



Profile




Ashish K. Shevkar

Industrial Designer

Hi, I'm an industrial designer from Nashik. Currently working in Pune.
I'm very passionate about bike designing and looking for an opportunity to work in automotive design industry.

Contact

 ashishshevkar06aks@gmail.com

 +91 9595 37 16 37

 Lakshmi Nagar, Nigadi, Pune

Education

Bachelor of Product Design (2009 - 2014)

College of Architecture and Center for Design, Nashik

I have successfully completed 4 year's Bachelor of Product Design degree course from the College of Architecture & Center for Design, Nashik.

Work Experience

Product Designer (May 2012 - July 2012)

Internship - iidenrt design, Pune

Industrial Designer (Jan 2015 - July 2015)

iidenrt design, Pune

Industrial Designer (Sep 2015 - Feb 2016)

GM Designing & Engg. Nashik

Automotive Designer (Aug 2016 - Present)


Intoit Solutions, Pune


Skills


Sketching

Digital Rendering

Clay Modelling

 Photoshop

 Rhinoceros

 CorelDraw

 Keyshot

 Autodesk Alias

Strength

Ideation

Concept Design

Problem Solving

3D visualization

Design Thinking

Brand Development

3D modelling

Styling

Language

Marathi (Mothers tongue)

Hindi

English

IDEA BEHIND THE PROJECTS

Today India is the country in which most of the population is youngsters (age 18-35). That makes it a huge scope (& necessity also) for new ideas, new designs in every field. Automobile industry is no exception for that.

This young generation of India is crazy about vehicles, specially Bikes. Two wheeler is a must have thing for every man. Either he is a college student or a job working man. It is a need. Now they seek for sporty, cool looking bikes which can make an impression, suits to their persona & help to build their social status too. They want bikes which are out of the league & that's why companies like KTM, Honda, Yamaha, Bajaj are coming up with all new designs which can complement their need.

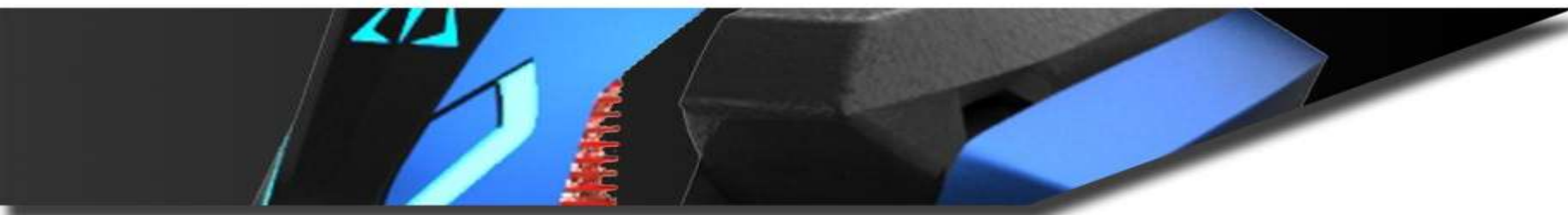
Design language of bikes is changing. Now they are becoming more expressive. Aggressive, Sporty, energetic & dynamic just like the attributes of the young generation.

As a passionate bike lover and designer this is a great opportunity & task for me to design such bikes and I took this thought while designing my projects.



BEAST

Naked beast



Σ-BIKΣ

Electric fascination



GARUDA

It's a bird. It's a bike

There is a story behind each of my projects that I would like to present you in details



Design brief -

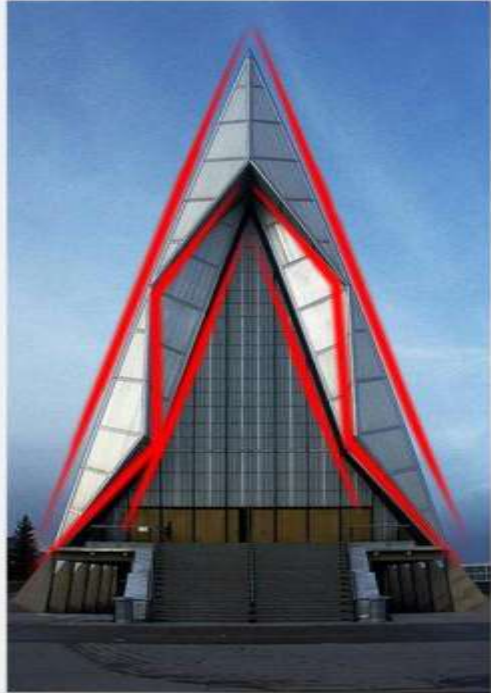
To design a Naked street bike for young generation of India

PROJECT 01

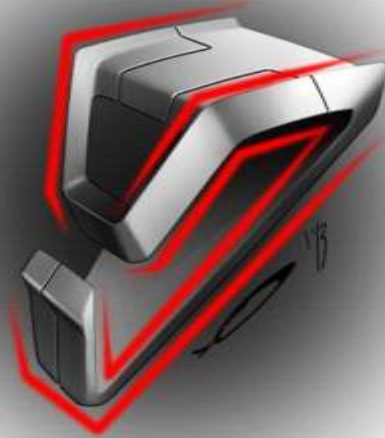
OBJECTIVE

Design language of bikes is changing. Now they are becoming more expressive, aggressive, sporty, energetic and dynamic just like the attributes of the young generation.

Key words and character lines for design direction



Aggressive
Striking
Speed



Dynamic
Energetic

Sharp
Edgy



attributes of consumer

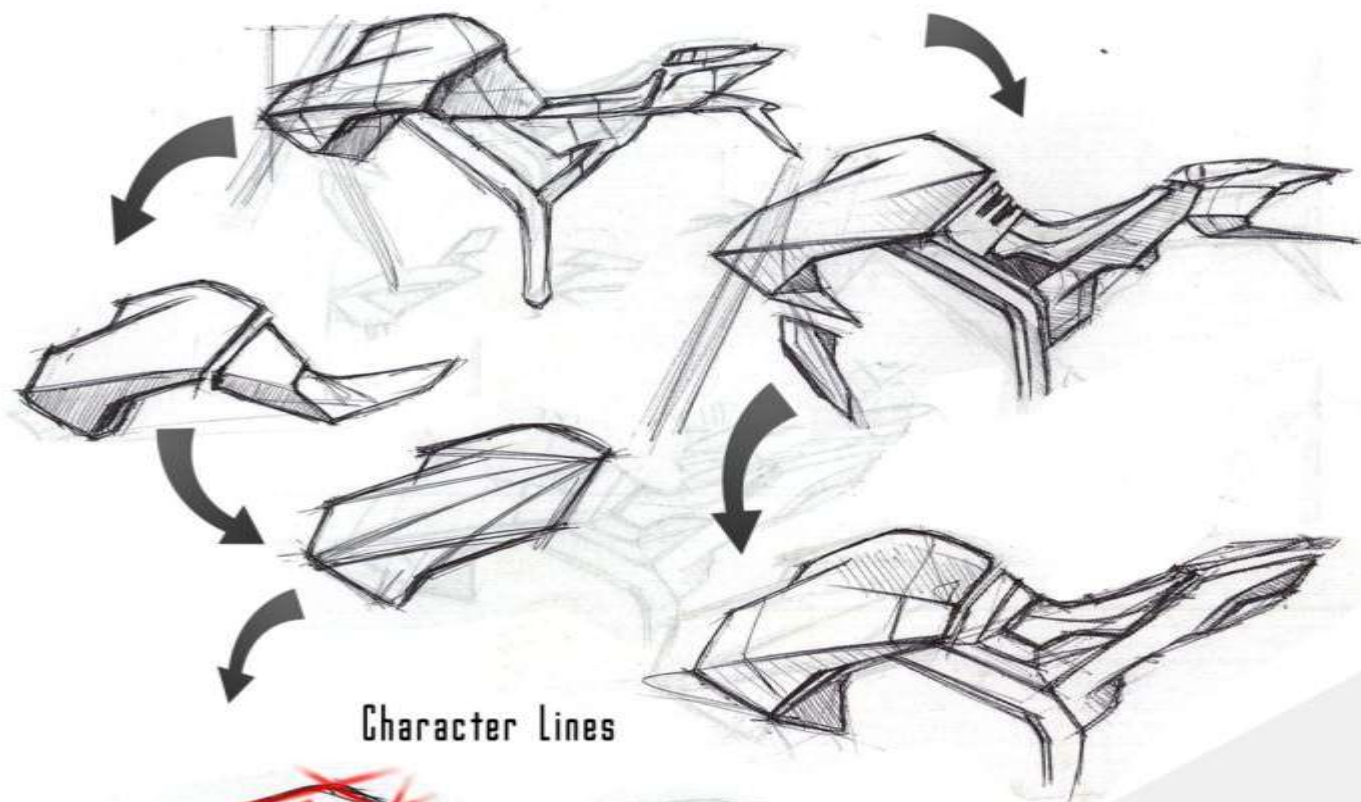
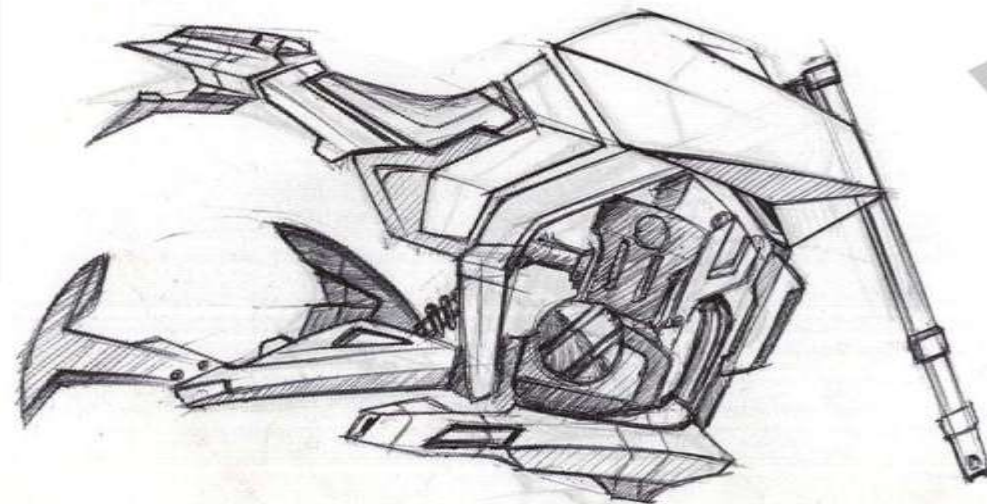


IDEATION

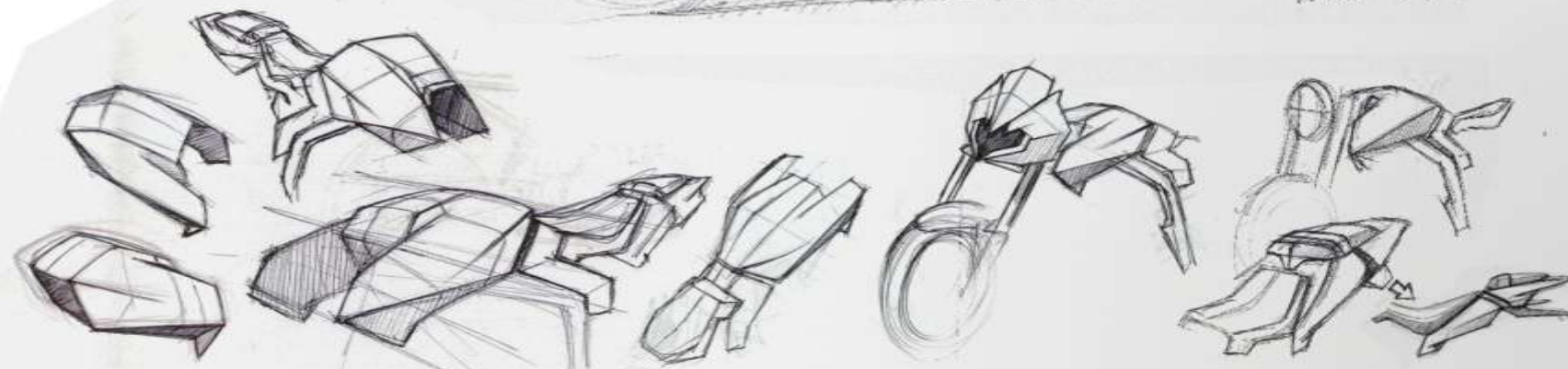
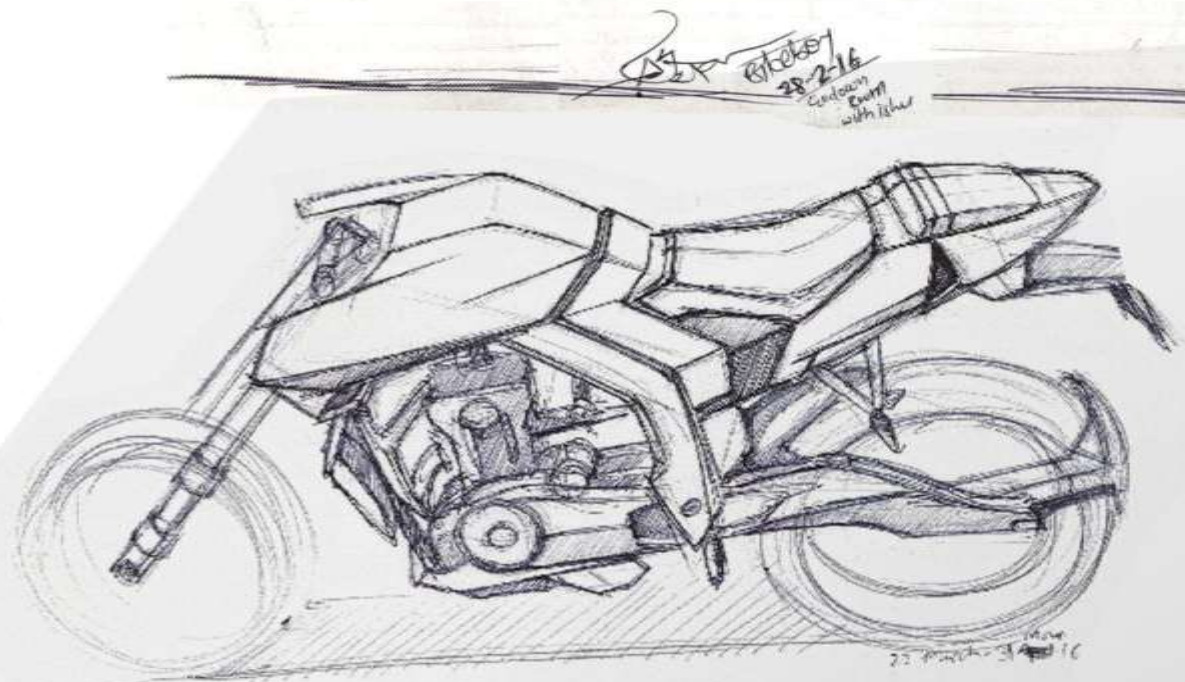
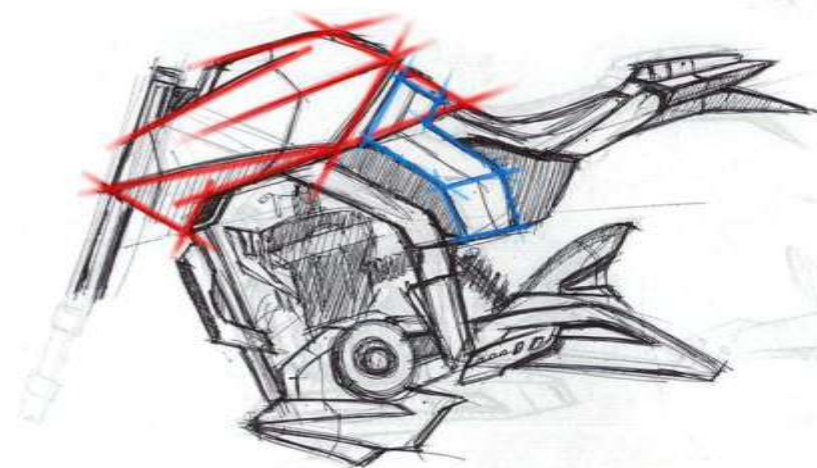
Aggressive. Edgy. dynamic
were the key words which
inspired the ideation sketches

The main idea behind designing this concept
was to create a bike with unique looks and
stand out character

KEY
Sketch



Character Lines



SIDE VIEW EXPLORATIONS

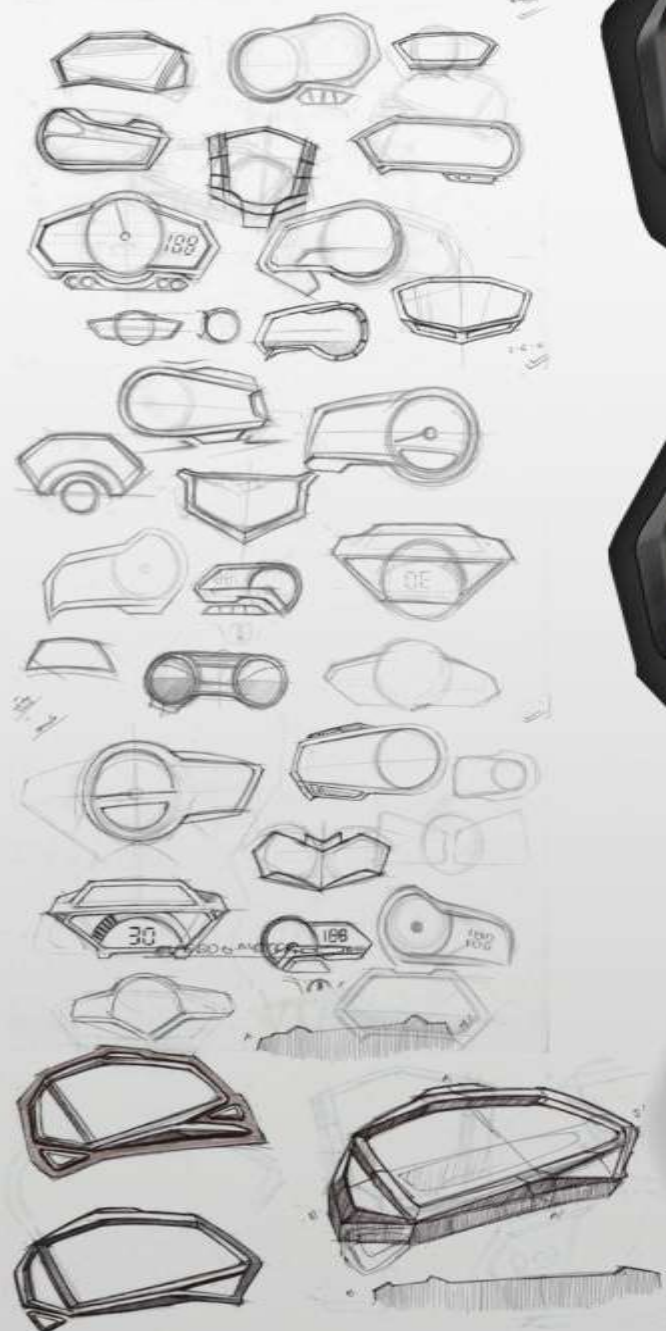


Playing with surface alignment & angles
using angular form and multisurfaces
giving it FEARLESS and FORCEFUL looks



