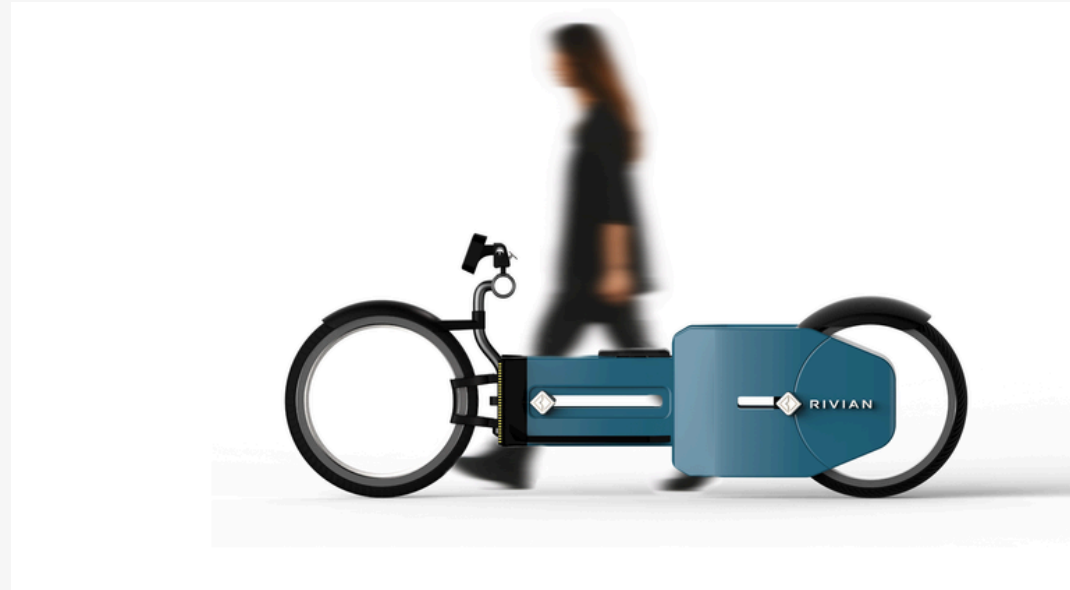


Hi. 你好

Content

1.



Vector-E Rivian:

Retractable EV-Bike

Transportation
Market Research
Design Iterations
CAD & Visual Communication

2.



DUCATI VeloChron:

Machenical Watch

Wearable
Branding
CAD & Visual Communication

3.



LV x F1 AeroTrace AR:

AR Glasses

Lifestyles
Branding
CAD & Visual Communication



*“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

3DModeling | 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 / Mandarain - Native/ Cantonese - Fluent

RECOGNITION

Artcenter Undergraduate Scholarship
Artcenter Student Gallery



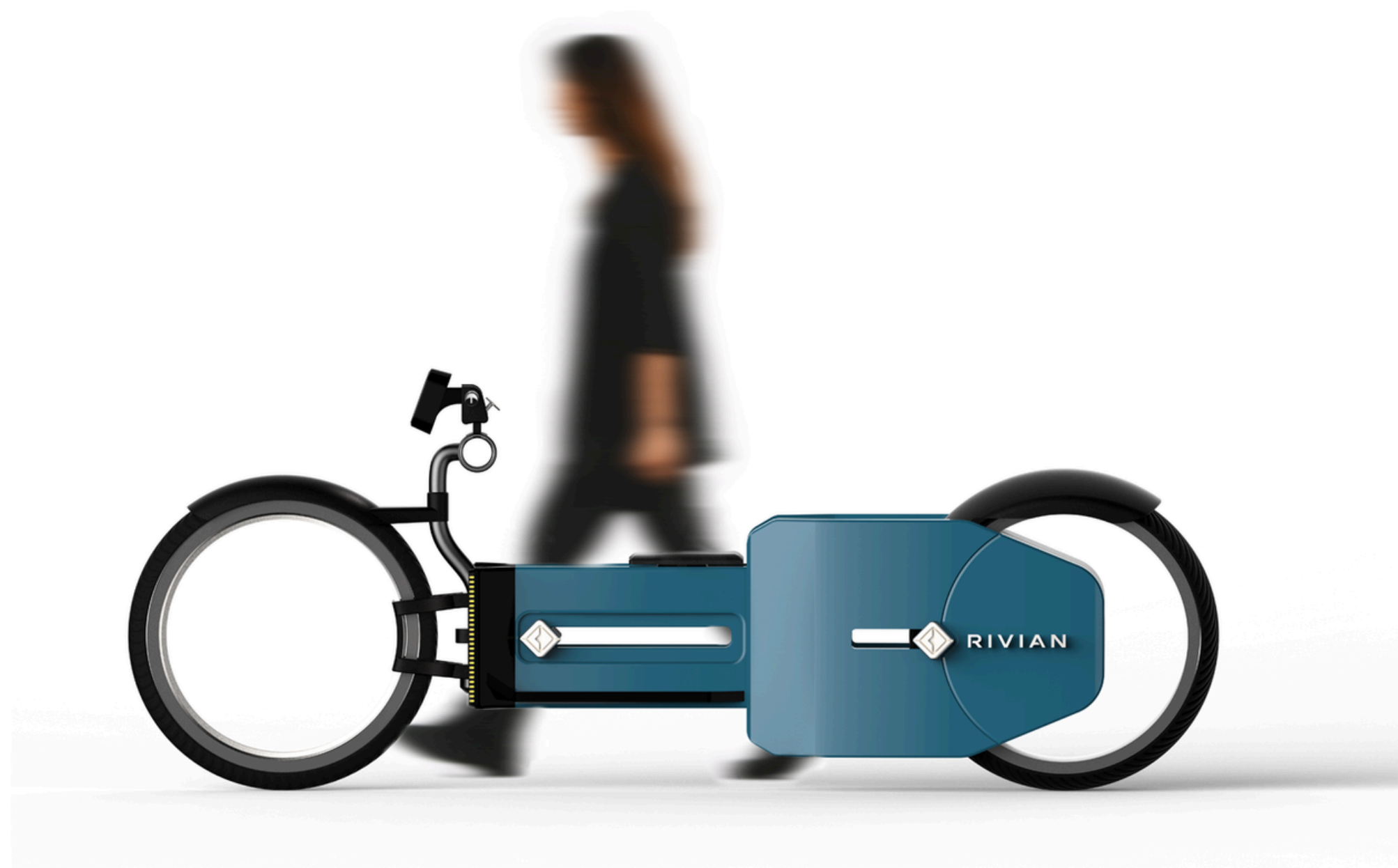
Project 1.

