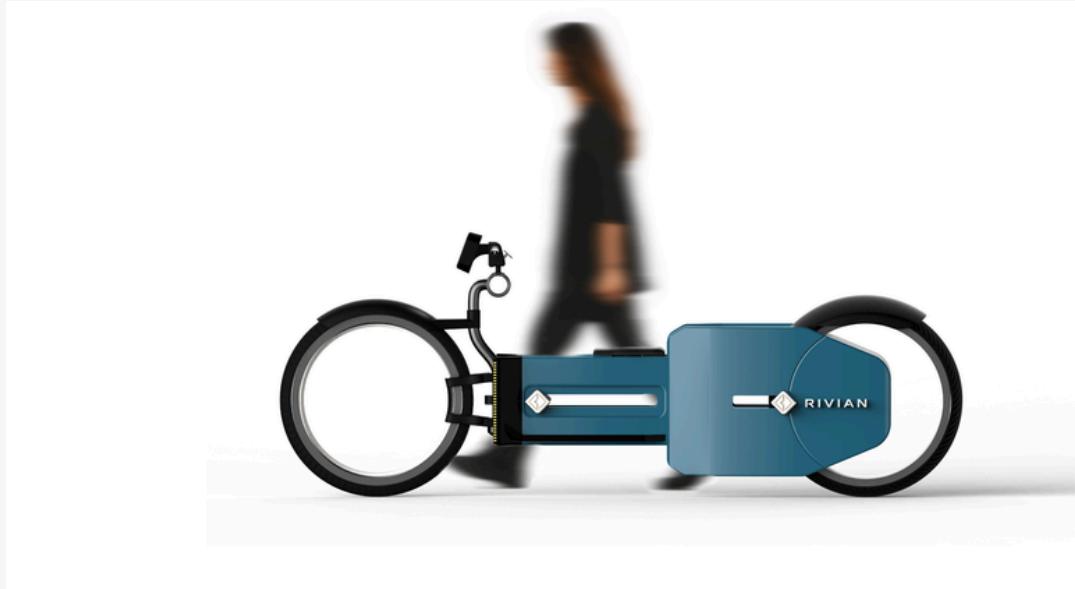


Hi. 你好

# Content

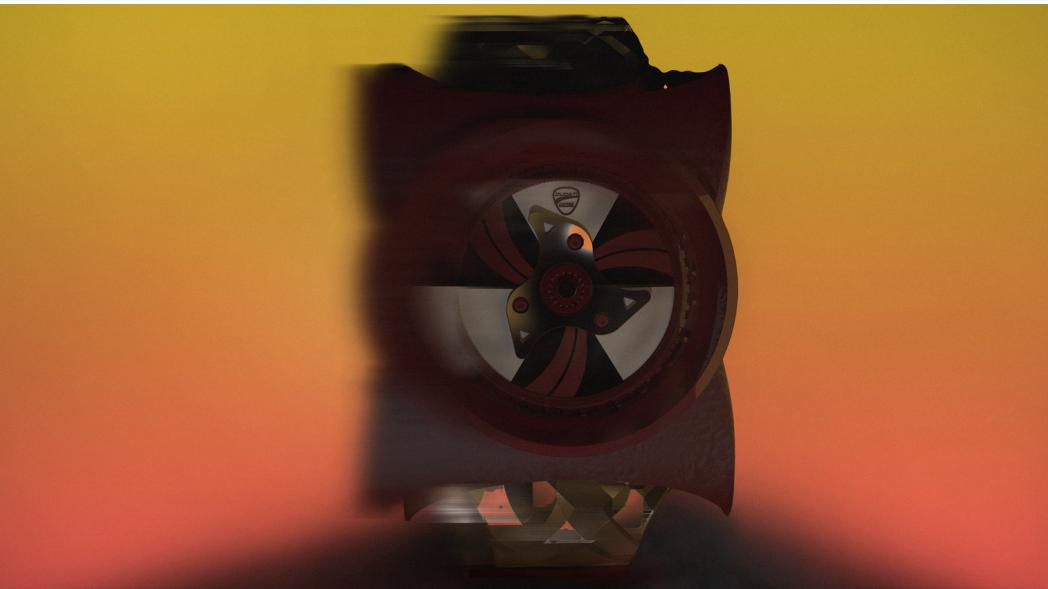
1.



## Vector-E Rivian:

Transportation  
Market Research  
Design Iterations  
CAD & Visual Communication

2.



## DUCATI VeloChron:

Wearable  
Branding  
CAD & Visual Communication

3.



