

CME PORTFOLIO

PRITAM PAUL

PRITAM PAUL

I am a CMF Designer with 16 years of experience in automotive interiors, sustainable materials, and multi-sensory design. My work explores the intersection of aesthetics, functionality, and sustainability, driving material innovation for impactful user experiences.


Having worked in two of the world's largest manufacturing hubs - India and China, I have gained a deep understanding of materials, production processes, and global design trends. I have been fortunate to collaborate with leading OEMs such as BMW, Audi, Mercedes-Benz, Volvo, Ford, General Motors, and Tesla, as well as Chinese automotive leaders like NIO, Geely, and BYD, contributing to the development of innovative CMF strategies for future mobility.



V O L V O
EX30



Led CMF development for the Volvo EX30's interior from Lear China Design Studio, overseeing material innovation, color strategy, and texture selection to align with Volvo's vision for modern mobility. Worked closely with Volvo Sweden's Design Team, as well as Geely Volvo's R&D and Production Engineering teams in China, to ensure seamless integration of CMF solutions from concept to production. This included designing, engineering and developing a sustainable wool blend melange textile for the seating while ensuring a cohesive material palette across the interior, balancing aesthetics, functionality, and sustainability.

A close-up photograph of the interior of a Volvo EX30, focusing on the front passenger seat. The seat is upholstered in a dark green, melange wool blend fabric. The image highlights the texture of the fabric and the stitching along the seat's edge. The background is blurred, showing the car's interior structure.

A seamless fusion of bio-based elements and recycled innovation, the Volvo EX30's interior embodies a balance between nature and technology. The wool blend seating woven with 30% natural wool and 70% recycled PET creates a tactile narrative where sustainability meets Scandinavian refinement. With the green color and melange finish, it's one of its kind.



Developed to complement bio-attributed and recycled synthetic surfaces, the interior material palette ensures seamless integration of sustainable elements. Composed of recycled PET and bio-based polymers, these surfaces enhance both environmental responsibility and material longevity.



A refined, sustainable interior where CMF decisions enhance tactile quality, visual balance, and longevity — bringing Volvo's design philosophy to life.



Subtle silver metallic accents on the door handles and key touch-points add a refined contrast, enhancing the interplay between soft textures and structured surfaces while maintaining a modern, minimalist aesthetic.