Vector-E Rivian:

*Summer 2025.
14 weeks*

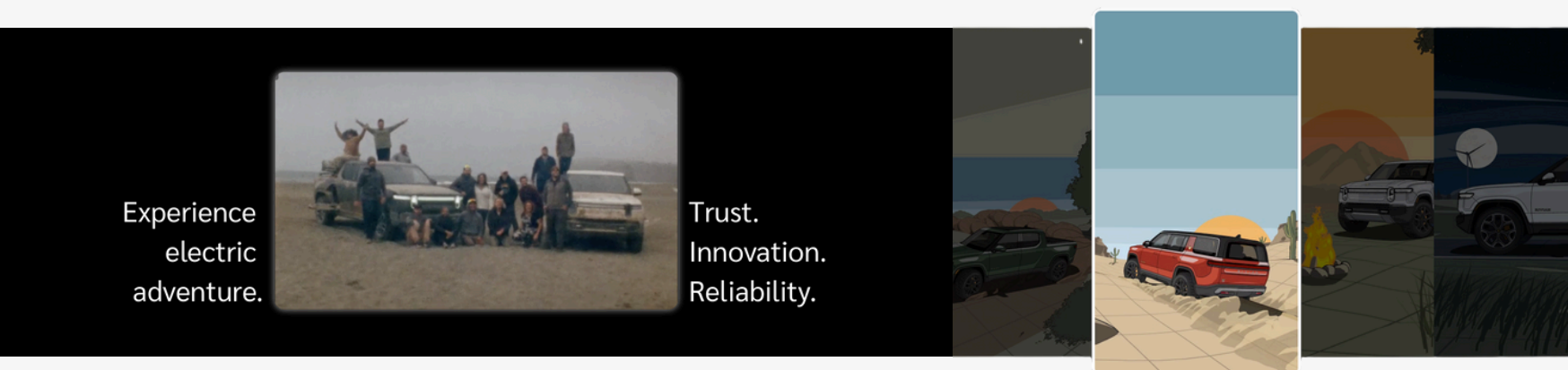
This is a seamless transition from off-road vehicles to electric motorcycle town exploration.

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.

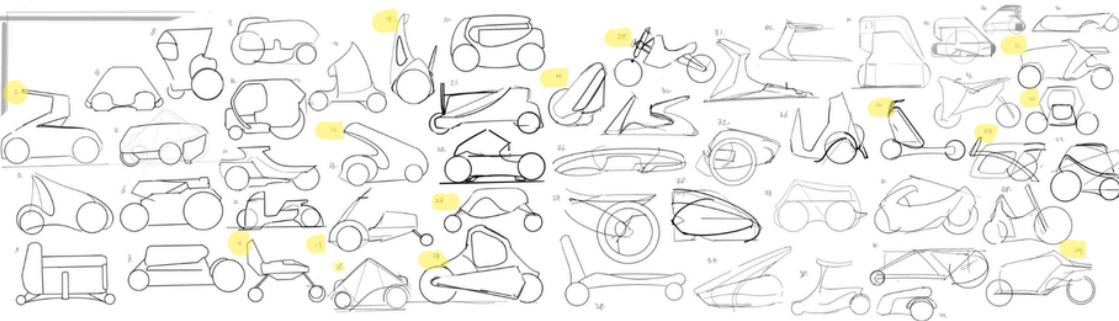
Light enough for cross-location rentals—pick it up at one Experience Center and return it at the next.

Process

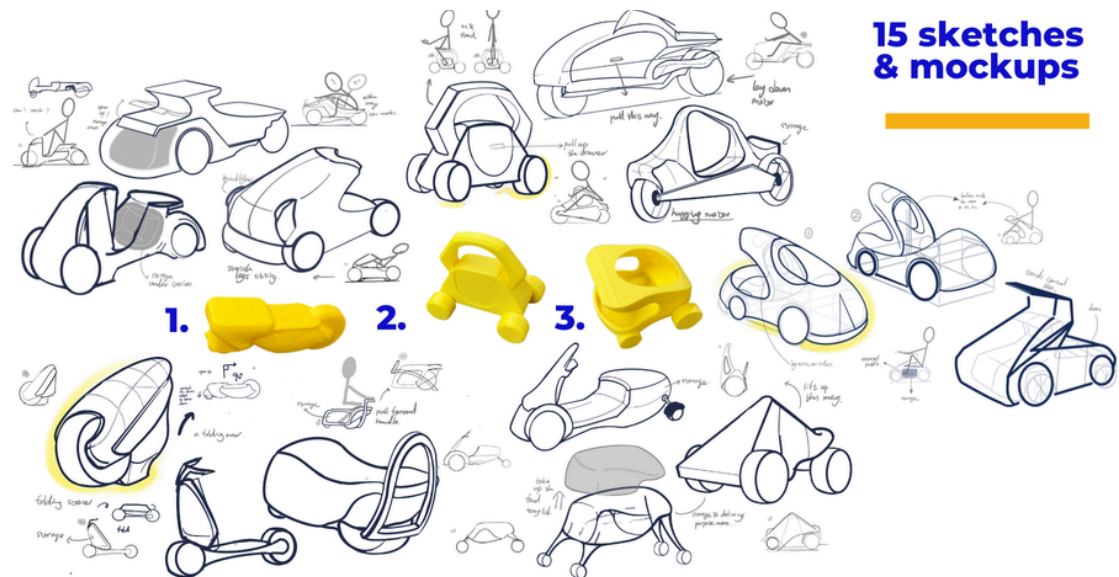
Design Iterations:

