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- FORD Library
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E-Transit | gauge cluster and switches



at FORD Motor Company | Interior design graphics for Ford E-Transit 2024

2013 – 2023 | Analogue interior graphic variants feasible for diverse world markets. Gauge cluster, switch-graphics on steering wheel, radio, climate, doors and windows.

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Car Cluster | variants for models and markets



at FORD Motor Company | Analogue gauge cluster variants

2013 – 2023 | Numerous variants of analogue car instrument cluster, based on the characteristics of the car models its engines and on regional car market specifications.

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Car Cluster | variants for models and markets



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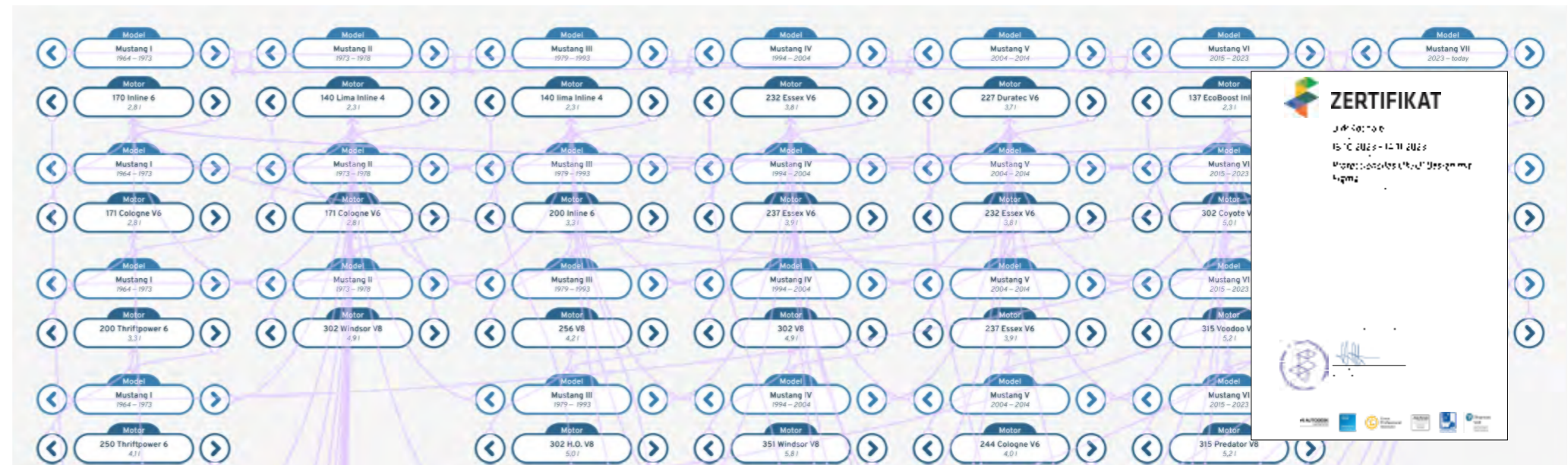
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App Concept Engine-Sound | UX/UI for FORD Mustang Mach-E



at Future Training & Consulting* | App concept *stangbeat* for FORD Mustang Mach-E during further education for FIGMA. November 2023 | Marketing-tool for a car-brand with a unique history. Users can combine previous Mustang-Models with its specific Model-Motors and additional Motor-Tuning-Options. Configure unique motor-sound-packages for the BEV Mustang Mach-E. Vote in online-community for favorites. Buy and replace original car-sound. Legal-approved installation available at the dealer.