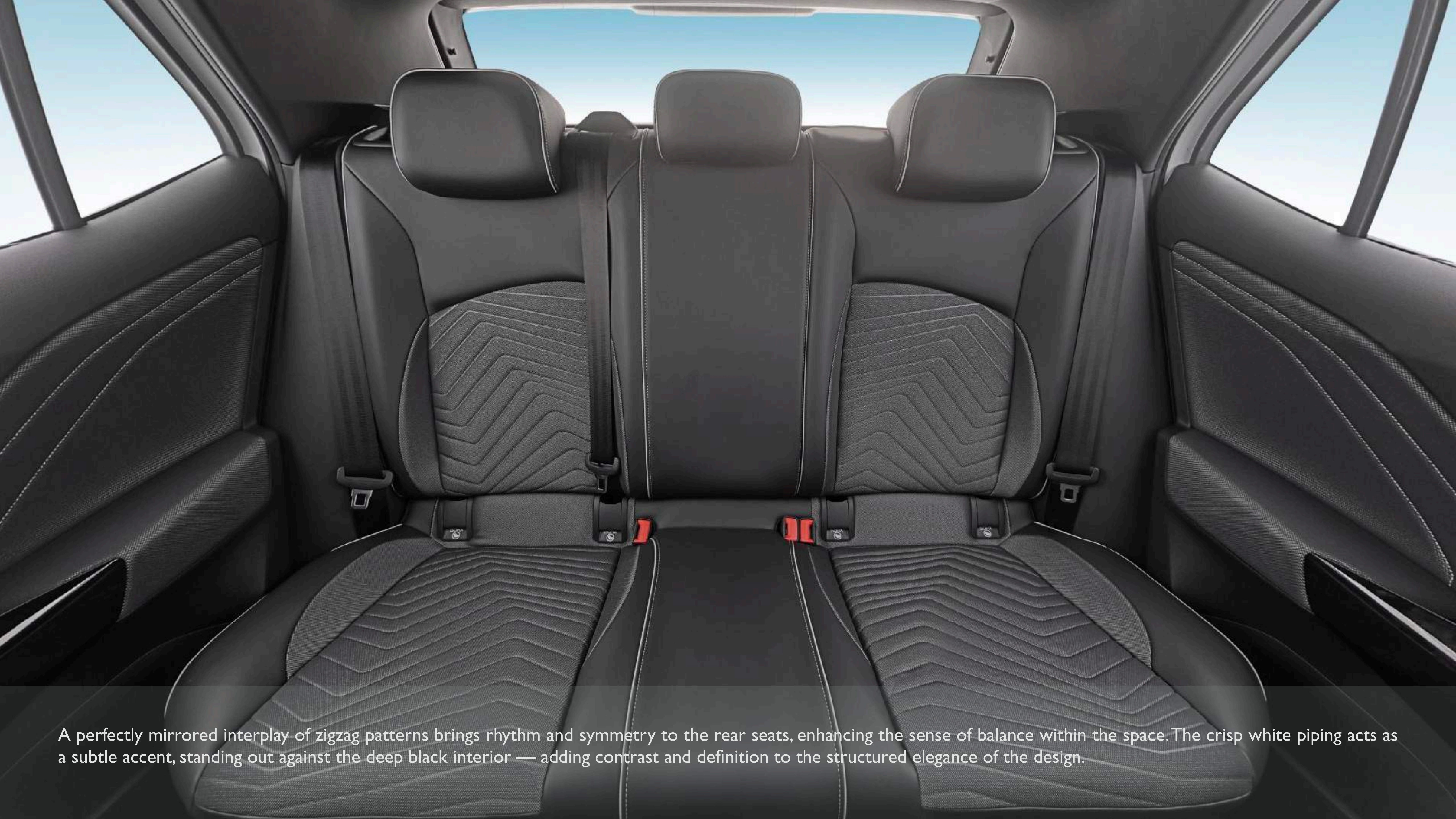


The Volkswagen ID.3's interior CMF strategy was shaped by a design language inspired by architectural geometry, fashion, and techno aesthetics, emphasizing clean lines, depth variation, and high-low 3D textures to create a visually dynamic experience. Developed at Lear China Design Studio, the CMF direction was tailored exclusively for the Chinese market, aligning with the preferences of young, urban consumers seeking a modern and engaging interior.

Extensive trend research and user analysis guided material selection, ensuring a refined balance between texture, color, and finish. Close collaboration with Volkswagen China's Design Team ensured that the CMF execution resonated with market expectations, integrating structured surfaces and premium finishes to enhance both aesthetic appeal and functional practicality.



A fusion of sustainability and expressive design, the Volkswagen ID.3's China-exclusive interior combines recycled leather alternatives with PET-based fabric. The embossed pattern flows in a rhythmic, undulating motion, adding a sense of movement and energy, while the perforated ID logo subtly reinforces brand identity, creating a modern and tactile interior experience.



A perfectly mirrored interplay of zigzag patterns brings rhythm and symmetry to the rear seats, enhancing the sense of balance within the space. The crisp white piping acts as a subtle accent, standing out against the deep black interior — adding contrast and definition to the structured elegance of the design.

BAOJUN E300



The Baojun E300 embodies a futuristic, geometric aesthetic, designed for dense urban environments. Its compact form, clean lines, and angular surfacing create a modern, tech-forward presence, while the distinct lighting signature enhances its unique identity. Built for a new generation of city drivers, its CMF choices reinforce efficiency, practicality, and innovation in an ultra-compact footprint.



