PORTFOLIO 2024

DIGITAL DESIGN

JOJI ISAAC ABRAHAM

Hello,
I am Joji,

A Digital Designer, working at Aspireli, a Dubai based Design & Technology Studio focusing on innovative Automotive Part Design. Before Aspireli, I workied as a Digital Modelling Consultant - Specialist, for FORD - UK, on consultancy through Contechs UK and Satven India. Prior to this role, I worked as a Lead Digital Designer at Tata Motors Global Design Team, Pune. I always look into the new realms of design. I am open for opportunities to utilize my skills & Competencies, & to contribute as a Lead Digital Designer.

Regards,
JOJI ISAAC ABRAHAM

TRAVELLER
SPREAD SMILE
WARM
PEACE LOVER
EXPLORE LIFE
FOODIE

I love design, technology & trends. However, I always find time for journeys which rejuvenates me and help me learn new cultures, values, cuisines and what not... Snaps from some of those journeys...




Drives


Peace of mind



Food



Travel

isaac.joji@gmail.com

EXPERIENCE

ASPIRELI - DUBAI

Nov 2023 - Present

FORD - UK

*on consultancy through **Contechs UK** and Satven India*

March 2023 - Nov 2023

TATA MOTORS DESIGN

Sep 2016 - March 2023

DASSAULT SYSTEMES

Feb 2015 - Aug 2016

TECHNICON DESIGN

Jul 2013 - Dec 2013

ASPIRELI
Design & Technology

Digital Designer - Automotive Surfacing Nov 2023 - Present

- Analyzed automotive design trends, market dynamics, customer expectations to identify opportunities for product innovation.
- Created and refined surface models for automotive designs, ensuring alignment with brand identity and market demands.
- Collaborated with cross-functional teams to translate conceptual designs into tangible products, meeting project deadlines and quality standards.
- Leveraged expertise in Alias Nurbs, SubD, Blender & Unreal Engine to develop high-quality renderings and surface models.
- Contributed to brainstorming sessions and design reviews, offering creative insights and solutions to design challenges.
- Stayed updated on industry developments and emerging technologies to drive continuous improvement and innovation within the design process.
- Received recognition for contributing to a positive team culture and dynamic work environment.
- Established new Design process, process work flow, cross functional team handover standards, and design standards along with the design team while leveraging my Automotive OEM and consulting experience from Germany, UK, USA and India and helped setup a high energy and hyper efficient studio environment.

FORD UK, On Consultancy through Contechs UK & Satven India
Digital Modelling Consultant - Specialist Mar 2023 - Nov 2023

Collaborated with Contechs UK Technical team, FORD UK Designers, Clay Modellers, Studio Engineering and Design Managers, accommodated their requirements and supported High Quality Surfacing based on design Gates K2 to K6 in the development of FORD UK & FORD North-America Projects.

- Concept to Class A Surfacing.
- Adapted client requirements and tailored a workflow for them

TATA MOTORS DESIGN

Lead - CAS Modelling, Digital Design	Aug 2018 - Mar 2023
Senior Manager - Design Centre	Dec 2017 - Jul 2018
Digital Designer	Sep 2016 - Nov 2017

TATA MOTORS DESIGN

INDIAN AUTO EXPO 2023

INTERIOR SURFACING for production (concept to Production)

To be launched

Tata SIERRA :

Interior FATC and Centre Console,
Seats, Door Trim

Tata Hexa Safari Edition : Grille & Exterior Cladding

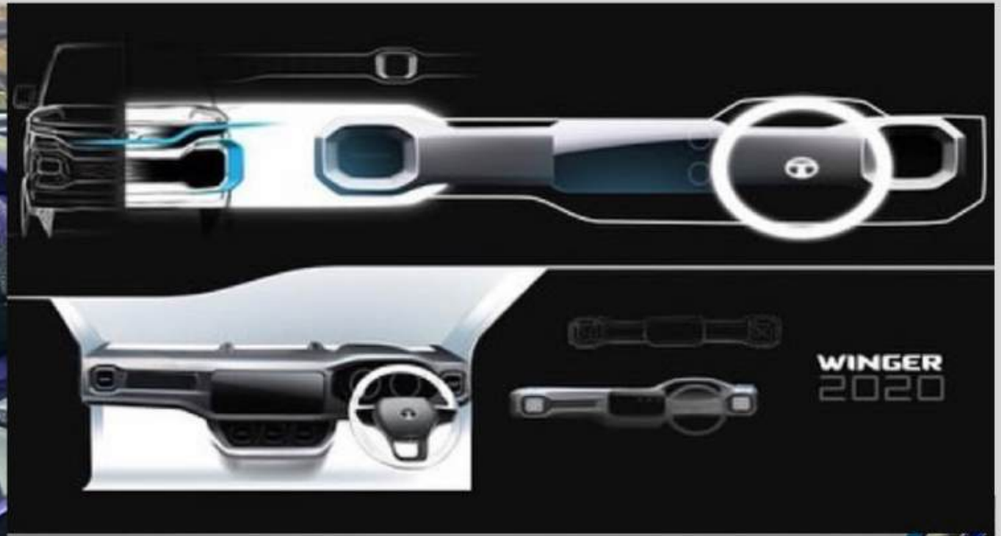
Tata Yodha : Exterior front bumper & fender

Tata EV Bus : Exterior front facia

TATA MOTORS DESIGN

INDIAN AUTO EXPO 2020

EXTERIOR SURFACING

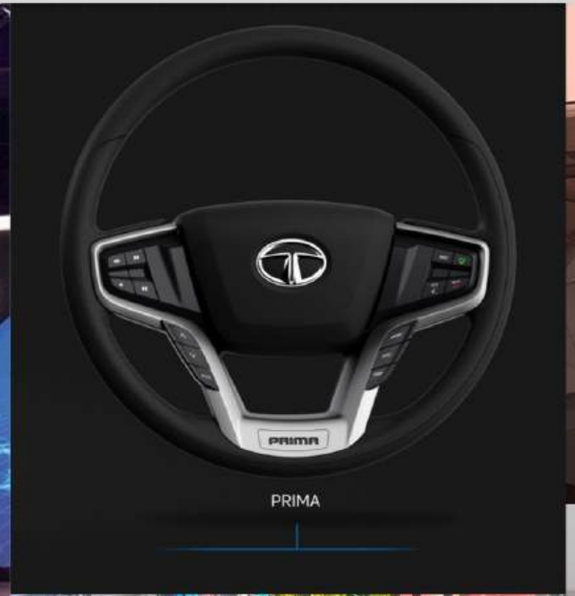


TATA MOTORS DESIGN

INDIAN AUTO EXPO 2020

INTERIOR SURFACING

Tata Winger :
Interior IP complete,
Door cards & Seatback



TATA MOTORS DESIGN

INDIAN AUTO EXPO 2020

INTERIOR SURFACING

Tata Prima :
Interior IP, multiple Headliner variants, Door Trims
& All new Steering Family.

Tata Intra : Dual tone wheel cover, Mascot & HVAC Control Decals

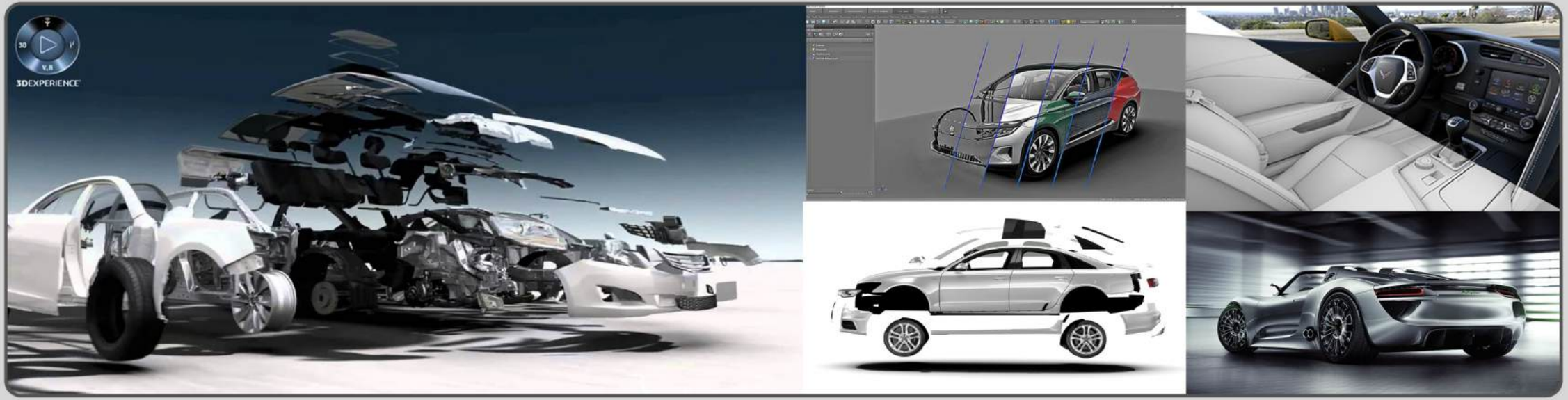
Tata Ultra AMT Concept 2018 : Amt Console & the Mascot

Tata Magic EV 2018 : Wheel Cover

TATA MOTORS DESIGN

INDIAN AUTO EXPO 2018

EXTERIOR & INTERIOR SURFACING



3DEXCITE

Digital Designer - Permanent Dec 2015 - Aug 2016
Digital Designer - Contract Feb 2015 - Dec 2015

Dassault Systèmes - 3DEXCITE, Pune, India
Formerly known as 3DPLM Global Services (3DGS)

Projects:
- Worked on the content preparation & Visualization for an International Automotive OEM's entire product range for Europe.
- Worked on the content preparation & Visualization for two other International Automotive OEM's products for Europe.

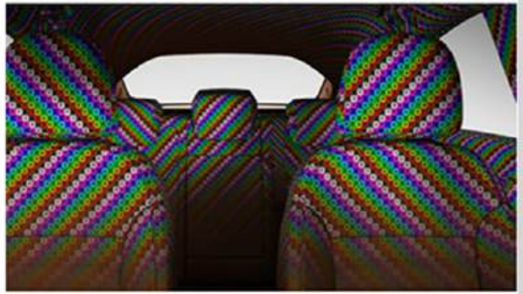
Key Responsibilities:
- Digital Design - Content Preparation - Visualization
- Clean up of 3d Models & 3D modelling for using in visualization
- Worked on 3D Modelling, Content preparation, optimization for visualization in Deltagen
- Storyboarding, Animation preparation.
- Understanding client requirement (Multiple Automotive OEMSs for their operations in Europe) and working on 3DEXCITE standards.
- Knowledge sharing, training new team members, exploring different platforms for visualizations for different requirements.
- Helped in aligning the team towards creative Design for visualization, as I was among the first few Digital Designers while the team started in Pune.

Confidential Data:
- All the work done here for 3DEXCITE clients (Automotive OEMs) were live projects and hence confidential.

3DS 3DEXCITE

Visual 3D Modelling

Refine CAD geometry during the process of virtual 3D model preparation with dedicated geometry optimization, completion and creation services. Our flexible scanning services bring virtual products to life even when no CAD data is available. This offering is completed by services for 3D environment creation.



Visual 3D Master Model

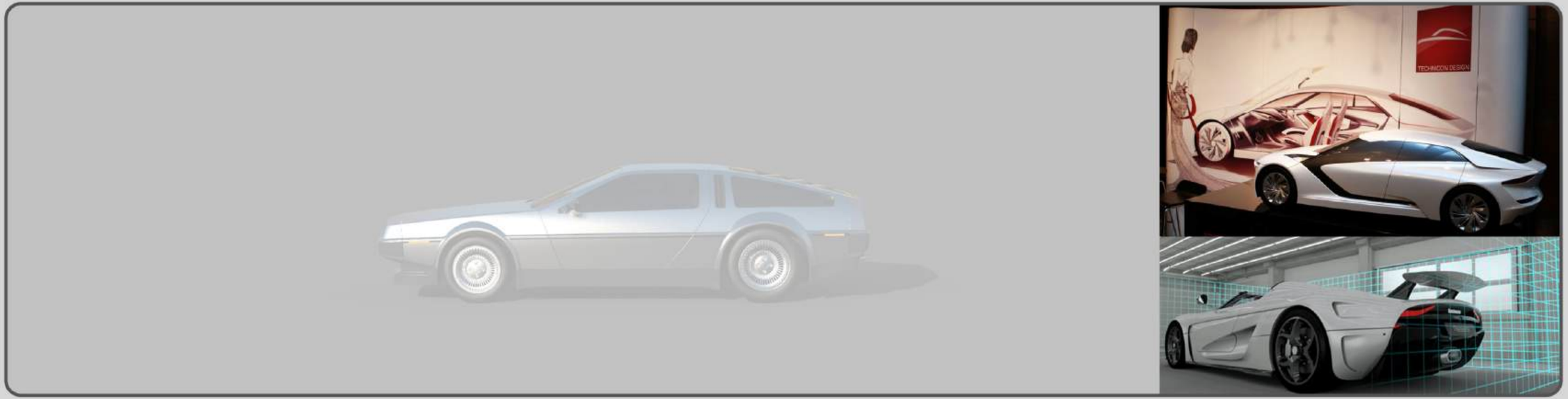
Create a single source for all visualization use cases by preparing CAD geometry data and completing it with product information - such as configuration, materials and codes. For a complete solution, we offer 3D master model creation, as well as data and information harvesting, 3D modelling, model lifecycling and distribution.

Visual CAD2Asset Automation

Streamline visualization processes across your enterprise by driving high-volume media production standardization, efficiency and scalability. In doing so, accelerate product cycles by using existing CAD data that is efficiently converted into visual assets, feeding an expanding landscape of media channels with compelling content.

Visual 3D/2D Staging

3DEXCITE´s fast and efficient Visual 3D/2D Staging services use efficient, multi-channel media production pipelines to turn 3D model data into configurable, visually stunning 3D real-time assets, 2D layers and still images for an ever growing number of marketing use cases.



TECHNICON DESIGN GmbH, Russelsheim, Germany
Alias Modelling Intern Jul 2013- Dec 2013

One of the non confidential project work during my Internship

TECHNICON DESIGN

What I Learned / Experience.

- Industry experience.
- Learning and Improving Alias Modelling Skills and implementing them.
- Understanding Industry expectations, restrictions & quality requirements in Alias modelling and working for that.
- Alias modelling from different types of inputs like scan data, physical model, photographs, sketches.
- Learning the process & project workflow.
- A light introduction/idea about the CNC Milling & Learning Clay Modelling.
- Adapting to a different culture and contributing as a team player.

Quick Modelling 01

BMW M4 Concept

Scan data Modelling of the BMW M4 Bonnet & Fender from given scan, & Sketch modelling of front bumper as per reference image in 16 hours.

Input : Reference Image

Quick Modelling 01

BMW M4 Concept

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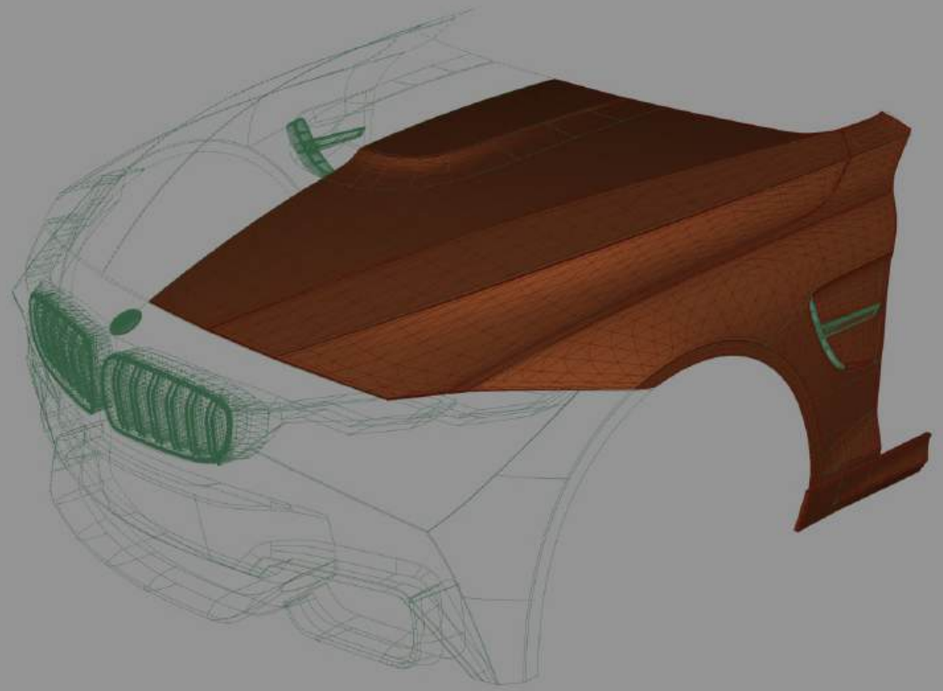
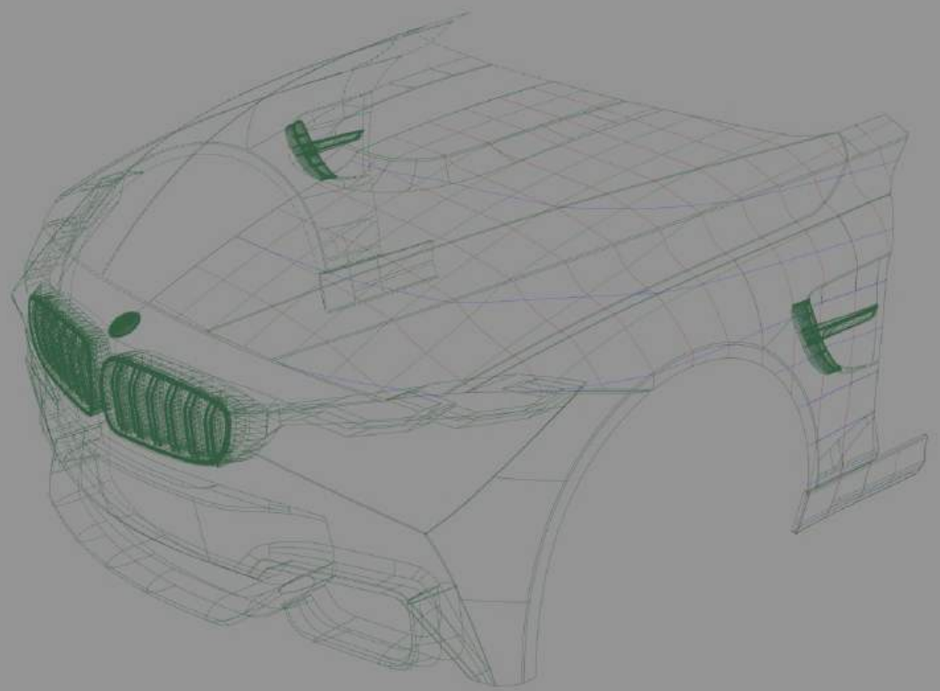