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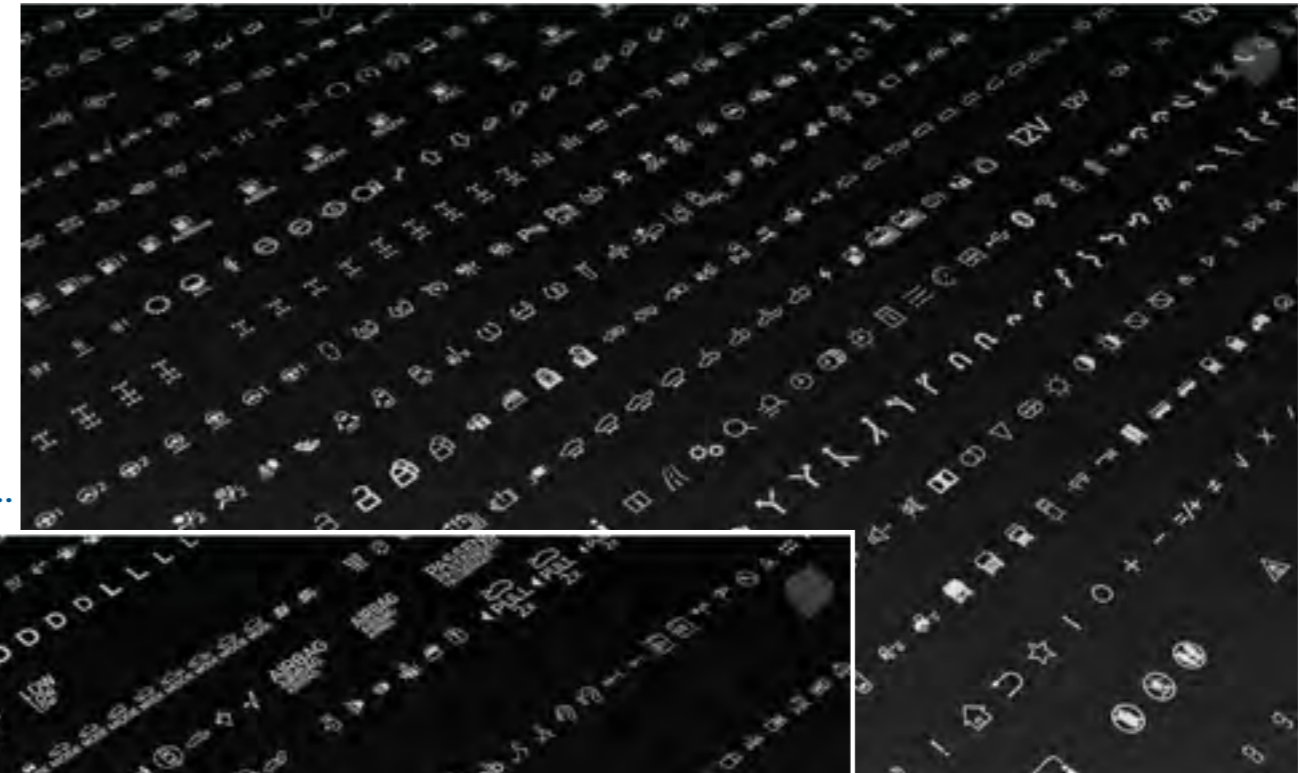
Car Models | support for the following vehicle models



at FORD Motor Company | Graphics and ALIAS concept modelling
2013 – 2023 | Involved in above mentioned vehicle models.

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Graphics Library | feature typography and symbol database



at FORD Motor Company | Interior design graphics

2013 – 2023 | Library of typography and feature symbols based on ISO 7000 and FORD's feature symbol list. Needs-oriented development of a database for customised integration of the standardised feature symbols and typography it contains.

Modernized AIRBAG-symbol redesign and implementation strategy. Created and presented in ALIAS, INDESIGN and ILLUSTRATOR.

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3D-Modeling / Graphics | structures and labels for silicone mats



at FORD Motor Company | Interior design graphics and ALIAS modelling
2013 – 2023 | 3D surface modeling as part of the moulding of symbols and surface-structures such as pyramids or fins of silicone mats. For wireless charging of smartphones in the center console. And for usage instructions at the floor of the Megabox in the trunk.

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3D-Modeling / Graphics | storage cases



at FORD Motor Company | Interior design graphics and ALIAS modelling

2013 – 2023 | Development and implementation (graphics and 3D surface modeling) of new explanation-graphics with usage instructions. Paying attention to stroke-thickness, deforming-angles and embossing-depth.

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Graphics | interior switches, rotaries and lever



at FORD Motor Company | Interior design graphics and ALIAS modelling

2013 – 2023 | Numerous variants for different car models, -markets and -packages. Minimal-invasive reconstruction of the graphics influenced by the surface-conditions (surface-geometry, position and shape of illumination-chimney).