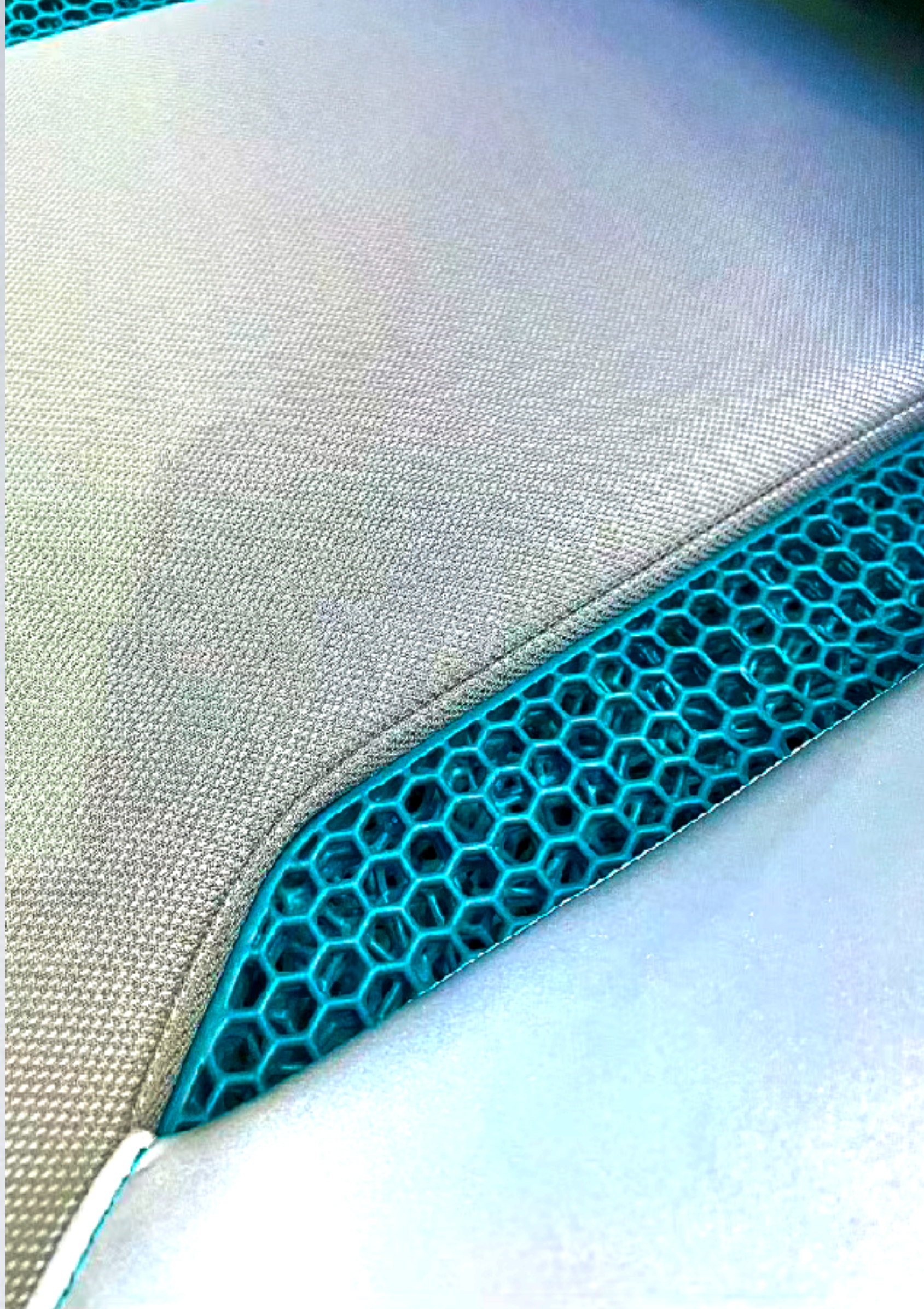
The interior of the Baojun E300 embraces a dynamic mix of textures and tones, balancing contrast and cohesion. The seats feature two distinct fabrics — a solid black base for depth and grounding, complemented by a white and black melange textile that adds visual texture and sophistication. A bold blue accent, carefully matched with the exterior, injects a sense of youthful energy and continuity, reinforcing the vehicle's urban, tech-driven personality.



The Baojun E300's interior design integrates HF-welded geometric graphics and a mid-section logo on the seats , enhancing both visual depth and brand identity. The precisely embossed patterns complement the melange fabric's natural texture, creating a layered interplay of material and form. This fusion of structured detailing with soft textiles reinforces the vehicle's modern, tech-inspired character while maintaining a cohesive interior aesthetic.