Input : Scan Data



Process : Creating Sections on Bonnet & Fender

Quick Modelling 01

BMW M4 Concept

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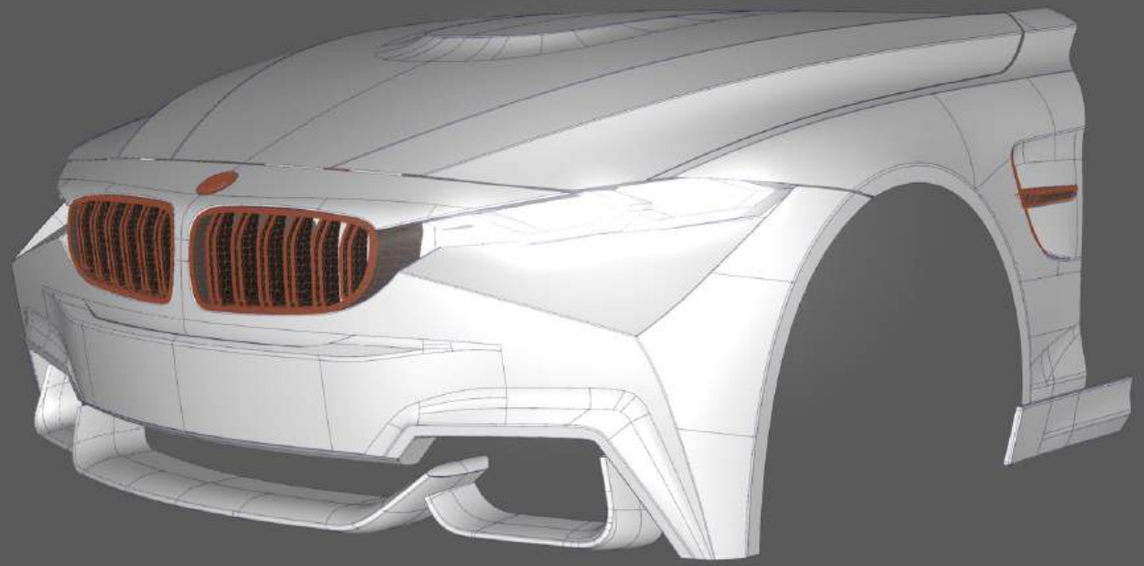
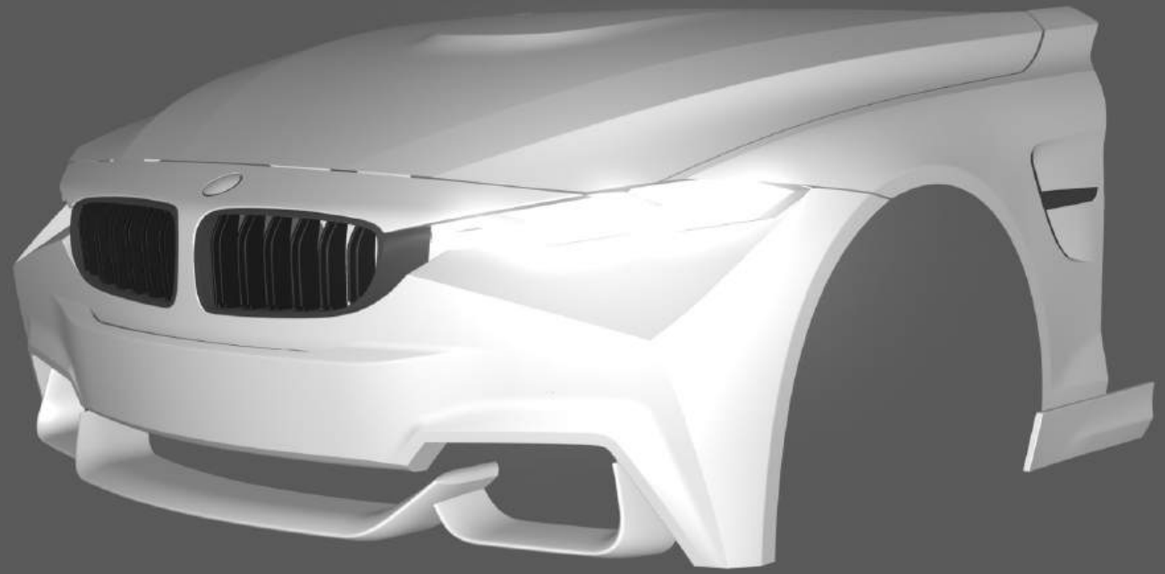


Patch Layout



Hardware Shade

Quick Modelling 02

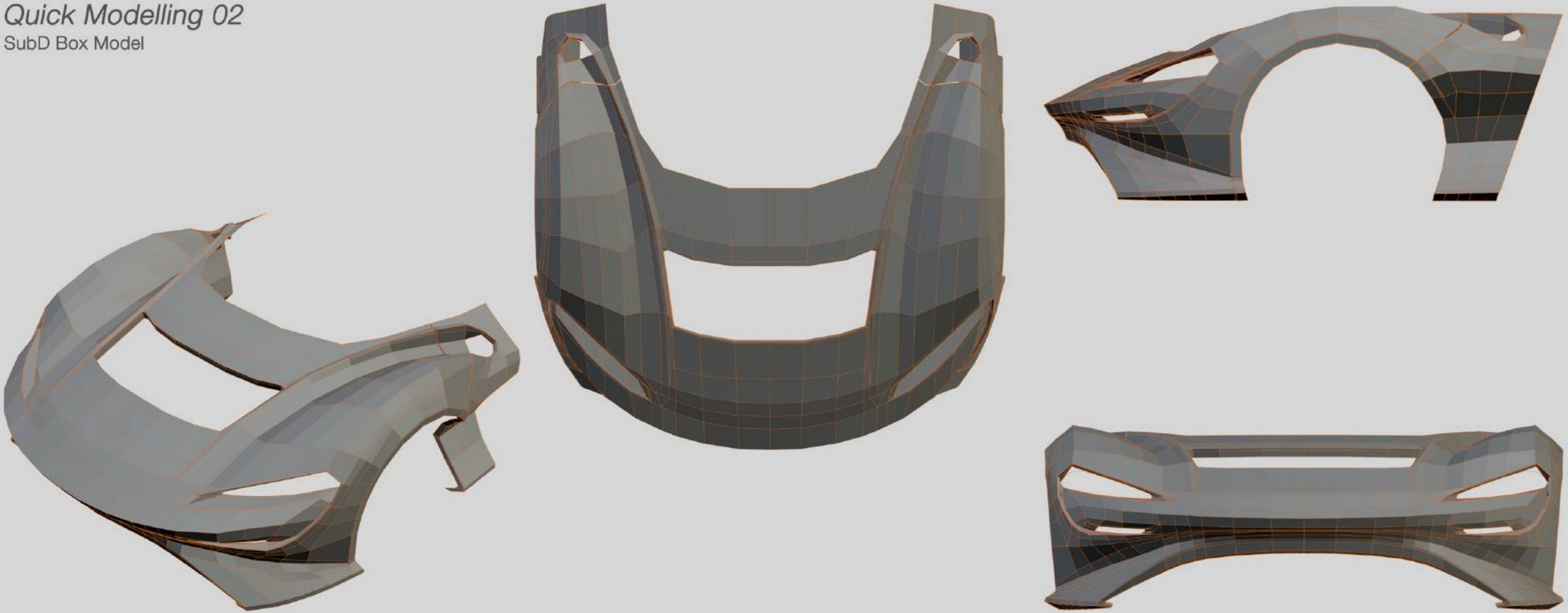
McLaren Elva

Model McLaren Elva front fascia in Alias SubD and Alias Nurbs usinng reference images

