



Industrial & Graphic Design Projects

Buell Street Fighter



Objective:

To transform the latest Buell superbike into a street fighter

Design elements:

- 1. Substitute a single radiator for the twin radiators and pods,
- 2. Design a small instrument cover to replace the large fairing
- 3. Twin stacked round lights
- 4. Re-style the air intake cover to include two scoops that will act as a ram-air intake
- 5. Replace the large muffler with a sport exhaust system



Ecotality Level 2 and 3 Public Vehicle Charging Facility

Ecotality requested a feasible, practical, and original design depecting a Level 2 and Level 3 outdoor charging facility that would be located at shopping centers, big box stores, and other public centers. Design includes canopy, overhead displays, and charging stations for passenger and other electric vehicles.

\$**.46** kW/H e**co**tality **>** Otality

Ecotality Level 2 and 3 Public Vehicle Charging Facility



I created loose sketches of canopy concepts, then modeled the facility in Rhino 3D, including all of the vehicles. Different store logos were created for renderings targeted at potential corporate sponsors.

Ecotality Level 2 and 3 Public Vehicle Charging Facility



Rhino 3D

eTec Level 2 Charger Design Project—Sketch of part construction proposal.



eTec Level 2 Charger Design Project—Sketch of part construction proposal.





ability to wrap the cable around the



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An earlier version showing how the horseshoe mount could be molded. I came up with this solution to be able to use the housing shell on both the wall mount and the free-standing unit, and so the shell could be slightly restyled for specific customers.

eTec Level 2 Charger Design Project

elec

elec

This rendering shows how the wall mounted unit is designed to be used without change for a free-standing model. Also shown is the free-standing model open, closed, and the rear of the unit. The door is self storing to eliminate issues associated with an exposed, hinged cabinet door. Pipe supports and protects the unit.



Air Purifier Design



Rhino 3D



Air Purifier Design



Vortex Water Machine Design-Production Unit







Vortex Water Machine Design-Production Design and Cutaway









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Vortex Water Machine Design



Design variations.



Vortex Water Machine Design-New Technology Design



All new 3-part design proposal with inverted sump





5-Gallon Water Bottle Cleaning and Purified Water Dispensing Units Proposals





Rhino 3D, Illustrator, Photoshop

Commercial Truck Seating Project-Styling Proposals







Rhino 3D, Illustrator, Photoshop

Commercial Truck Seating Project-Styling Proposals





Commercial Truck Seating Project-Styling Proposals

I came up with an adjustable thigh





Commercial Truck Seating Project-Styling Proposals, Rhino 3D Models



Commercial Truck Seating Project-Styling Proposals, Rhino 3D Models



Harley Davidson Detachable Rack/Rear Seat Design



Aerodynamic Trailer Front Proposal



U-Haul Aerovan Graphics Proposals





PerformanceDesign.net . Gary Smith . 070307





U-Haul Sport Trailer

I created the styling of the trailer and helped developed the full-scale model of the prototype.



GMC/Chevrolet 4500 60CA Pylon Design

I created the styling of the pylon and built the full-scale model.



GMC/Chevrolet 4500 60CA Pylon Design


GMC/Chevrolet 4500 60CA Pylon Design





GMC/Chevrolet 4500 Interior Upgrade Proposal-Left Rear Seat Extended



GMC/Chevrolet 4500 Interior Upgrade Proposal-Console View



GMC/Chevrolet 4500 Interior Upgrade Proposal-Illustrator Underlay



GMC/Chevrolet 4500 Interior Upgrade Proposal-Sketch Underlay



Bugatti Type 57/59 Body Design



1935 Bugatti Type 57/59 Body Design

This Type 59 chassis and running gear apparently never had a Bugatti body. The parts were purchased and changed hands several times. In the late 70s a design was proposed by the late Dave Holls of GM Design Staff, who was a friend of the owner at the time. Dave gave his loose sketches to Gray Counts (who was at the time a designer in Buick Studio) to come up with a presentation rendering for the owner at the time.

An unsuccessful attempt to build a body for the car was made in aluminum before I became involved. I became friends with a chassis fabricator in Scottsdale, Arizona, who happened to be keeping the unfinished car for its new owner, and was attempting to create fenders from foam. I convinced the owner of the car that there were serious problems with the surface development of the body as it was, and that the design method employed by the fabricator to create the fenders was terribly unforgiving, time consuming and would not produce the desired results.

I created renderings showing what was wrong with the current car and proposed changes to correct it, as well as proposing the creation of an accurate 1/4 scale model that would be eventually digitized to create a full-size set of sections that would be used by the body fabricator to make a buck for the creation of the aluminum body.

Larry Brinker, then Chief Sculptor of Nissan Design International, and I leveled and picked the car's hard points so I could design a fourview drawing that would be the basis for his armature. We worked together on the model, and it was eventually shown to the client at NDI in San Diego. The car has been shown at Pebble Beach.





Gray Count's presentation rendering



Unfinished body when I inherited the project.