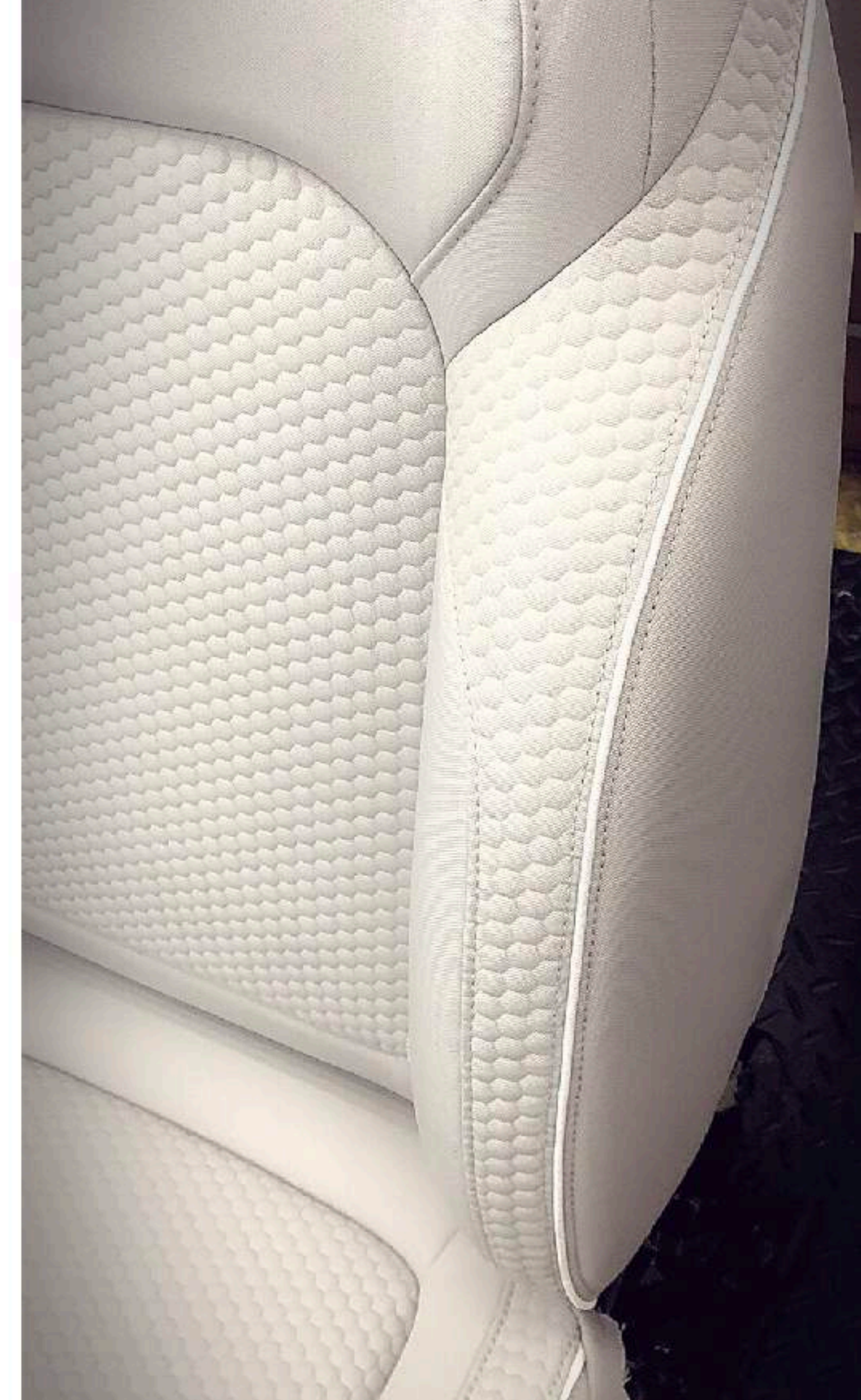
The Baojun E300's dashboard features a distinct Milan-style fabric, where a dark grey textile seamlessly blends with surrounding plastic elements. Designed for visual and tactile harmony, the material's fine texture and tonal depth create a cohesive transition between soft and hard surfaces. Just as the melange fabric unifies the seating, this textile ensures the dashboard remains in sync with the broader interior palette, reinforcing a well-balanced and thoughtfully curated CMF strategy.



Designed with BMW DesignWorks Shanghai, this gaming chair blends performance-driven materials with dynamic textures. Shiny fabric on the bolsters contrasts with hexagonal plastic net structures in the seating area, creating a bold interplay of surfaces.

A circular knit fabric with a layered construction adds depth and dimension, where a shiny under-layer subtly reveals itself along curved surfaces, enhancing both visual and tactile appeal. This fusion of flexible and structured materials reflects BMW's signature balance of innovation, aesthetics, and functionality.

COFFEE BLEND



This cream-colored seat, developed using S.Cafe® yarns, merges eco-conscious innovation with refined aesthetics. Engineered from recycled coffee grounds and polyester fibers, the material offers odor control, moisture-wicking, and UV protection, enhancing both comfort and durability. A subtle hexagonal emboss adds a layer of sophistication, bringing a sense of luxury and texture to the design while maintaining a soft, breathable surface. This fusion of sustainable materials and elegant detailing reflects a modern approach to high-performance automotive interiors.

