

JORDAN BECKLEY

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CIGARETTE RACING

IN PROGRESS



High performance racing prowess brought to its maximum level.

1980's



A conceptual racing vessel to compliment the performance and rich heritage of the brand.

1990's



Allowing a showcase of unique material, features and technology. Refining interior usability, functionality, and design.

Today



OWNER PROFILE

OWNER LIFESTYLE



Fashion Designer for Tom Ford. Lives between Miami & London. Executive designer of Miami location. Spends time with girlfriends in both cities. Spends time with his boat in one.



Age.
45.00

Income.
2.400.000+

Watches
14.00

Free time.
10 HRS

Homes.
2.00

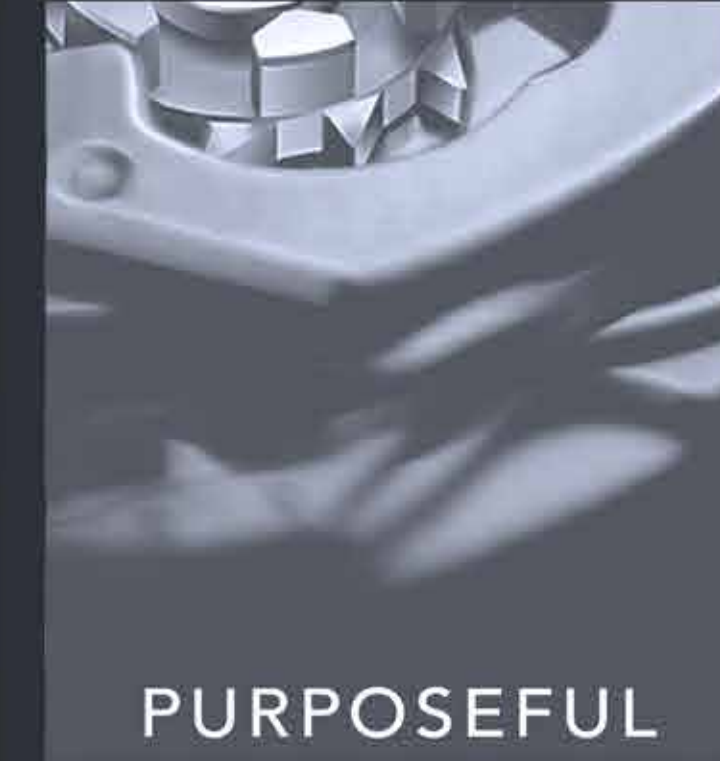
Girlfriends.
2.00

Degrees
3.00

Work Time
100 HRS



LIFESTYLE PRODUCT



MECHANICAL

PURPOSEFUL

REFINED

5.00

Morning run.

9.00

Works from
home office.

3.00

Long drive.

7.00

Sunset boat
trip.

10.00

Marina bar.



CURRENT PRODUCT EVALUATION

PRO
CON

Functional
Loud Colors
Strong Graphics



Exposed
Components
Cluttered
Layout

Limited Evolution

Open Floor Plan
Dive Doors

Sun Pad



Limited Seating
Communal Areas
Space Below Deck

Large Engine Hatch
Driver Centric
Feeling of Power



Ingress /Egress
Sun Coverage
Engine Cooling

Kitchenette
Head
Lock Down
Components



Confined Feeling
Lack of Natural Light
Non-Premium
Feeling

Bow Seats
Headroom Below
Sun Shade



Cluttered Dash
Not Labeled
Analog Gauge

Premium Throttle
Large Displays
Driver Accessibility



Limited AC
When not running
Redundant Features
Exposed
Non-Essentials

Auto Trim
Programmable Key
Wheel / Joystick



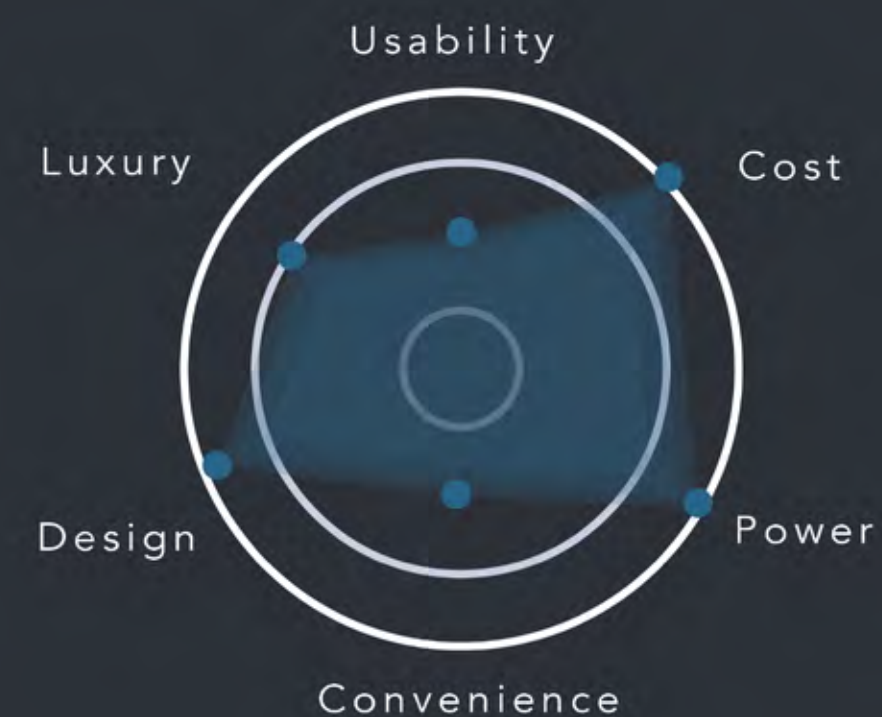
Storage in Engine
Dry Storage
Multi Function Areas



DEEP V HULL

Simplistic exterior forms. Focus on speed with timeless hull designs. Overcrowded controls. dressed up engines. loud colors. Louder exhaust.

CLASSIC STYLE / HIGHEST POWER / STATEMENT

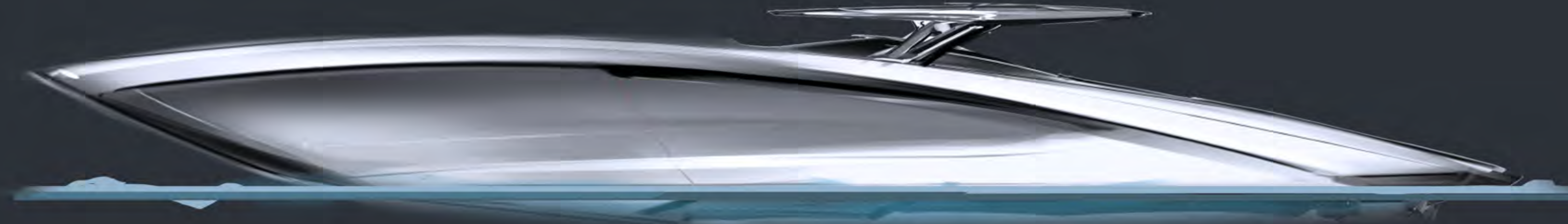


CENTER CONSOLE

Slightly more luxurious open spaces allow for more friends & easier control layout. Needs higher quality features materials / finishes.

MODERN DESIGN / FUNCTIONAL / RELIABLE





COMPETITION



Focused on military & police sales. Most Similar to Cigarette, High Cost boats with high luxury & big performance outboards.

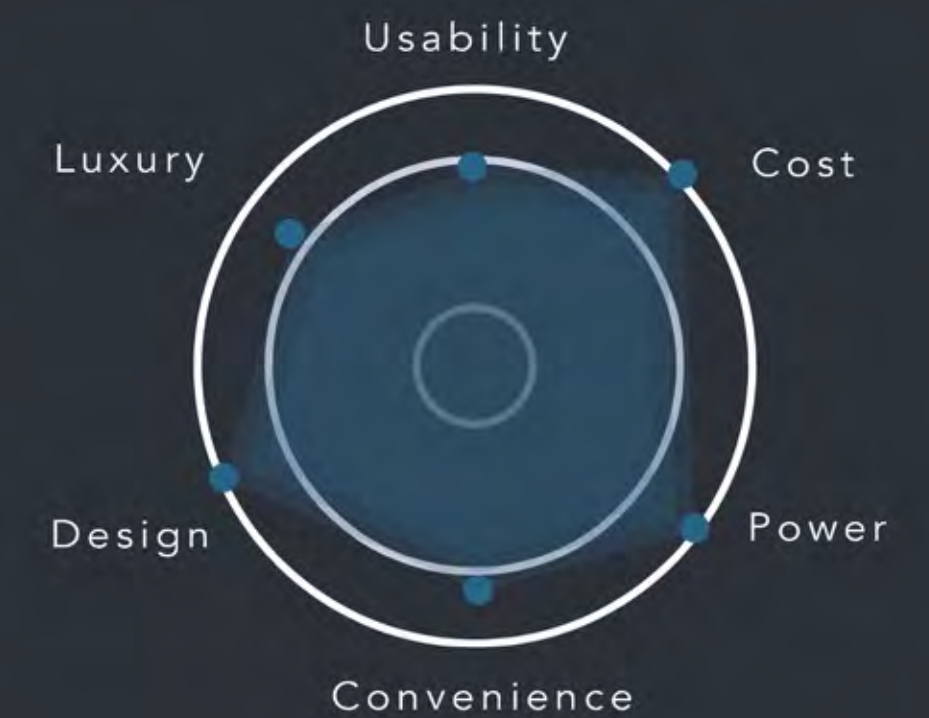
MODERN LUXURY / BRAND PARTNERSHIPS



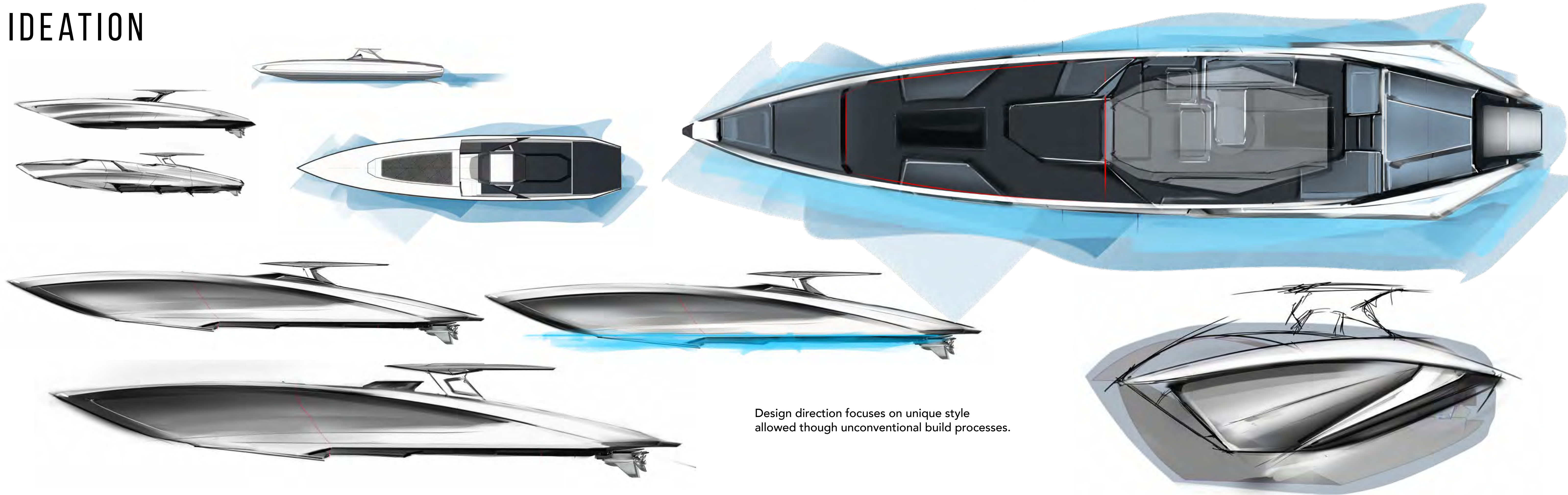
INITIAL DIRECTION

A boat for the next generation experience focused on utility, quality, and performance featuring state of the art materials, tech, and design.

FUNCTIONAL / INNOVATION / USER CENTRIC



IDEATION

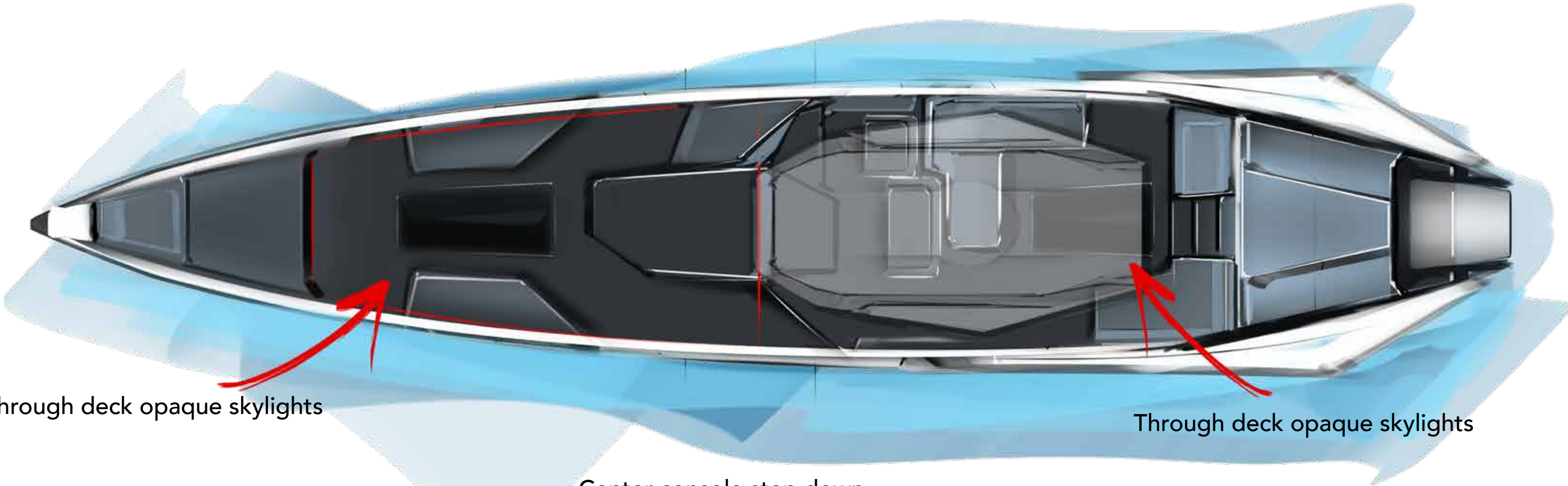


Design direction focuses on unique style
allowed though unconventional build processes.

DESIGN DIRECTION



Powerful, directional lines, emphasize the design.