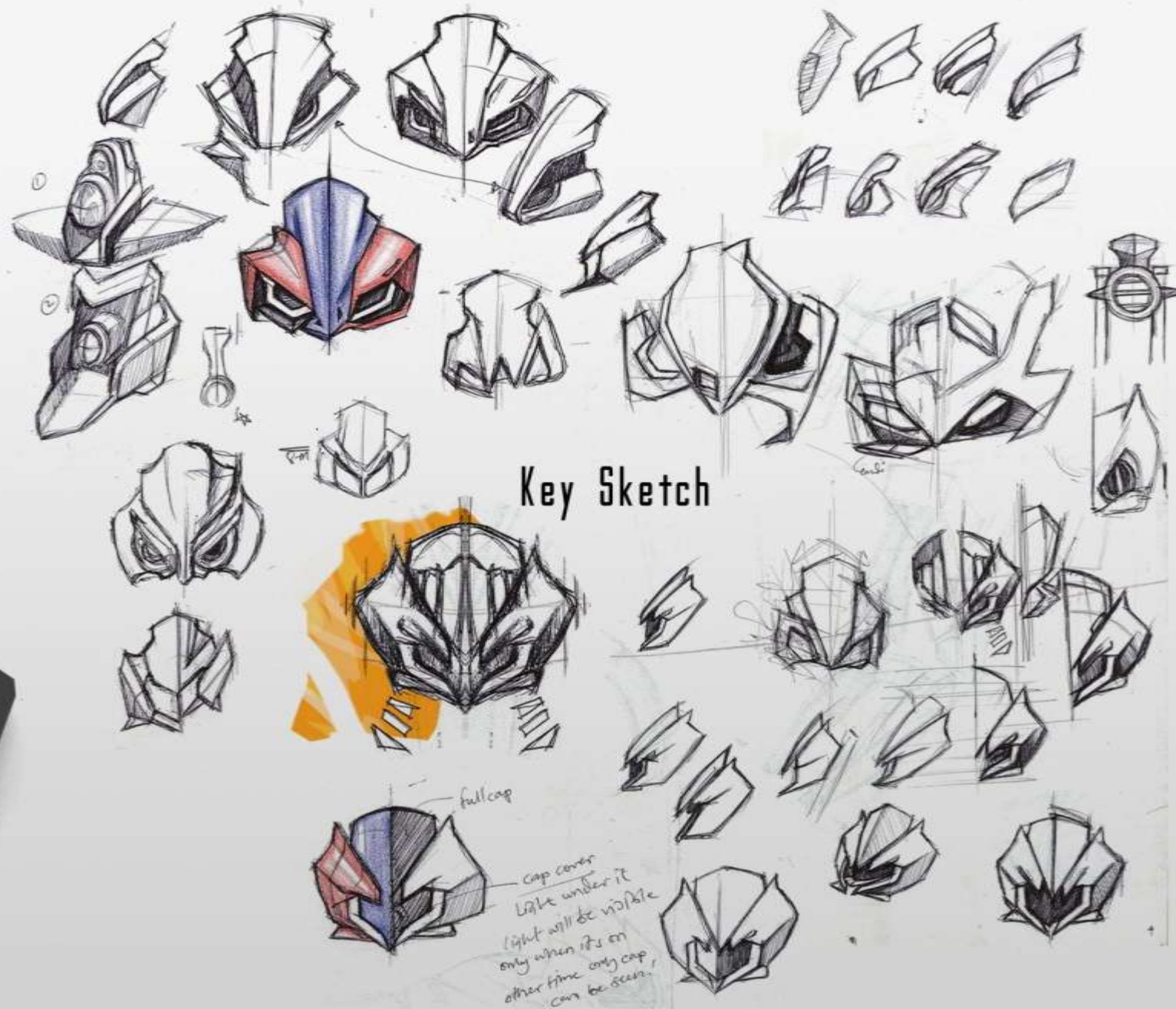
IDEATION - SPEED CONSOLE DEVELOPMENT

Striking, geometric, tangeled and
comprehensive Digital speed console



IDEATION - FRONT LIGHT FAIRING DEVELOPMENT

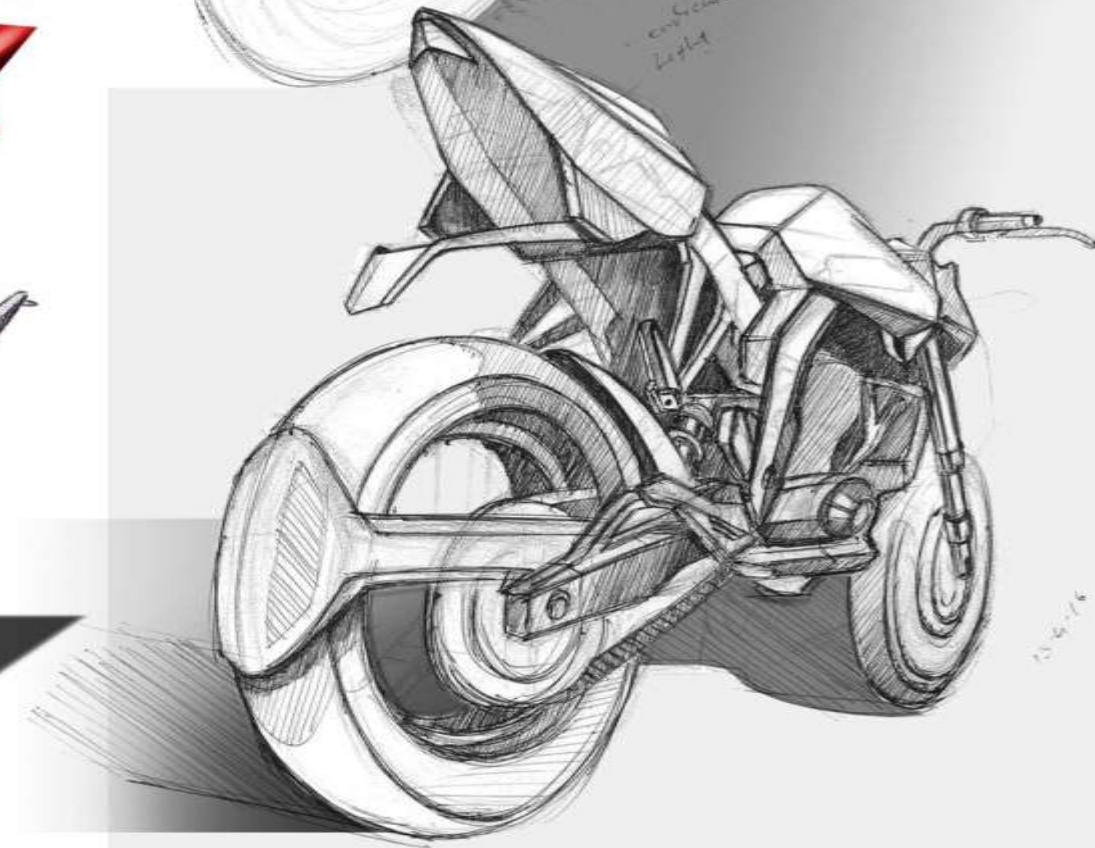
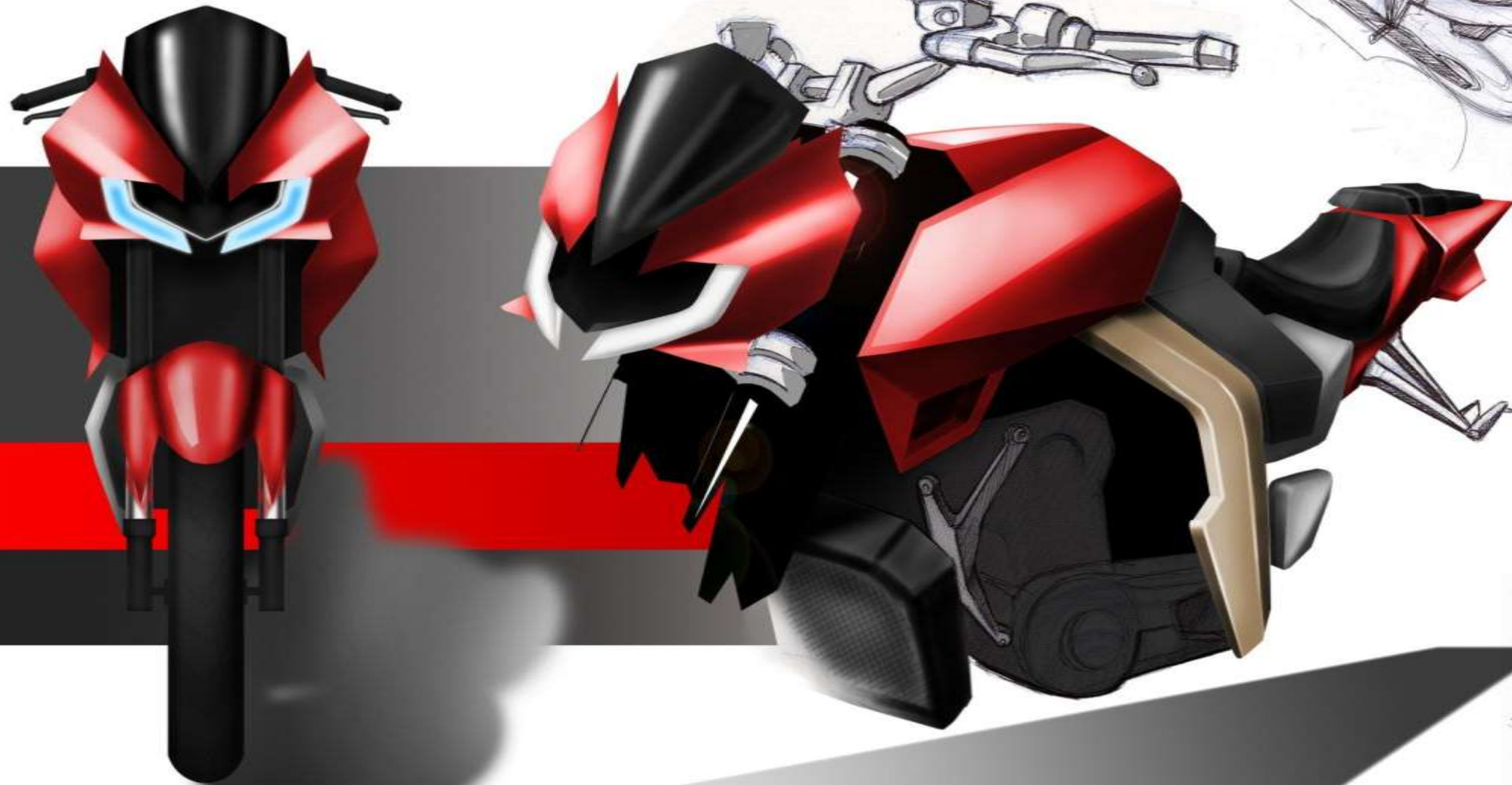
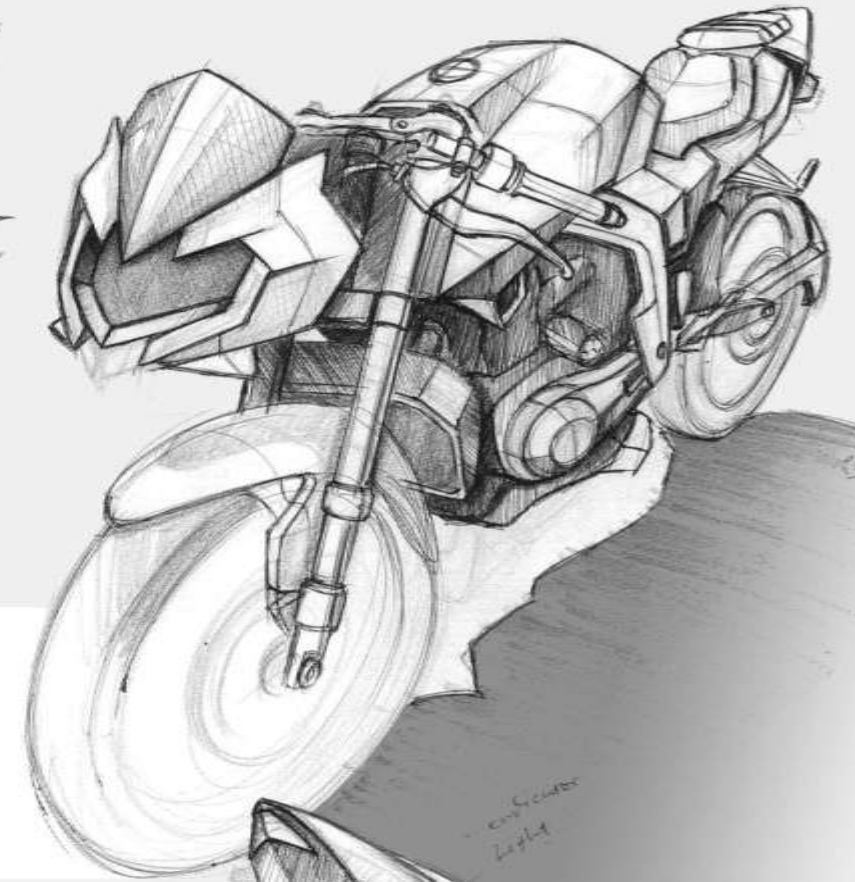
aggressive, attractive front view with
twin LED lights & transparent canopy

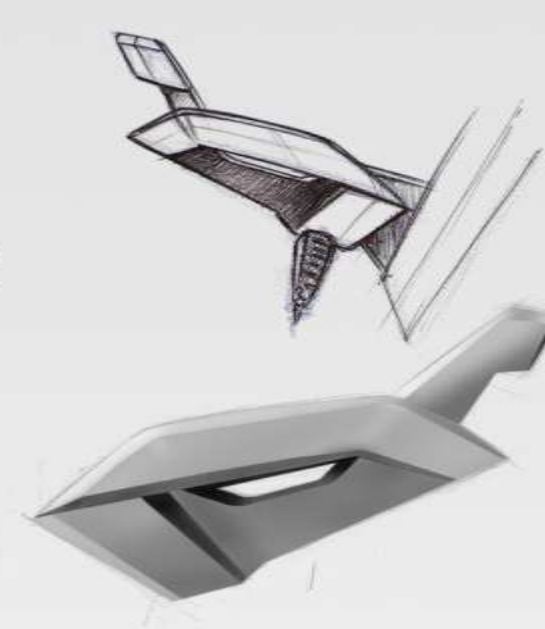
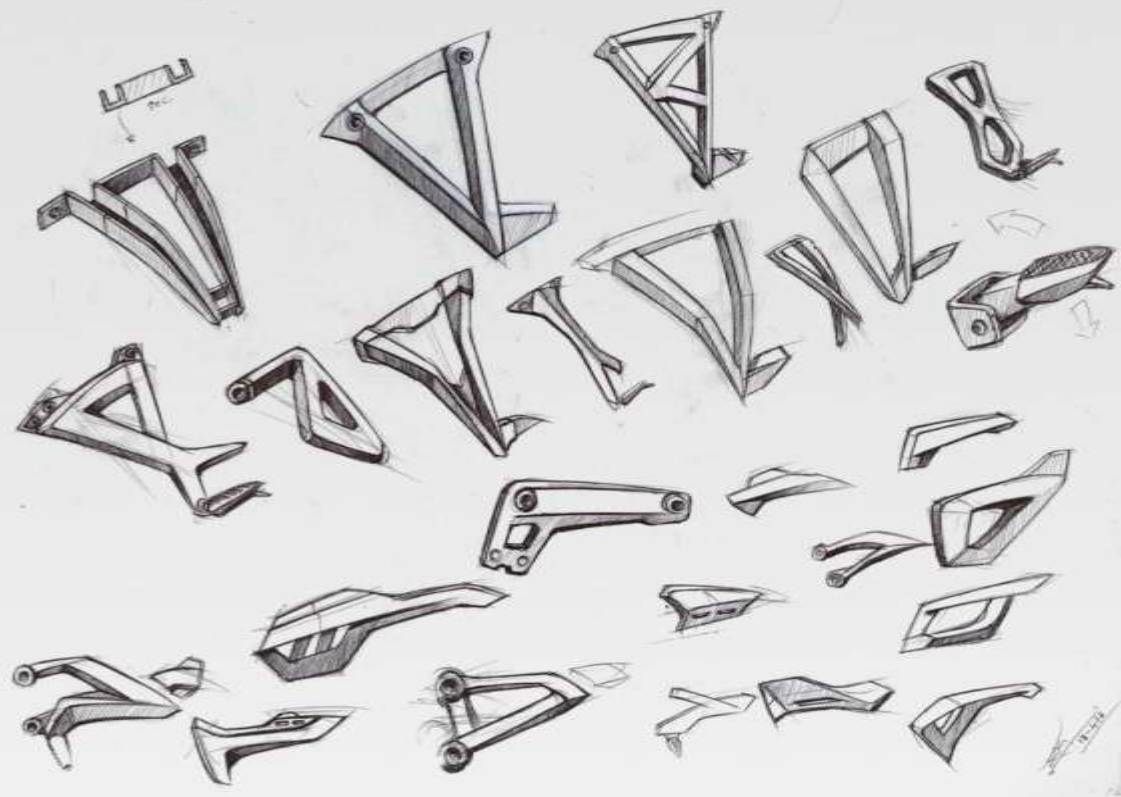