Surface development sketches for the model

1935 Bugatti Type 57/59 body design (Illustrator/Photoshop photo overlays)



1935 Bugatti Type 57/59 1/4-scale drawing for clay model development



1935 Bugatti Type 57/59 1/4-scale clay model (Larry Brinker, Chief Sculptor, Nissan Design)



1935 Bugatti Type 57/59 finished 1/4-scale clay model (Larry Brinker, Chief Sculptor, Nissan Design)



1935 Bugatti Type 57/59 1/4-scale digitized model



1935 Bugatti Type 57/59-Finished car shown at the Great American Roadster Show



1935 Bugatti Type 57/59-Ron Kellogg, owner



FilterMag Logo Design

FILTERMAGNETIC FLUID FILTRATION

Filter G

Old Logo

FilterMag Housing Restyling Proposal



FilterMag Poster: Filter 3D Cutaway and Exploded View

Rhino 3D, Illustrator, Photoshop, and InDesign More Graphic Design: performancedesign.net/print_media





FilterMag CT800 8-inch Industrial Magnetic with RA365 and RA450 for size comparisons.

FilterMag Product Renderings





Vehicle Wrap Graphics

Illustrator, Photoshop







Fast Charger Rendering Placed in Scene

Rhino 3D, Illustrator, Photoshop



AAE 3D Renderings











Sidewinder Modular Race Car Design



1992 Achieva Body Design-General Motors Design



1992 Achieva Body Design-General Motors Design, Oldsmobile 2 Exterior Studio Clay Model



1992 Achieva Body Design-General Motors Design, Oldsmobile 2 Exterior Studio Clay Model



ENOC Magnetic Printing Cylinder Cutaway Renderings for Trade Show Posters





Power Drill Cutaway for Microchip Technologies



Hood Opening Mechanism Renderings for Electric Life





3D Product Illustrations for Lumberline Laser's Catalog



FormZ



Ruger P-95 Cutaway (Illustrator/Photoshop)


FilterMag Product Photography







AAE Product Photography

More Photography: www.cruizart.com/photography/



eTec Brochure

InDesign, Illustrator, Photoshop

More Graphic Design: performancedesign.net/print_media



eec

Through industry-leading experience in hybrid (HEV), plug-in hybrid (PHEV), and battery electric vehicle (BEV) infrastructure, eTec provides solutions for cleaner and more efficient transportation.

- eTec is a Tier I supplier, installer and service provider of advanced charging solutions for electric transportation applications.
- eTec is a provider of the Minit-Charger technology—advanced fastcharge systems that reduce EV charge times from hours to minutes.
- eTec has expertise with all automotive battery types.
 eTec has been involved in every major North American EV initiative since 1989.

From battery and EV testing to the development and installation of public and residential fast charge stations, eTec provides infrastructure solutions for our electric transportation future.



With a history in electric transportation that dates back to 1989, Electric Transportation Engineering (orporation (eTec), a wholly-owned subsidiary of ECOtality (OTCBB: ETLY), is a recognized leader in the research, development and testing of advanced transportation and energy systems. Specializing in alternative-fuel, hybrid and electric vehicles and infrastructures, eTec is committed to developing and commercially advancing clean electric technologies with clear market advantages.

Minit Charger

 eTec's flagship product line, Minit-Charger*—fast battery charging systems designed for electric vehicles, airport ground support equipment and material handling applications—allows for faster charging with less heat generation and longer battery life than conventional chargers.



Retail charge station rendering by Johnston Marklee for ECOtality.

eec

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EODality, Inc. (UTCB8: ETUY), headquartered in Scottsdale, Arizona, is a leader in clean electric transportation and storage technologies. Through innovation, acquisitions, and strategic partnerships, EODality accelerates the market applicability of advanced electric technologies to replace carbon-based fuels. For more information about EODality. Inc. elses visit www.exablitx.com

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 Testing and consulting of electric vehicles (EV), hybrid electric vehicles (HEV), plug-in hybrid electric vehicles (PHEV), and hydrogen powered vehicles and fleats

Project management, including testing, research and development of advanced technologies

- Battery performance testing and analysis
- Design and installation of standard EV charging and fast charge systems
- for public, commercial and residential applications. Design and construction of alternative-fuel infrastructure (including electric, CNG, CNG/H2-blended fuels and pure H2)
- Development of H2 internal combustion engine (HICE) Silverado trucks
 Advanced vehicle testing and failure analysis for automotive companies

Lithium-Ion Batter

- and U.S. Department of Energy

 Development and testing of advanced lithium and nickel-metal
- hydride batteries

 Development and testing of advanced lithium and nickel-metal
- hydride batteries
- Consulting and technical support for major utility projects

Engine Ger



The Leader in Clean Electric Transportation Solutions



I created several brochures for eTec/Ecotality for the purpose of raising investment capital.

Project

• 12,500 Level 2 (220V) Chargers

• 250 Level 3 Fast-Chargers

• 1.000 Nissan Leaf Cars

• 40+ Project Partners

• 11 Major Cities

• 5 States

• 750 New Jobs by 2012

• 5,500 New Jobs by 2017



InDesign, Illustrator, Photoshop

Ecotality Illustration



Illustration depicting Ecotality's concept of an entire community's integrated load management and charging system.

ECOtality Smart Grid Charger Communications







SMAR

Illustrator

More car artwork: www.cruizart.com



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