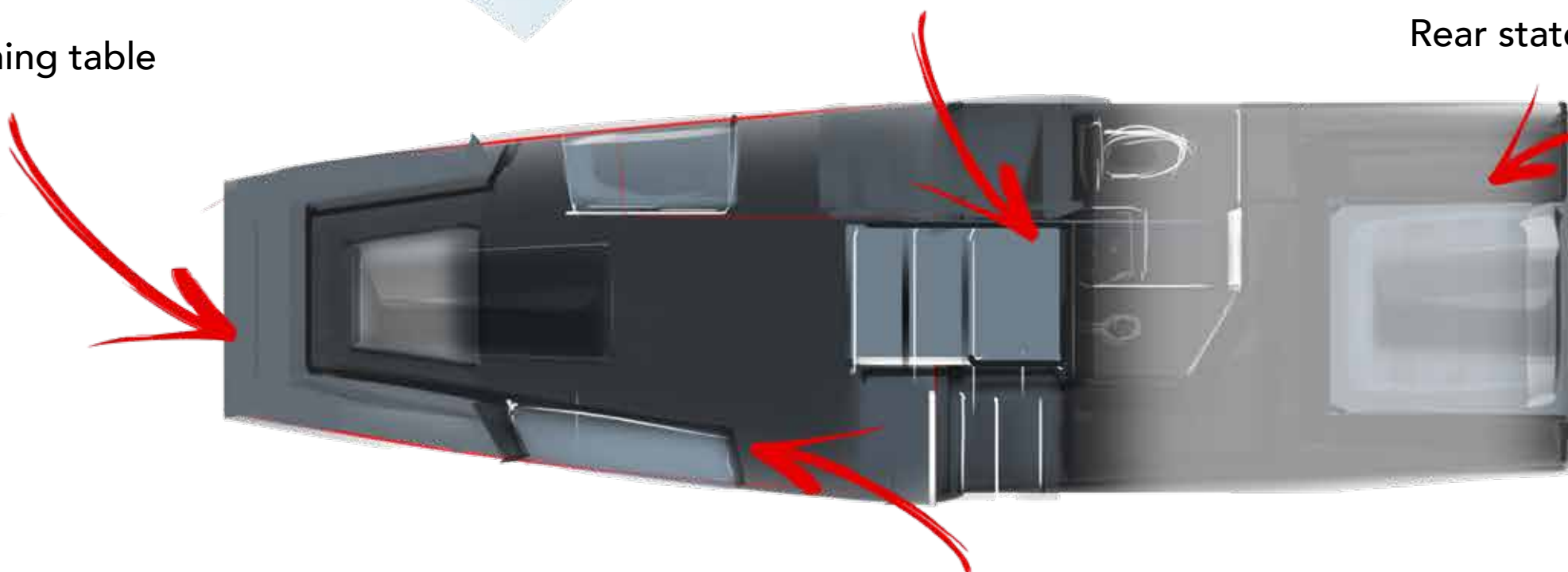
Through deck opaque skylights

Through deck opaque skylights

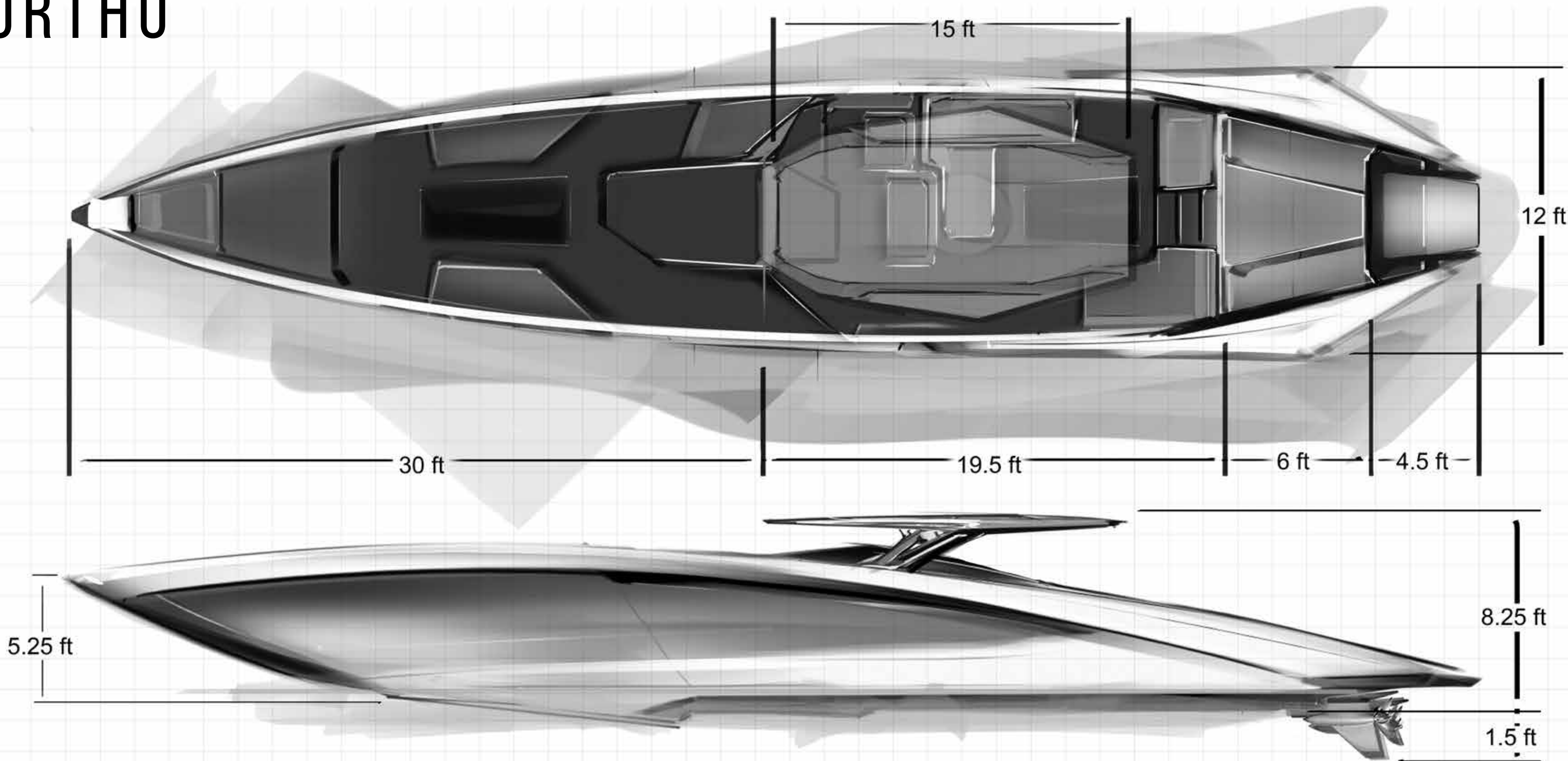
Center console step down

Convertible dinning table

Rear stateroom is dependent on hull depth
(UNDER REVIEW)



ORTHO



OAL 60 ft

Draft - Stern Drive Down 42 in

Dry Weight 19,000 lbs

Water Capacity 32 gal

Beam 12 ft

Draft - Stern Drive Up 32 in

Deadrise 19°

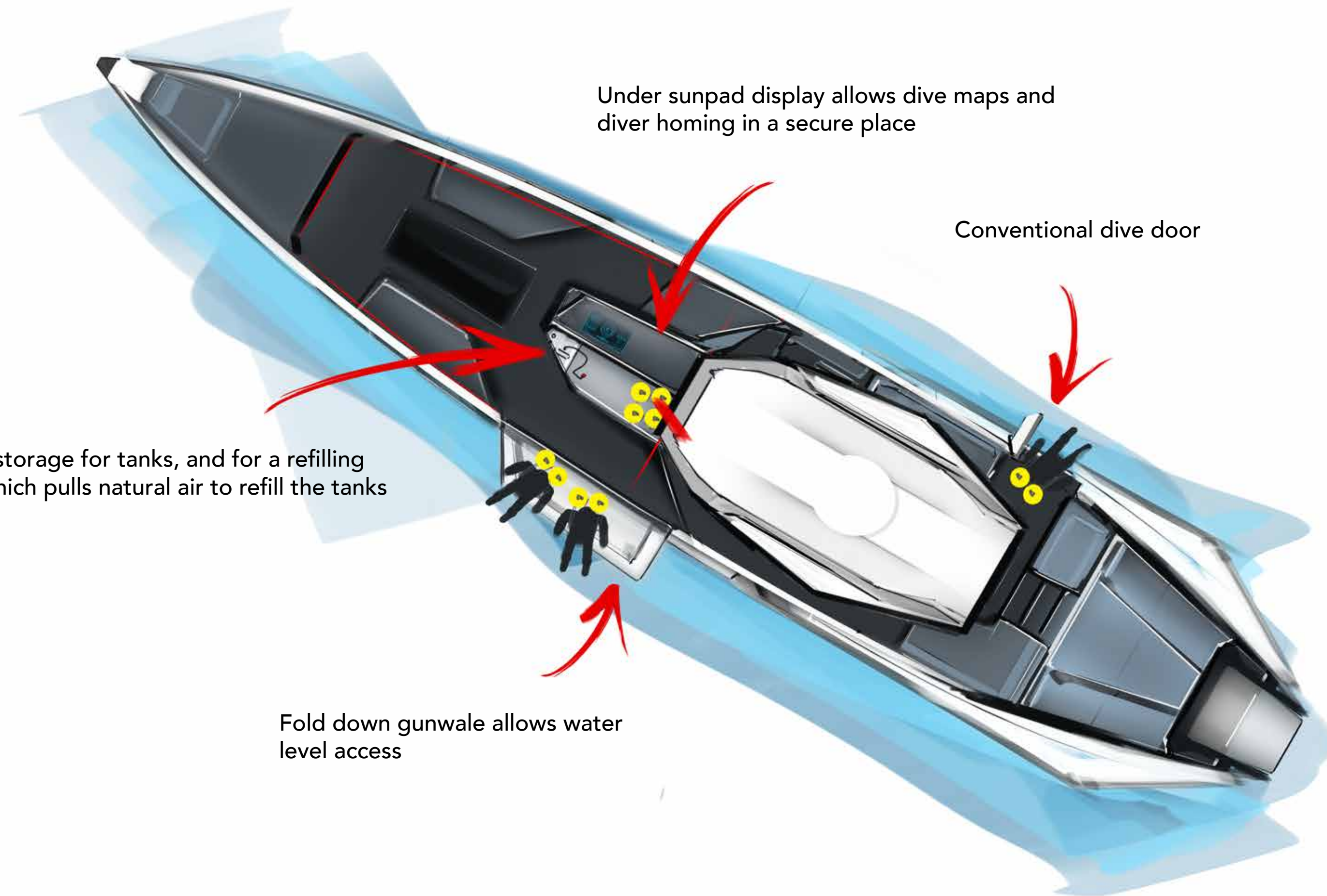
Fuel Capacity 32 gal

Deep storage for tanks, and for a refilling unit which pulls natural air to refill the tanks

Under sunpad display allows dive maps and diver homing in a secure place

Conventional dive door

Fold down gunwale allows water level access



GM INTERNSHIP

Coming Soon

CHEVROLET

AIRSTREAM WABI



AIRSTREAM

User

WABI

*

WA•BI

1. (IN ALGONQUIN) TO SEE, DISCERN OR DEDUCE MENTALLY AFTER REFLECTION OR FROM INFORMATION; UNDERSTAND.
2. (IN JAPANESE ART) A QUALITY OF AUSTERE AND SERENE BEAUTY EXPRESSING A MOOD OF SPIRITUAL SOLITUDE.



JULIE MAY - AGE 28

REI NEW PRODUCT TESTER / STORE MANAGER

KENT, WA

INCOME, \$59,962

LIVES AN INCREDIBLY ACTIVELY LIFESTYLE, ALMOST NEVER STAYING IN TOWN FOR THE WEEKEND.

TRAVEL RELIGIOUSLY, MOSTLY BY CAR, RARELY BY PLANE. NEVER LEAVES HOME WITHOUT,

BACKPACK, WATCH, GO - PRO, COOPER - BLACK LAB. SOMETIMES TRAVELS WITH, JACK,

PARENTS 1967 AIRSTREAM, & A CANOE.



Expectations

When it comes to work life balance, Gen Y is not willing to give up their lifestyle for a career. They have traveled extensively and value having flexibility in their daily lives.

They choose careers that allow them to live the life they desire, busy with after-work activities, including philanthropic involvement. Multitasking is their way of life.



LIVING CONSTANTLY

EXPERIENCES NOT THINGS



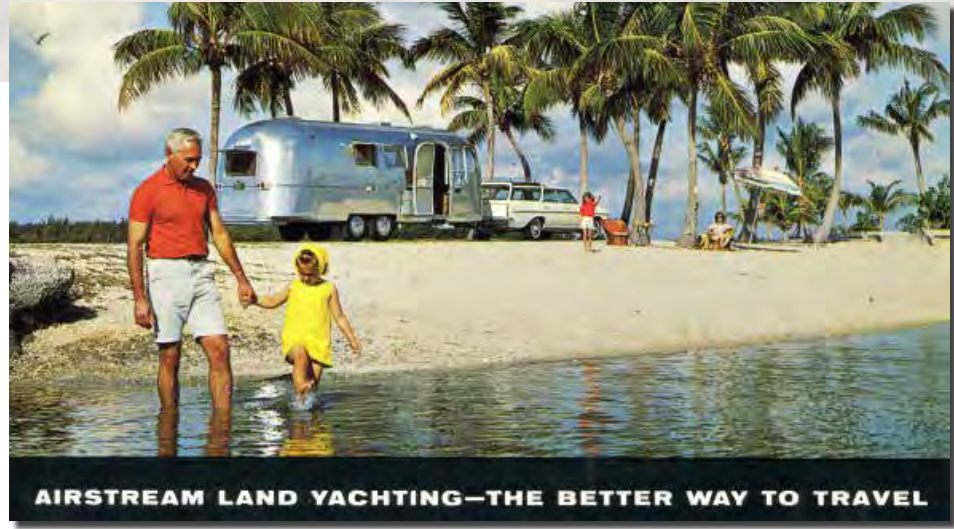
Story

The Airstream brand is incredibly storied, with a simple principle and design philosophy Wally Byam was able to revolutionize the American Holiday.

Today the Airstream consumer idolizes these classic principles and appreciates the company that continues to tell that story.

Tomorrow Airstream will continue to be at the forefront of the American holiday, with modern conveniences, timeless styling and thoughtful design.