FINAL CONCEPT VIEWS

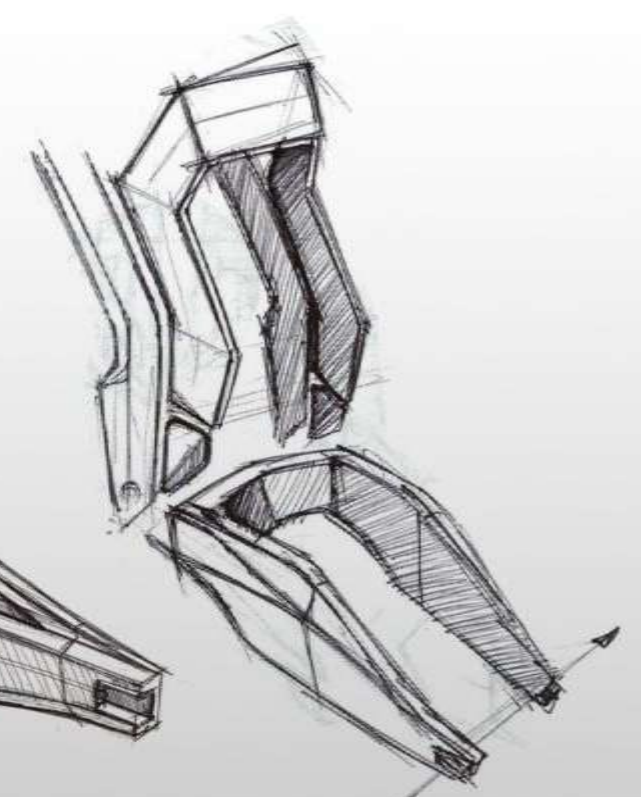
Forward swept Tank
Geometric structure

Focusing on tank, frame & rear panel design,
to push the form lean forward. Giving it striking,
forceful, dynamic & aggressive look





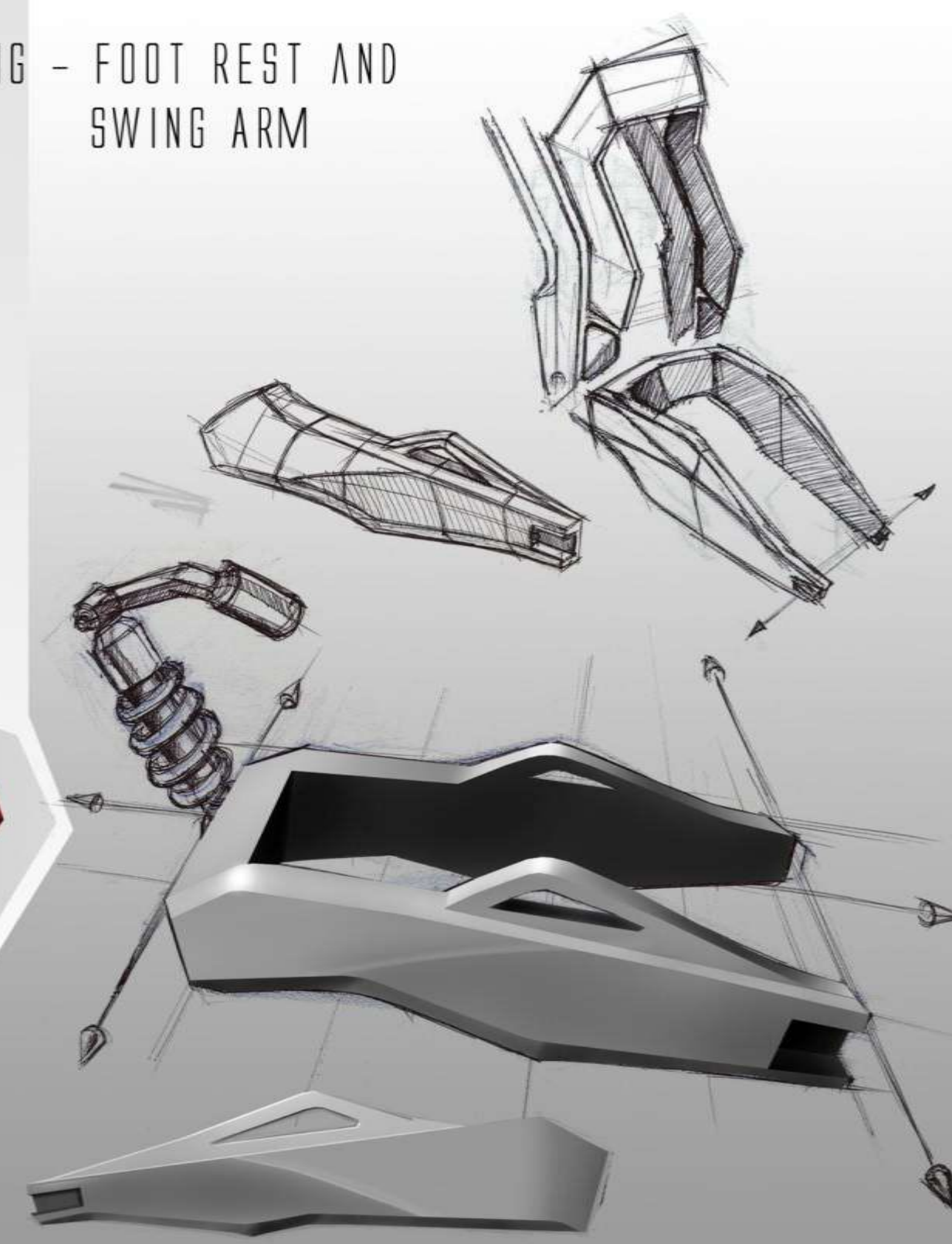
DETAILING - FOOT REST AND
SWING ARM



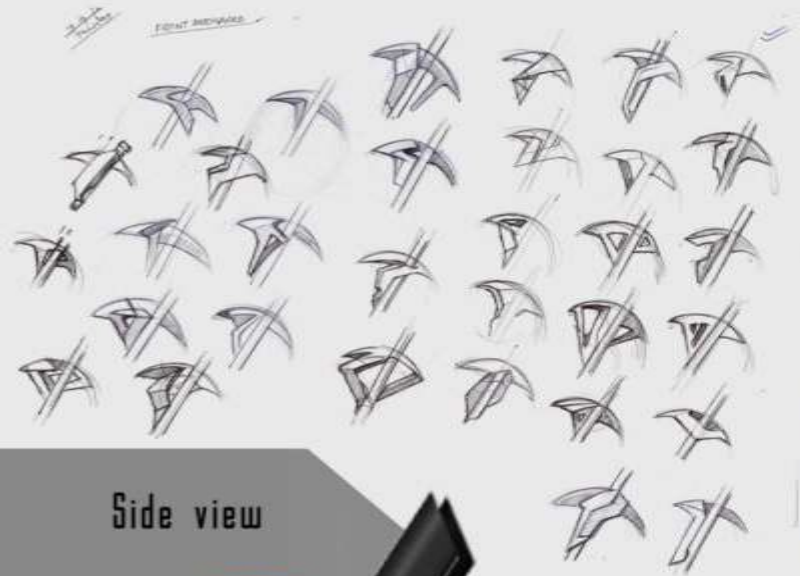
A very unique tank shape
and tank belt



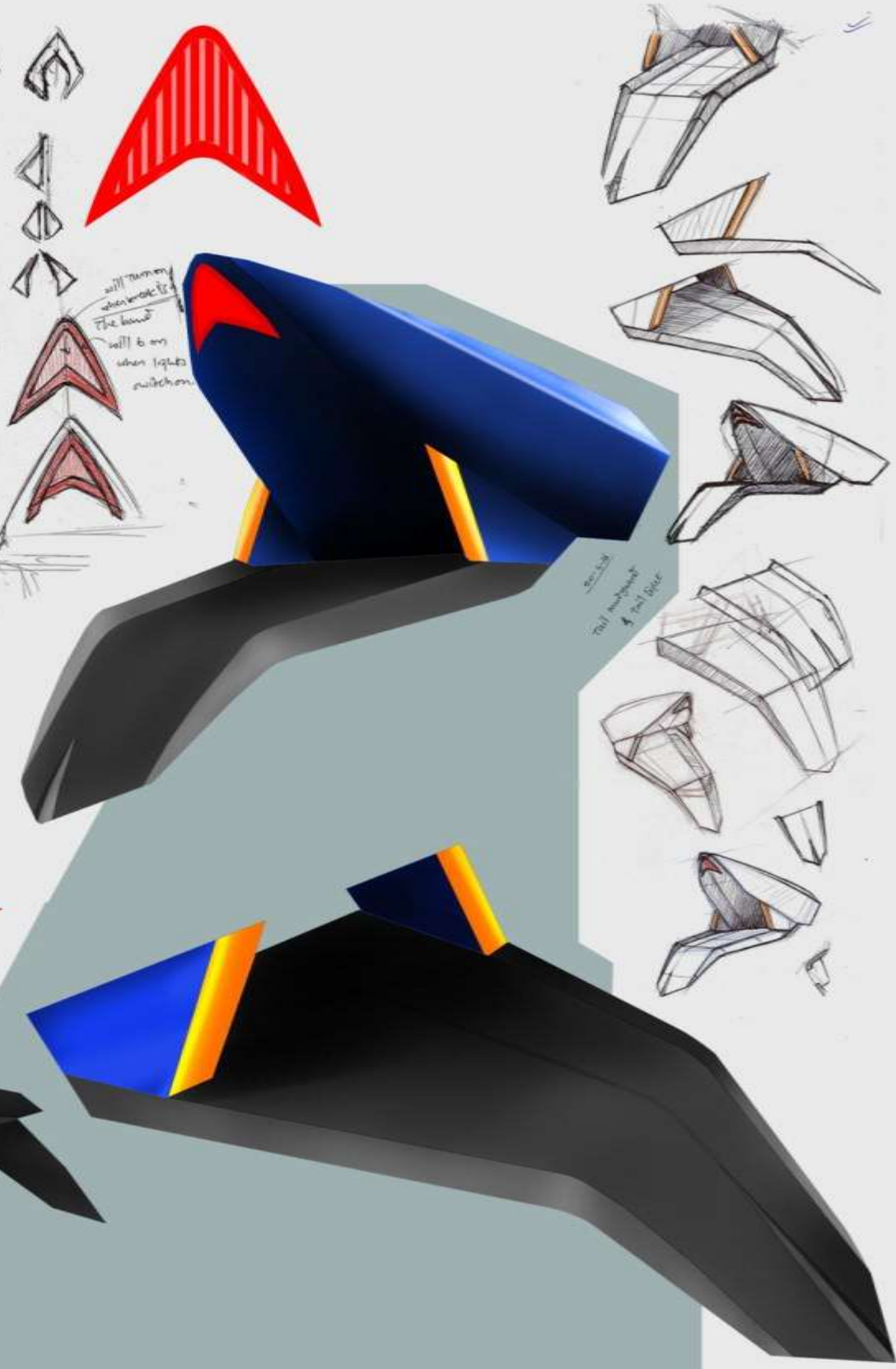
Strong and rigid
perimeter frame



FRONT AND BACK MUD GAURD (HUGGER)



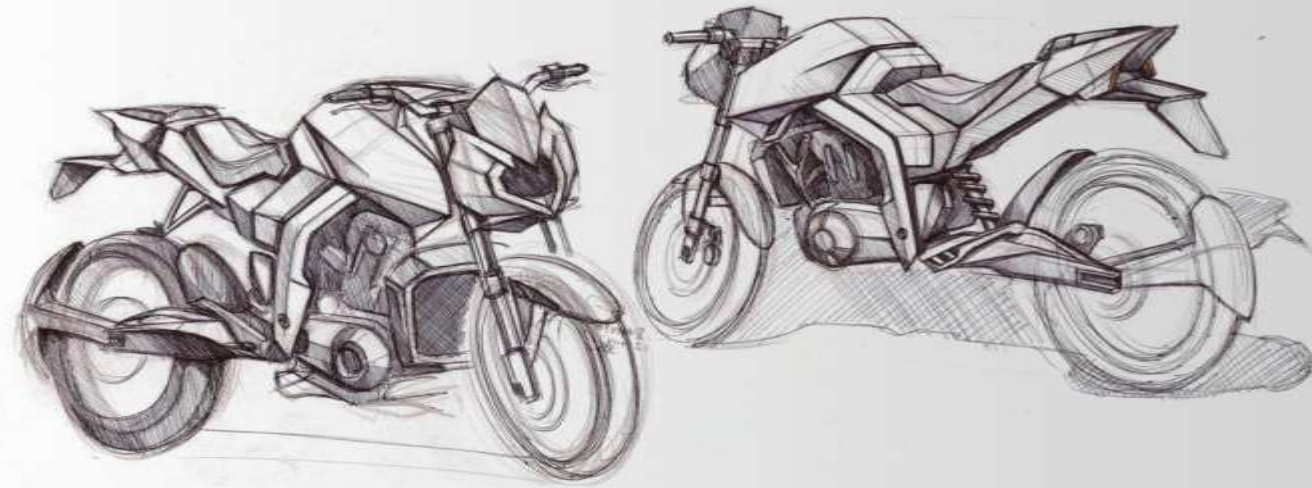
Side view



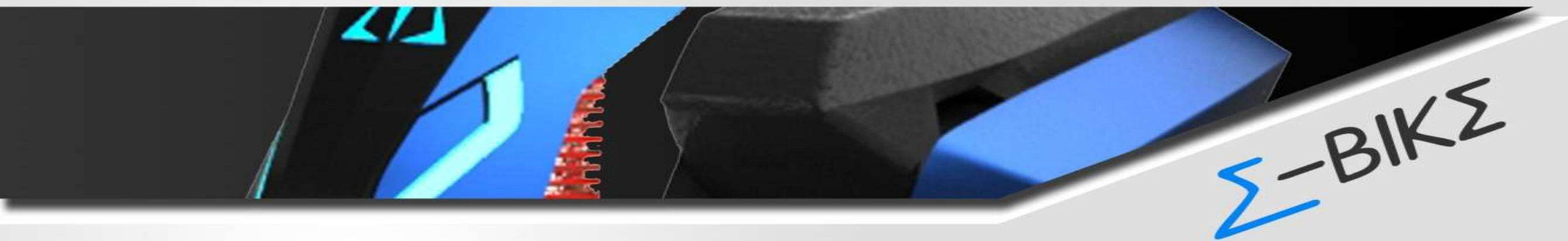
FINAL DESIGN



BEAST



BEAST



Design brief -

To design an electric powered scooter

PROJECT 02

OBJECTIVE

The objective was to design an intuitive and simple alternative to the more traditional urban transportation

A zero-emission urban mobility concept -

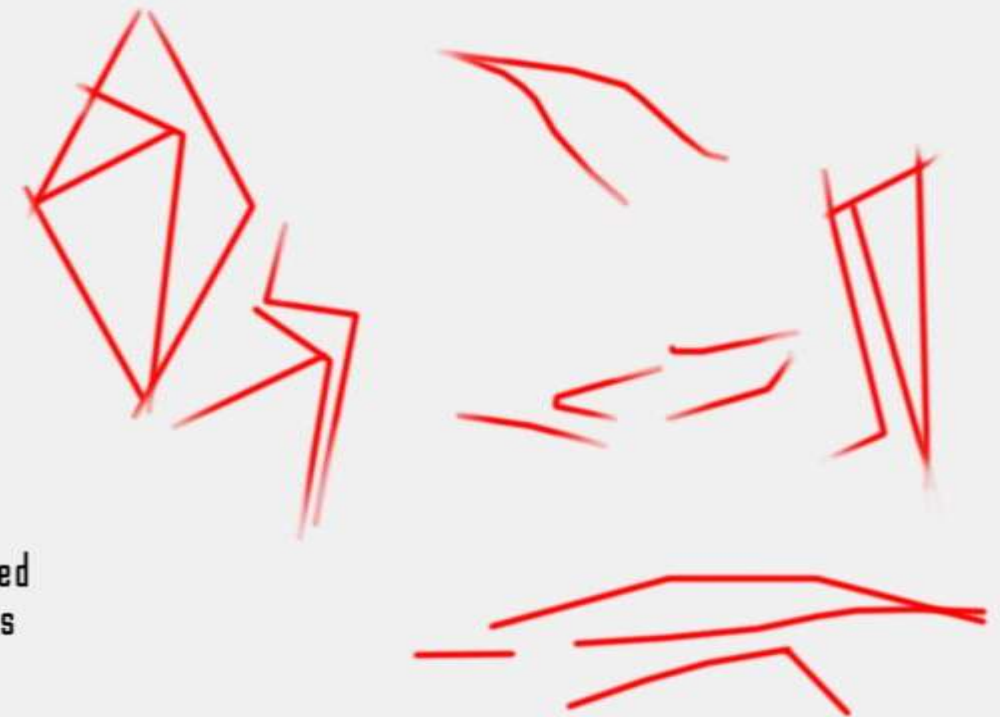
We all know that this electric mobility drive will come, we don't know when or where, but we are sure it will happen and will be witnessed in urban areas first.