## LV x F1 AeroTrace AR:

Lifestyles  
Branding  
CAD & Visual Communication

## AR Glasses



*“Shaping the future  
of living with refined  
purpose.”*

# Laurine Peng



: Industrial Designer

## EDUCATION

**ArtCenter College of Design**  
Bs, Product Design

2023 - Expected 2027

## EXPERIENCE

**Teacher Assistant: Drawing (IMER-103-01)**

ArtCenter College of Design | Pasadena, CA  
2024 Fall

## DESIGN SKILL

### **Product Design**

ConceptDesign | Prototype Production | Manufacture

### **Graphic Design**

PosterDesign | Logo | Business Card

### **CMF Design**

Color Research | Material Application | Finish Application

### **Strategic Design**

MarketResearch | Data Analyze | Strategic Planning

### **3D Printing Production**

3DMoldeling | 3DPrintingApplication

### **Illustration / Photograph**

## SOFTWARES

### **2D visualization**

Illustration | Photoshop | Indesign | Figma

### **3D visualization**

Solidwork | Rhino | Gravity Sketch | Maya | Blender | Keyshot

### **AIGC**

Midjourney | Vizcom | Chatgpt

## LANGUAGES

English - Fluent / Mandarin - Native/ Cantonese - Fluent

## RECOGNITION

Artcenter Undergraduate Scholarship  
Artcenter Student Gallery



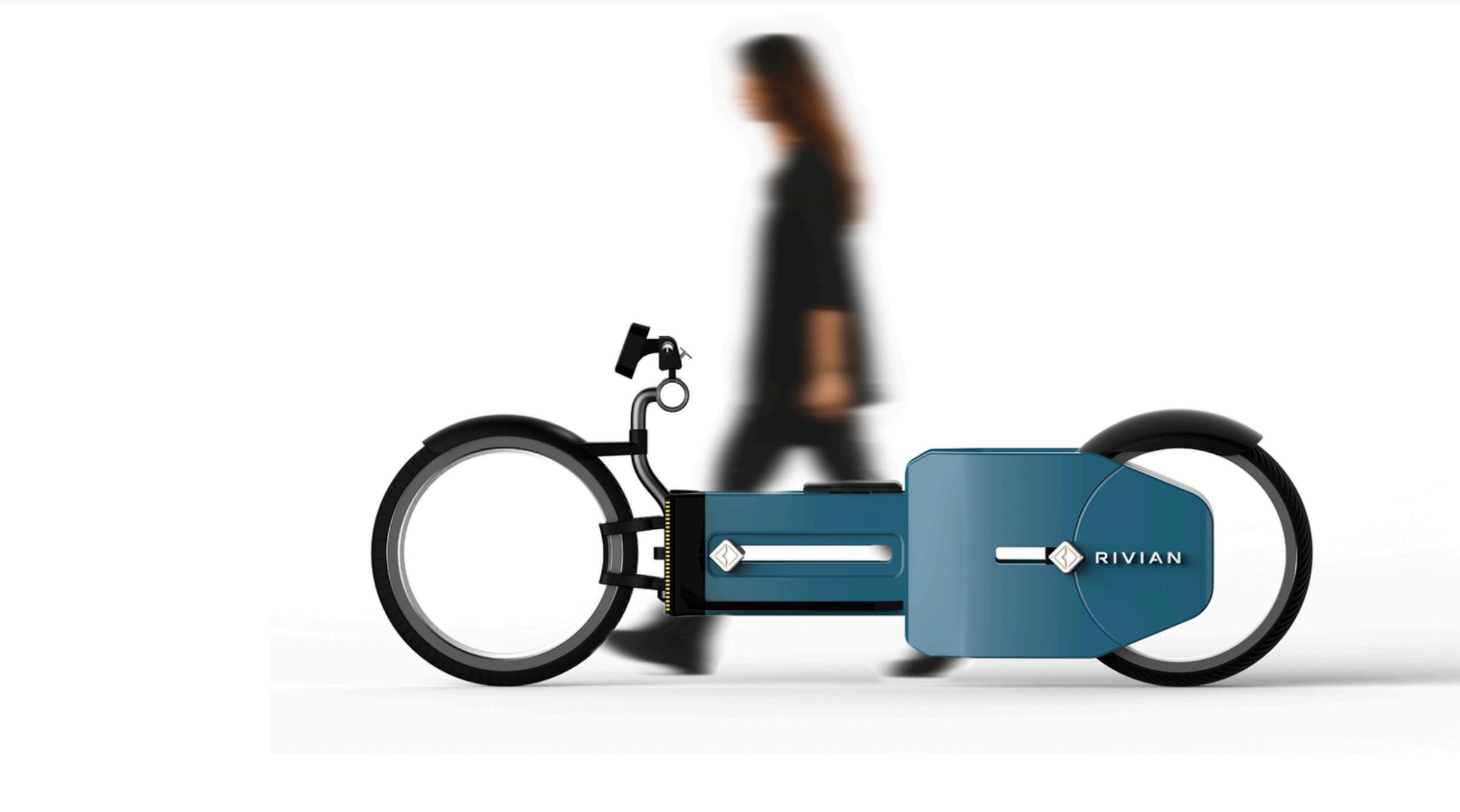
# Project 1.

## Vector-E Rivian:

*Summer 2025.*  
14 weeks

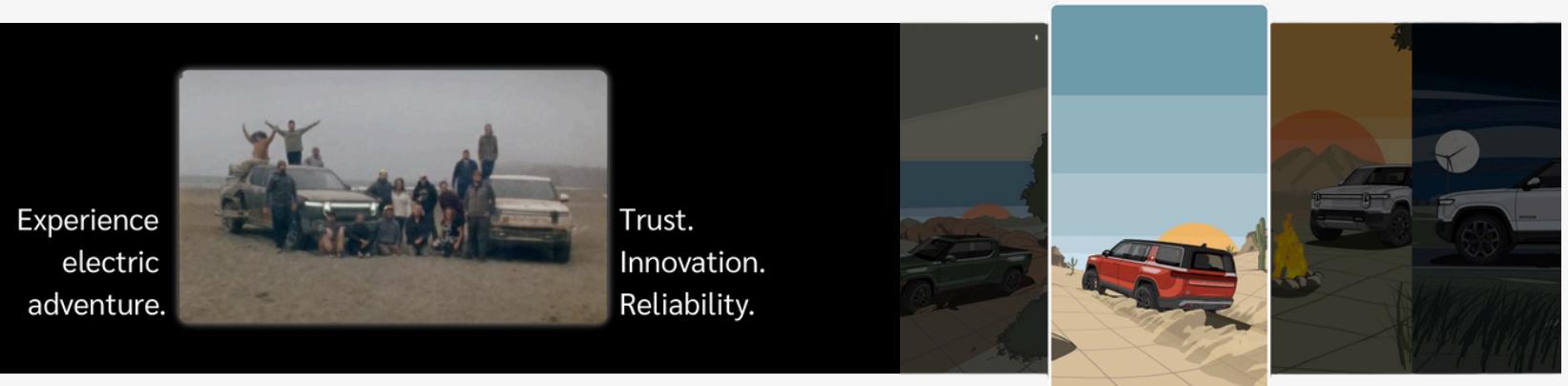
This is a seamless transition from off-road vehicles to electric motorcycle town exploration.