1966



RE-IMAGINE BUILD PROCESS

EVOLUTION OF CLASSIC FORM AND PRINCIPLES

2016



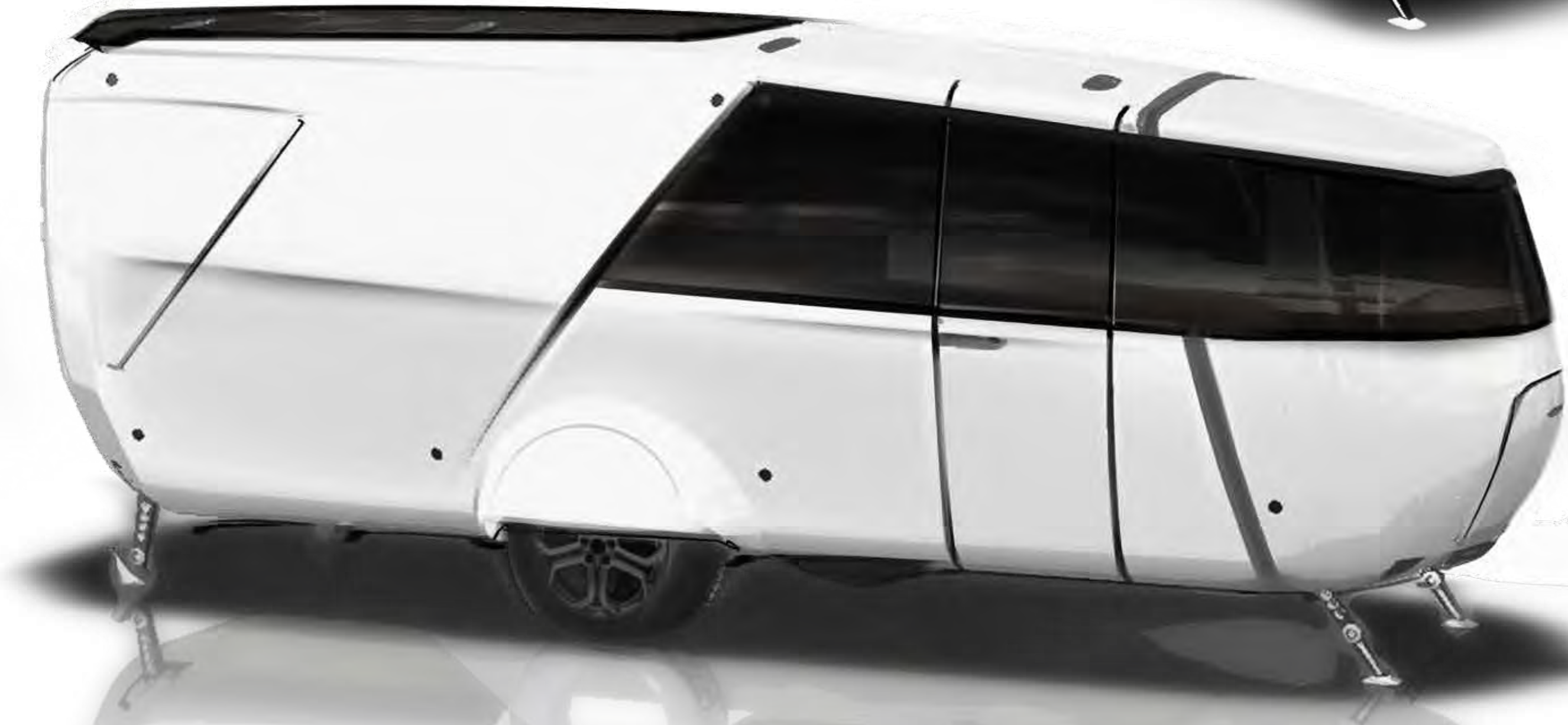
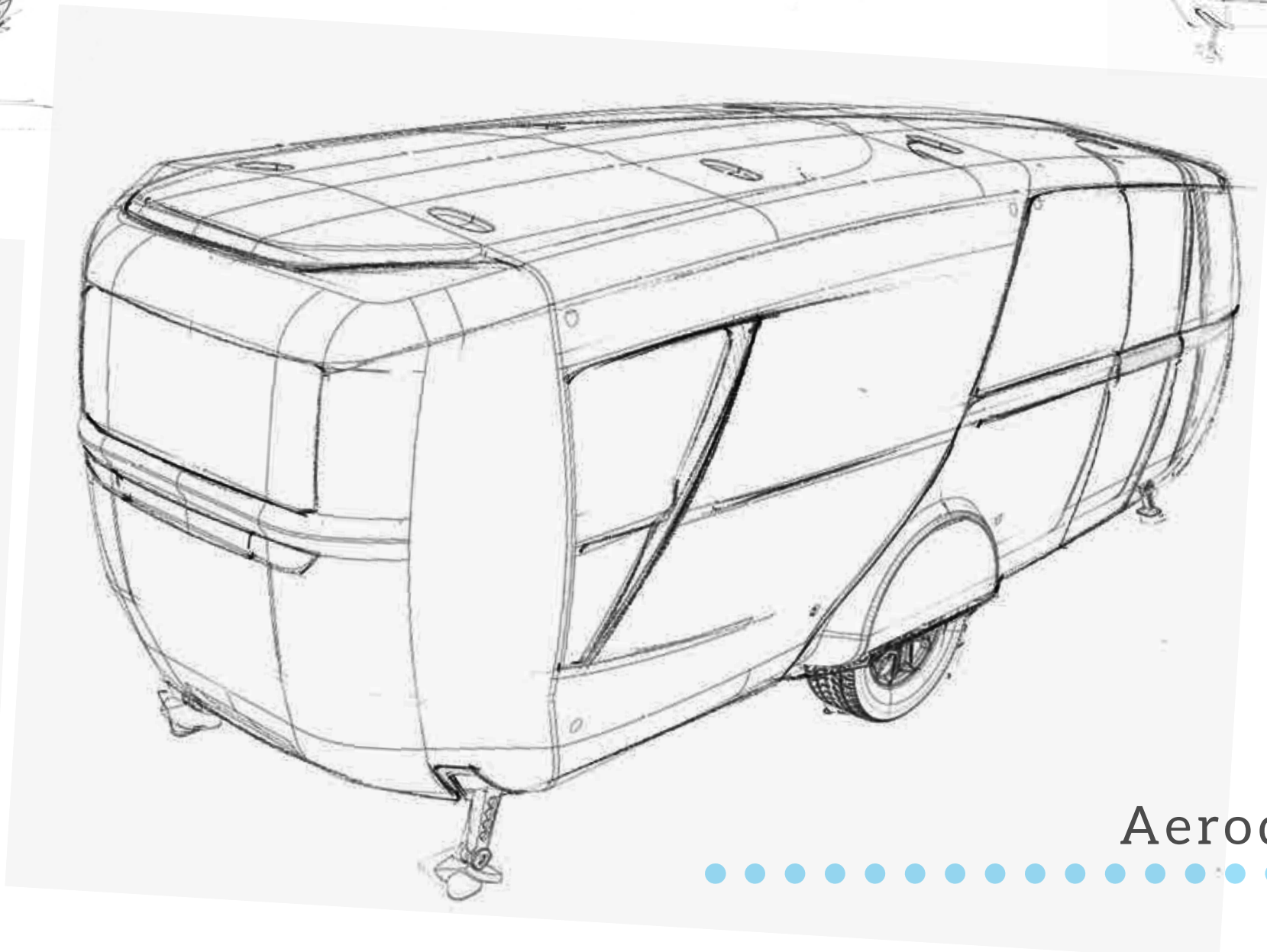
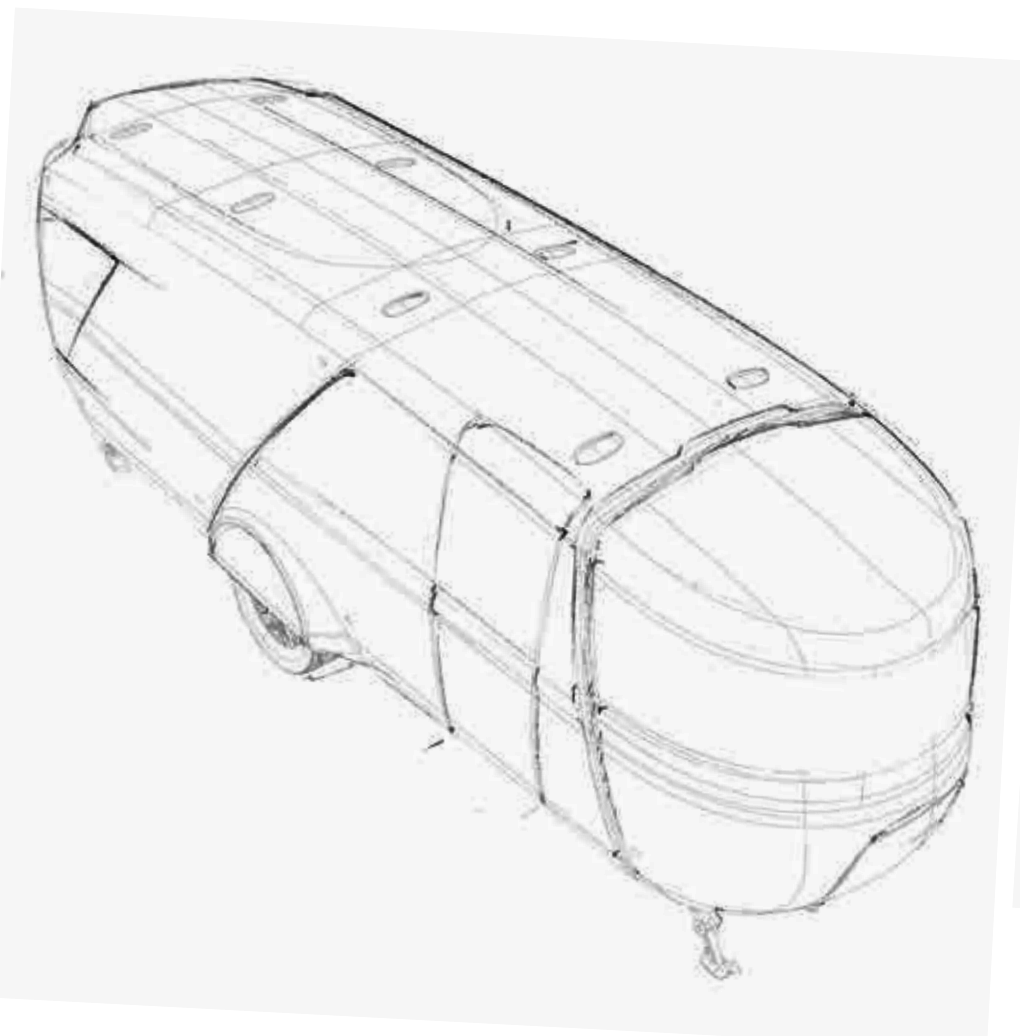
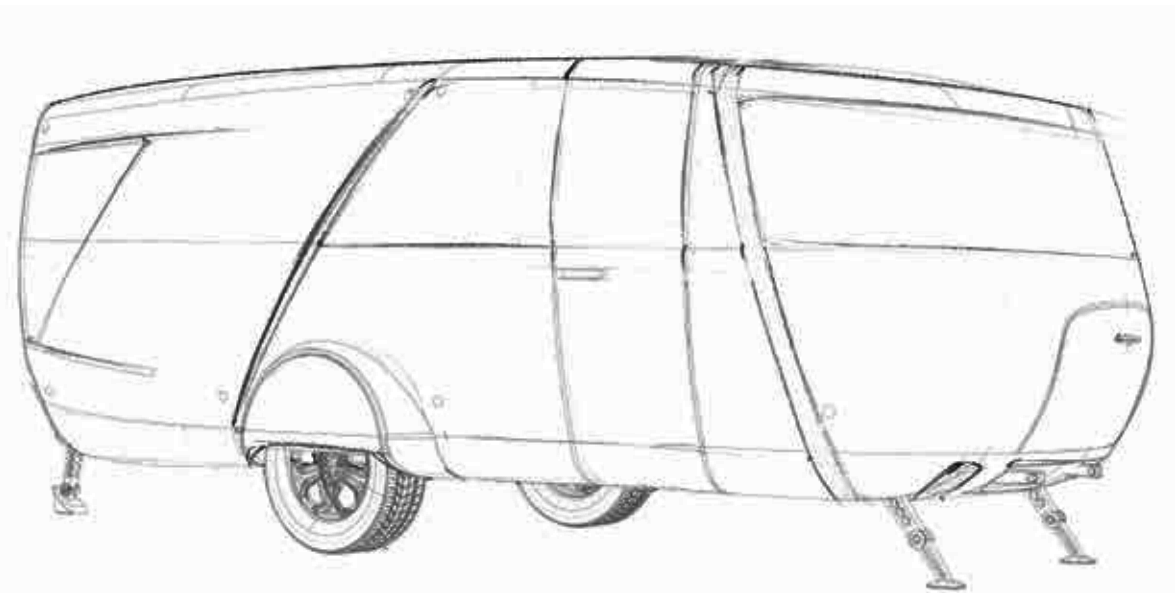
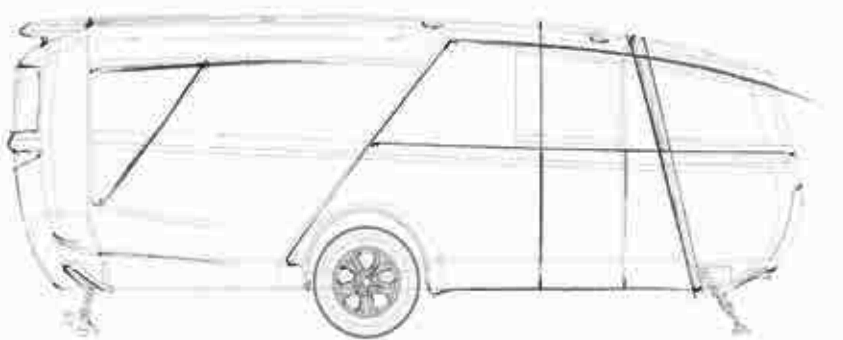
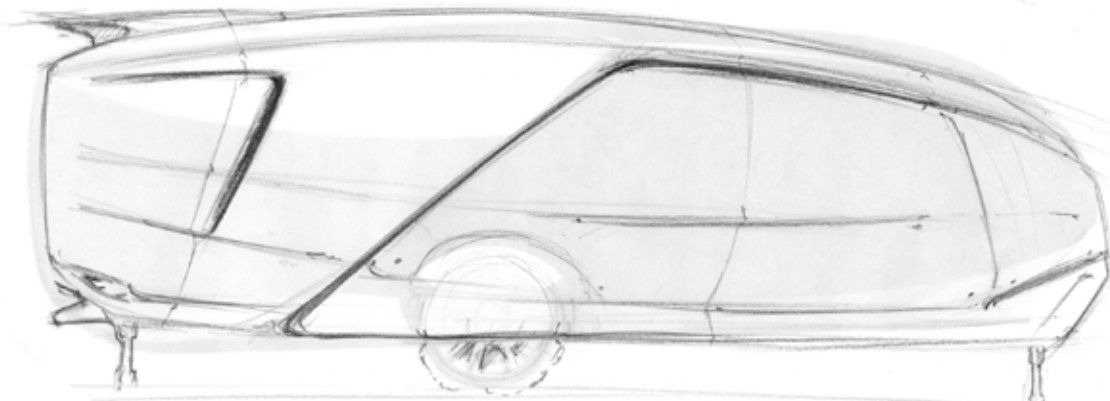
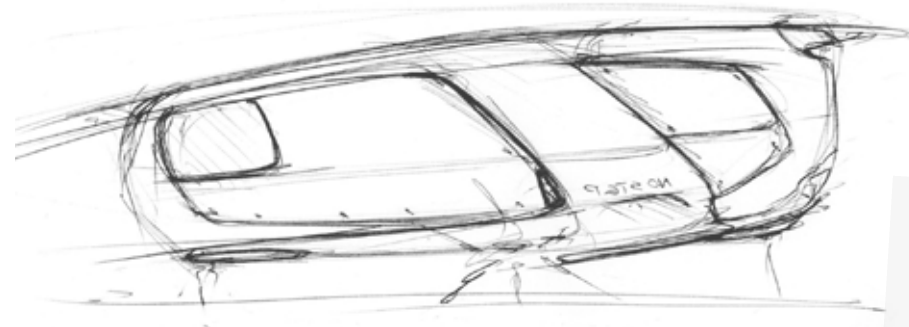
Expectations



Key Sketch

Design Direction

Aerodynamic Design



Folding Trailer Hitch

The front hitch swings away into a complete unit to hide the unsightly form, as well as to prevent clumsy trips and falls, saving the shins and ankles of the customer.

By pulling two simple pins the unit can quickly collapse and hide away.



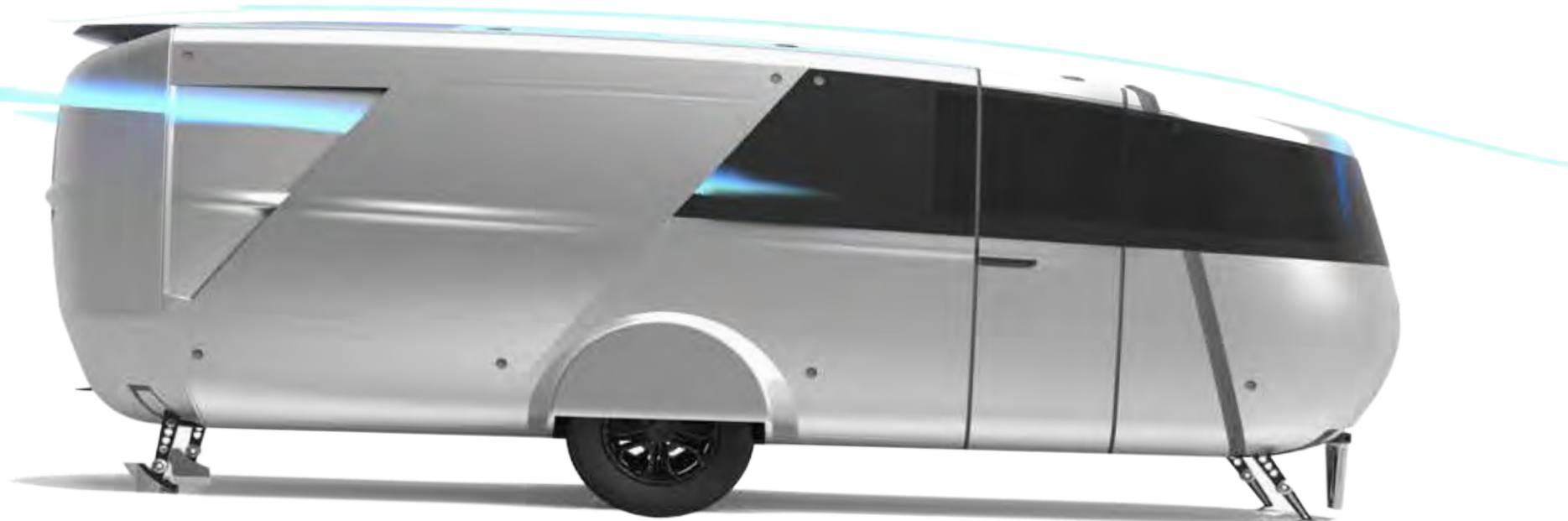
Airstream reclaiming power



Internal turbines located in the buttresses collect and power the vehicle while stationary. Impellers power the internal battery storage allowing for a constant state of charge.



This allows the user to remotely create their own power & provides limitless possibilities in location and usability.



Solar energy collection

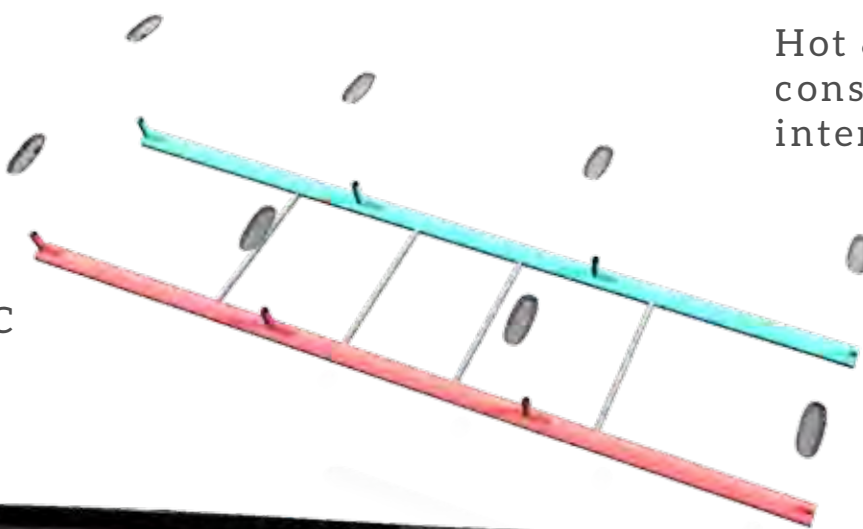


Allowing the consumer to create their own power provides limitless possibilities in location and usability.