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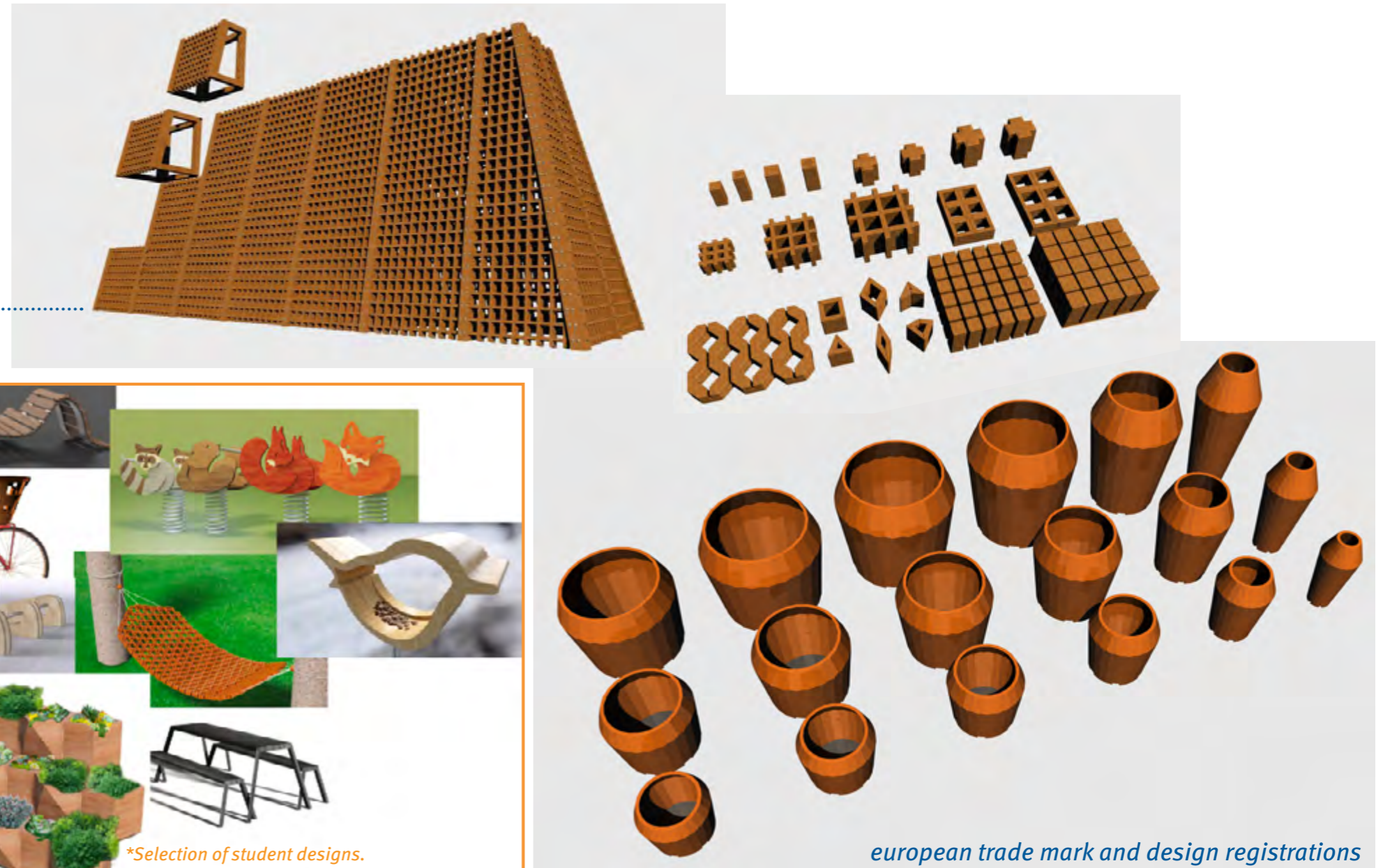
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Business Formation | development, marketing, student designs



**Selection of student designs.*

European trade mark and design registrations



at **vondauer®** | Business formation with innovative patented Dauerholz, wood wax-impregnated to the core, from Dauerholz AG.
 2012 | Development of products for gardening and landscaping. **Student-project*** at Hanover University of Applied Sciences and Arts.
 Prof. Gunnar Spellmeyer, V.-Prof. Markus Kaichel, Dirk Kochale. Dauerholz AG and its material is dissolved without replacement.