This scooter is for everybody, so I wanted to design a product that is not only driven by technology, but also driven by emotion. A scooter to connect people to something that is cool and desirable

Key words and character lines for design direction



Colors picked from images

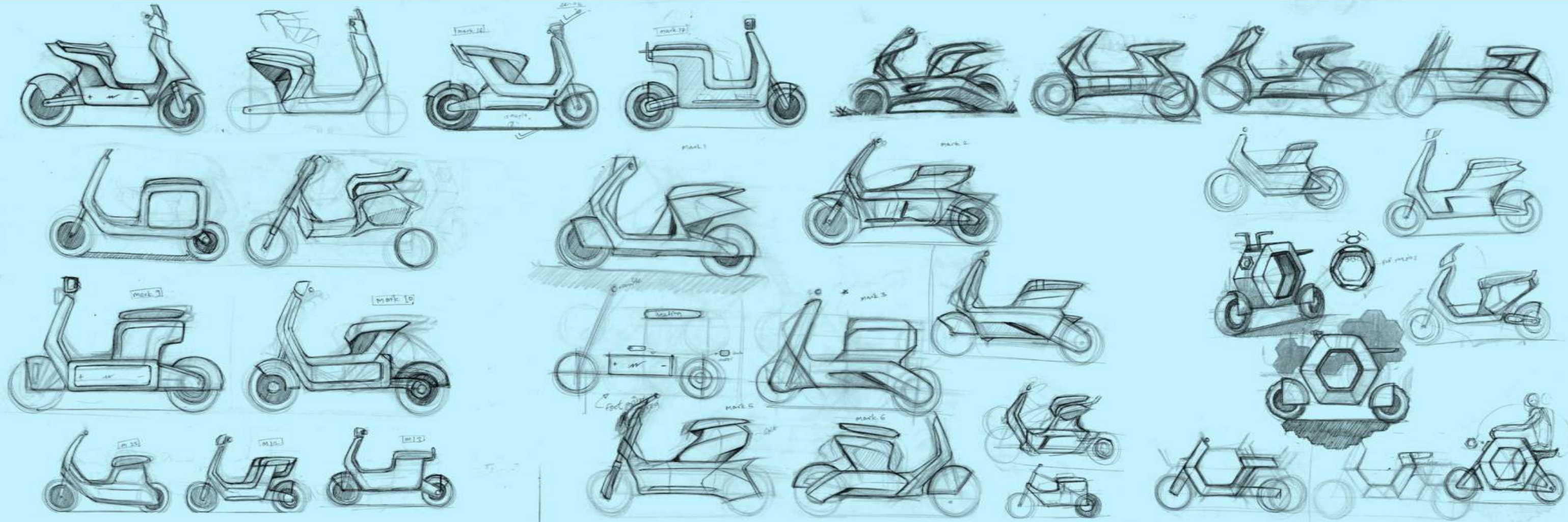
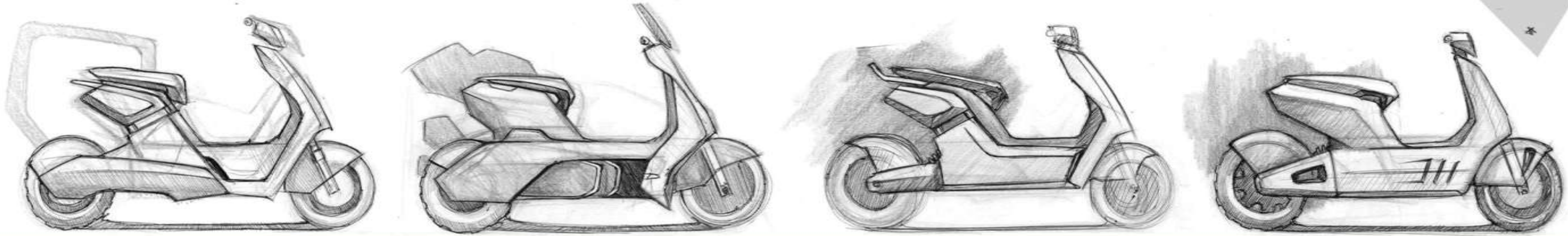


IDEATION

The idea was to design an electric scooter for everybody. Who wants to ride an eco-friendly vehicle but still wants a good looking vehicle

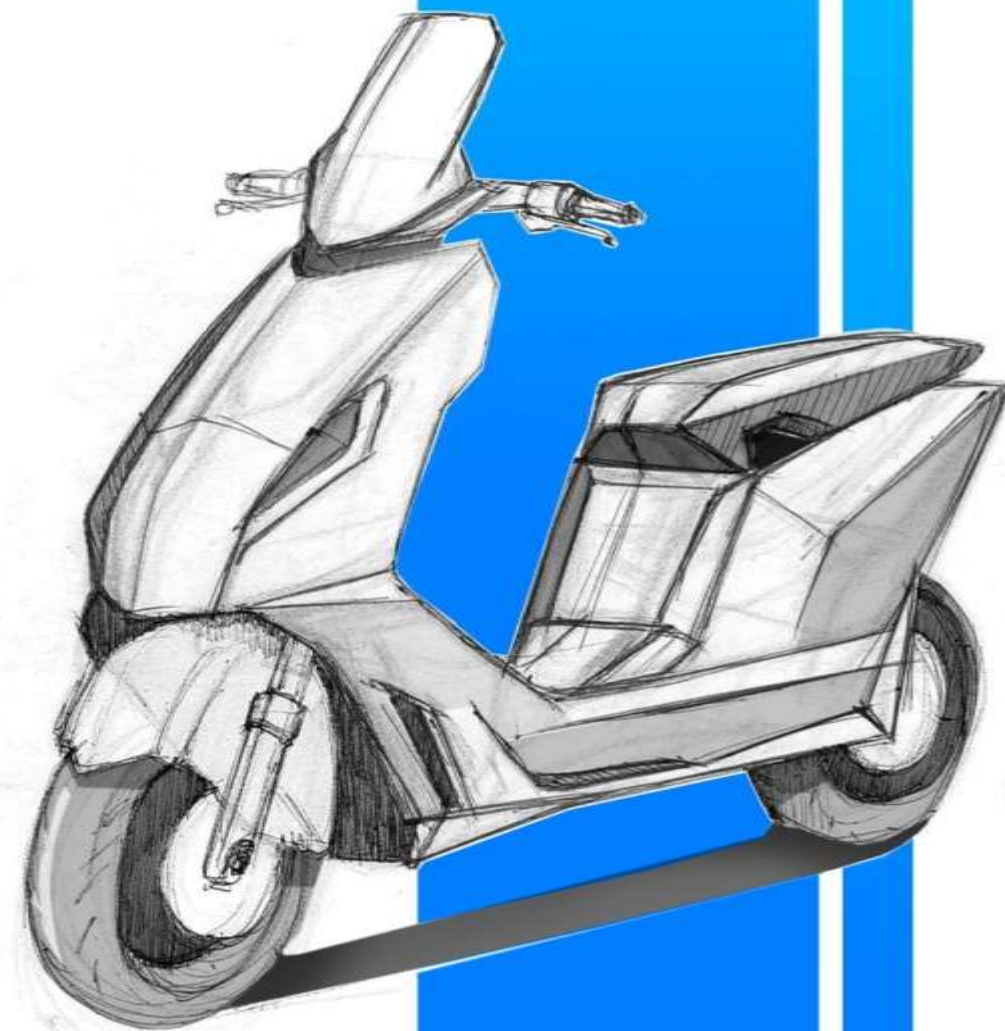
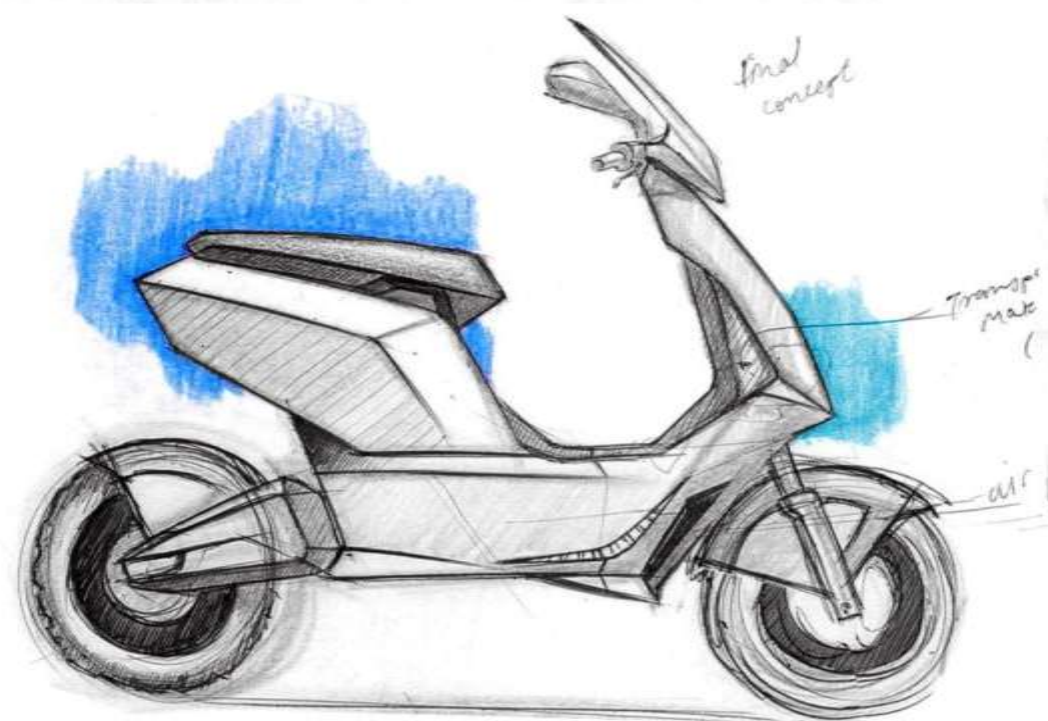
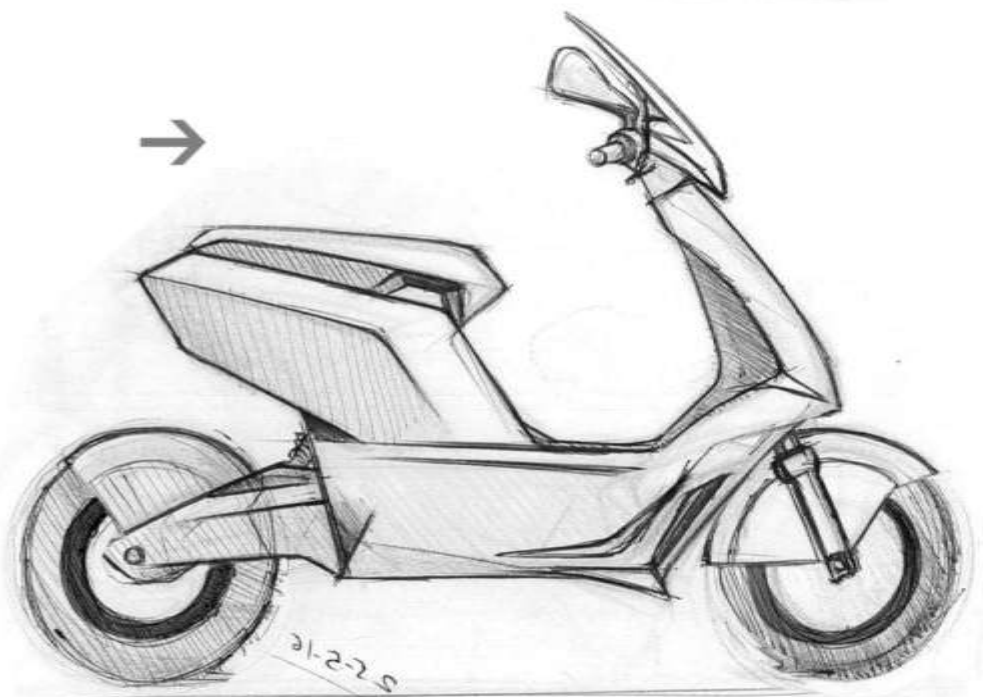
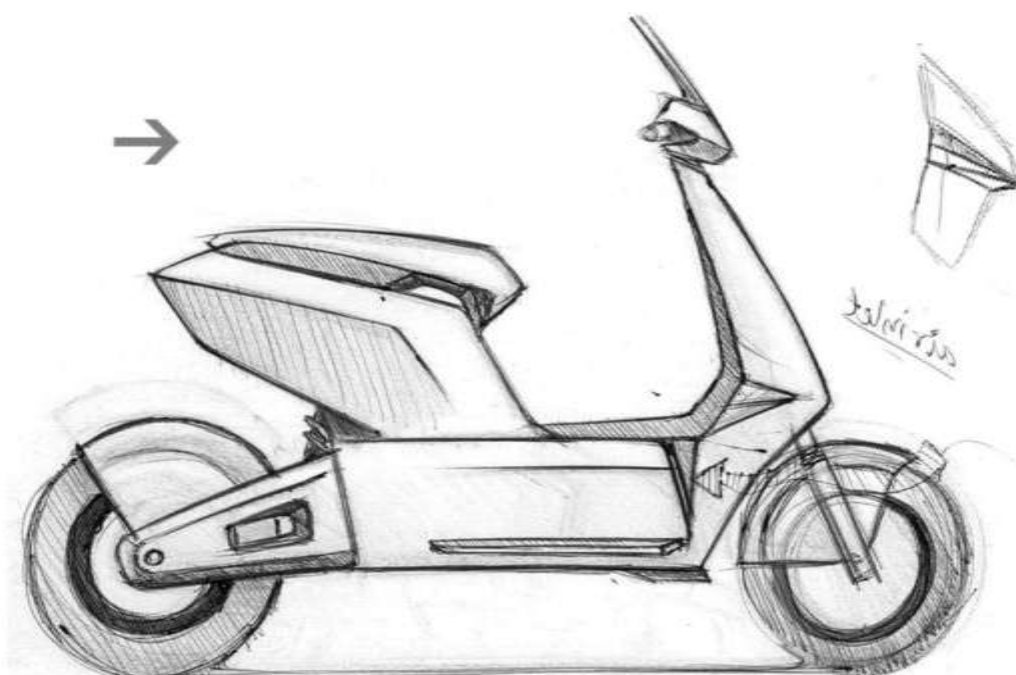
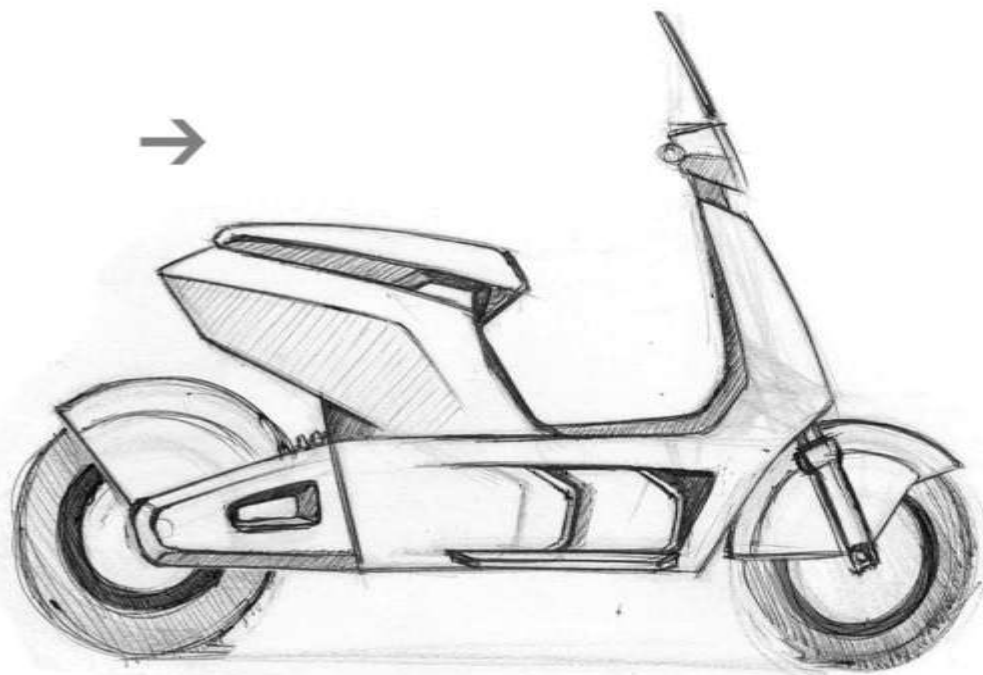
Key Sketch