Input : Reference Images

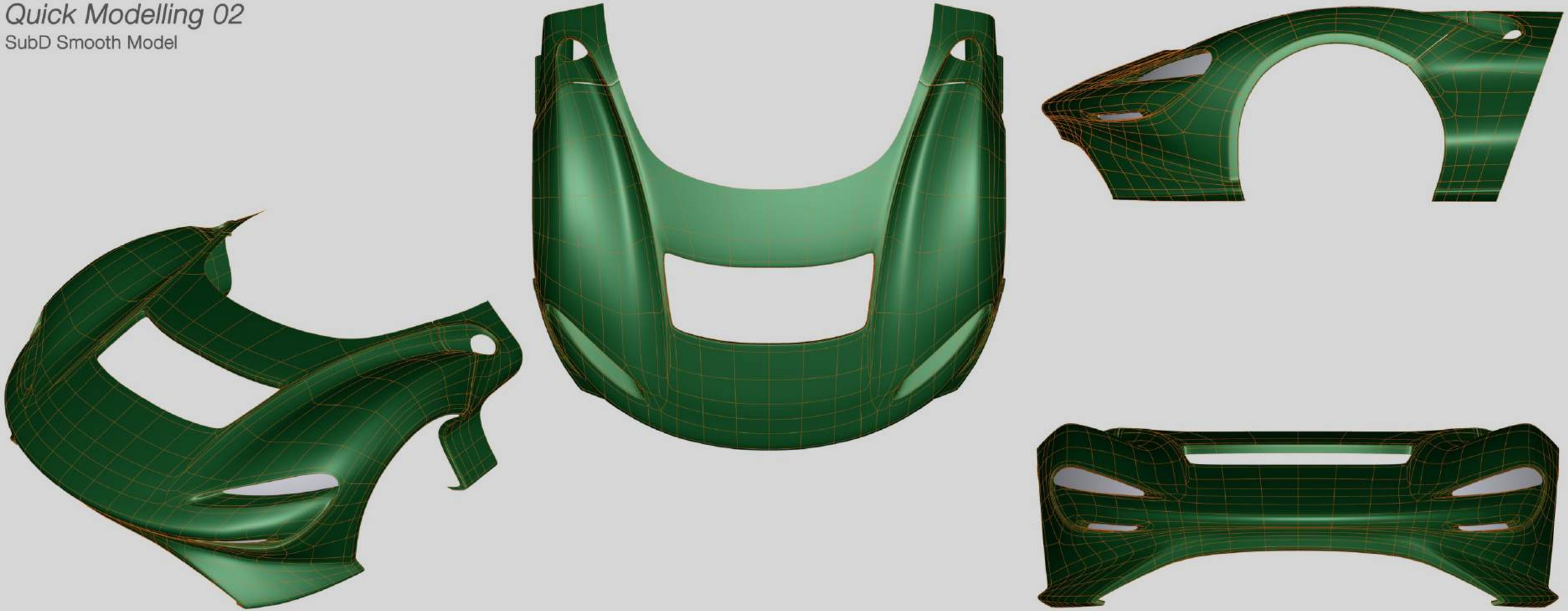
Quick Modelling 02

SubD Box Model



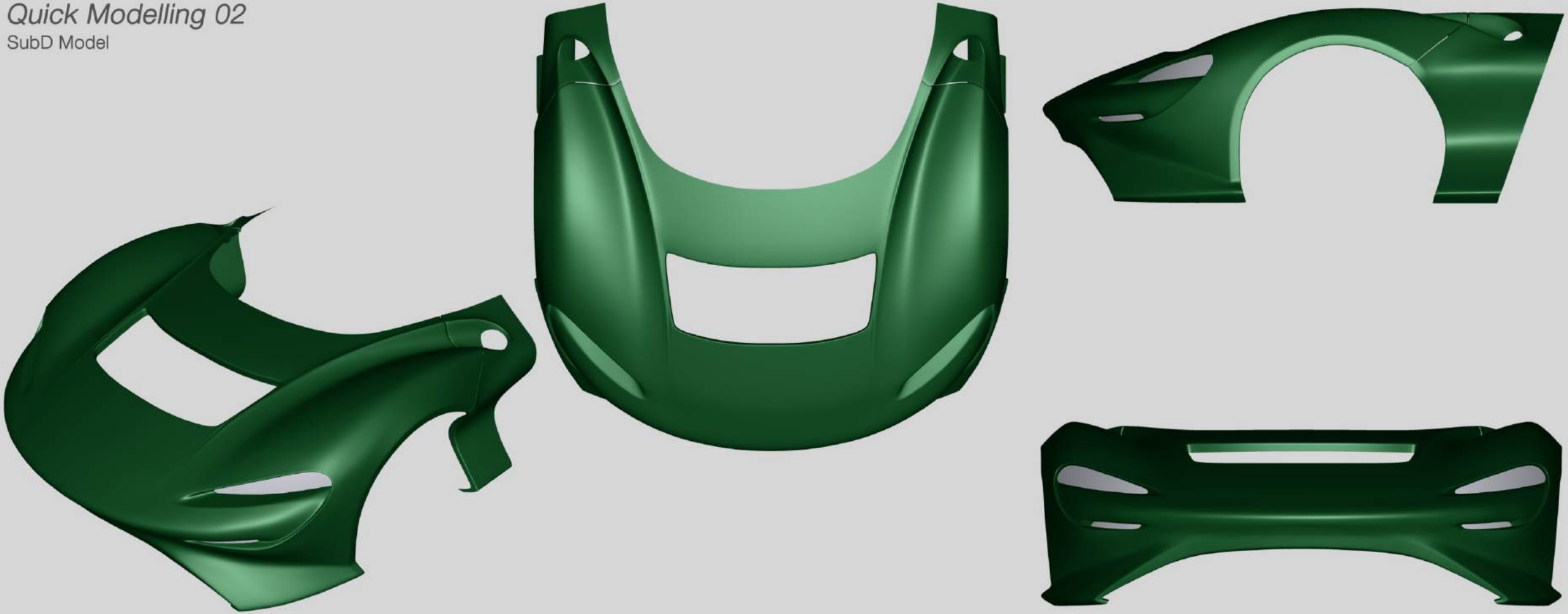
Quick Modelling 02

SubD Smooth Model



Quick Modelling 02

SubD Model



Quick Modelling 02

Nurbs Model Patch Layout

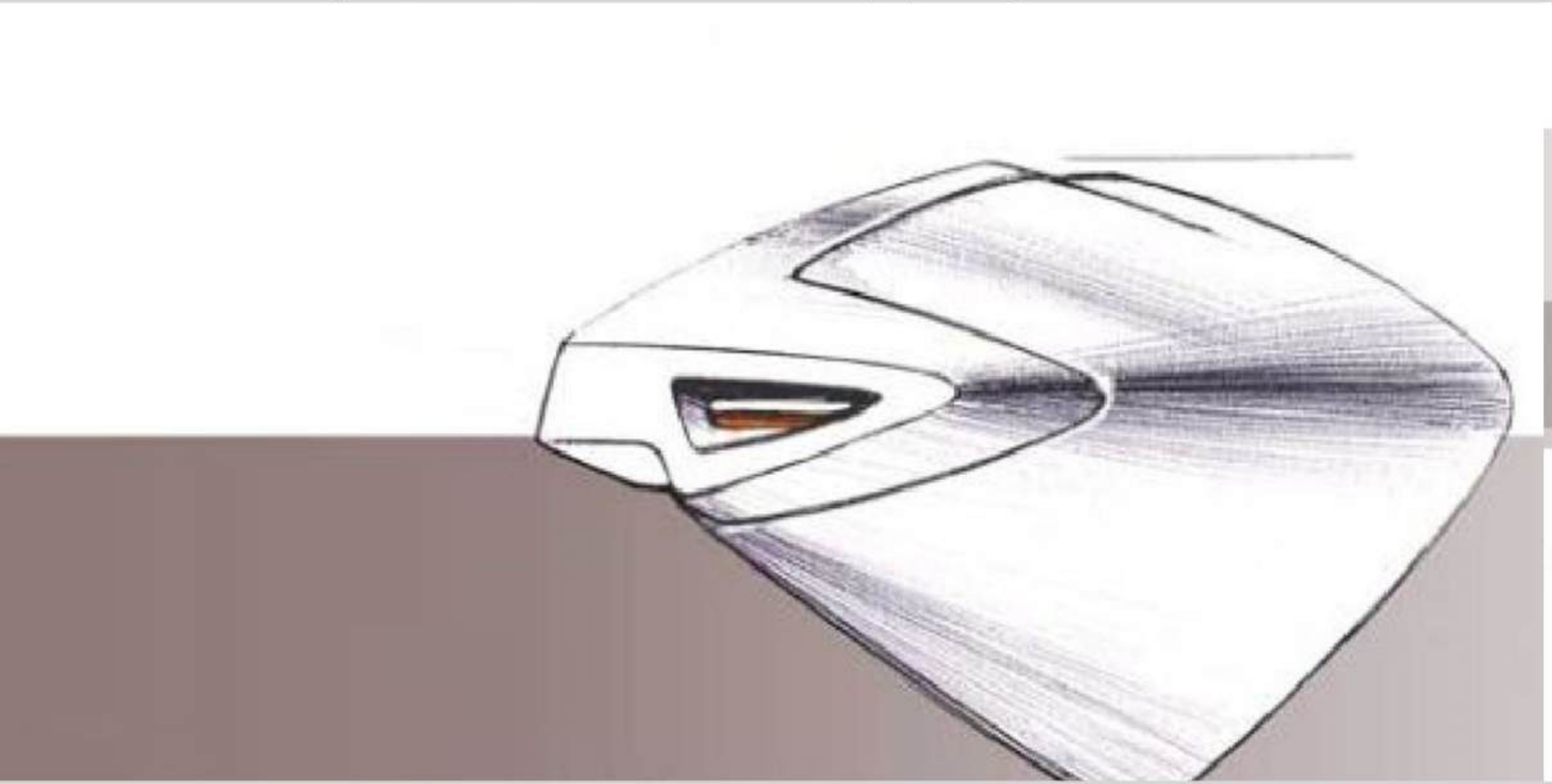
Quick Modelling 02

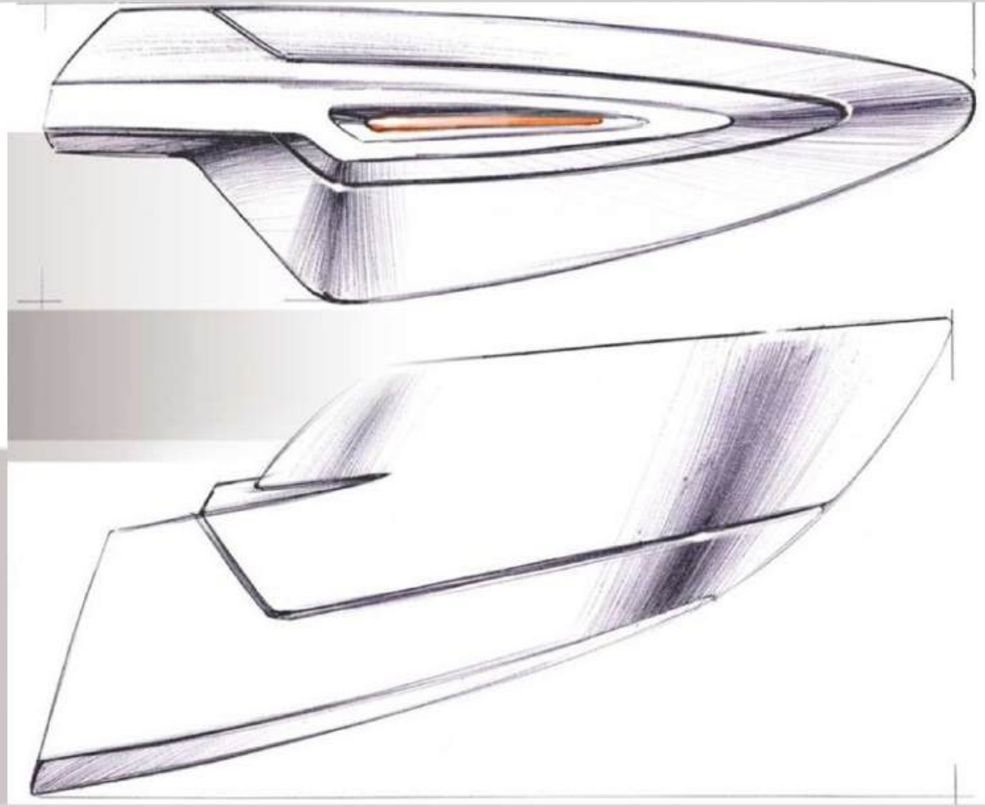
Nurbs Model

Quick Modelling 03

Rear View Mirror - Sketch Modelling

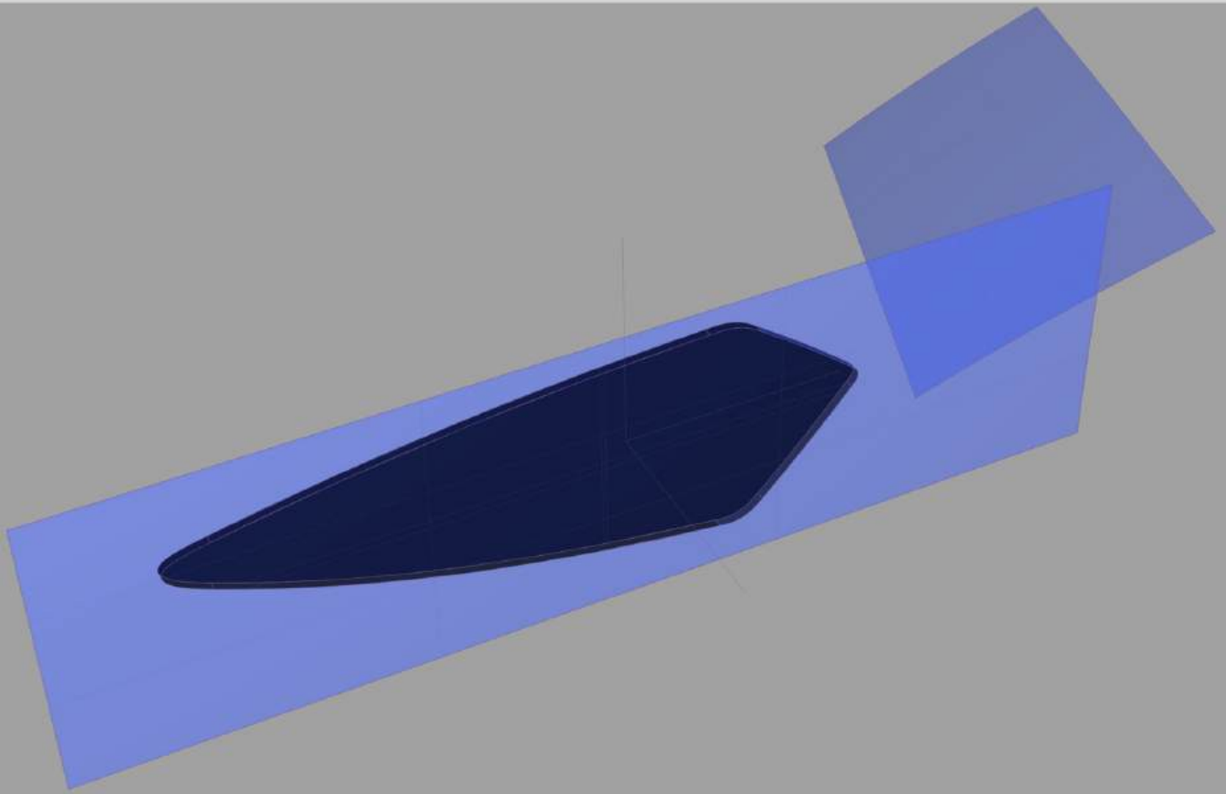
Quick Sketch Modelling with the aim to assess the relevance of the proposed style volume



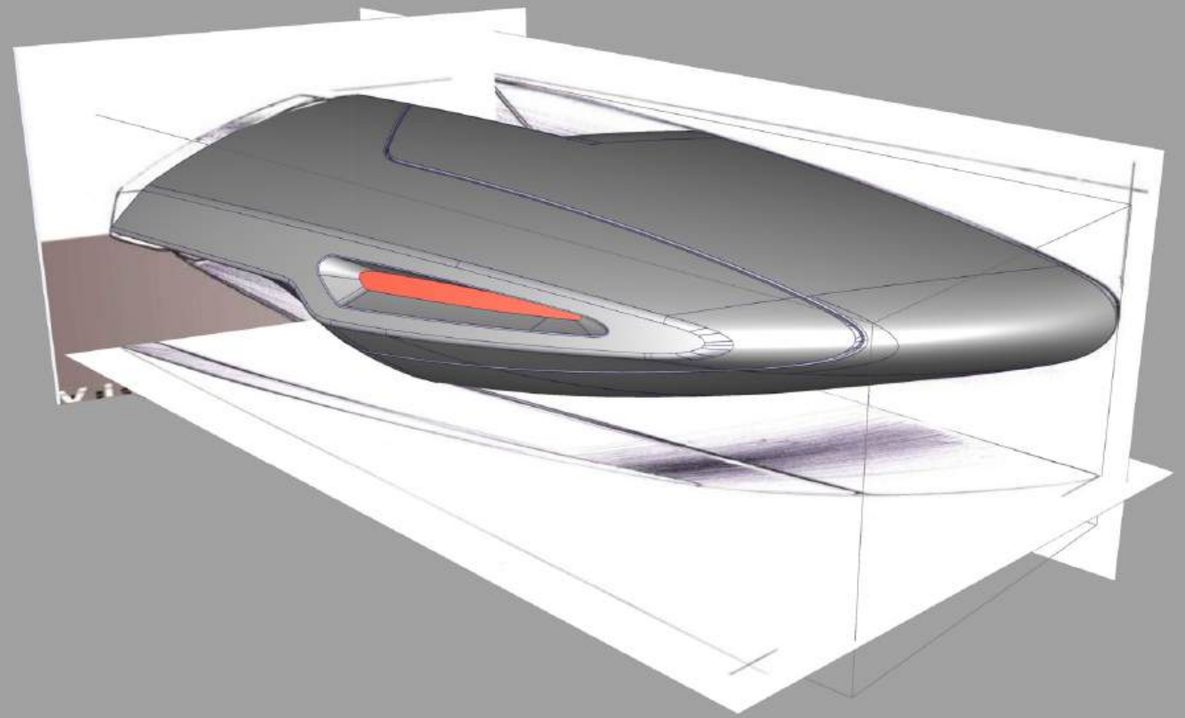


Input : Reference Sketches

Quick Modelling 03



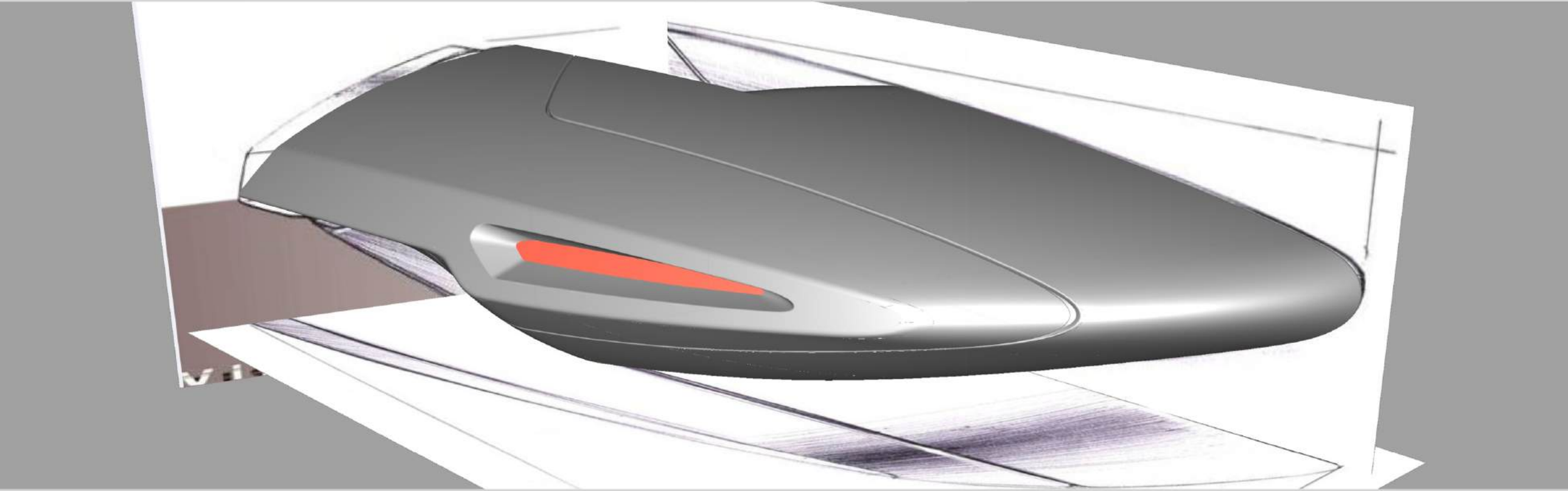
Input : Mirror and Axes Reference



Sketch Modelling Volume Patch Layout

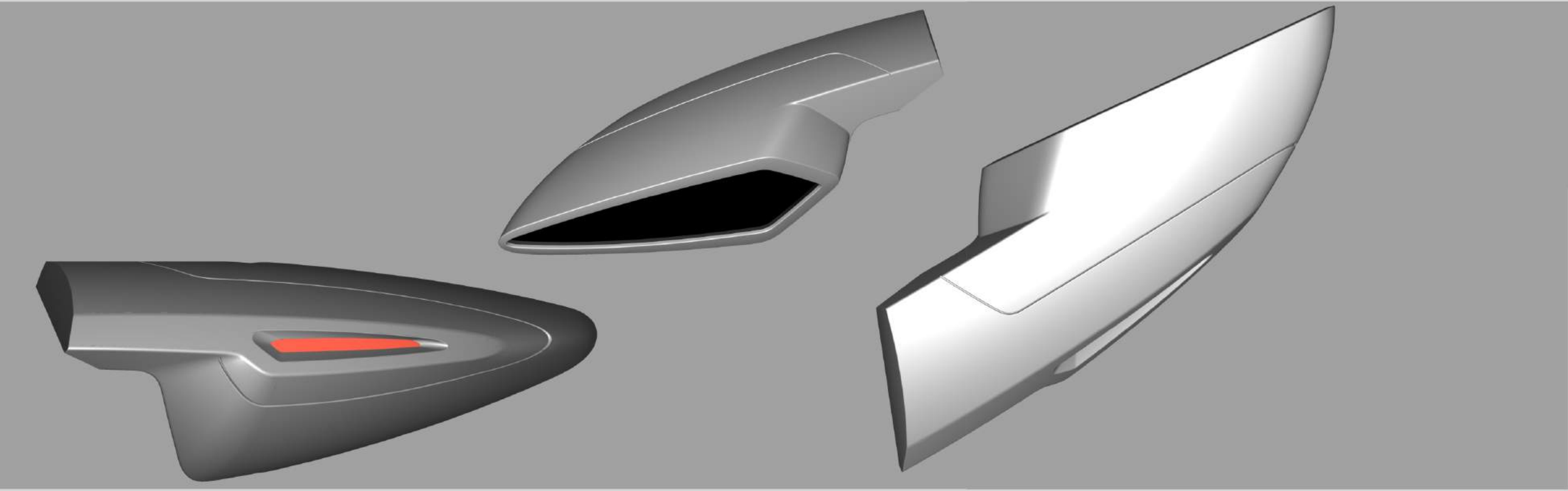
Quick Modelling 03

Alias Hardware Shader Model



Quick Modelling 03

Alias Hardware Shader Model

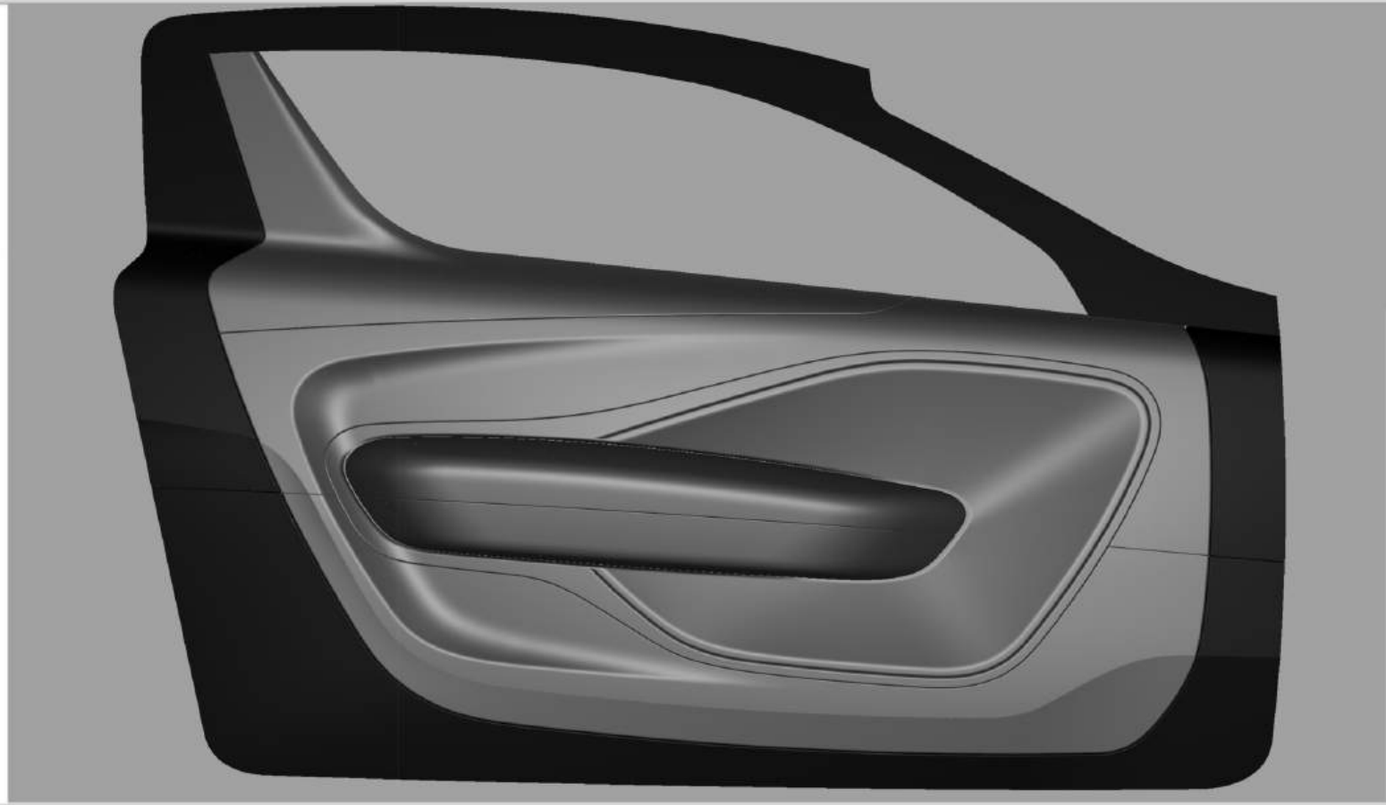


Quick Modelling 04

Door Trim - Sketch Modelling

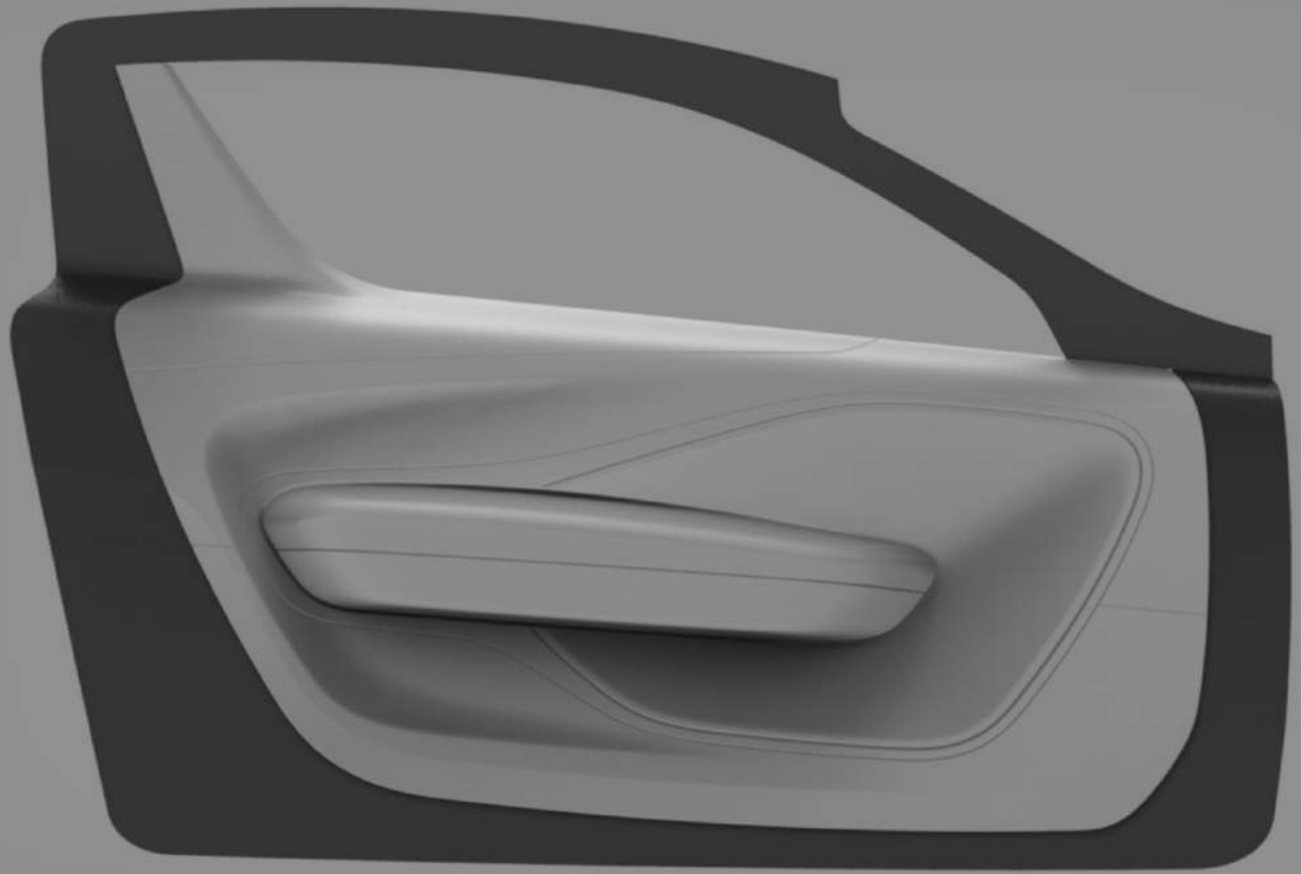
Quick Sketch Modelling of the Door Trim as per input sketch

Input : Reference Image



Alias Hardware Shader

Quick Modelling 04



Keyshot Render

Blender Render

Render Process

Note: The 3D model used is a free download from sketchfab.com.
This 3d data was used to experiment colour, material and finishes during the cycles Render process.