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Product-Development | touring equipment



at **SW-MOTECH** and **BAGS-CONNECTION** | *Motorcycle luggage*

2007 – 2011 | Design and supervision of mass production, of motorcycle tankbags, rearbags, backpacks and Tarpaulin bags for OEM supplier KTM, SUZUKI, KAWASAKI, WUNDERLICH. Stays abroad in China, Vietnam and Austria.

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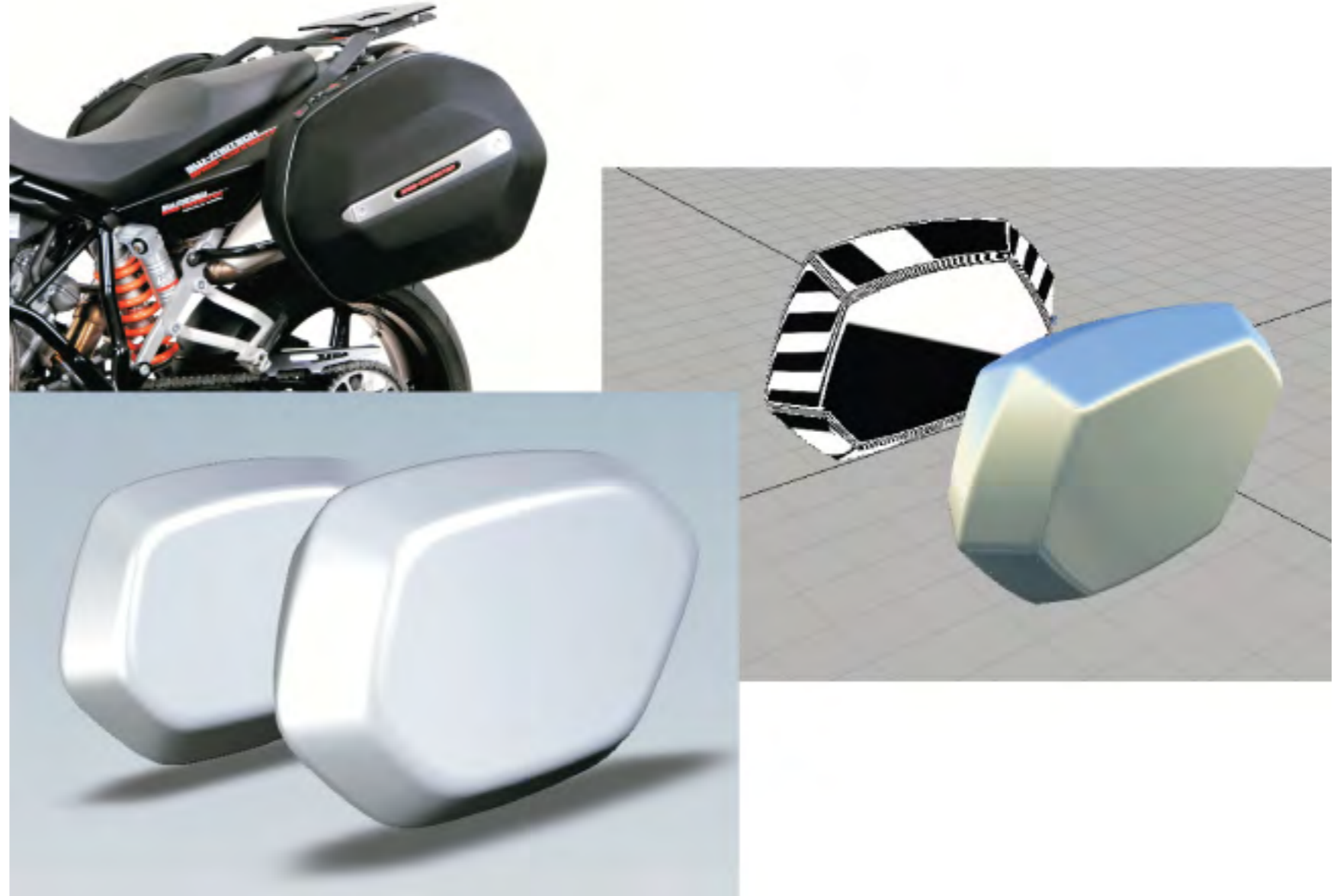
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Product-Development | touring equipment



at SW-MOTECH and BAGS-CONNECTION | *Motorcycle luggage*
2007 – 2011 | 3D surface modeling for ABS side bags.