Electric powered
Zero emission
Eco-friendly



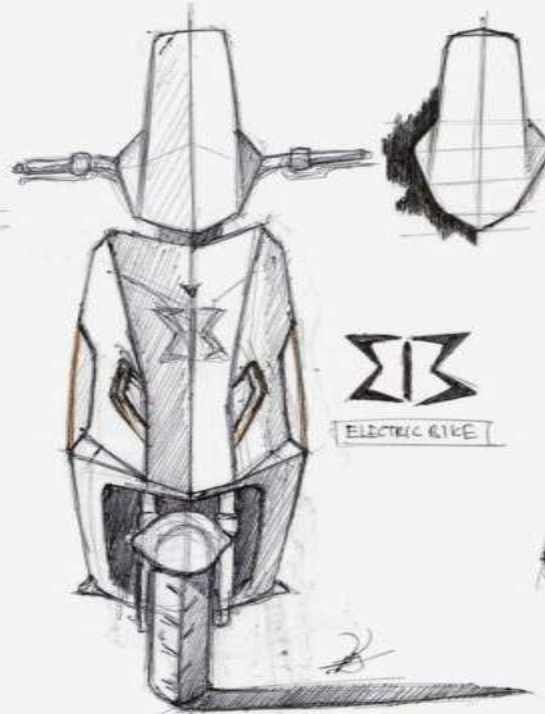
CONCEPT DEVELOPMENT

Final
Concept
Sketch

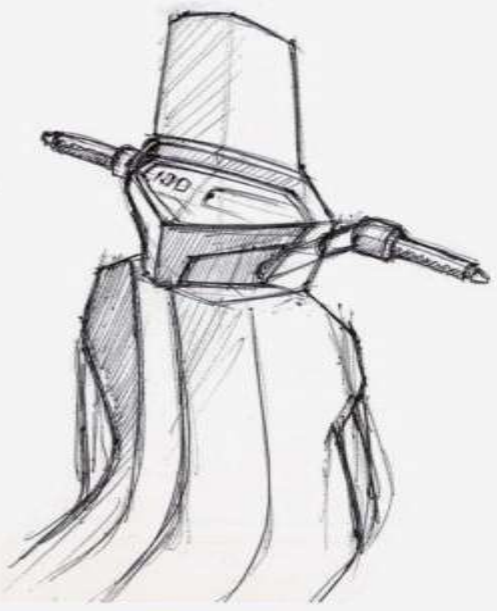
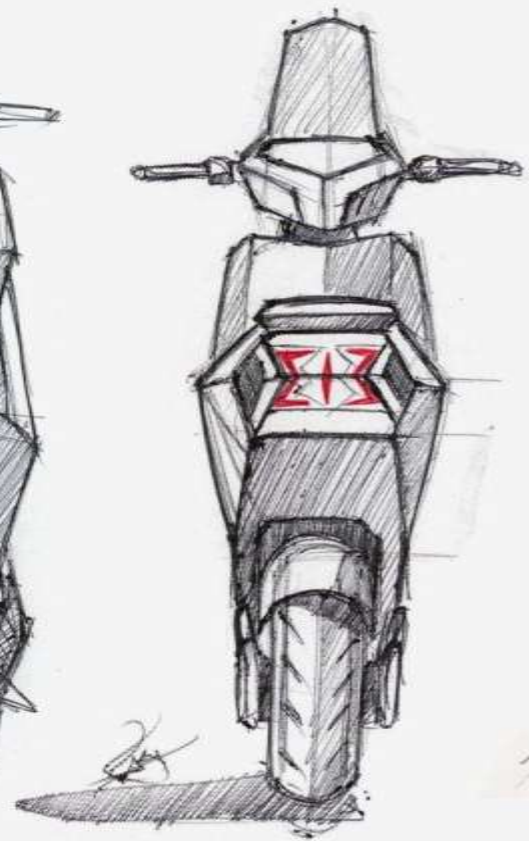
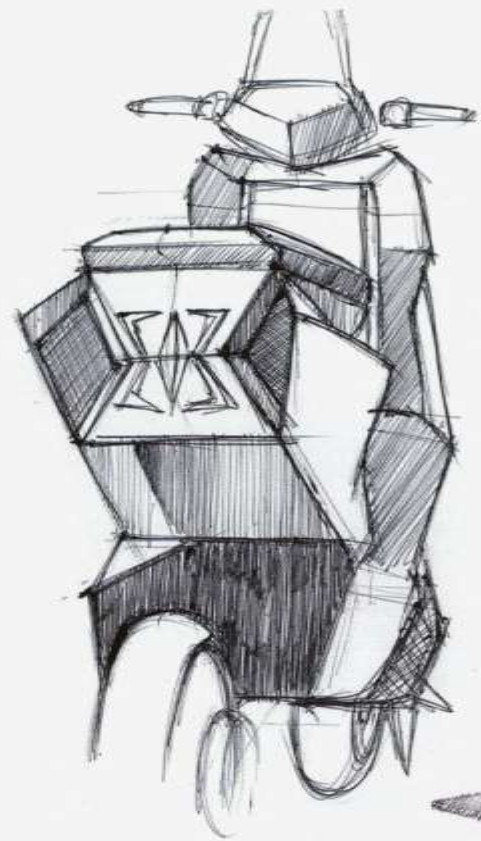
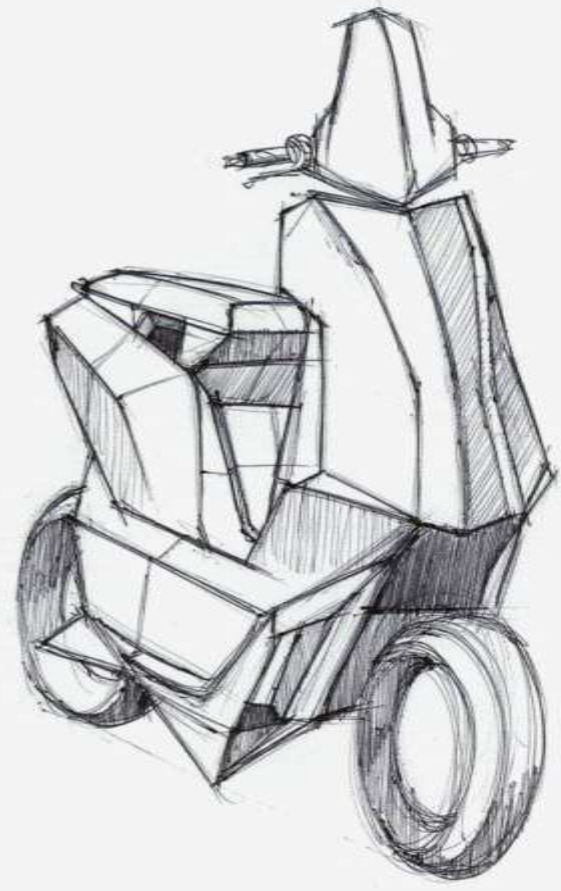
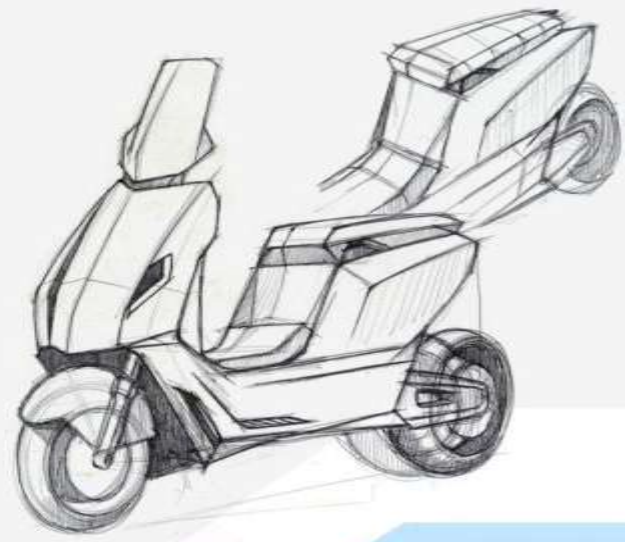
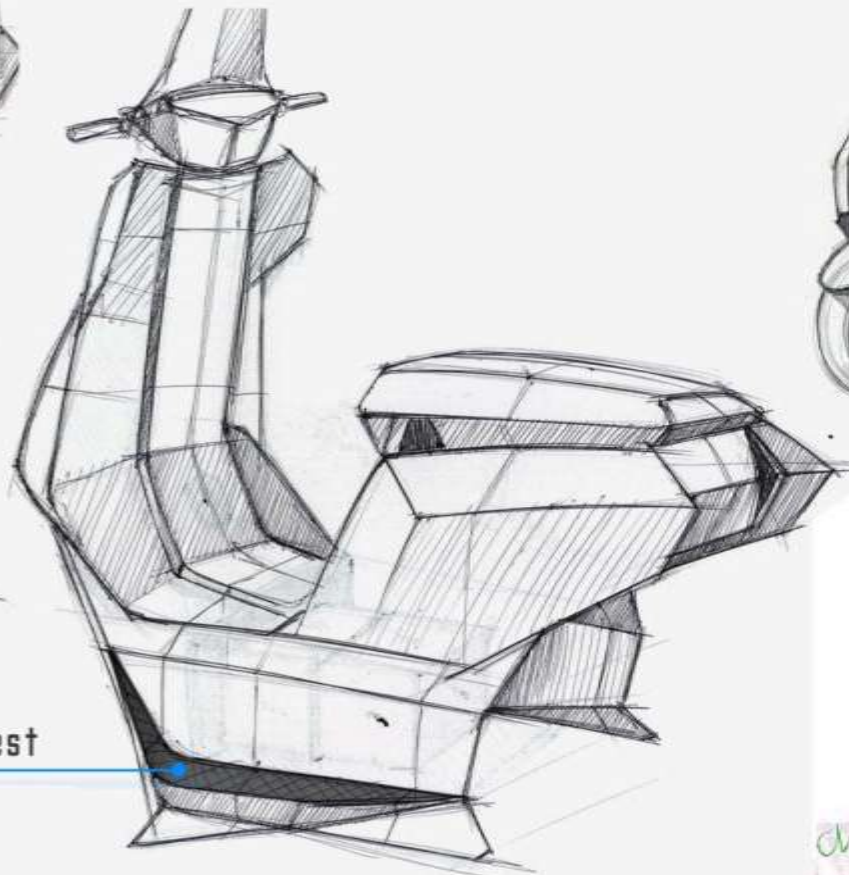


CONCEPT DEVELOPMENT

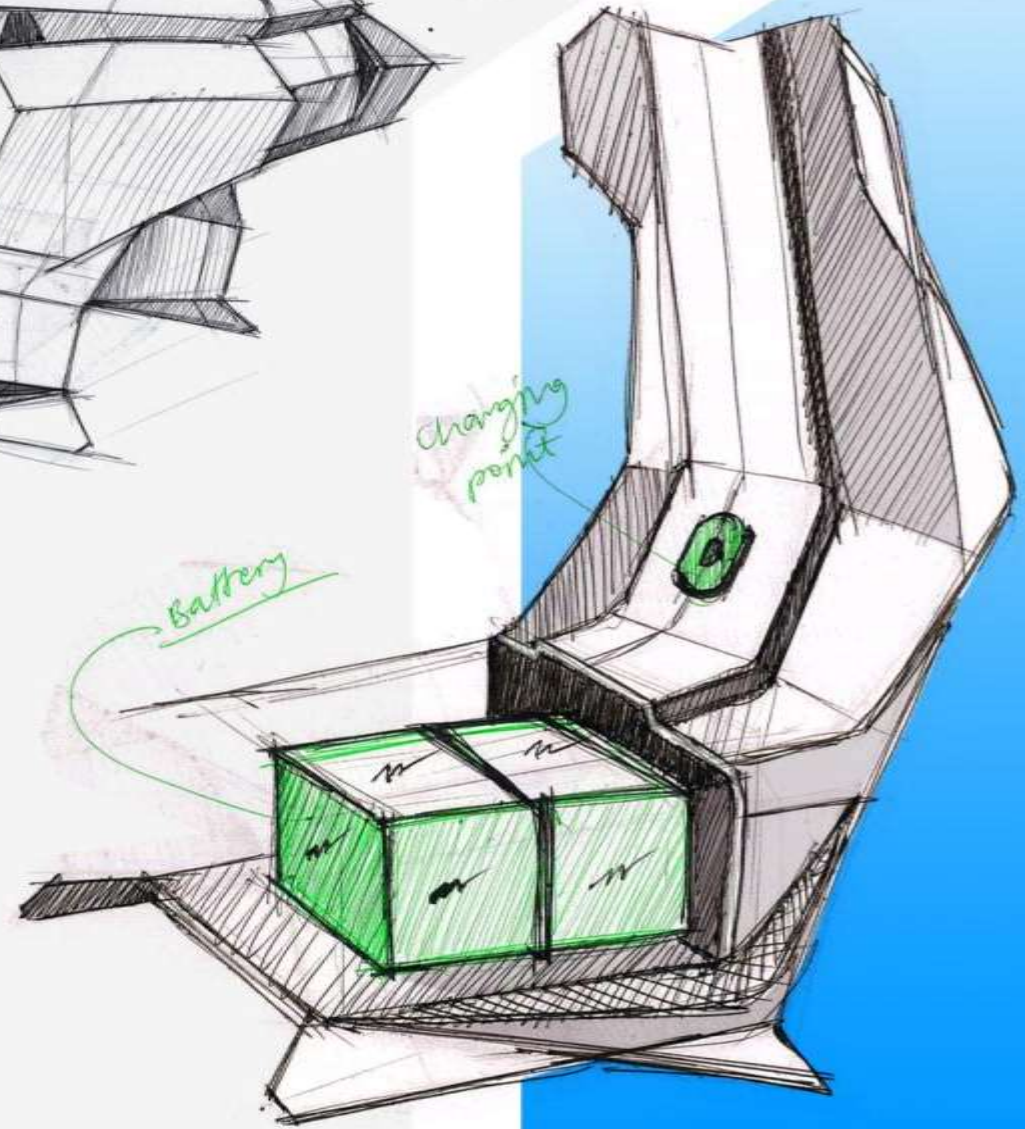
chrome mirror finish
LED indicator



ΣΠ
ELECTRIC BIKE



Foot rest



VIEWS



Scooter logo used
as headlight and
tail lamp

Logo is derived from
the letter 'E'
for Electric



modern style with clear lines,
large surface areas and
simple, precise shapes



DETAILING



Turn signals
integrated as
styling element
rather than an
extra light hanging



Air inlet
for cooling

Rechargeable batteries run along the base of
the scooter, keeping the centre of gravity low,
which is key to a stable & therefore safer ride



Rechargeable batteries



Charging plug

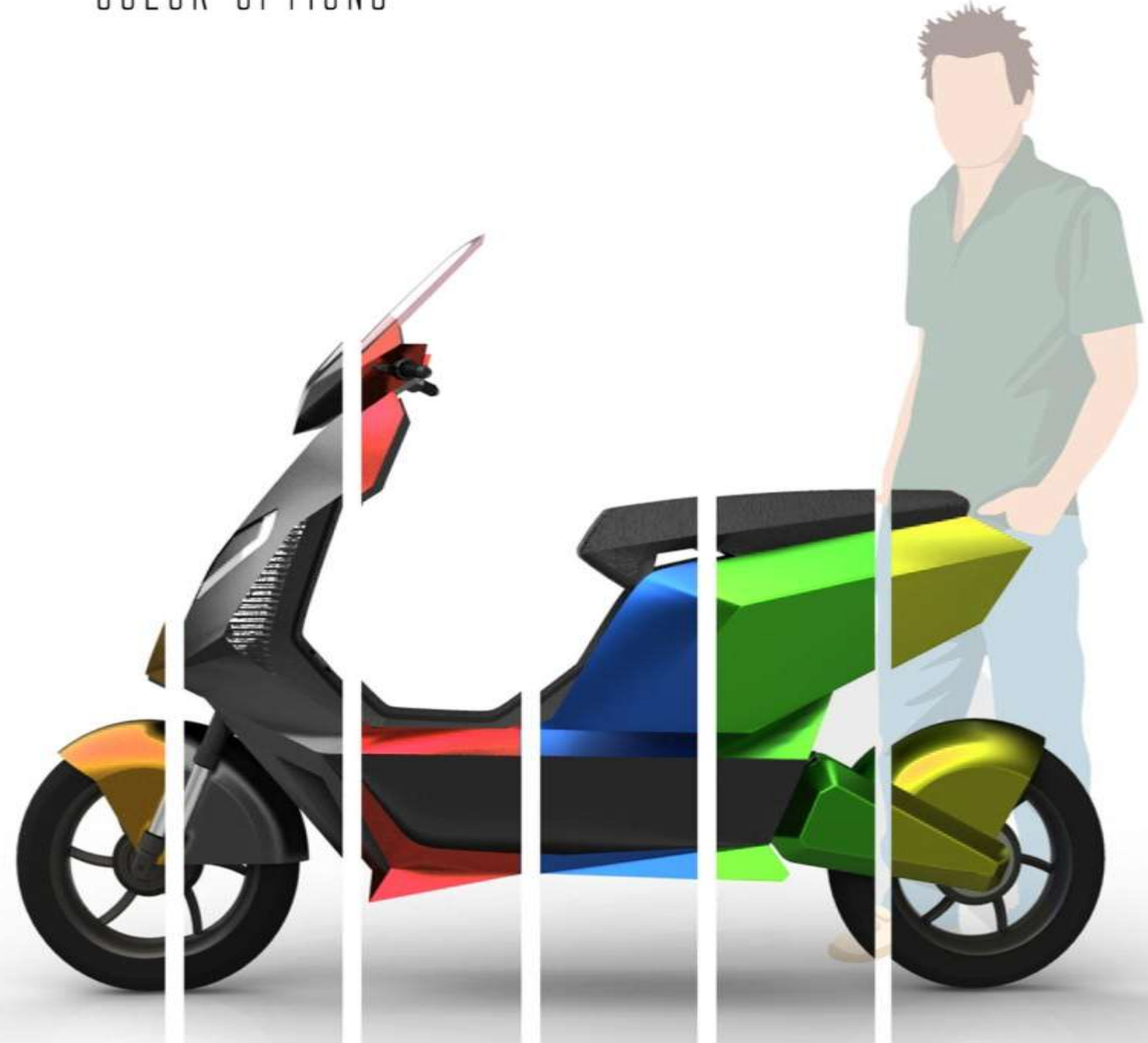


Hub motor

EXPLODED VIEW



COLOR OPTIONS





Design brief -

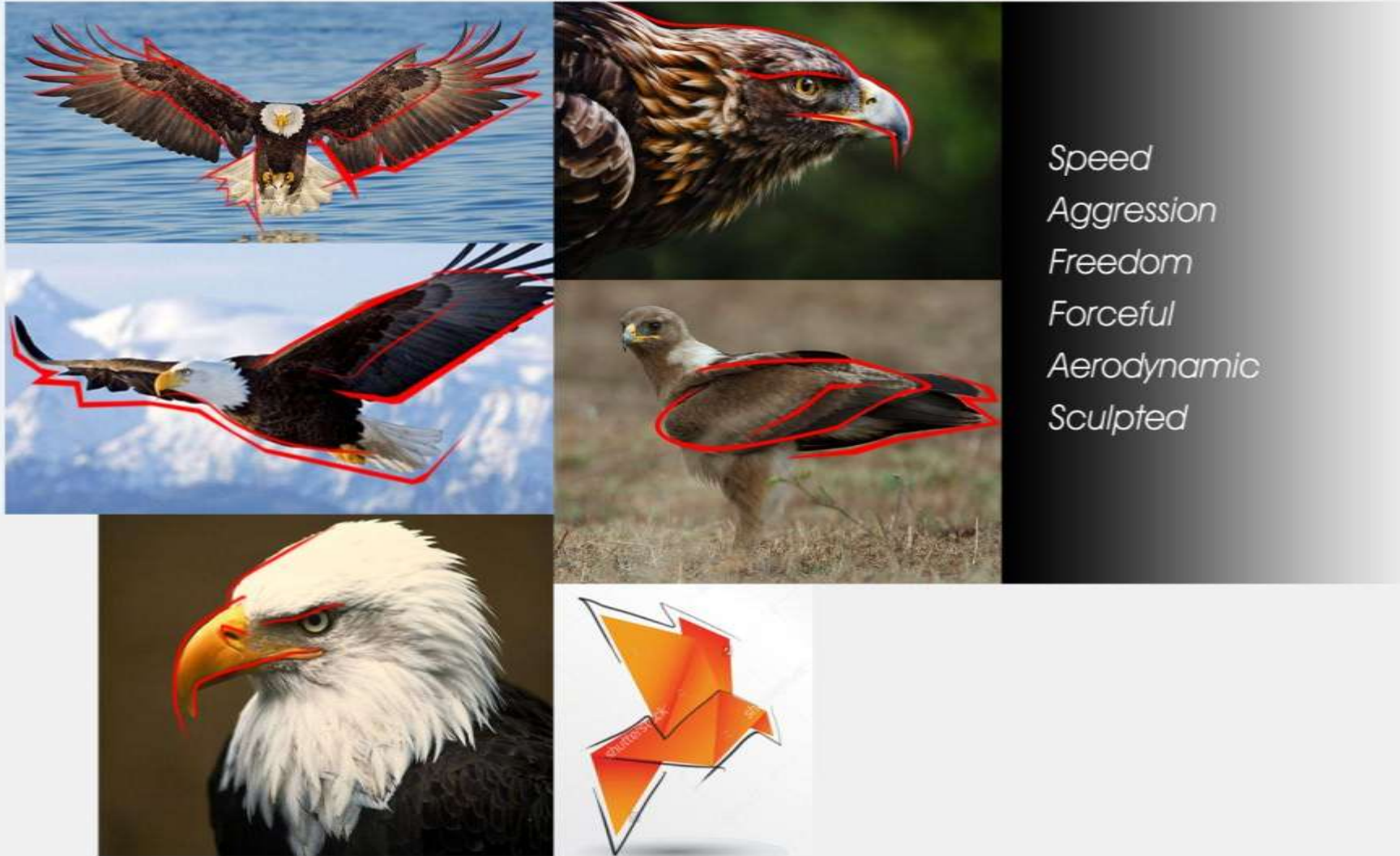
To design a Sports bike taking Eagle as an inspiration for styling