Air inlets allow a low profile intake for AC

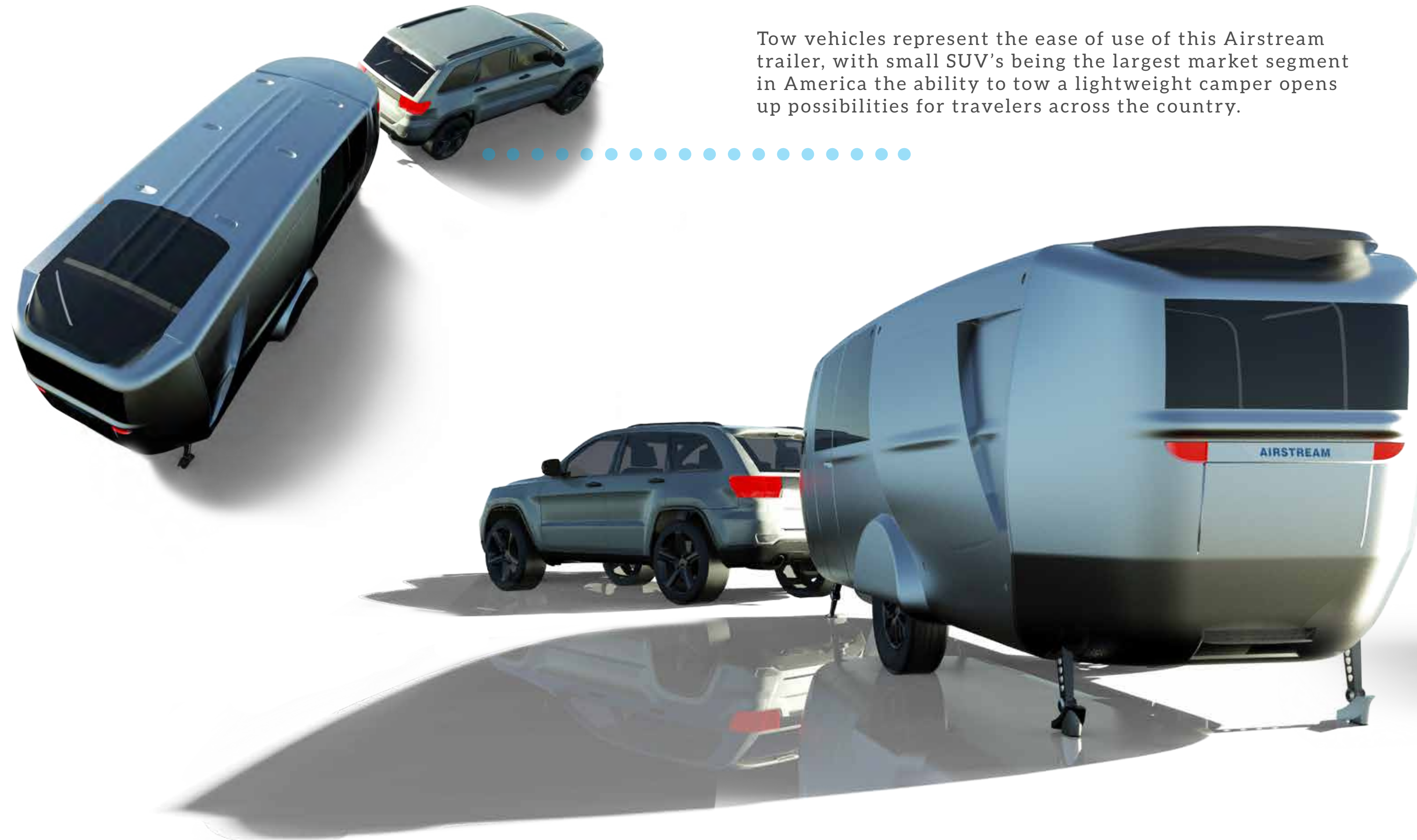
AC intake



Hot & cold channels constant control over interior temperature.

Final Exterior

Tow vehicles represent the ease of use of this Airstream trailer, with small SUV's being the largest market segment in America the ability to tow a lightweight camper opens up possibilities for travelers across the country.



 **AIRSTREAM**



Rear bedroom



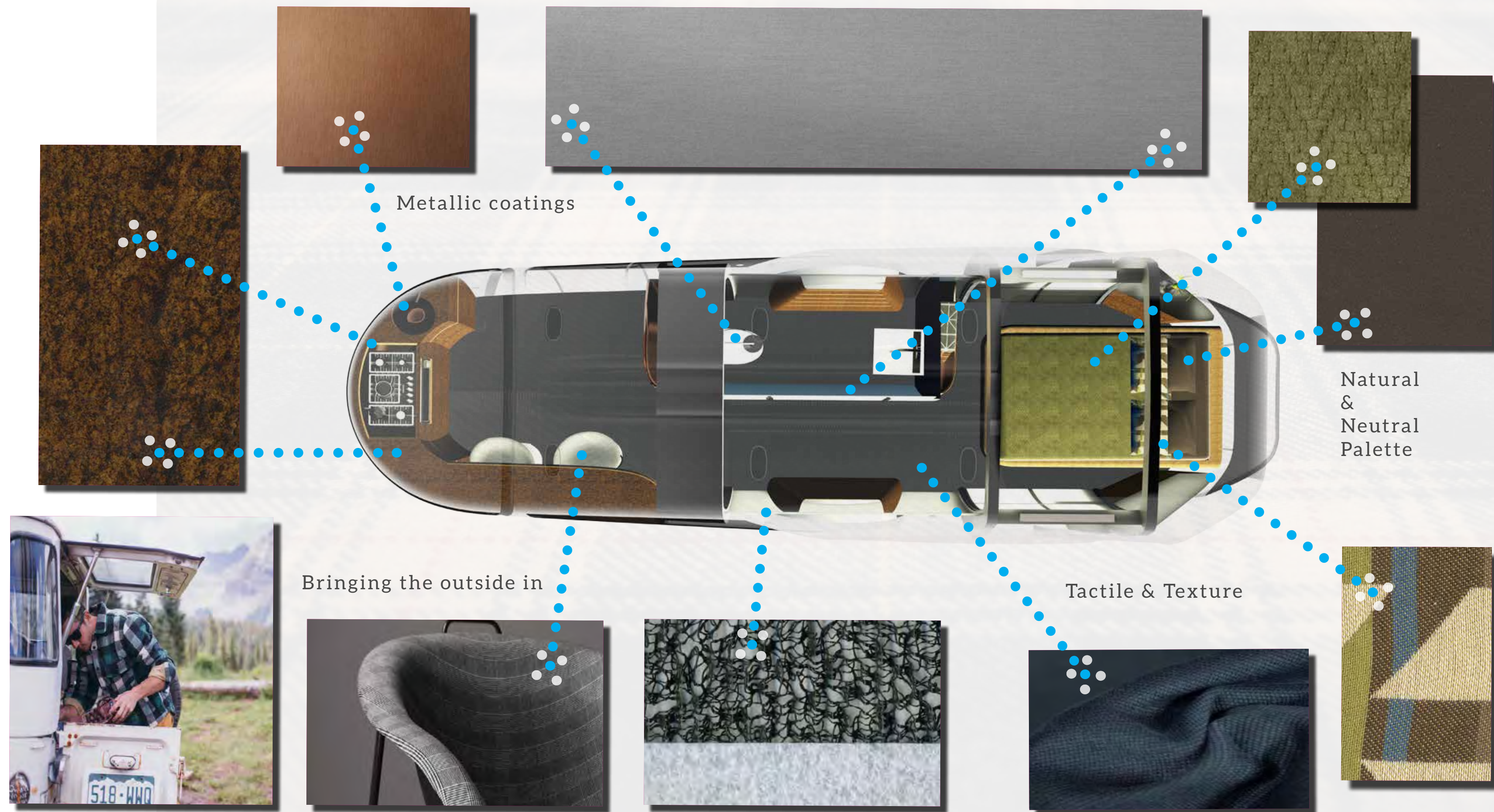
Front living area



Dedicated environment

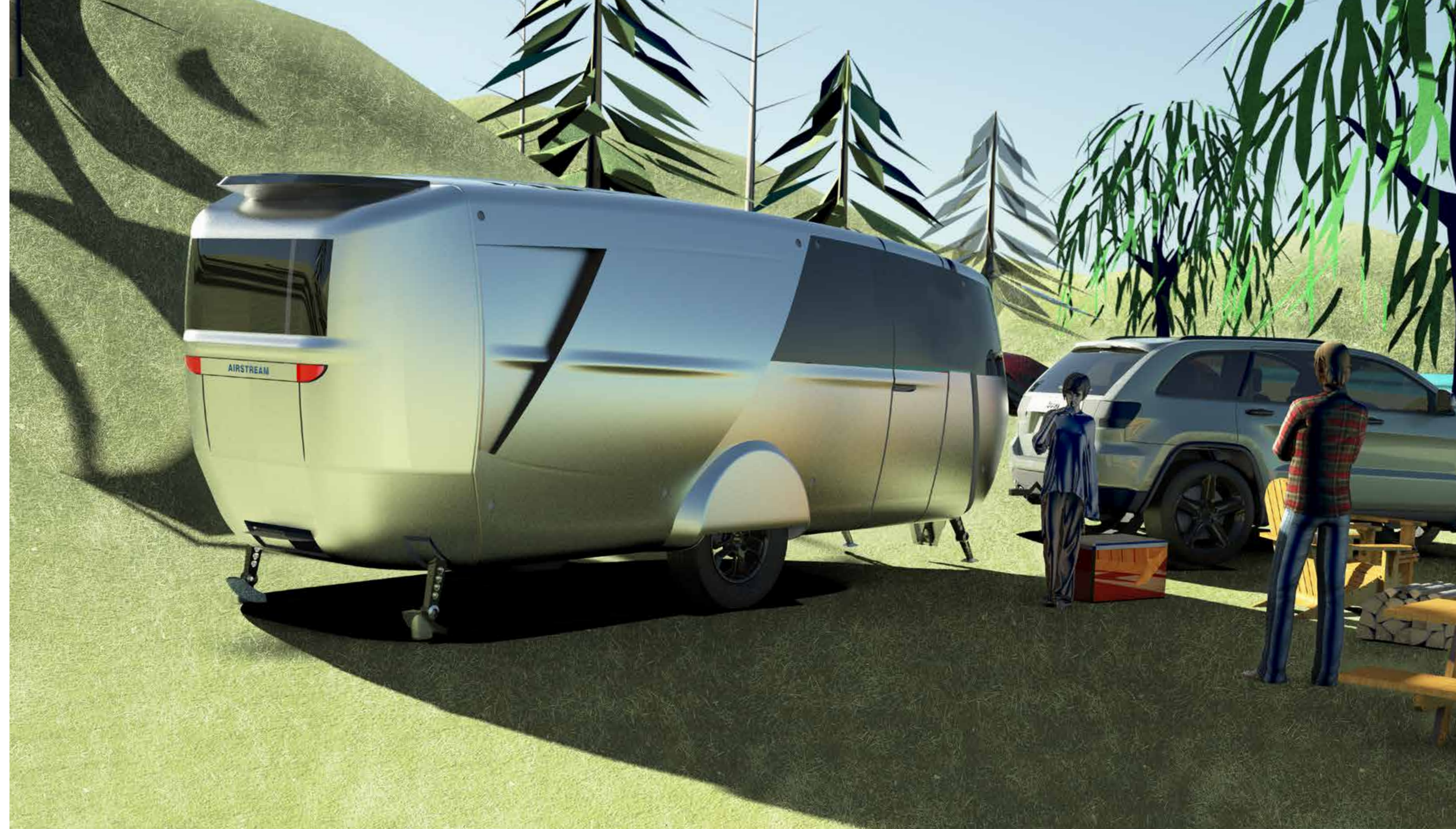
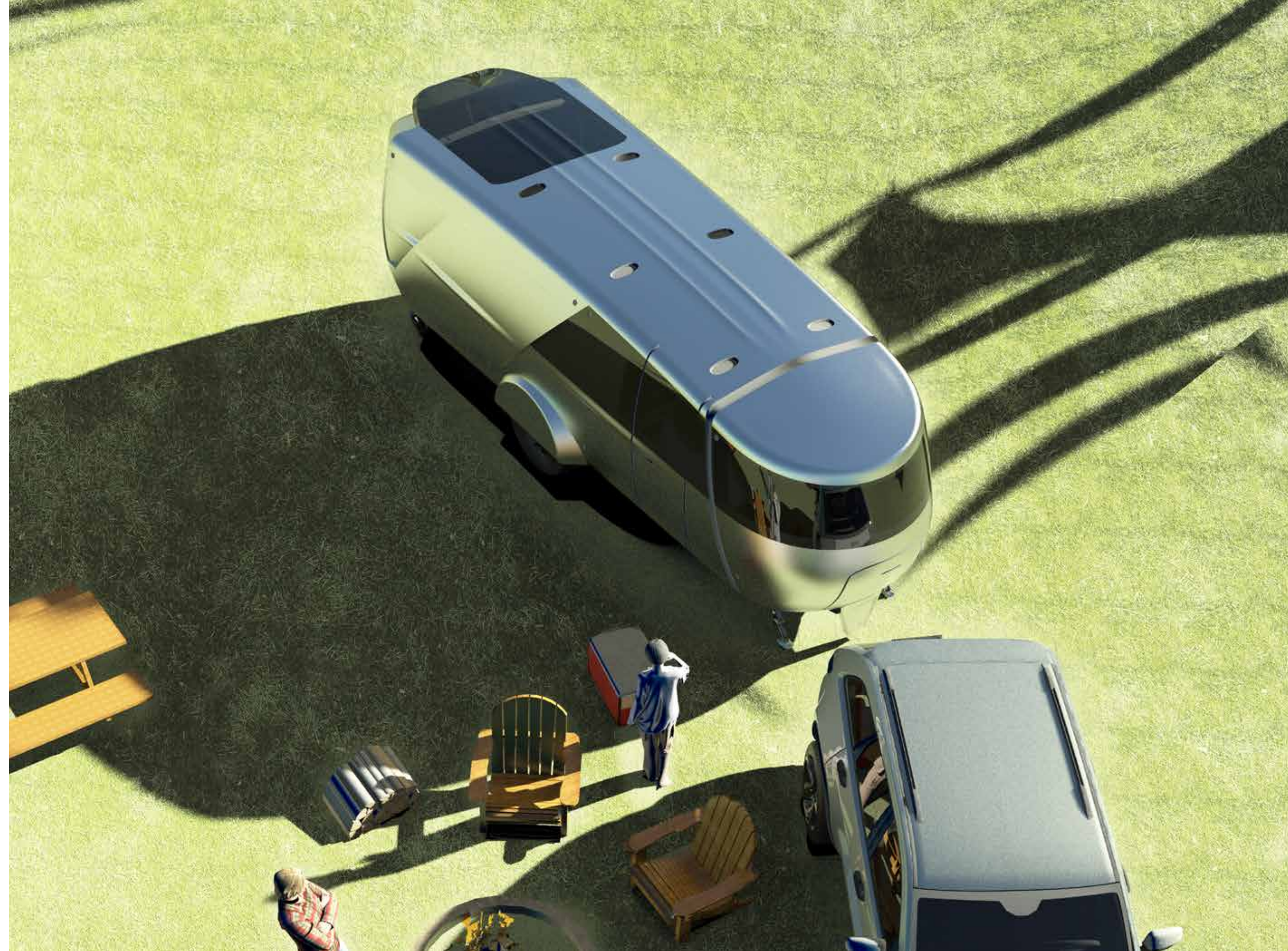


The directed floor plan focuses on the communal living area with dedicated space allowing an open relationship between the outside environment and the interior of the Airstream.