A retractable EV-bike built for trusted, innovative, electric adventure.



# Brand Research

## Knowing about Rivian:



Built to adapt all terrains.



Rivian is an electric adventure brand dedicated to sustainability, durability, and purposeful design. Its mission is to inspire exploration while preserving the natural world.

### Vertical Precision

Clean vertical lines and upright forms create Rivian's confident, instantly recognizable posture.

### Adventure Duality

A balance of rugged durability and smooth minimalism shapes Rivian's refined outdoor identity.

### Signature Accents

Iconic stadium headlights and warm metallic details add clarity, warmth, and brand character.

## Into the Joshua Tree:



### Desert Stretch

Vast, quiet, and sparsely populated, Joshua Tree stretches with open desert roads and distant towns — a landscape both beautiful and demanding for travelers.

**It's exactly the kind of environment where Rivian proves its purpose: extending mobility beyond the road, offering seamless transitions between rugged trails and nearby desert stops, making exploration effortless and truly within reach.**

### Timeless Utility

Purpose-built hardware and modular forms express Rivian's long-lasting, functional design ethos.

# Concept Development

## Design Language



Lightweight Mobility



Short-Distance Transport



Portable Storage



Point-to-Point Travel



## Demand loop

Borrowed from the Rivian Experience Center, the vehicle stays ultra-light so users can easily lift, move, and charge it anywhere.

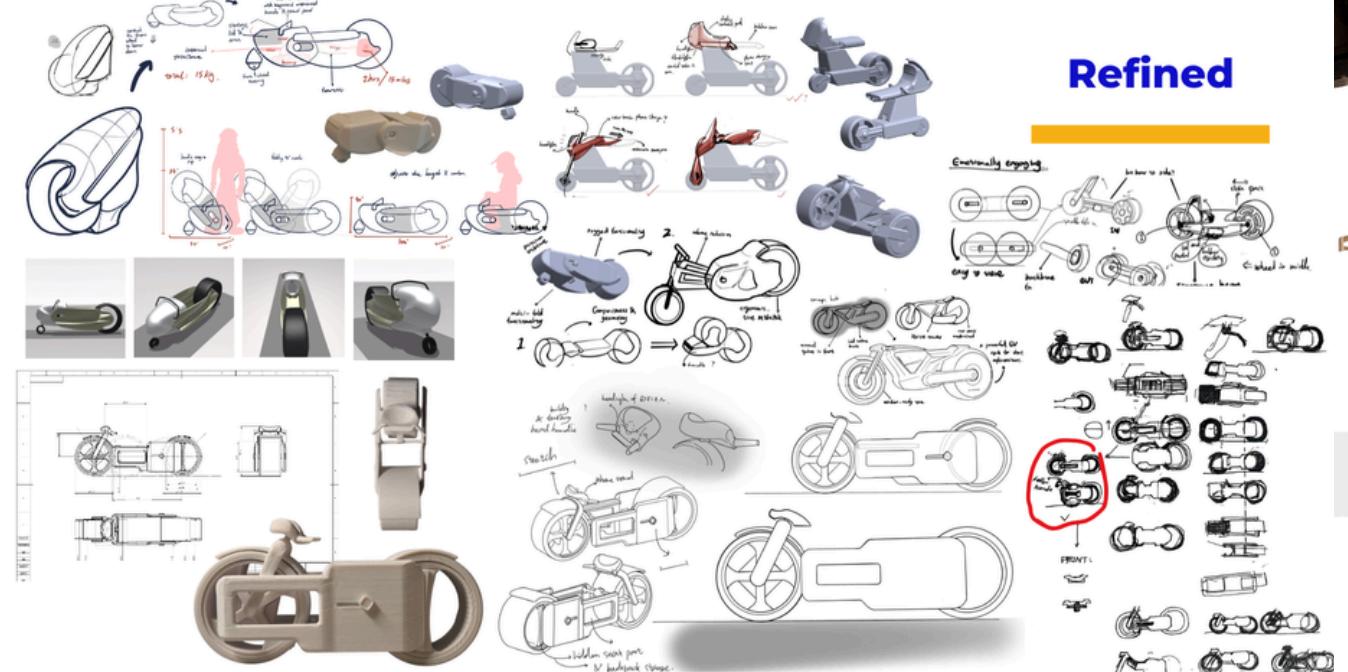
Designed for quick trips while your Rivian is charging—perfect for grabbing groceries or exploring nearby town spots.

Carries daily essentials or small luggage, making local travel smoother and more convenient.

