

Rajshekhar Dass

Automotive & Industrial Design Expert

MOBILITY · PRODUCTS · FUTURE SYSTEMS

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I find the real problem behind the brief, align people around it, and **carry the idea all the way to production.**

15+

years across engineering, sales and design

8

industries, from scooters to space

12

projects taken to production

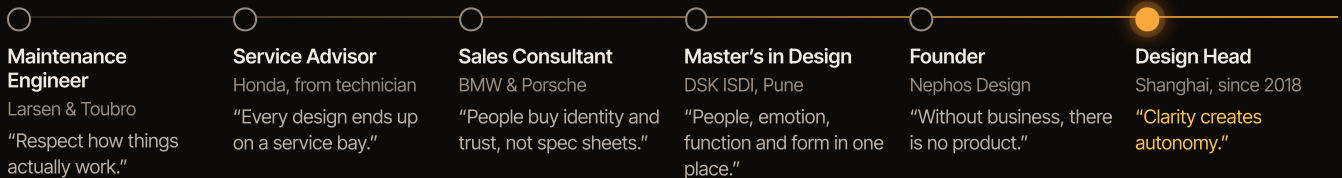
17

international design awards and finals

PROFILE

Design leader with 15+ years across automotive, two-wheelers, commercial vehicles, marine, robotics and consumer products, the last eight in Shanghai's design and manufacturing ecosystem. I came to design through engineering, the workshop floor and luxury car sales, so I read a product the way the business, the engineer and the buyer will. I turn ambiguous briefs into a shared North Star, make design decisions against agreed criteria instead of opinion, and protect design intent through engineering and production.

AN UNUSUAL PATH IS THE ADVANTAGE



PROOF CASE · NINEBOT DZ · 2021

How reframing the brief created a product people wanted to belong to.

THE BRIEF

A fresh, sporty, tech-forward scooter for a young generation.

THE REAL PROBLEM

Stagnant market share. Styling alone would not fix it.

THE CHOICE

Don't fight the market leader head-on. Design for overlooked Segway users: a scooter they are proud to own.

THE RESULT

First production run sold out and a second run followed, at a premium ¥10–15K price. An owner community grew around it.

EXPERIENCE

2024 – Present

Design Head · INOVIX · Shanghai

Lead a multidisciplinary mobility and industrial design team from opportunity framing through production.

- Set product vision before execution starts, aligning business goals, user needs and engineering feasibility.
- Run the working relationship between clients, engineers and product managers so design intent survives development.
- Mentor designers in strategic thinking, storytelling and execution.
- Programmes include the Victoria Scrambler motorcycle and the TAILG A110.

2020 – 2023	Design Lead · ICONA Design · Shanghai Led international programmes across mobility, consumer products and robotics, turning unclear briefs into production-ready product strategies. — Led a team of 6–8 designers across four countries and time zones. — Design lead for the Ninebot D, Q and V series, all in production. — Introduced structured design reviews, criteria-based decisions and daily stand-ups that saved time and resources across projects. — Directed consumer product, service robot and autonomous delivery work, including the NinetyGo suitcase and the Xingshen delivery vehicle.				
2018 – 2020	Design Manager · JOMEK Automotive · Shanghai Joined as Senior Designer and was quickly promoted to lead the design team. — Design lead on the Dongfeng Honda M-NV: exterior, interior and CMF update, carried through lamps, wheels, cost and manufacturability to production. — Delivered SAIC MAXUS G20 and RV programmes against real packaging, user and commercial constraints. — Worked on autonomous mobility concepts and service robot programmes; mentored young designers.				
2016 – 2018	Founder & Design Director · Nephos Design · Mumbai Founded a multidisciplinary studio built on one process: understand the business need and the market before designing. Worked directly with founders to find the opportunity before concept work began.				
2016 – 2017	Senior Designer · Zeuva Technologies · Mumbai Designed an EV two-wheeler platform for India's delivery riders, working with suppliers and manufacturing partners.				
2016	Yacht Designer · Bozca Design · Türkiye Designed the interior and exterior of the Sarco Yacht, shaped by research into how high-net-worth owners actually use their time. European Product Design Award 2017, Silver.				
2013 – 2015	Design Intern · Tata Motors · Tata Elxsi · Pune Vision for future Tata hatchbacks; head lamps, seats and interior details.				
CAPABILITIES	Strategy		Brief framing and reframing · Product and design strategy · Opportunity identification · North Star and decision criteria		
	Leadership		Phase-based team structures · Design review leadership · Stakeholder alignment · Client workshops · Mentoring		
	Delivery		Design–engineering integration · Production-oriented design · CMF · Storytelling		
AWARDS	2018	Local Motors · Mobility: Moving Life	Winner	2016	RSA Design Award Finalist
	2018	IMT × NASA · Humans Beyond Earth	Third	2015	Honda Design Contest Asia Pacific Bronze
	2018	Local Motors · Dynamic Form	Third	2015	A' Design Award Bronze
	2017	European Product Design Award	Silver	2015	Pune Design Festival Winner
	2017	DesignCars2Win	Winner	2015	Car Design Award Finalist
	2017	Local Motors · Future of Mobility	Third + Narrative	2014	Volkswagen Design Contest Winner
	2016	Michelin Challenge Design	Winner	2014	SIAM Automotive Design Challenge Winner
	2016	Pune Design Festival	Winner	2014	I Design Award Gold
	2016	ISDI Design Mela	Second	2013	SIAM Automotive Design Challenge Finalist
EDUCATION · TOOLS	Master's in Transportation Design		3D & CAD Alias · Maya · Blender · 3ds Max · SolidWorks · CATIA		
	DSK International School of Design (ISDI), Pune · 2012 – 2015		2D Photoshop · Sketchbook Pro		
	Diploma in Automobile Engineering		Making Clay modelling · 3D printing · MDF · FRP · Sheet metal		
	Dr. T.M.A. Pai Polytechnic, Manipal · 2004 – 2007		AI Midjourney · Stable Diffusion · Leonardo.ai		
			BEYOND WORK Leadership Toastmasters, Shanghai · Motorsports · Trekking · Engines and astronomy · Travel		