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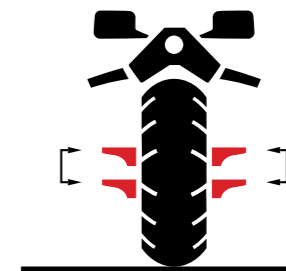
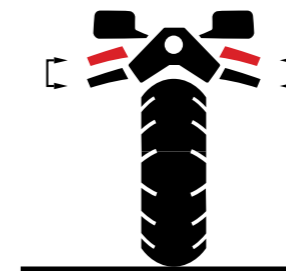
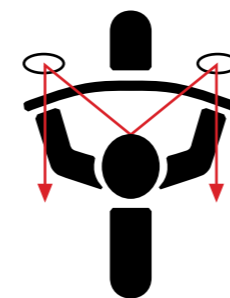
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Product-Development / Graphics | touring equipment



at SW-MOTECH and BAGS-CONNECTION | Motorcycle luggage, mounting parts and explanation-graphics
2007 – 2011 | 3D surface modeling of key-handle and mounting-grip for the QUICK-LOCK Side Carrier.
Simplified explanatory graphics as usage instructions, for print and online presentations.

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Corporate Design | packaging, multilingual catalogue, POS racks



at SW-MOTECH and BAGS-CONNECTION | Corporate Design

2007 – 2011 | Development of a unique and distinctive corporate design. Packaging, product presentations (POS), catalogues in 5 languages (german, english, french, italian, spanish), participation in the redefinition of the brand-logo emblem.

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Harvester Concept | based on PONSSE Ergo

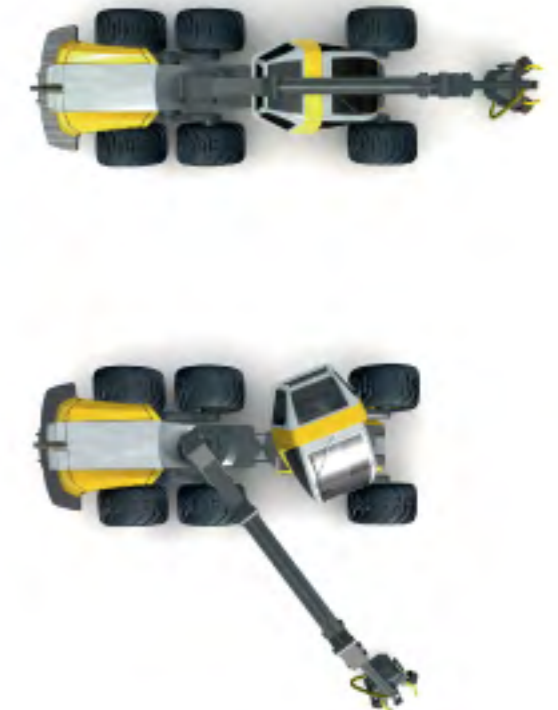
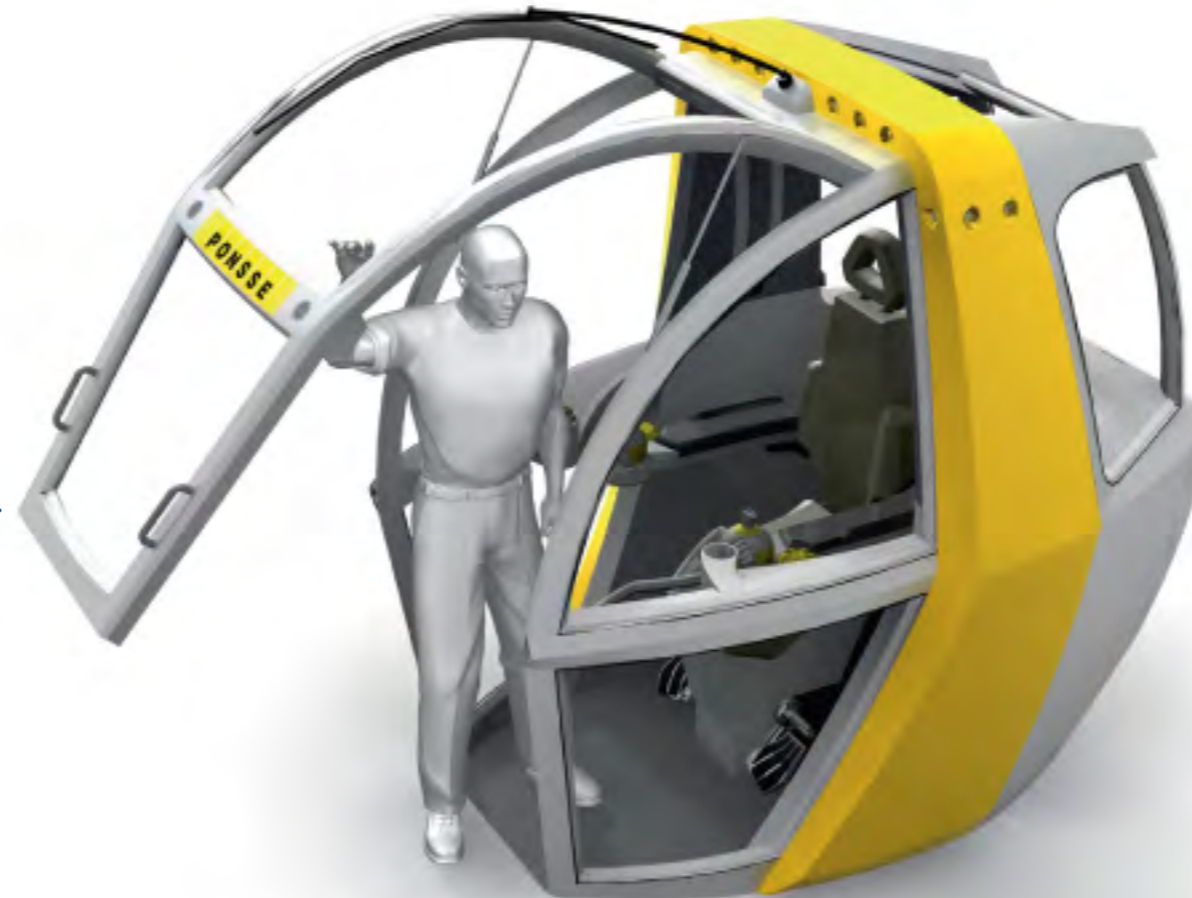