PROJECT 

OBJECTIVE

The objective was to design a sports bike taking the bird 'Eagle' as an inspiration for form and styling

Key words and character lines for design direction



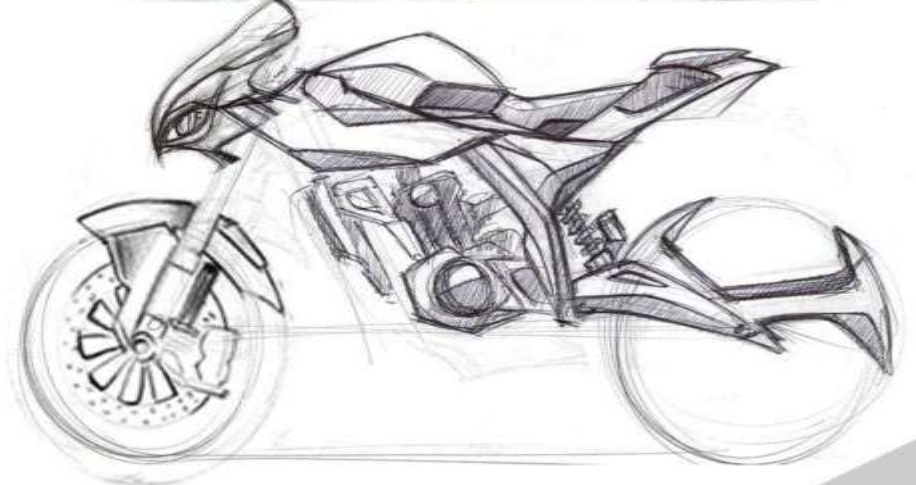
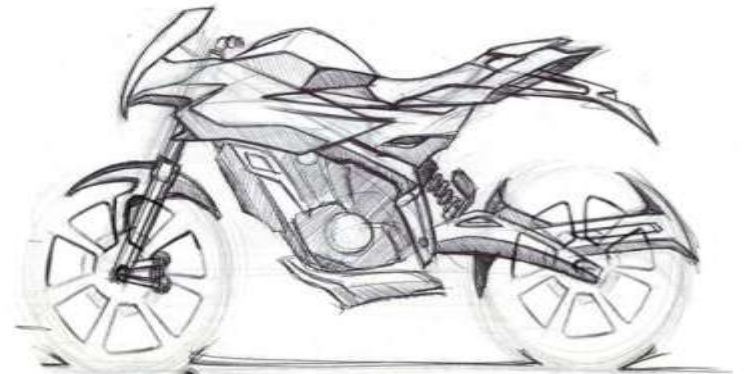
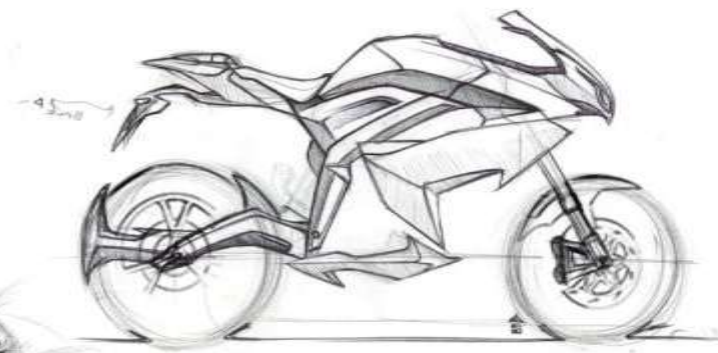
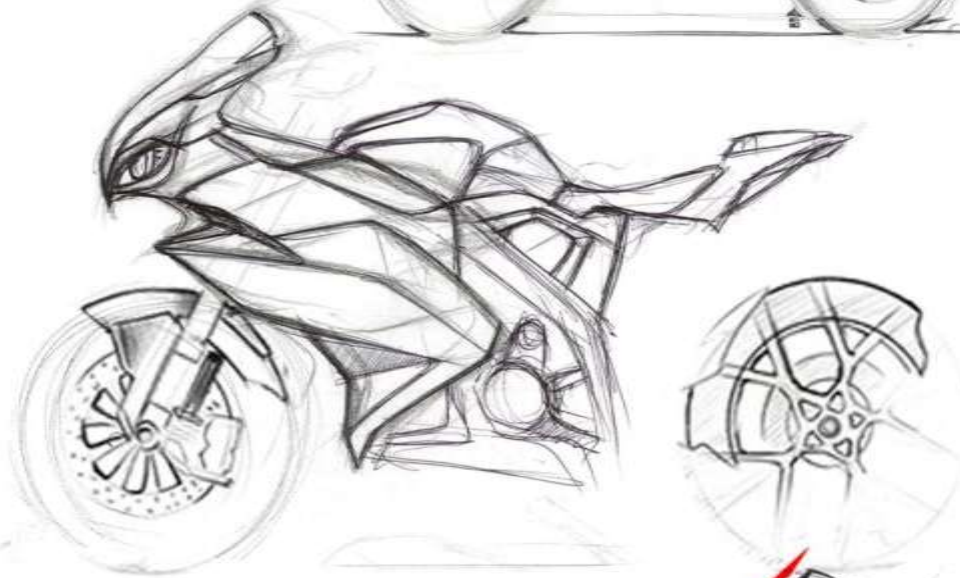
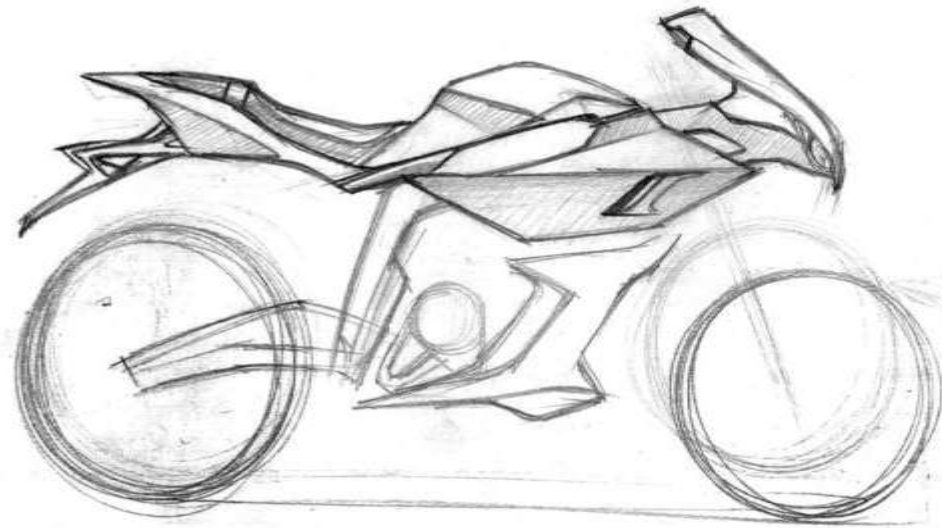
Silhouette exploration



IDEATION

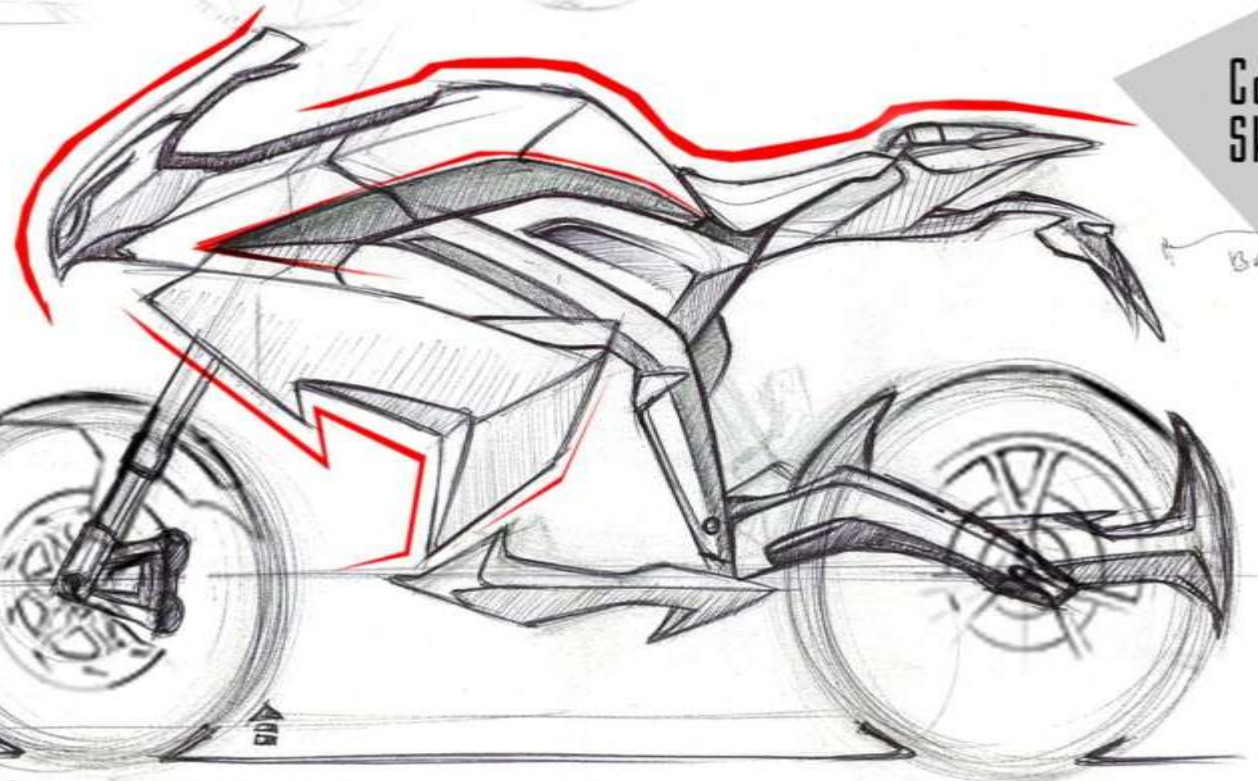
Key words derived from
Eagle's character study

attractive
striking identity
fearless looks
forceful



Garuda

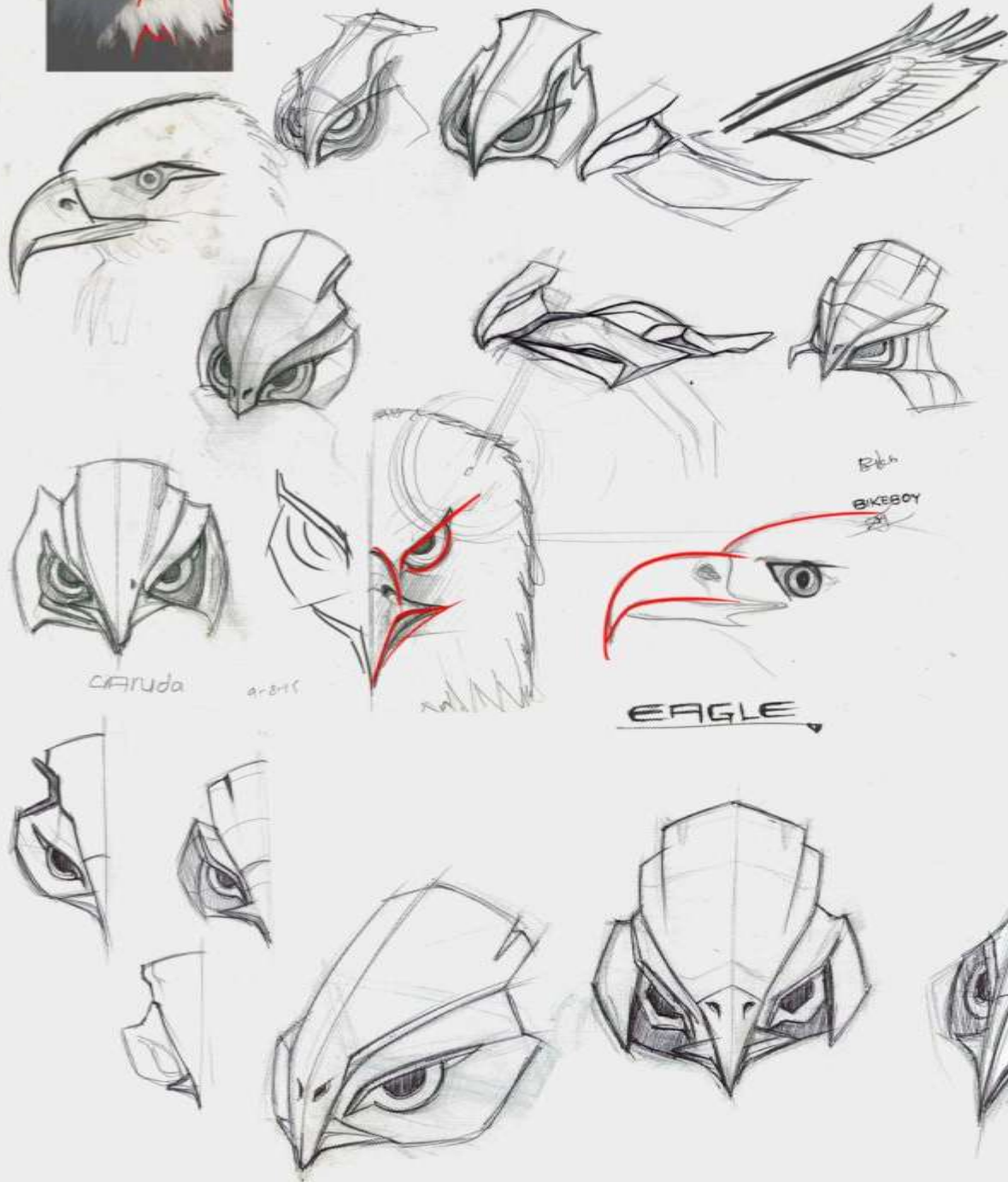
Eagle = Garuda



Concept
Sketch

back P

DEVELOPMENT - FRONT LIGHT FARING



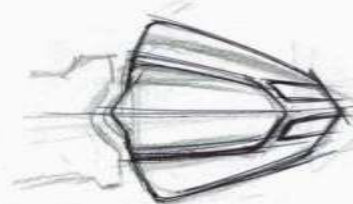
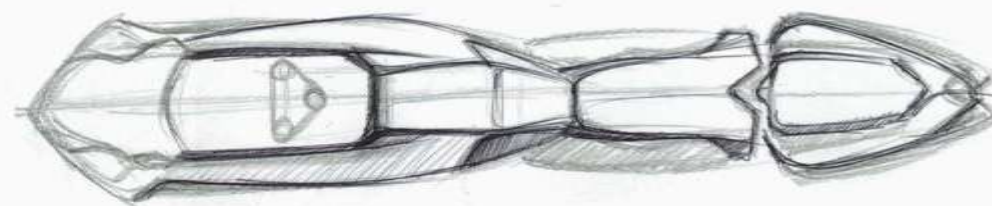
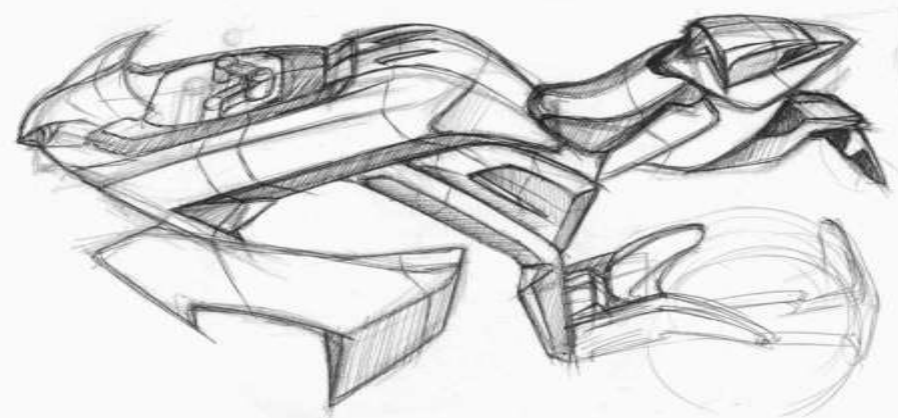
Expressive full LED headlamp shapes the distinctive 'face' of the motorcycle