Blender Render

Cycles Render

Note: The 3D model used is a free download from sketchfab.com.
This 3d data was used to experiment colour, material and finishes during the cycles Render process.

Unreal Engine Render

Render Process

Note: The 3D model used is a free download from sketchfab.com.
This 3d data was used to experiment colour, material and finishes during the cycles Render process.

Unreal Engine Render

Note: The 3D model used is a free download from sketchfab.com.
This 3d data was used to experiment colour, material and finishes during the cycles Render process.

PROJECTS


01
SKETCH
MODELLING


02
POLYGONAL
MODELLING


03
CONCEPT
MODELLING


04
SCAN DATA
MODELLING


05
DESIGN
SOLUTION


06
CLASS A
MODELLING

Volume Refinement by Transportation Design Team

01

PEPPY RIDE

Design a Unisex scooter

Team Project

SKETCH MODELLING

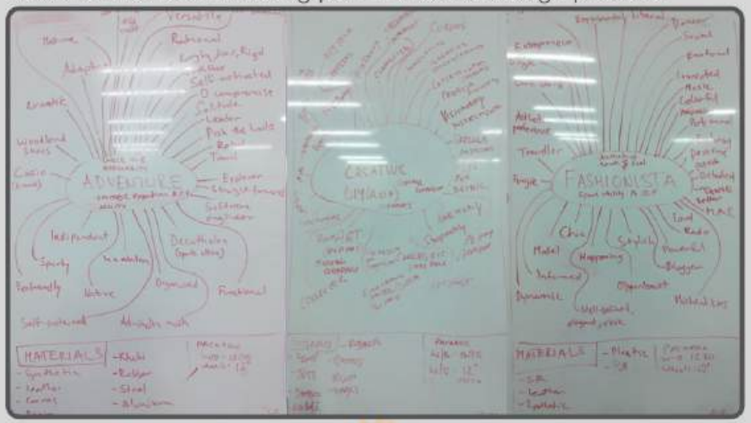
Transportation Designers

Raunaq Babbar(Team Lead),
Akshay Pardeshi,
Manojna Bellur,
Siddhartha Kazami

Digital Designers

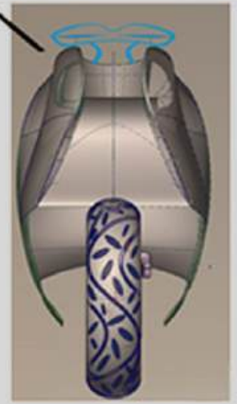
Anand Shetye,
Joji Isaac Abraham

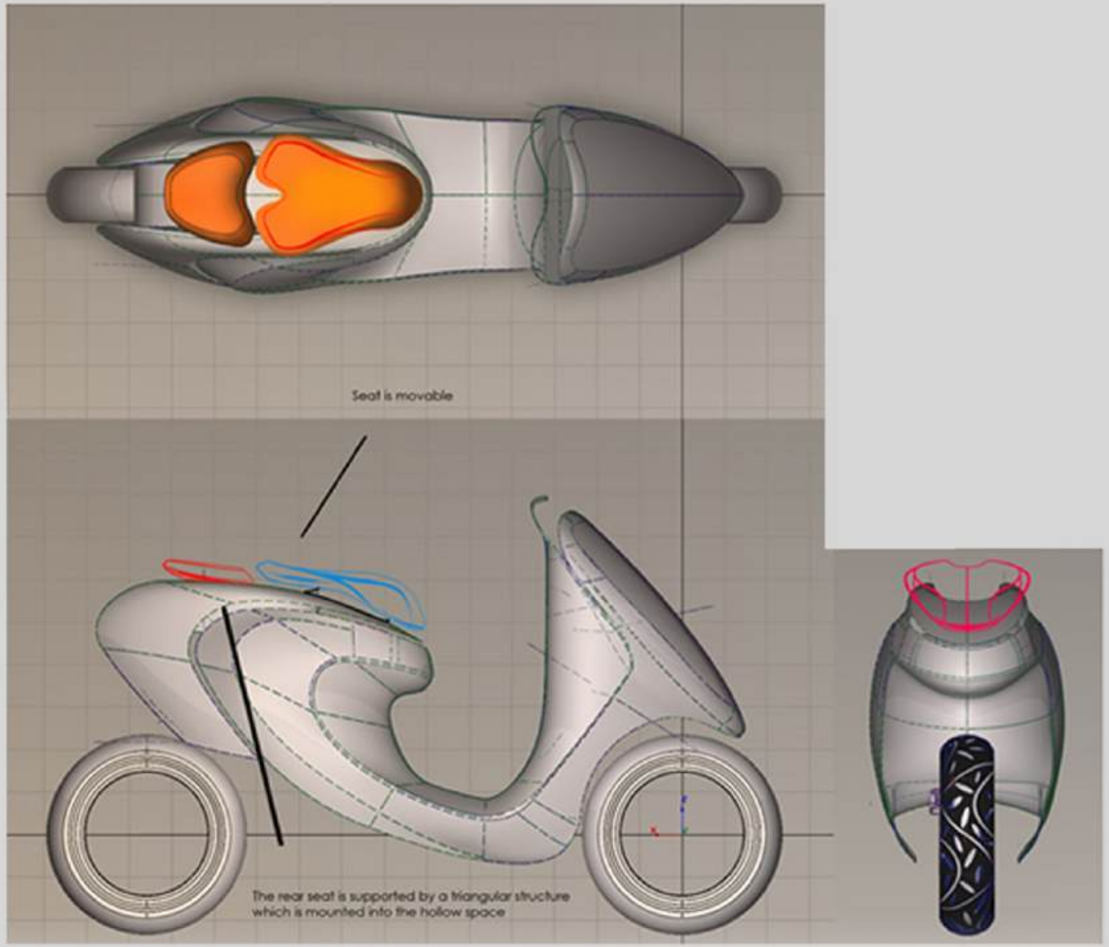
Persona Brainstorm: taking part in creative design process



Package development

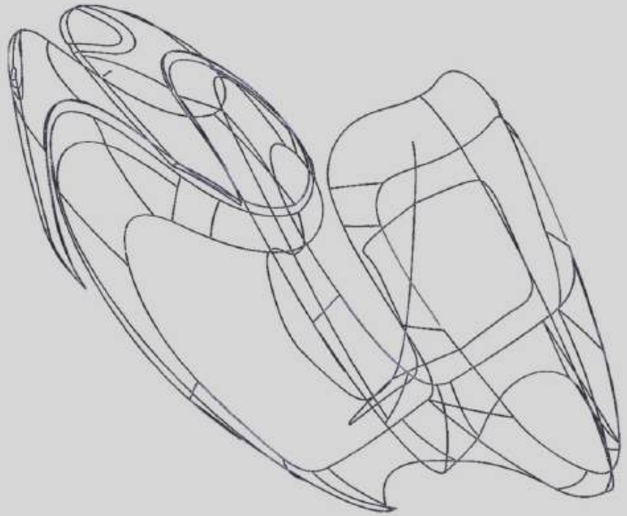
Transportation Designers using basic 3D surface model to sketch details like seat.



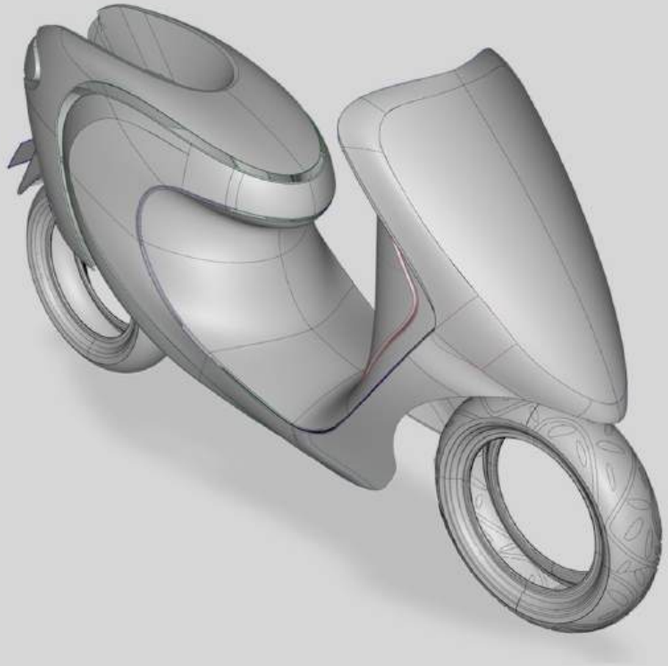


Process

Building curve network



Building basic surfaces

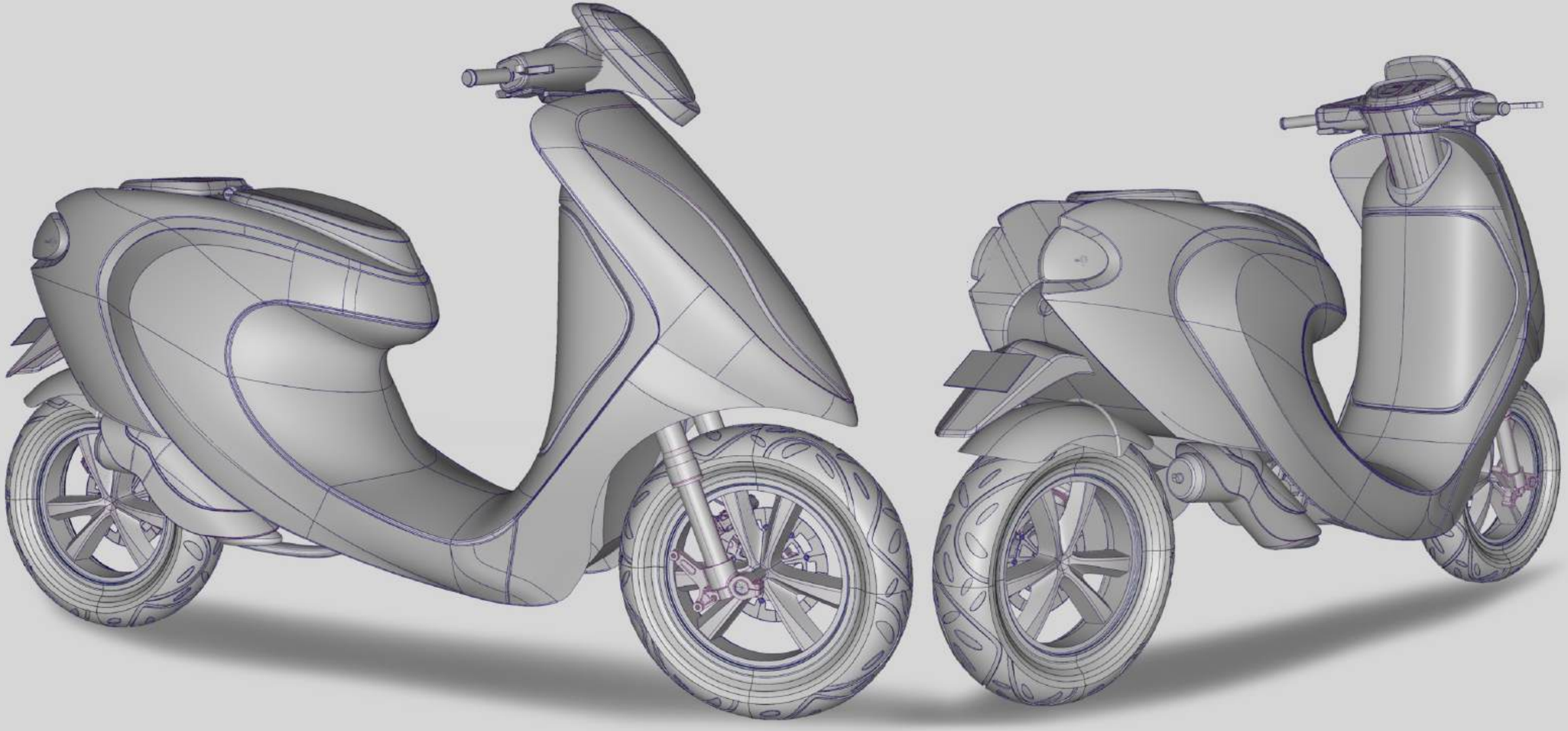


Adding details & shutlines

3D Developement / Experience...

Involves constant interaction within the Digital Designers and the Transportation Designers. Transportation Designers uses 3D models with basic surfaces to sketch and develop the details.

Final Model



Parts Modelled are Coloured

Rendered in V Ray. Post Production in Photoshop.

Rendered in V Ray. Post Production in Photoshop.

02

FAIRLADY Z

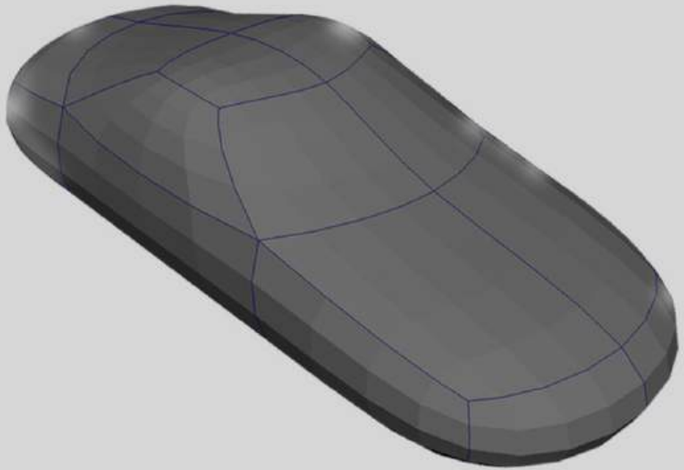
Remodelling Nissan 350Z in MAYA

Personal Project

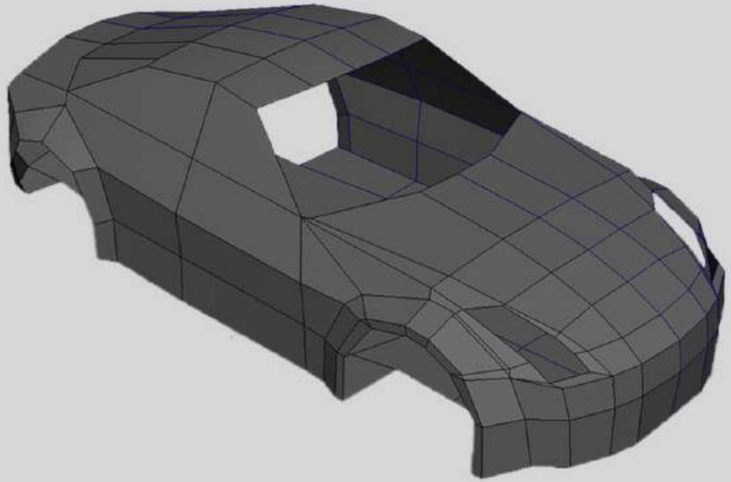
POLYGONAL MODELLING

Process

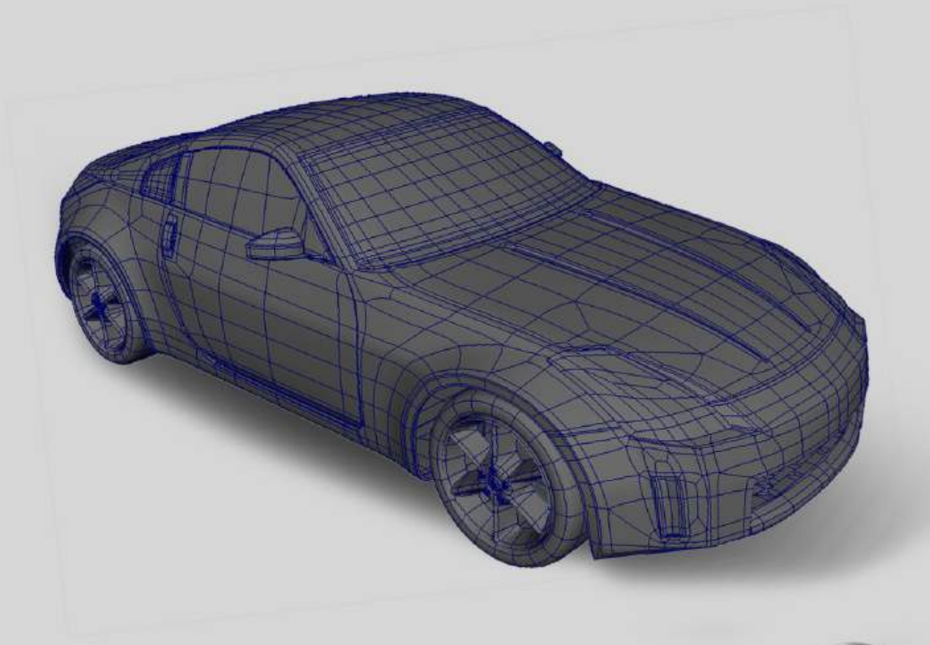
Blocking the volume



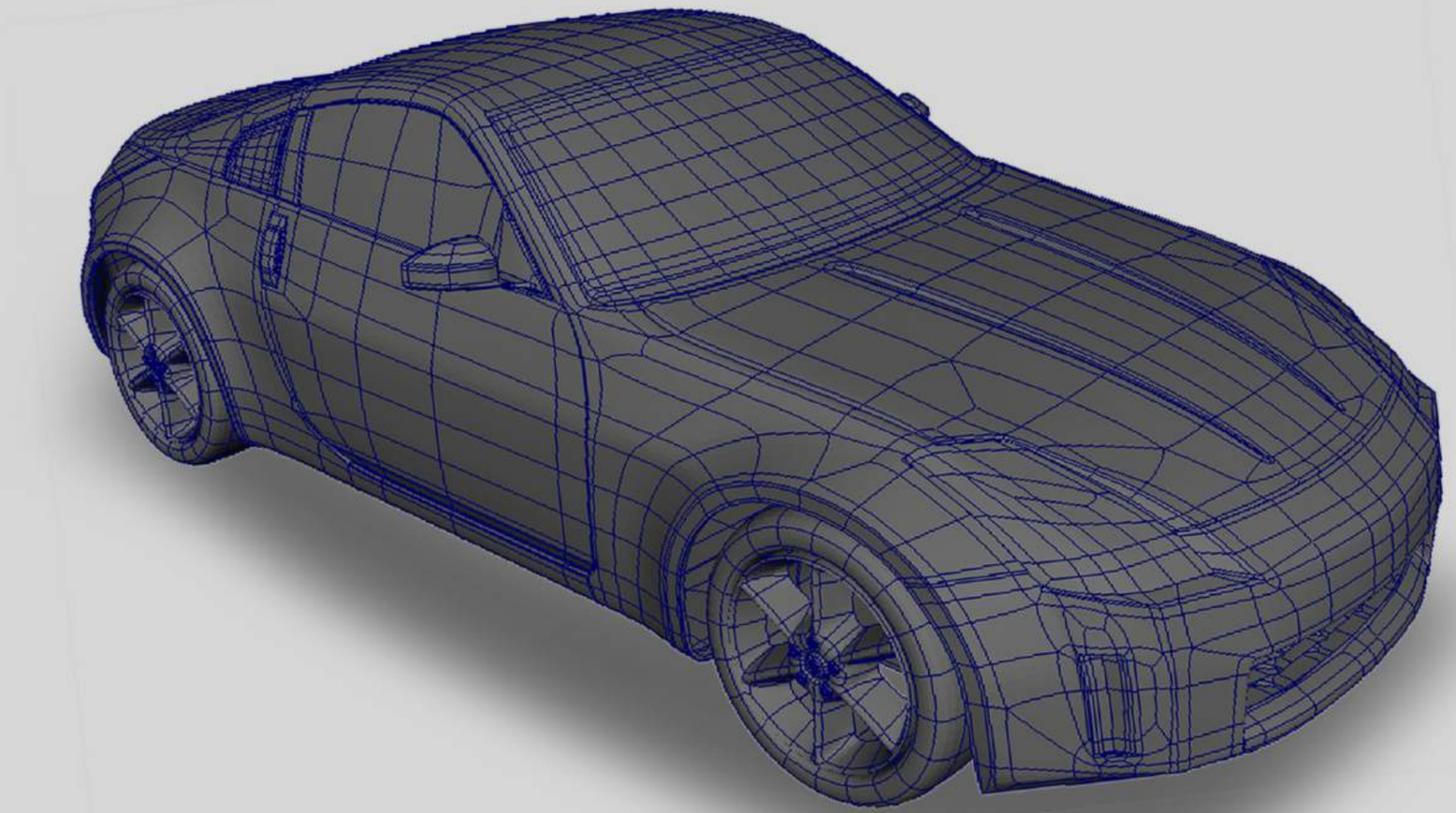
Separating Parts



Adding details & shutlines



Final Model



Rendered in V Ray. Post Production in Photoshop.