LINEN BLEND

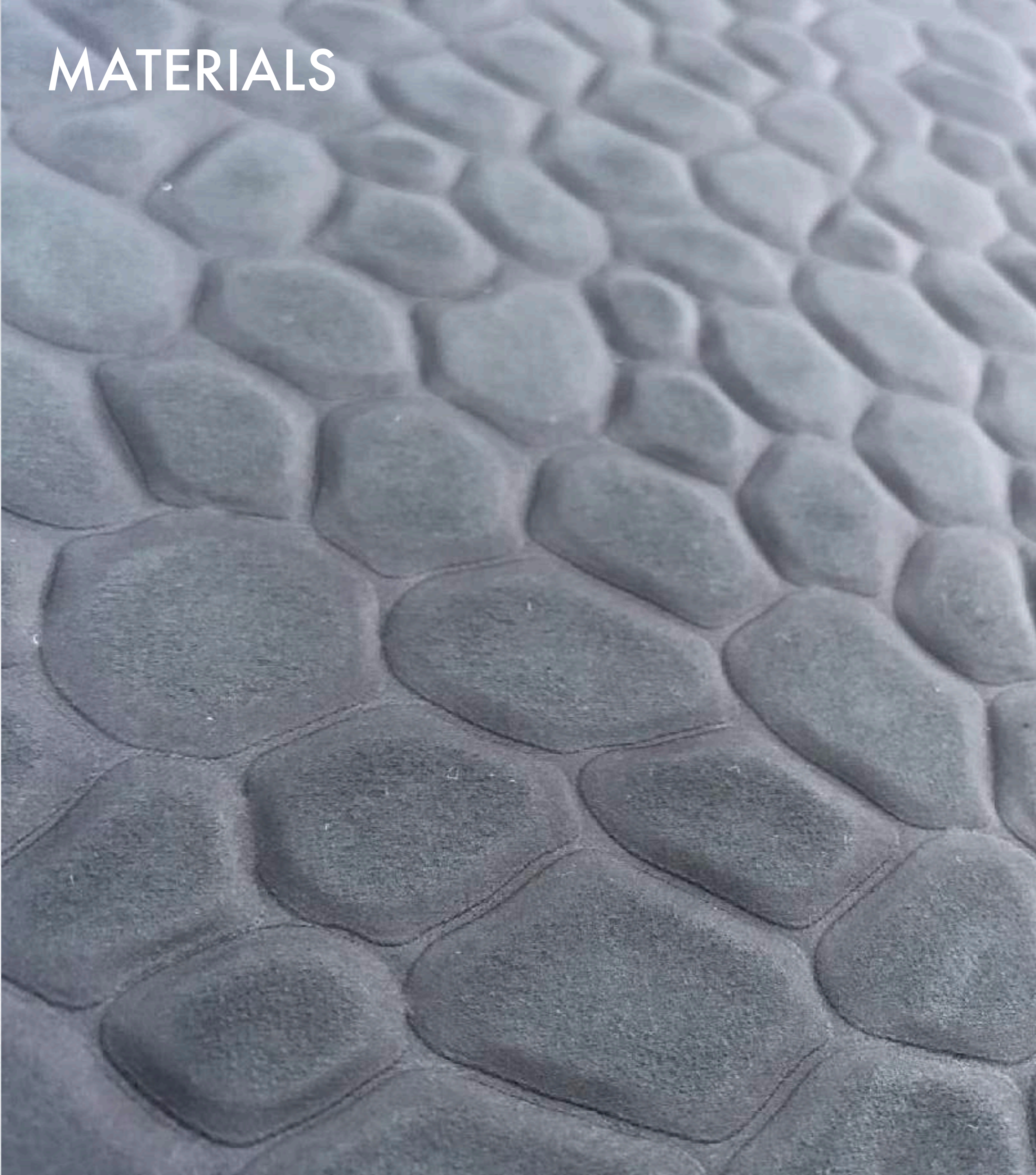
This light-toned seat pairs sustainably tanned leather with linen fabric, blending refinement with natural comfort. Linen's breathability and organic texture add a tactile warmth, enhancing the interior's sensory appeal.

At the back, a harmonious blend of hemp, jute, and recycled plastic replaces traditional plastics, forming a bio-based surface that feels both grounded and innovative. This seamless integration of natural and recycled elements reinforces a sustainable yet sophisticated design language.