In Use Design Renderings

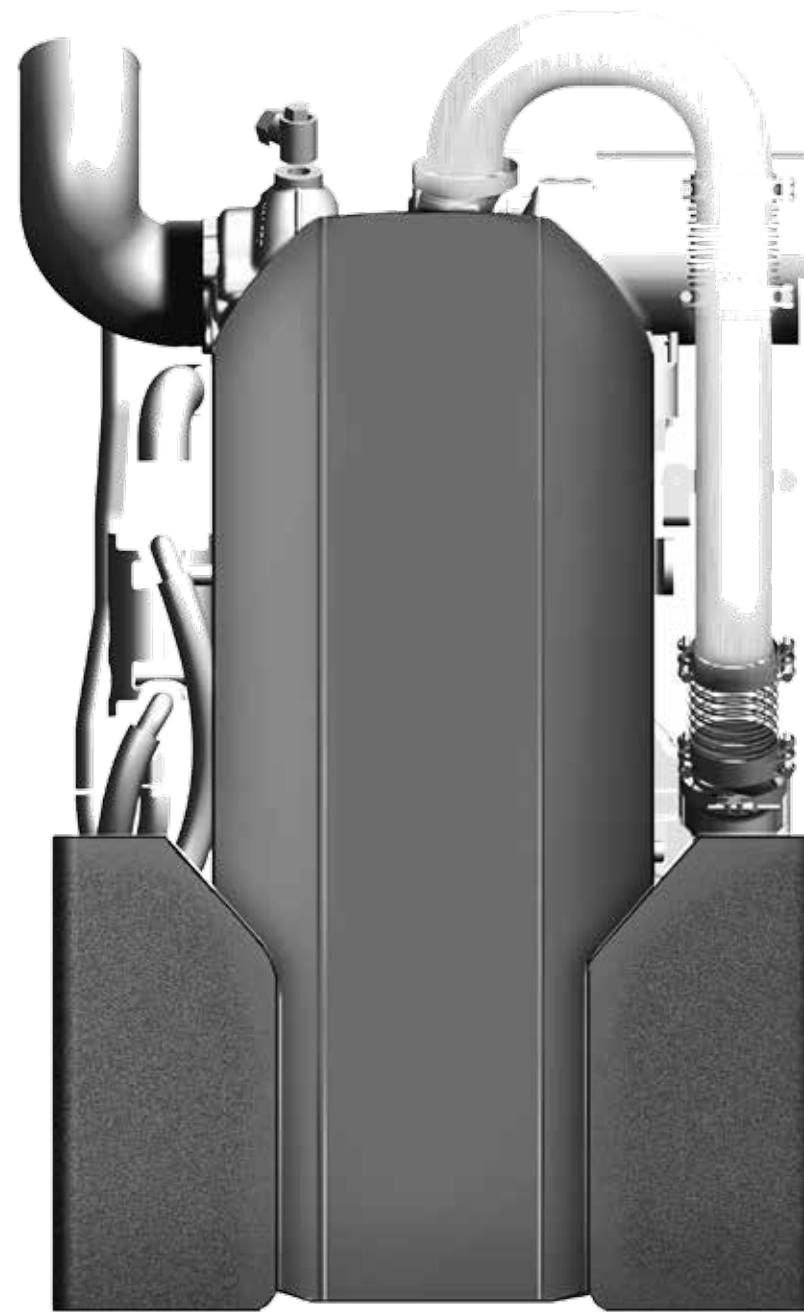
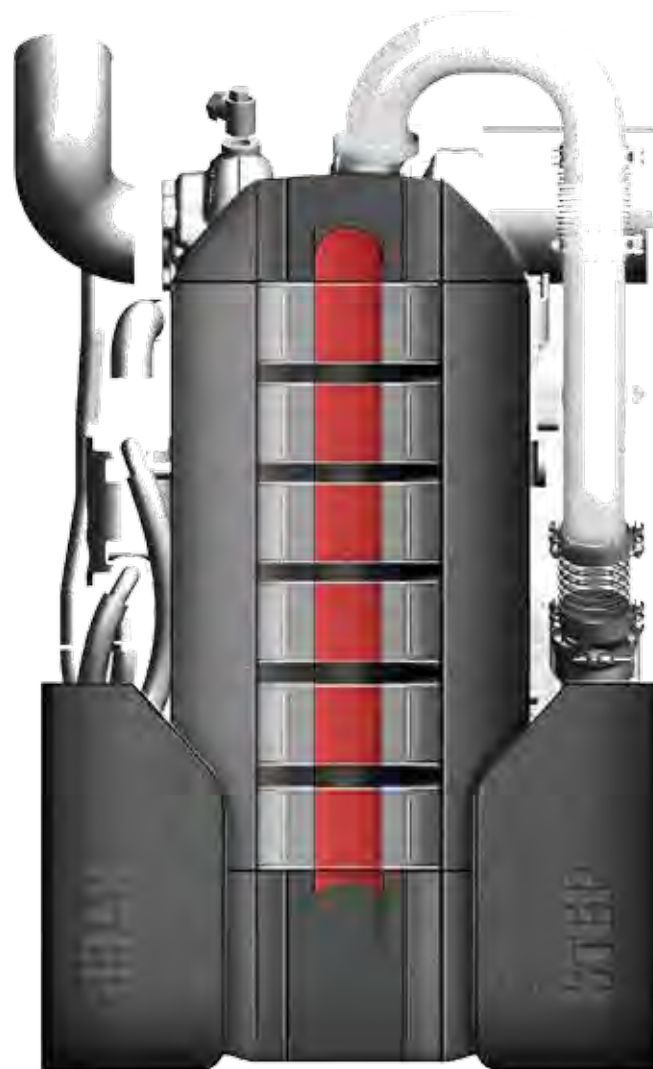
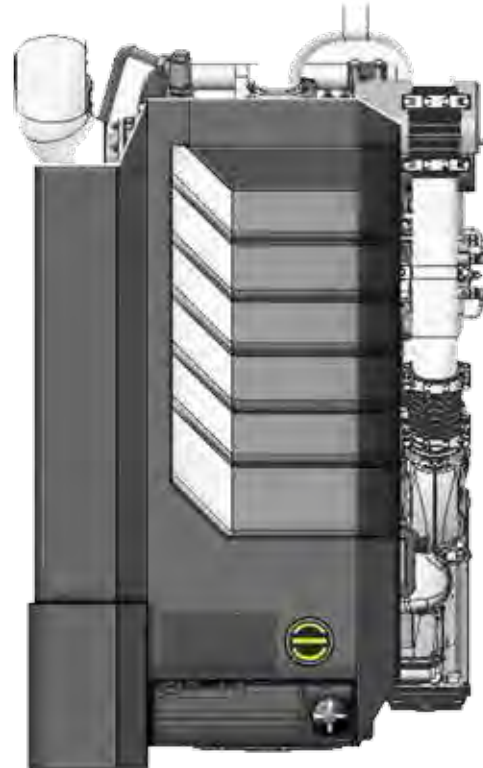
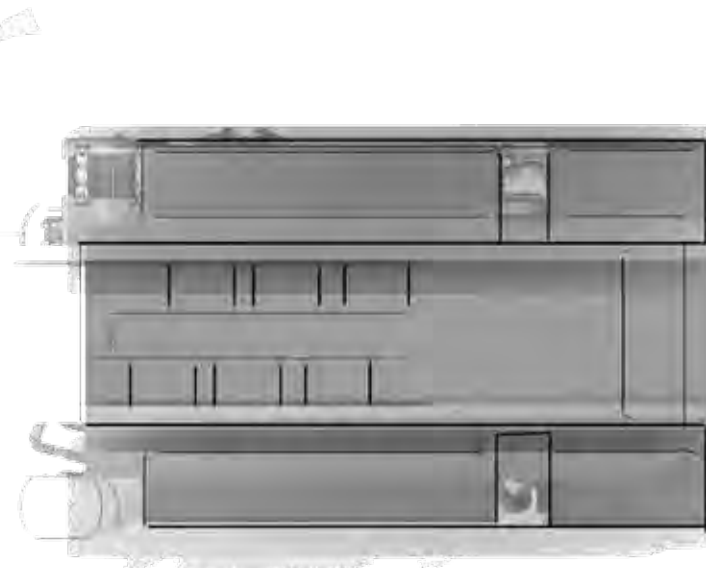




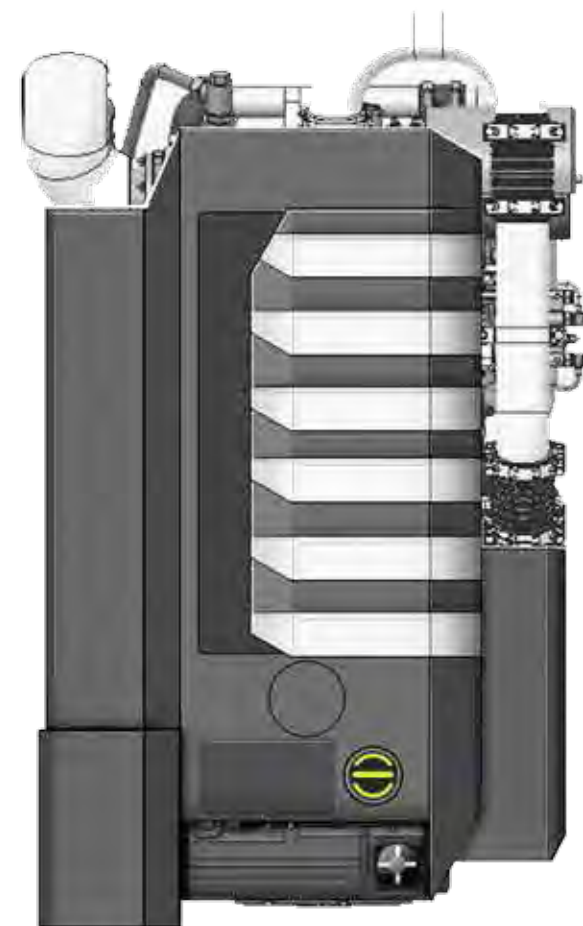
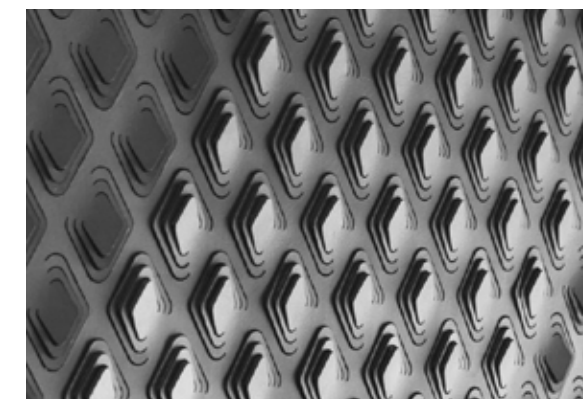
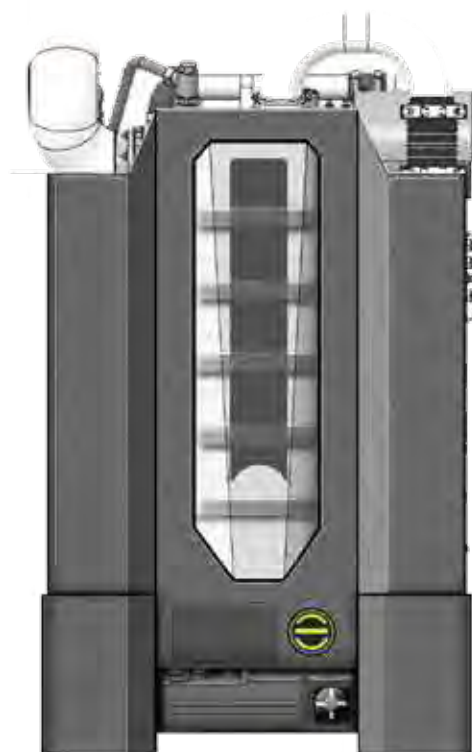
MERCURY MARINE CO-OP