50 sketches

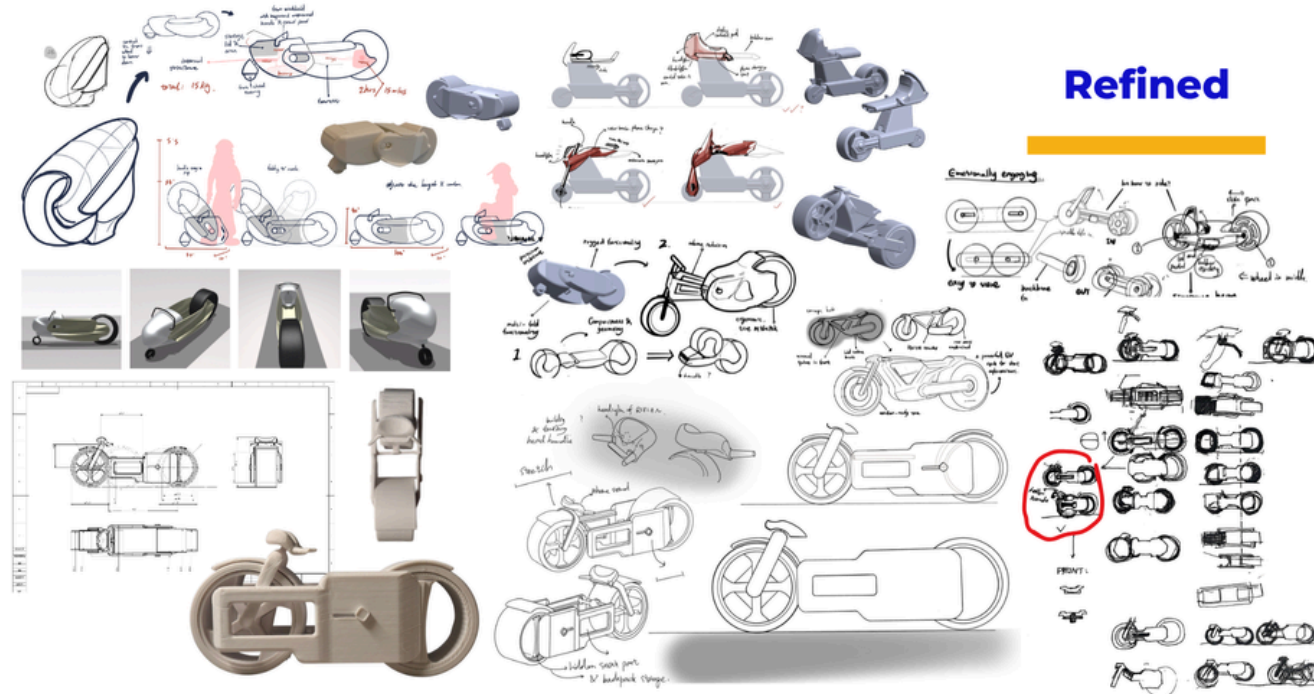
Stick with the central RIVIAN design flow.



15 sketches & mockups



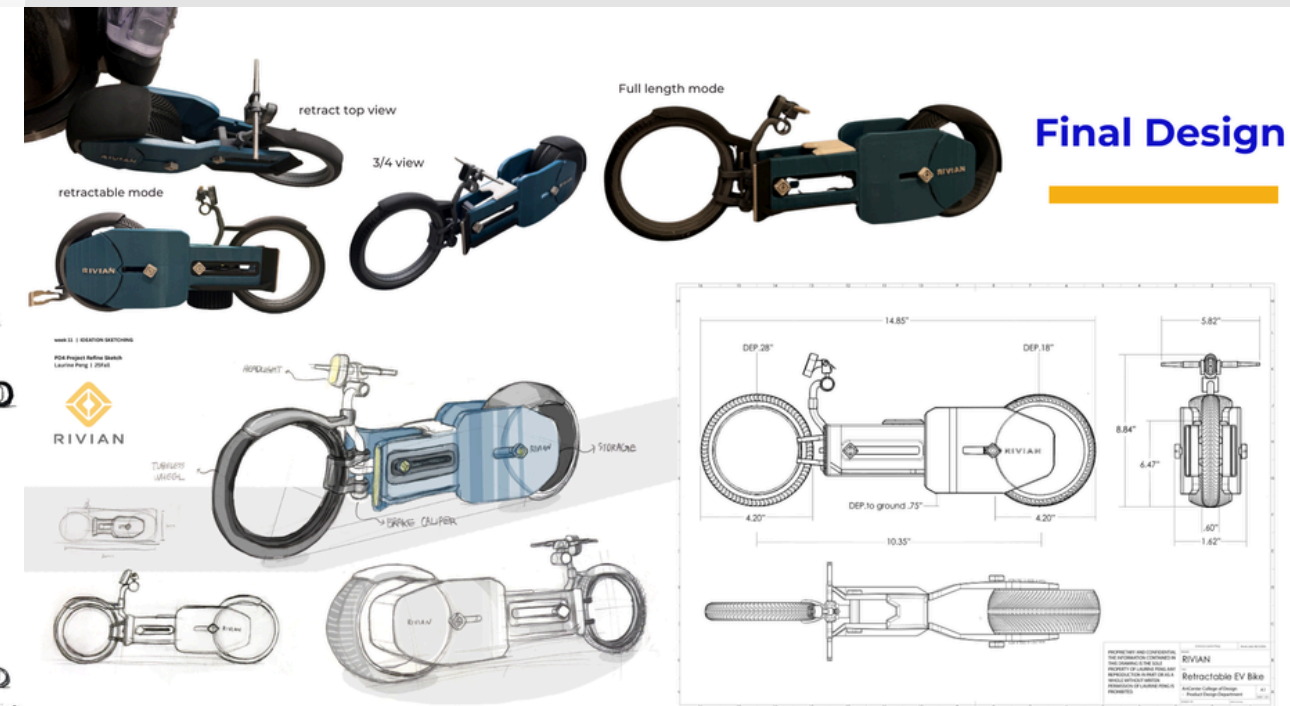
Refined



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.

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

Final Design



• **Reliable electric range**

• **Compact storage capability**

• **Ultra-light & easy to handle**

Details

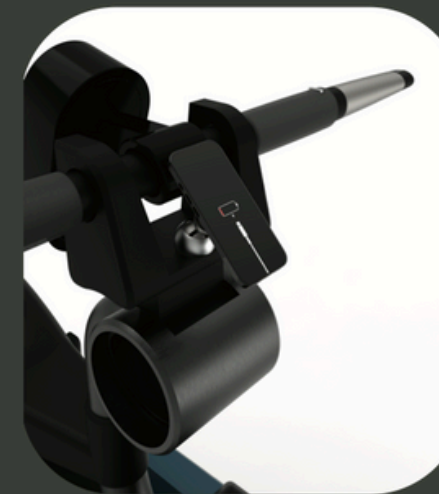


With its extendable frame, riders can **adjust the length** and **riding angle** for comfort, and the bike can be easily folded to **fit in a car trunk**.