Key Sketch



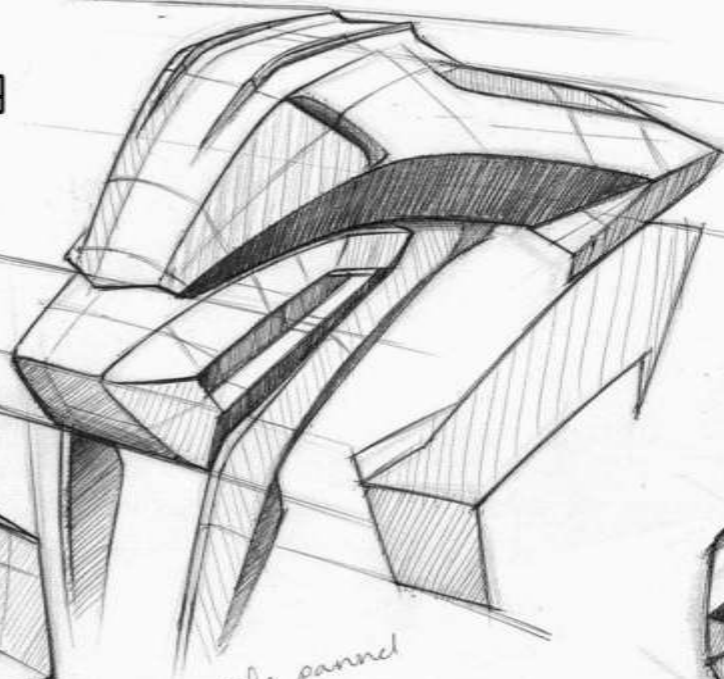
CONCEPT DEVELOPMENT



Tank Detailing

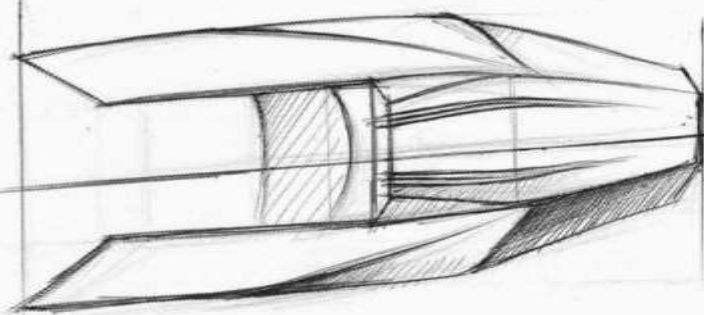
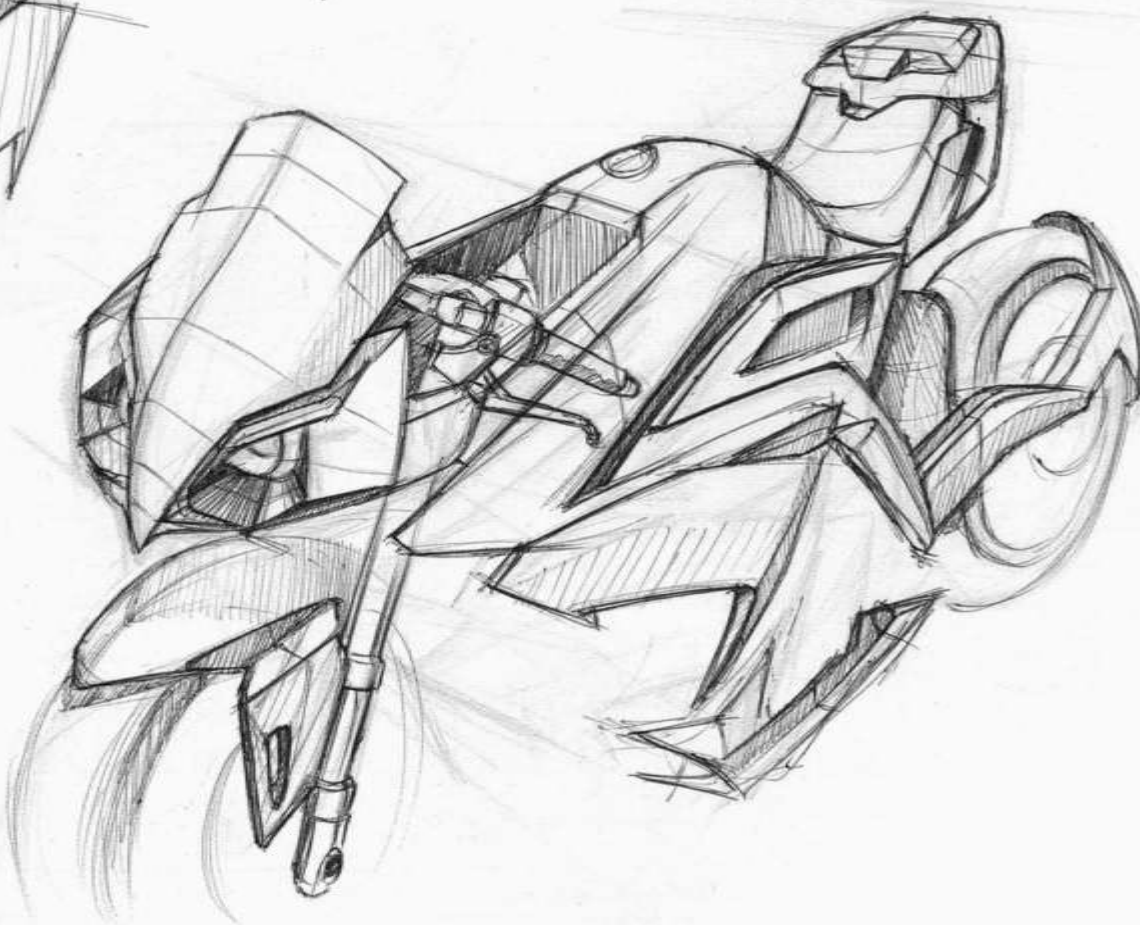
false
tank

the sculptural fuel tank

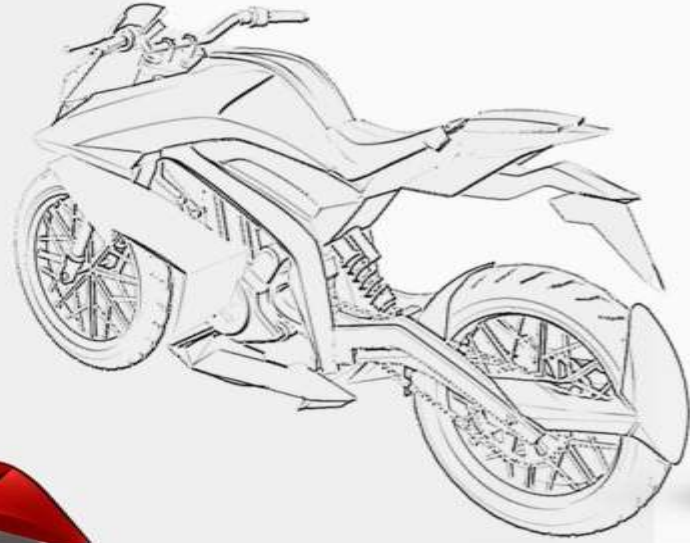
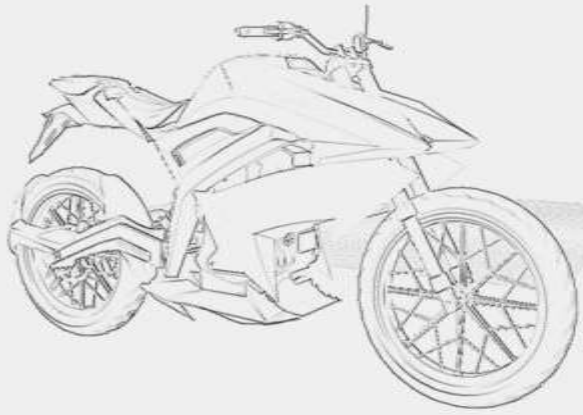


side panel

proportions with a low
front and high rear
form a wedge-shaped
silhouette around the
mid-point of concept



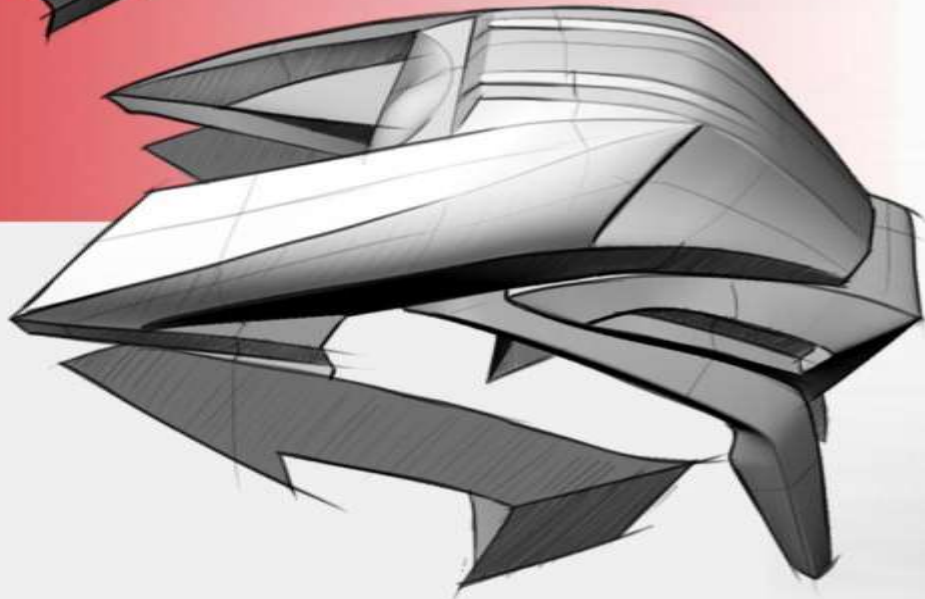
FINAL CONCEPT



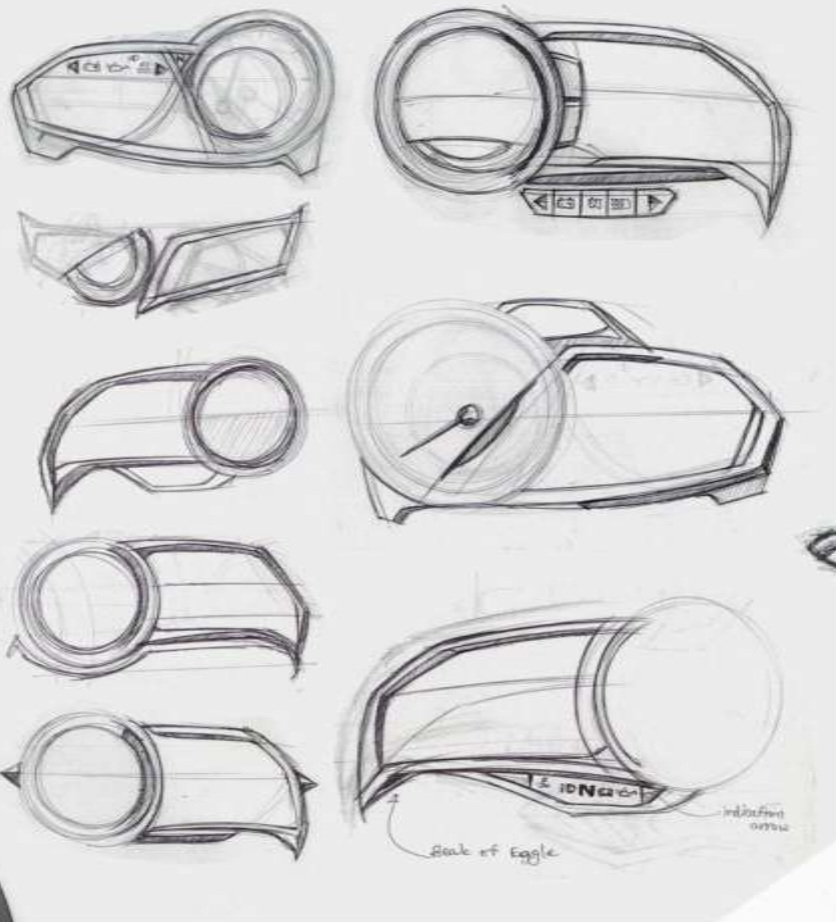
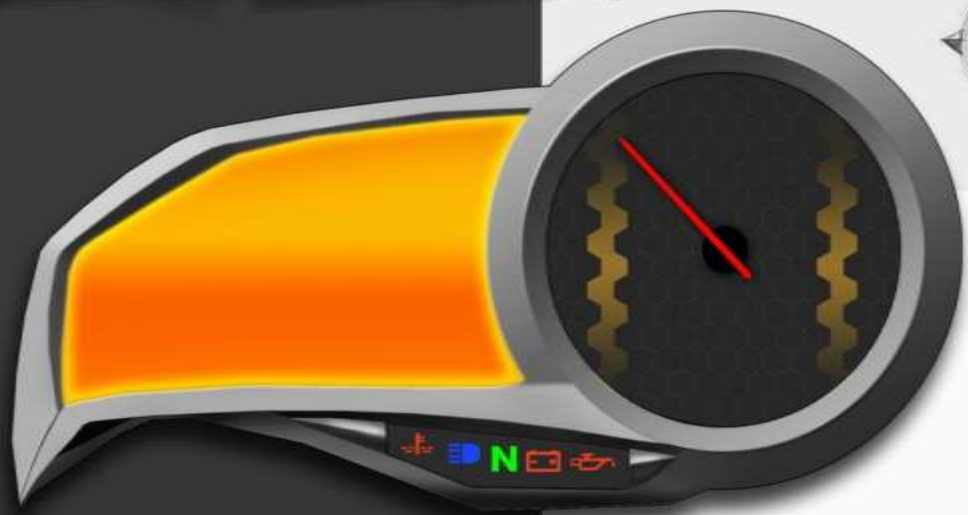
Detailed view
of tank



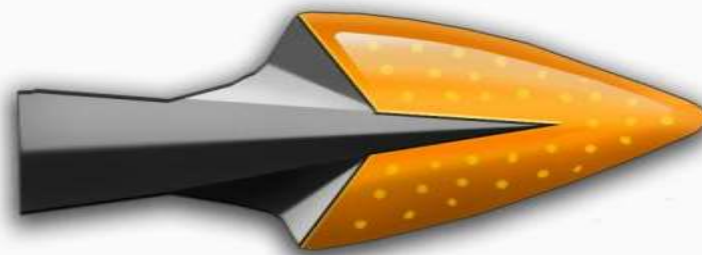
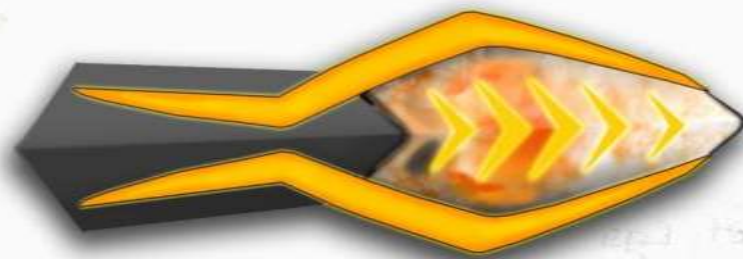
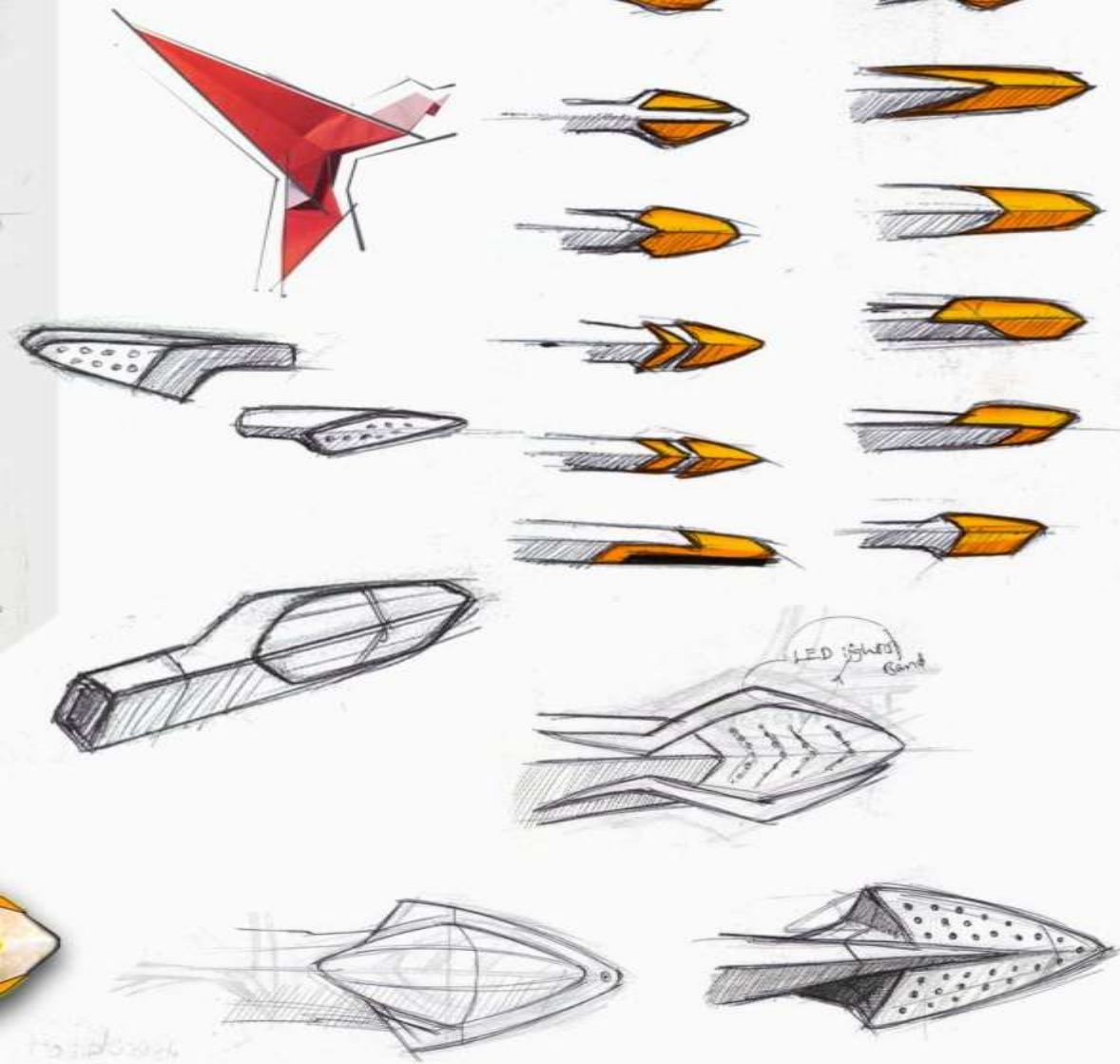
Fairing and tank
is design to enhance
aerodynamics