Rendered in V Ray. Post Production in Photoshop.


Rendered in Keyshot. Post Production in Photoshop.

REQUIREMENTS

Bold
Strong
Flexible Arms
Go Anywhere

03

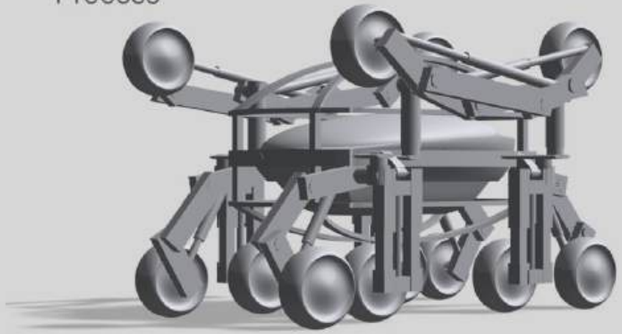
EXPLORE MARS

Design a Mars Exploratory Vehicle

Personal Project done during the MasterClass by MICHAL JELINEK

CONCEPT
MODELLING

Process

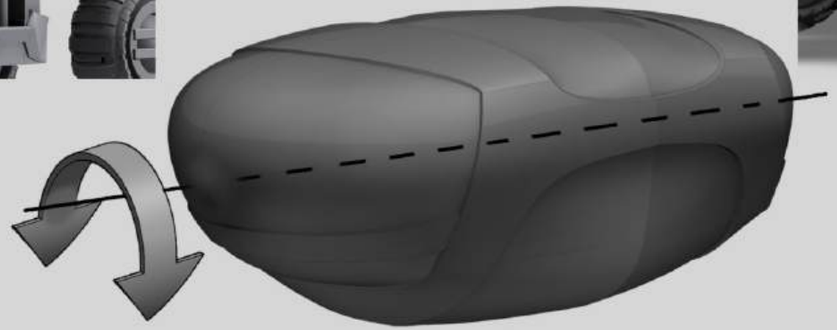


Feasibility & Constraints of features

Features

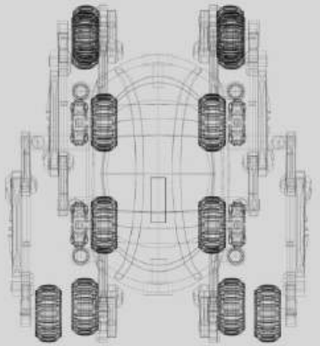
Stong Arms

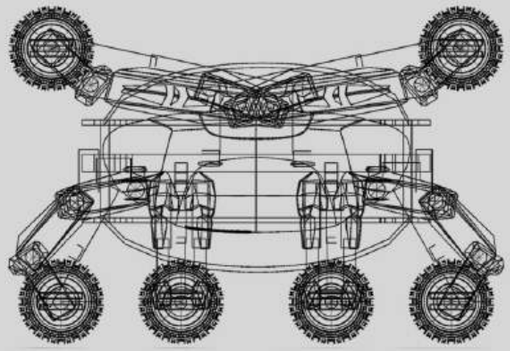
Independant & Rotating Cabin

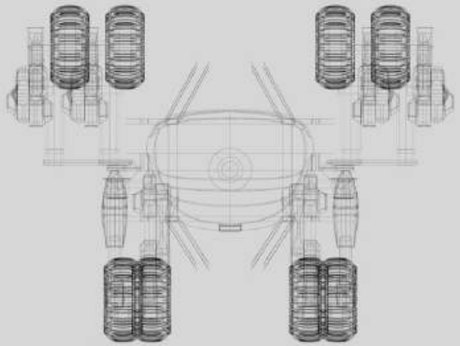


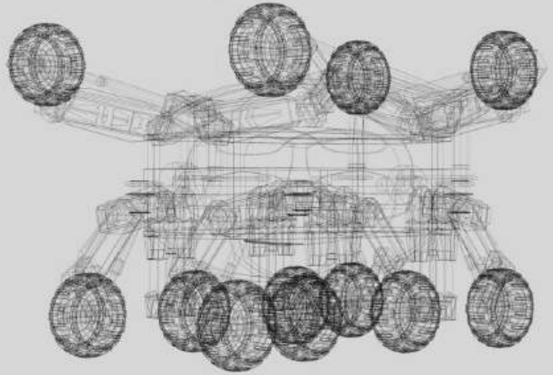
All Terrain Wheels

Package development

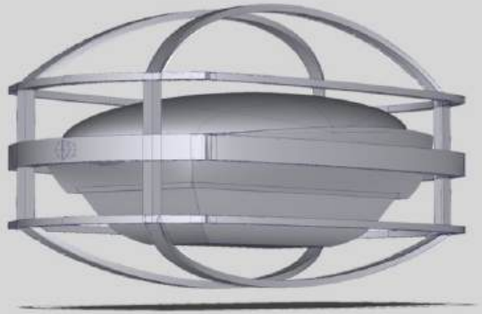




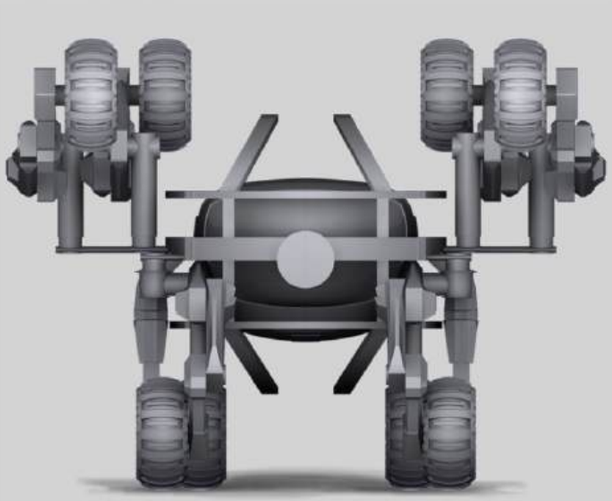


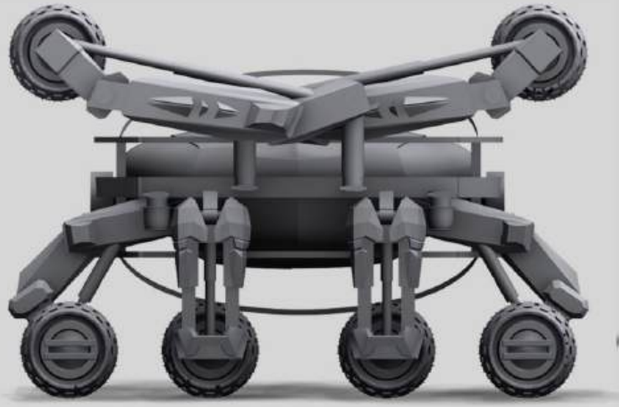


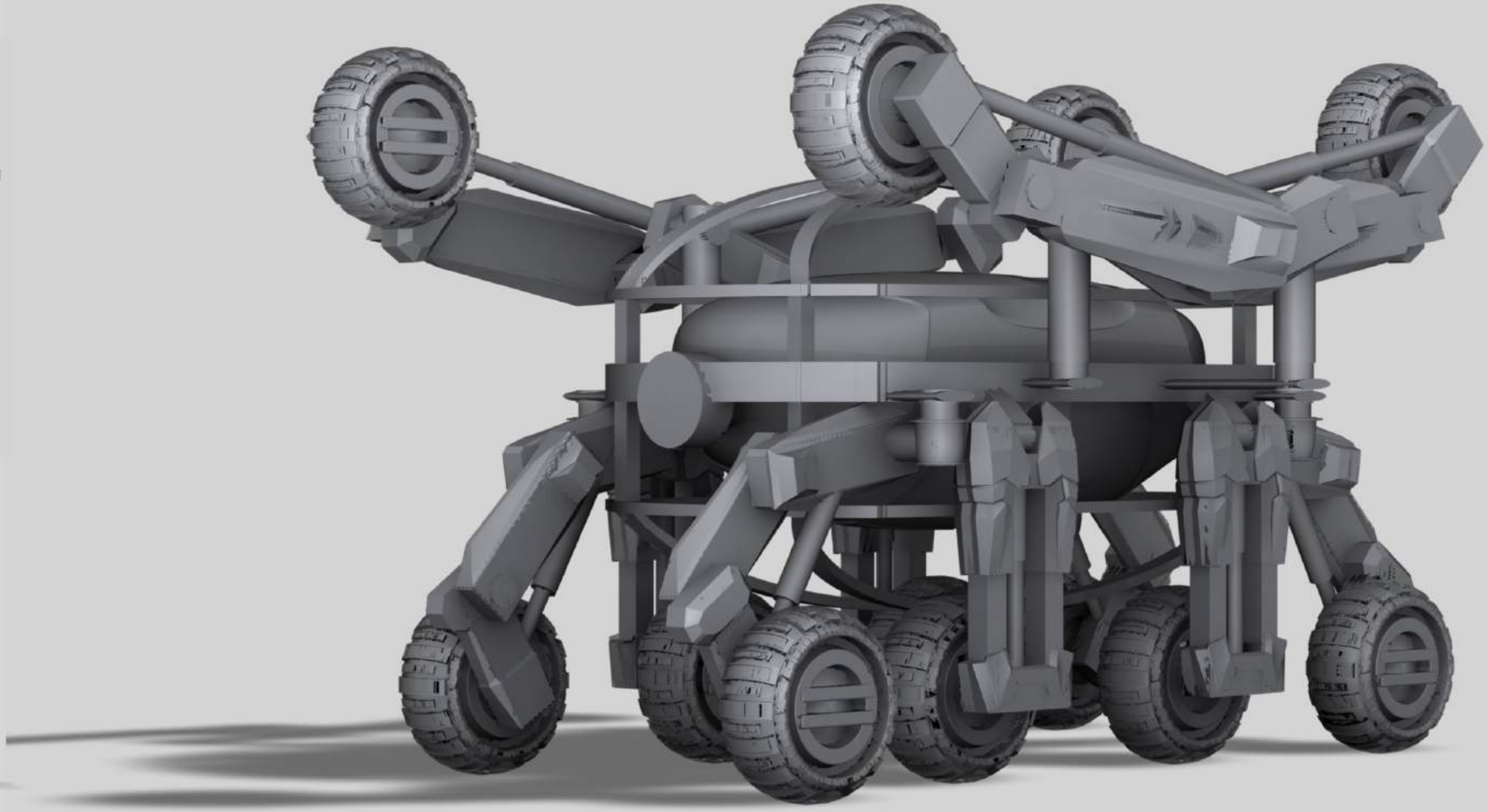
Functionality Aspect



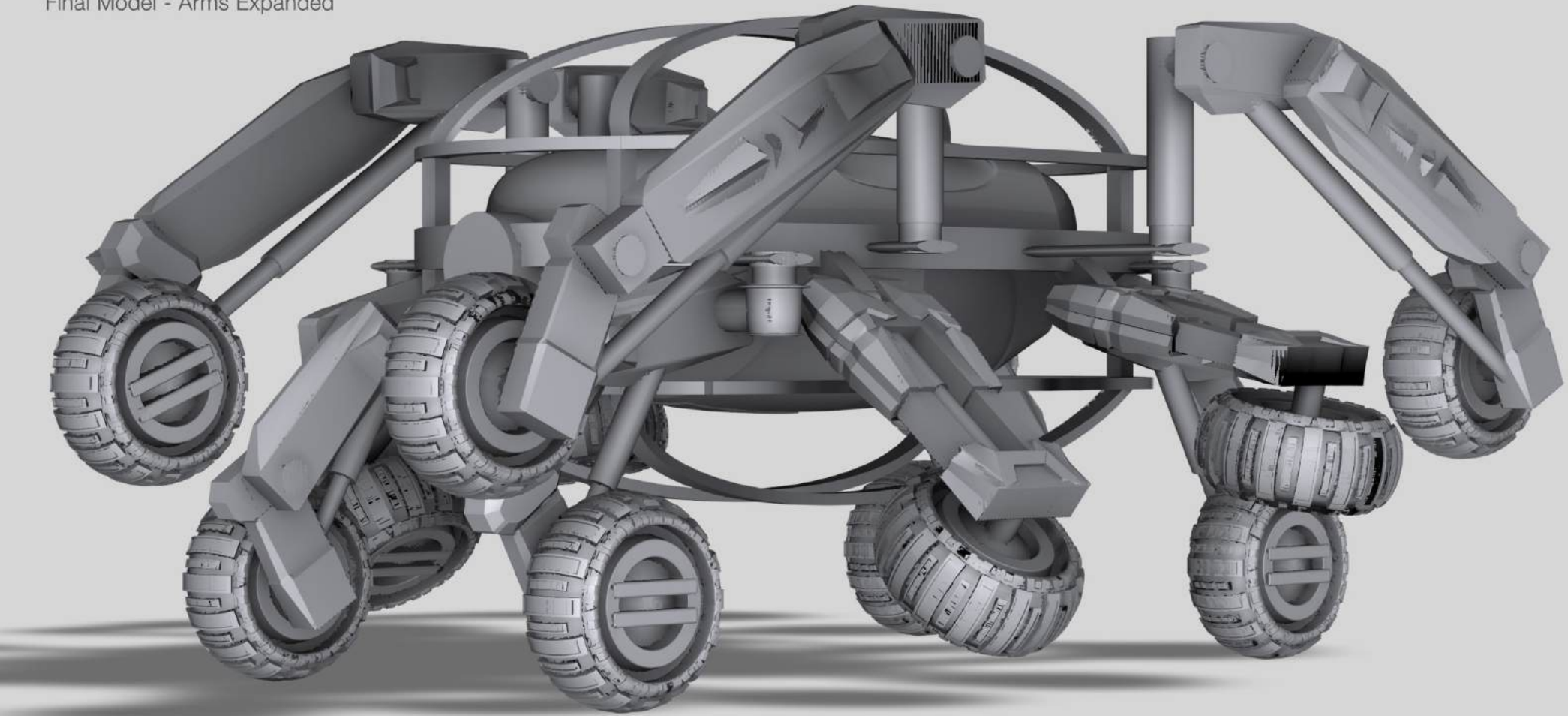
Final Model

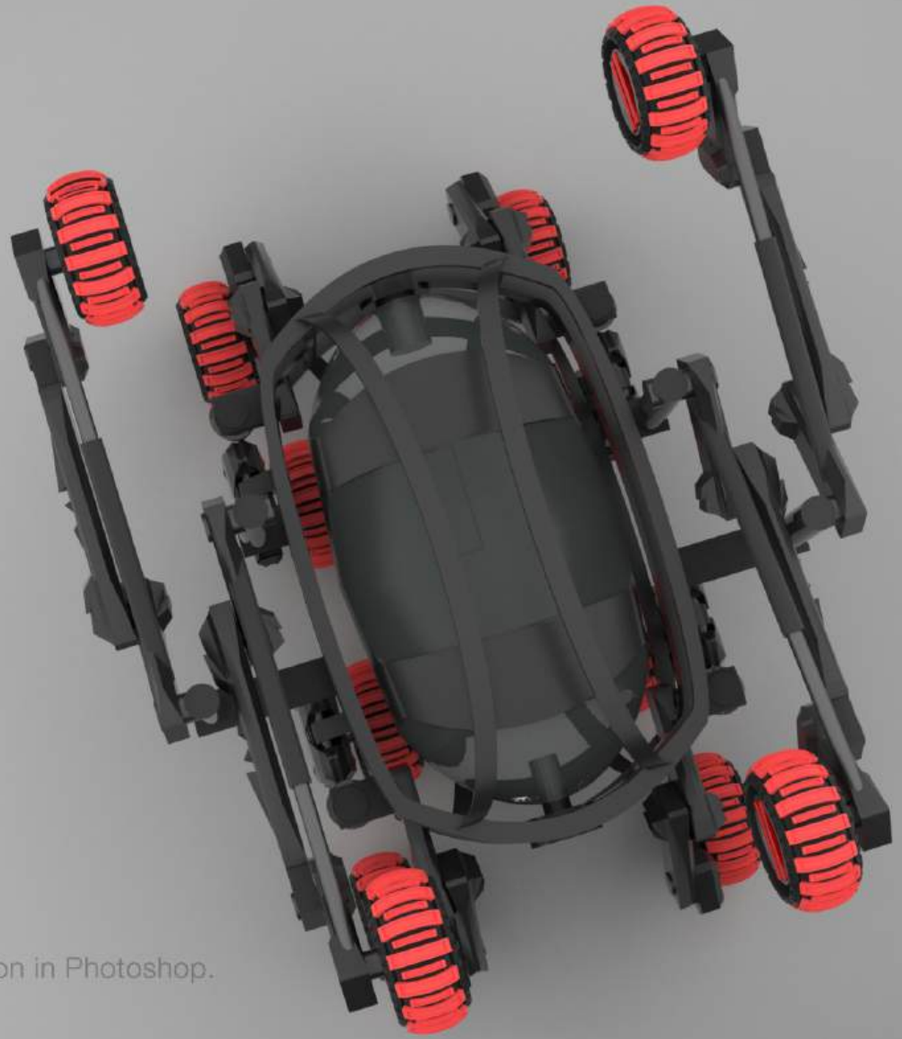


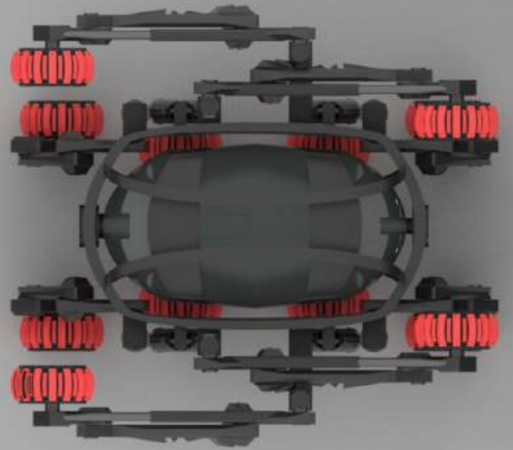




Final Model - Arms Expanded

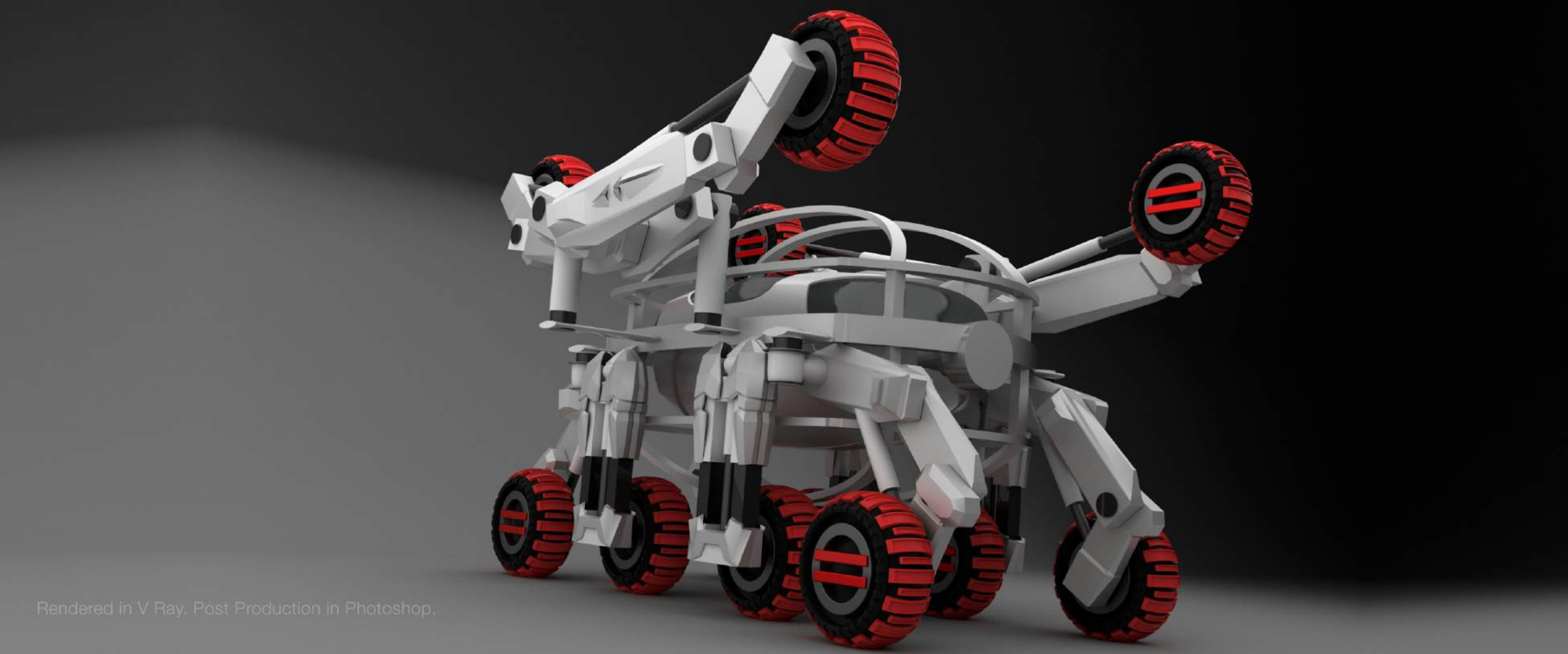




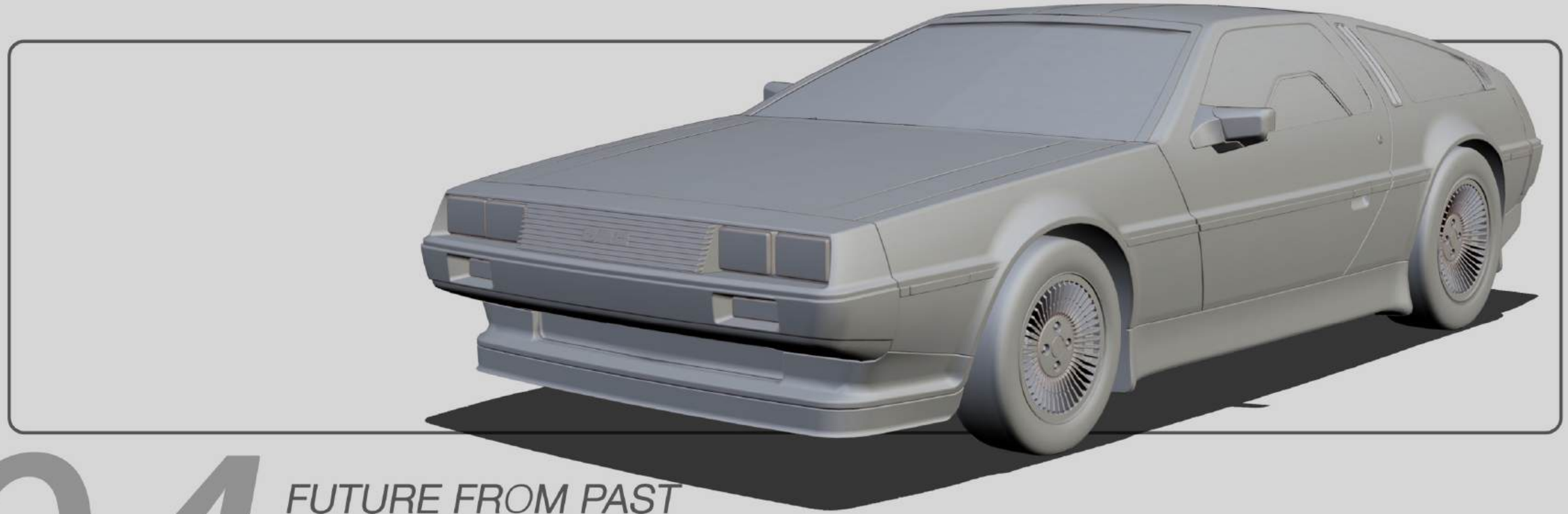


Rendered in V Ray. Post Production in Photoshop.

Rendered in V Ray. Post Production in Photoshop.



Rendered in V Ray. Post Production in Photoshop.