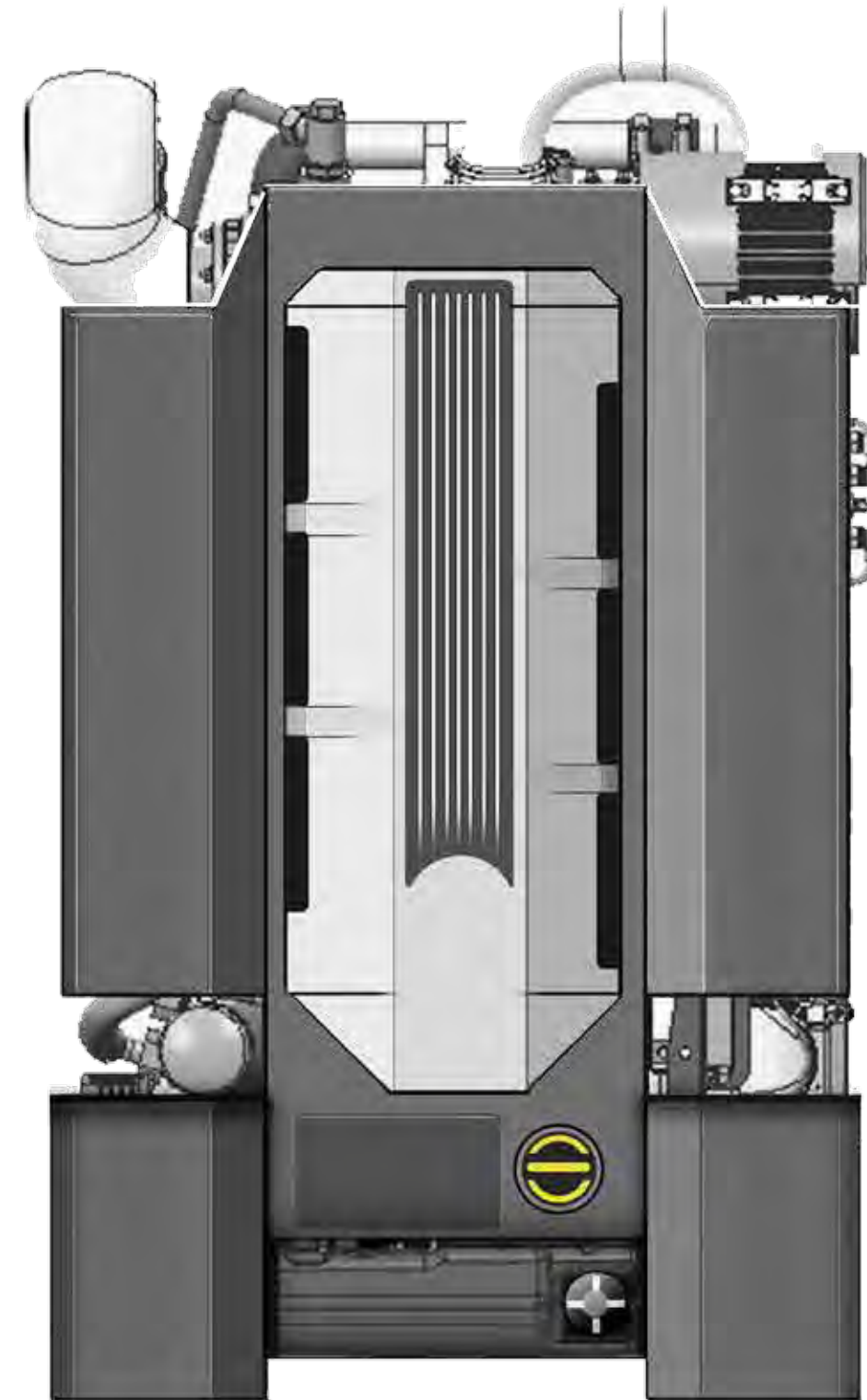
ENGINE COVER DEVELOPMENT



ORGANIZED



TECHNICAL / MACHINE



PURPOSEFUL

OUTBOARD GRAPHIC PACKAGE



FORWARD DESIGN



LINEAR FORMS



GEOMETRIC COLOR



BOLD & POWERFUL

TARDEC FFV





BRIEF : 2020

M2A3 "Bradley" Replacement

FUTURE FIGHTING VEHICLE

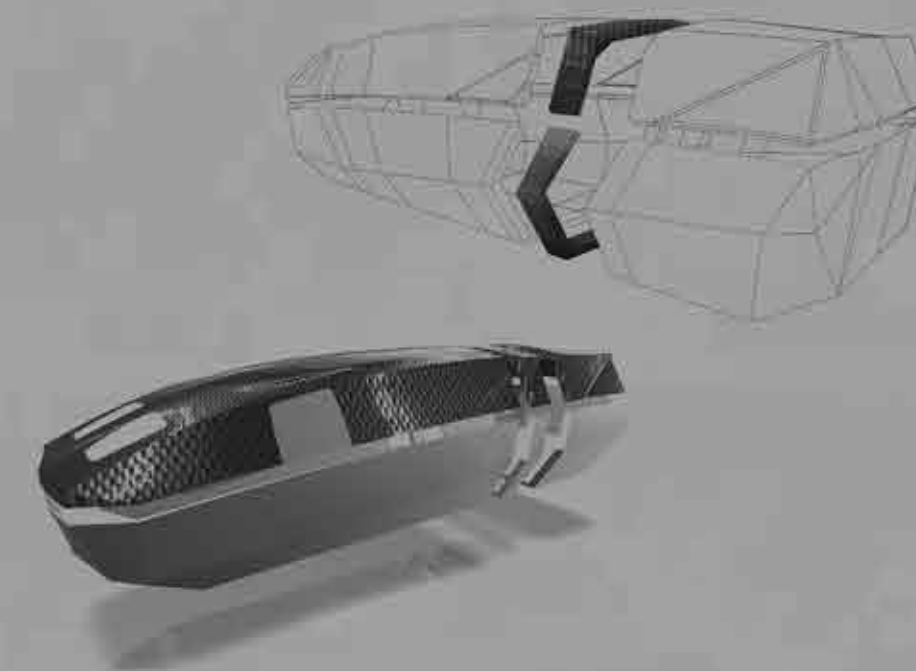


WORKSHOP CONDUCTED WITH
NCO'S TO DETERMINE NEEDS



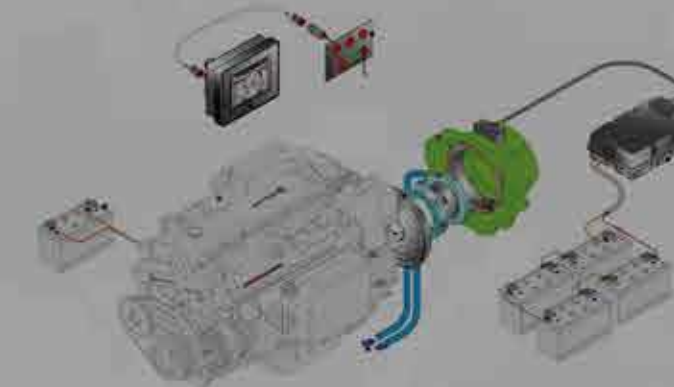
Soldier Research

Carbon Kevlar Construction

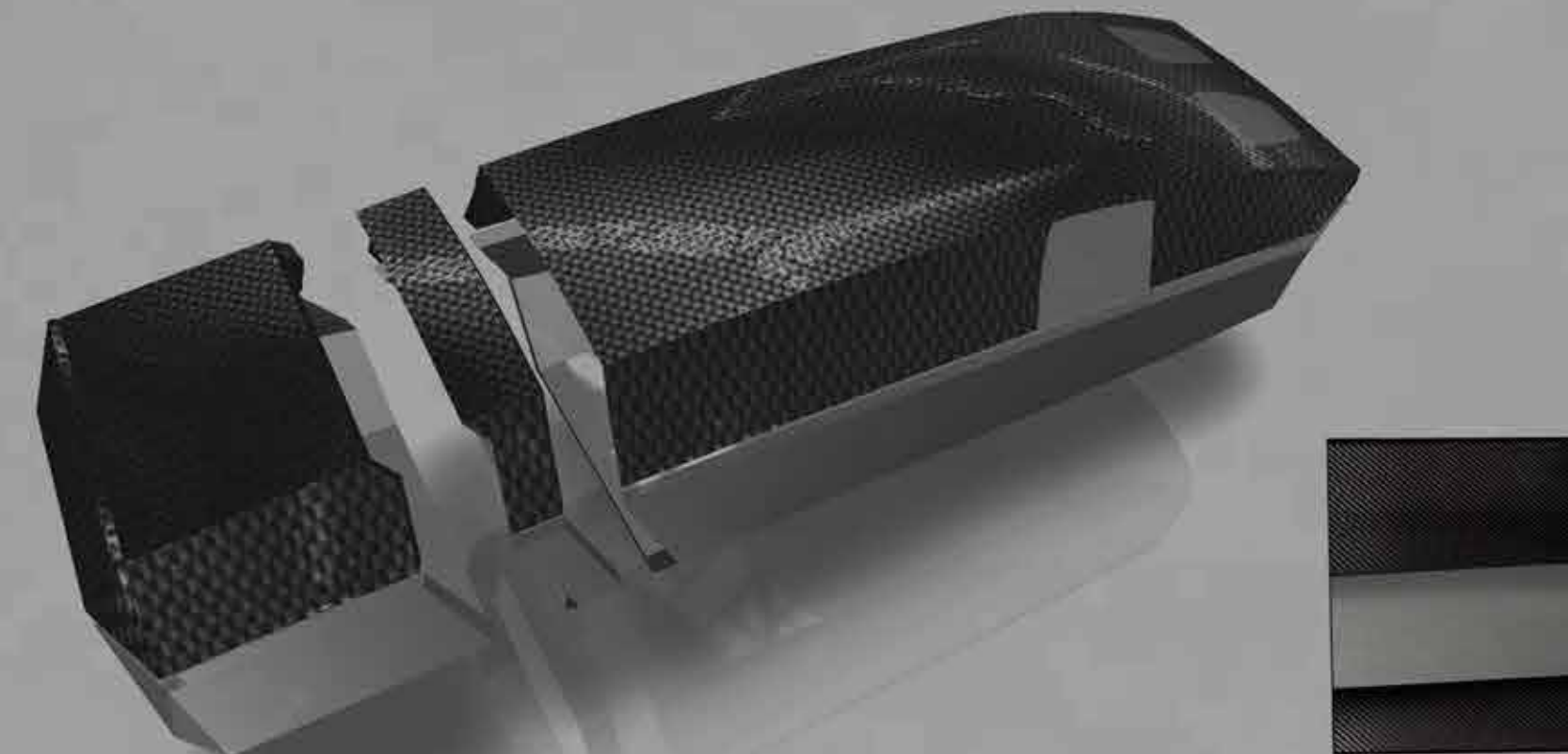


Powertrain Modularity

electric hub motors



hydraulic hub motors



Steel Bottom Hull meshed
with Kevlar Composite upper

Future Fighting Vehicle Platform

Allows for Modularity & Specific

Buils Depending on the

Situation. Soldiers Need a Higher

Level of Mobility & Survivability

While Remaining Lethal.

Caterpillar

c7 diesel

965HP

860ft/lbs

480 km range

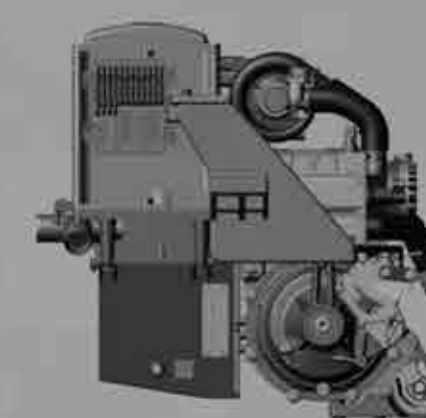


GM

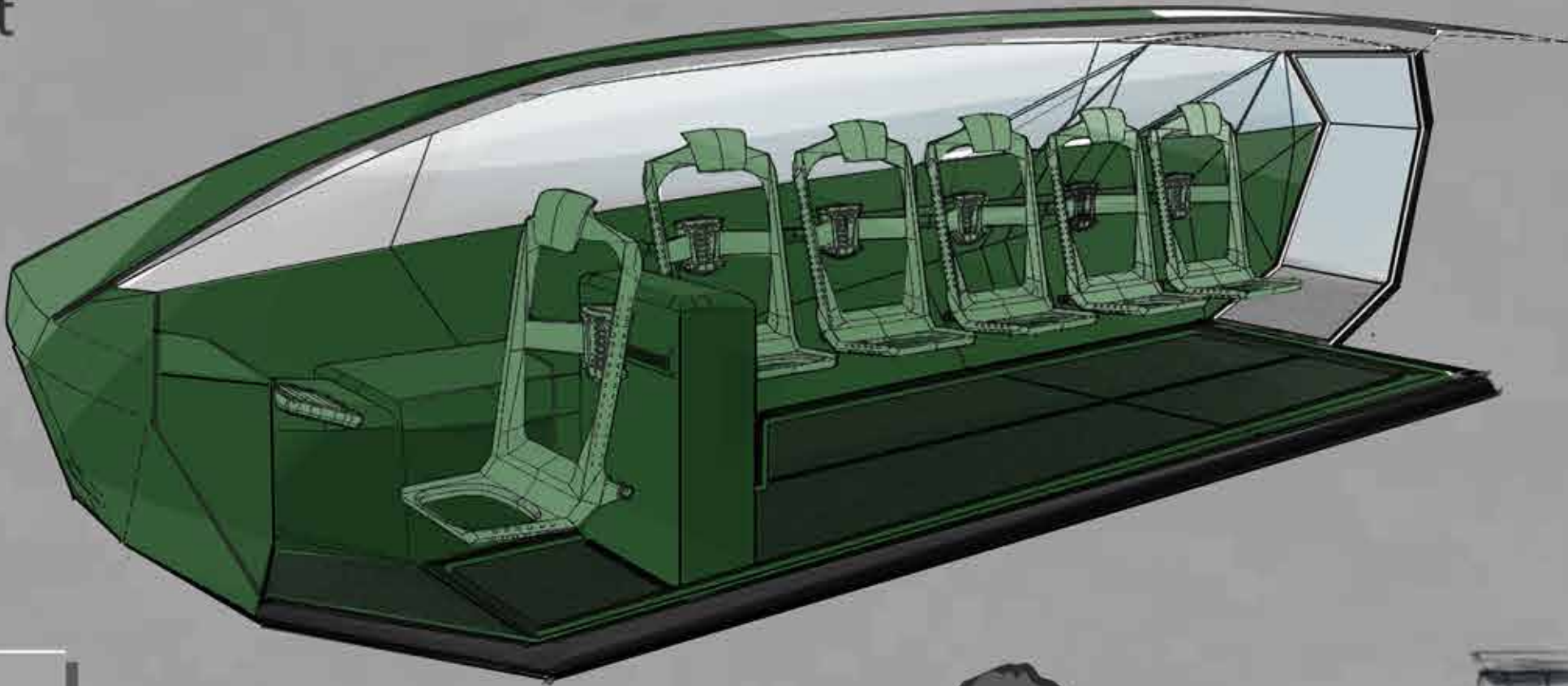
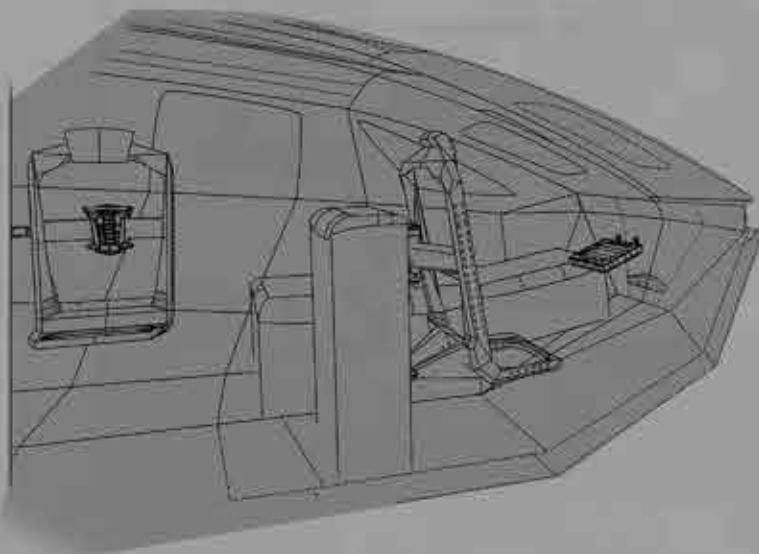
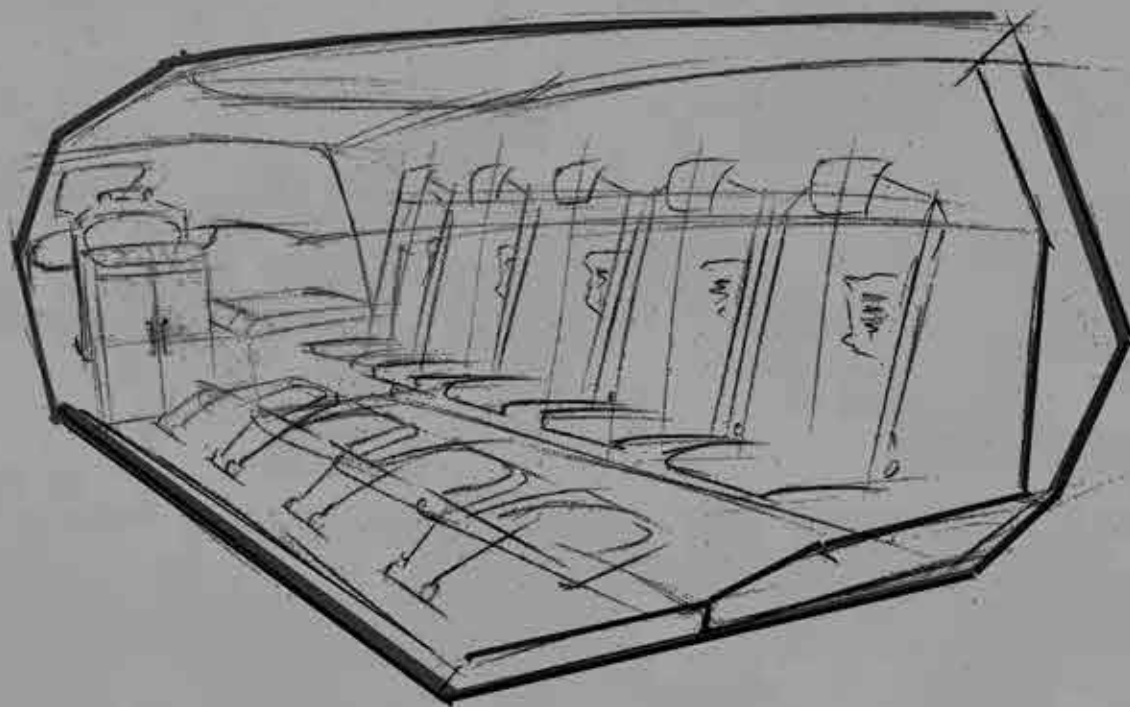
fuel cell stack

50 kw

690 km range

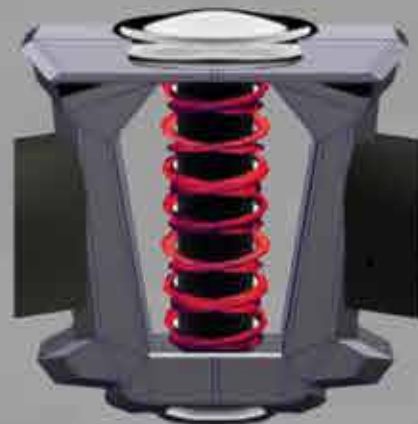


Interior Development



Working Mock-Up

Demonstrates G - Force
Resistant Sprung Seat.



Modular Seat allows, for soldiers
of all sizes to adjust to fit them
correctly, as well as allowing
the seat to be sprung to the
side of the FFV, helping
to disperse IED G - Forces.