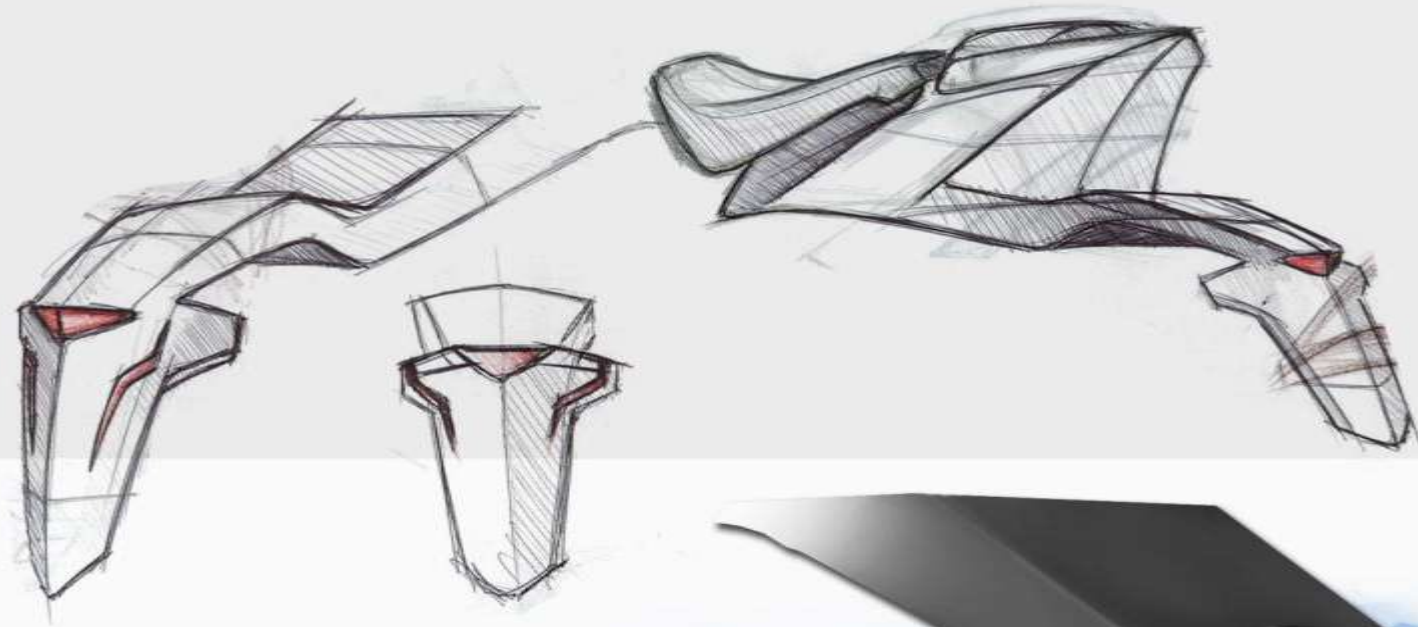
IDEATION - SPEED CONSOLE



IDEATION - TURN SIGNALS



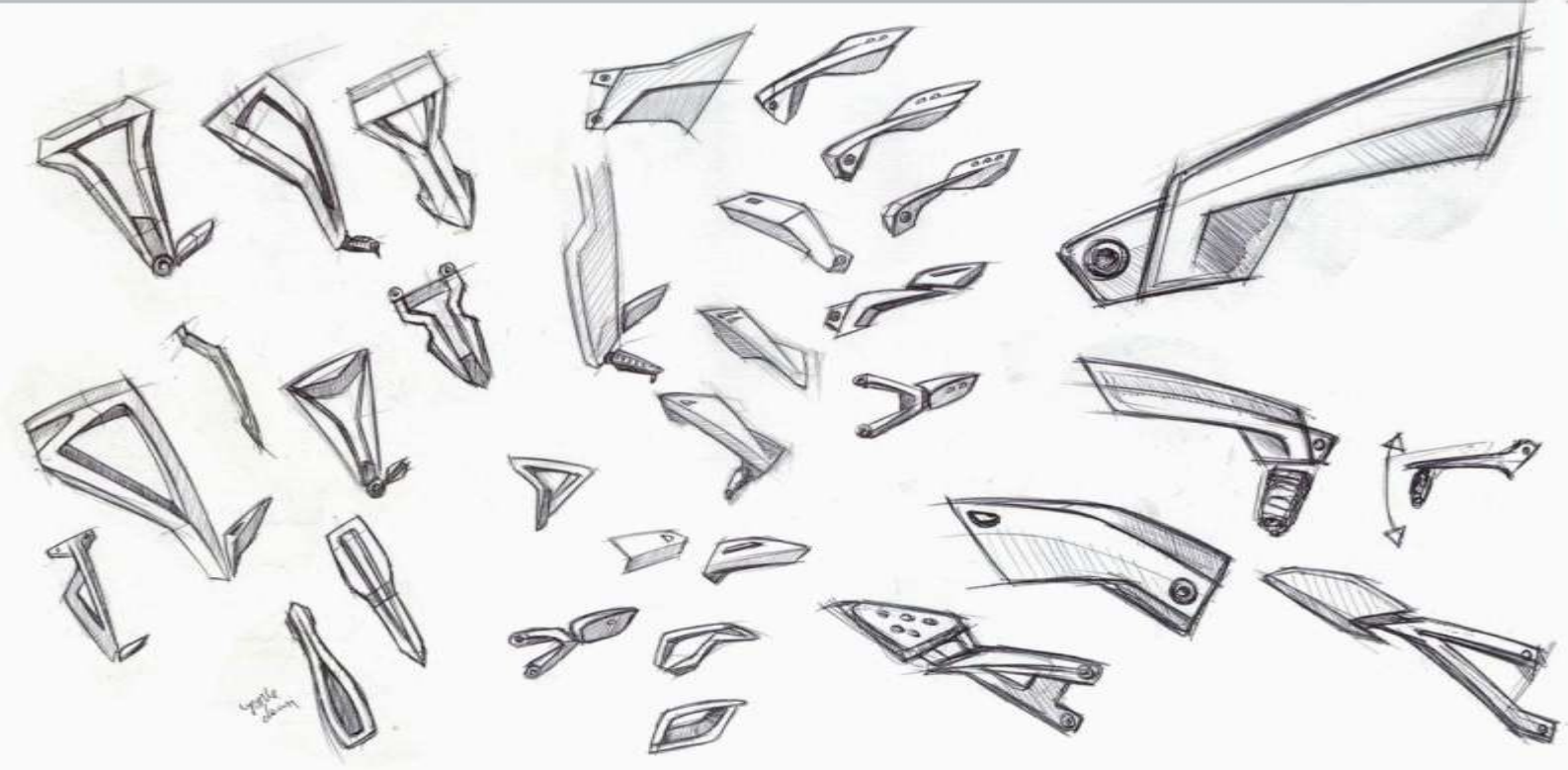
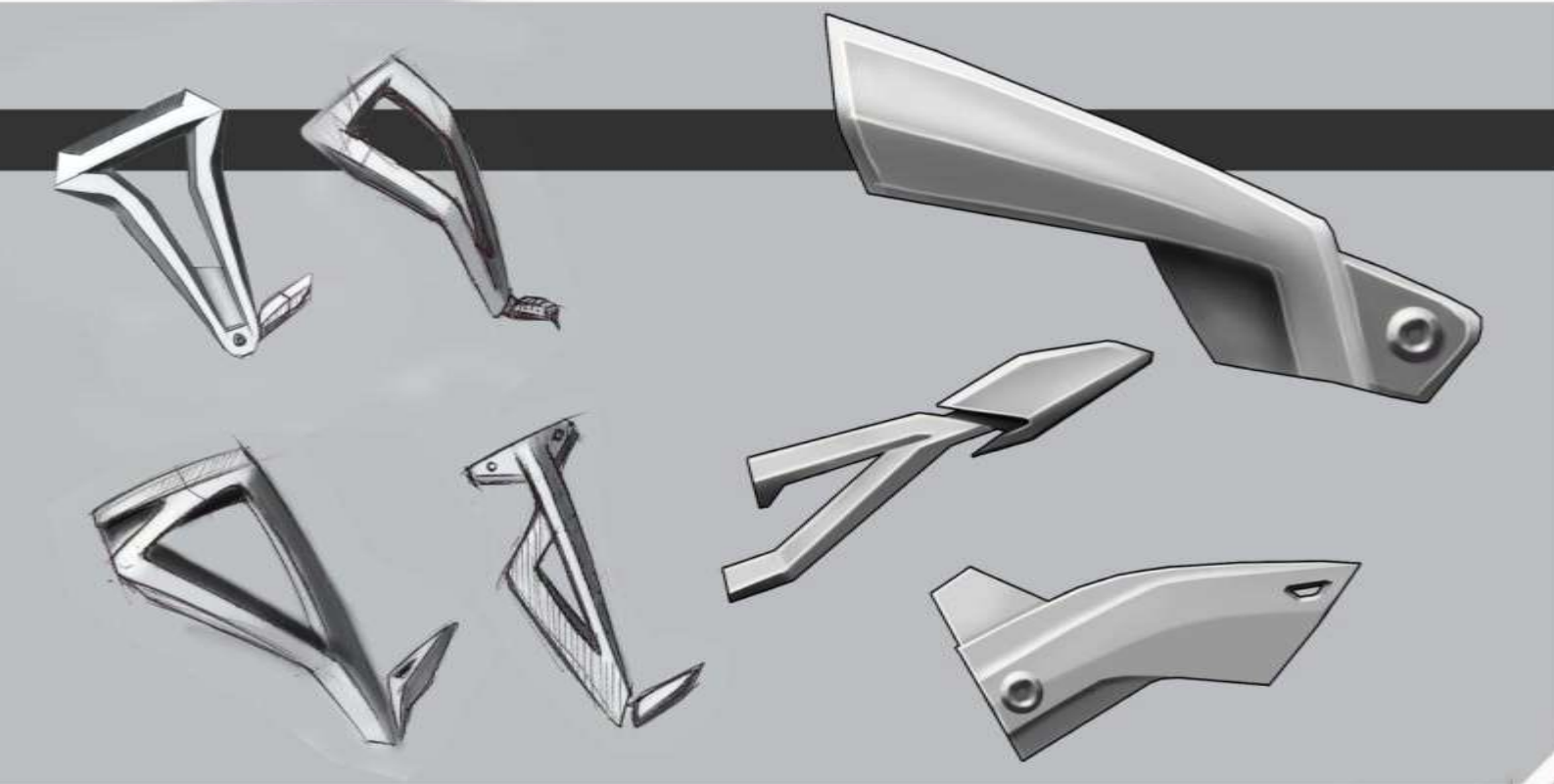
DETAILING - SEAT AND REAR MUD GAIRD (TAIL)



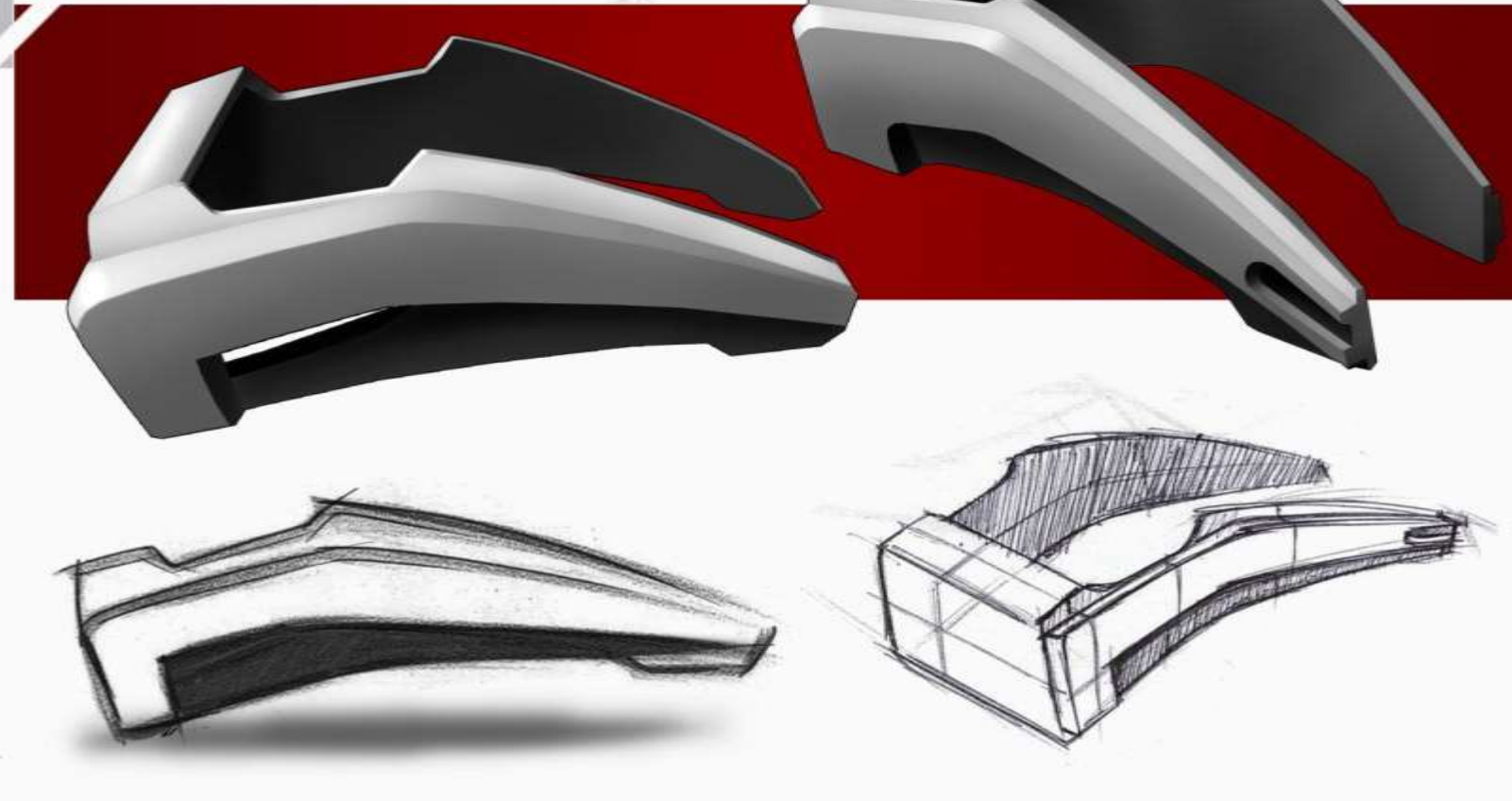
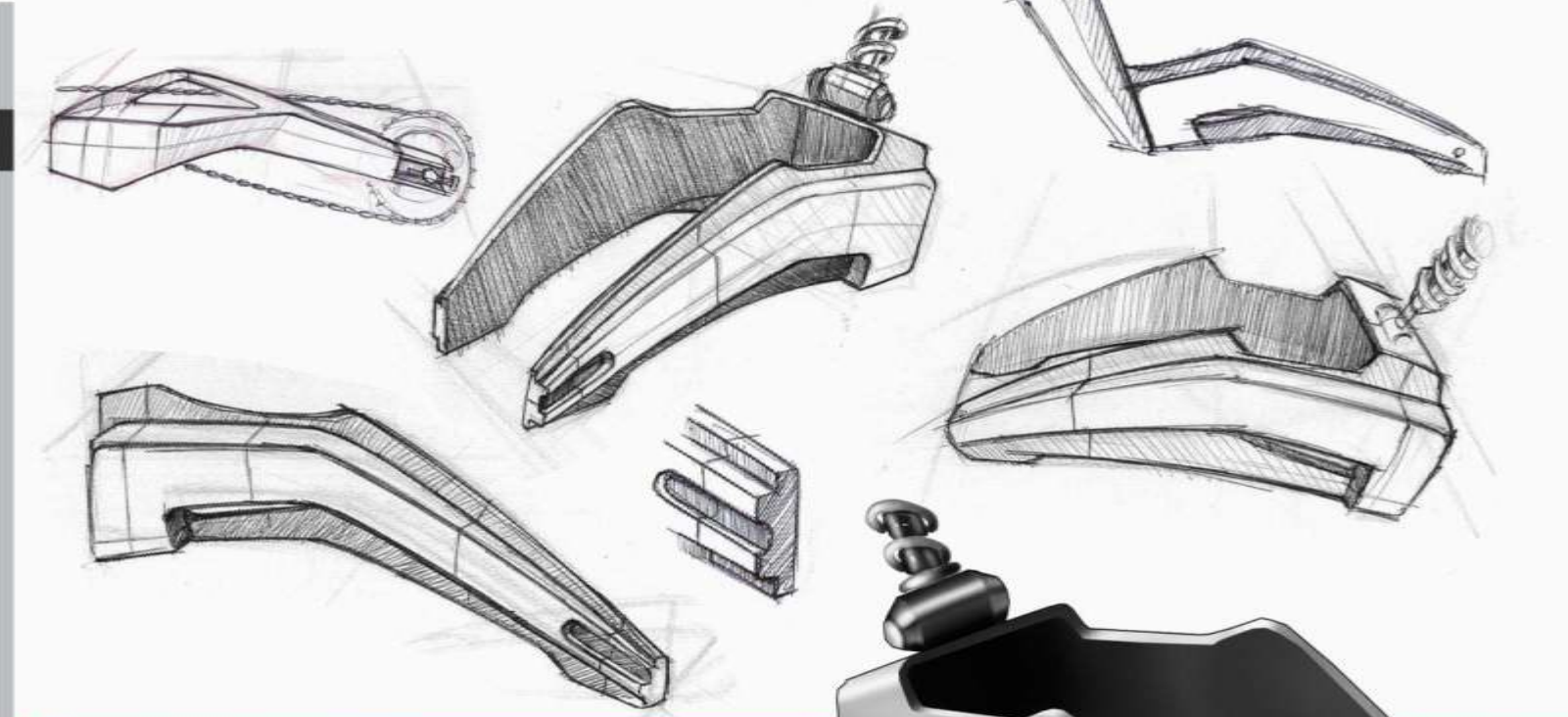
a wedge-shaped
silhouette around
the tail



IDEATION - FRONT AND REAR FOOT REST



DETAILING - SWING ARM



DETAILING - MISCELLANEOUS



FINAL CONCEPT VIEWS





THANKS FOR YOUR TIME !

Ashish K. Shevkar
+91 9595 37 16 37
ashishshevkar06aks@gmail.com