04

FUTURE FROM PAST

Remodelling of DMC DeLorean with single span surfaces

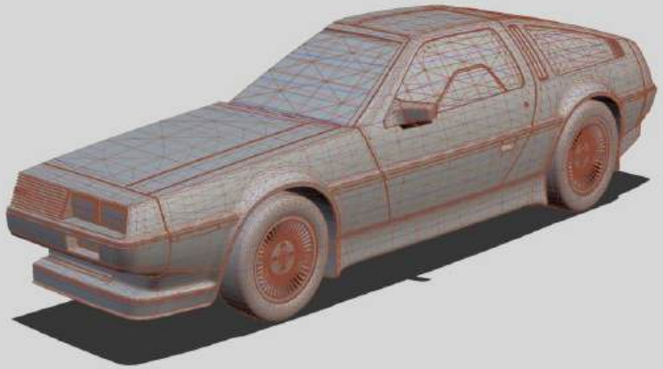
Personal Project done during Internship at TECHNICON DESIGN, RUSSELSHEIM, GERMANY

SCAN DATA MODELLING

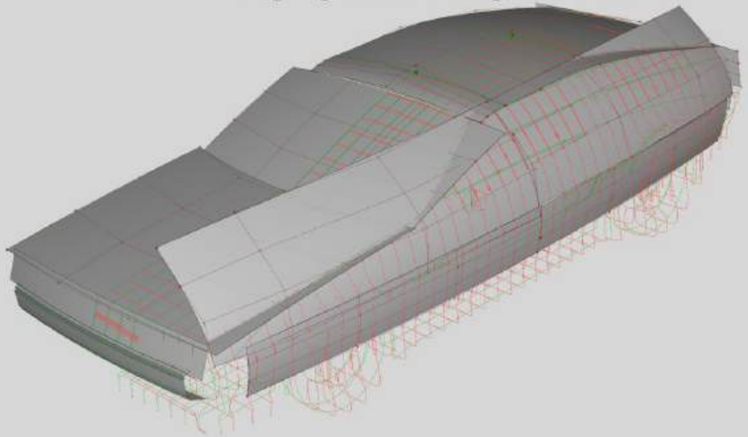
TECHNICON DESIGN

Process

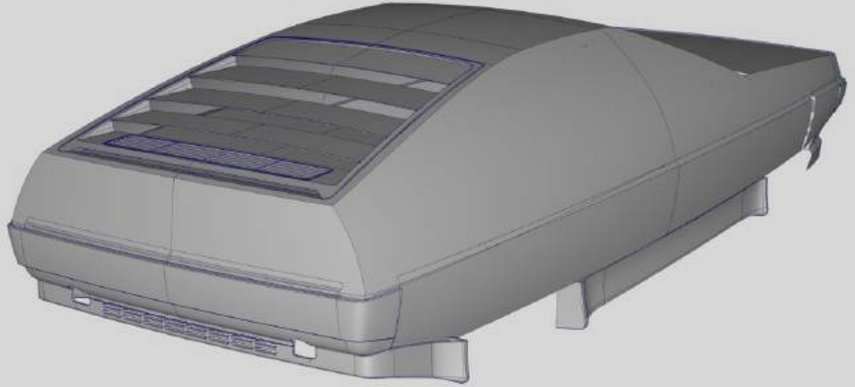
1. Applying section curves on Scaan Data given



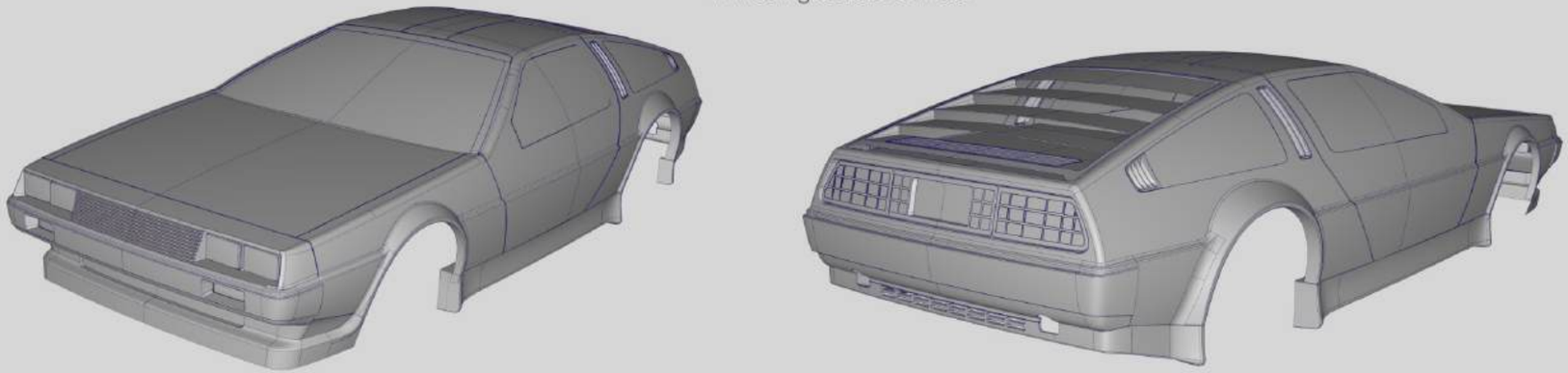
2. Aligning surfaces along section curves



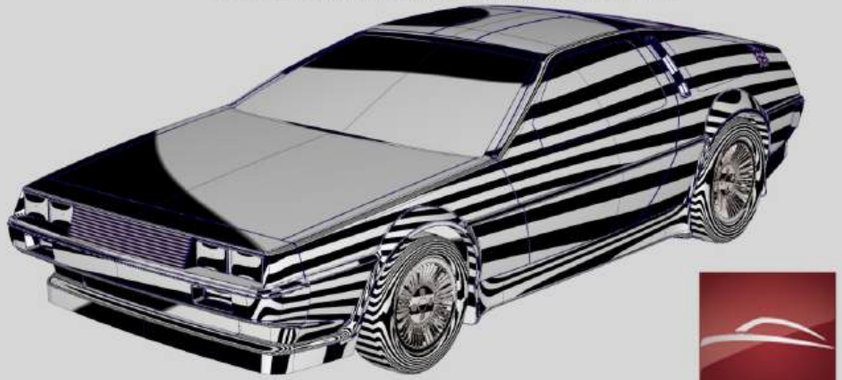
3. Closing Global Volume



4. Adding details & fillets



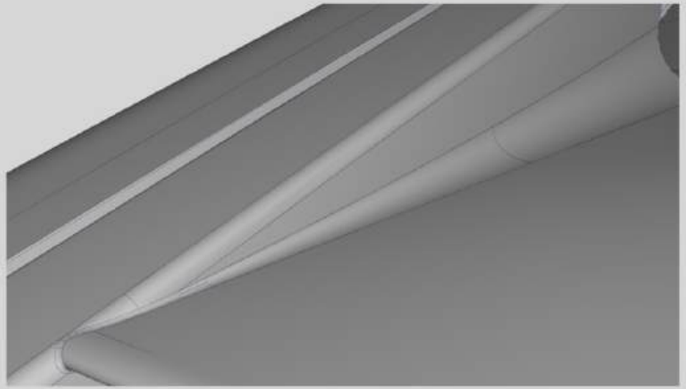
5. Checking highlights using zebra shader



TECHNICON DESIGN

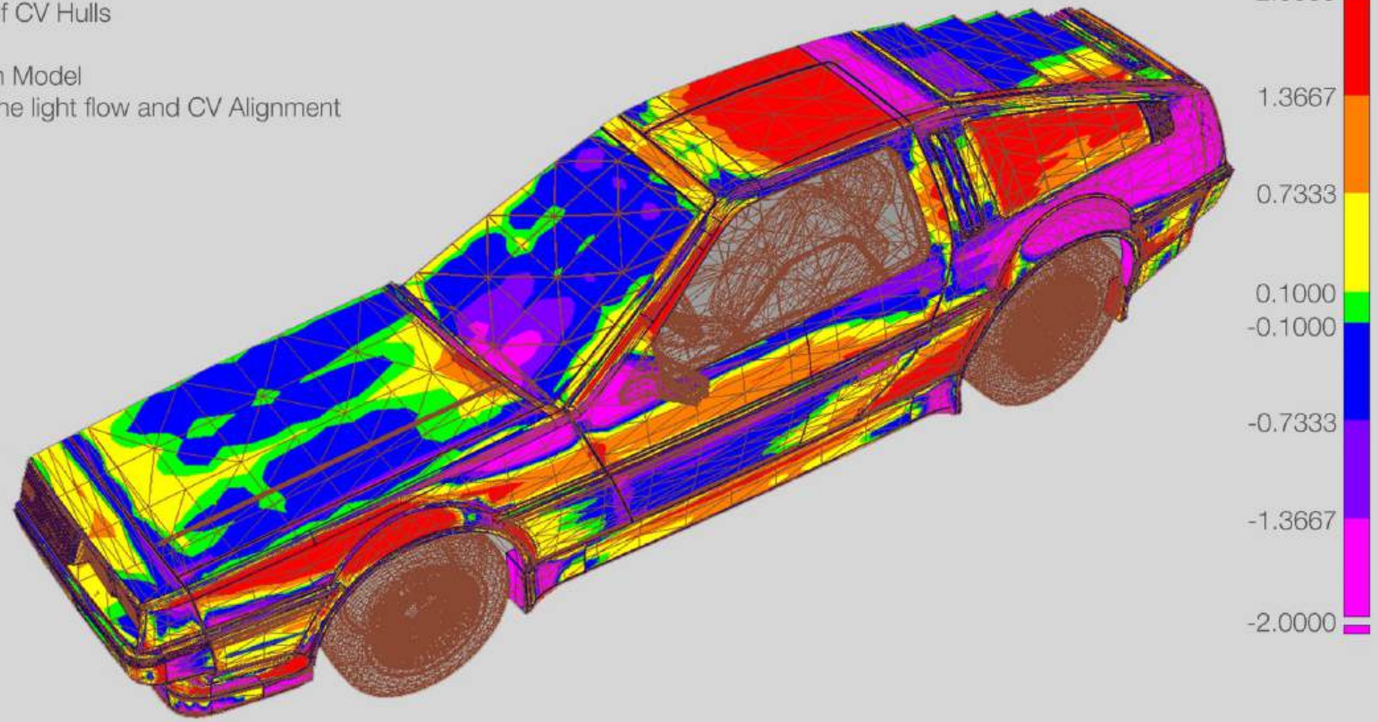
What I Learned / Experience...

Detailing with "Y" fillets



Corner Solving

-Aligning slabs close to the section curves of the scan model
-Restricting/Limiting the usage of CV Hulls
-Solving corners
-Keeping fillets close to the Scan Model
-Building surfaces by checking the light flow and CV Alignment

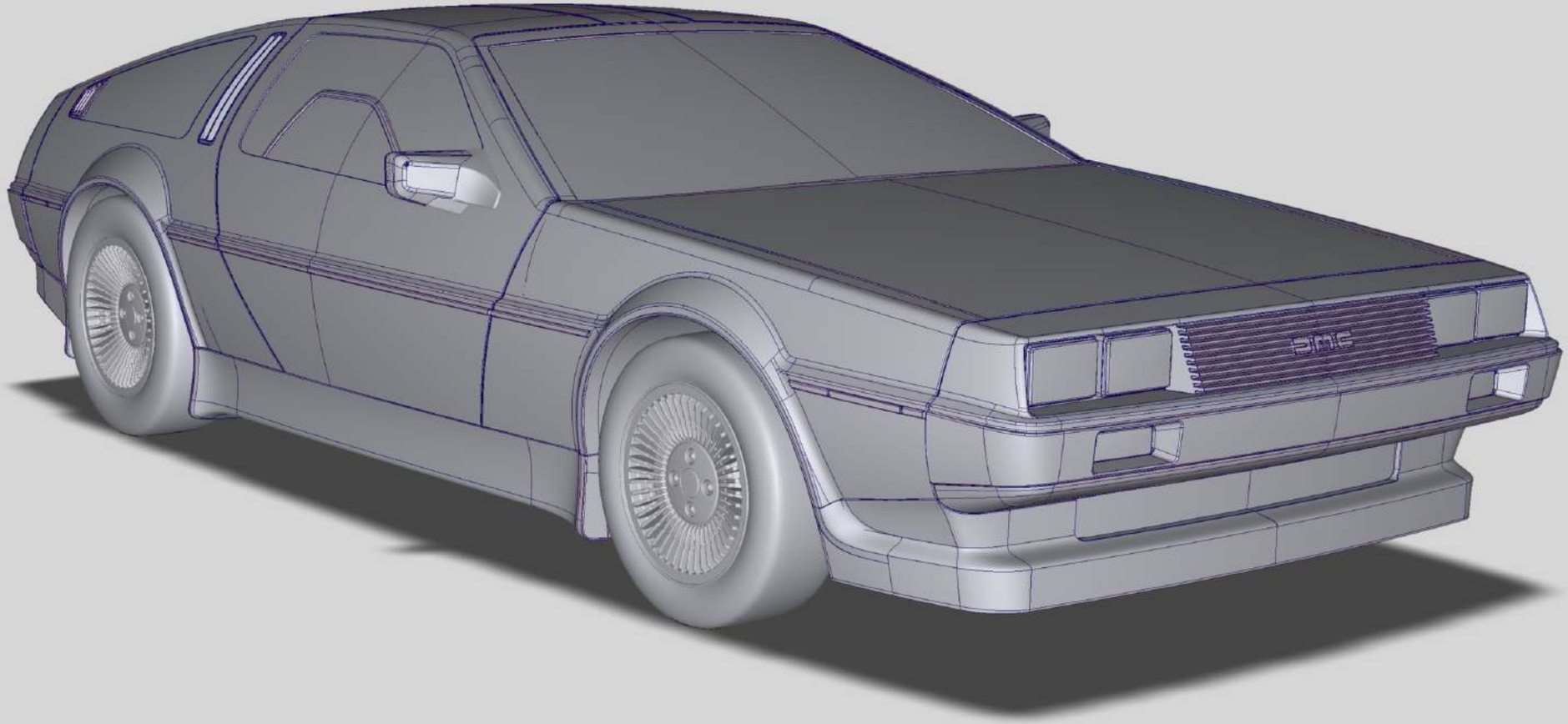


Deviation Map

Involves cross checking the extend of deviation of surfaces from the mesh using deviation map. The deviation after correcting the flaws of mesh are also visible towards the rear.