FUNCTIONALITIES

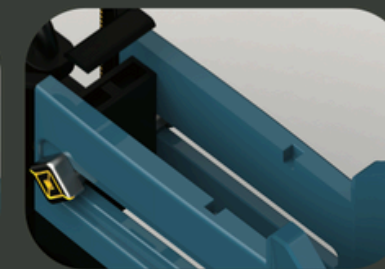
Foldable & Telescopic Handlebar

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.



Retractable Seat Module

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



Rear Storage

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

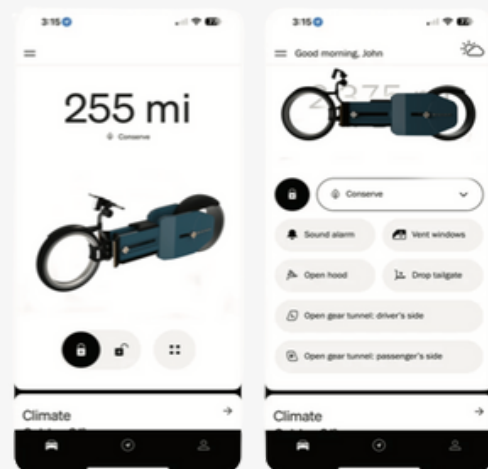
Final

CMF:

App:

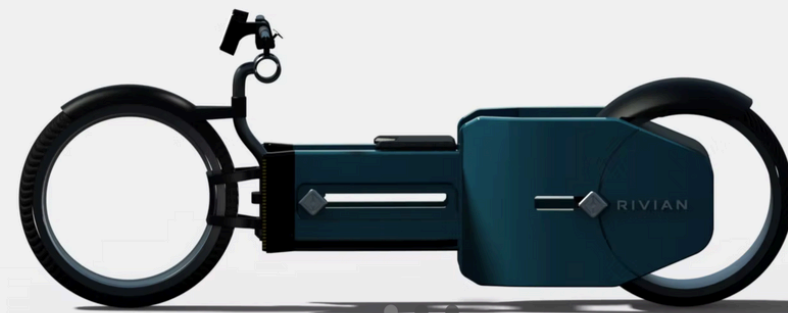
This bike offers a **2-hour** range while remaining lightweight at only **15 kg**.

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



Paint

: Rivian Blue
Like ocean water on a sunny day, our signature blue is grounded by undertones of green and yellow.



Paint

: Sol Yellow
Balanced between warmth and precision, Rivian Yellow reflects motion, energy, and the future of electric adventure.



Paint

: LA Silver
You'll find hints of blue in this silver, like early morning sun hitting a windy patch of water.



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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.