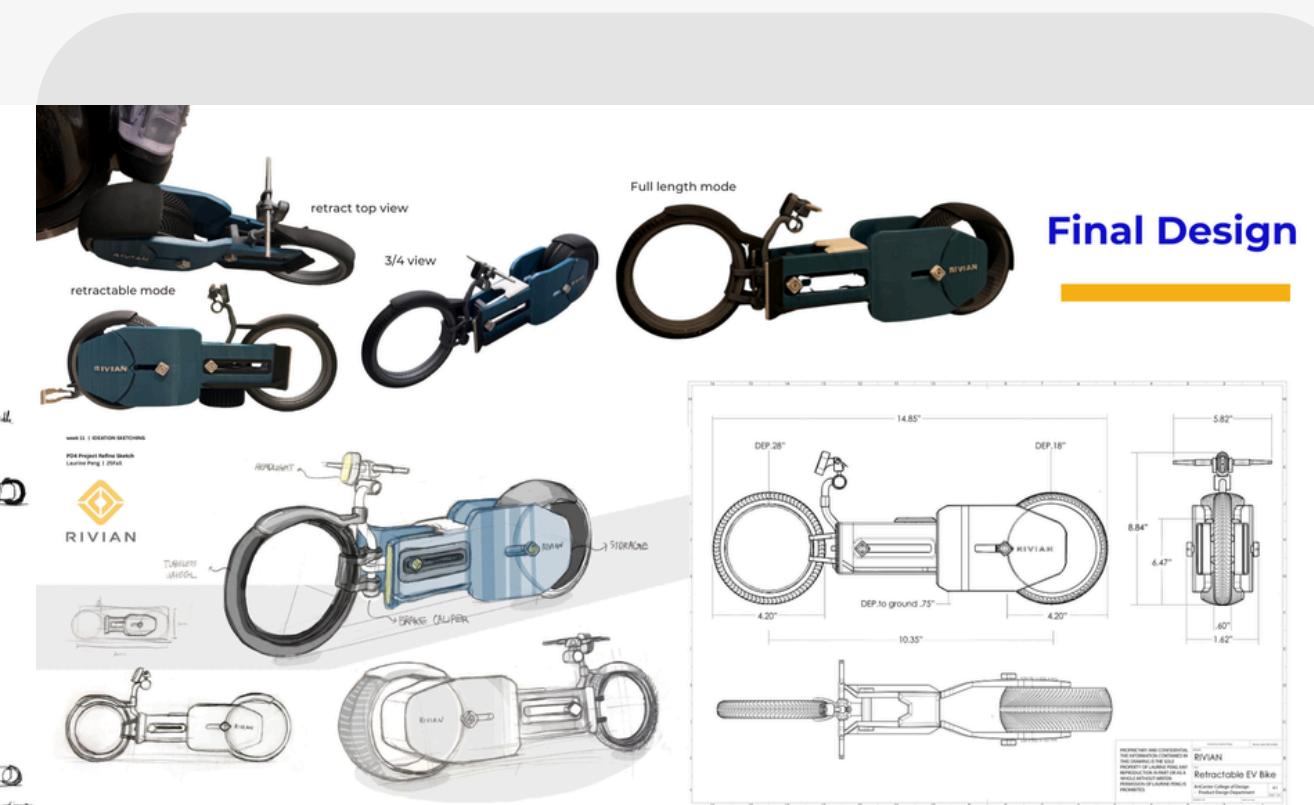
Light enough for cross-location rentals—pick it up at one Experience Center and return it at the next.

# Process

## Design Iterations:



From early sketches to 3D-printed mockups, my goal was to create an ultra-light, compact folding vehicle that supports effortless travel and integrates naturally into Rivian's adventure ecosystem.



- Reliable electric range

- Compact storage capability

- Ultra-light & easy to handle

# Details

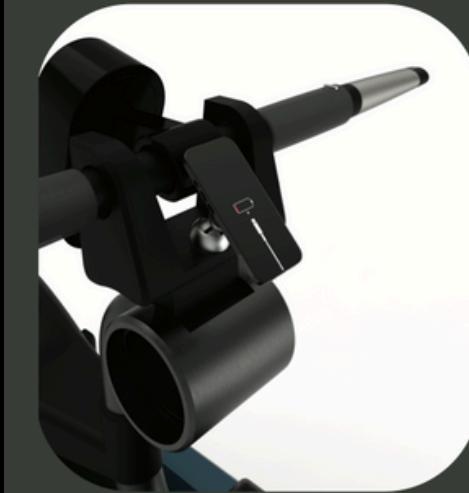


With its extendable frame, riders can **adjust the length** and **riding angle** for comfort, and the bike can be easily folded to **fit in a car trunk**.

## FUNCTIONALITIES

### **Foldable & Telescopic Handlebar**

A quick-release and extendable handlebar for easy folding, storage, and posture adjustment, ensuring both portability and riding comfort.



### **Illuminated Logo Headlight**

Headlight with Rivian logo, offering strong road visibility and iconic brand recognition.



### **Rear Storage**

The logo panel doubles as a detachable cover, revealing hidden storage space for essentials.

### **Retractable Seat Module**

The seat cushion slides into the front extension rail, allowing compact storage and a cleaner overall form.