MATERIALS

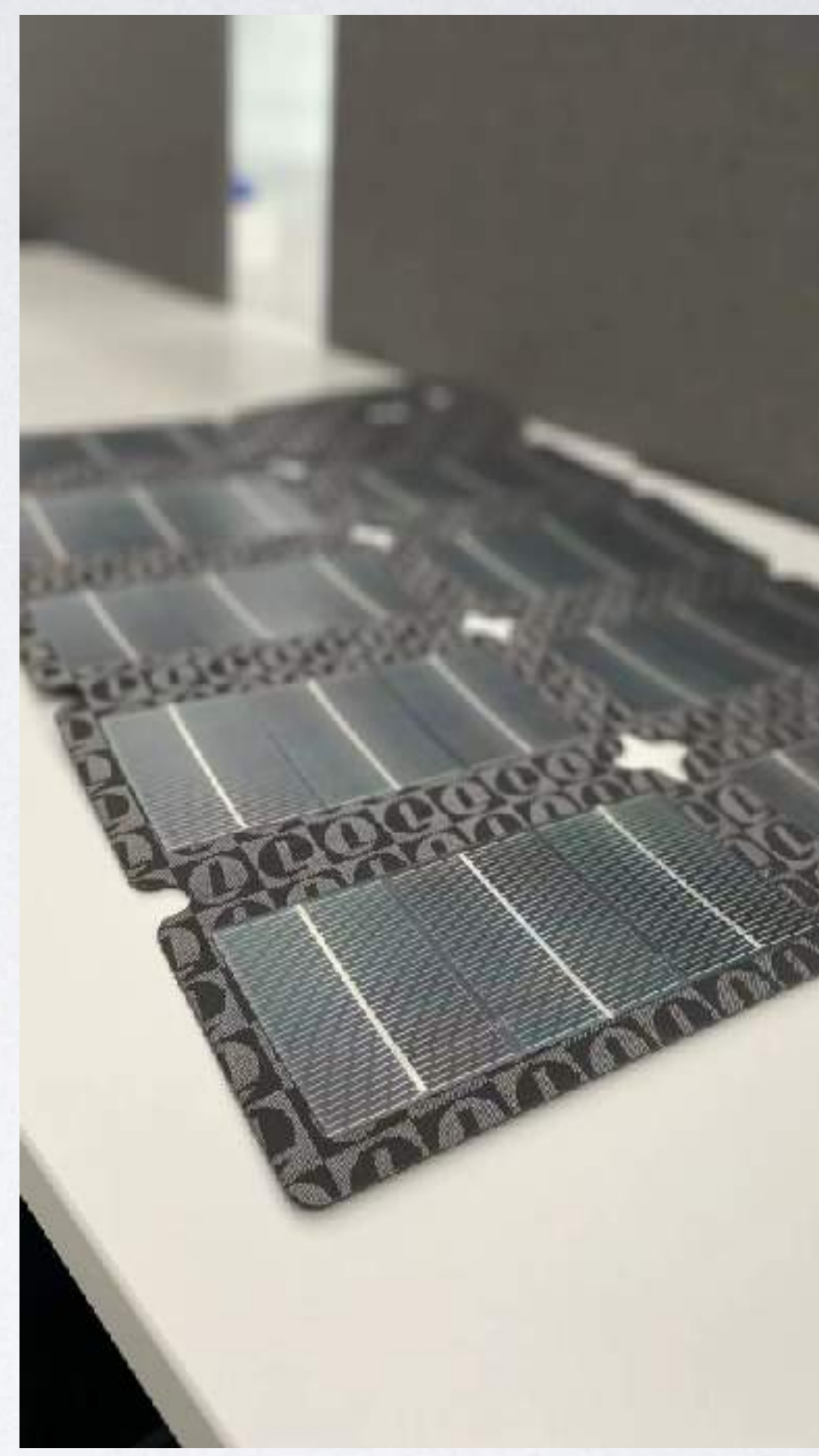


MATERIALS





Woven with fiber optic yarns, this textile comes to life with light, glowing as illumination travels through its delicate strands. More than just fabric, it's an interplay of material and energy, where surfaces shift from static to radiant. Poised to redefine ambient experiences in mobility and beyond, this innovation marks a step toward a future where textiles don't just cover interiors — they illuminate them.



Designed for outdoor independence, this foldable solar charging device harnesses sunlight to power batteries and electronic devices — no need for outlets or extra batteries. Laminated with recycled fabric and plastics, it merges sustainability with functionality, promoting renewable energy in a lightweight, travel-friendly form.



Thank you

Let's Connect
pritampaul2001@icloud.com