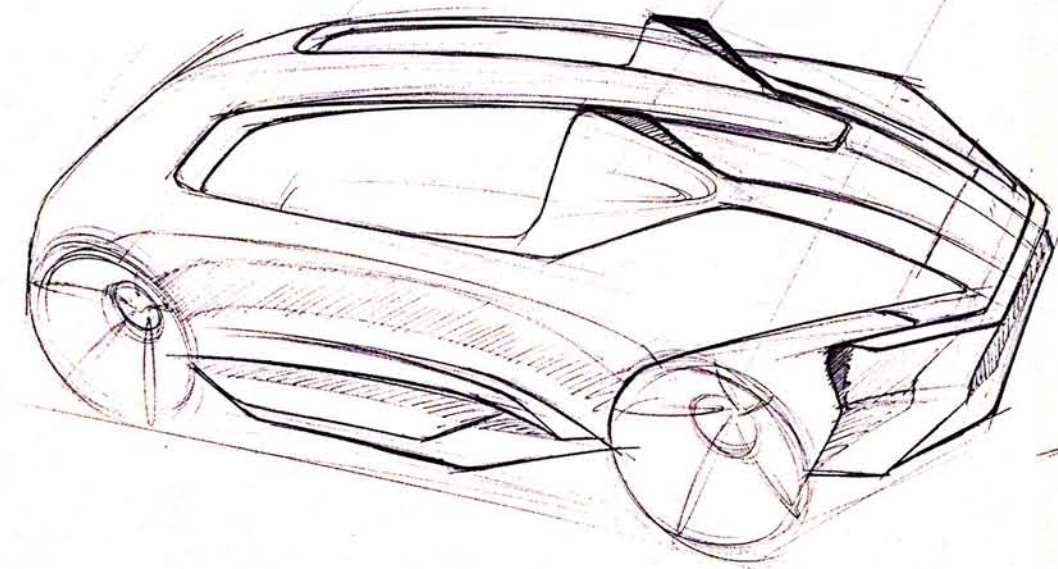
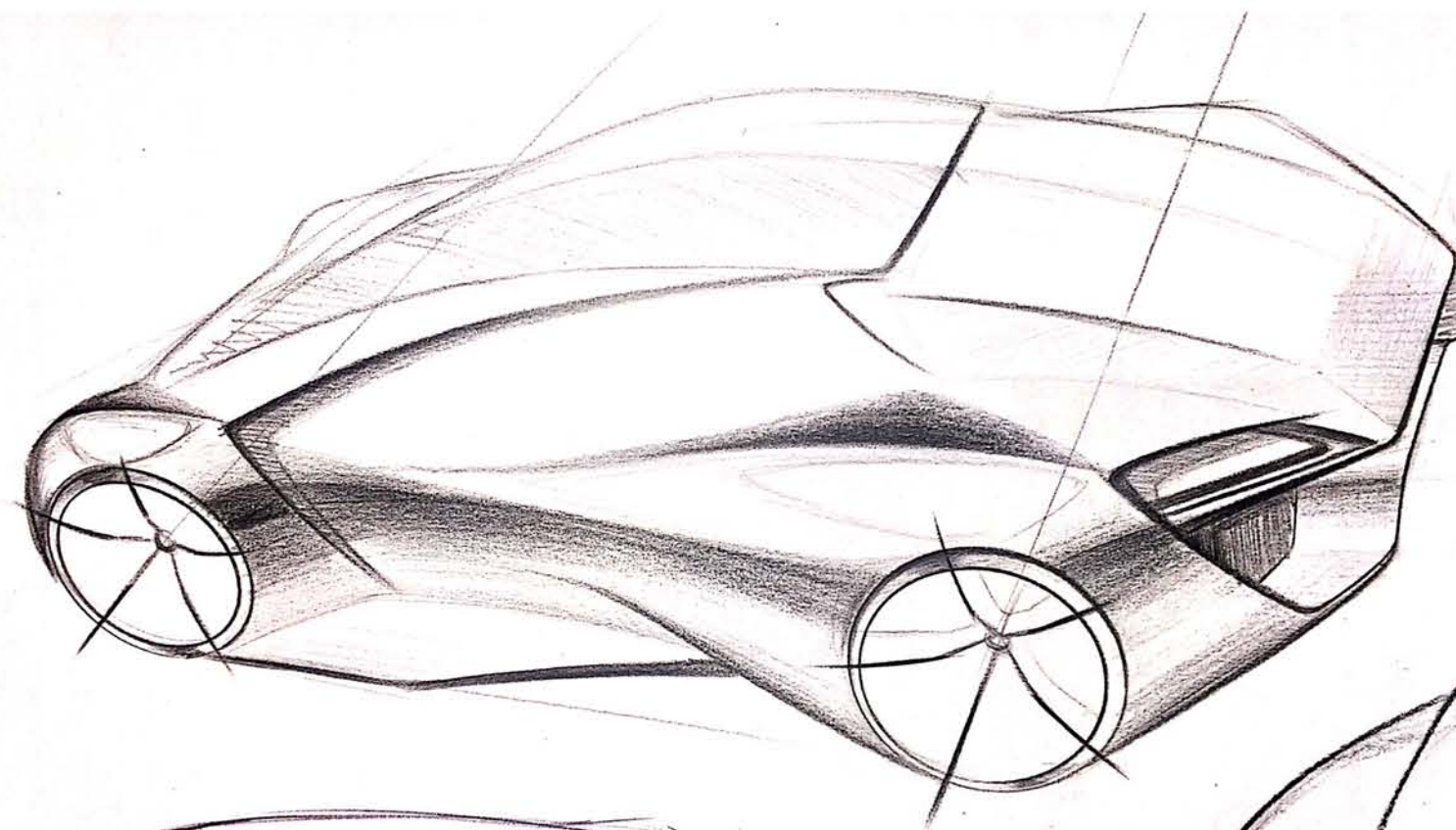
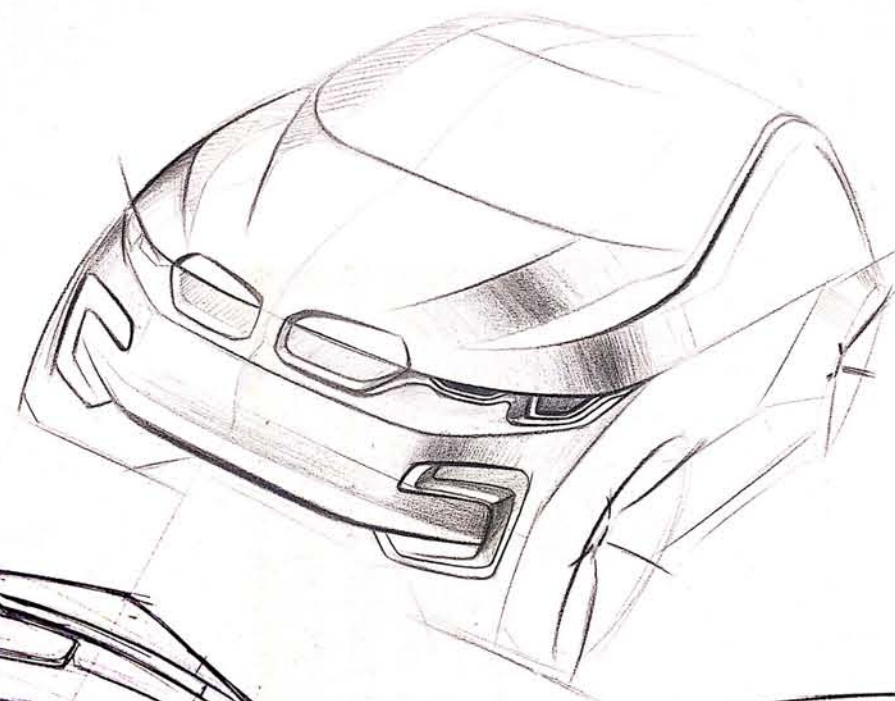
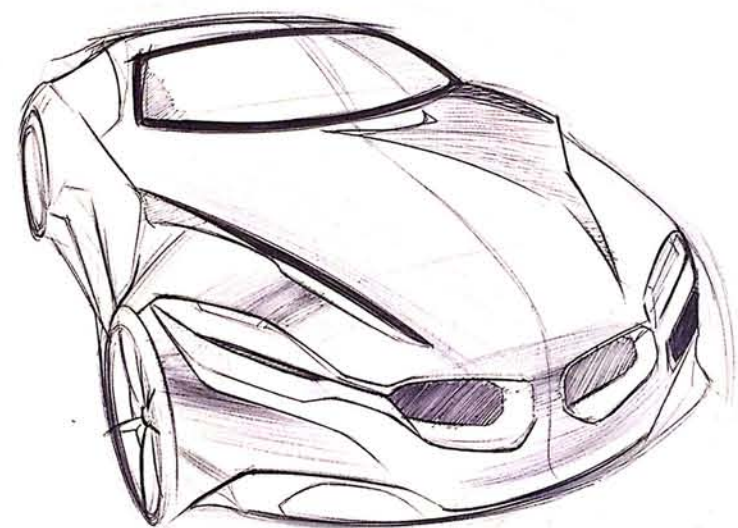
this is a real product designed for a
warehouse company



Clay Head



PRATICE SKETCHES



The background of the image is a dense, overlapping collage of various hand-drawn sketches of cars and car components. The sketches are rendered in black ink on light-colored paper. Some sketches show full car profiles, while others focus on specific details like wheels, headlights, or interior elements. A black pen with the brand name 'Faber-Castell' and the number '400' is visible, lying diagonally across one of the sketches in the lower right quadrant. The overall composition suggests a creative design process.

THANK YOU