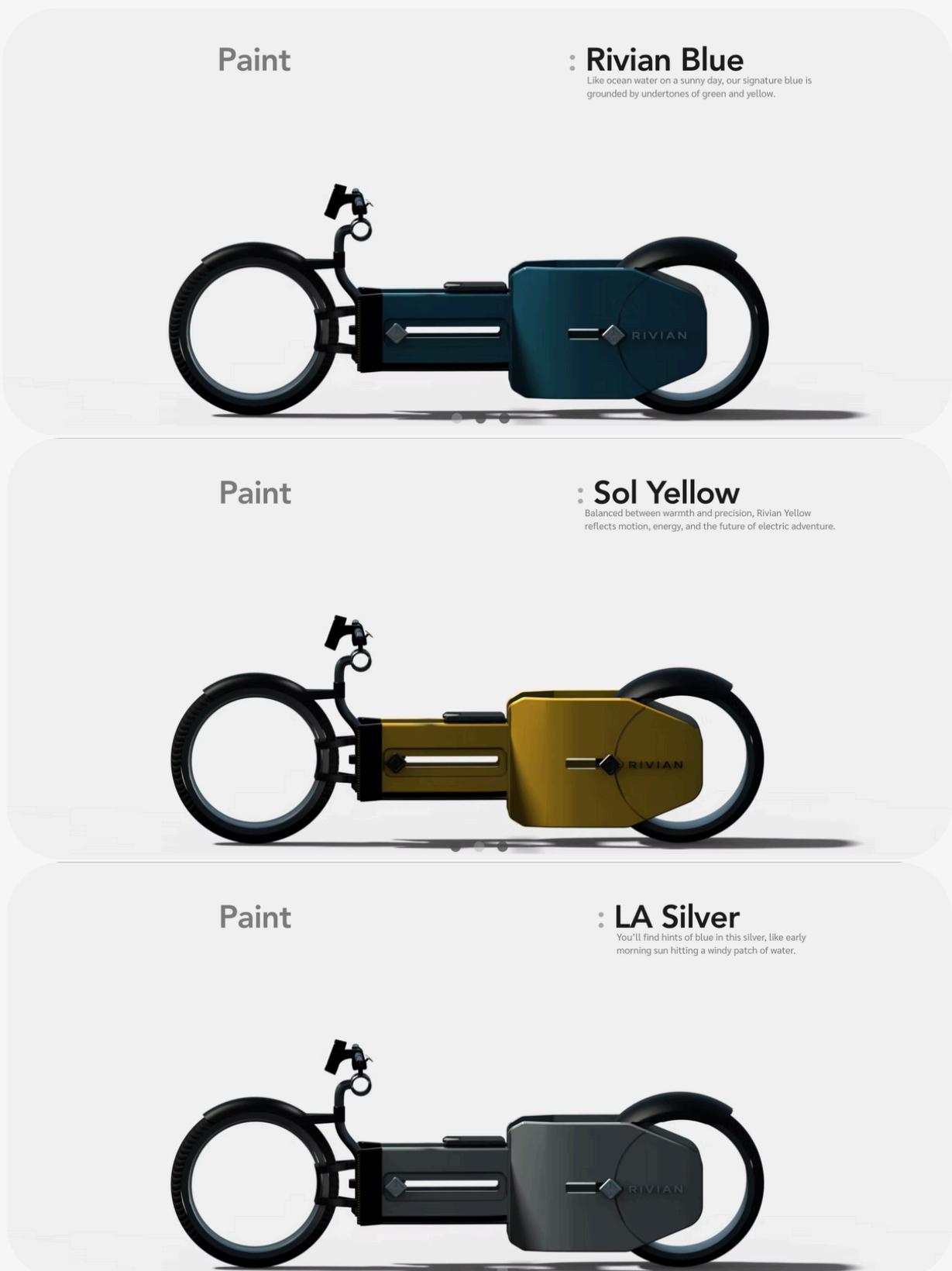
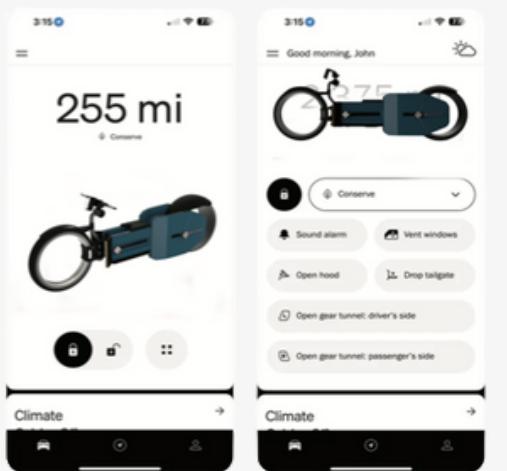
## Final

CMF:

App:

This bike offers a **2-hour** range while remaining lightweight at only **15 kg**.

Available for **rental** at Rivian Experience Centers or through the **Rivian mobile app**.



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## Project 2.

### DUCATI VeloChron:

*Spring 2025.*  
4 weeks

A timepiece inspired by Ducati's iconic dry clutch, projecting time with a laser flash that captures the rhythm of pure mechanical power.



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# Brand Research



## About:

Ducati, founded in 1926, is renowned for high- performance engineering, racing heritage, and bold design. Its bikes feature lightweight materials, an iconic trellis frame, L-twin and V4 engines, and the signature Rosso Ducati color. With aggressive styling and advanced electronics, Ducati blends speed, precision, and Italian craftsmanship.