1/8th Scale Package

DIMENSIONS

| | |
|-----------------|-----------------------------|
| TIRE OD 1016 mm | H Point to ground - 1060 mm |
| OAL 7250 mm | Lateral Position - 1000 mm |
| WIDTH 2717 mm | Passengers - 10 |
| HEIGHT 2641 mm | 30 mm Gun - 900 rounds |
| | 50 cal. - 3000 rounds |
| | 6 smoke grenades |
| | 4 javelins |

SURVIVABILITY

LETHALITY

MANEUVERABILITY

c-130

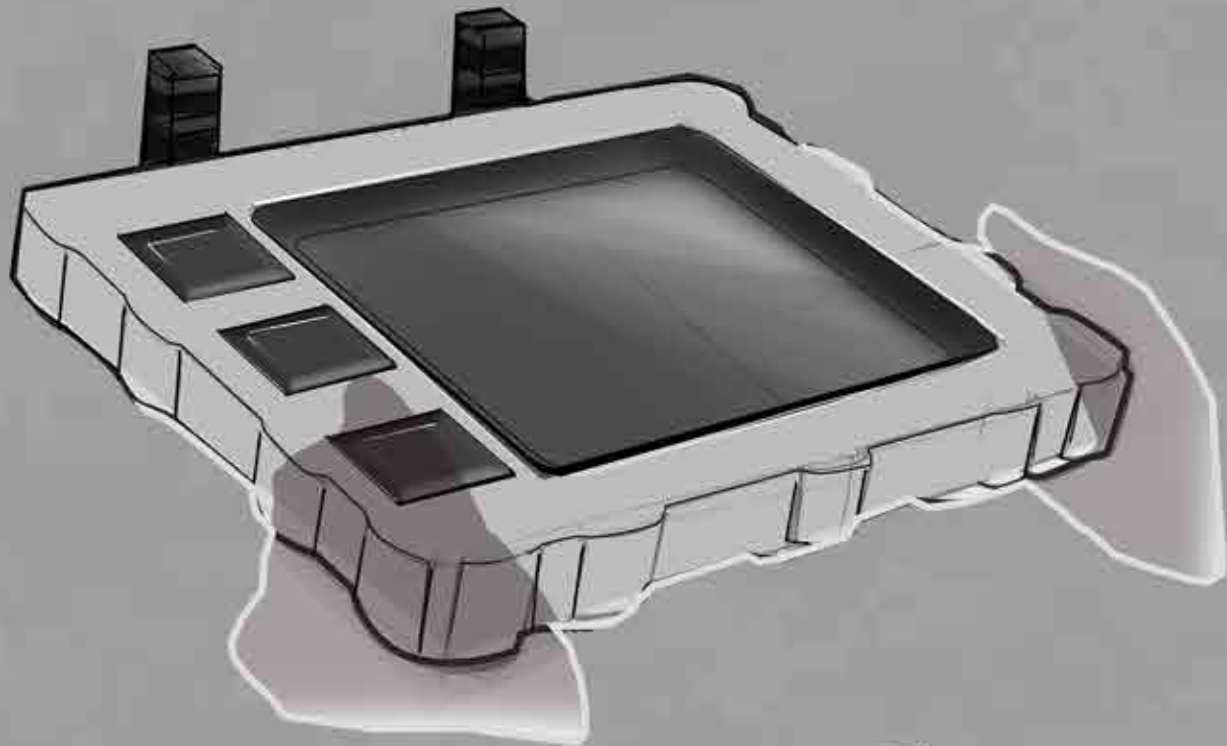
c-17

AIR CARGO PACKAGE

Design for the soldier from
the inside - out, creates a
more usable space for the
soldier, to work, sleep, and
from.

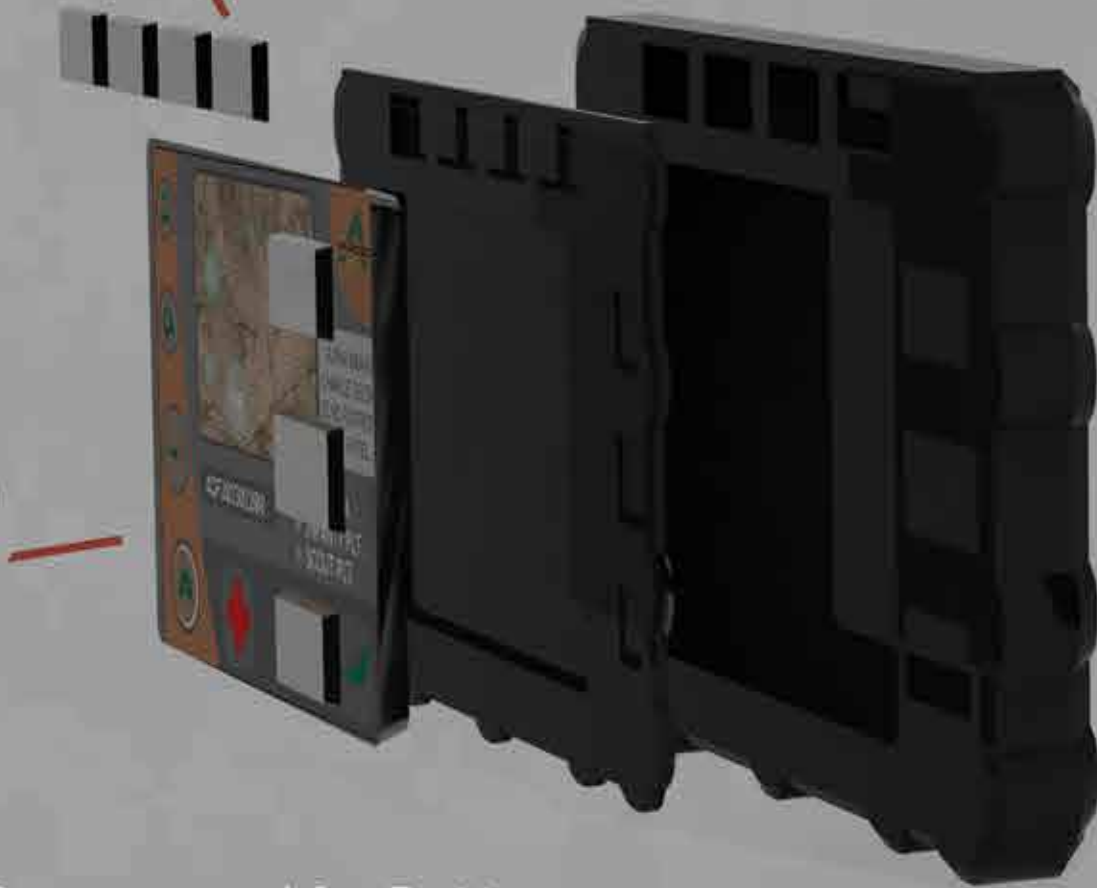


Durable Tablet



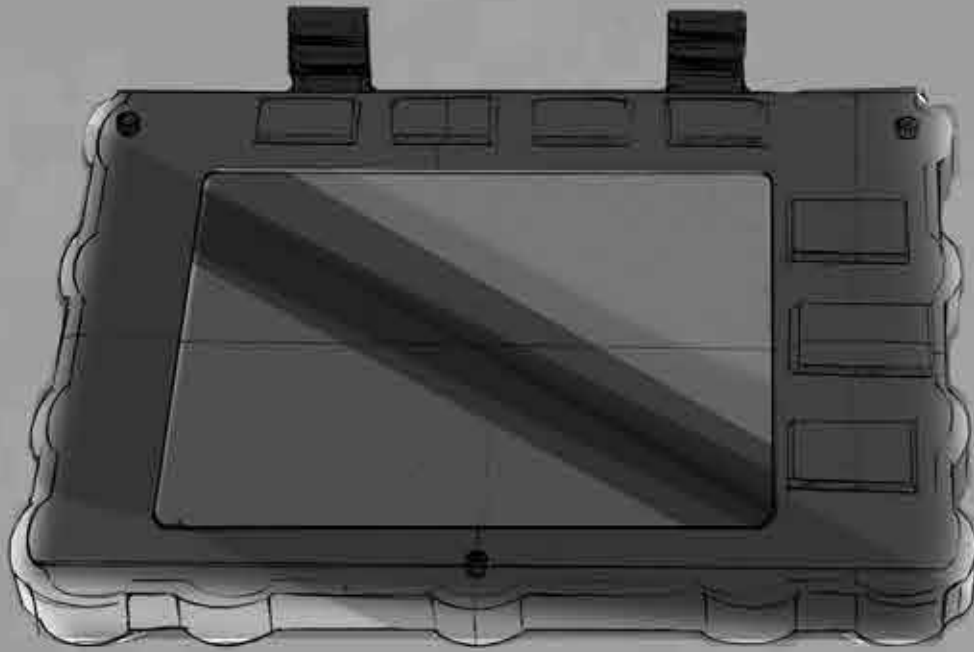
Main Function
Buttons

LED Touch
Screen



Picitinny Rail Mounts

Programmable Buttons



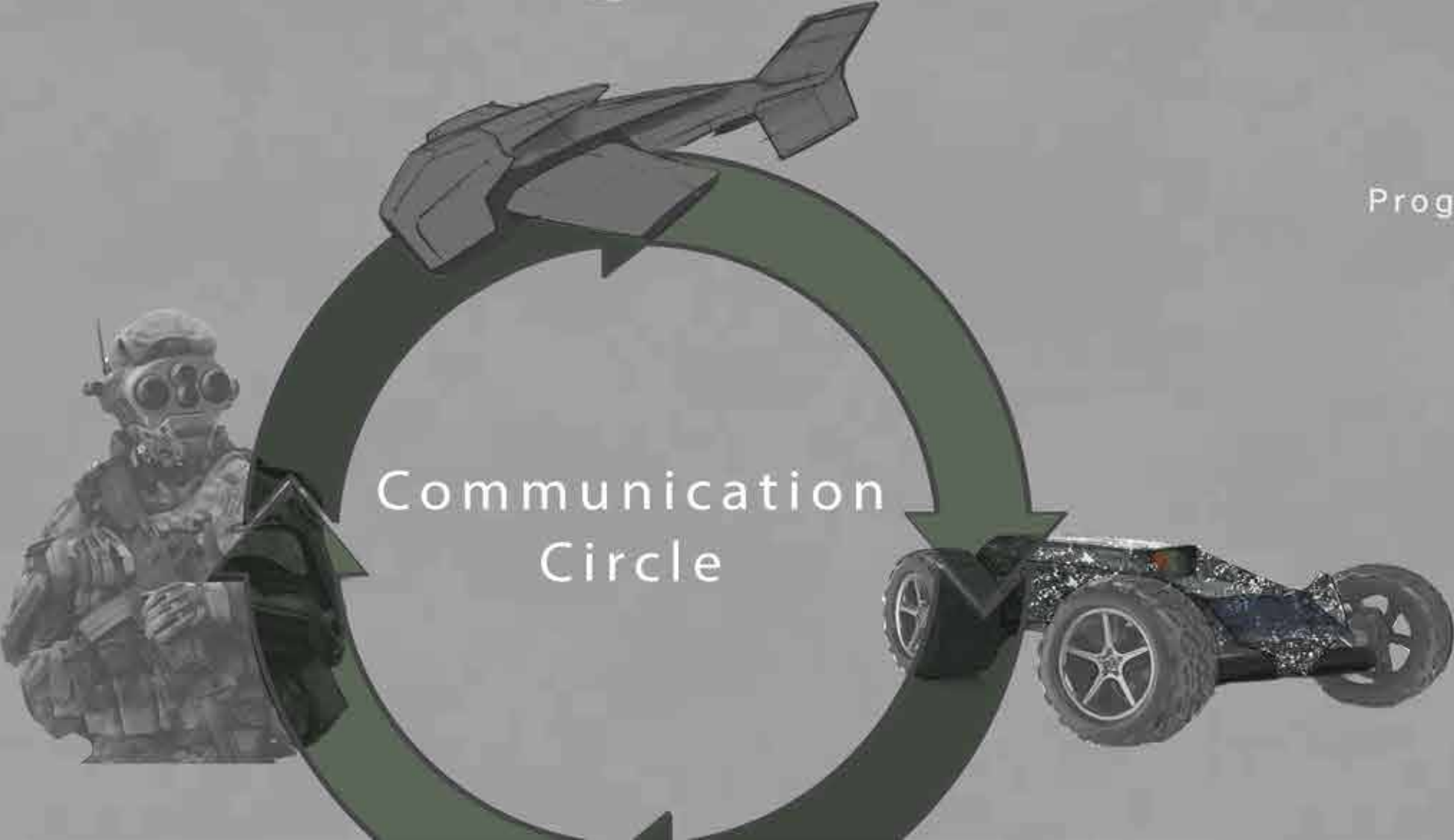
Soldier User Interface



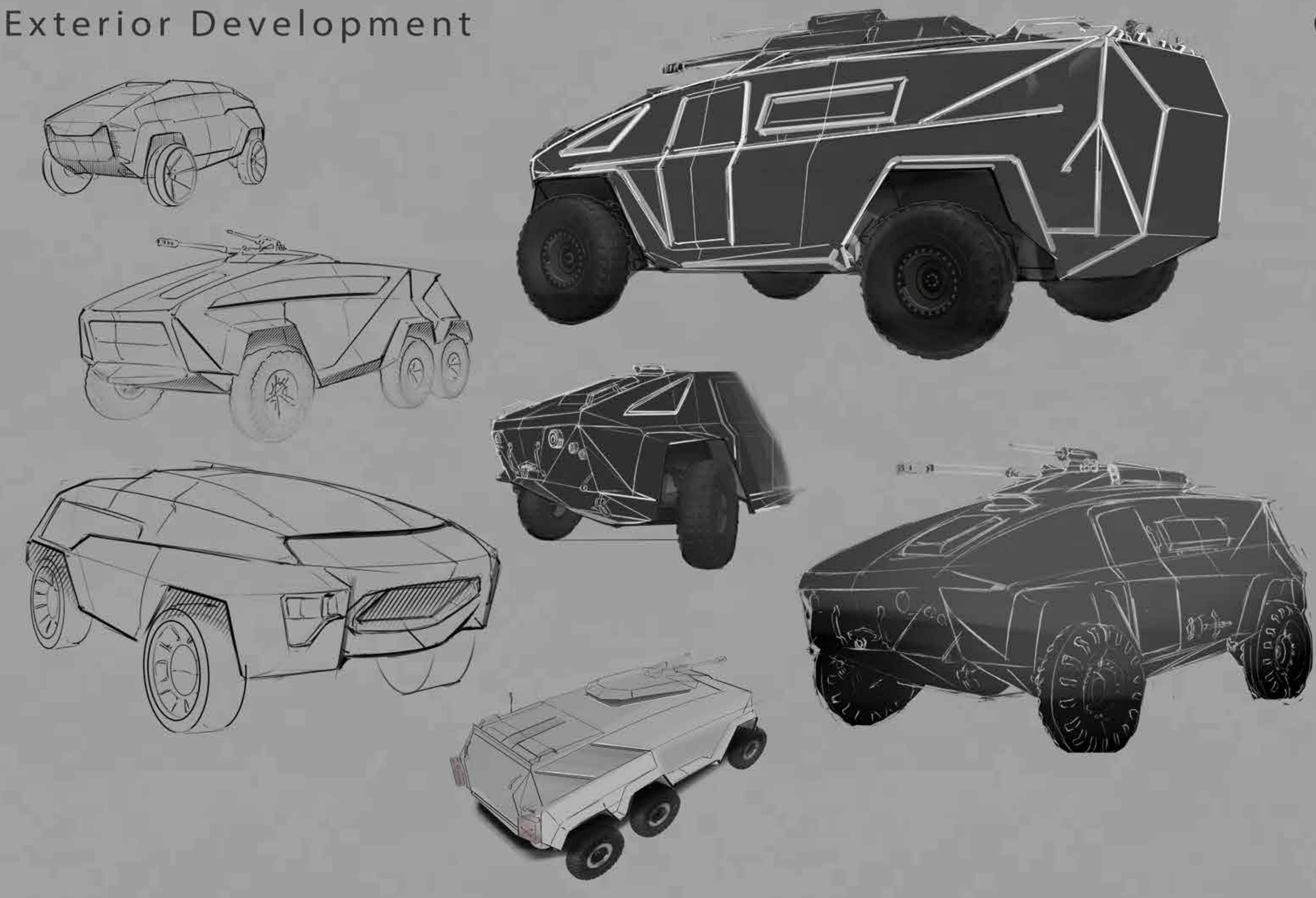
Multiple screen interface, along with a durable tablet, allow for ease of use, to monitor soldiers, check surroundings, and control drones, both on the ground and in the air.