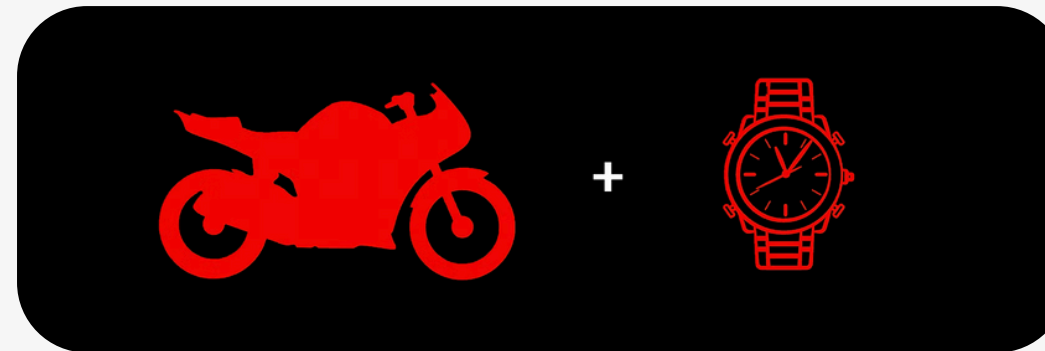


Brand Research



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



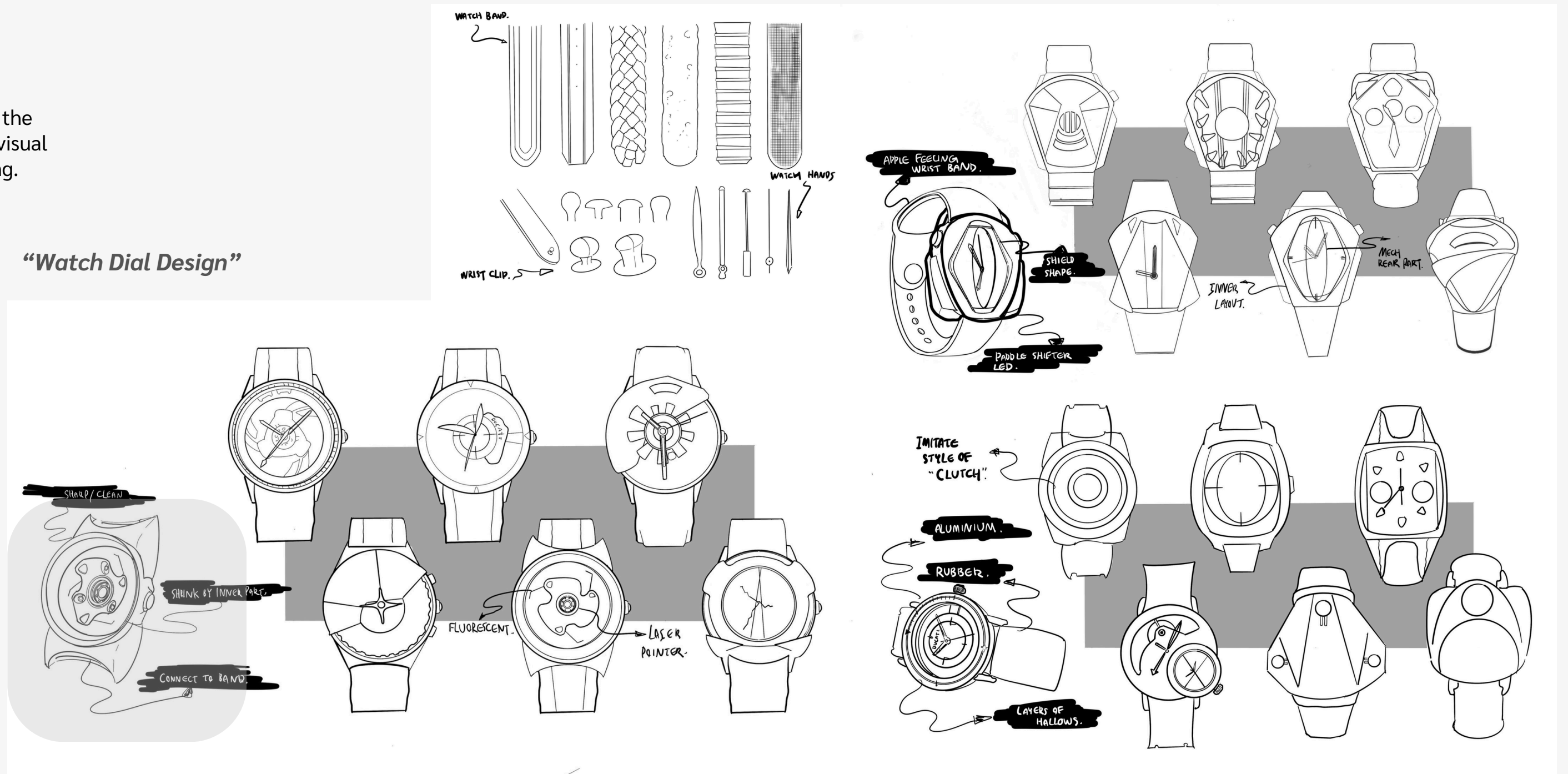
Process

Dry Clutch:

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



"Watch Dial Design"

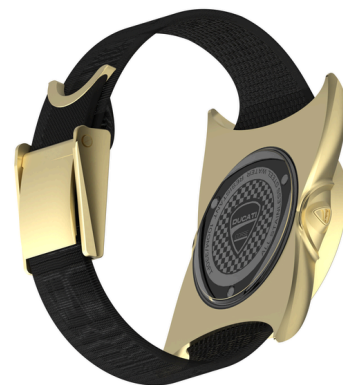




Details

front view

side view



3/4 front view

3/4 back view



Final



Matte Gold

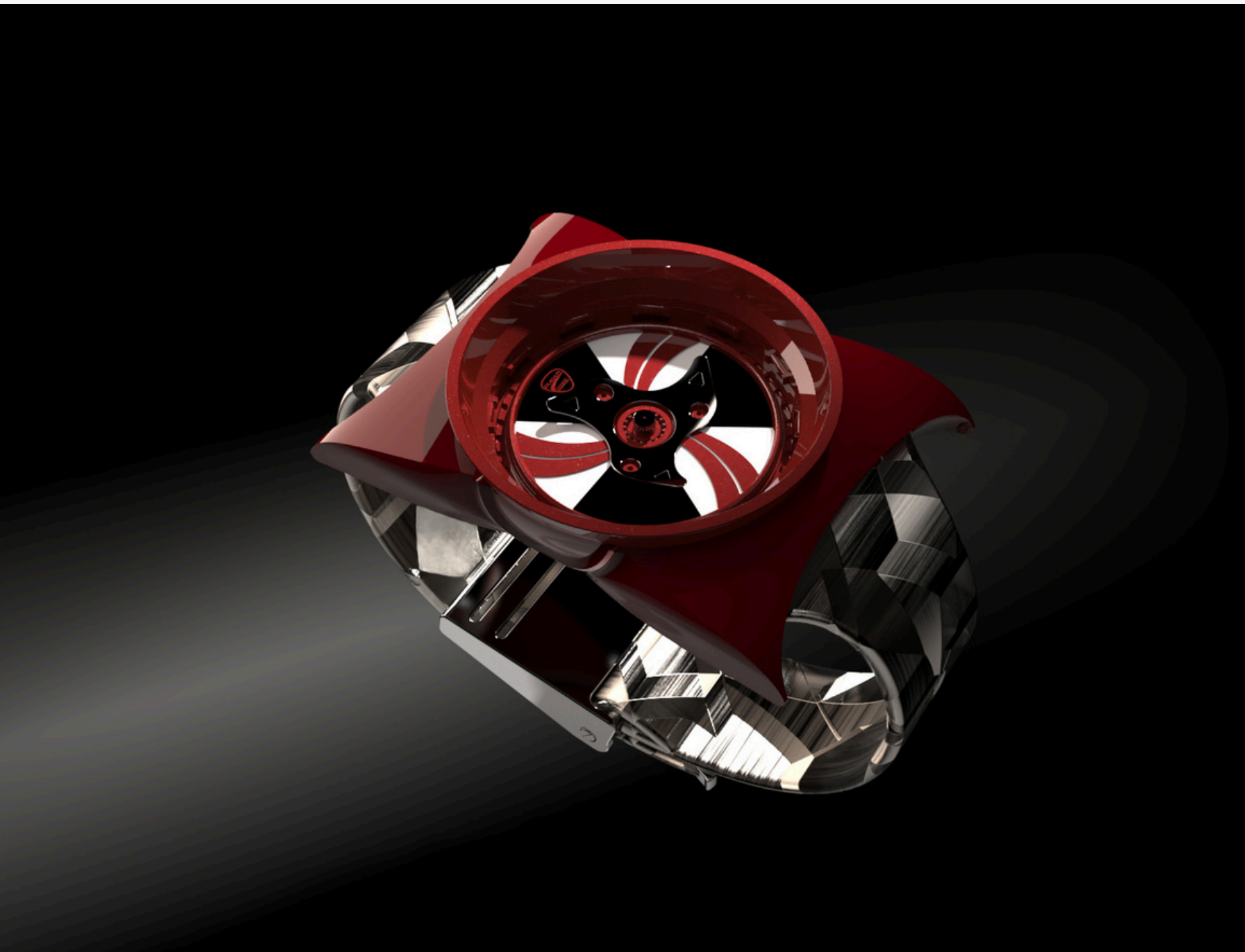


Aluminium Silver



Champagne Rose





LAURINE PENG



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.