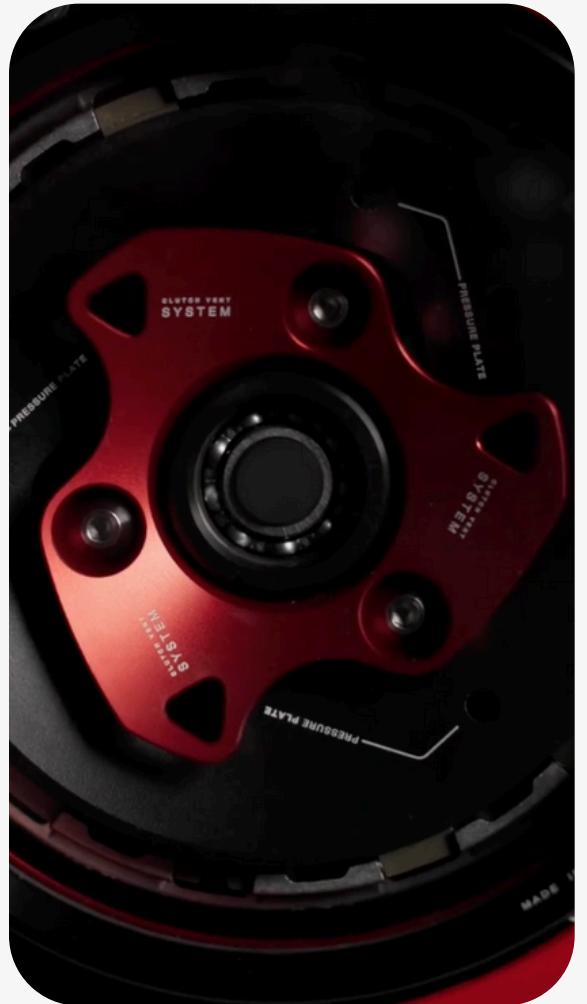
## Design Parameters:

- Minimalist
- Lightweight
- Signature Ducati
- Aerodynamics
- Red Advanced
- Trellis frame
- electronics TFT
- displays

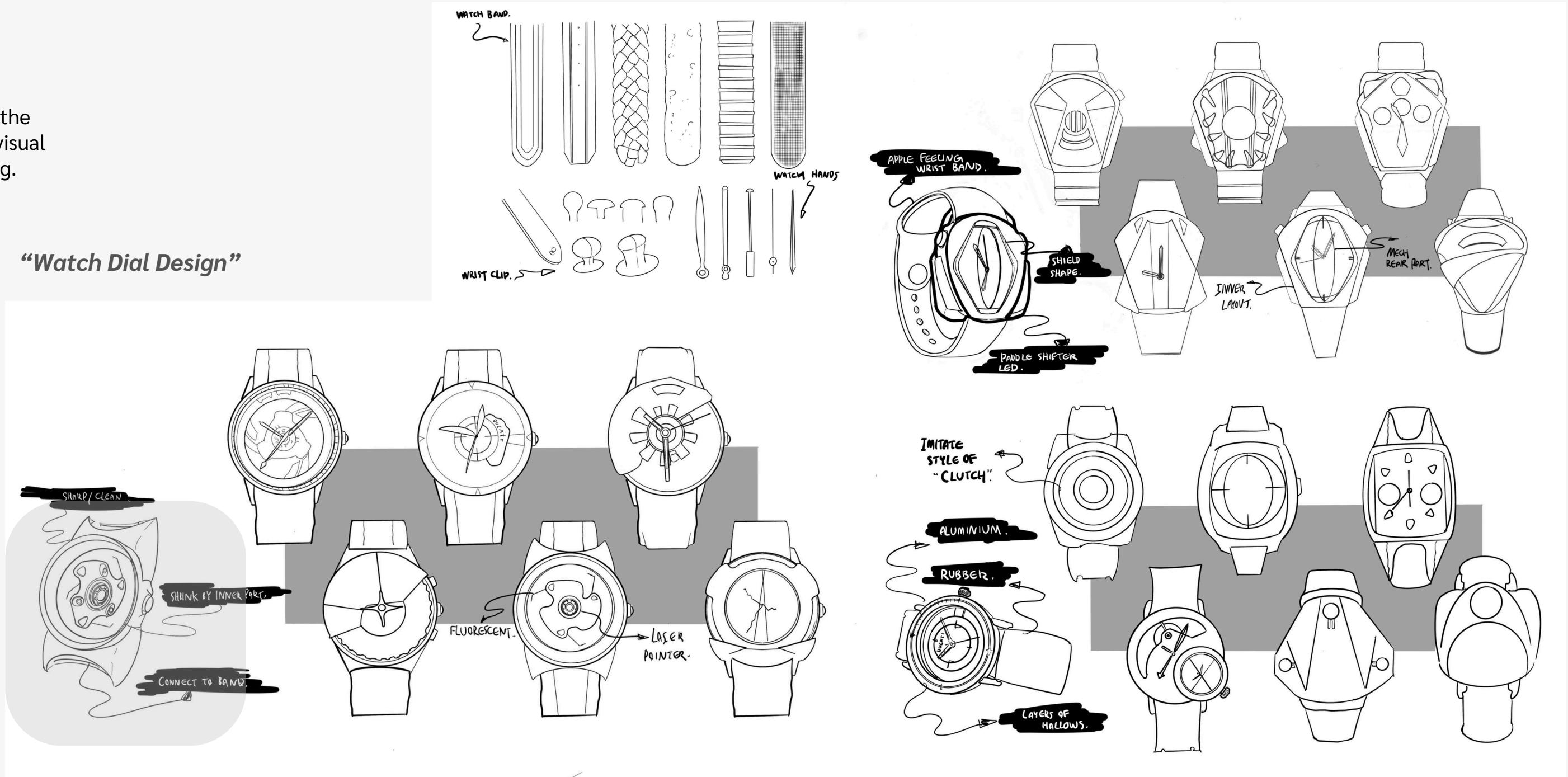
# Process

## Dry Clutch:

Inspired by Ducati's iconic dry clutch, the dial exposes mechanical motion as a visual expression of performance engineering.