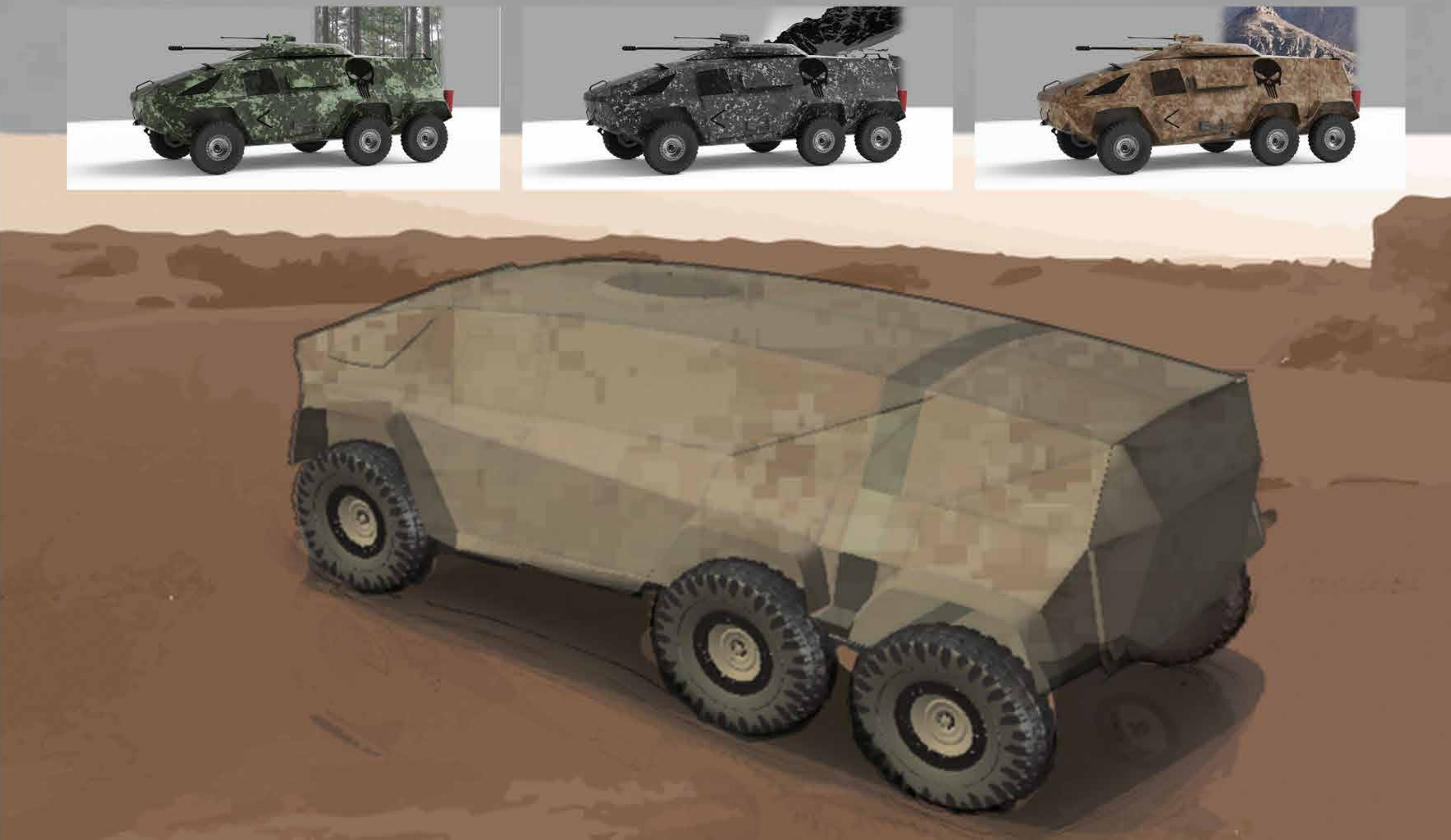
Communication
Circle



Exterior Development

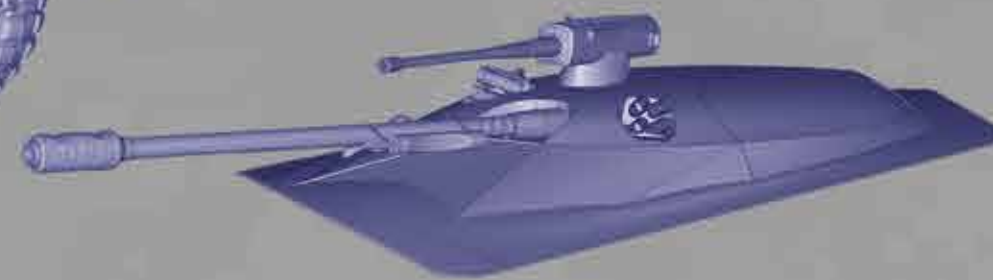


Camoflauge Patterns

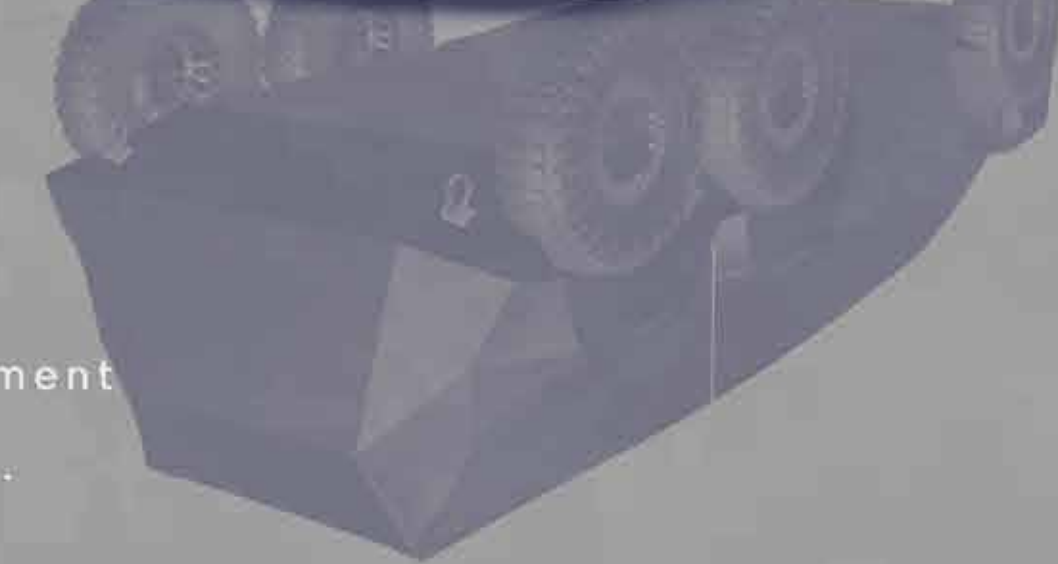


Alias Modeling

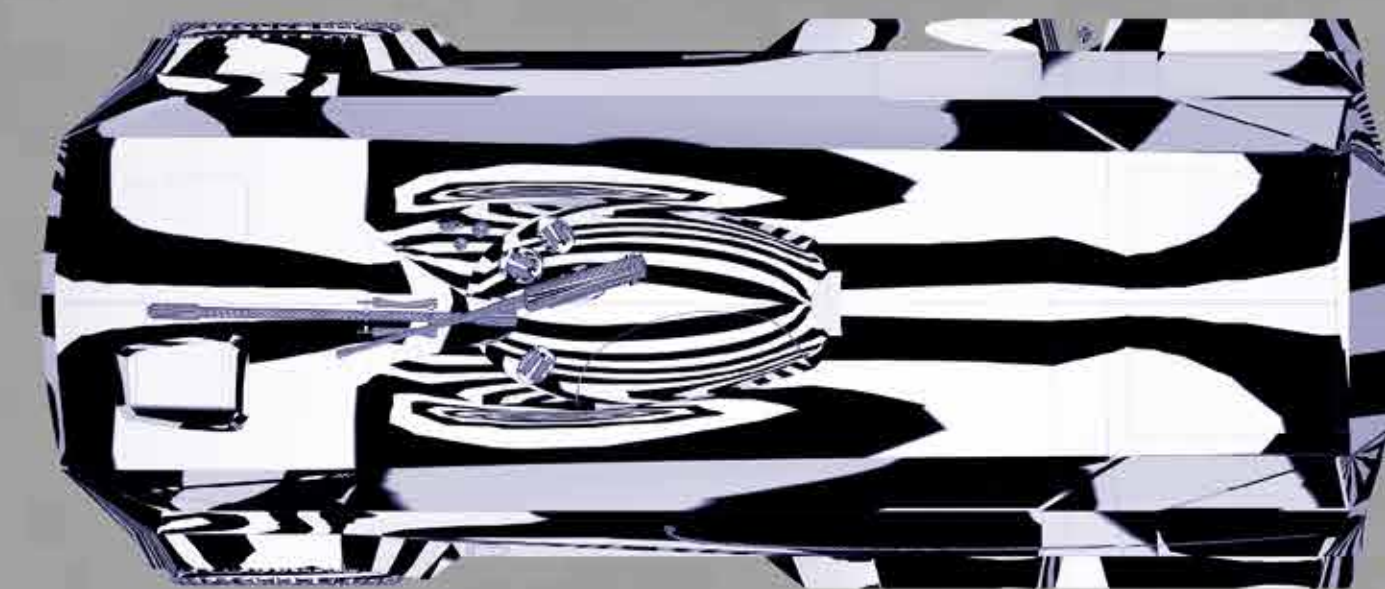
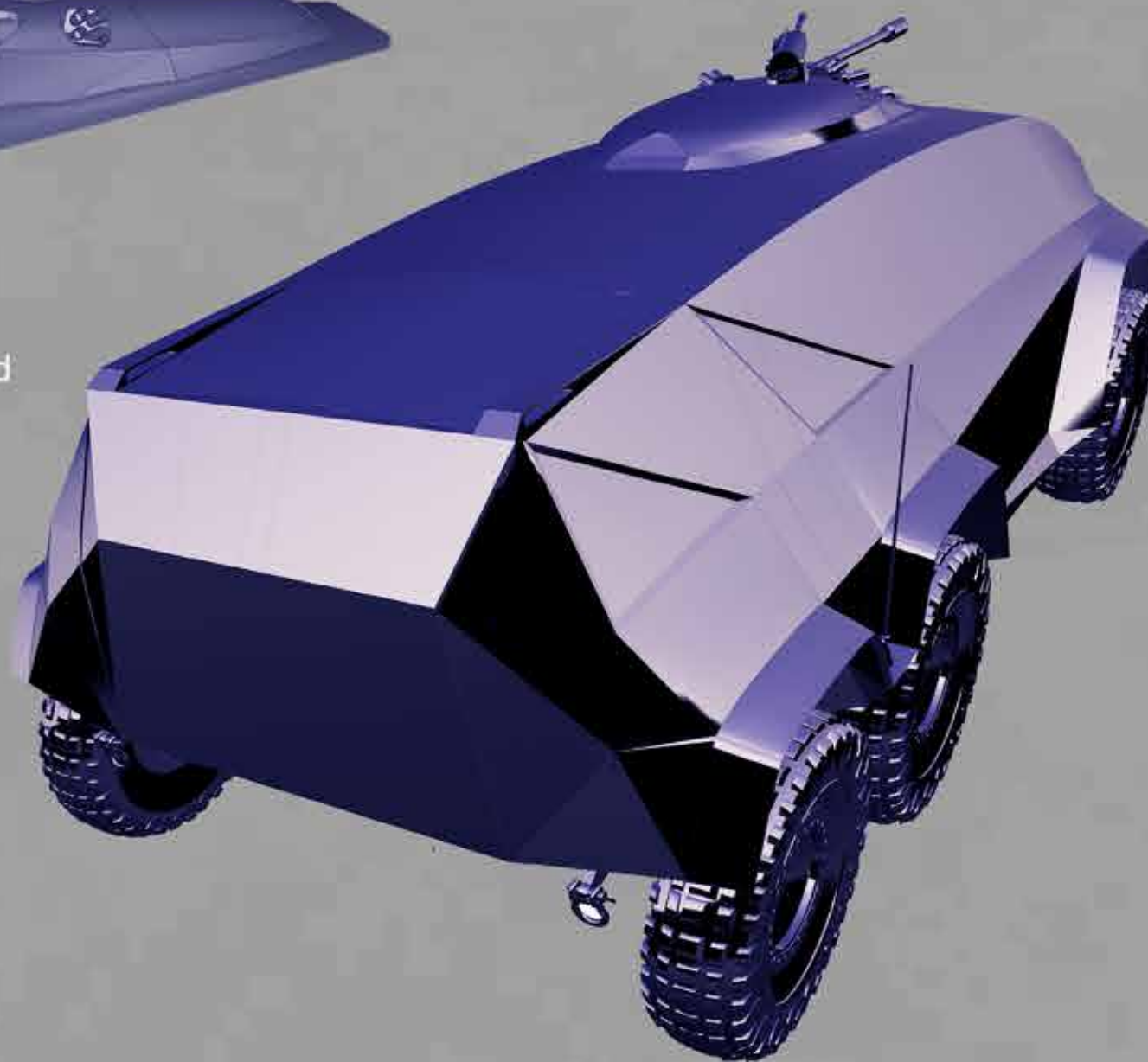
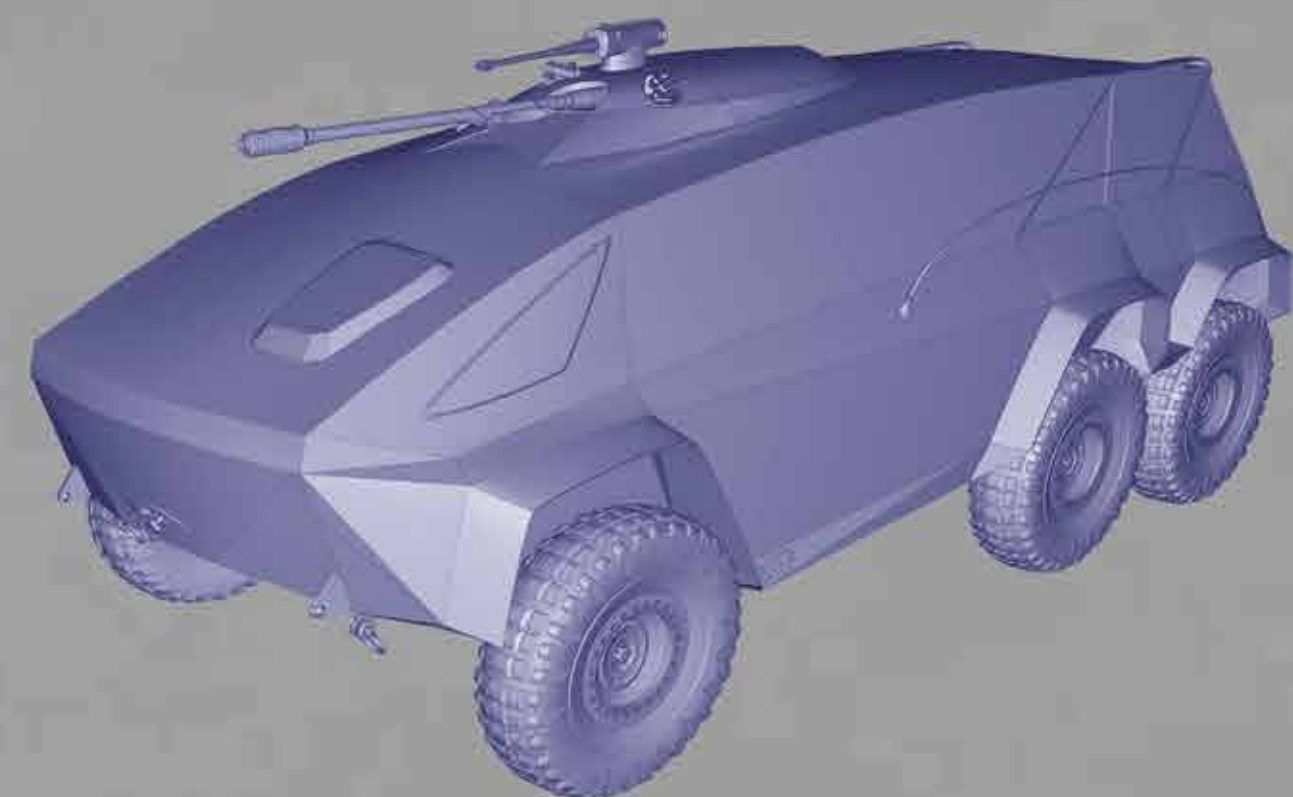
Model development and design of hard parts, & mechanical elements in program.



Shader Evaluation and Refinement of highlights and reflections..



Basic forms designed by sketch then related into 3d surfaces, with added detail.





PERSONAL STATEMENT

While studying at the College for Creative Studies, I have developed a strong passion for design, and the stories that lead to a great design. I have utilized and built upon this passion working as a creative design intern with General Motors as well as Mercury Marine. I look forward to using my strengths to benefit your innovative design team in a professional studio environment.

WORK EXPERIENCE

- General Motors

2015

Summer Internship

Warren, MI
- Mercury Marine

2015

8 month Co-op

Fond du lac, WI
- Resident Assistant

2013 to 2015

College for Creative Studies
- Transportation Design Student Government Representative

2012 to 2015

College for Creative Studies

EDUCATION

- From September 2012 to December 2016

3.4 GPA

BFA Automotive Interior Design

College for Creative Studies

Detroit, MI
- From September 2012 to December 2016

3.7 GPA

Business Concentration

College for Creative Studies

Detroit, MI

KNOWLEDGE

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Autodesk Alias

Autodesk Maya

Keyshot

VRED

ACCOLADES

- Eagle Scout Award

Distinguished with two palms for exemplary service
- GM Interactive Design Competition

Recognized finalist in the sculpting category
- Local Motors Sports Car Challenge

Designed a modern track car to fit a specific package. My work was juried as a finalist in the competition
- Gallery Showcase

Selected to represent my high school art program in a showcase of 20 outstanding artists
- F1 in Schools

Led a team to design, prototype and compete in local, and regional competitions

Exemplary Skills

DIGITAL MODELING

DESIGN RESEARCH

MANUAL SKETCHING

CONTACT INFORMATION

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THANK YOU

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