Brand Research

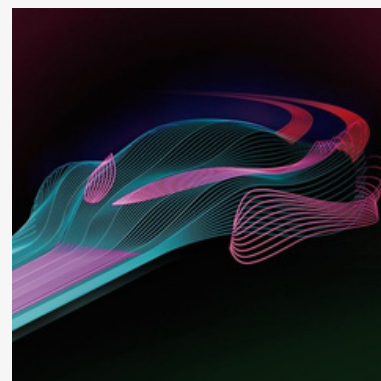
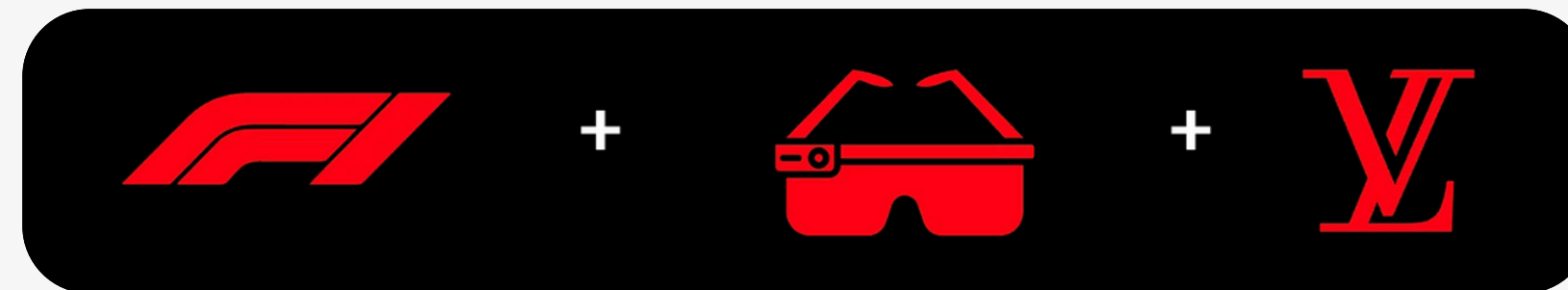
About:

Formula One

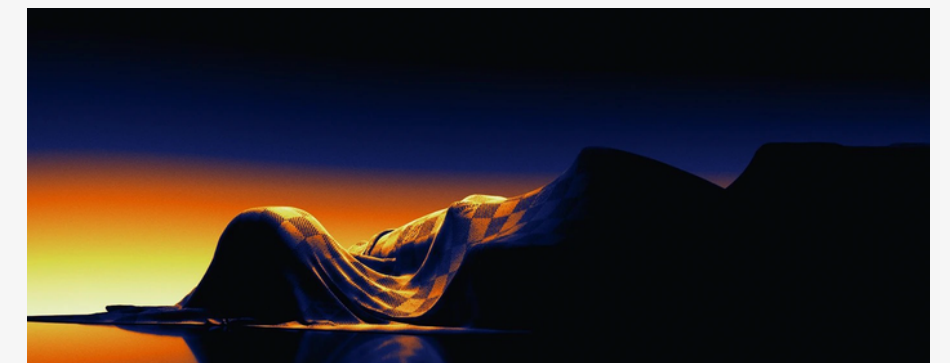
Formula E is the world's first all-electric single-seater racing championship, launched by the FIA in 2014. It focuses on innovation, sustainability, and urban mobility, racing through city streets worldwide and promoting clean energy technologies.

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.



Inspirations:

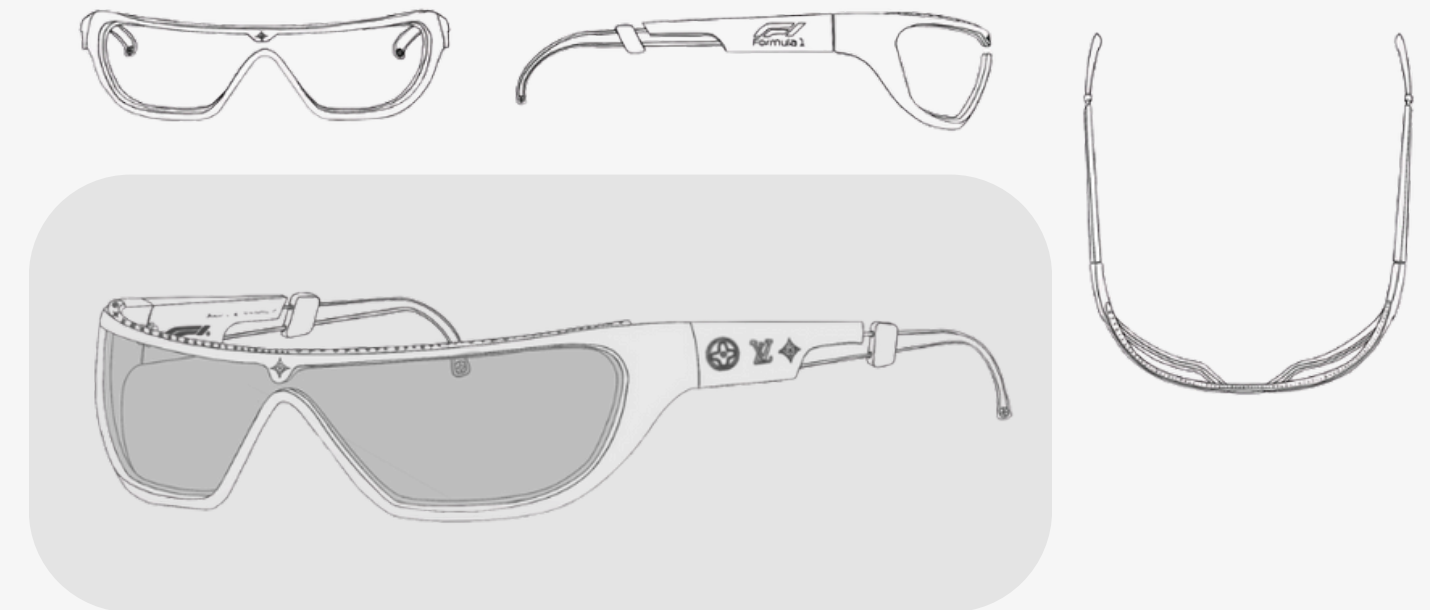
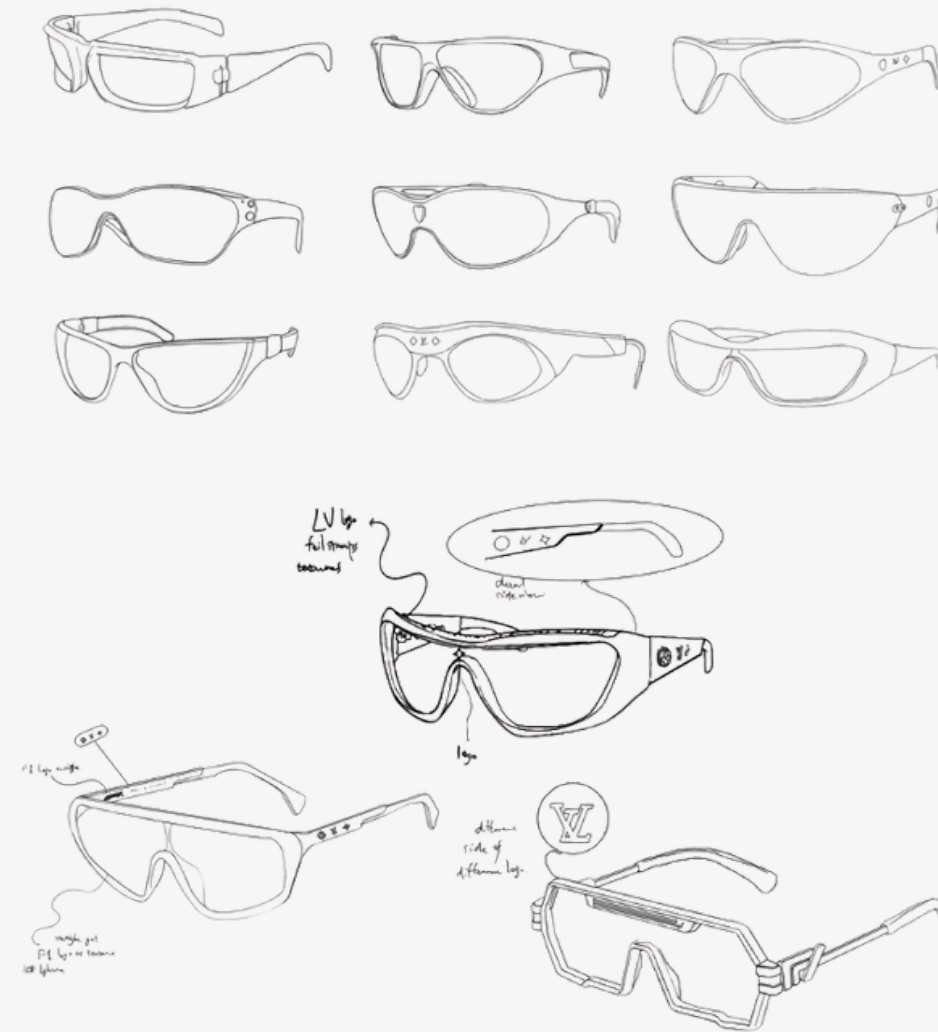