*“Watch Dial Design”*





# Details

*front view*



*side view*



*3/4 front view*



*3/4 back view*



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## Final



Matte Gold



Aluminium Silver



Champagne Rose



LP



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# Project 1.

**LV x F1 AeroTrace AR:**

*Spring 2025.  
4 weeks*

AeroTrace AR blends Louis Vuitton craftsmanship with Formula 1 aerodynamics to project real-time racing data into an immersive AR experience.



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# Brand Research

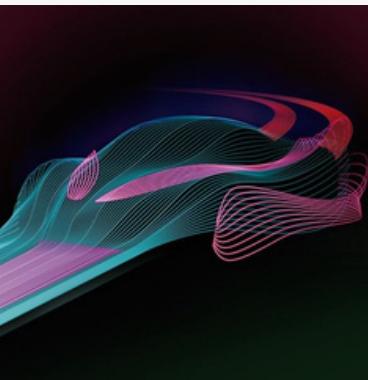
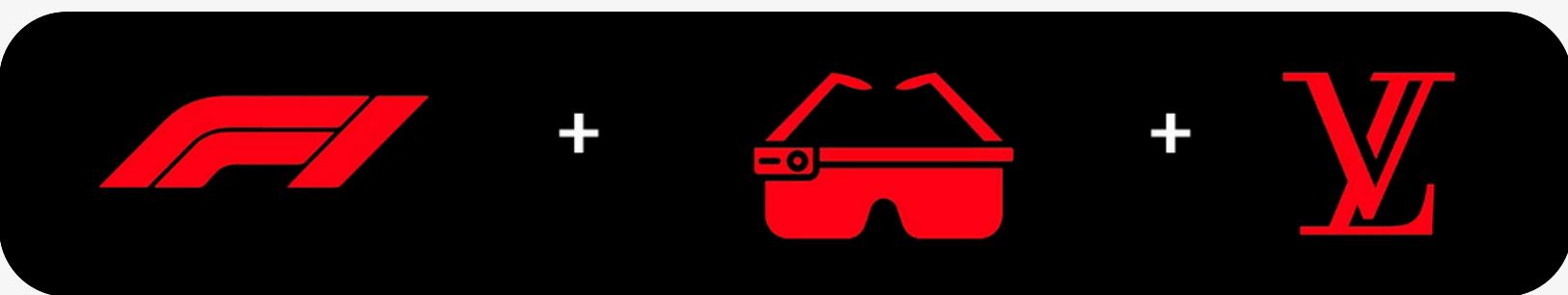
## About:

### *Formula One*

Formula E is the world's first all-electric single-seater racing championship, launched by the FIA in 2014. It focuses on innovation, sustainability, and urban mobility, racing through city streets worldwide and promoting clean energy technologies.

### *Louis Vuitton*

Founded in 1854, Louis Vuitton is a global luxury brand known for its iconic luggage, fashion, and craftsmanship. As part of LVMH, LV blends heritage with innovation, recently expanding into tech, sports, and AR experiences through cross-industry collaborations.