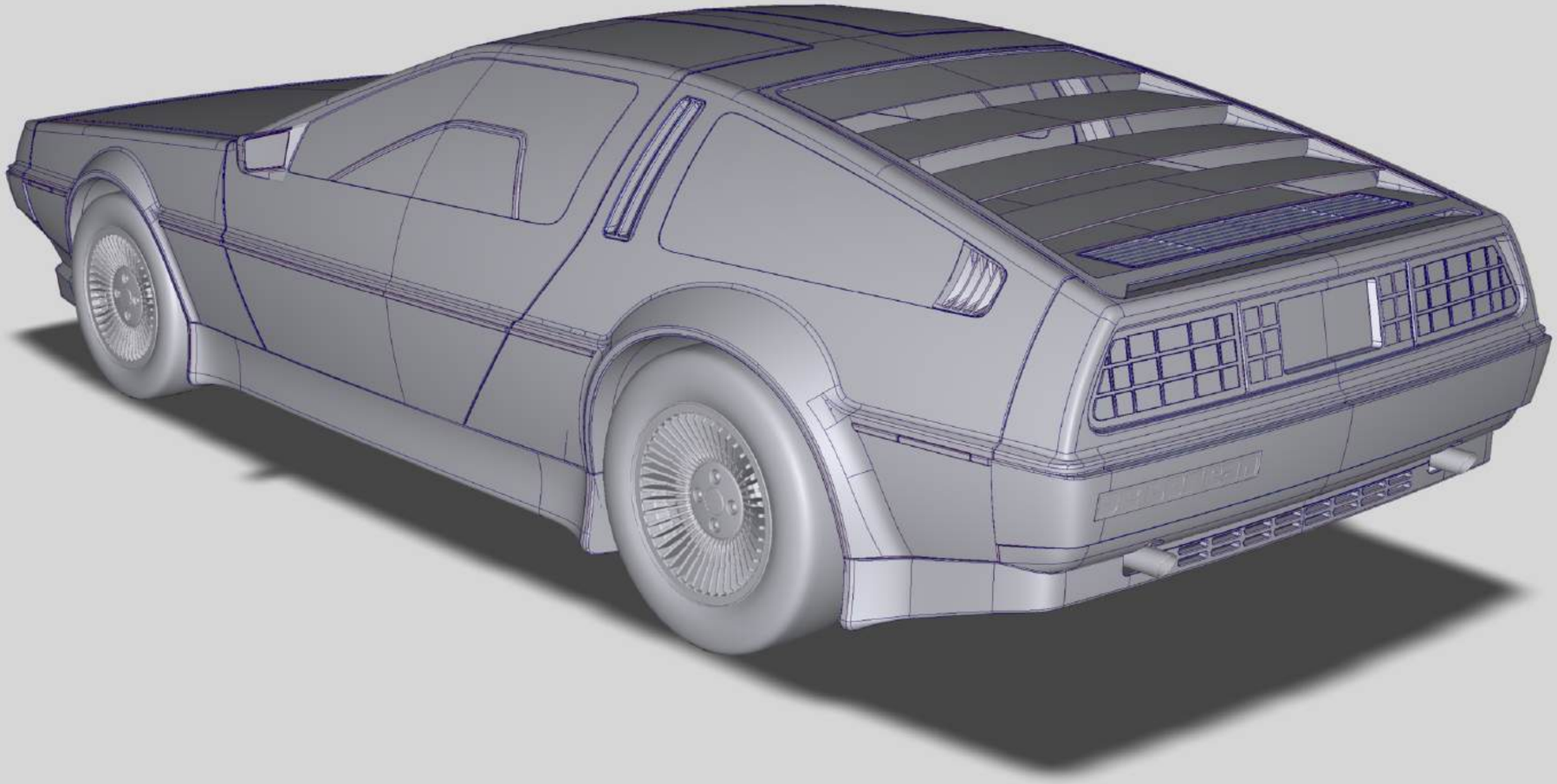
TECHNICON DESIGN

Final Model



TECHNICON DESIGN

Final Model

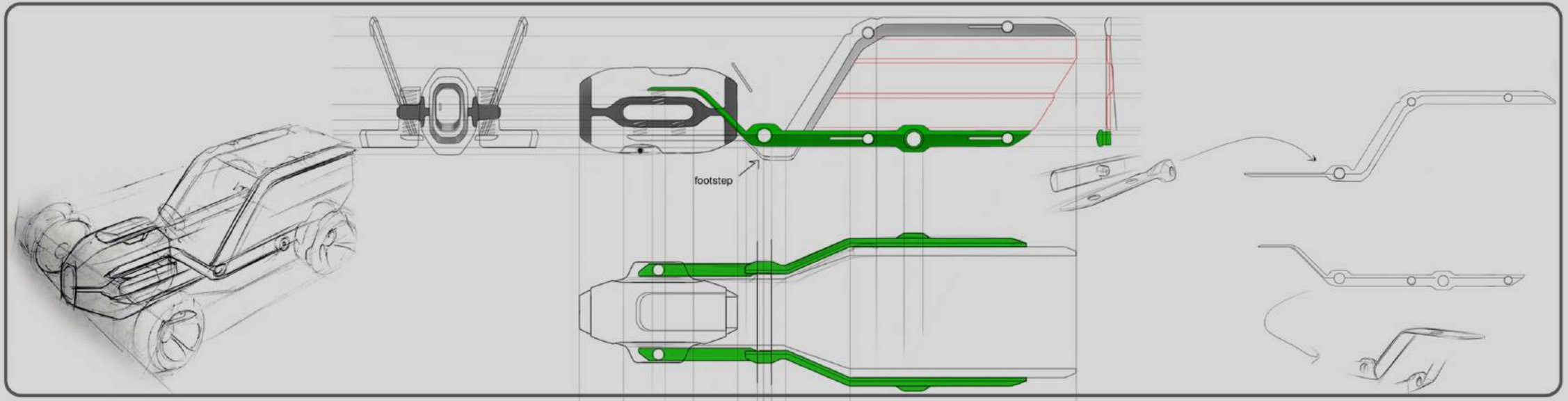


TECHNICON DESIGN

Rendered in Keyshot. Post Production in Photoshop.


Rendered in Keyshot. Post Production in Photoshop.

Rendered in Keyshot. Post Production in Photoshop.



05

MOBILITY FOR ALL

Google community vehicle for the underserved parts of India

Team Project

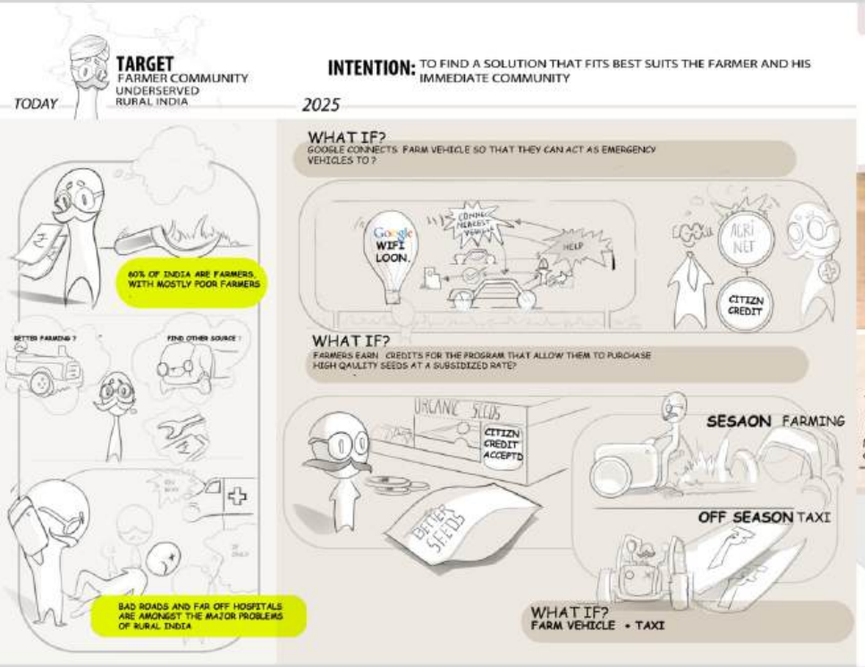
DESIGN SOLUTION

MICHELIN CHALLENGE DESIGN 2016

FIRST PRIZE WINNER

Role - Digital Designer

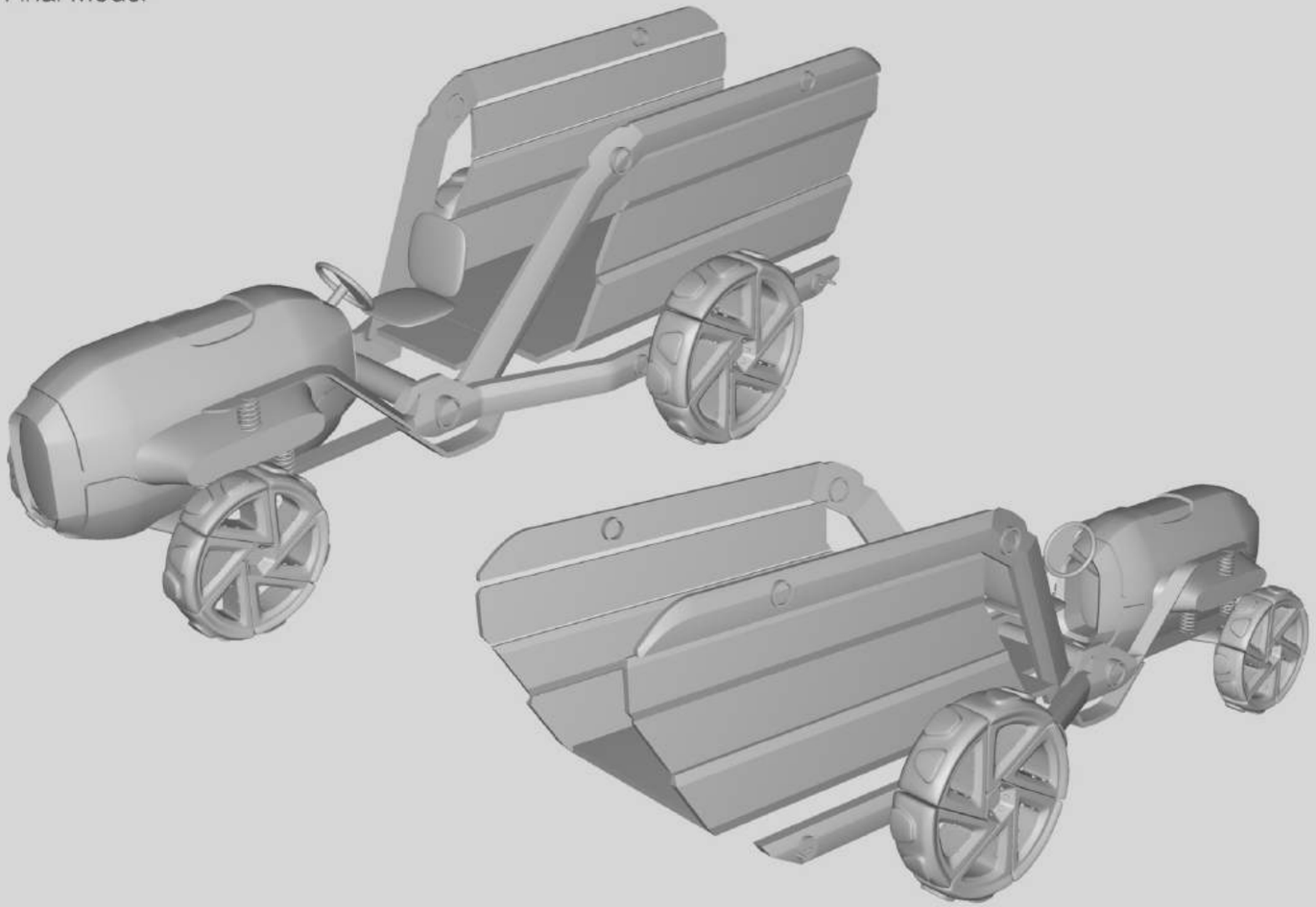
Inputs regarding feasibility & Suggest Design solutions along with 3D Modelling & Visualization

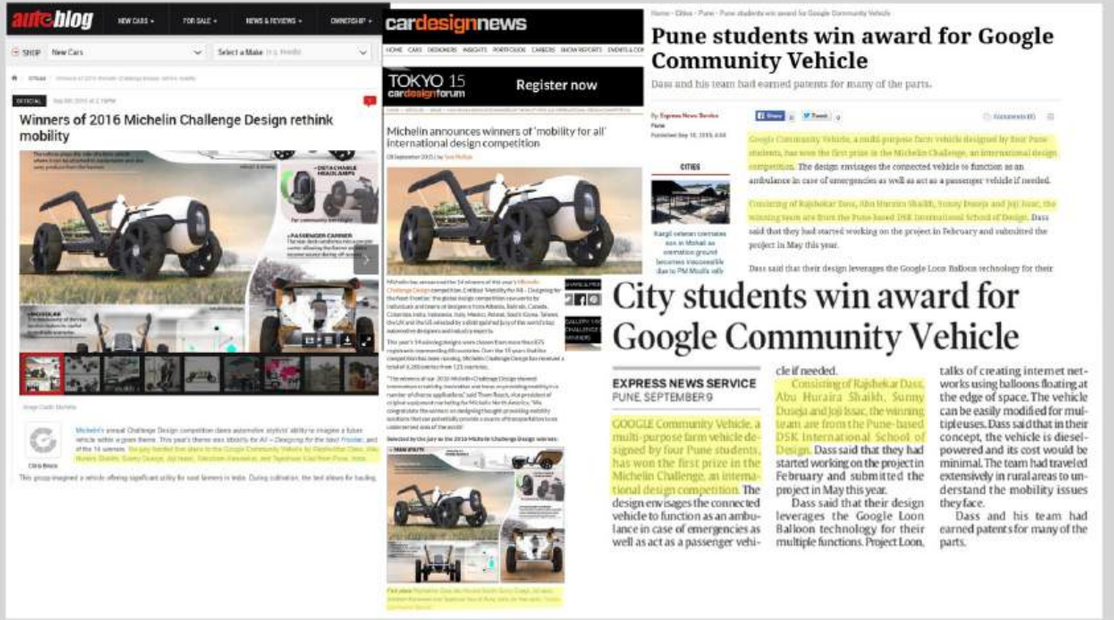

TARGET
FARMER COMMUNITY
UNDERSERVED
RURAL INDIA
INTENTION: TO FIND A SOLUTION THAT FITS BEST SUITS THE FARMER AND HIS IMMEDIATE COMMUNITY
TODAY
2025
60% OF INDIA ARE FARMERS, WITH MOSTLY POOR FARMERS
BETTER FARMING ?
FIND OTHER SOURCE !
BAD ROADS AND FAR OFF HOSPITALS ARE AMONGST THE MAJOR PROBLEMS OF RURAL INDIA
WHAT IF?
GOOGLE CONNECTS FARM VEHICLE SO THAT THEY CAN ACT AS EMERGENCY VEHICLES TO ?
Google WIFI LOON.
CONNECT NEAREST VEHICLE
HELP
AGRI NET
CITIZN CREDIT
WHAT IF?
FARMERS EARN CREDITS FOR THE PROGRAM THAT ALLOW THEM TO PURCHASE HIGH QAULITY SEEDS AT A SUBSIDIZED RATE?
ORGANIC SEEDS
CITIZN CREDIT ACCEPTD
BETTER SEEDS
SESAON FARMING
OFF SEASON TAXI
WHAT IF?
FARM VEHICLE + TAXI


+ EMERGENCY UTILITY.
+ CONNECT
The vehicle is connected to the loon baloon that deploys the nearest vehicle to the emergency spot
modular
+ DROP DOWN FLOOR
The rear section of the vehicle drops down to allow easy access.
+ DIAGNOSE
Farming assistance through google farming program
Medical assitance during during emercency service
removable screen
intuitive soltions
+ SUSPENSION
The chassis structure itself acts as suspension to overcome the challenge of bad road specially in an emergency situation
The rear carrier is floating through wire on the frame, so the least of road & engine vibration is transfered to the people on board.
PIVOT POINT


+ FARM UTILITY.
+ENGINE AS POWER SOURCE
simple structure
+A FARM VEHICLE
The vehicle plays the role of a farm vehicle where it can be attached to equipments and also carry produce from the harvest.
robust & strong
+DETACHABLE HEADLAMPS
For community streetlight
+PASSENGER CARRIER
The rear deck ransforms into a people carrier allowing the farmer an extra income source during off-season
+MODULAR
The modularity of the rear section makes its useful in multiple scenarios
intuitive design
cost effective solutions

Final Model





autoblog

Winners of 2016 Michelin Challenge Design rethink mobility

cardesignnews

Michelin announces winners of 'mobility for all' international design competition

Pune students win award for Google Community Vehicle

Dass and his team had earned patents for many of the parts.

City students win award for Google Community Vehicle

EXPRESS NEWS SERVICE
PUNE, SEPTEMBER 9

GOOGLE Community Vehicle, a multi-purpose farm vehicle designed by four Pune students, has won the first prize in the Michelin Challenge, an international design competition. The design envisages the connected vehicle to function as an ambulance in case of emergencies as well as act as a passenger vehicle if needed.