Process

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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CMF:

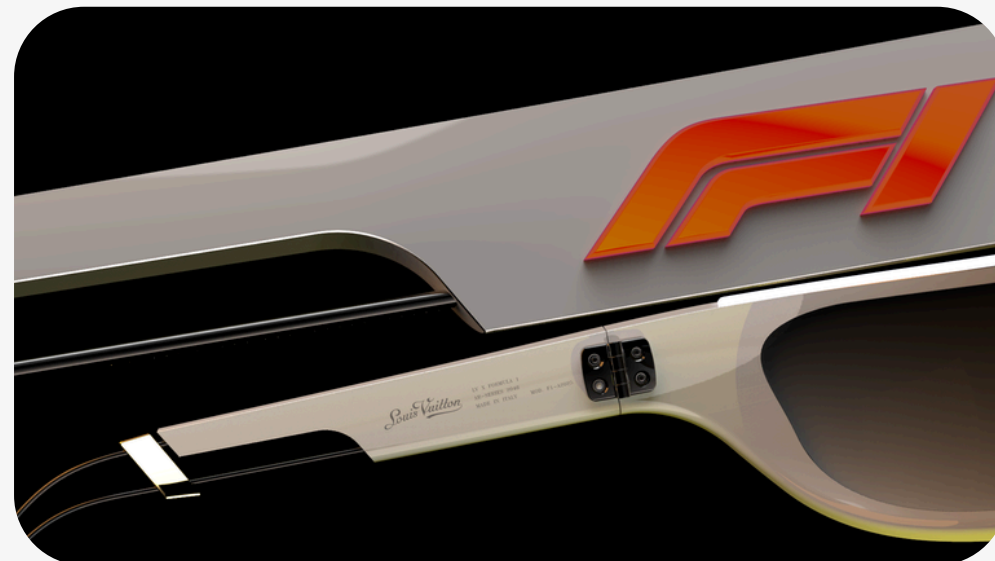
*Obsidian Black
Titanium Sand
Crimson Velocity*