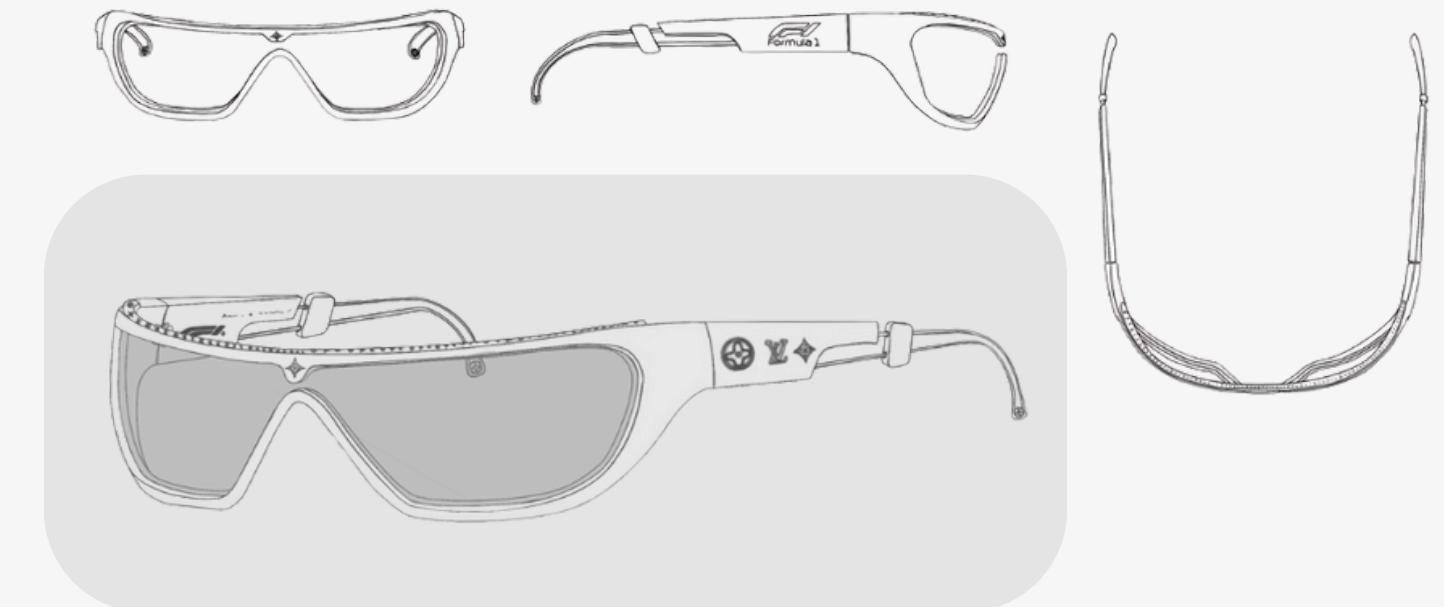
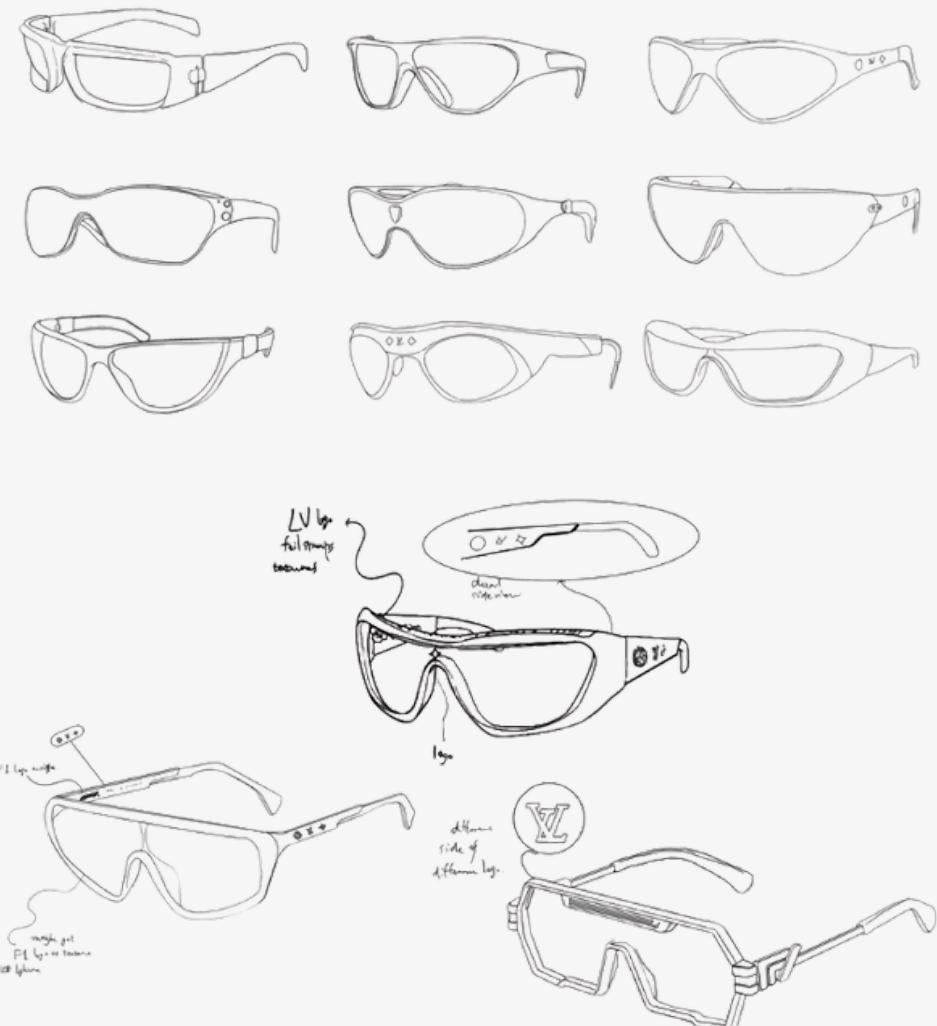


# Process

## Sketches & Refined

Inspired by the lightweight, aerodynamic spirit of Formula E, the design aims to feel ultra-thin and agile while integrating full AR capability.

Blending future-forward LV aesthetics with functional technology, the glasses deliver both fashion expression and high-performance utility in a seamless form.



## Orthography:



## Details



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This is a seamless transition from off-road vehicles to electric motorcycle town exploration.

A retractable EV-bike built for trusted, innovative, electric adventure.

**CMF:**

*Obsidian Black  
Titanium Sand  
Crimson Velocity*





# Final

Matte fluorescent F1 light signature, inspired by night-race visibility and motorsport precision.

Seamless. Ultra-thin. Built to open up your full field of vision.

Adjustment button.



Official Formula 1 and Louis Vuitton authentication marks, finely printed and hot-stamped into the inner frame.

Featuring a specially printed Louis Vuitton script signature.

"Night-visible"

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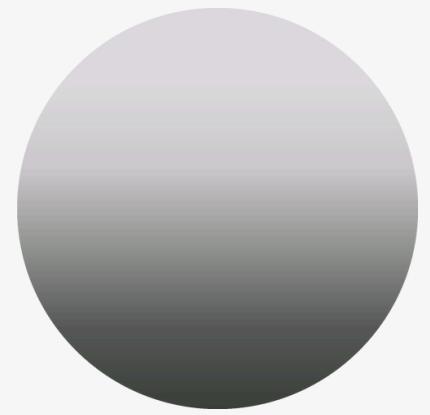
BP

Final



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**Thankyou. 谢谢**