Consisting of Rajshekar Dasi, Abu Huraira Shaikh, Sunny Duseja and Joji Issac, the winning team are from the Pune-based DSK International School of Design. Dass said that they had started working on the project in February and submitted the project in May this year.

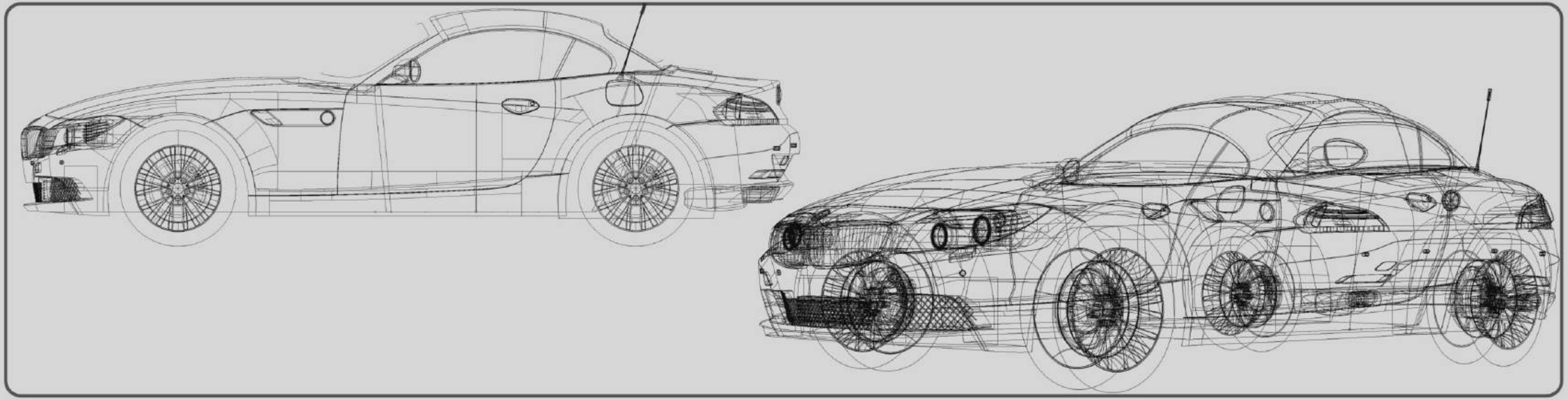
Dass said that their design leverages the Google Loon Balloon technology for their multiple functions. Project Loon, talks of creating internet networks using balloons floating at the edge of space. The vehicle can be easily modified for multipleuses. Dass said that in their concept, the vehicle is diesel-powered and its cost would be minimal. The team had traveled extensively in rural areas to understand the mobility issues they face.

Dass and his team had earned patents for many of the parts.


Rendered in VRED.


Rendered in VRED. Post Production in Photoshop.


Rendered in VRED



06

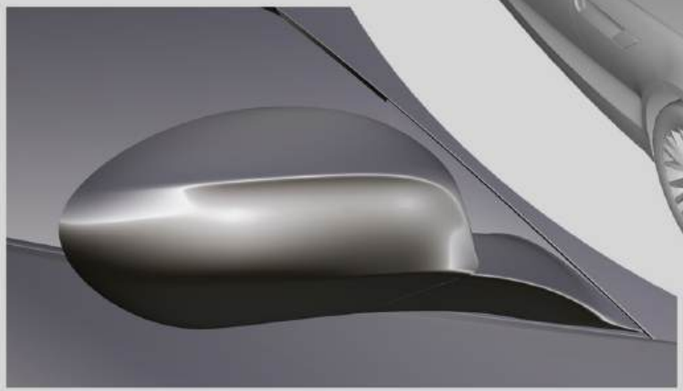
THE ROADSTER

Modelling BMW Z4 with Class A surfacing

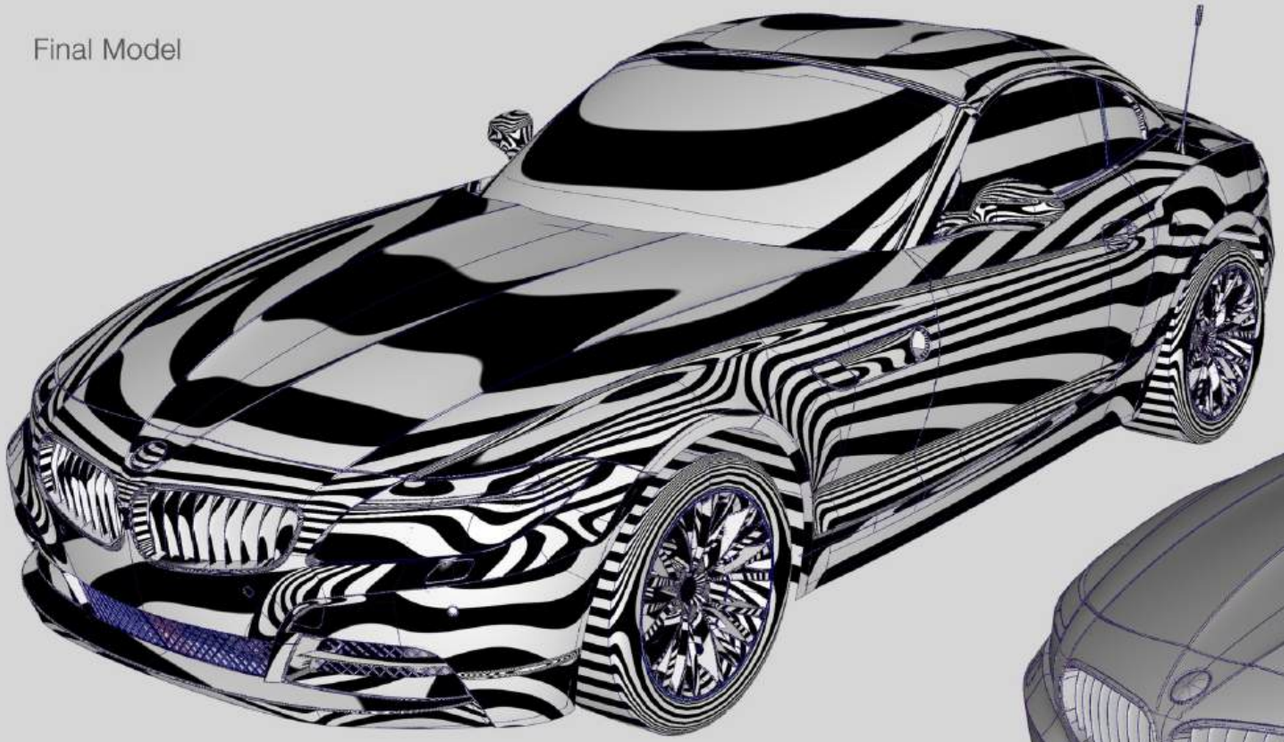
Personal Project

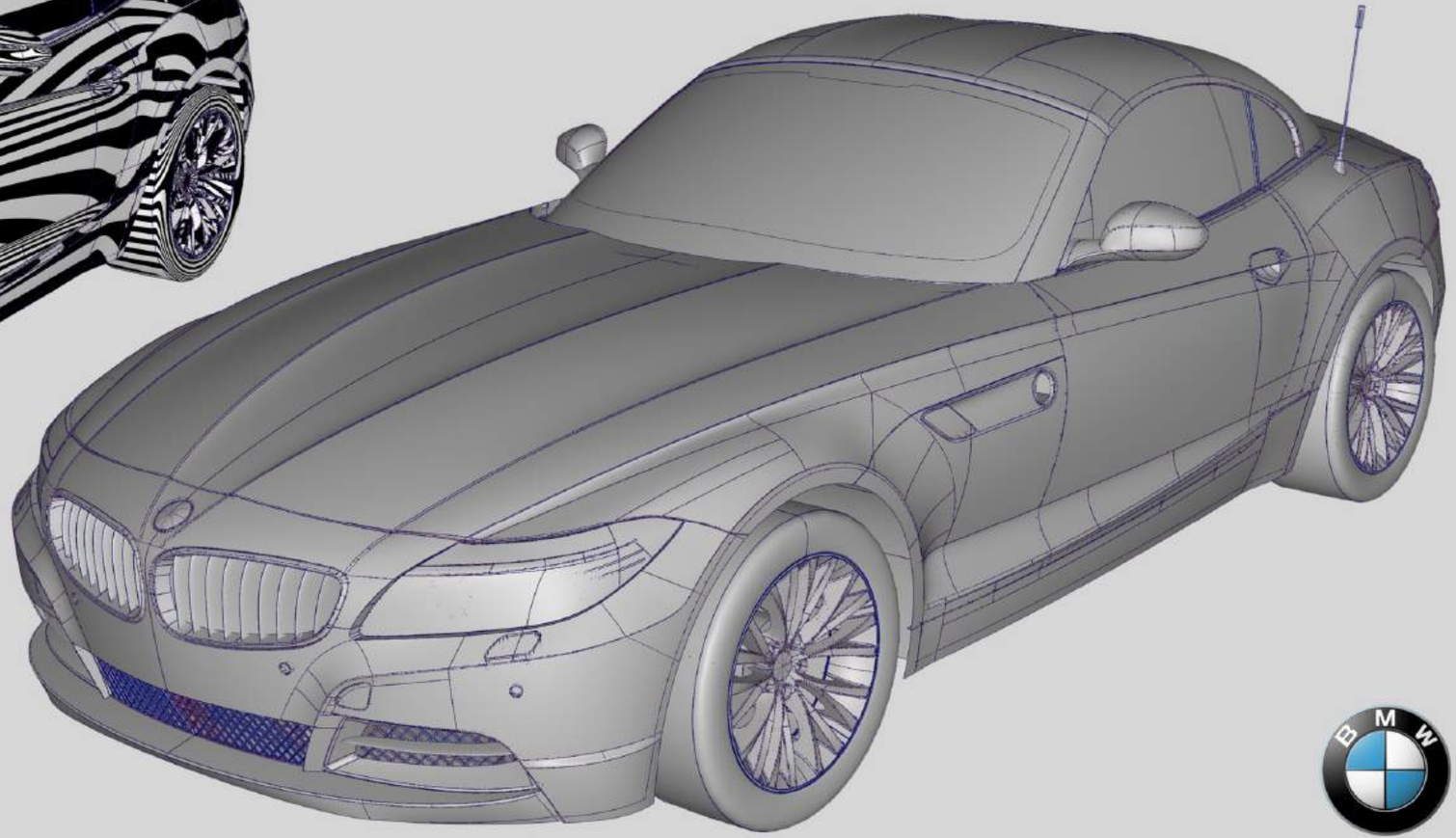
CLASS A MODELLING

Details

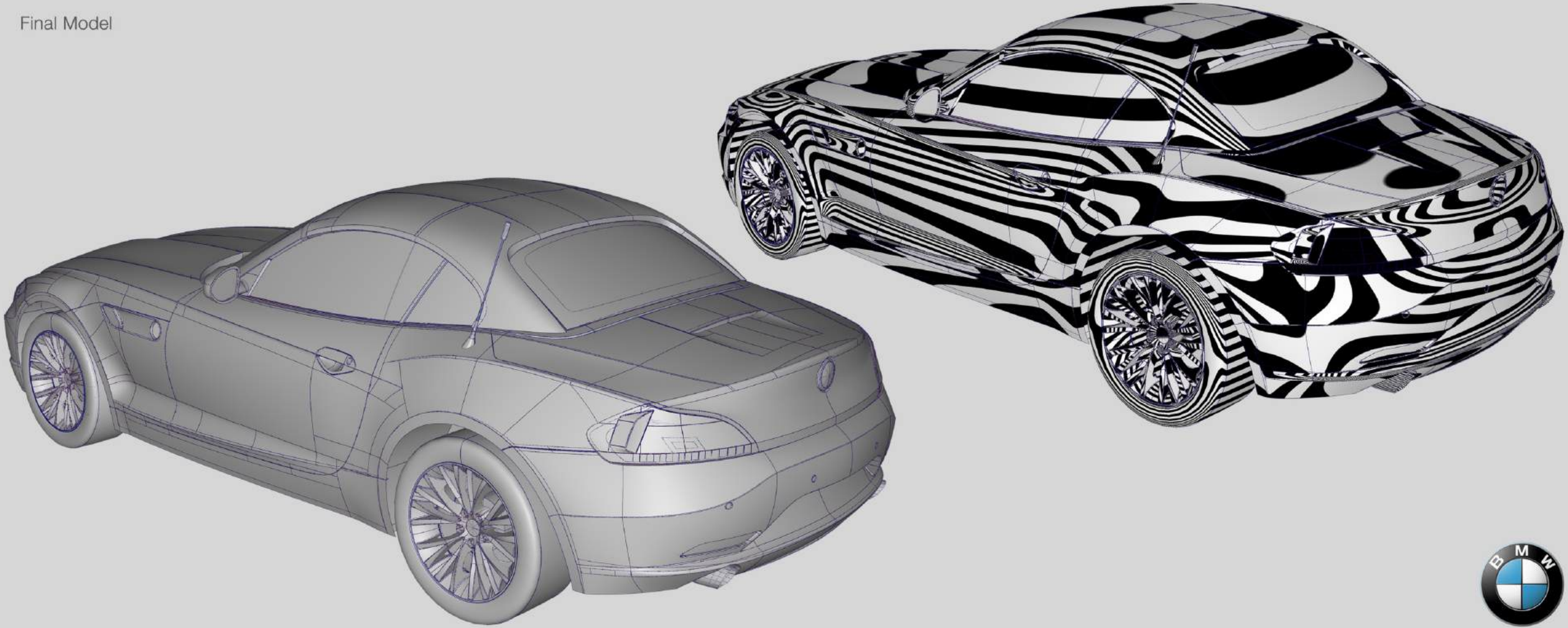


Final Model





Final Model



Rendered in Keyshot. Post Production in Photoshop.


Rendered in Keyshot. Post Production in Photoshop.

Rendered in Keyshot. Post Production in Photoshop.

JOJI ISAAC ABRAHAM

DIGITAL DESIGNER - AUTOMOTIVE SURFACING
ASPIRELI - DUBAI
Nov 2023 - Present

Looking out for opportunities to utilize my skills and competencies as a Lead Digital Designer that offers professional growth while being resourcefull and innovative.

INFO

- +971 558303706
- isaac.joji@gmail.com
- linkedin.com/in/jojiisaacabraham
- behance.net/jojiabraham

DESIGN AWARDS

Michelin Challenge Design 2016
1st Prize
Team Project, Role : Digital Designer

PREVIOUS EXPERIENCE

FORD - UK
*on consultancy through **Contechs UK** and **Satven India***
Digital Modelling Consultant - Specialist — Mar 2023 - Nov 2023

TATA MOTORS DESIGN, Pune
Lead - CAS Modelling, Digital Design — Aug 2018 - Mar 2023
Senior Manager - Design Centre — Dec 2017 - Jul 2018
Digital Designer — Sep 2016 - Nov 2017

Dassault Systèmes - 3DEXCITE, Pune
3DPLM Global Services (3DGS)
Digital Designer — Dec 2015 - Aug 2016 (Permanent)
Feb 2015 - Dec 2015 (Contract)

TECHNICON DESIGN GmbH, Russelsheim, Germany
Alias Modelling Intern — Jul 2013 - Dec 2013

EDUCATION

Institut Supérieur du Design (ISD)
Rubika France | India campus
Digital Design Management
(Industrial Design) (2012-2015)

Federal Institute of Science and Technology (FISAT) Kerala, India
Bachelor of Technology in Computer Science and Engineering (2005-2009)

SKILL SET

Near Future Goals
Blender Parametric Modelling
VR Modelling using Gravity Sketch

3D Modelling
Alias Nurbs
Alias SubD
Maya
Blender

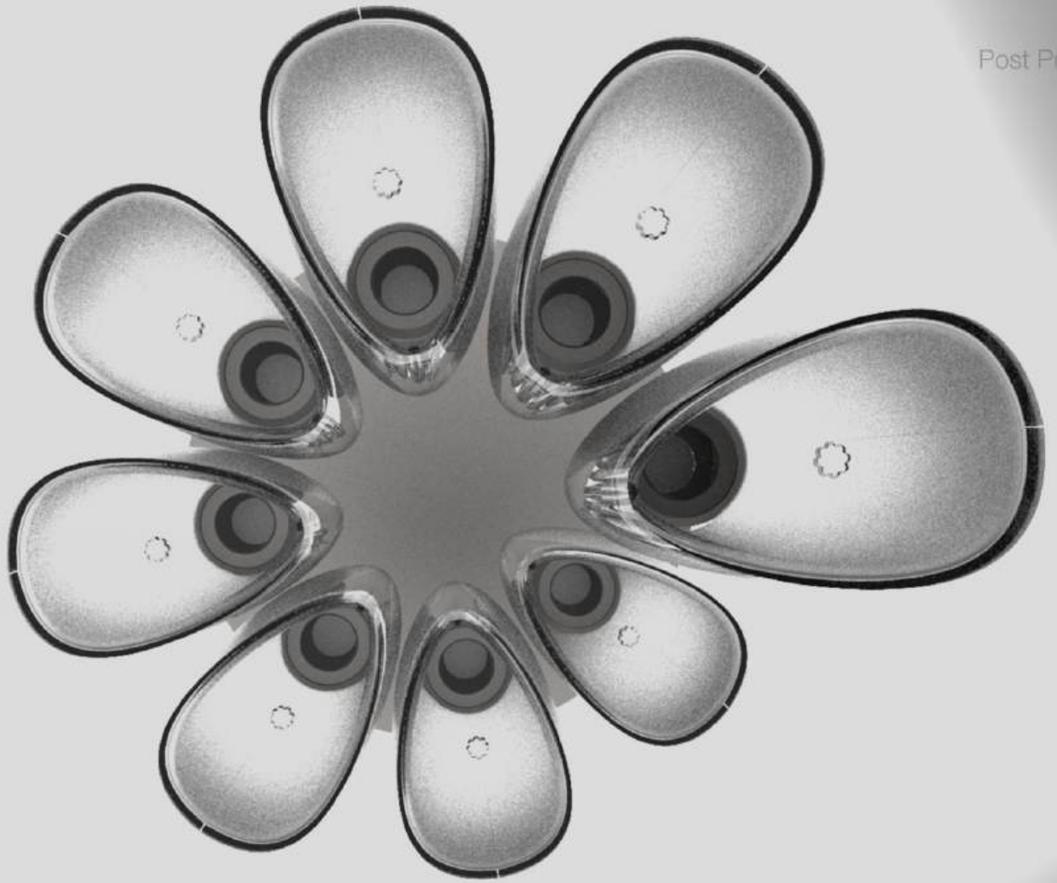
Rendering
VRED
3DEXCITE DELTAGEN
Vray in 3DS Max
Unreal Engine
Keyshot

Compositing & Post Production
Adobe Illustrator
Adobe Photoshop
Adobe Premier Pro
Adobe After Effects

Managerial
Analysis & Co-ordination
Problem Solving
Team Management
Tight Deliveries

Physical Modelling
Clay Modelling

Rendered in Keyshot.
Post Production in Photoshop.



THANK YOU!

FOR YOUR TIME

linkedin.com/in/jojiisaacabraham

isaac.joji@gmail.com

+971 558303706

behance.net/jojiabraham