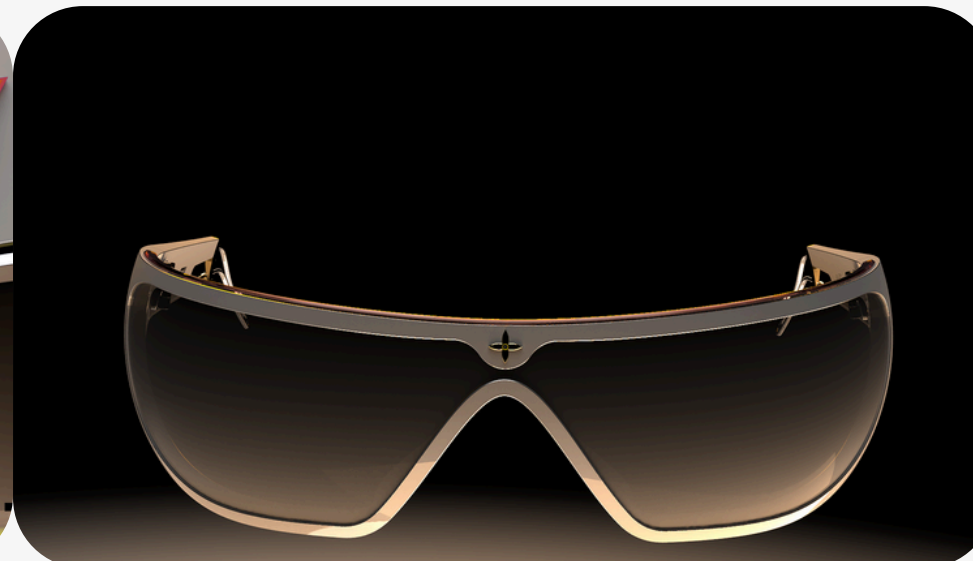


Final

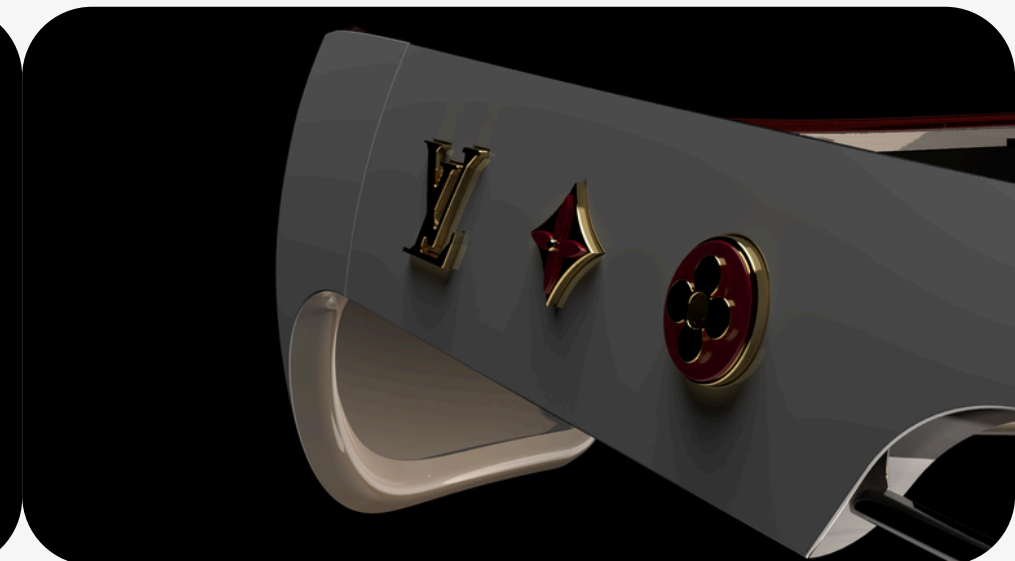
Matte fluorescent F1 light signature, inspired by night-race visibility and motorsport precision.



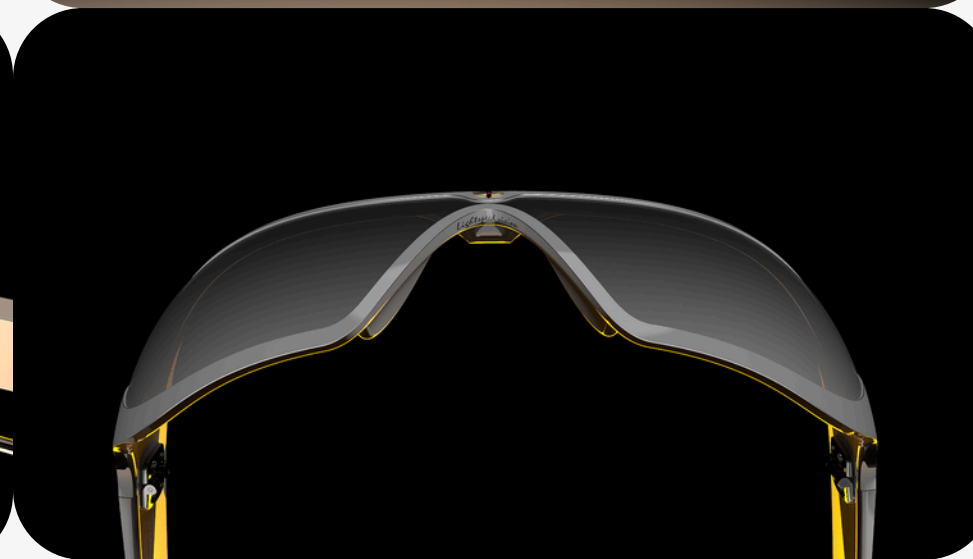
Seamless. Ultra-thin. Built to open up your full field of vision.



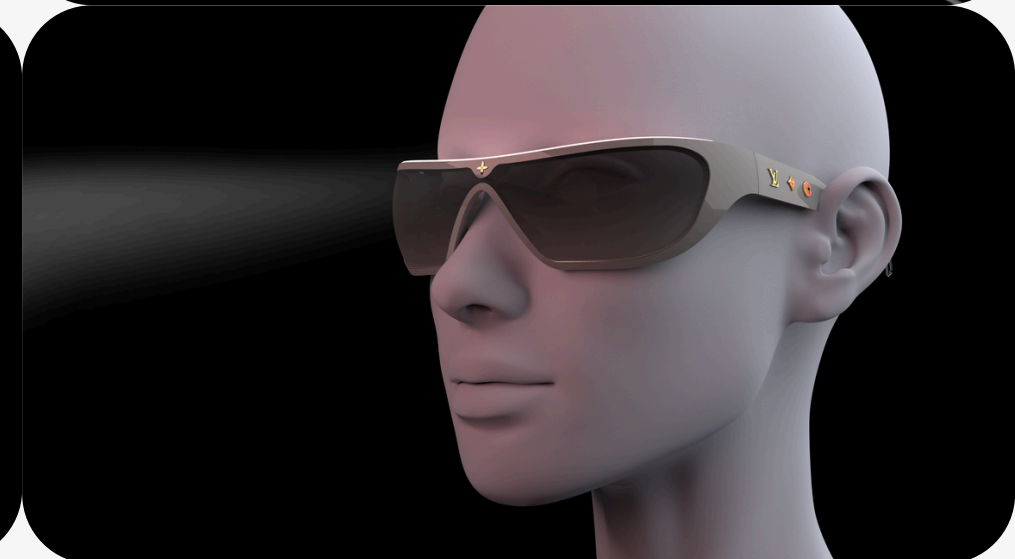
Adjustment button.



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"

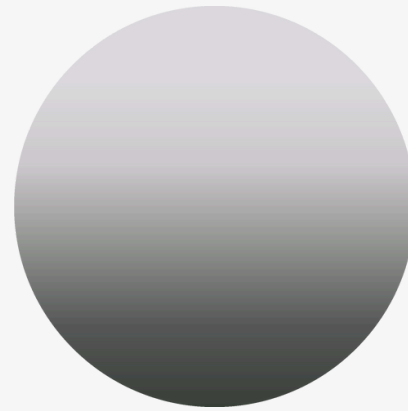


Final



LAURINE PENG





Thank you. 谢谢