at Hanover University of Applied Sciences and Arts | *Diploma Project A new Harvester-Concept for PONSSE*

2005 | ›METSÄ VISION 2012‹. Diploma thesis w/ Björn Bornemann. Stay abroad at PONSSE, Finland. Instructors: Dipl.-Des. Frank Weiß, Prof. Dr.-Ing. Falk Höhn. Mia Seeger Award 2005 (recognition). Partly implemented in actual PONSSE model Scorpion.

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Harvester Concept | based on PONSSE Ergo

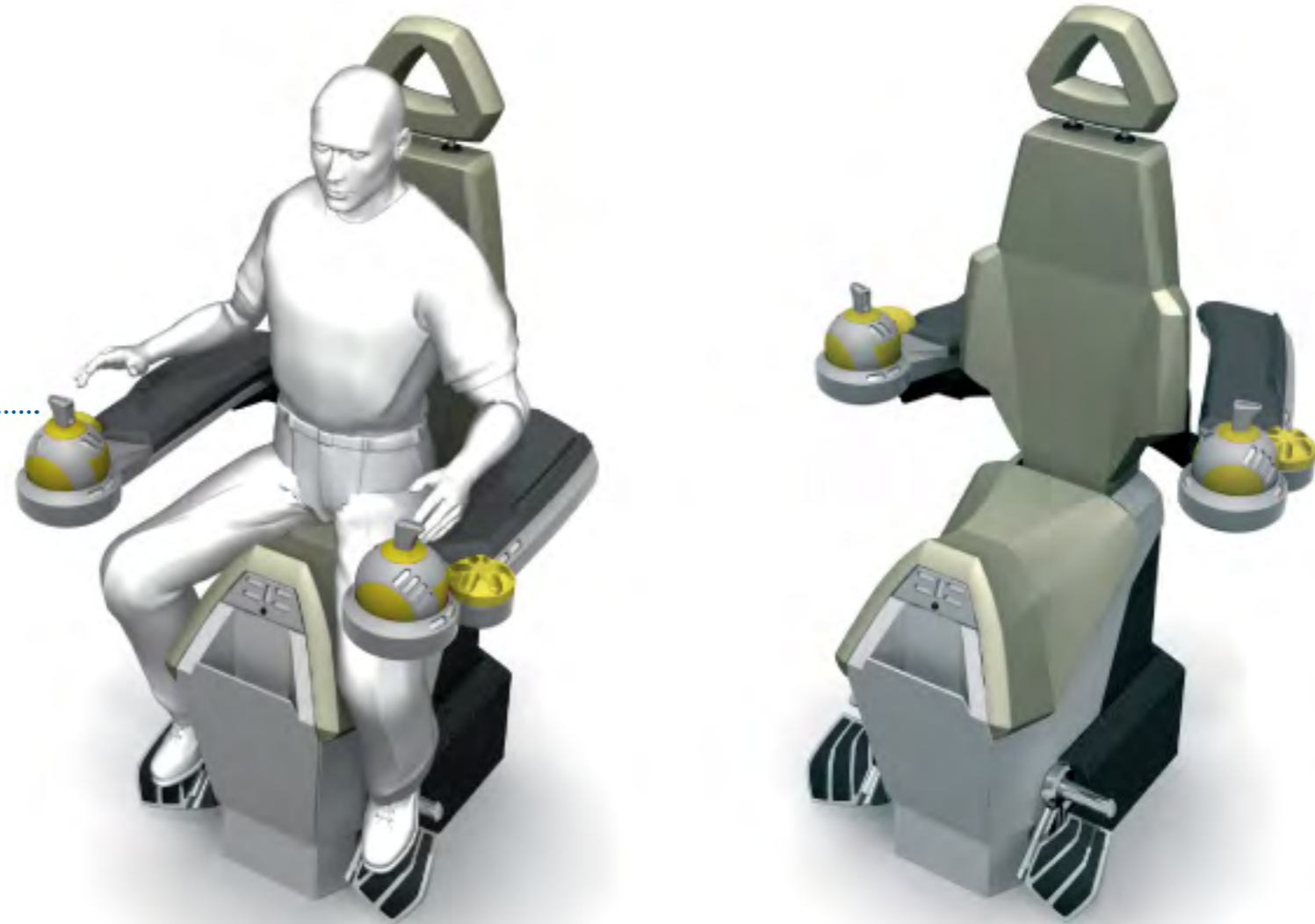


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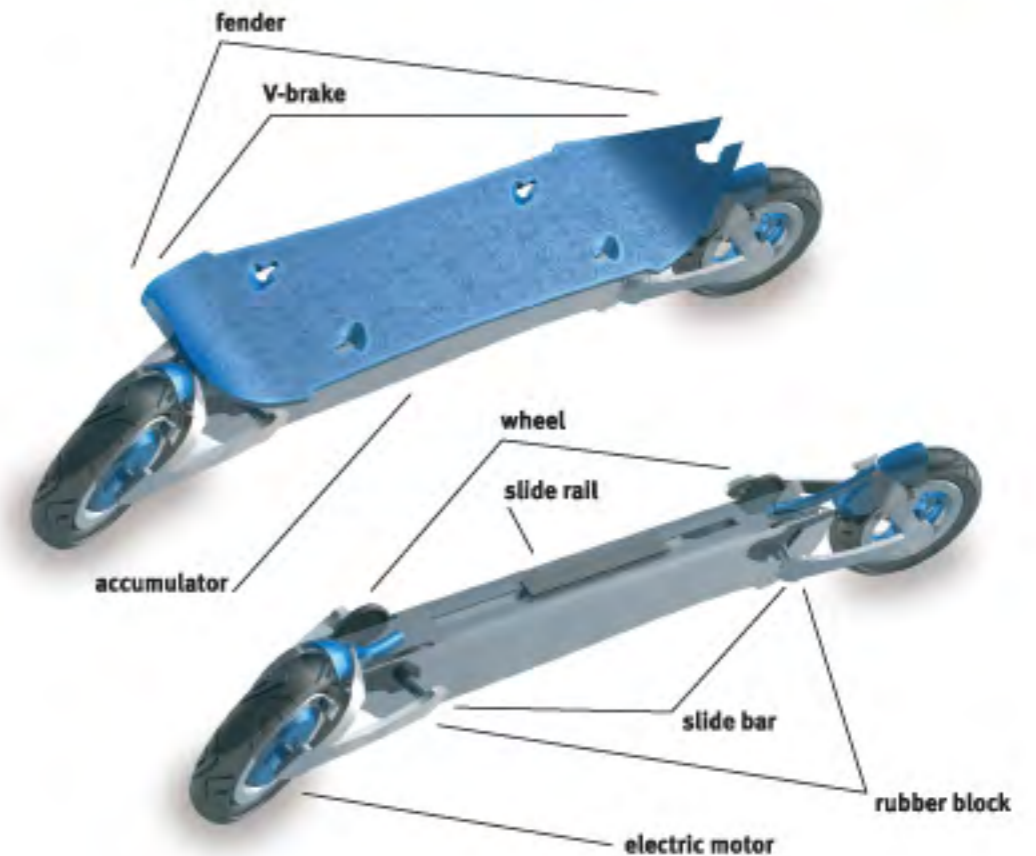
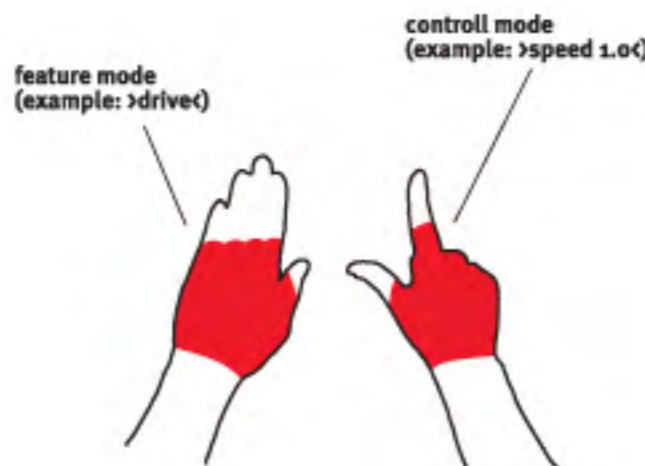
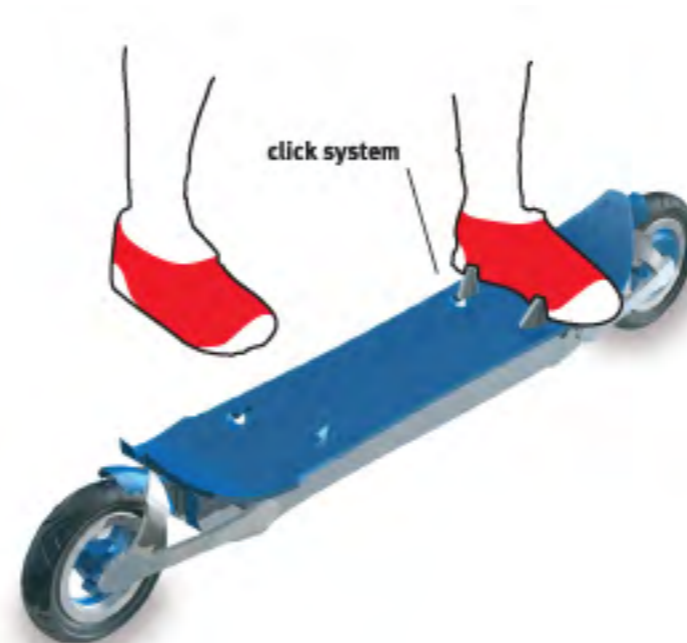


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EV-Concept | wheel-hub-motor, gesture-driven, self-stabilizing



at Hanover University of Applied Sciences and Arts | EV-Concept Project **gBoard** – driven by gestures

2004 | Participation at INTERMOT IVM Design Award 2004 in Munich. 1:1 prototype-model and 3D-movie.

The visionary EV-concept gBoard has an electric wheel-hub-motor and is steered by gestures of the driver.

Development of innovative steering-gearbox. Instructors: Dipl.-Des. Frank Weiß, Prof. Dr.-Ing. Franz Otto Kopp.